

# GATEWAY DESIGN CONCEPT PROPOSAL

Redwood City, California

ELIZABETH DAY

JUNE 2014





# APPROVAL PAGE

TITLE: GATEWAY DESIGN CONCEPT PROPOSAL

AUTHOR: ELIZABETH DAY

DATE SUBMITTED: JUNE 2014

ZELJKA PAVLOVICH - HOWARD  
SENIOR PROJECT ADVISOR

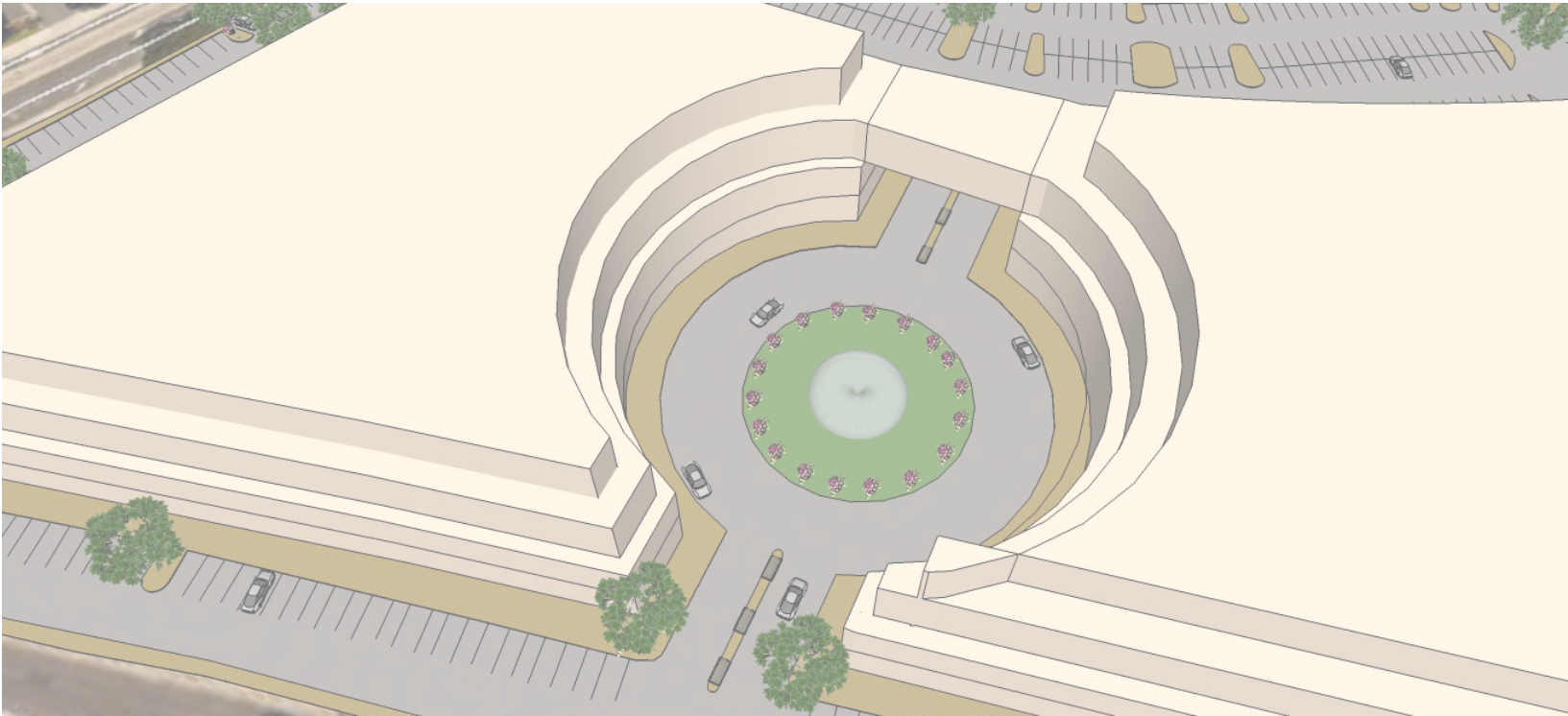
---

Signature

HEMALATA DANDEKAR  
DEPARTMENT HEAD

---

Signature



# Acknowledgements

First, my lovely parents, **Deborah and Rick Day**. Without the two of you supporting me through school I would not have gotten to the point of having to complete a senior project. I will never be able to express how grateful I am for providing me the opportunity to attend Cal Poly and being by my side through all my endeavors.

The main focus of this senior project is set on the urban design side and I would have never found the love for designing if it hadn't been for **Umut Tokar**. Taking studio with you my sophomore year set my future path on design and for thank I am very thankful.

Another huge factor of finishing this project required numerous long nights in the library, which without **Garrett Hall** would have been nearly impossible. Thank you for being the main supply of coffee and reminding me of the wonderful benefits that are received at the end of all the hard work.

And finally, last but certainly not least; this project would be nothing without the endless hours of hard work put in by my professor and friend **Zeljka Pavlovich-Howard**. Without your dedication to this project and to helping me complete this, it would not have been done. Thank you for spending so much of your personal time looking over drafts and always having some suggestion to better my work. You are truly a blessing and amazing addition to the city and regional planning family and will be greatly missed in the department. Enjoy retirement!

# Table of Contents

## **Section 1: Introduction & Background**

Purpose of Project	9
Relevance to Planning	10
Methodology	12
Existing Characteristics	13
Opportunities & Constraints	16

## **Section 2: Case Studies**

Introduction	20
Santana Row	21
Mizner Park	23
Plazas	25
Convention Centers	27
Hotels	29
Lessons Learned	32

## **Section 3: Design Proposal**

Introduction	36
Concept Proposal	37
Visioning & Program	40
Concept Diagram	41
Development Table	43
Site Plan	45
Massing Model	49
Conclusion	56
Works Cited	58

# List of Figures / Tables

## Figures:

Figure 1: Overall Broadway Corridor District Map	13
Figure 2: Existing Land Use Map	14
Figure 3: Santana Row Site Plan	21
Figure 4: How Proposal Connects to Benefit Convention Center	38
Figure 5: Corner A, Concept Diagram Site Plan	41
Figure 6: Corner B, Concept Diagram Site Plan	42
Figure 7: Labeled Site Plan	44
Figure 8: Location Map	45
Figure 9: Proposed Site Plan for Whole Site	46
Figure 10: Corner A, Site Plan	47
Figure 11: Corner B, Site Plan	48

## Tables:

Table 1: Existing vs. Proposed uses	14
Table 2: Development Table	43





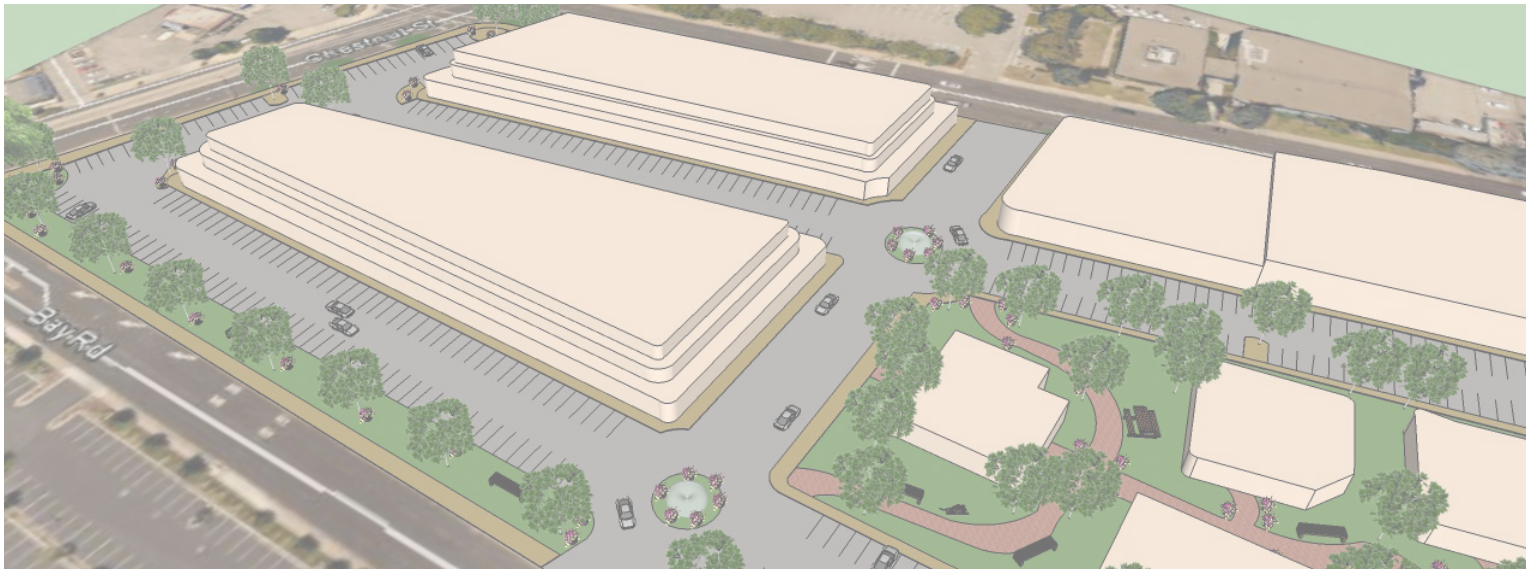
# Introduction & Background



# Purpose of Project

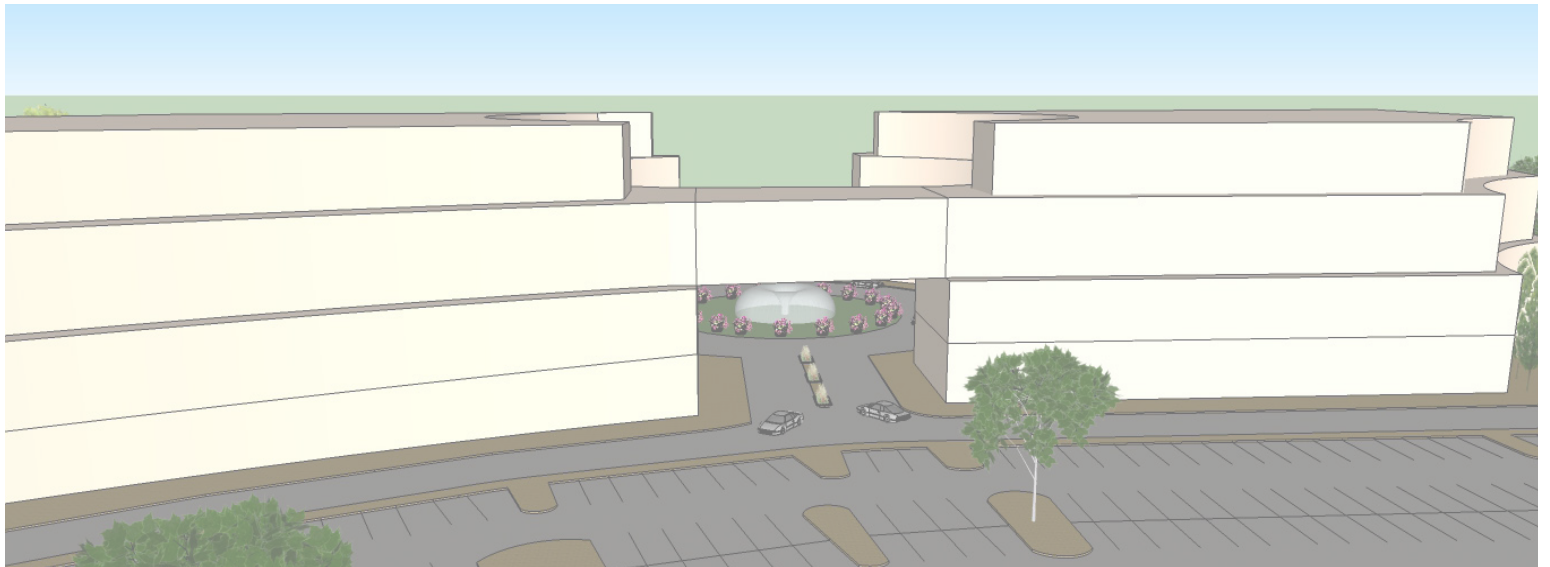
Broadway Corridor in Redwood City, California presents the opportunity to be redeveloped and reshaped into a more efficient and desirable environment. Redwood City has developed several goals for future development which include effective and efficient service delivery, community building and communications, economic development, public safety, transportation and youth. In addition to these goals, the City has identified specific areas within the city that provide key opportunities for development; two of these areas are the Corporation Yard site and the CVS shopping center site, which is where this project focuses.

This project offers an urban design proposal for two key development parcels in the Broadway Corridor in Redwood City - the Corporation Yard and the CVS shopping center. Hopefully, this project will provide Redwood City staff and citizens with ways to envision what could potentially be developed in this important gateway into the city. The goal is to create a proposal that will reflect community members wants and the city's needs. This proposal will be accompanied by visual images that would be easily understood by lay and professional publics.



# Relevance to Planning

Urban design is a very important field of planning. With the economy beginning to increase again, more and more developments are being proposed and it is important to pay attention to the proper spatial organization and aesthetic qualities of development. This project directly looks at two sites which have great potential to be redeveloped.





# Methodology

This project is a continuation of the project conducted by the Community Planning Lab in the City and Regional Planning department at California Polytechnic State University. Most of the background information regarding Redwood City and project areas existing characteristics was taken from the studio class project. The public outreach process involved four events, including a Community Discussion and several Mobile Workshops; stakeholder interviews; discussions with community organizations; a Community Opinion Survey conducted at the first Public Workshop and on the project's website; and an Open House with City staff.

As part of the public outreach efforts for the Broadway Corridor Study, several interviews were conducted with Redwood City stakeholders on Friday, November 1, 2013. The interviewees were selected based on their interest and expertise with various aspects of the project. Stakeholders had many recommendations for the Project Team, ranging from aesthetic considerations to suitable land uses. Many envisioned a more vibrant, walkable, and attractive Corridor which would spur future development.

A Community Opinion Survey was distributed to participants on November 2, 2013 at the Community Discussion conducted at the Redwood City Corporation Yard, and to participants at various mobile workshops stationed throughout the City including the Courtyard Square, the Grocery Outlet, Hoover Park, and the Stanford Medicine Outpatient Center. The Community Opinion Survey was also made available on the project's website in both English and Spanish to reach a wider audience. The survey instrument contained a total of 14 questions, which covered various land use, safety, and circulation topics. In total, over 400 responses were collected, with a majority of them collected online.

The background information collected and examined during the studio class project provided the basis for developing this proposed project.

Source: Broadway Corridor Studio Project

# Existing Characteristics

The existing Corporation Yard and CVS sites include Public, Commercial-Regional, and Vacant land uses. The Redwood City Corporation Yard is located in the north-west corner (A) and the Redwood Plaza is located in the south-west corner (B). Using information from the studio class existing characteristics of the sites was determined.

Community members and stakeholders envisioned the Woodside Road and Broadway intersection as the “gateway” entry into the City complete with an attention-grabbing sign or public art piece. Currently the “unclean industrial vibe” in the Corridor creates a lackluster environment, which is aesthetically unappealing as a gateway into the City. Along with the lack of appeal there is a lack of “street character,” and a distinct identity from Downtown. The intersection is not considered a

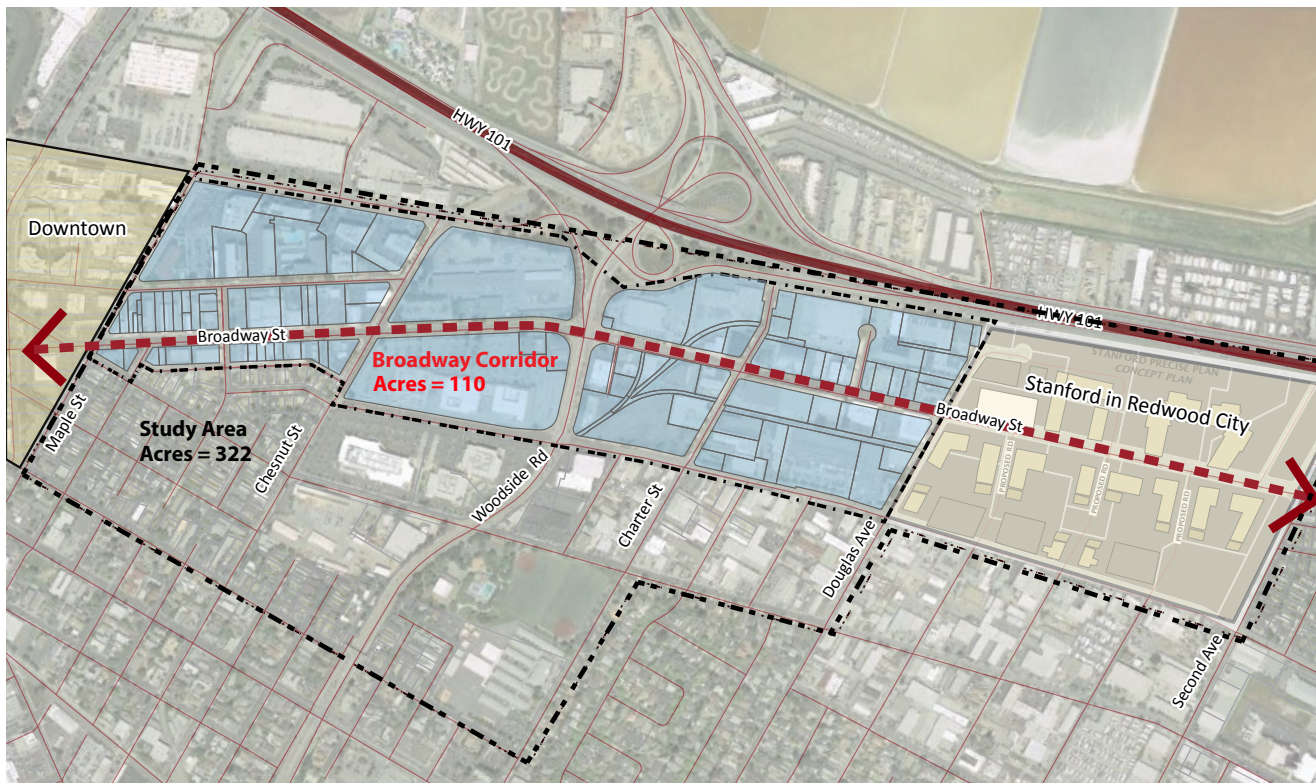


Figure 1: Overall Broadway Corridor District Map

“destination” for most visitors, and does not have a cohesive urban form. Many participants suggested the need for improved streetscaping and with the addition of street trees, safety lighting, and street furniture, which would help to transform the Corridor into a unique and pedestrian-friendly location.

With Downtown and the Stanford in Redwood City development as natural anchor points, many community members mentioned infill and mixed-use development as the key to revitalizing the intersection. The current uses don't offer resources for a broad range of community members and many people stated they would like to see more retail, dining and food services, entertainment, and open space amenities to attract more people to the area. The existing land use map shows the current uses on the sites, along with the uses on the sites across from the project areas.

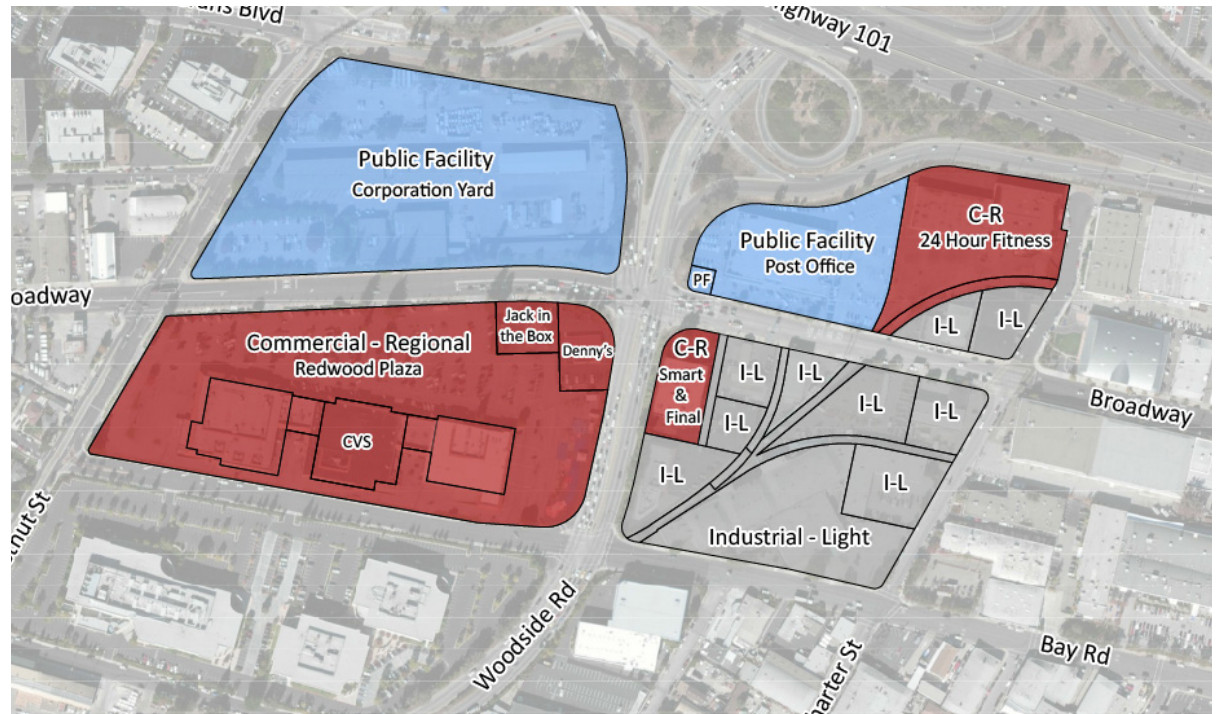
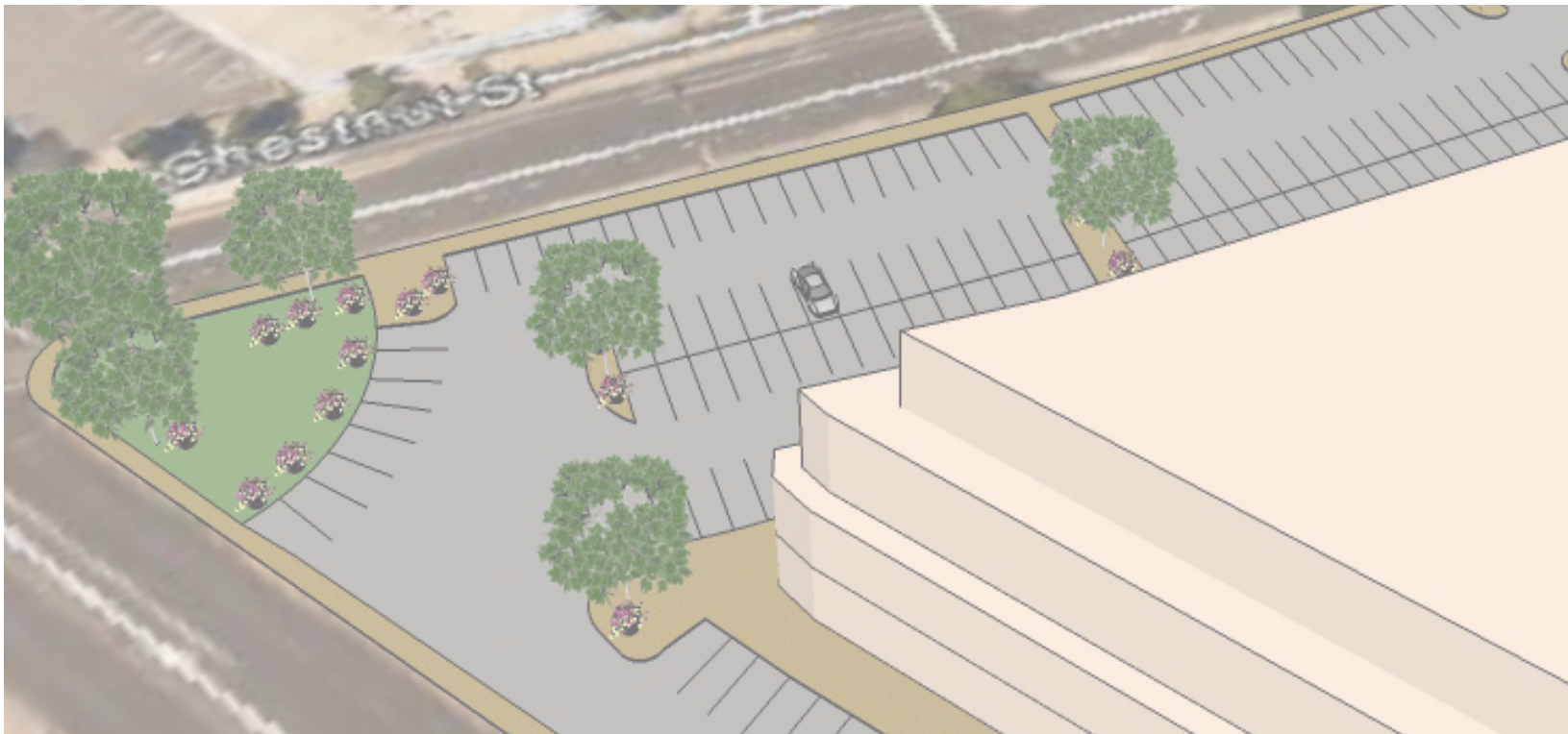


Figure 2: Existing Land Use Map

Table 1: Existing vs. Proposed uses

Location	Existing	Proposed
A	Redwood City Corporation Yard	Hotel/Convention Center; Mixed-Use Neighborhood, Public Facilities
B	CVS, Denny's	Open Space, Mixed-Use Office, Plaza, General Commercial





# Opportunities & Constraints

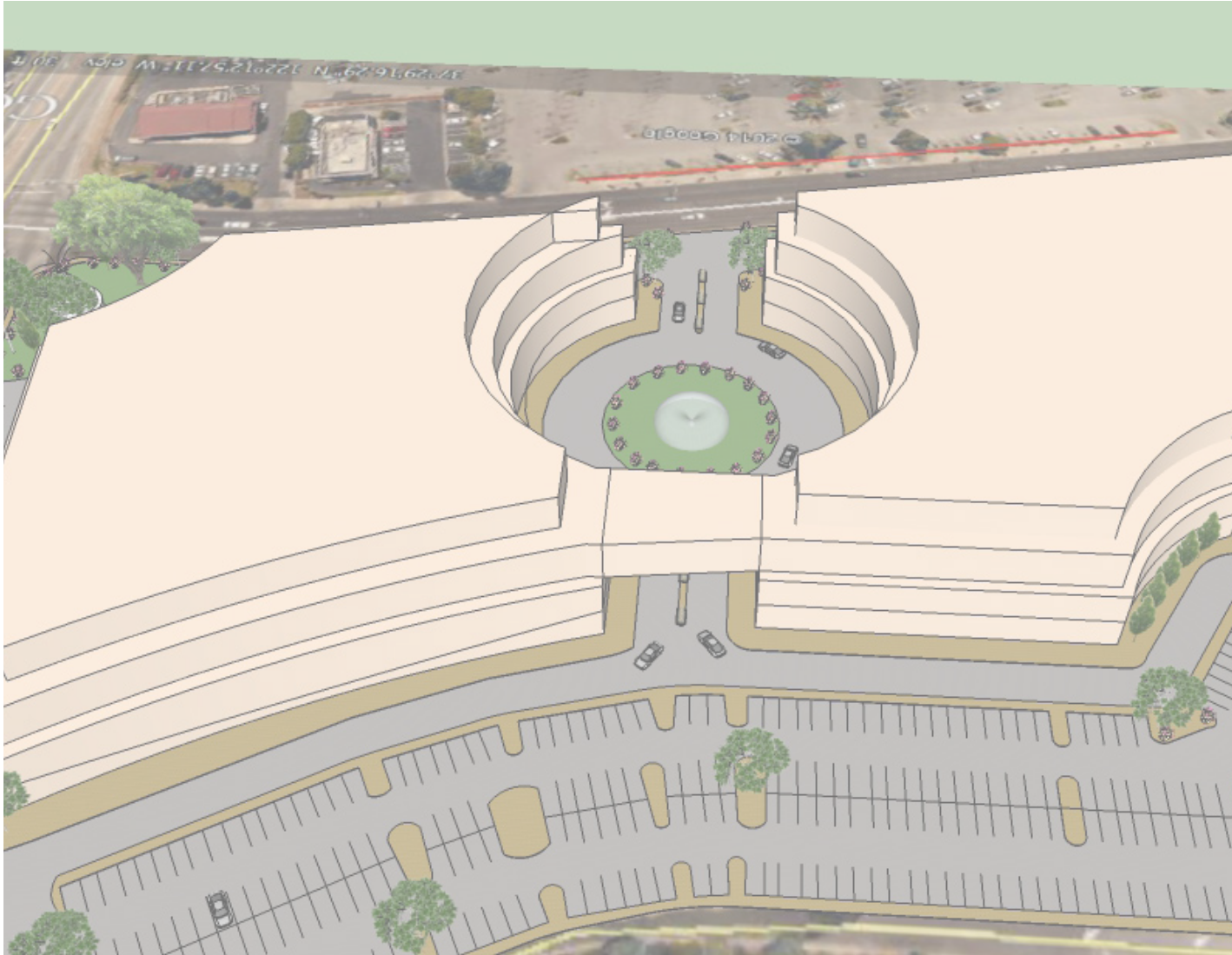
The project sites have a variety of existing land uses including public facilities, commercial – regional and industrial – light land uses. Currently these corners are serving as a gateway into the Broadway Corridor, albeit a very unappealing area. The public facilities found within the project site include the Redwood City Corporation Yard, located on the northwest corner (A) of the Gateway District. The commercial – regional uses include the Redwood Plaza which is currently the home to CVS, Jack in the Box and Denny's and is located in the southwest corner (B). There are no industrial – light uses within the project site.

## Opportunities:

Due to the ideal location of the Broadway Corridor provides connection between the Stanford Campus, downtown, and the residential areas. There is a large arterial off-ramp that is located in the Broadway Corridor, further capturing and increasing the potential for commercial and public uses. Due to the lack of cohesive land uses, there is a huge potential to essentially apply a blank canvas to apply new uses and improve the existing uses. For example, mixed use could help create a solution for the affordable housing need the City must fill. The policies in the General Plan provide the opportunity to give guidance to how new uses could contribute to the whole city. There is the possibility to provide more job opportunities for the residents. The Study Area could also attract new residents and employees to enjoy the amenities besides the businesses.

## Constraints:

The auto-orientated study area prohibits the development of unique, defining characteristics. As development occurs within the project area, current businesses could be pushed out, further ostracizing the local job market. Major change to the land uses would be less likely to happen when all buildings are occupied, which increases the time able to redefine Broadway. The regulations could cause strain on potential new and existing uses by not allowing more creative development. Another challenge is that increased businesses in the area could give visitors and residents another reason to not go the Broadway Corridor Study Area.



# Case Studies

2



# Introduction

This project proposal will include a convention center and a hotel on one site and general commercial, mixed-use office, and open space on the second site. Consequently, the case studies conducted for this project included developments that could best illustrate the project proposal. Examples of other cities are the main source of case studies provided to aid the proposal; however, successes and failures of individual development types are the main case study analyses' provided.

# Santana Row

Located in San Jose, California, Santana Row acts as a major tourist attraction as well as a huge contributor to the city's economic vitality. This area acts as a fashionable outdoor shopping, dining and entertainment district for the residents and visitors of San Jose. Santana Row features 834 homes, bars, restaurants, shopping, and open space within the site area. The layout of Santana Row is one of the main reasons for its success. Below, is the Santana Row site plan which offers a visual representative of the flow of Santana Row. The open space area is located in the middle of the site, while the attractions are placed around it in a rectangular form. This layout provides a safe feeling for pedestrians and keeps the vehicular traffic to a minimum. Although there is some parking inside the rectangle most of it is on the outskirts. This helps with both visual and safety concerns. Along with having the great open space in the middle of the site, Santana Row was built to incorporate little restaurants and shops within the open space. This brings a lot of pedestrians to the middle of Santana Row and is a huge reason why this development



Figure 3: Santana Row site plan

does so well. As shown in the image to the right, the middle of Santana Row is both beautiful and inviting and captures visitors. Once there, people can see all of the attractions surrounding them and feel more inclined to visit the surrounding shops. At night, Santana Row lights up to keep the festivities going and although most of the shops close around 11:00pm, the clubs and bars remain open for people's enjoyment. This system has allowed Santana Row to provide for all age groups and be a great source of City income for the



whole day. The main use Santana Row includes that the proposed project does not are residential properties. Pictured to the left is an example of the residential units that have been placed above the shops in Santana Row. There are 219 privately owned condos and 615 luxury rental homes within Santana Row, providing living units for a population around 1,000.

# Mizner Park

Mizner Park is designed to represent a “village-within-the-city,” encompassing two city blocks on either side of a grand central public park. This design helps to give the feel of a traditional downtown. By having the four main mixed-use buildings face each other across the park, public space and a visually uninterrupted ambiance that visitors often compare to that of a charming European city was created. Mizner Park was designed to provide for pedestrians. The parking was hidden away but still available, leaving the walkways focused on the pedestrians. With the central park in the heart of Mizner Park, a space for pedestrians to be able to gather and interact with one another was provided. The window front retail encourages the public to window shop. The human scale was achieved through the design of the project and contributes to the success of Mizner Park. Mizner Park contains six paths that connect the two sets of buildings on each side of the site. The paths both provide good connectivity between the structures and provide a sense of connection by establishing a visual order. The paver patterns of the pathways take the eyes of on-lookers to the other side of the street and provide the knowledge of the correct place to cross the street. The palm trees that were lined on either side of the two main streets add to the visual unity of the site as well. It was designed to be the area that invited people to shop, relax, and interact with one another. The centralized park that is bordered by trees and buildings creates a unique and distinctive location. The physical elements like the palm trees and brick pavers help to enhance the lasting image Mizner Park was supposed to relay. The arrangements of the gazebos help with the last impression and make the area feel clean and safe. The color of the architecture and the unique features that were implemented into the park are also key factors that help to identify the area. Mizner Park offers a very safe feeling throughout the entire site. The central open space was designed with pavers and plaza details to provide vehicular access, over-the-curb parking, and safe pedestrian access. By having the parking structures tucked away, pedestrians are not surround by fast moving traffic, decreasing the amount of danger vehicles add to the equation. Sidewalks and crosswalks were also implemented through-out the site adding to the safety of all those who travel throughout Mizner Park.





Mizner Park is a mixed-used development that was designed to appear as a nontraditional downtown center for Boca Raton, Florida. The owner and developer of Mizner Park is Crocker & Company and the architect is Cooper Carry & Associates. The land for Mizner Park was purchased in June 1988 and the construction began in October 1989. Crocker & Company purchased a site area of 28.7 acres. Phase I of Mizner Park which consisted of 398,000 square feet was completed in December 1990.

The main success of Mizner Park is the use of the space. There are no single-use buildings; any use that can be placed on an upper floor—such as offices, housing, or cinemas—has been located there and all ground-floor space is used either for retail or for entrances. The next big success was the parking that is available. The parking structures were built to maximize the amount of parking potential for future users, in a move that should reduce the number of cars required to be parked by more than 25 percent.

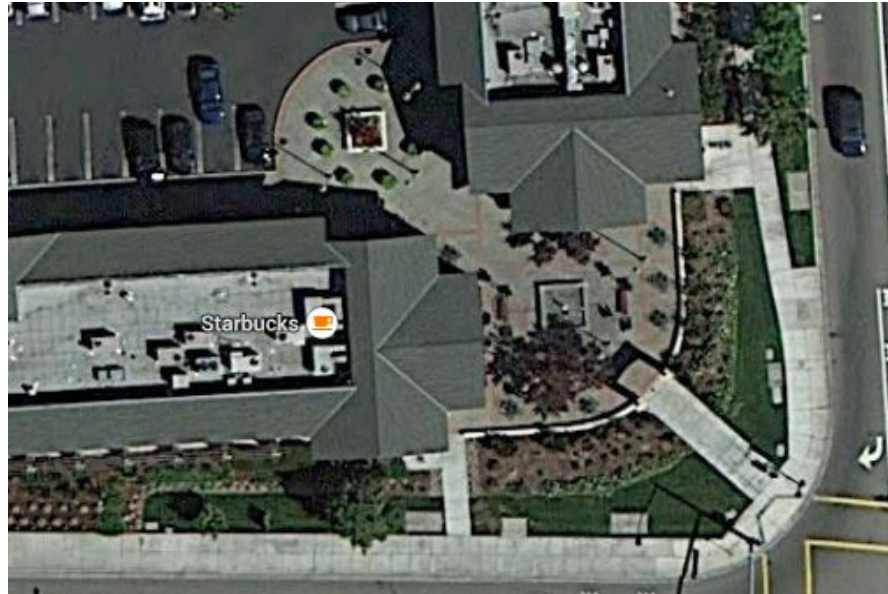


# Portola Village Plaza

Portola Village Plaza is located in Livermore, California and is a great example of a well done, well-planned plaza that serves residents and visitors of the area. The plaza is set in an intersection and has retail/commercial dwellings located to both the left and right of the plaza.

The positive of this plaza is that it has an archway at the entrance that draws people into the area. The arch is simple yet decorative, which adds to the appeal of the plaza. The landscaping also helps with the look and feel. There is a fountain in the middle of the plaza that is protected by the landscaping but still available to add to the aesthetics. There are tables and chairs available for pedestrians.

The negative of the plaza is that it is on the smaller size and could not be used for larger outdoor events. It also connects with the intersection, adding to the dangers of pedestrians trying to cross the street to enter the area.



# Morro Bay Plaza



This plaza/pocket park is located in Morro Bay, California and was built to serve pedestrians strolling through the area. This is a relatively small area, which consists of mostly landscaping and some seating. Although the area looks nice when examined closely, there are many positives and negatives with the plaza.

The positive of the plaza is that it does serve as a space where pedestrians can stop and rest and not be required to enter a cafe or shop. The landscaping is nice to look at and the features and design of the area remain consistent with the feel of Morro Bay.

The negatives of the plaza are most related to the actual size and location of the plaza. Although

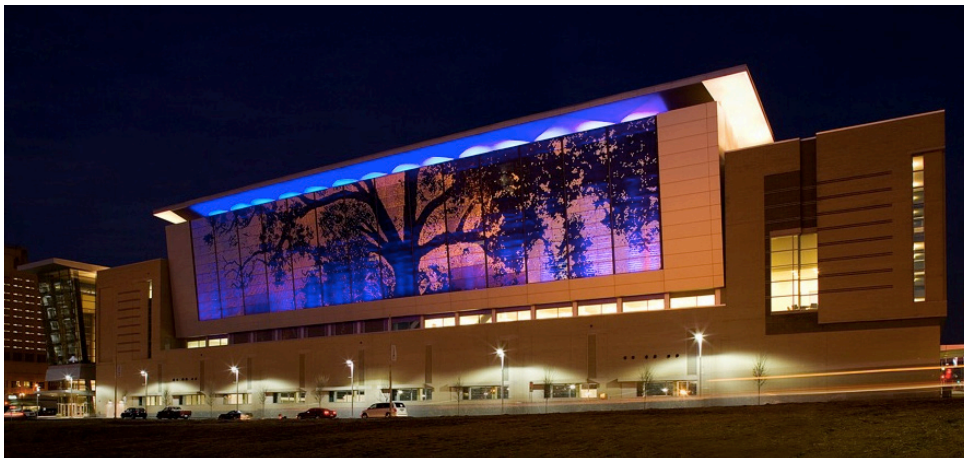
it was a good idea to include this space in the plan, it is too small to serve any large party. Rather than looking planned, the plaza looks like an after-thought and as if it was simply placed there to take up room. The other negative is the lack of design incorporated into the area. Any type of public art or structure feature would have greatly added to the feel of the space.



# Convention Centers

## Success:

The convention center in Raleigh, North Carolina has been a major success and provided the City with all the amenities and benefits they were hoping for. The convention center offers a grand lobby of floor-to-ceiling windows and was built to be open and airy. This is a 4,100 square-foot, five story convention center acts as a public facility for the use of city residents along with providing easy access to all other surrounding areas. Another great aspect of the convention center that makes it so



successful is its ability to serve any needs one might have. Whether a guest is there to use the small meeting room or ballroom the latest equipment with the highest technical support is available. The image above shows what the convention center looks like at night. This view is inviting and intriguing to visitors. This feeling remains during the day, as seen in the picture to the right, where the lighting of the building adds greatly to the overall feel of the center.



#### Failure:

This convention center in Boston, Massachusetts was opened in 2008 and has only seemed to lose money for the City. This hotel was built for \$300 million dollars and has lost \$11 million since being opened. In efforts to try and revamp the convention center, the City is considering a public-private expansion plan that would add a downtown arena and 400,000 feet of new space and cost around \$400 million in public money. In the image above, we can see the huge building acting as the convention center.

# Hotels

## Success:

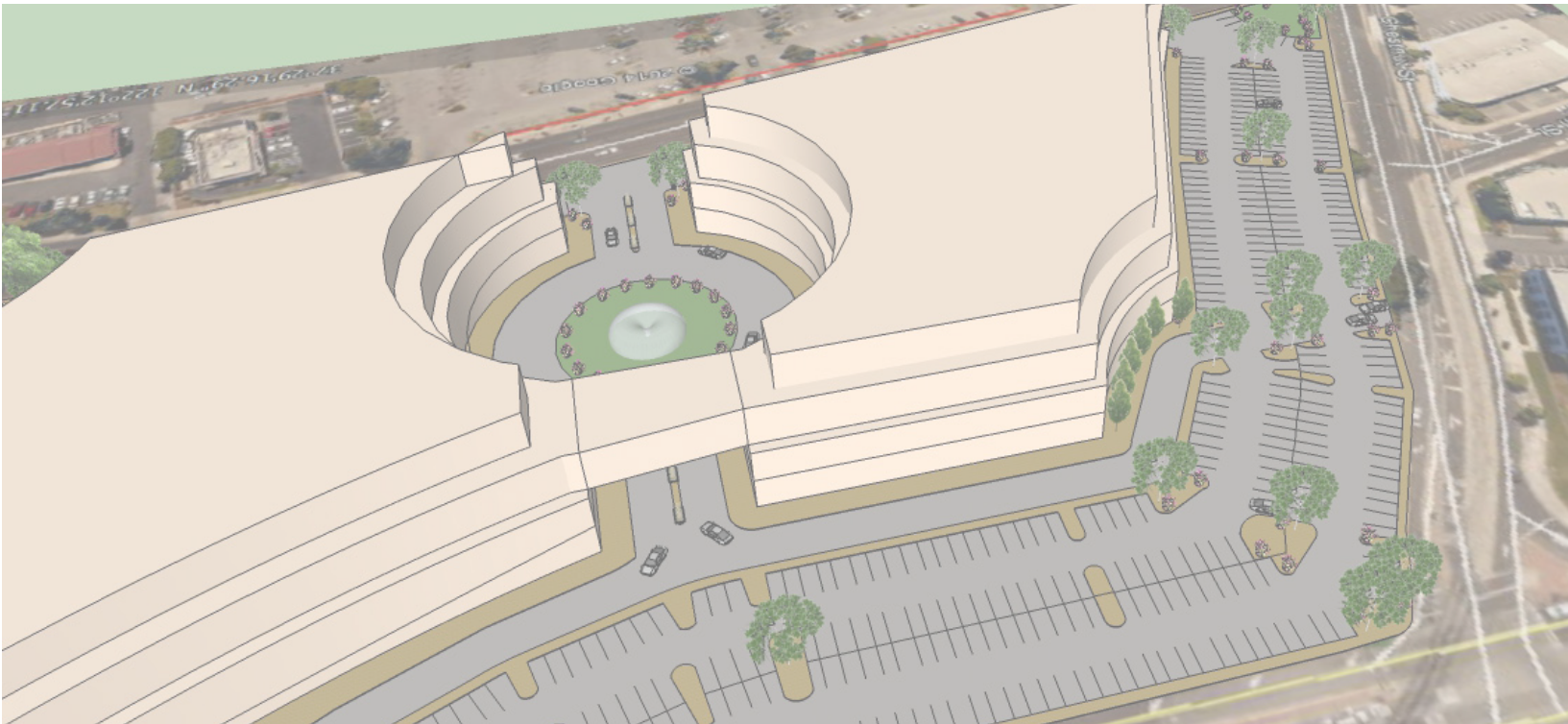
The Quality Suites in San Luis Obispo, CA is an example of a successful hotel and would be a perfect goal for the proposed hotel on the Corporation Yard Site. This hotel is fully functional and often times completely booked. The success of the hotel comes from many aspects but one being the overall design and location of the hotel. It sits close to downtown but not fully in the downtown area, similar to the project site, and offers many different amenities for hotel guests. The clean atmosphere of the hotel also adds to the environment and makes visitors want to spend time there, opposed to wanting to leave as soon as possible. The image at the top is the front entrance and street view of the hotel. The architecture is inviting and open, keeping with the feel of the overall atmosphere of the hotel. The bottom image is the main lobby, which portrays an airy and tropical feeling and is laid out so visitors can easily navigate around the hotel.





### Failure:

The Holiday Inn that attempted to be built in Brentwood, CA is an example of a failed hotel. This hotel was proposed in a similar environment as Redwood City and was never completed. This failure came mostly from the lack of publicity and size the hotel provided the City. Although there was great need for a new hotel, the size was too small for the community to be excited about it and eventually the project went under due to lack of funds. What can be learned from this case study is when the future hotel is being proposed on the Corporation Yard site, it will be important to advertise and show off the proposal to keep the community engaged and excited about the implementation of the project. The top image shows the beginning stages of the hotel and the start of the project and the bottom image shows the final architecture that still sits without any final improvements to get the hotel open for business.



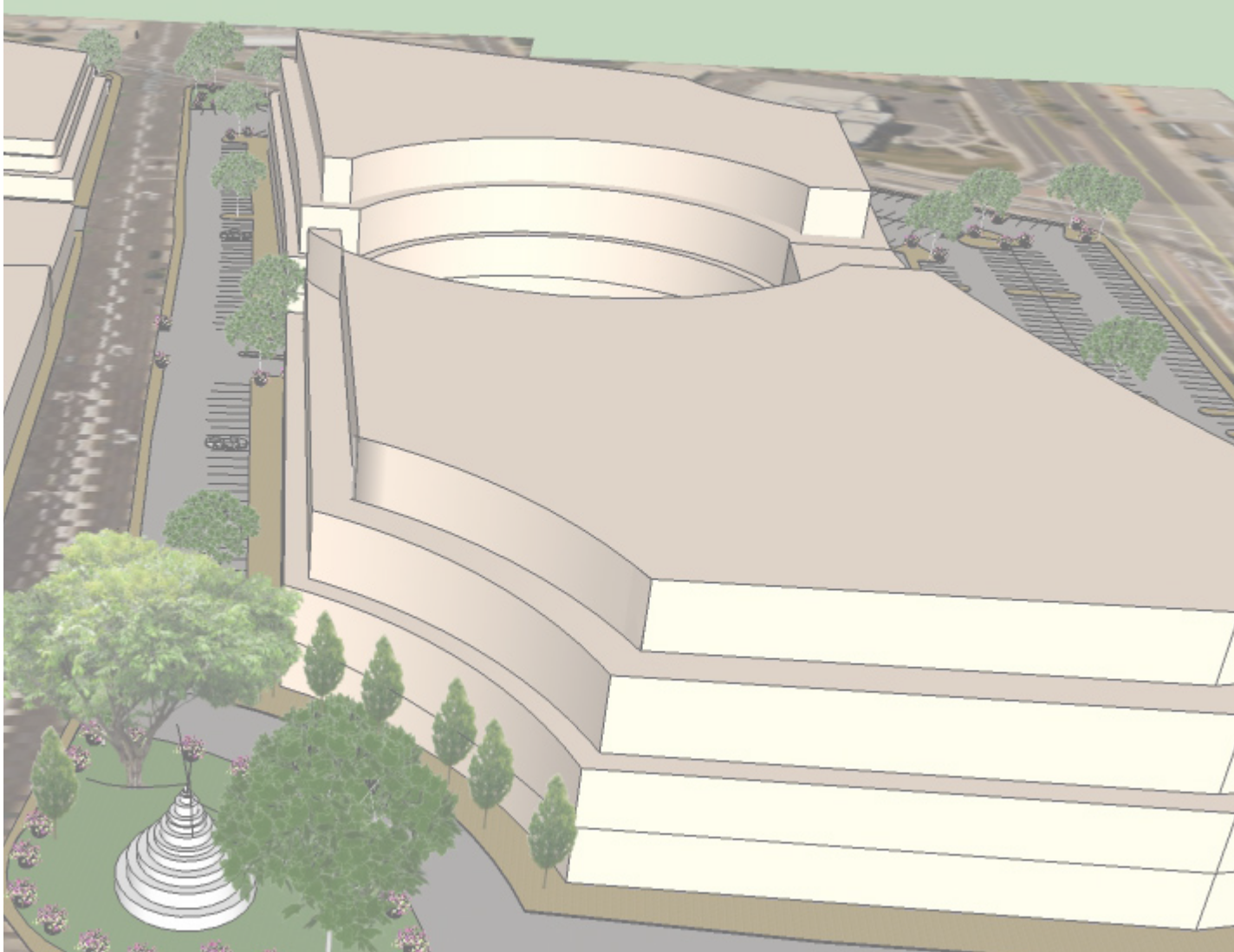


# Lessons Learned

From the case studies conducted lessons were learned regarding where development types should be proposed. Convention centers require lots of upkeep and surrounding uses to thrive and because of that it is pretty much a requirement to propose the hotel next door. However, this is not a disadvantage as a hotel requires being placed near developments that will bring in a lot of traffic. Otherwise the hotel would fail and would be useless to the city. In this case, the convention center and the hotel complement one another and provide for the success of each development. By proposing general commercial/retail across the street, the area has great potential to really thrive as all the elements benefit each other. This can also be seen in figure \_\_\_ which was created to demonstrate how all the elements included in the proposal connect with each other.

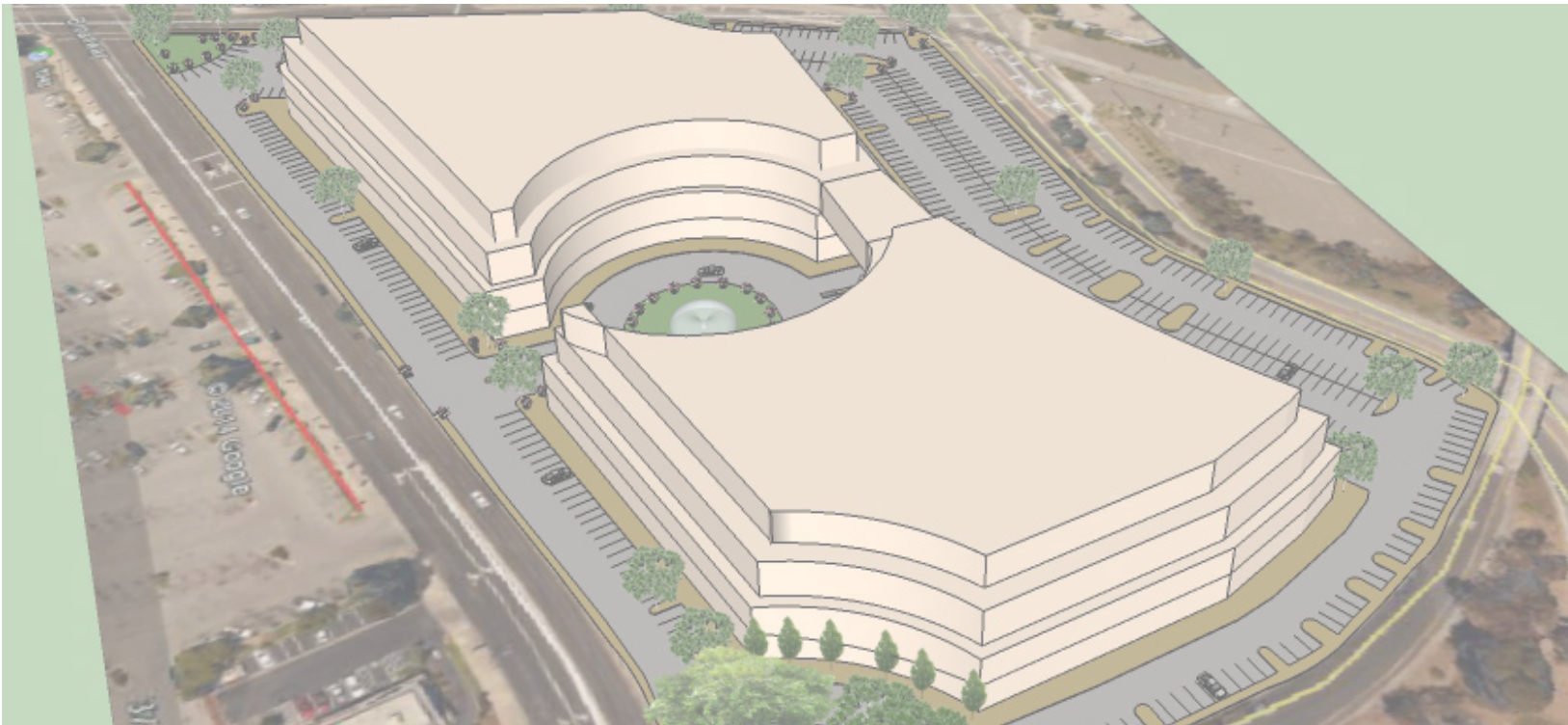
If done correctly, the plaza has huge potential to strengthen the overall vibe of the gateway corners. The Santana Row and Mizner Park case studies provided great insight on developing a successful plaza area. A common success factor was placing the parking on the outskirts of the plaza, decreasing the amount of traffic flowing around pedestrians. Size matters was another aspect of developing a plaza, which was learned from the Morro Bay Plaza, which is simply too small to be truly successful. The proposed plaza should be big enough to avoid this issue.

The biggest lesson learned from the case studies goes back to the connection of all the elements. If one aspect of the proposal is left out, there is a higher chance for failure. It was observed from the case studies that each element thrived more when other elements were included in the area.



# Design Proposal

3



# Introduction

The design development section supplies the visual aids and final proposals of the project. Starting with the hand sketches and working up to the massing model; the section allows a viewer to look through all visuals created and imagine what the two corners would look like in the end. All the visuals are scaled to fit the site and properly document the amount of square footage being seen in each development type. The designs follow the Redwood City Design Guidelines, and provide the appropriate amount of parking spots, landscaping/ open space, and curb cut-outs as required by the city documents. A conclusion and recommendation statement is included in the end of the section to offer my feelings on the next steps that should be taken in regards to the design proposal. The conclusion wraps up the doings of the project and the recommendations include realistic suggestions for the city staff.

# Concept Proposal

The proposed project includes several different types of development. The idea is to create a space which includes amenities numerous people will have the opportunity to use and include uses that will draw more traffic to the area. As it stands, both sites are underutilized and have much potential to turn into an area that greatly benefits Redwood City. The most extreme development type proposed in the project is the convention center and hotel which will be placed on the Corporation Yard site. Because these two uses require heavy pedestrian use to be a success, the CVS shopping center site was designed with uses that would help benefit the convention center and hotel.

Convention centers are typically known for their means of bringing in business which increases returns to the local economy in the form of expenditures on accommodations, local transportation and food and beverage. Conventions have been and still are a main act for human gatherings. Convention centers must be placed in an area that considers all the factors that would make it a success. These factors include services offered by the center and city, hotel accommodations accessibility, affordability and the attractiveness of the area. These factors are the basis for why the other development uses are set on the two project sites. Adding the hotel helps meet the accommodations requirements, and the plaza with general commercial across the street help with the attractiveness and draw to the area.

Along with making sure the convention center will be financially successful, the service the convention center provides is also a factor to consider. A convention center must offer other qualities besides adequate exhibition space. It should be staffed with a professional management team experienced with facility operations and promotions. Luckily, Redwood City is looking to provide more jobs and opportunities for its residents and the convention center proposal helps bring those goals to full focus. Not only would people be employed to run the center, they would also be employed to work the hotel, the mixed-use office space and the general commercial spaces also included in the proposal.

This proposal is important because it helps the overall position and standing of Redwood City, California. Being in the Bay Area, the City needs to be open to and consider new ways to bring more pedestrian traffic into the area. At the moment, there are no convention centers and no hotels to offer the accommodations for large groups' needs and by introducing these development types, the City will open the door to revitalizing this important gateway for the City. The project sites are located right off Highway 101, which would be a disadvantage for most uses but in this case the accessibility of the convention center will be a benefit.

The overall proposal consists of elements that work as a whole and complement one another. This is being shown in Figure 2, which was created to help visualize interrelationships between the project elements.

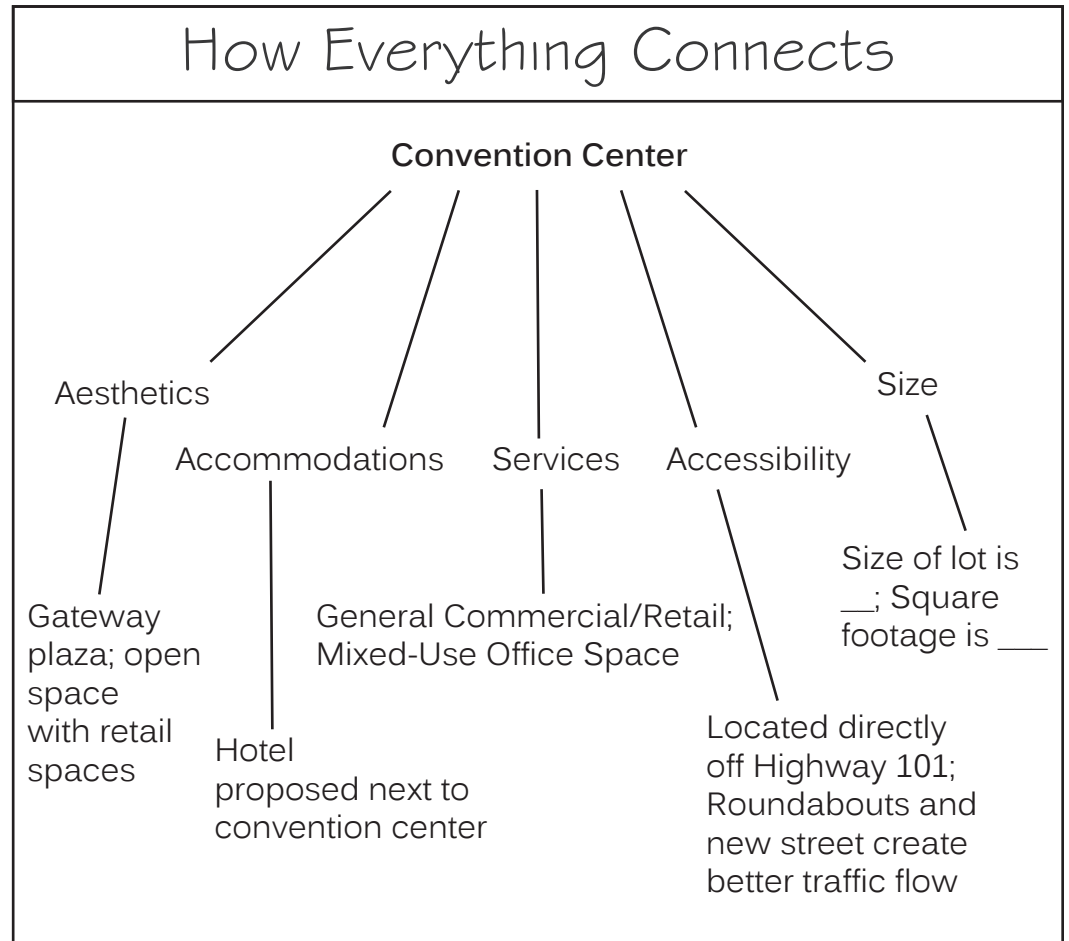
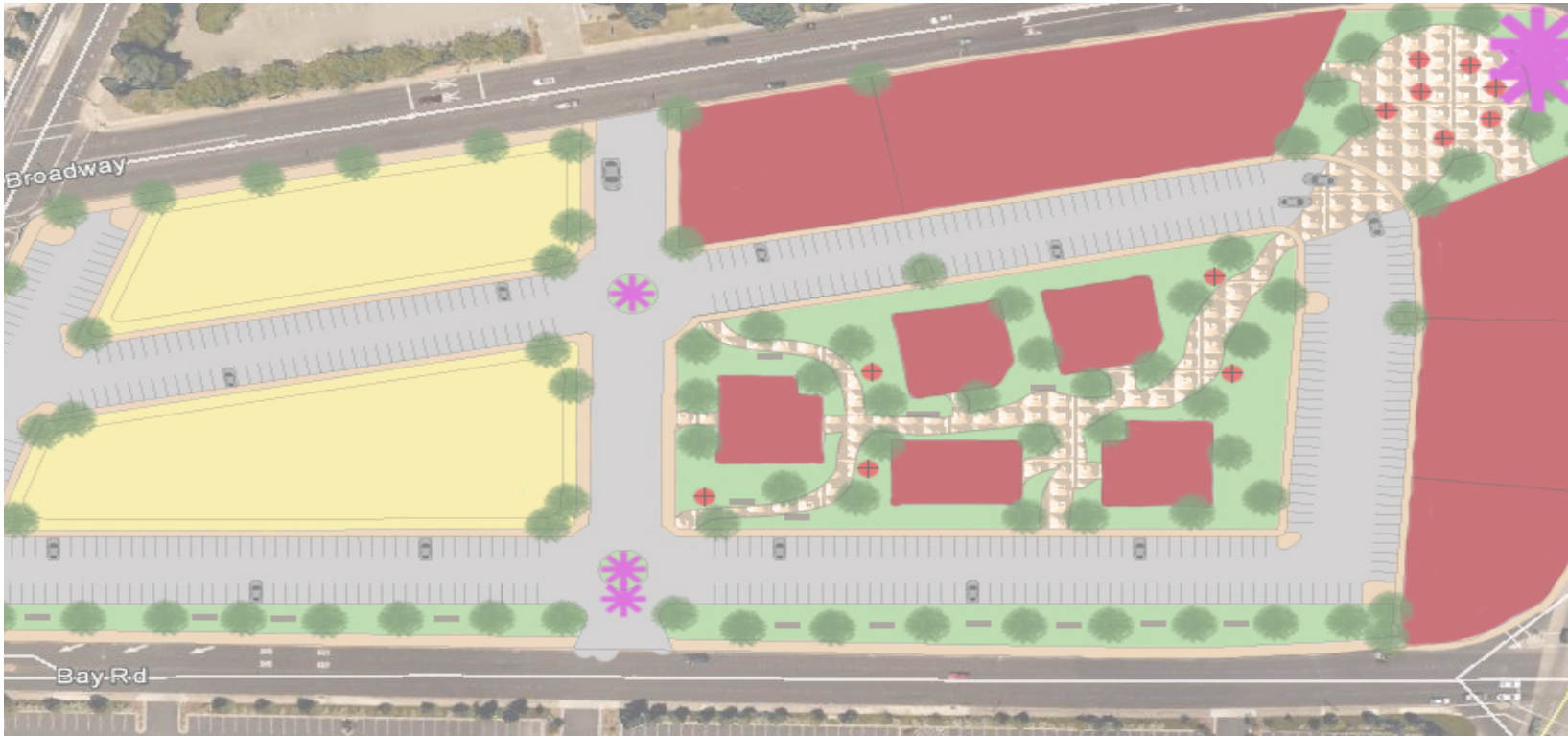


Figure 4: How Proposal Connects to Benefit Convention Center





# Visioning & Program

## Vision Statement:

The vision for the redevelopment of these two sites is to see an increase in pedestrian activity and to revitalize the areas potential. The proposed developments will help increase the want and needs of community members to visit the sites and find enjoyment in the uses provided to them. Along with serving the community, the proposed project will dramatically help the city's economic vitality, while providing services the city is in great need for. Ultimately, implementing the proposed developments will serve both the community and city and beautify the area at the same time.

## Program:

To help achieve the vision of the project numerous development types were proposed for the two sites. On the Corporation Yard site a hotel and convention center were set in the middle of the site, with a roundabout creating a division between the two. Across the street on the CVS site, other uses were proposed. First the entire site was divided by a proposed street. On the left hand side of the proposed street is mixed-use office buildings, with retail on the bottom and offices on the top. To the right of the proposed street an open space plaza with retail shops was proposed for the middle of the site with parking flowing around it. This helps cut the parking lot up so a large amount of asphalt in one area is avoided. On the outskirts of the site is general commercial, where uses such as the CVS would be located.

# Concept Diagram

## Corner A:

Below is the bubble diagram which was generated in Adobe Photoshop to show the site plan for the Corporation Yard site. This diagram shows parking stalls, sidewalks and layouts for the convention center and hotel, as well as some proposed landscaping. The colors of the buildings were determined by the Redwood City land use map.

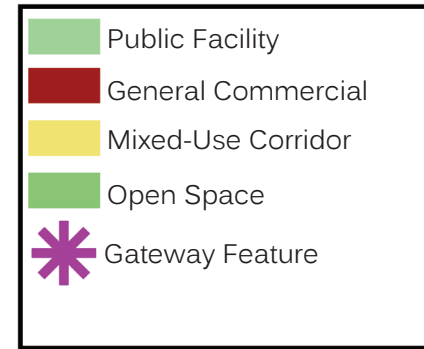
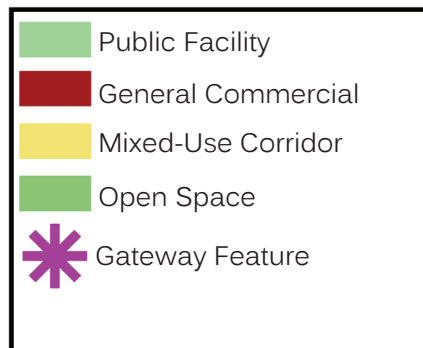
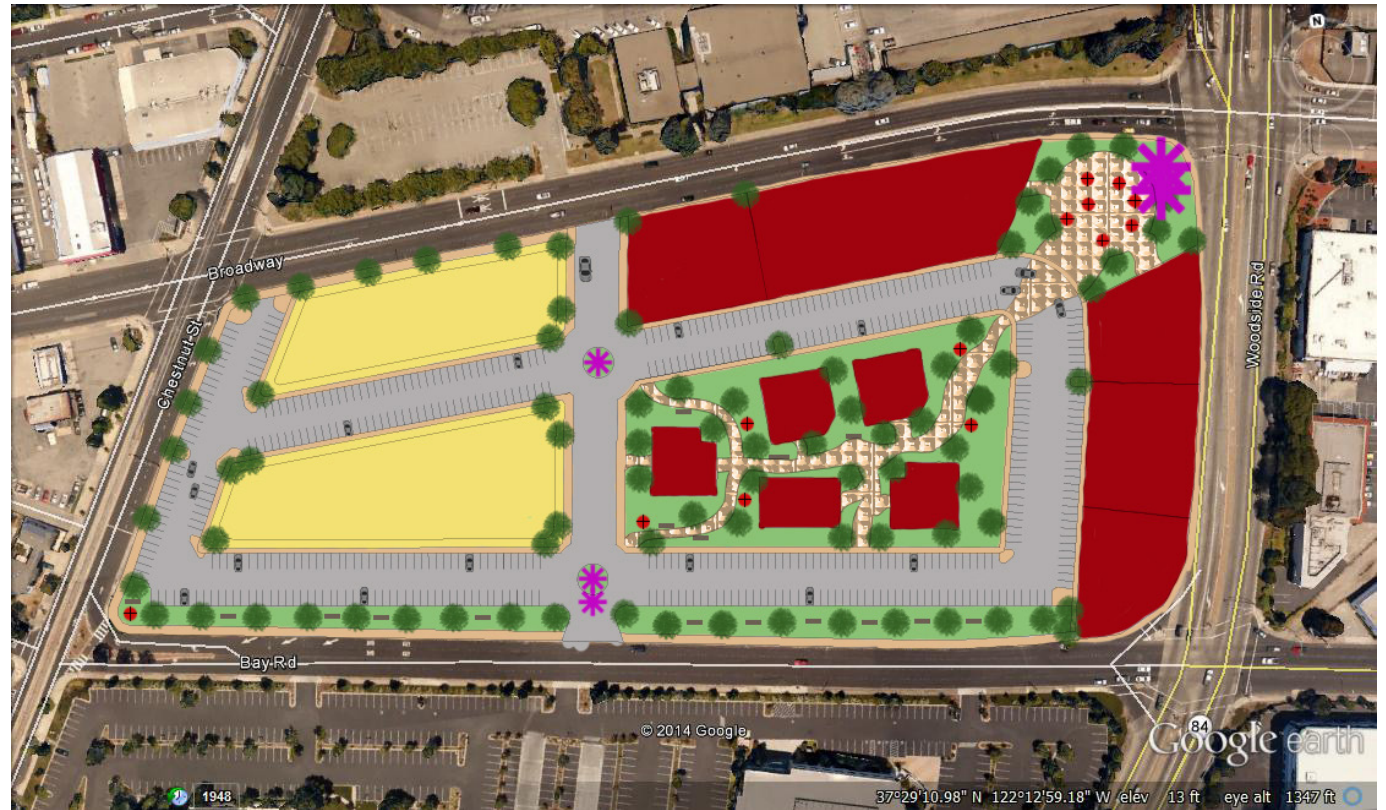


Figure 5: Corner A, Bubble Diagram Site Plan

Figure 6: Corner B, Bubble Diagram Site Plan



### Corner B:

Above is the bubble diagram which was generated in Adobe Photoshop to show the site plan for the CVS shopping center site. This diagram shows parking stalls, sidewalks and layouts for the general commercial and retail areas, plaza, mixed-use office buildings, and proposed street that cuts the site in two; as well as some proposed landscaping. The colors of the buildings were determined by the Redwood City land use map.

# Development Table

Table 2: Development Table

Building	Site Location	Land Use	Development Use	Height	Square Footage	Acres
A	1	Public Facilities	Convention Center	4 Stories	80,000	1.83
B	1	General Commercial	Hotel	4 Stories	90,000	2.07
C	2	Mixed-Use Corridor	Mixed-Use Office	3 Stories	28,000	0.64
D	2	Mixed-Use Corridor	Mixed-Use Office	3 Stories	40,000	0.92
E	2	General Commercial	Retail	1 Story	18,000	0.41
F	2	General Commercial	CVS	2 Stories	37,000	0.84
G	2	General Commercial	Retail	1 Story	16,000	0.36
H	2	General Commercial	Retail	2 Stories	18,500	0.42
I	2	General Commercial	Retail	1 Story	14,500	0.33
J	2	General Commercial	Retail	1 Story	5,560	0.12
K	2	General Commercial	Retail	1 Story	5,700	0.13
L	2	General Commercial	Retail	1 Story	5,700	0.13
M	2	General Commercial	Retail	1 Story	5,100	0.11
N	2	General Commercial	Retail	1 Story	5,500	0.12

The development table is to be used to examine the building qualities of each proposed development included in the project. Figure 7 shows the site plan with labeled buildings to use a reference with the table. The labels remain consistent with the buildings throughout the entire project.

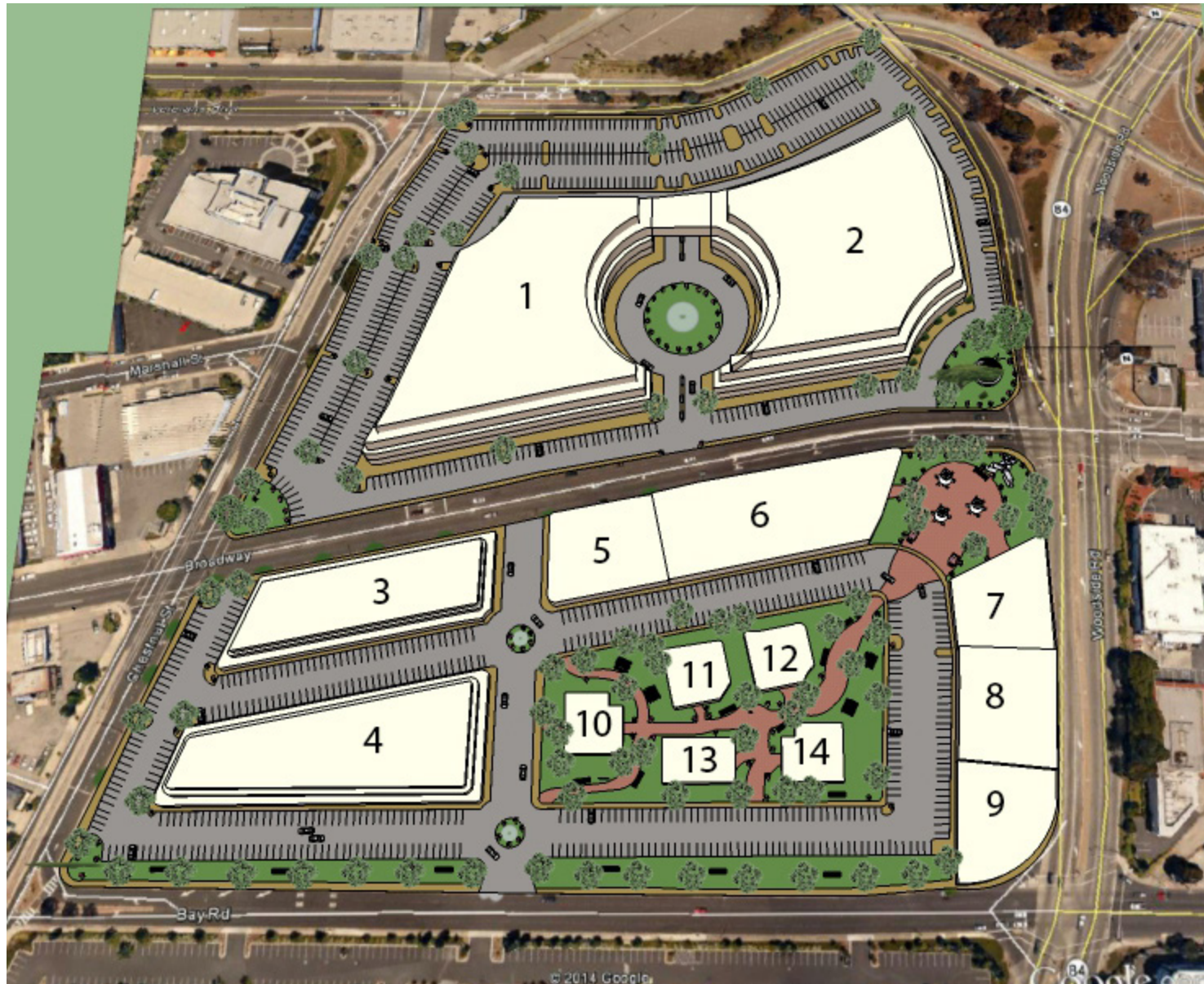


Figure 7: Labeled Site Plan

# Site Plan

The site plan was developed to demonstrate where the proposed elements are to be placed on the two sites. When developing the site plan background research and case studies were used to determine the best site placement. Figure \_\_ is the location map which shows where the project sites currently sit. The project sites are located in the red area which is found in the Broadway Corridor Gateway District. This map allows one to visualize where the sites are in relation to the surrounding areas. Figure 7, is the complete site plan that includes both corner A and B. This site plan should be used to examine the flow of the proposal and to look at how all the proposed developments complement each other.



Figure 8: Location Map

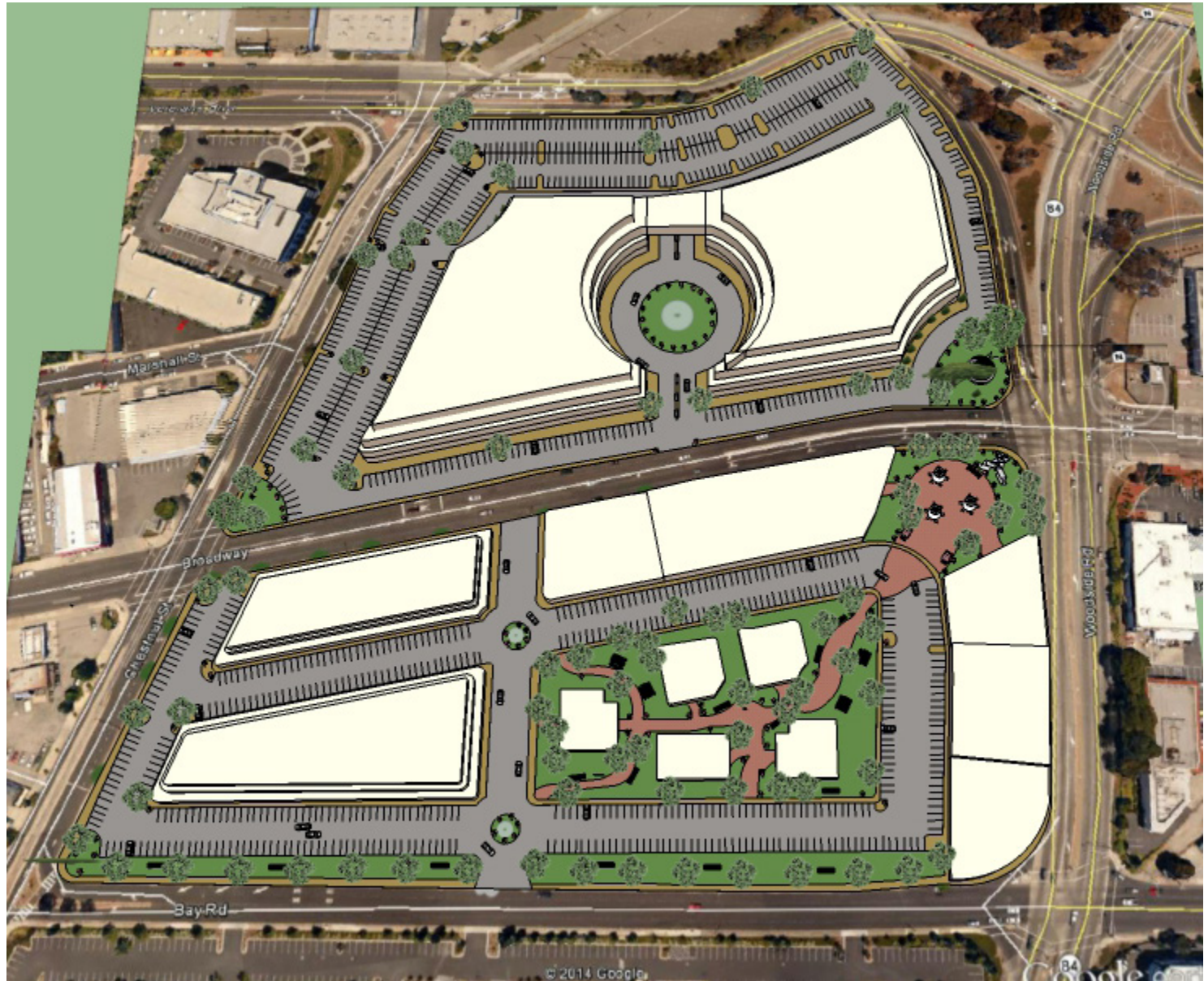


Figure 9: Proposed Site Plan for Whole Site

# Site Plan

## Corner A:

Below is the site plan which was generated in Adobe Photoshop, autoCAD and Google Sketchup to show the site plan for the Corporation Yard site. This diagram shows building massing with parking stalls, sidewalks and layouts for the convention center and hotel, as well as proposed landscaping.

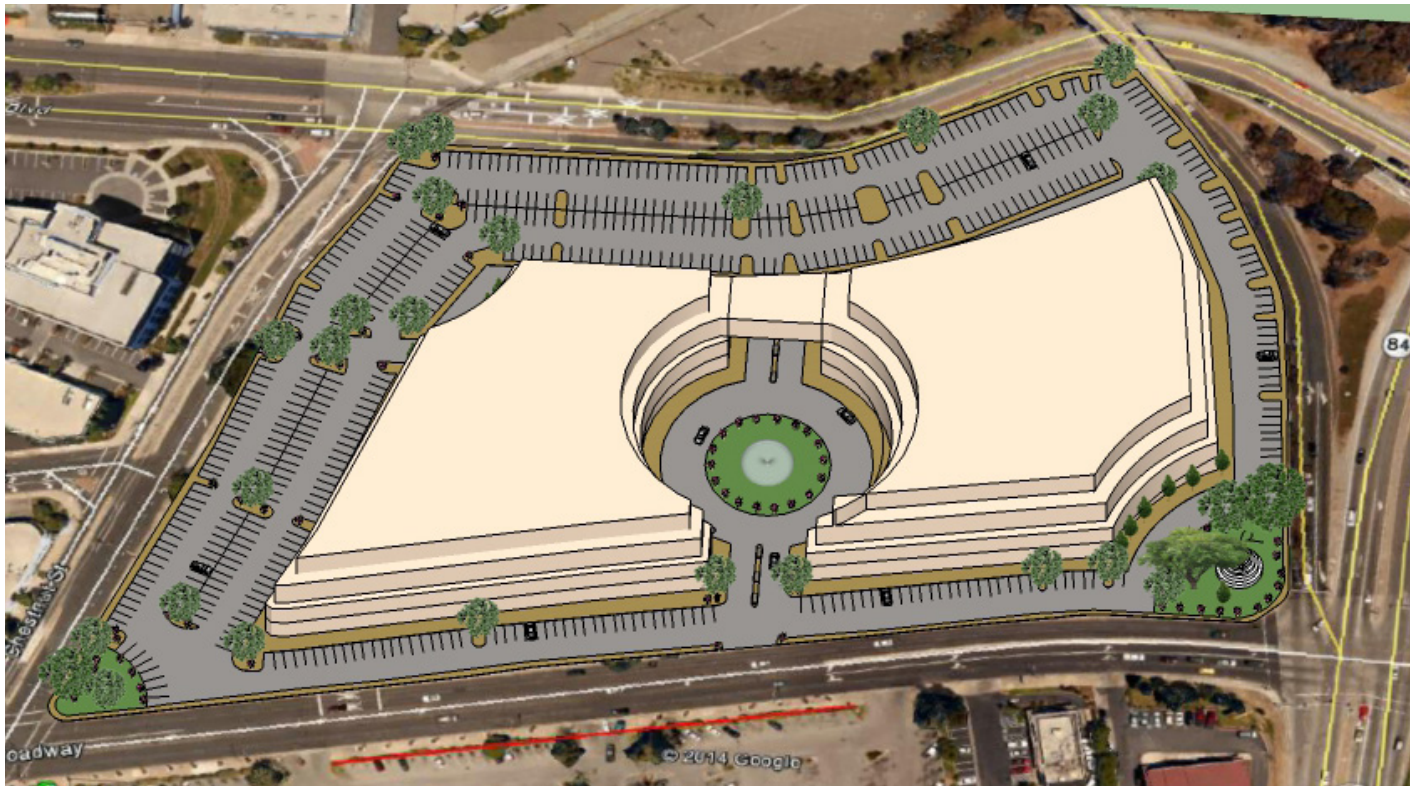


Figure 10: Corner A, Site Plan



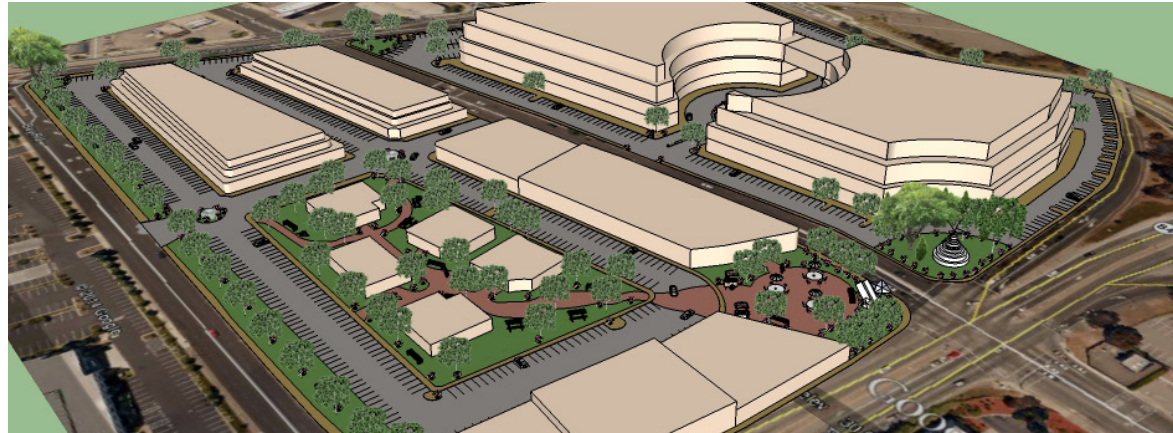
### Corner B:

Above is the site plan which was generated in Adobe Photoshop, autoCAD and Google Sketchup to show the site plan for the CVS Shopping center site. This diagram shows building massing with parking stalls, sidewalks and layouts for the convention center and hotel, as well as proposed landscaping.



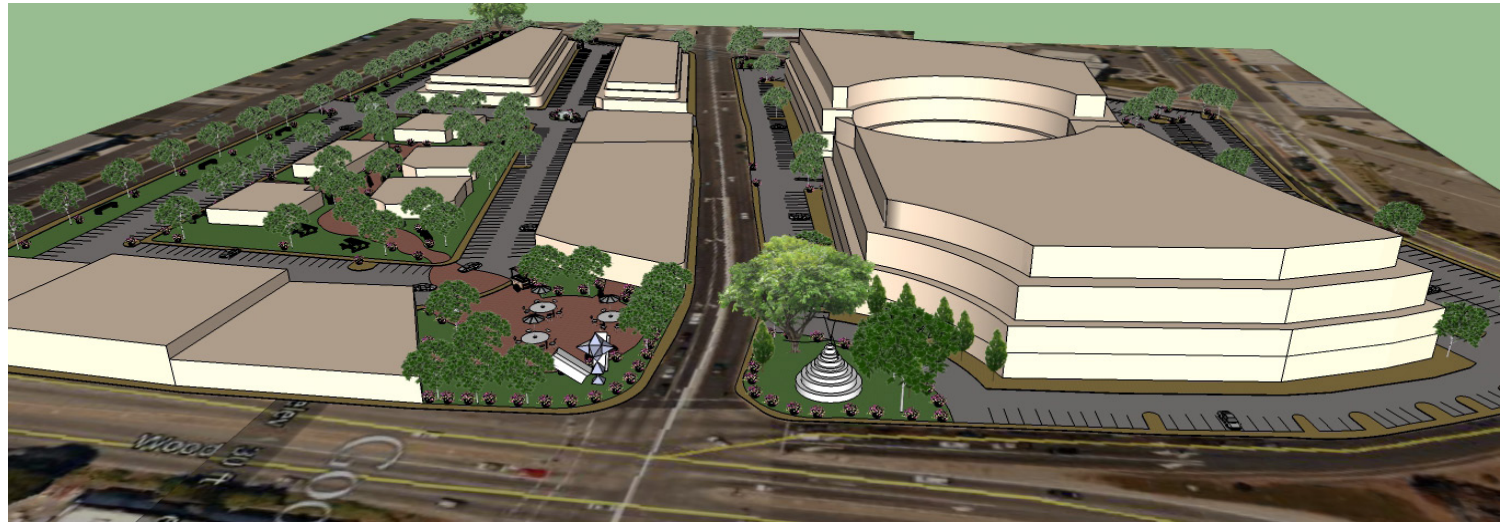
Figure 11: Corner B, Site Plan

# Massing Model

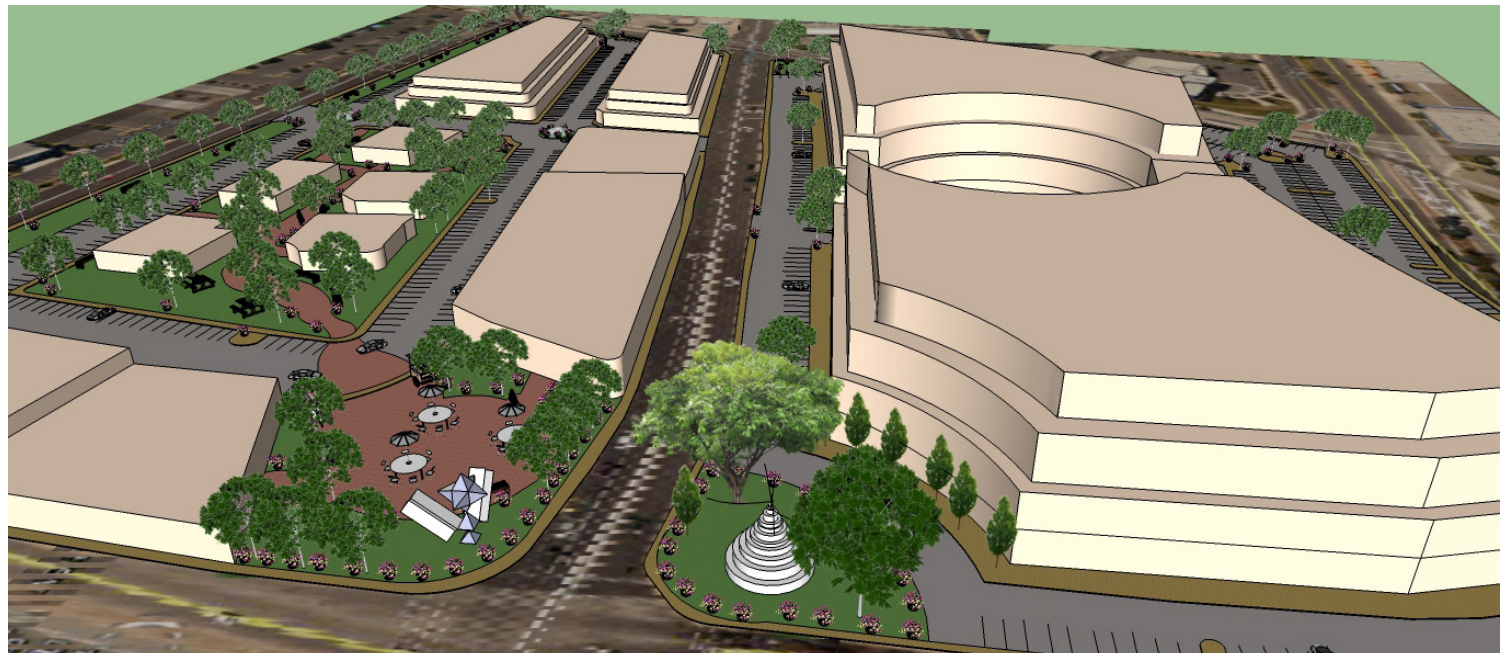


The massing model was created to provide the city with a 3D model to assist staff and community members envision the proposed project. Shots taken from all different angles help illustrate what the development would look like at each corner.





Another benefit of the massing model is being able to see how the different building heights interconnect with one another. All of the details included in the massing model were added to assist with providing a visual of what the final product would entail and look like. Included in the massing for that benefit was landscaping, cars, material variations, plaza seating and pedestrian silhouettes.

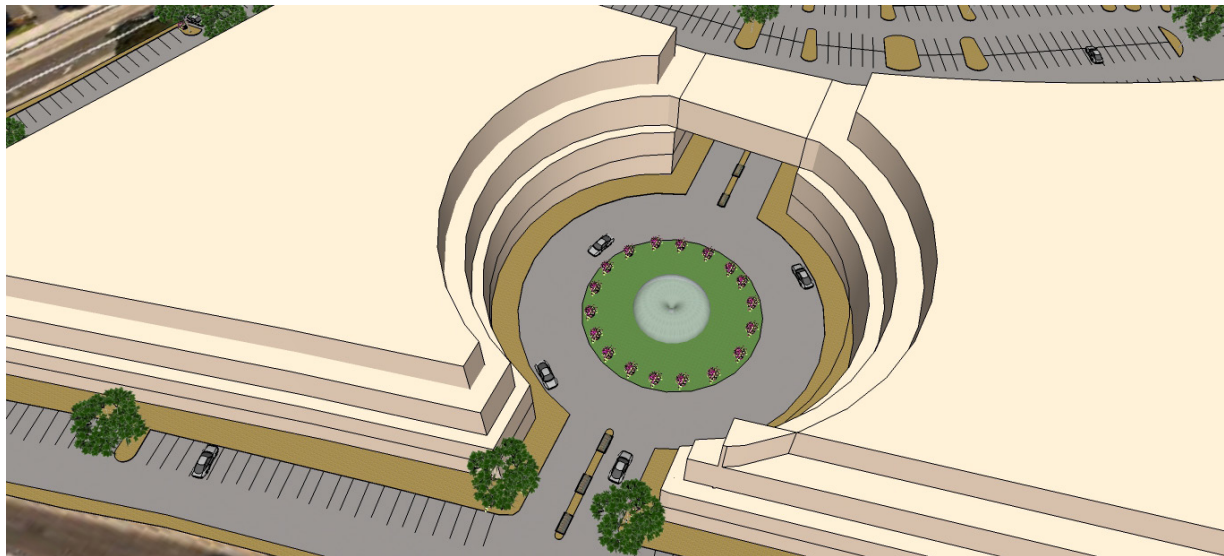
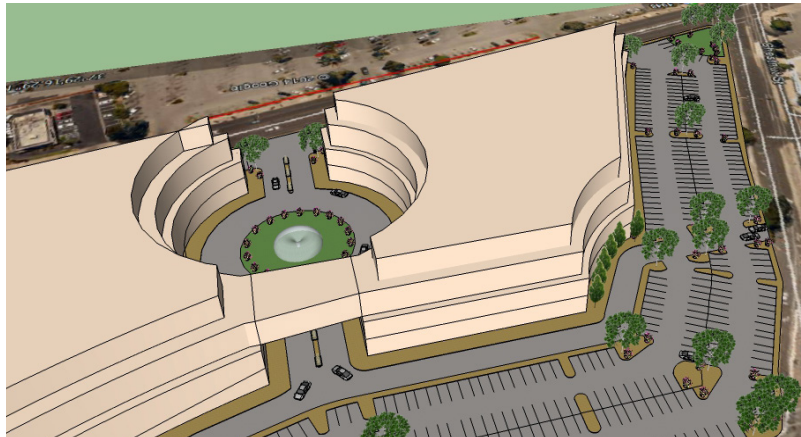


# Massing Model

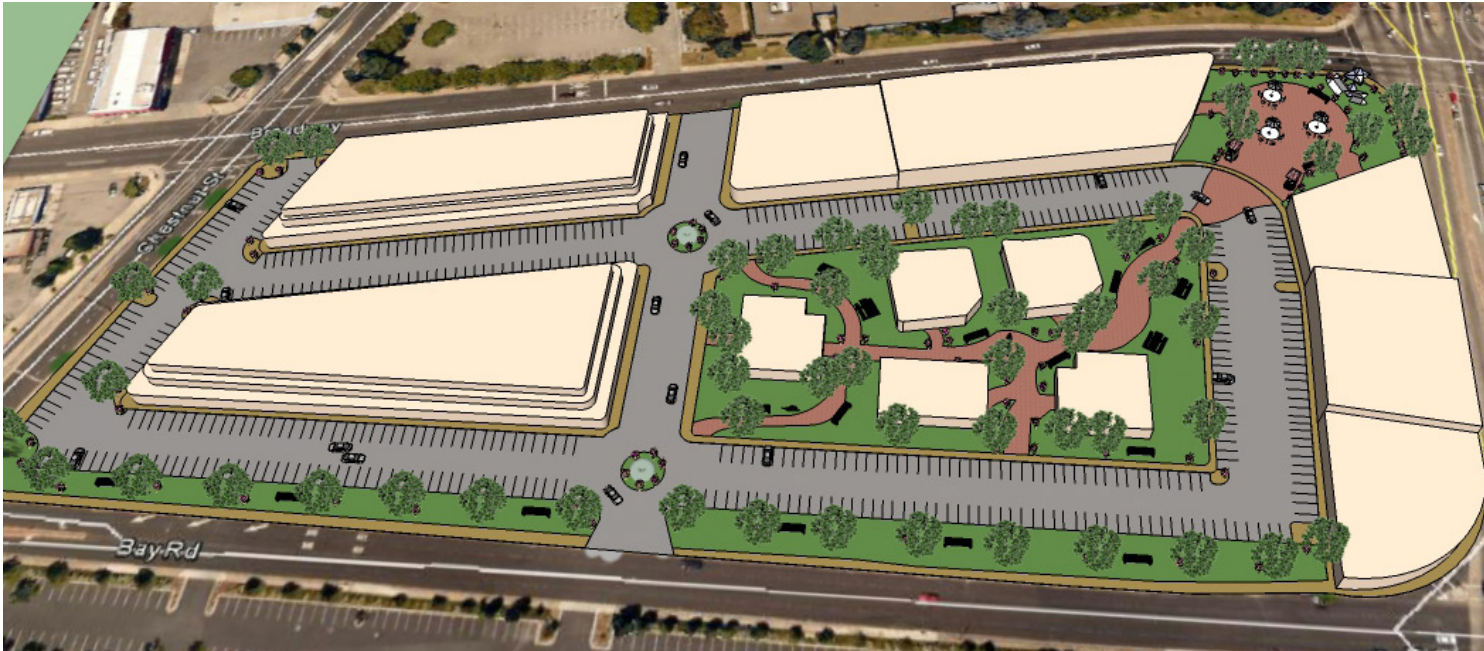


## CORNER A: Corporation Yard Site

The focus of corner A is the convention center and the hotel. There are two entrances into the site, one off of Broadway and a second off of Chestnut. Guests can pull into the roundabout proposed between the two buildings to unload and check-in and then pull straight through to the majority of the parking in the back. Although the convention center and the hotel are two separate entities, a sky bridge was proposed to connect the two services together, allowing easier travel to and from the buildings. The corner facing the intersection was designed with open space and landscaping and includes a gateway feature that will stand out to travelers through the area.



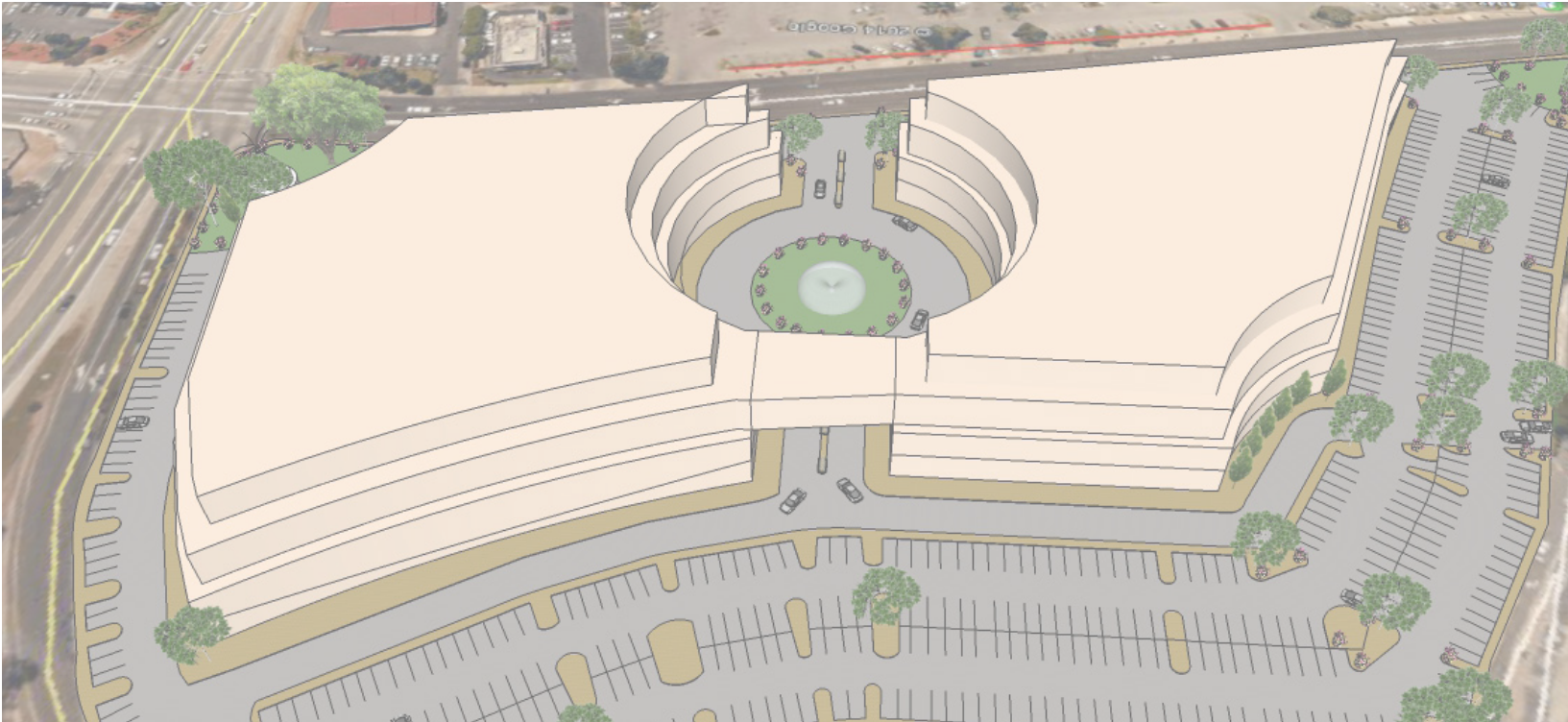
# Massing Model



## CORNER B: CVS Shopping Center Site

The focus of corner B is the general commercial/retail, plaza, and mixed-use office buildings. There are two entrances into the site, one off of Broadway and a second off of Bay Road. Guests can drive straight through the site and use the roundabouts to exit in their desired direction. All of the traffic will stem from the proposed road, which helps divide the large lot into two smaller areas. The open space plaza with retail shops creates a relaxed environment and is especially appealing to those working in the mixed-use office buildings also proposed on the site. The corner facing the intersection was designed to highlight the feeling of the site and draw travelers in for stop.





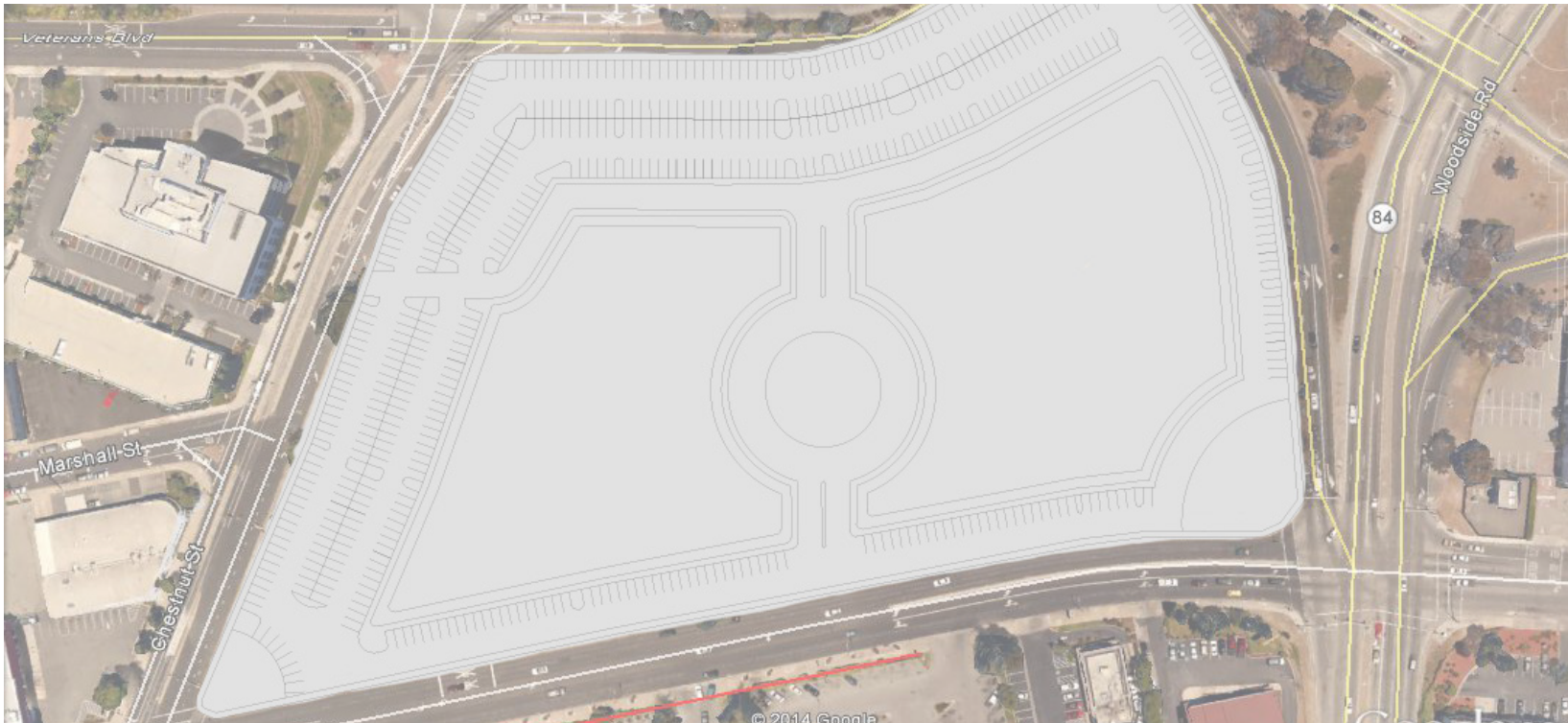


# Conclusion

This project proposal was created to provide Redwood City staff ideas about how to redevelop two of the gateway district corners. It is hoped that there will be a time in the near future that the gateway could be redeveloped and that this proposal be used to help guide any future redevelopment. It would be beneficial for the city to develop a precise plan for the corridor that includes development guidelines and pays close attention to the areas focused on in the proposal; being that the two corners are of high importance and hold a great amount of potential for the city. The project proposal could serve as a catalyst for future development, because of the key location, and could be very helpful when envisioning a future redevelopment.

It is recommended that the convention center be the first new development as it is publically owned land. The city would have control over the redevelopment right away and would hopefully be able to create a domino effect in the development of the other proposed uses. By starting the redevelopment process, the city would encourage other private owners to start thinking about redeveloping their lands. Currently, the Woodside Road and Broadway intersection is in the works of changing and this brings fourth good timing to start redeveloping the gateway corners. The city needs to indicate their intentions to all private owners to begin to see the change that is desired.

With the Stanford plan coming to full force, it is important to start thinking about how the rest of the corridor needs to be developed to amplify the success of the Stanford campus. This proposal should be a resource and guide in helping the city determine appropriate uses for the gateway area.



# Works Cited

"Boston Convention and Exhibition Center." Wikipedia. Wikimedia Foundation, 6 Oct. 2014. Web. 11 June 2014. <[http://en.wikipedia.org/wiki/Boston\\_Convention\\_and\\_Exhibition\\_Center](http://en.wikipedia.org/wiki/Boston_Convention_and_Exhibition_Center)>.

Broadway Corridor Study conducted by Community Planning Lab in the City and Regional Planning Department at California Polytechnic State University

"Hynes Convention Center." Wikipedia. Wikimedia Foundation, 6 Oct. 2014. Web. 11 June 2014. <[http://en.wikipedia.org/wiki/Hynes\\_Convention\\_Center](http://en.wikipedia.org/wiki/Hynes_Convention_Center)>.

"Mizner Park." Wikipedia. Wikimedia Foundation, 6 Oct. 2014. Web. 11 June 2014. <[http://en.wikipedia.org/wiki/Mizner\\_Park](http://en.wikipedia.org/wiki/Mizner_Park)>.

"Santana Row." Wikipedia. Wikimedia Foundation, 6 Nov. 2014. Web. 11 June 2014. <[http://en.wikipedia.org/wiki/Santana\\_Row](http://en.wikipedia.org/wiki/Santana_Row)>.

Talbert. "Academia.edu is a place to share and follow research." Academia.edu. N.p., n.d. Web. 11 June 2014. <<http://www.academia.edu/>>.

"Urban Design and Planning." Urban Design and Planning. N.p., n.d. Web. 11 June 2014. <<http://www.washington.edu/students/genocat/academic/urbdp.html>>.

"What Are The Advantages And Disadvantages Of Hotels?." - Blurtit. N.p., n.d. Web. 11 June 2014. <<http://science.blurtit.com/1774122/what-are-the-advantages-and-disadvantages-of-hotels>>.

