

Spring 2014

# Broadway Corridor Study Public Outreach Report, Winter 2013

CRP 410/ 411 Community Planning Lab

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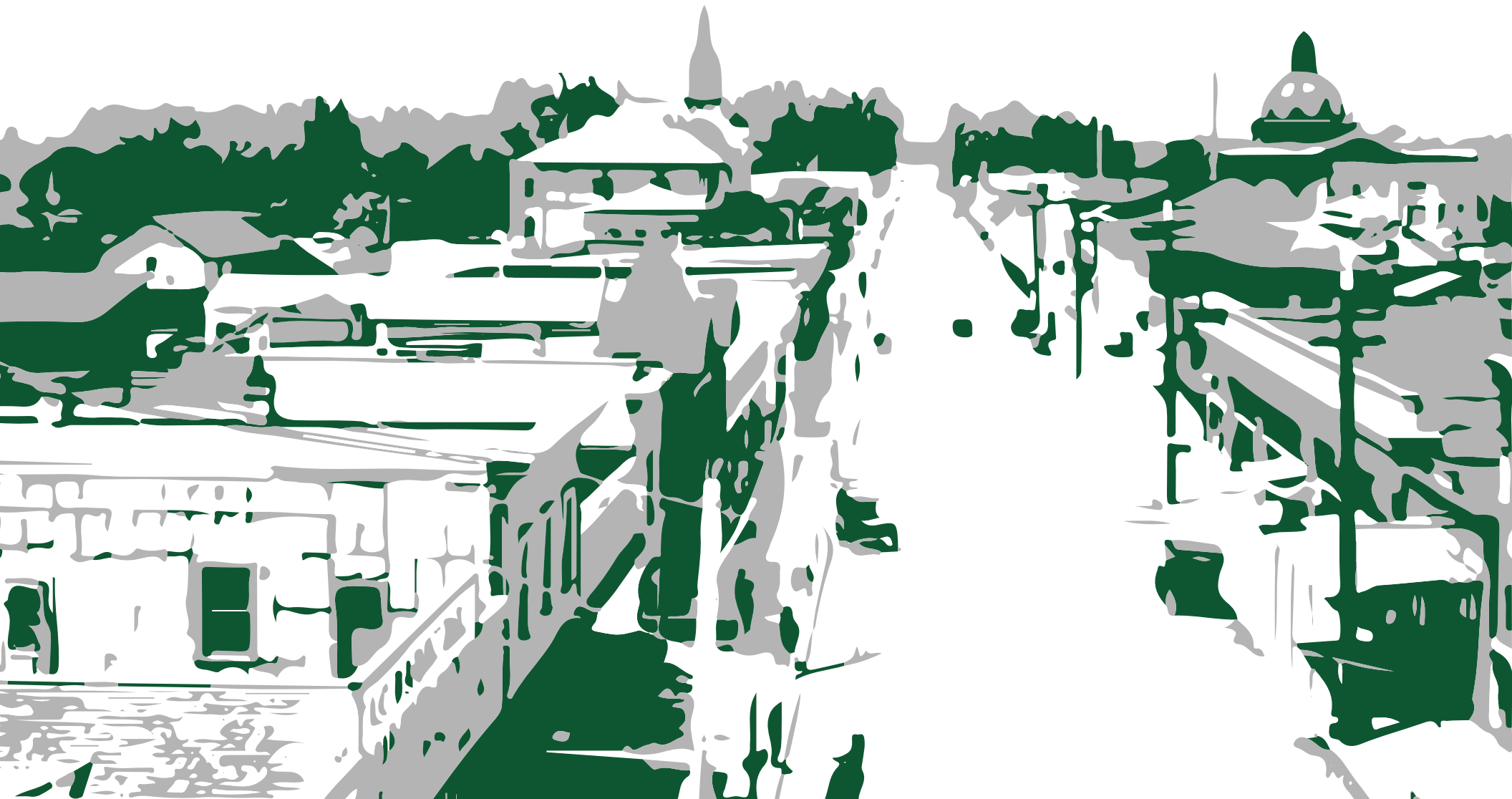
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# BROADWAY CORRIDOR STUDY

## Public Outreach Report



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Rendition of Aerial View of Broadway (1911)  
Source: Redwood City Public Library

# BROADWAY CORRIDOR STUDY

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## PUBLIC OUTREACH REPORT



March 2014

**Prepared by:**

Community Planning Laboratories CRP 410/411  
City and Regional Planning Department  
California Polytechnic State University  
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# PREFACE

The Broadway Corridor Study Public Outreach Report summarizes the public outreach efforts conducted as part of the process to develop alternative concepts for future development and circulation along the Broadway Corridor in Redwood City, California. These efforts were conducted as a class project by fourth year students in the City and Regional Planning Department at California Polytechnic State University from September of 2013 to March of 2014.

This planning effort was conducted with financial assistance and cooperation with the City of Redwood City Community Development Department. The Project Team members would like to extend their appreciation to all individuals and groups that have offered their guidance throughout this endeavor, especially: Diana O'Dell, Blake Lyon, Bill Ekern, Jessica Manzi, John Donahoe, and all citizens who provided valuable assistance and feedback throughout the entire outreach process. A special thanks goes to our faculty advisor Zeljka Howard.



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# EXECUTIVE SUMMARY

The Broadway Corridor Public Outreach report summarizes the public outreach efforts conducted by the Cal Poly Team between October of 2013 and March of 2014, and the community comments and suggestions coming out of these efforts. The public outreach process involved four events, including a Community Discussion and several Mobile Workshops (November 2, 2013); stakeholder interviews (November 1, 2013); discussions with community organizations (December, 2013 through January, 2014); a Community Opinion Survey conducted at the first Public Workshop and on the project's website; and an Open House with City staff (February 7, 2014). The suggestions offered by Redwood City community members at these outreach events provided valuable insight for the development of the vision and planning goals for the potential development of the Broadway Corridor.





The common themes heard from stakeholders and community members are discussed below.

## **GATEWAY FEATURES**

Community members and stakeholders envisioned the Broadway Corridor 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.

## **DISTINCT IDENTITY/ VISUAL APPEAL**

Participants noted that the Corridor currently lacks “street character,” and a distinct identity from Downtown. The Corridor is not considered a “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.

## **TRAFFIC & SAFETY**

Current traffic speeds on Broadway, unmarked bike lanes, a lack of pedestrian crossings, and peak-hour traffic congestion at the Woodside/Highway 101 intersection cause several

safety issues for pedestrians, bicyclists, and drivers alike. Many participants noted these issues, and discussed how a reorganization of the street and the addition of safer bike and pedestrian infrastructure could help mitigate incidents in the Corridor.

## **INFILL & MIXED-USE DEVELOPMENT**

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 Corridor. 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 Corridor. Participants also emphasized the inclusion of affordable or higher density housing for the local workforce, students, and seniors.

## **TRANSIT FEASIBILITY**

Many participants envisioned a new bus rapid transit line or streetcar that would run down the Broadway Corridor and feed into the Downtown Caltrain station. Public transit options would help enhance connections throughout the Corridor, and would increase accessibility for small businesses and residences along the street. However, many stakeholders wanted Project Team members to consider the feasibility of such projects, including the funding source and potential maintenance issues.



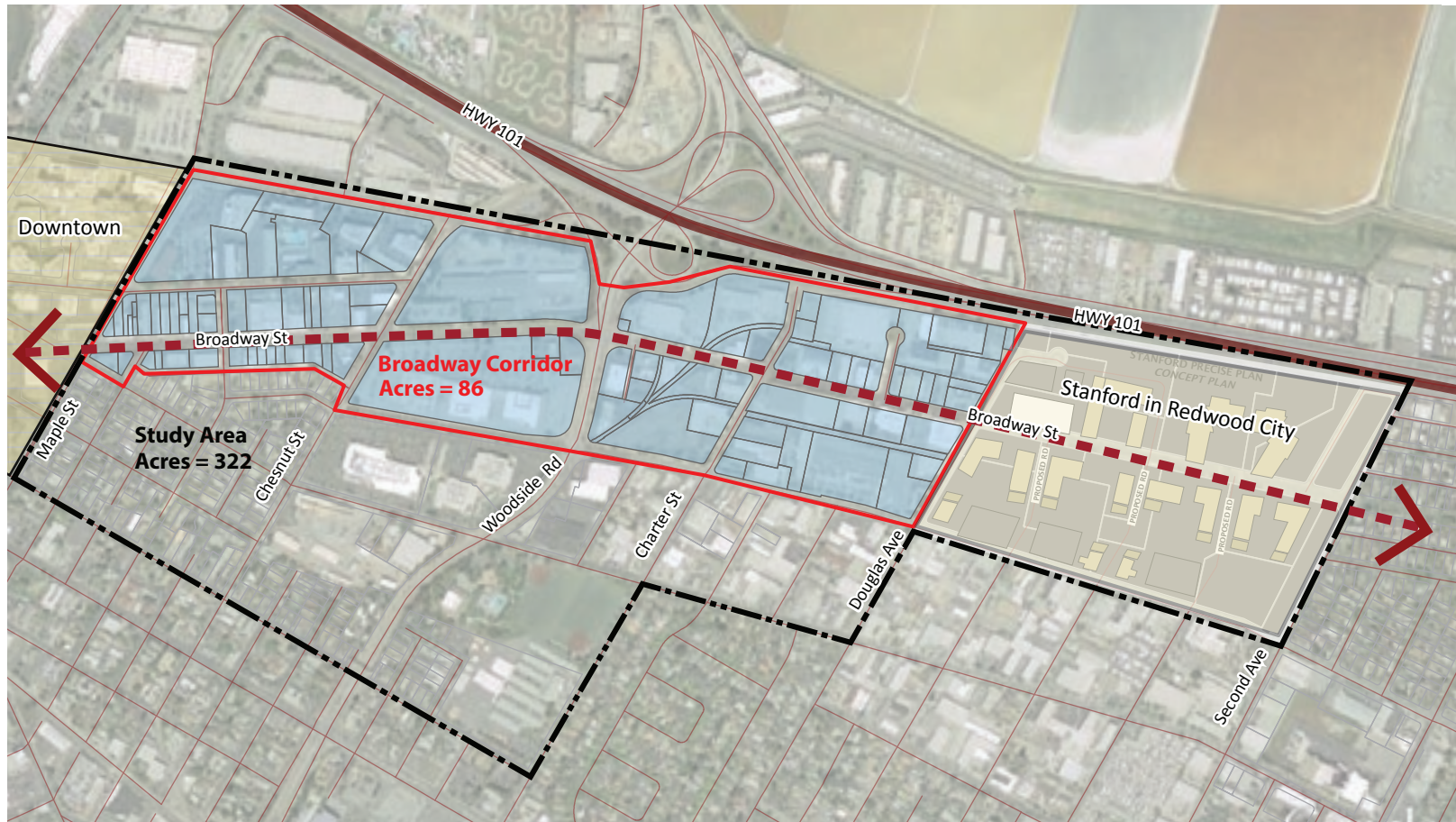


Figure 1. Location Map



# INTRODUCTION

The City of Redwood City is considering options for land use and roadway design for a segment of the Broadway Corridor between Downtown Redwood City and the Stanford in Redwood City development (Figure 1). As the defining street in Downtown Redwood City and a connection between two important employment districts, the City's vision for the Broadway Corridor is to enhance mobility to allow better movement between the districts for pedestrians, transit riders, bicyclists, and drivers, and to create new business and living opportunities (Redwood City General Plan). Since those who live and work in and around the Broadway Corridor will be the ones most affected by future development in the area, they have played a significant role in providing information about the community's values and priorities throughout this planning process.

This Public Outreach Report summarizes the various outreach efforts and the myriad of community comments resulting from such efforts. A comprehensive description of the final land use and circulation concept alternatives can be found in the Broadway Corridor Study Report. The public outreach process consisted of four events, including a Community Discussion and several Mobile Workshops conducted on November 2, 2013. Stakeholder interviews were conducted on November 1, 2013, and discussions

with several community groups were held throughout December of 2013 and January of 2014. In addition, a Community Opinion Survey was posted on the project's website and received over 400 responses. Finally, an Open House with City staff and stakeholders was held on February 7, 2014 to receive feedback on the various alternative concepts. A combination of printed flyers, emails, a project website, and social media were used to publicize these various outreach efforts.

In reviewing and summarizing the numerous comments made by staff, stakeholders, and community members, common *assets*, *challenges*, and *visions* were identified, and the Cal Poly Team used those comments to define project goals, objectives and policies for the future development of Broadway Corridor. This Outreach Report and the final product of the overall planning project will be used by the City staff at a later time as a source of ideas for addressing development potential of the Broadway Corridor. The Appendix of this report includes the community opinion survey and images of maps and posters used at workshop events.



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## STAKEHOLDER INTERVIEWS

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 included representatives from Chamber of Commerce, Community Development Department, Public Works Department, City Transportation staff, the Planning Commission, and elected officials.



Stakeholders were interviewed individually by six different groups of students, and were asked questions tailored specifically to their area of interest and/or expertise. The following information is organized into what stakeholders believed to be *attributes* worth preserving in the Broadway Corridor, *concerns and challenges* for development in the area, and their *visions* for future development in the Broadway Corridor.



## ATTRIBUTES

Stakeholders identified a variety of aspects about the Broadway Corridor which they would like to preserve. They included comments concerning the following:

### Development

Stakeholders mentioned the fact that the Broadway Corridor has many opportunities for development with Downtown and the Stanford in Redwood City development as natural anchor points. The small business community in Redwood City was identified as the key to revitalizing the Corridor, since new small businesses could locate in one of the many underutilized or vacant parcels throughout the Corridor. Infill development in underutilized parcels creates the opportunity to strengthen the local economy and draw more people into the area coming from Downtown and the Stanford in Redwood City development.

### Circulation

Many stakeholders commented on various circulation assets of the Corridor, specifically how the existing street right-of-way allows for flexibility in reconfiguration to allow for alternative modes of transportation, such as bike lanes in both directions, an efficient public bus system, and a streetcar. Stakeholders would like to see landscaping and safety improvements along the Corridor; the existing street width allows for such improvements to be made.

## CHALLENGES

Stakeholders had many concerns about the safety of the Corridor, a lack of visual appeal and design consistency, traffic issues, and the feasibility of transit alternatives.

### Safety

Traffic speeds on Broadway and congestion cause many conflicts with pedestrians and bicyclists. Bike lanes are currently not clearly marked, and merging bike and vehicular lanes cause bicyclists to ride on sidewalks. Streetscape improvements and reorganization of traffic lanes were mentioned as ways to mitigate traffic incidents in the Corridor.

### Visual Appeal

The “unclean industrial vibe” creates a lackluster environment, which is aesthetically unappealing as a gateway into the City. Many stakeholders mentioned how the businesses and retailers located along Broadway often have a difficult time attracting foot traffic due to the lack of visual appeal and character of the area. Stakeholders also mentioned the necessity for consistency when developing the Broadway Corridor, and need to maintain some sort of aesthetic appeal and unique character.



### Traffic

The US 101/Woodside Rd. intersection was mentioned several times with regards to its traffic issues, especially during peak hours. For an intersection that serves as the main gateway into the City, stakeholders believed that it currently is a “nightmare to drive on” due to traffic coming from the 101 Freeway and Summit Preparatory High School located nearby.

### Transit Feasibility

Concerns about the proposal for light rail or a streetcar along Broadway were mentioned, and the need for improved amenities around streetcar stations in order to bring people to the area. Stakeholders also would like the Project Team to take into consideration the funding source and potential maintenance problems for streetcar and light rail projects. Stakeholders also warned the Project Team about the potential opposition to a “complete streets” initiative since it would limit the amount of parking along Broadway around existing businesses.







## VISION/RECOMMENDATIONS

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.

### Land Use

Near the Stanford in Redwood City development, stakeholders envisioned University-associated retails such as bookstores and food services, which could also cater to local employees. Suggestions for the City's Corporation Yard parcel included offices, a hotel, and auto dealerships. They wanted to see more mixed-use development, with an emphasis on affordable or higher density housing rather than market rate residential development.

### Urban Form

Recommendations concerning the urban form of the Corridor included building size restrictions and setbacks, architectural and landscape styling, and an emphasis on hidden or rear parking, which would all help to transform the Corridor into a more pedestrian friendly environment. The Broadway Corridor at Woodside interchange could thus act as a gateway entry into the City, with a more unique character and innovative design and development. The introduction of more open space, in the form of parklets or dog parks were also suggested as ways to improve the aesthetics of the area.

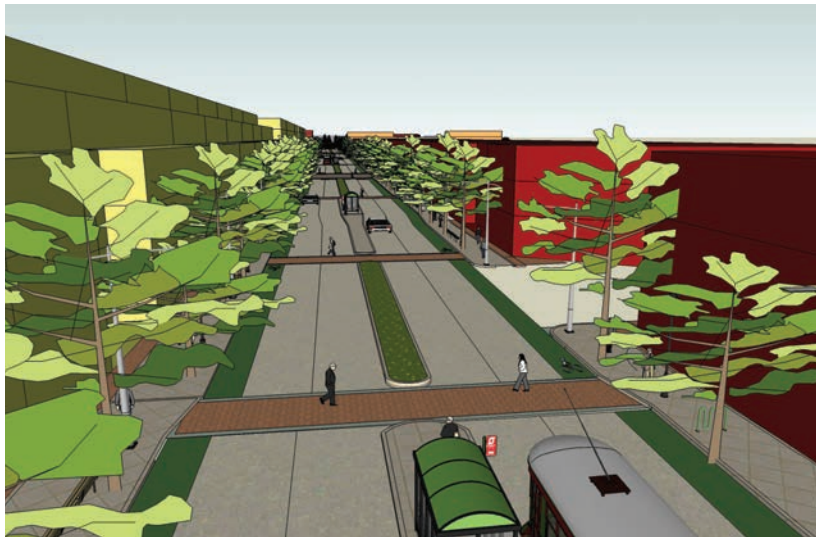




### Circulation

In regards to circulation, the ideas presented would bring more people to the street, and attract people from all over the City and those traveling along Highway 101. Stakeholders wanted to see a transformation of the Corridor into a walkable community with a connection to Downtown. They emphasized the necessity for parking in the area and suggested queuing lights up to the US 101/Woodside Rd. interchange to limit congestion. As for bikes, separated bike lanes were recommended, and stakeholders proposed a reduction in the number of lanes on Broadway from 4 to 3 in order to accommodate an improved bike network.

Stakeholders appreciated the idea of a streetcar or bus route along corridor to enhance connections along the Corridor, and increased accessibility of businesses and residences along the street. A streetcar along the Corridor would also benefit the Stanford in Redwood City employees to help move them to and from the Caltrain station and their place of employment.





# HELP SHAPE THE FUTURE OF BROADWAY

Please join a community discussion to develop a vision for transportation and land use along Broadway Street between Maple Street and Douglas Avenue.

Your City. *Your Ideas.*

<b>WHEN</b>	<b>WHERE</b>
Saturday, November 2nd 10:00am - 12:30pm	The City Corporation Yard 1400 Broadway Street

Bring the whole family -- Refreshments and activities for children will be provided!



Hosted by:  
The City of Redwood City and  
the City and Regional Planning Department,  
Cal Poly State University, San Luis Obispo



If you have any questions, please contact Diana O'Dell at [dodell@redwoodcity.org](mailto:dodell@redwoodcity.org) or Zeljka Howard at [zhoward@calpoly.edu](mailto:zhoward@calpoly.edu)



# AYUDE A FORMAR EL FUTURO DE BROADWAY

Usted está invitado a participar en una discusión comunitaria para formar una visión de Broadway Street entre Maple Street y Douglas Avenue.

Tu Ciudad. *Tus Ideas.*

<b>CUANDO</b>	<b>DONDE</b>
El Sábado, 2 de Noviembre 10:00am - 12:30pm	The City Corporation Yard 1400 Broadway Street

Toda la familia esta invitada -- ¡Habrà refrescos y actividades para los niños!



Organizado por:  
La Ciudad de Redwood City y  
El Departamento de Planificación Urbana  
Cal Poly State University, San Luis Obispo



Si tienes preguntas o dudas, por favor hable con Diane O'Dell al correo electrónico [dodell@redwoodcity.org](mailto:dodell@redwoodcity.org) o Zeljka Howard al correo electrónico [zhoward@calpoly.edu](mailto:zhoward@calpoly.edu).



Figure 2. Community Discussion Flyers in English and Spanish



# COMMUNITY DISCUSSION

## Process

On Saturday, November 2, 2013 a Community Discussion was held at the Redwood City Corporation Yard from 10 am to 12 pm for community members to share their opinions about the Broadway Corridor. Simultaneously, four different mobile workshops were set up at Courtyard Square, the Grocery Outlet, Hoover Park, and the Stanford Medicine Outpatient Center in Redwood City to get opinions of those who were unable to attend the workshop. Flyers with workshop information were distributed to local businesses and community organizations, and posted on the project's website (Figure 2).

The discussion began with a presentation made by the Project Team briefly describing the project area, background information, and the discussion process. The discussion was structured to allow both individual comments and extensive group discussions. After the presentation, group members introduced themselves and elected a community member to present the results of the groups' discussion and conclusions.

Project Team members facilitated discussions on three topic areas:

- What participants liked about the area and would want to preserve.
- Challenges for future development.
- Their vision for the future of the Broadway

Comments which corresponded to a particular location were also recorded on a project area map. At the end of these discussions, each group's elected representative presented the group's main ideas and map identifying the areas of concern and areas that need to be preserved or enhanced. Finally, all participants were asked to fill out a Community Opinion Survey (included in the Appendix). The results of these survey responses are discussed in a later chapter of this report.



## ASSETS / ATTRIBUTES

Overall, community members felt that the Broadway Corridor had a lot of attributes that contribute to its character and provide opportunities for future development.

The three most prevalent attributes of the Broadway Corridor mentioned by community members included the following:

### Physical Attributes

Community members wanted to preserve many of the physical characteristics of the area, including the existing building height and its grid street layout.

### Access

The Corridor's access to Highway 101, Caltrain, and Downtown gives the project area potential for future business activities.

### Small Businesses

Participants believed that the smaller businesses located between Maple and Charter St. were an asset to the area.

Other attributes about the Broadway Corridor that were mentioned include the presence of street trees; the variety of existing land uses; existing bike lanes; the location of the Post Office; and the presence of the Grocery Outlet, Smart & Final, auto shops, and La Viga Restaurant (Figure 3).





## COMMUNITY INPUT COMMENTS - ATTRIBUTES

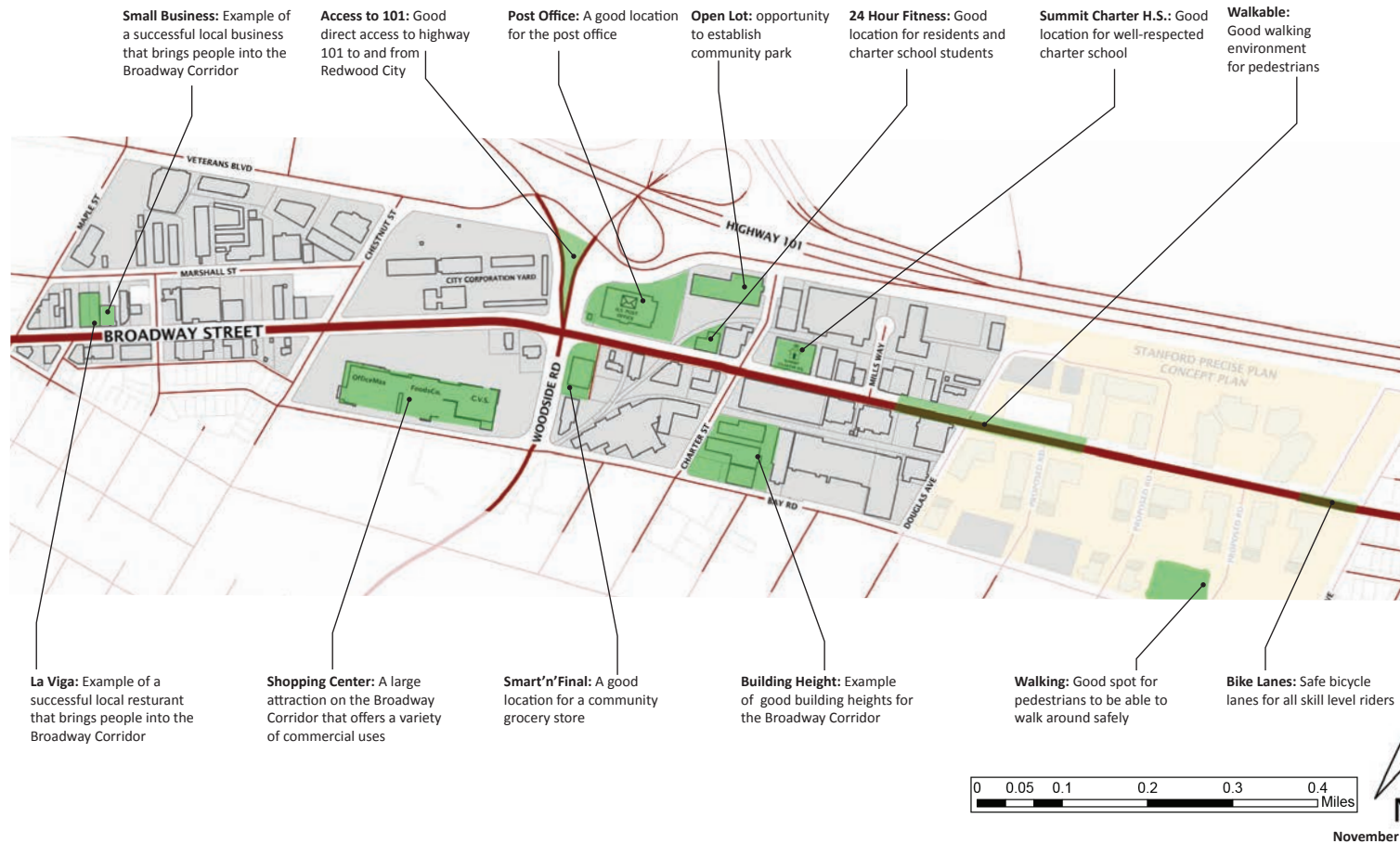


Figure 3. Community Discussion Composite Map - Attributes



## CHALLENGES

The most noted challenges for the Broadway Corridor included:

### Lack of Distinct Character

Community members noted that the Corridor did not have very much “street character,” since most visitors only pass through the area by car. They noted that there are not very many reasons to walk around in the Corridor since it is not a “destination.”

### Traffic Conditions

Unmarked bike lanes, no pedestrian crossings, and bad traffic at the Woodside/Highway 101 intersection make the project area unsafe for bicyclists and pedestrians.

### Lack of Affordable Housing

Many community members noted the need for affordable housing in the area, and expressed interest in that type of development in the Corridor.

Other mentioned challenges for the Broadway Corridor include the existing homeless population; a lack of public seating, lighting, and parking; crime near Beech St. and Broadway; high traffic speeds on Bay Road; a bad connection to Downtown for pedestrians and bicyclists; access to the Post Office; sharrows (shared lanes for vehicles and bikes); and a lack of activity by Marshall St. and the Woodside Drive and Broadway intersection (Figure 4).







# COMMUNITY INPUT COMMENTS - CHALLENGES

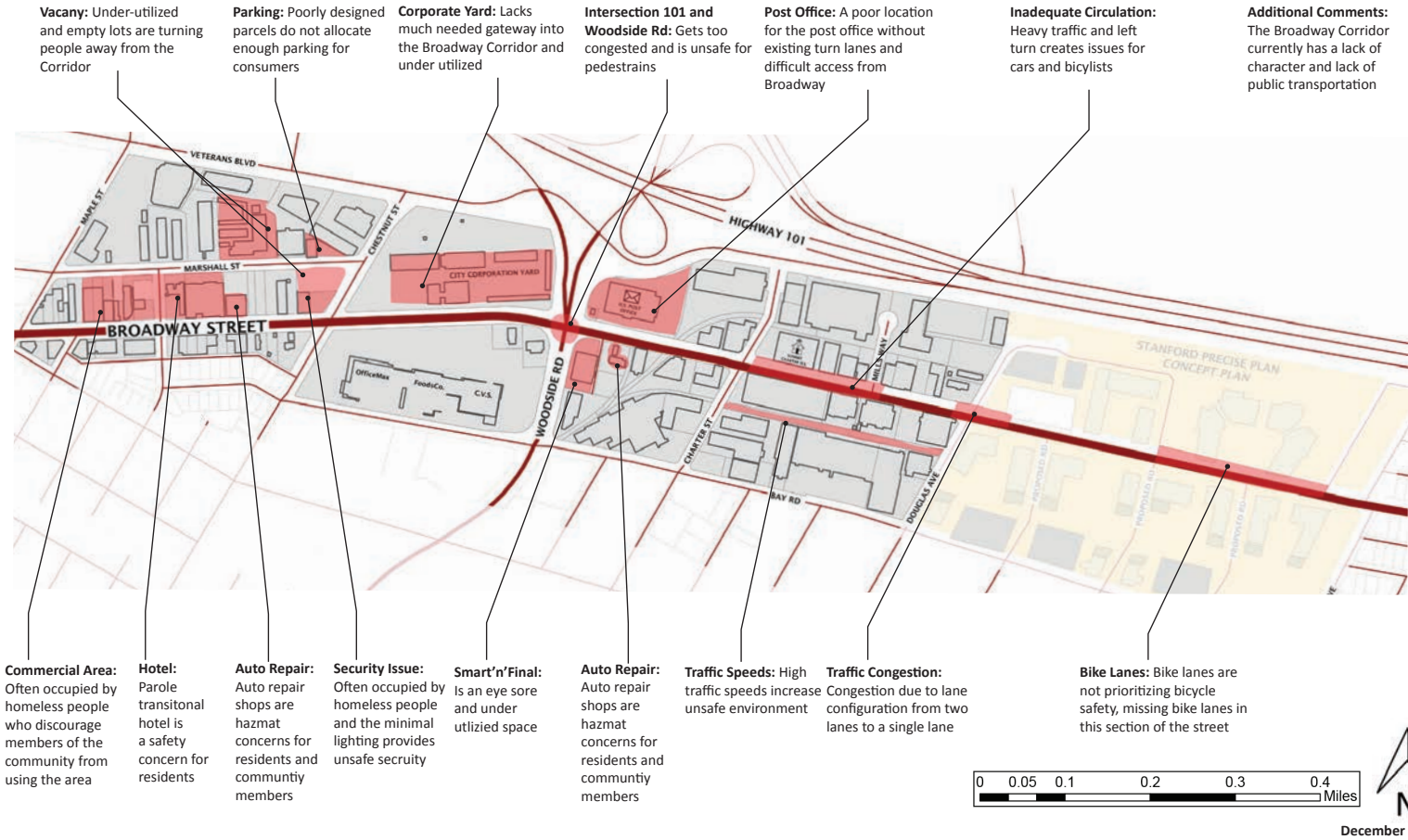


Figure 4. Community Discussion Composite Map - Challenges



## VISIONS

The most prominent elements of the vision for the Broadway Corridor included:

### Public Transportation

Participants envisioned a streetcar or new bus line that would run throughout the Broadway Corridor and feed into the Downtown Caltrain station.

### Streetscaping & Identity

Community members believed streetscaping would entice people to use alternative modes of transportation and create a distinct identity for the Corridor, separate from that of Downtown. They envisioned the entrance to the Corridor from Highway 101 as something that would grab the attention of people passing through.

### Public Space

Participants suggested placing similar land uses next to each other and making better use of public spaces, such as utilizing parking lots for events or festivals or introducing a new park for nighttime recreation.

Other visions for the Broadway Corridor in the future include parking for a proposed light rail or streetcar system; medical offices; a relocation of the Correctional facility to the Corridor; a shuttle to Stanford in Redwood City development; improved bike lanes; more retail; mixed-use development; and the addition of a hotel (Figure 5).





# WORKSHOP #1 COMMENTS - COMPOSITE MAP - VISIONS

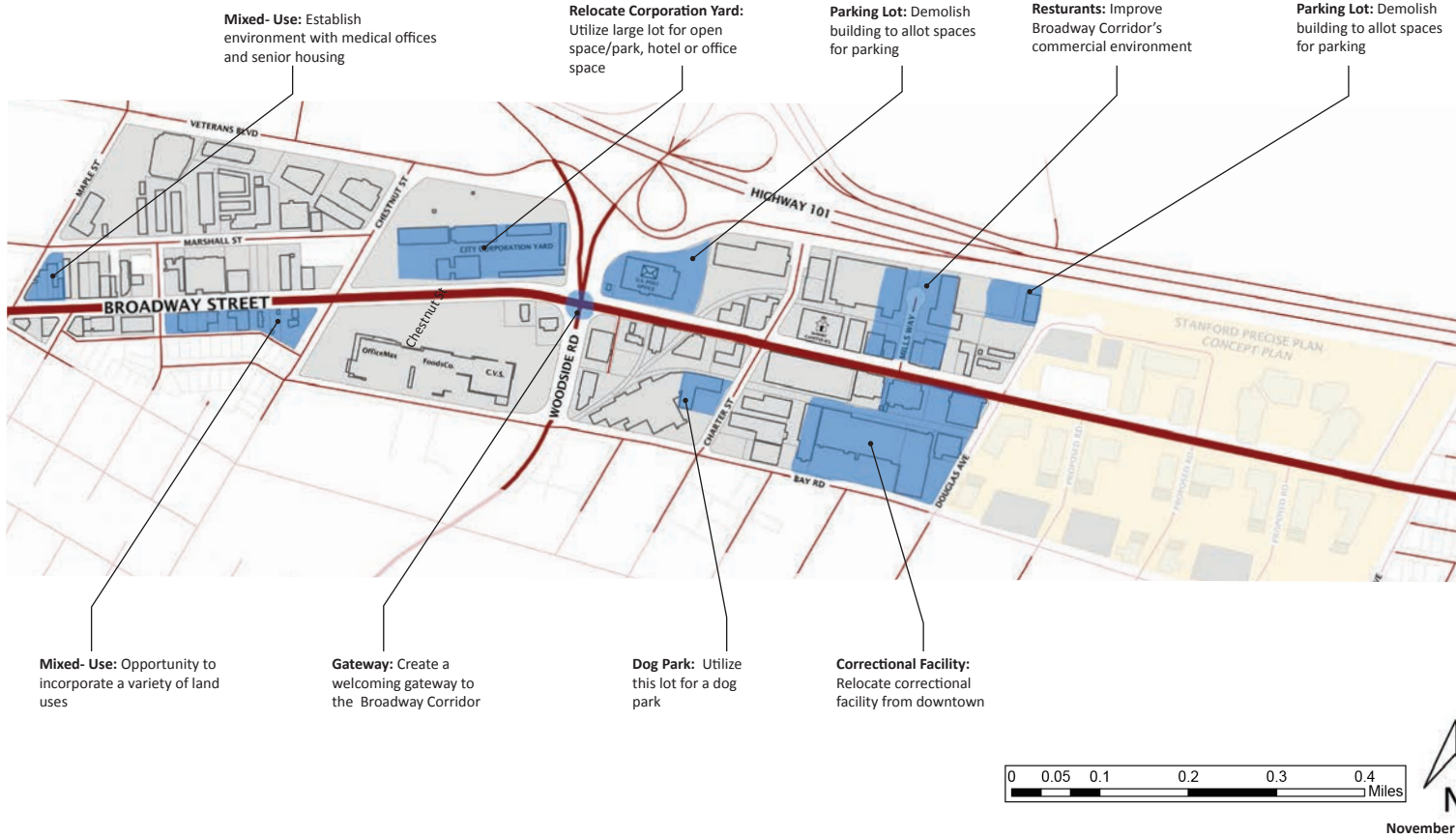


Figure 5. Community Discussion Composite Map - Visions

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## MOBILE WORKSHOPS

On Saturday, November 2, 2013 mobile workshops were set up at four key sites (including Courtyard Square, Grocery Outlet, Hoover Park, and the Stanford Medicine Outpatient Center) in Redwood City to get opinions of those who were unable to attend the main Community Discussion at the Redwood City Corporation Yard. Overall, about 30 people participated in the mobile workshops, which included discussions about what participants *liked* about the area and would want to *preserve*, their *concerns* for the area, and their *vision* for the future of the Broadway Corridor. The results of the conversations held at the mobile workshops are summarized on the following pages.





## COURTYARD SQUARE MOBILE WORKSHOP

One of the mobile community workshops was held at the downtown Courtyard Square, where community members engaged in discussions and shared their opinions with the workshop leaders. Most participants stated that they did not visit the Broadway Corridor often, mostly because there is not much to do or see in that area. Opinions of the area were not very positive nor very negative. Most participants did not have particular comments about the area because they felt there was nothing to attract them there except the larger retail chains. A few participants did complain that the Corridor was not pedestrian or bike-friendly, and that it did not have any distinct or interesting features.

Two popular ideas about the future stood out among community members:

- Many people believed a shuttle service connecting 2nd St. area of Broadway to Downtown would be an asset.
- Participants wished to have more affordable housing in the area, particularly more affordable local workforce, student and senior housing.

Other ideas for the vision of Broadway included the addition of improved bike signage, bike lanes, more open space and public spaces, traffic mitigating measures, low density land uses, distinct design features from Downtown, more entertainment options, and more street trees and lighting.





## GROCERY OUTLET MOBILE WORKSHOP

The second mobile workshop was held at the Grocery Outlet in Redwood City, where community members expressed a variety of opinions about the Broadway Corridor. At this workshop, community members expressed interest in Redwood City entryway sign to Downtown on Broadway, since it provided a strong sense of identity. A concern that was brought up was the homeless population in the area. One community member stated that the problem was not the homeless themselves, but the lack of help and services made available to them by the City. One of the major complaints among participants was the amount of traffic produced at the Woodside/Broadway intersection. One participant said that because of the lack of bike lanes, he was forced to bike on the sidewalks for his own safety, despite the fact that doing so is illegal.

## HOOVER PARK MOBILE WORKSHOP

Another mobile workshop was held in Hoover Park in Redwood City, where participants were asked to fill out a survey and share their general opinions. Some community members expressed concerns for the poor sidewalk conditions and vehicle proximity when walking along Broadway. They also expressed interest in adding designated bicycle lanes and sidewalk improvements. Another participant was very concerned about the availability of affordable housing in the area. Their main reason for wanting to see more affordable housing in the area was because the technology parks that were springing up in Redwood City have been increasing the

housing prices. Besides affordable housing, other improvements such as parking, crosswalks, street trees/vegetation, and open space areas were desired.

## STANFORD MEDICAL OUTPATIENT CENTER MOBILE WORKSHOP

One community member at this mobile workshop works in the Public Works Department and had some interesting insight on how Broadway developed over the past years. Many of the buildings and land had been owned by a single company, and over the last 10 years they started to sell neighboring parcels. This led to a disconnect of sidewalks and loss of cohesiveness along Broadway. This participant also stated that some companies who wanted to expand their sidewalks and add planters to bring more green into the area had removed the bike lanes in the process. Some areas along Broadway have partial bike lanes, but they do not continue along the entire road. Other participants said they loved walking on the north end of town since it was cleaner, and often felt safer on this side of town.

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# COMMUNITY ORGANIZATIONS & SCHOOLS

## SCHOOLS

### SUMMIT PREPARATORY HIGH SCHOOL

On January 7, 2014 Project Team members visited with a group of about thirty Summit Prep students in their senior year to provide input regarding the future of the Broadway Corridor. Representatives from the Redwood City Community Development Department accompanied the Project Team.

A discussion about various transportation topics indicated that many of the students either drive to school or ride in carpools. Some of the students that live close to school ride bikes or walk, and only a few use transit. They were all very open to the idea of using transit if it was more accessible, and many of those that live close said that they would walk or bike if it was safer. Many students also brought up the need for improved streetscaping and landscaping in the area with the addition of street trees, safety lighting, and street furniture, and a community garden. Students were also very adamant about

having food choices in the area—they wanted to have an area with various cafés and small businesses around a central plaza.

Since activities for children and families are currently lacking in the area, students suggested various establishments that would attract them to the Broadway Corridor. These establishments included: parks with sports fields and courts, an aquatic center, drive-in movie theater, laser tag, bowling alley, arcade, art/ceramic studio, and a petting zoo. There was some discussion of retail opportunities, including a skate store, and personal services such as hair and nail salon.

At the end of the meeting the students engaged in a dot exercise to select their preferred idea. Their top eight choices were:

- Food trucks
- A drive-in
- Entertainment
- Food establishments
- Parks
- A skate shop
- A plaza
- Bus stops



## SEQUOIA HIGH SCHOOL

The Sequoia High School Workshop took place on November 20, 2013. Project Team members presented the project to a senior class of about 25 students and engaged students in a survey activity.

Students were asked about what they do for fun and *where they go for recreation*. The most common answers included: dining out, shopping, going to the movie theater, and traveling to other parts of the Bay Area. Most students also noted that driving via private automobile was the most common mode of transportation used to get to these recreational activities. Other answers included walking, bicycling, carpooling, and taking Caltrain. When the students were asked about safety concerns in the Broadway Corridor, many stated that they felt unsafe in the area, especially at night.

Students were also asked to identify various aspects about the Broadway Corridor that they *liked*. Several mentioned the street width with abundant parking, and the Corridor's easy accessibility and close proximity to Downtown. However, many students noted the Corridor's dull environment, and its potential to be transformed into an extension of the Downtown area.

Finally, students were asked to brainstorm their *visions* for the future of the Corridor, and specific things they would like to see develop in the area. This question received the highest number of responses, which included:

- Restaurants (Starbucks, ice cream parlors, bubble tea, etc)
- Entertainment (movie theater, bowling alley, arcade, etc)
- Recreation (climbing gym, paintball, laser tag)
- Art (murals, art museum),
- Retail (mall, boutiques, bookstore, thrift shops),
- Public services (parks, trees, public parking)
- Public transportation (BART, buses)

Hosting the school workshop was an effective way of obtaining feedback from the younger community members who are often left out of city planning activities and decision-making processes, although they are the ones who will be the most affected by long-term development decisions made about the Broadway Corridor.





## COMMUNITY ORGANIZATIONS

### DOWNTOWN BUSINESS GROUP

On January 7, 2014 a small group Project Team members, along with a representative from the Redwood City Community Development Department, met with members of the Downtown Business Group to discuss ideas for the Broadway Corridor. The discussion was very active, and focused around three main topics:

#### Wayfinding

The meeting began with a discussion about various transportation options that would help people get to Downtown. Wayfinding in the City was mentioned as a problem, and the group felt that better signage would be very helpful. A suggestion was made that signs be displayed throughout Downtown and the Broadway Corridor which advertise free temporary parking at the theater garage. It was also mentioned that getting Downtown from Broadway is tricky at the Marshall Street intersection, and everyone agreed that some type of signage should be implemented so that visitors would understand how to stay on Broadway St.

#### Parking

Participants also felt that parking is a major issue, and should

be addressed early in the planning stages. Participants suggested the addition of a park and ride option to get more cars off of the road, and stressed a collaboration with CalTrans in order to provide a good and timely solution to the traffic and congestion issues at the US 101/ Woodside Rd. interchange. The addition of bike lockers was suggested as a way to accommodate people who ride CalTrain to town and bike throughout Redwood City.

#### Aesthetics

There was also much discussion about the overall appearance of the study area. Participants were concerned that the gateway area needs to make a good first impression, and the entire area should undergo some beautification process. Suggestions included placing an attractive wall around the Corporation Yard, welcoming signs, landscaping the gateway area, and providing more outdoor seating. Suggestions concerning land uses for the Broadway Corridor included moving the Post Office, constructing a pedestrian overpass for Summit Preparatory School, a makeover of the CVS shopping center, redeveloping the Corporation Yard, and adding attractions for the youth.





# COMMUNITY MEETING COMMENTS

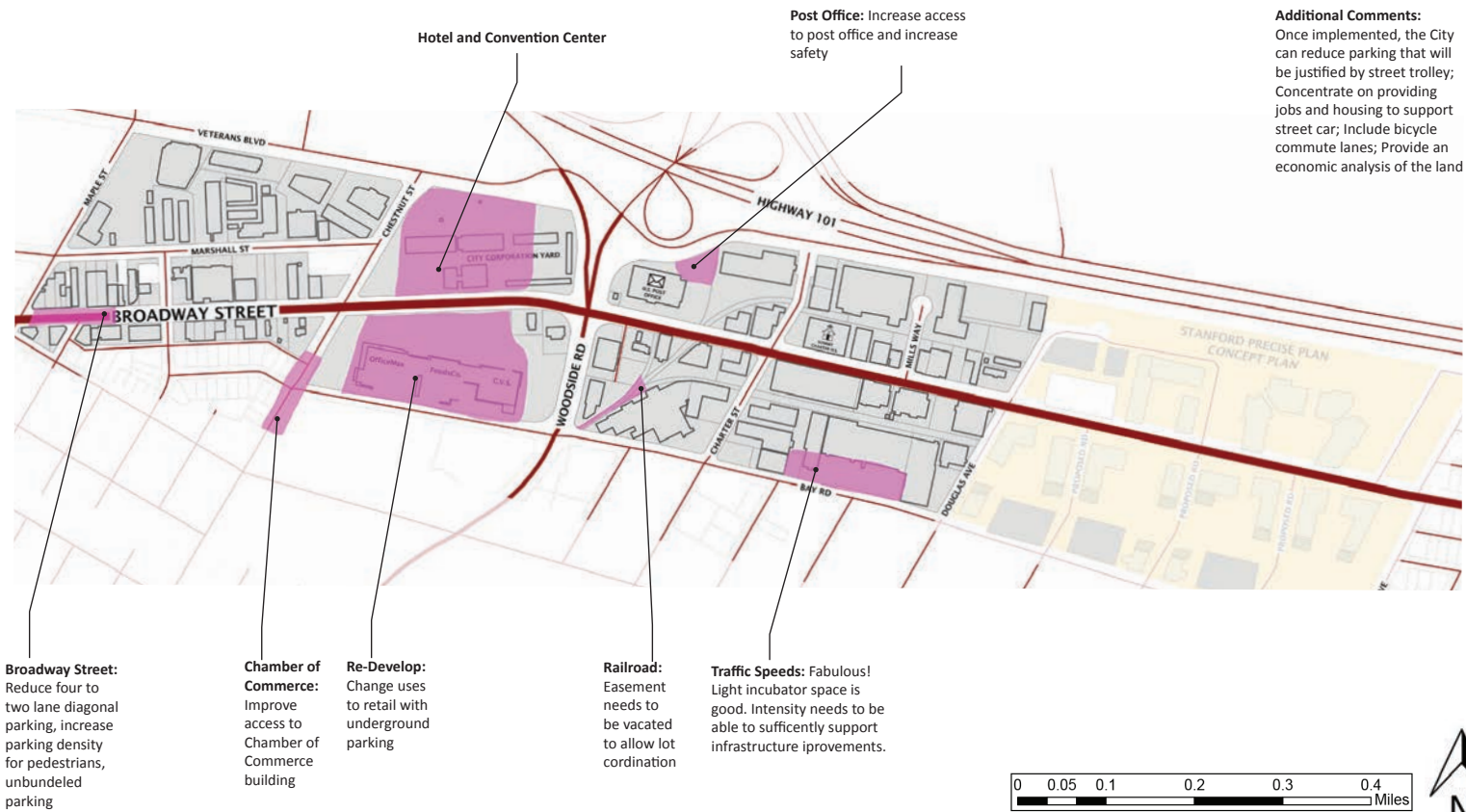


Figure 6. Community Meeting Comments Composite Map



## CHAMBER OF COMMERCE & ECONOMIC DEVELOPMENT COMMITTEE

On January 7, 2014 a group of Project Team members, along with representatives from the Redwood City Community Development Department, attended a meeting with members of the Chamber of Commerce Economic Development Committee to hear their comments and recommendations about the Broadway Corridor Study. All members in attendance were very active in the discussion and provided valuable information.

### Transportation

A discussion of transportation issues included the potential for a streetcar, bicyclist needs, pedestrian safety, and parking. Most of the members were in favor of a streetcar option, but many of them noted that a cost/benefit analysis would need to be completed before the project could move forward. It was mentioned that density would need to be significantly increased in order for a streetcar to be economically feasible. One participant brought up the need for bicycle safety to be further studied, and noted that the younger tech cohort is riding bicycles long distances to work. Participants came to a consensus that bicyclists should have a safer experience throughout the Corridor, and bike lockers should be provided to protect bikes from being stolen. Attendees also focused on improving pedestrian safety, and making the Corridor more attractive to pedestrians.

### Parking

Two issues concerning parking were also raised: (1) Community members wanted parking to be addressed as part of the plan, and not done as an afterthought. (2) They wanted the plan to be creative about parking solutions, and suggested that parking be unbundled and shared.

### Land Uses

Some of the suggestions for potential land uses in the Corridor included: a convention center/hotel, live work units, higher density, a gateway look for the Broadway and Woodside intersection, multi-story office building with opportunities for start-up businesses, mixed uses, attractive street frontage, and having a variety of dining and retail options. Another idea that was agreed upon was that the railroad easement east of Woodside should be vacated and a consolidation of those various lots. One area that was discussed in-depth was the current incubator overlay on the east-end of the study area. The members were divided about having light-industrial facing Broadway, but recognized that it was important to have the associated uses in the area. They suggested economic studies to determine the best land uses for the area. Many of the members also agreed that the older buildings on the east end of the study area should be taken down and replaced (Figure 6).



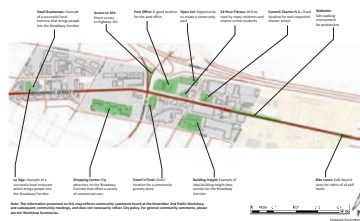


# BROADWAY CORRIDOR STUDY

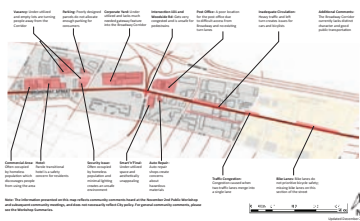
# PUBLIC OUTREACH COMMENTS



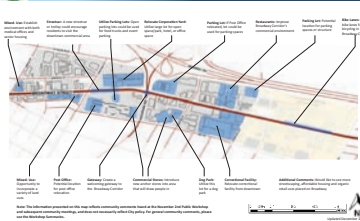
### COMMUNITY COMMENTS: BROADWAY CORRIDOR ASSETS



### COMMUNITY COMMENTS: BROADWAY CORRIDOR CONCERNS



### COMMUNITY COMMENTS: BROADWAY CORRIDOR VISIONS



### PUBLIC OUTREACH PROCESS

The Broadway Corridor public outreach process included hosting a public workshop on November 2, 2013 at the Redwood City Corporation Yard for community members to share their opinions about what they would like to preserve in the Broadway Corridor, their concerns for the area, and their vision for the future. Simultaneously, four separate mobile workshops were set up at key sites in Redwood City to get the opinions of those who were unable to attend the main workshop. Stakeholder interviews were conducted on November 1, 2013, and discussions with several community groups were held throughout December of 2013 and January of 2014. In addition, a community opinion survey was posted on the project's website, receiving about 400 respondents. Finally, an Open House with City staff and stakeholders was held on February 7, 2014.

#### Public Workshop November 2, 2013 Redwood City Corporation Yard



#### Mobile Workshops November 2, 2013



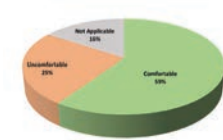
#### Open House February 7, 2014 City Hall



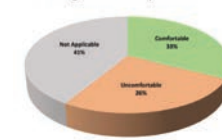
### COMMUNITY OPINION SURVEY RESULTS

A community opinion survey was distributed to participants on November 2, 2013 at the first public workshop located at the Redwood City Corporation Yard, and to participants at various mobile workshops stationed throughout the city in Downtown Plaza, Food Co., Stanford Area, and the Sequoia High Schools Veteran's Memorial. The community opinion survey was also made available on the project's website in both English and Spanish to reach a greater demographic, and received a total of 395 responses. The survey contained a total of 14 questions. The main topics covered in the survey included types of land uses respondents would like to see in the Broadway Corridor, and concerns regarding the safety and comfort level of driving, biking, or walking throughout the area.

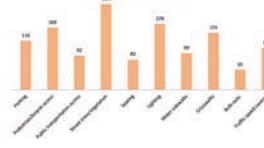
#### How comfortable do you feel walking through the Broadway Corridor?



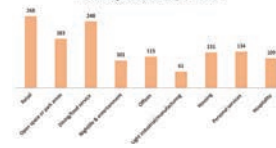
#### How comfortable do you feel biking through the Broadway Corridor?



#### Which street improvements would you like to see on the Broadway Corridor?



#### What types of businesses/activities would you like to see along the Broadway Corridor?



#### What would you like the Broadway Corridor to become?



#### List the things that you are concerned about on the Broadway Corridor



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Figure 7. Public Outreach Poster



# COMMUNITY OPINION SURVEY

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 survey instrument can be found in the Appendix of this Report. The following summary is organized by various topics addressed in the survey questions.



## PLACE OF RESIDENCE

The majority of survey respondents live in neighborhoods within close proximity to the Broadway Corridor. The highest number of respondents lived in Friendly Acres, Woodside Plaza, and Roosevelt. There were a few respondents who resided in neighboring cities, including San Mateo and Menlo Park (Figure 8).

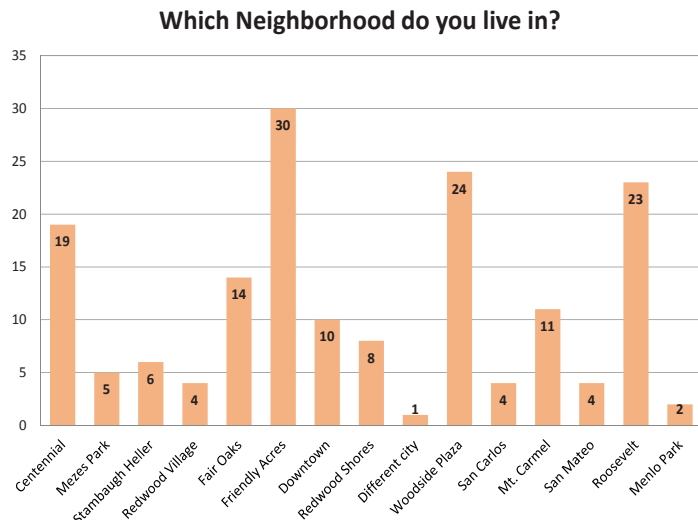


Figure 8.

## BROADWAY CORRIDOR ACTIVITIES

As shown in Figure 9, most respondents currently visit the Broadway Corridor a few times a month or a few times a week. Only 16 percent of respondents stated that they visit the area daily, which indicates that it is currently not a “destination” for most Redwood City residents.

## How often do you visit the Broadway Corridor?

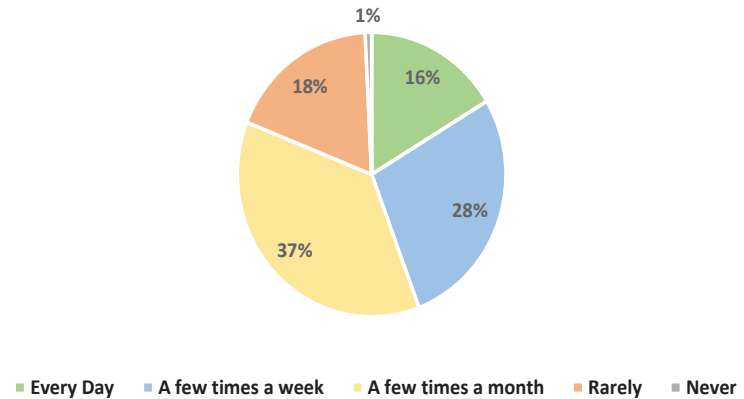


Figure 9.

As shown in Figures 10 and 11, by far, the most common type of activity that people engaged in the Corridor was shopping. For open-ended responses, the most commonly mentioned activities included “drive through” the area and “dine”, with 28 and 22 percent of respondents, respectively.

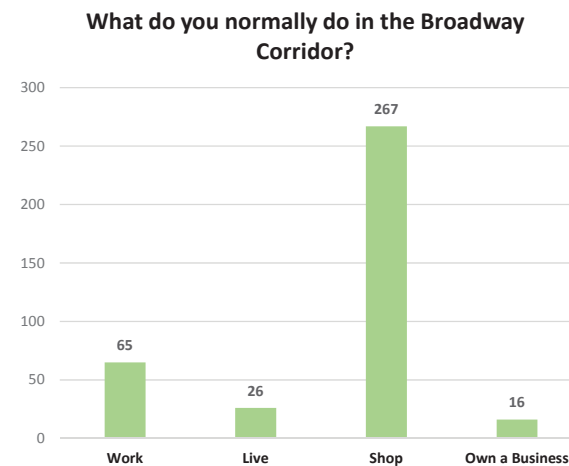


Figure 10.



What do you normally do in the Broadway Corridor? (Other)

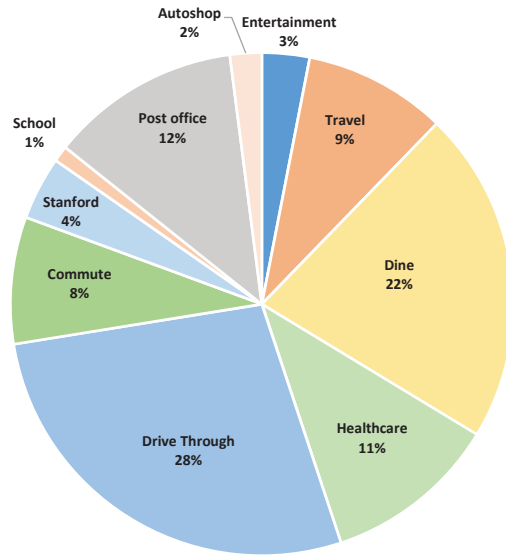


Figure 11.

### MODE OF TRANSPORTATION

The Broadway Corridor is mainly known as the route from Downtown Redwood City onto Highway 101 and State Route 84 (Woodside Road). Since most people do not live in the immediate surrounding area, they must depend on their personal vehicle to get to the area. The lack of alternative transportation options contribute to the high percentage of automobile traffic throughout the Corridor. Ninety-one percent of respondents stated that they use a personal automobile to get to the Broadway Corridor (Figure 12).

How do you usually get to the Broadway Corridor?

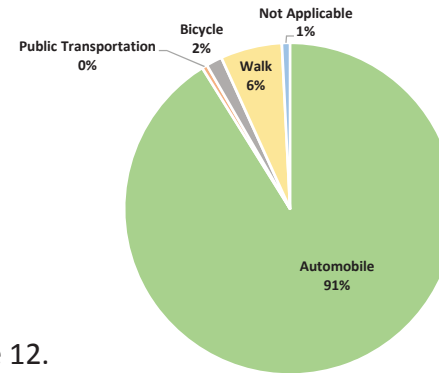


Figure 12.

### AMENITY AND SERVICE IMPROVEMENTS

The survey also asked respondents which types of businesses and activities they would like to see developed along the Corridor. Respondents stated they would mostly like to see retail, dining and food services, and open space or park areas (Figure 13).

What types of businesses/activities would you like to see along the Broadway Corridor?

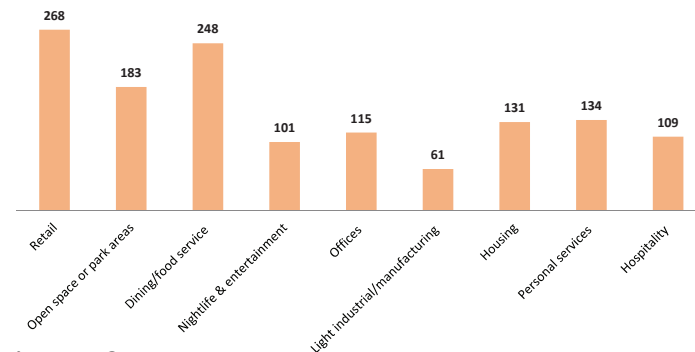


Figure 13.



### SAFETY

Most people responded that they are comfortable walking through the Broadway Corridor. There are several areas which have large sidewalks and street parking, however, most of the sidewalks before the Stanford Campus are a bit rundown. For those who marked “uncomfortable,” the reasons are displayed in Figure 14.

How comfortable do you feel walking through the Broadway Corridor?

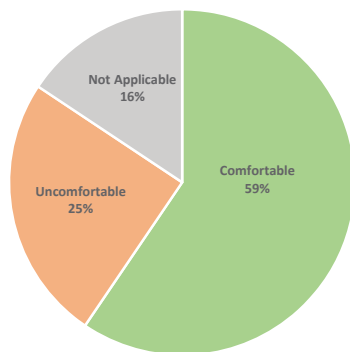


Figure 14.

Most respondents feel uncomfortable walking through the Corridor due to traffic speed, vehicle proximity, sidewalk conditions, and block length. The open-ended option demonstrated that many people are also concerned with the safety, traffic, homeless, and air quality of the area. The majority of those who feel uncomfortable walking in the Broadway Corridor are uncomfortable due to the (poor) sidewalk conditions (Figure 15).

### If Uncomfortable walking through the Broadway Corridor, why?

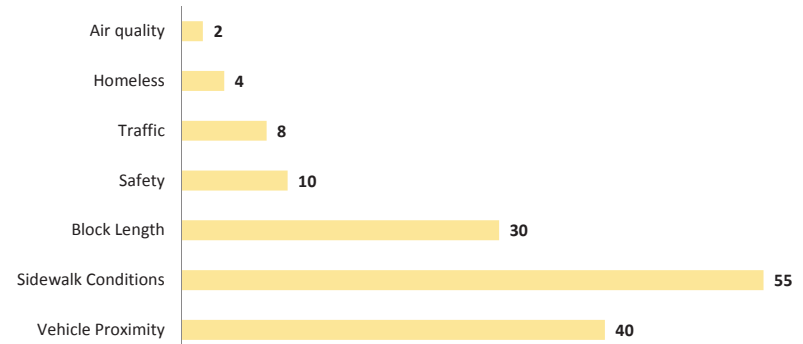


Figure 15.

When asked about how comfortable respondents felt biking through the Broadway Corridor, 41 percent stated that they do not bike through that area. This further demonstrates the lack of alternative transportation options in the Broadway Corridor. Of the respondents who do bike, 33 percent felt comfortable and 26 percent felt uncomfortable (Figure 16).

How Comfortable do you feel biking through the Broadway Corridor?

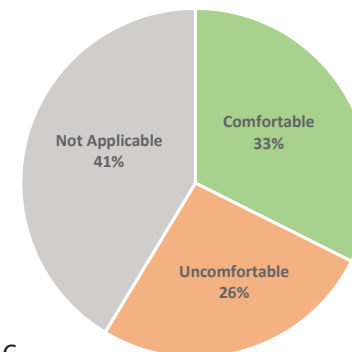


Figure 16.





For those who feel uncomfortable biking through the Broadway Corridor, the main reasons were vehicle proximity and the vehicle speed along Broadway. The speed limit postings on Broadway range from 25 miles per hour to 30 miles per hour, however, many drivers currently far exceeded that speed limit (Figure 17).

**If Uncomfortable biking through the Broadway Corridor, why?**

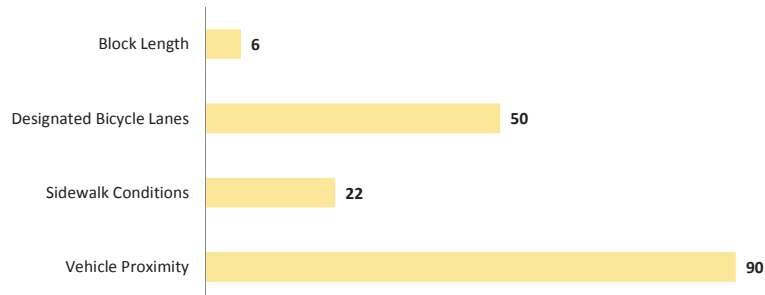


Figure 17.

**INTERSECTION EXPERIENCES**

Respondents were asked about their experiences driving, walking, and biking through specific intersections along the Broadway Corridor.

**Maple Street and Broadway Street**

The majority of respondents drive through the intersection, and their experience is mainly “good” or “fair.” Biking through this intersection did not get very good ratings, with most responses being “fair” or “poor” (Figure 18).

**How would you rate your experience at Maple Street & Broadway Street?**

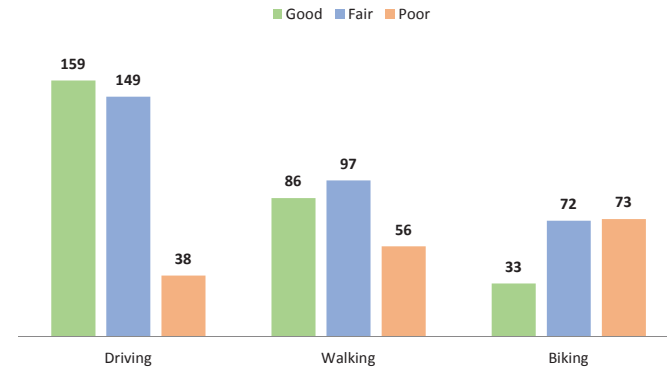


Figure 18.

**Chestnut Street & Broadway Street**

There are many more respondents who drive rather than walk or bike. A majority of respondents considered their experience at this intersection to be mainly “fair” for driving, walking, and biking (Figure 19).

**How would you rate your experience at Chestnut Street & Broadway Street?**

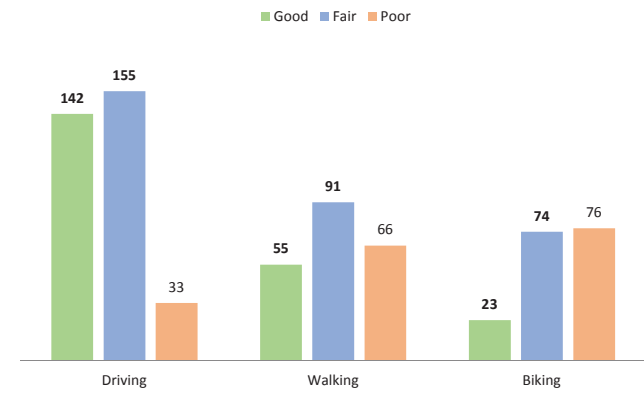


Figure 19.



## Woodside Road & Broadway Street

The experience at this intersection was overwhelmingly rated as “poor,” regardless of driving, walking, and biking. However, CalTrans and Redwood City are currently working on proposing alternatives for this intersection (Figure 20).

### How would you rate your experience at Woodside Road & Broadway Street?

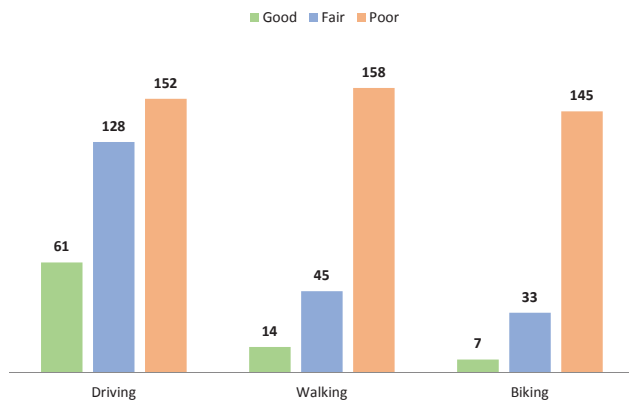


Figure 20.

## Charter Street & Broadway Street

The driving experience at this intersection is rated quite high. However, respondents rated walking and biking through the area as mostly “fair” and “poor.” This could be due to the lack of designated lanes for bicyclists on the street and a need for sidewalk improvements (Figure 21).

### How would you rate your experience at Charter Street & Broadway Street?

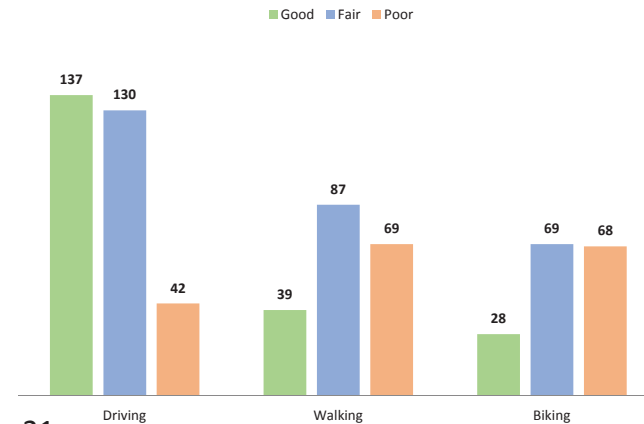


Figure 21.

## Douglas Ave. & Broadway Street

The driving experience is rated very well at this intersection. There were not as many responses regarding the experience of walking or biking, but the majority rated these experiences as “fair” (Figure 22).

### How would you rate your experience at Douglas Avenue & Broadway Street?

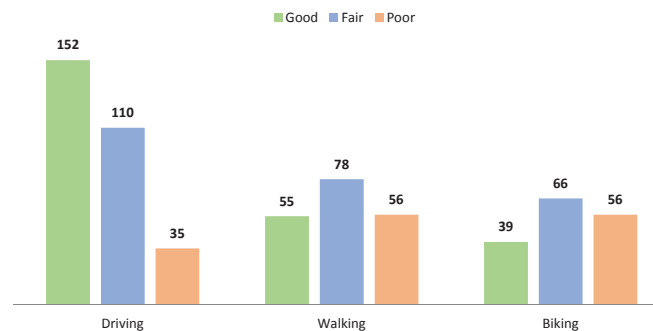


Figure 22.



## STREET IMPROVEMENTS

The most commonly mentioned street improvements that respondents would like to see were street trees/vegetation, lighting improvements, and improved crosswalks. Many of those who filled out the survey also mentioned that they do not feel safe walking on the sidewalks due to high exposure and lack of lighting (Figure 23).

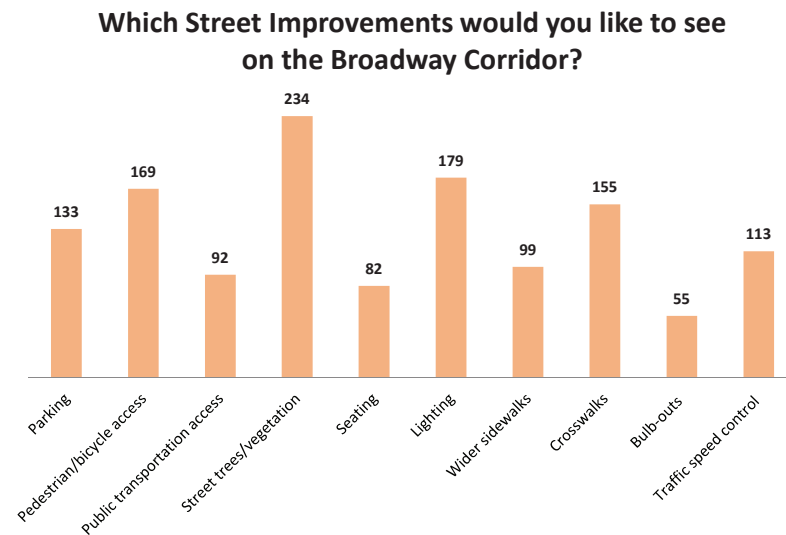


Figure 23.

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# ALTERNATIVE CONCEPT PROPOSALS

Comments received during the public outreach events guided the formation of the following Vision Statement for the future development of the Broadway Corridor:

*The Broadway Corridor will serve as a gateway to the City as well as a connection between the Downtown Business District, Highway 101, and the Stanford in Redwood City development. The Corridor will support a variety of transportation options that improve circulation, safety, and encourage pedestrian activity. The Broadway Corridor will function as an area that offers residents and visitors an exciting extension of the Downtown that promotes economic vitality and a range of development opportunities. Infrastructure improvements will create a unique character specific to the Broadway Corridor that provides a welcoming atmosphere and leaves a lasting impression while enhancing community involvement.*

Based on the above Vision Statement, the alternative proposals were formulated for: an Overall Concept Plan, two Gateway District Alternative Plans, and two circulation alternatives: a Bus Rapid Transit Circulation Alternative Plan, and a Streetcar Circulation Alternative Plan.

On February 7, 2014, the Project Team held an Open House in the City Hall Council Chambers from 1-5 pm to present the alternative proposals and collect comments from City staff. The event was attended by staff members from Community Development, Public Works, and Transportation departments, and several stakeholders. Overall, City staff members were pleased with the detailed work and thought that went into the proposals. Comments received by the attendees are summarized on the following pages.





## BROADWAY CORRIDOR STUDY

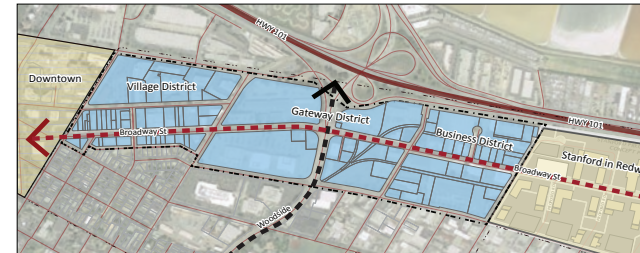


### OVERALL CONCEPT PLAN

Open House

#### Vision Statement

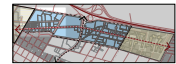
The Broadway Corridor will serve as a gateway to Redwood City, as well as a connection to Downtown and Stanford's Redwood City Campus. With its own distinct character, the Corridor will provide a variety of amenities which cater to the community's needs, and which encourage a sustainable and healthy lifestyle. The incorporation of safe pedestrian and vehicular infrastructure and a variety of transit options will improve the circulation in the Corridor, and encourage pedestrian activity. A diverse mix of residential, commercial, industrial and public spaces will provide a welcoming atmosphere for those who interact with the Corridor on a daily basis, as well as those visiting the area.



#### Village District

##### Village District Description

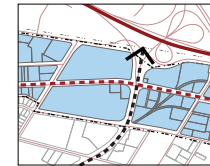
The Village District is predominantly composed of mixed-use commercial and residential uses that complement the existing residential uses along the Broadway Corridor. Residents living in the area will support the need for the proposed transit options and the mix of commercial and residential uses will meet the direct needs of the residents in the neighboring areas while not detracting from the character of the Downtown.



#### Gateway District

##### Gateway District Description

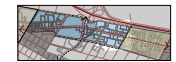
The Gateway District will be at the center of the corridor connecting the other districts located at the intersection of Broadway and Woodside. The Gateway District will emphasize uses that attract travelers from the freeway, and will focus on fostering an identity for Redwood City. This district is the core of the Broadway Corridor and offers the first impression of Redwood City from the freeway.



#### Business District

##### Business District Description

Resting between the Gateway District and the Stanford campus is the Business District characterized by service, office, and professional uses that complement the Stanford campus and create a link to the Gateway District. Within the Business District light industrial uses will be allowed and shall continue to be permitted in parcels that are not adjacent to Broadway. This district will also contain a form based code area to add flexibility while protecting neighboring uses.



#### Overall Concept Plan

The Overall Broadway Corridor Concept is divided into three main districts: The Village District, the Gateway District, and the Business District. Each district is designed to have a unique character that is cohesive with the entire corridor, and fosters an aesthetic and physical connection between the Downtown and Stanford in Redwood City Campus. The Broadway Corridor Concept links these districts together by providing a range of land uses and transportation options that work together to connect Redwood City Downtown to Stanford in a comfortable and sustainable way.



Transportation is vital to the Broadway Corridor proposal. The circulation directly affects existing and proposed uses and those same uses directly affect the circulation along the corridor. The proposal offers Broadway complete streets that provide multiple options for vehicles, public transit, bicycles, and pedestrians. To better connect the uses along the corridor the proposal includes a Greenway that meanders through the corridor directly connecting the Stanford campus to the Village District as well as introduce new connections within the City. This proposal will allow for an ease of movement for pedestrians, bicyclists, and local residents through the corridor and offer an alternative route to lighten activity directly on Broadway.



The proposal consists of two alternatives for the transportation along Broadway that compare the difference between the proposal of a street car and a BRT system. These alternatives will work with the proposed uses along Broadway and meet the needs of those who live, work, or visit the Broadway Corridor.

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Figure 24. Overall Concept Plan Alternative Poster



## **BROADWAY OVERALL CONCEPT PLAN ALTERNATIVE**

The Overall Broadway Corridor Concept Plan is divided into three main districts: The Village District, the Gateway District, and the Business District. Each district is designed to have a unique character that is cohesive with the entire Corridor, and fosters an aesthetic and physical connection between the Downtown and Stanford in Redwood City development. The Broadway Corridor Concept links these districts together by providing a range of land uses and transportation options that work together to connect Redwood City Downtown to Stanford in a comfortable and sustainable way.

Transportation is vital to the Broadway Corridor proposal. The circulation directly affects existing and proposed uses and those same uses in turn directly affect the circulation along the Corridor. The proposal includes complete streets that provide multiple options for vehicles, public transit, bicycles, and pedestrians. To better connect the uses along the Corridor the proposal includes a Greenway that meanders through the Corridor directly connecting the Stanford in Redwood City development to the Village District. This proposal will allow for an ease of movement for pedestrians, bicyclists, and local residents through the Corridor and offer an alternative route to lighten activity directly on Broadway.

The overall concept proposal consists of two alternatives for transportation along Broadway, one highlighting a streetcar system and the other a Bus Rapid Transit system. These alternatives will work with the proposed uses along Broadway and meet the needs of those who live, work, or visit the Broadway Corridor.

## **PUBLIC INPUT**

There were many positive responses from the staff on the Overall Concept Plan. Many believed that breaking up the Corridor into districts was a good way to disperse attention equally through the Corridor and is a great way to provide opportunities for small businesses and promote a sense of community. They were also pleased to see two alternative transportation proposals, and were interested in learning more about the feasibility of a streetcar system. Staff agreed that it was important for two alternatives for the Gateway district due to the various development opportunities in the area. Overall all participants were interested to see how the districts would work together throughout the Corridor, and how those districts would be utilized by the surrounding areas.



BROADWAY CORRIDOR STUDY

GATEWAY A - CONCEPT PLAN

Open House



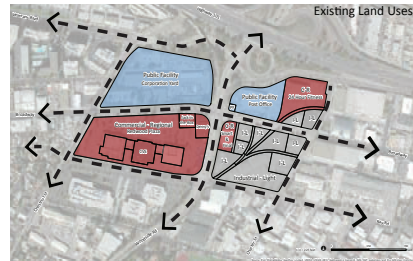
**BUILDOUT CAPACITY**

Parcel	Area (sq ft)	Residential Units	Commercial Sq Ft	Public Facility
1	10,000	100	10,000	0
2	15,000	150	15,000	0
3	20,000	200	20,000	0
4	25,000	250	25,000	0
5	30,000	300	30,000	0
6	35,000	350	35,000	0
7	40,000	400	40,000	0
8	45,000	450	45,000	0
9	50,000	500	50,000	0
10	55,000	550	55,000	0
11	60,000	600	60,000	0
12	65,000	650	65,000	0
13	70,000	700	70,000	0
14	75,000	750	75,000	0
15	80,000	800	80,000	0
16	85,000	850	85,000	0
17	90,000	900	90,000	0
18	95,000	950	95,000	0
19	100,000	1,000	100,000	0
20	105,000	1,050	105,000	0
21	110,000	1,100	110,000	0
22	115,000	1,150	115,000	0
23	120,000	1,200	120,000	0
24	125,000	1,250	125,000	0
25	130,000	1,300	130,000	0
26	135,000	1,350	135,000	0
27	140,000	1,400	140,000	0
28	145,000	1,450	145,000	0
29	150,000	1,500	150,000	0
30	155,000	1,550	155,000	0
31	160,000	1,600	160,000	0
32	165,000	1,650	165,000	0
33	170,000	1,700	170,000	0
34	175,000	1,750	175,000	0
35	180,000	1,800	180,000	0
36	185,000	1,850	185,000	0
37	190,000	1,900	190,000	0
38	195,000	1,950	195,000	0
39	200,000	2,000	200,000	0
40	205,000	2,050	205,000	0
41	210,000	2,100	210,000	0
42	215,000	2,150	215,000	0
43	220,000	2,200	220,000	0
44	225,000	2,250	225,000	0
45	230,000	2,300	230,000	0
46	235,000	2,350	235,000	0
47	240,000	2,400	240,000	0
48	245,000	2,450	245,000	0
49	250,000	2,500	250,000	0
50	255,000	2,550	255,000	0
51	260,000	2,600	260,000	0
52	265,000	2,650	265,000	0
53	270,000	2,700	270,000	0
54	275,000	2,750	275,000	0
55	280,000	2,800	280,000	0
56	285,000	2,850	285,000	0
57	290,000	2,900	290,000	0
58	295,000	2,950	295,000	0
59	300,000	3,000	300,000	0
60	305,000	3,050	305,000	0
61	310,000	3,100	310,000	0
62	315,000	3,150	315,000	0
63	320,000	3,200	320,000	0
64	325,000	3,250	325,000	0
65	330,000	3,300	330,000	0
66	335,000	3,350	335,000	0
67	340,000	3,400	340,000	0
68	345,000	3,450	345,000	0
69	350,000	3,500	350,000	0
70	355,000	3,550	355,000	0
71	360,000	3,600	360,000	0
72	365,000	3,650	365,000	0
73	370,000	3,700	370,000	0
74	375,000	3,750	375,000	0
75	380,000	3,800	380,000	0
76	385,000	3,850	385,000	0
77	390,000	3,900	390,000	0
78	395,000	3,950	395,000	0
79	400,000	4,000	400,000	0
80	405,000	4,050	405,000	0
81	410,000	4,100	410,000	0
82	415,000	4,150	415,000	0
83	420,000	4,200	420,000	0
84	425,000	4,250	425,000	0
85	430,000	4,300	430,000	0
86	435,000	4,350	435,000	0
87	440,000	4,400	440,000	0
88	445,000	4,450	445,000	0
89	450,000	4,500	450,000	0
90	455,000	4,550	455,000	0
91	460,000	4,600	460,000	0
92	465,000	4,650	465,000	0
93	470,000	4,700	470,000	0
94	475,000	4,750	475,000	0
95	480,000	4,800	480,000	0
96	485,000	4,850	485,000	0
97	490,000	4,900	490,000	0
98	495,000	4,950	495,000	0
99	500,000	5,000	500,000	0
100	505,000	5,050	505,000	0



**PROPOSAL DESCRIPTION**  
 The Gateway District of the Broadway Corridor will use existing infrastructure as a foundation for development, enhancing the land uses and bringing out the corridor's full potential. Much of the infrastructure still remains as is, with beautification techniques and facade enhancements to create a welcoming atmosphere and distinct character for the Gateway District, that is currently lacking. Through improved infrastructure and new land uses, the area will be transformed from simply being a thoroughfare and exit, to a gateway that guides residents and visitors into Redwood City. New development will increase the amount of commercial and office space in the Gateway District, creating a small retail district with multiple plazas, and public gathering areas.

**KEY FEATURES**  
**Commercial - Neighborhood:** Retail shops and dining options that are to an appropriate neighborhood scale will be readily available in the Gateway District. Building upon what is already existing in the Redwood Plaza.  
**Mixed Use:** Consider the mixed use development will consist of retail shops, office space, and residential housing opportunities in the Gateway. This variety of activities will enhance an all-encompassing atmosphere to the area and promote the goal of convenient uses all in one place.  
**Plaza and Pocket Parks:** New plazas and pocket parks will create public gathering places for people to relax and take a break during their day. These spaces will be areas for passive recreation and pedestrian transportation, offering benches, tables, and walkways. These open spaces will promote community engagement and interaction.  
**Greenway:** The proposed greenway will act as a connection to the greenway in the Stanford in Redwood City Proposal, continuing it through the Gateway District. It will serve as an open space to take a break from work and as a public area for active pedestrian and bicycle transportation.  
**Fine Arts Community Center:** The Fine Arts Community Center will cater to residents of all ages as a place to experience the arts and learn new techniques. It will offer spaces for artists to display their work and host various art classes to members of the community.



PROPOSAL

**RESIDENTIAL - HIGH**  
 A total of 186 residential units will be offered in the mixed use corridor area to provide an affordable housing option for the middle income residents of Redwood City. The building will range from three to four stories with parking occupying the first floor. The proximity to the Fine Arts Community Center and other uses along Broadway will encourage a healthy lifestyle in which many amenities are within walking distance.

**MIXED - USE CORRIDOR (MULC)**  
 Commercial uses will line the intersection of Broadway and Redwood to create an exciting gateway into the City. The area provides a variety of retail amenities for residents and visitors of the Broadway Corridor to foster social interactions. The proposed development is proposed to be three to four stories and consist of commercial retail on the first floor and office space above that will enhance the Corridor's character.

**PLAZA**  
 The new plaza will create public gathering places for people to relax and take a break during their day. The plaza will provide a welcoming environment for residents and visitors of the surrounding community center, commercial, and residential uses.

**FINE ARTS COMMUNITY CENTER**  
 This public facility will encourage a creative lifestyle and attract the artistic community in Redwood City as well as the entire region. This center will serve residents of all ages as a place to experience fine arts and learn new skill sets. It will also provide artists a place to showcase their talent work and offer a space for the youth to explore their inner creativity. Classes that encourage creative expression will be offered daily.

**COMMERCIAL - NEIGHBORHOOD (CN)**  
 This area will consist of commercial development including smaller local shops, dining options, and small grocery markets. This will allow for a nice transition between the neighborhoods surrounding the Corridor to come and interact with spaces on a comfortable scale. This specific Commercial Neighborhood area will cater more specifically to the needs of the students attending the Charter School and the patrons of 24 hour fitness.

**INDUSTRIAL - LIGHT**  
 The Gateway District will emphasize the importance of the industrial sector in Redwood City by keeping and enhancing the existing light industrial buildings. The buildings will be refurbished to match design elements of the commercial and residential developments. In addition, the greenway and small pocket parks will run in between the industrial buildings to offer spaces for people to relax and take a break from the work day.

**GREENWAY**  
 The proposed greenway will serve as a space for employees to take a break from work and an option for pedestrians and cyclists to travel along the Corridor in a safer environment. The greenway will also act as a connection between pocket parks and plazas located throughout the Broadway Corridor.

This central map shows the layout of the Gateway A area with various zones and landmarks. The zones include Residential High Density, Mixed Use Corridor, Commercial Neighborhood, Public Facility, Industrial Light, Open Space, and Parking. Landmarks include the Fine Arts Community Center and the Charter School. The map also shows the Greenway and the proposed Plazas and Pocket Parks.

**LEGEND**

- Residential High Density
- Mixed Use Corridor
- Commercial Neighborhood
- Commercial Regional
- Public Facility
- Industrial Light
- Open Space
- Parking
- Landmarks
- Greenway
- Vehicular Traffic
- Parcel Entrance

Jonathan Chiu | Kimber Gutierrez | Julia Hill | Shelby Messner | Bailey Randall  
 Community Planning Lab | City and Regional Planning Department | California Polytechnic State University, San Luis Obispo

Figure 25. Gateway District A Alternative Concept Plan Poster



## **GATEWAY DISTRICT A ALTERNATIVE CONCEPT PLAN**

The Gateway District A of the Broadway Corridor will use existing infrastructure as a foundation for development, intensifying the land uses and bringing out the Corridor's full potential. Much of the infrastructure will remain as is, with beautification techniques and facade enhancements to create a welcoming atmosphere and distinct character to the Gateway District, which is currently lacking. Through improved infrastructure and new land uses, the area will be transformed from simply being a freeway entrance and exit, to a gateway that guides residents and visitors into Redwood City. New development will increase the amount of commercial and office space in the Gateway District, creating a small retail district with multiple plazas, and public gathering areas.

### **KEY FEATURES**

#### **Neighborhood Commercial**

Retail shops and dining options at an appropriate neighborhood scale will be available in the Gateway District, building upon what is already existing in the Redwood Plaza.

#### **Mixed Use**

This mixed-use development category will consist of retail shops, office space, and residential housing opportunities in the Gateway. The variety of activities will enhance an all-

encompassing atmosphere to the area and promote the goal of convenient uses in close proximity.

#### **Plazas and Pocket Parks**

New plazas and pocket parks will create public gathering places for people to relax and take a break during their day. These spaces will be areas for passive recreation and pedestrian transportation, offering benches, tables, and walkways. These open spaces will promote community engagement and interaction.

#### **Greenway**

The proposed Greenway will act as a connection to the greenway in the Stanford in Redwood City development, continuing it through the Gateway District. It will serve as an open space for residents and employees in the area to take a break from work and as a public area for active pedestrian and bicycle transportation.

#### **Fine Arts Community Center**

The Fine Arts Community Center will cater to residents of all ages as a place to experience the arts and learn new techniques. It will offer spaces for artists to display their work and host various art classes to members of the community.



### **PUBLIC INPUT**

During the Open House the Cal Poly Team received valuable feedback from City staff regarding specific aspects of the Gateway District A Concept. The Team heard several concerns about the proposed Greenway through the existing service road adjacent to the industrial pipe company. Currently, the pipe company uses the service road as storage and as a space for loading for the distribution of the pipes, so open space in this area might not be utilized very much. Another section of the Greenway which would need to be addressed is the area where it crosses over Woodside Road. More innovative ideas and techniques for how to keep pedestrians and cyclists safe when crossing the busy intersection need to be brainstormed and addressed. There were also concerns over the proposed road through the corporation yard corner, since the entrance and exit to the road from Veterans Boulevard is close to the Highway entrance. Many staff members expressed that this road could potentially cause more traffic issues, as well as increased difficulty in navigating in and out of the road and proposed parking lot. The Team received positive feedback regarding the small shops incorporated into the Redwood Plaza corner, as well as the idea of a parking garage or other innovative parking solutions for the Corridor.





## **GATEWAY DISTRICT B ALTERNATIVE CONCEPT PLAN**

The Gateway District B proposal is more development intensive, with new and enticing proposed land uses. The ideal location of the Gateway District offers many development opportunities which would take advantage of the accessibility from the 101 Freeway and Downtown. The Gateway District B will offer residents and visitors an exciting extension of Downtown that promotes revitalization and economic vitality. The Gateway District B will include a mix of land uses with a goal of drawing residents and visitors into this area. This proposal will include commercial and retail spaces, mixed-income housing, two hotels with a corresponding convention center, and small open space plazas for people to gather. These land uses will transform the Gateway District into a destination for residents, visitors, and employees by creating an entrance with distinct character, blending the existing Downtown with the Stanford in Redwood City development. Revitalization for this area will enhance the overall economy in Redwood City and interact with the new circulation proposals, making the Gateway District an accessible and thriving area.





## KEY FEATURES

### Gateway

The Gateway District B will serve a landmark area to invite residents and visitors into the Broadway Corridor. It will give travelers the option of filtering into either Downtown or Stanford in Redwood City, or stay within the Gateway and enjoy shopping, local restaurants, and other retail uses. The Gateway will include a public art feature that gives the area its own unique identity.

The Project Team also received suggestions and concerns about the proposed hotel and convention center's location, specifically about it being located across the street from the residential development. Other comments brought up the feasibility concerns for the gas station proposal, since Caltrans currently owns the right of way and might not allow additional curb cuts at this area. Another suggestion the team received was to close off the portion of Broadway from Chestnut to Woodside to car traffic. Overall, the Gateway District B proposal received positive feedback from City staff.

## PUBLIC INPUT

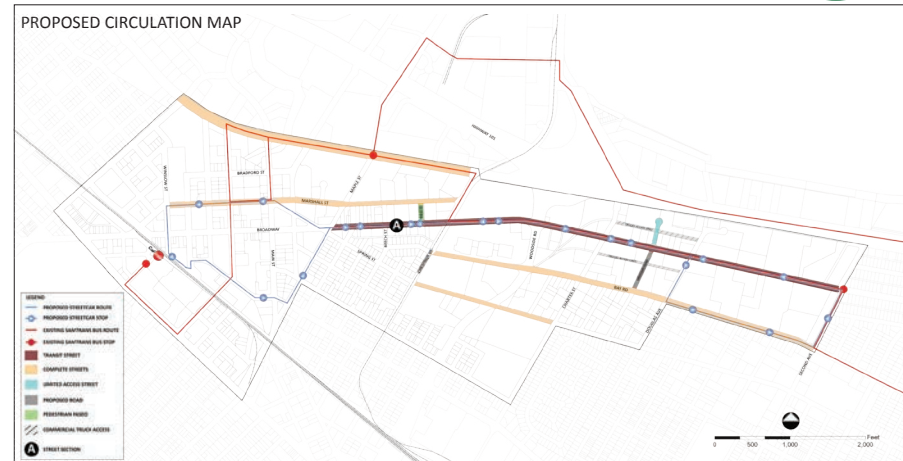
Gateway District B received many beneficial comments regarding the proposal that will guide the team in preparing the final site plan. Overall, there was positive feedback for the idea about dividing the block on the Redwood Plaza site between Chestnut Street and Woodside Road. Most people thought this was a good idea to alleviate circulation and provide alternative entrances into the mixed income housing development and the street-front retail. Another positive comment was regarding the parking structure design. Attendees liked the idea of having a more interactive and interesting design rather than a plain concrete structure. Retail street frontage along Broadway with parking behind generated positive comments from staff. In addition, attendees voiced that they would like to see more local retail shops and restaurants in this area.



BROADWAY CORRIDOR STUDY

STREETCAR CIRCULATION PLAN

Open House



**PROJECT DESCRIPTION**  
 Broadway Street will be a "complete street" that provides access and new infrastructure to all forms of transportation. The Corridor will incorporate infrastructure and mobility enhancements that will facilitate movement across Woodside Road and promote walking, bicycling, and transit use, including a streetcar system. The transit routes and stops, as well as general circulation patterns will complement the adjacent land uses within the Corridor. Transportation modes will connect into the existing street network and provide new means for traveling through and within the district and City. Community members will have the opportunity to walk, bike, take public transit and drive safely and efficiently within Broadway Central.

Some improvements to the pedestrian experience along Broadway Street include providing 12 foot wide sidewalks with street furniture and lighting as well as signalized or clearly marked crosswalks at all major intersections. Landscaping will also be incorporated to enhance the aesthetics of the area. Class II bicycle lanes will be provided along the Corridor as well for the ease and comfort of those who wish to travel through Broadway by bike. The option of bike boxes and green painted pavement is available to increase safety and awareness of bicyclists on the road. Lastly, Broadway Street accommodates a streetcar network that connects the existing Caltrain station in downtown Redwood City to the Stanford complex. The network includes two shared streetcar/automobile lanes that loop around downtown and through Stanford for the convenience of residents, employees, and visitors. The streetcar will complement the surrounding high density land uses and serve as a sustainable mode of transportation.

- MAIN FEATURES**
- Transit Street with Transportation Demand Management (TDM) features:
  - Streetcar network that connects the Stanford area to Caltrain in downtown
  - Bicycle lanes and widened sidewalks to cater to alternative modes of transportation
  - Reduced street parking to discourage auto use within the corridor
  - Street furniture, streetscaping and lighting to improve comfort and safety

- CIRCULATION AND TRANSPORTATION**
- Bicycle and pedestrian routes lessen the flow of auto traffic within the corridor
  - 3 mile streetcar loop
  - Streetcar network with turnarounds at Caltrain in Downtown and the Stanford area
  - Two shared streetcar/automobile lanes, boarding islands with transit shelters
  - Connecting Downtown, proposed attractions in Broadway Corridor Study Area, and Stanford in Redwood City
  - Inter-city Connections: Connects to Caltrain and Samtrans regional transportation systems, which link to various cities in the Bay Area

- PUBLIC FACILITIES**
- Sidewalks with landscaping, seating, and lighting to enhance the pedestrian experience
  - Signalized crosswalks at major intersections; clearly marked crosswalks where signals unavailable
  - Class II bicycle lanes
  - Bike boxes to improve safety (green paint to emphasize bicycle facilities)



REDWOOD CITY, CALIFORNIA

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Figure 27. Streetcar Alternative Concept Plan Poster



## STREETCAR ALTERNATIVE CONCEPT PLAN

In the Streetcar Alternative Concept Plan proposal, Broadway Street will be a “complete street” that provides access and new infrastructure to all forms of transportation. The Corridor will incorporate infrastructure and mobility enhancements that will facilitate movement across Woodside Road and promote walking, bicycling, and transit use, including a streetcar system. The transit routes and stops, as well as general circulation patterns will complement the adjacent land uses within the Corridor. Transportation modes will connect into the existing street network and provide new means for traveling through and within the district and City. Community members will have the opportunity to walk, bike, take public transit and drive safely and efficiently within Broadway Central.

Some improvements to the pedestrian experience along Broadway Street include providing 12 foot wide sidewalks with street furniture and lighting, as well as signalized or clearly marked crosswalks at all major intersections. Landscaping will also be incorporated to enhance the aesthetics of the area. Class II bicycle lanes will be provided along the Corridor as well, for the ease and comfort of those who wish to travel through Broadway by bike. The option of bike boxes and green painted pavement is available to increase safety and awareness of bicyclists on the road. Lastly, Broadway Street accommodates a streetcar network that connects the existing Caltrain station in Downtown Redwood City to the Stanford

in Redwood City development. The network includes two shared streetcar/automobile lanes that loop around downtown and through Stanford for the convenience of residents, employees, and visitors. The streetcar will compliment the surrounding high density land uses and serve as a sustainable mode of transportation.

### KEY FEATURES

- Transit Street with Transportation Demand Management (TDM) features:
- Streetcar network that connects the Stanford area to Caltrain in Downtown
- Bicycle lanes and widened sidewalks to cater to alternative modes of transportation
- Reduced street parking to discourage auto use within the corridor
- Street furniture, streetscaping and lighting to improve comfort and safety





## PUBLIC INPUT

One of the main concerns staff had regarding the streetcar route was with the Downtown and Stanford loops. In the Downtown loop, the route follows several turns that are most likely outside of the turn radius of the streetcar. In addition, the Stanford loop runs through a residential neighborhood. The residents on 2nd Avenue are not in favor of having any public transportation on this road. The City rerouted SamTrans off this street in the past because of the number of complaints from residents.

Going into the Open House, the biggest question the Project Team had for City staff was regarding streetcar storage and maintenance. Several staff members suggested the Seaport Area, as it is currently underutilized. The Union Pacific Railroad stretches up to this area, but the City would have to work out the logistics of sharing these tracks. The Redwood City General Plan originally proposed a streetcar line that stretches from Broadway to the Seaport Area. If the City was to follow the original route, then storing the cars in the area is a possibility. However, the proposed route does not include a line to this district, so suggesting a streetcar storage yard in this area may not be feasible. Another suggestion was to store the streetcars with Caltrain. Caltrain currently has a lot dedicated to trains and SamTrans buses, and is looking to expand their parking lot. While this would be an ideal storage yard for the streetcars, the City would have to figure out how to cross the streetcar over the

Caltrain tracks. Overall, the streetcar plan received positive feedback, but several concerns were brought up regarding the feasibility and ridership.



## **BUS RAPID TRANSIT (BRT) ALTERNATIVE CONCEPT PLAN**

In the BRT Alternative Concept Plan, Bus Rapid Transit (BRT) will be implemented to support the increased population and activity along the Broadway Corridor. According to the Redwood City General Plan, Broadway is designated as a transit street, which is wide enough to accommodate bus, bike, and car lanes. The Broadway Corridor will propose a single-direction dedicated bus lane. BRT buses will run along a continuous loop through Broadway and connect to surrounding areas. The bus system will integrate regional transportation networks and culminate at the Sequoia Caltrain Station in Downtown. The narrower portions of Broadway, such as between Douglas and 2nd Ave, will merge bus with vehicular lanes. Buses will be given priority at signalized intersections and pedestrian amenities will be enhanced at stop locations.

In order to implement the City's vision of a complete bicycle plan as proposed in the General Plan, Class I and Class II bicycle lanes will be provided along the Broadway Corridor. These will serve as recreational paths and commuting routes. The City's Bike Share facilities will also be expanded along the Corridor to increase accessibility to facilities for community members. In addition, the Broadway Corridor will provide bicycle parking facilities in close proximity to employment centers. A potential Greenway will run through the parcels located in the western portion of the Broadway Corridor. The greenway begins at 2nd Ave and extends to Marshall St.



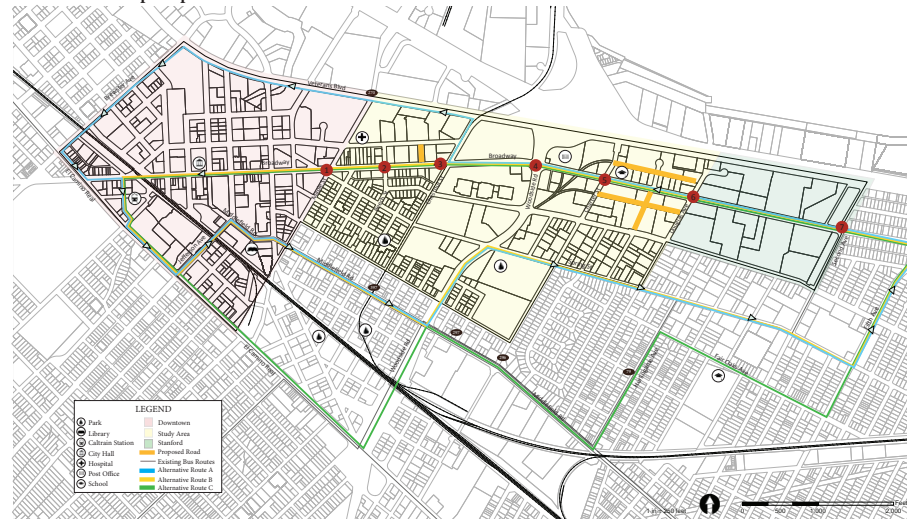
### BROADWAY CORRIDOR STUDY



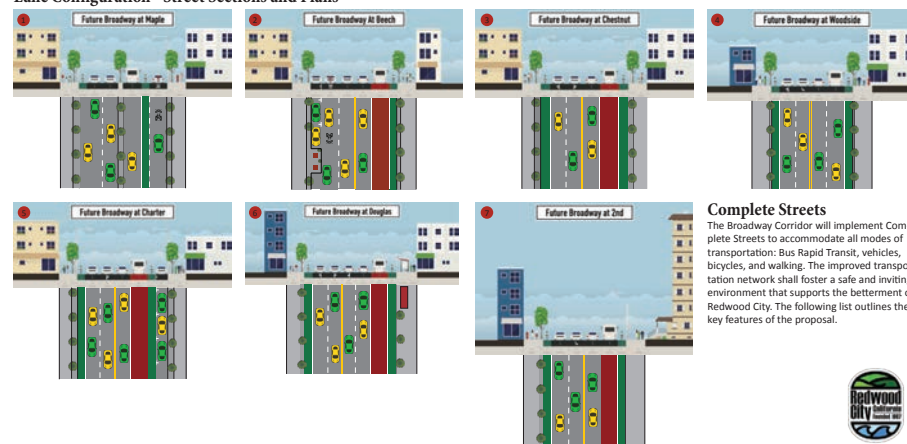
## BUS RAPID TRANSIT (BRT) CIRCULATION PLAN

Open House

### Circulation Concept Map



### Lane Configuration - Street Sections and Plans



**Complete Streets**  
 The Broadway Corridor will implement Complete Streets to accommodate all modes of transportation: Bus Rapid Transit, vehicles, bicycles, and walking. The improved transportation network shall foster a safe and inviting environment that supports the betterment of Redwood City. The following list outlines the key features of the proposal.



REDWOOD CITY, CALIFORNIA

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Figure 28. Bus Rapid Transit Alternative Concept Plan Poster



The proposed Greenway will serve bicyclists and pedestrians for travel and recreational purposes. Bike boxes will be implemented at intersections to promote safety. Broadway will maintain a consistent, twelve foot sidewalk along the Corridor wherever possible. Improving the Corridor's sidewalk conditions will increase pedestrian activity and promote a safer, comfortable walking environment. Increased pedestrian activity will stimulate business in the area. Street furniture and amenities such as outdoor seating, trees, and landscaping will be included to improve aesthetic value, well-being, and safety.

Crosswalks and intersections shall be enhanced to support an active, pedestrian friendly environment. The distance to cross intersections will be reduced to allow pedestrians to cross streets comfortably and safely. Pedestrian count-down signal heads will also be implemented to notify pedestrians how much time is remaining to cross the street. The configuration of the US 101 and Highway 84 interchange will alleviate traffic along the Corridor. This will reduce congestion and foster a roadway, which creates a safer and inviting walking environment for pedestrians.

## PUBLIC INPUT

The City staff offered helpful feedback for the BRT group at the open house. A common concern was the potential need to reroute the bus loop because some residents did not want a bus running through their neighborhood, and certain streets could get congested. Another item of mention was the issue of managing and increasing demand for BRT system. The system would need to see an adequate rate of projected ridership to justify its existence. A suggestion was made to consider dedicated peak hours and flexibility. City staff also mentioned that there was no value to a middle turning lane where there is no access to parcels. The team was also told to consider implementing raised bus stops, with the shelter located between the bus and bike lanes. Someone suggested adding a road diet between Woodside Road and Charter Street.

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# FINAL CONCEPT PROPOSALS

Based on the comments received from City staff members and stakeholders on the alternative concept proposals, the Project Team prepared a set of final proposals including: The Overall Concept, two Gateway District Concepts, and two Circulation System Concepts. These final proposals were presented to City staff, a Stanford in Redwood City development representative, and outside jury at California Polytechnic State University on March 14, 2014.

A detailed discussion about the planning process and the development of the final proposals is presented in the companion report: *Broadway Corridor Study: Land Use and Circulation Concepts*.



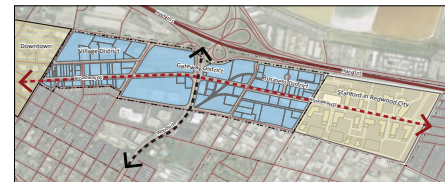
# BROADWAY CORRIDOR STUDY



## OVERALL CONCEPT PLAN

### Vision Statement

The Broadway Corridor will serve as a gateway to Redwood City, as well as a connection to Downtown and Stanford's Redwood City Campus. With its own distinct character, the Corridor will provide a variety of amenities which cater to the community's needs, and which encourage a sustainable and healthy lifestyle. The incorporation of safe pedestrian and vehicular infrastructure and a variety of transit options will improve the circulation in the Corridor, and encourage pedestrian activity. A diverse mix of residential, commercial, industrial and public spaces will provide a welcoming atmosphere for those who interact with the Corridor on a daily basis, as well as those visiting the area.



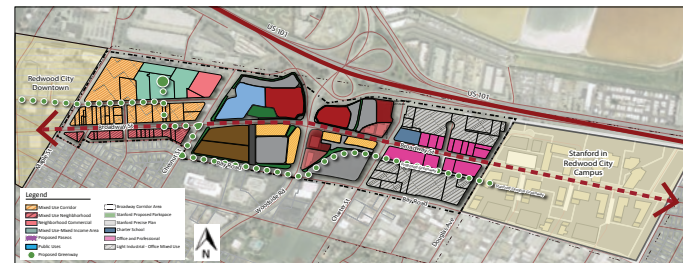
### Overall Concept Plan

The Overall Broadway Corridor Concept is divided into three main districts: The Village District, the Gateway District, and the Business District. Each district is designed to have a unique character that is cohesive with the entire corridor, and fosters an aesthetic and physical connection between the Downtown and Stanford in Redwood City Campus. The Broadway Corridor Concept links these districts together by providing a range of land uses and transportation options that work together to connect Redwood City Downtown to Stanford in a comfortable and sustainable way.

Transportation is vital to the Broadway Corridor proposal. The circulation directly affects existing and proposed uses and those same uses directly affect the circulation along the corridor. The proposal offers Broadway complete streets that provide multiple options for vehicles, public transit, bicycles, and pedestrians. To better connect the uses along the corridor the proposal includes a Greenway that meanders through the corridor directly connecting the Stanford campus to the Village District as well as introduce new connections within the City. This proposal will allow for an ease of movement for pedestrians, bicyclists, and local residents through the corridor and offer an alternative route to lighten activity directly on Broadway.

The proposal consists of two alternatives for the transportation along Broadway that compare the difference between the proposal of a street car and a BRT system. These alternatives will work with the proposed uses along Broadway and meet the needs of those who live, work, or visit the Broadway Corridor.

### Broadway Corridor Proposal A



### Broadway Corridor Proposal B



Redwood City, California

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 Peter Minegar | Thomas Vogt | Fernando Herrera | Andrew Levins | Kyle Bell



Figure 29. Overall Concept Plan Poster



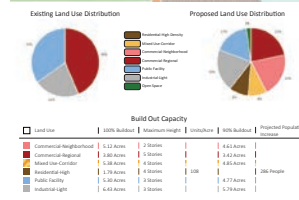
# BROADWAY CORRIDOR STUDY

## GATEWAY A - CONCEPT PLAN



**PROPOSED CONCEPT**  
 The Gateway District of the Broadway Corridor will use existing infrastructure as a foundation for development, enhancing the land uses and bringing out the Corridor's full potential. Much of the existing development will be retained and enhanced to create a welcoming atmosphere and distinct character to the Gateway District, that is community looking. Through improved infrastructure and new land uses, the area will be transformed from simply being a freeway entrance and exit, to a gateway that guides residents and visitors into Redwood City. New development will increase the amount of commercial and office space in the Gateway District, creating a small retail district with multiple plazas, and public gathering areas.

**KEY FEATURES**  
**Commercial - Neighborhood:** Retail shops and dining options at an appropriate neighborhood scale will be readily available in the Gateway District, building upon what is already existing in the Redwood Plaza.  
**Mixed Use - Corridor:** The mixed use development will consist of retail shops, office space, and residential housing opportunities in the Gateway. This variety of activities will enhance an all-encompassing atmosphere to the area and promote the goal of providing a mix of convenient uses in one place.  
**Plazas and Pocket Parks:** New plazas and pocket parks will create public gathering places for people to relax and take a break during their day. These spaces will be areas for passive recreation and pedestrian transportation, offering benches, tables, and walkways. These open spaces will promote community engagement and interaction.  
**Greenway:** The proposed greenway is an integral part of the Corridor greenway system. It will serve as an open space where people can take a break from work and as a public area for active pedestrian and bicycle transportation.  
**Five Arts Community Center:** The Five Arts Community Center will cater to residents of all ages as a place to experience the arts and learn new techniques. It will offer spaces for artists to display their work and host various art classes to members of the community.



## PROPOSAL

**1. RESIDENTIAL (R-H)**  
 A total of 146 residential units will be offered in the mixed use corridor area to provide an affordable housing option for the middle income residents of Redwood City. The building will range from three to four stories with parking occupying the first floor. The proximity to the Five Arts Community Center and other uses along Broadway will encourage a healthy lifestyle in which many amenities are within walking distance.

**2. MIXED - USE CORRIDOR (MU-C)**  
 Commercial uses will line the intersection of Broadway and Woodside to create a meeting gateway into the City. The area provides a variety of retail options for residents and visitors at the Broadway Corridor to foster social interactions. This mixed development is proposed to be three to four stories and consist of commercial retail on the first floor and office uses above that will enhance the Corridor's character.

**3. PLAZA**  
 The new plaza will create public gathering places for people to relax and take a break during their day. The plaza will provide a welcoming environment for residents and visitors of the surrounding community center, commercial, and residential uses.

**4. FINE ARTS COMMUNITY CENTER**  
 This public facility will promote a creative lifestyle and attract the artistic community in Redwood City as well as the entire region. This center will serve residents of all ages as a place to experience fine arts and learn new skills. It will also provide artists a place to showcase their latest work and offer a space for the youth to explore their inner creativity. Classes that encourage creative expression will be offered daily.

**5. COMMERCIAL - NEIGHBORHOOD (C-N)**  
 This area will consist of commercial development including smaller local shops, dining options, and small grocery markets. This will allow for a neat transition between the neighborhoods surrounding the Corridor to come and interact with spaces on a comfortable scale. This specific Commercial Neighborhood area will cater more specifically to the needs of the students attending the Charter School and the parents of 24-hour fitness.

**6. INDUSTRIAL (I-L)**  
 The Gateway District will emphasize the importance of the industrial sector in Redwood City by keeping and enhancing the existing light industrial buildings. The buildings will be refurbished to match design elements of the commercial and residential developments. In addition, the greenway and small pocket parks will run in between the industrial buildings to offer spaces for people to relax and take a break from the work day.

**9. COMMERCIAL REGIONAL (C-R)**  
 The Commercial Regional uses will provide opportunities for general retail that caters to the needs of the regional community. Larger existing retail centers will act as anchors to the Broadway Corridor to support the Commercial - Neighborhood uses.

**8. COMMERCIAL NEIGHBORHOOD (C-N)**  
 This area will consist of commercial development that is appropriate to the neighborhood area particularly smaller local shops, dining options, and small grocery markets. This will allow for a nice transition between the neighborhoods surrounding the corridor to come and interact with spaces on a comfortable scale. Solar panels and planting will line the roof of various buildings in the Gateway District. Rooftop parking spaces will be covered by solar panels to harness electricity.

**7. GREENWAY SYSTEM**  
 The proposed greenway will serve as a space for employees to take a break from work and as a route for pedestrians and bicycles to travel along the Corridor in a safer environment. The greenway will also act as a connection between pocket parks and plazas located throughout the Broadway Corridor.

**LEGEND**

- Residential-High Density
- Mixed Use Corridor
- Commercial-Neighborhood
- Commercial-Regional
- Public Facility
- Industrial-Light
- Open Space
- Parking
- Landmarks
- Greenway
- Vehicle Traffic
- Parcel Entrance

Jonathan Chiu | Kimber Gutierrez | Julia Hill | Shelby Messner | Bailey Randall  
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Figure 30. Gateway A Concept Plan Poster



**BROADWAY CORRIDOR STUDY**  
**GATEWAY B - CONCEPT PLAN**



Location Map



Existing Land Uses



Concept Description

The Gateway District Plan B projects a more development intensive program, with new, exciting land uses. The key location of the Gateway District provides many development opportunities that will take advantage of the accessibility to Downtown and the 325 Freeway. The Gateway District will offer residents and visitors an exciting extension of Downtown that provides residential and economic vitality and visitors into this area. This proposal will include commercial and retail spaces, mixed income housing, new hotels with a corresponding convention center, and small open space areas for people to gather. These land uses will transform the Gateway District into a destination for residents, visitors, and employees by creating an exciting new destination. Revitalization for this area will enhance the overall economy in Redwood City and interact with the new circulation program, making the Gateway District an accessible and thriving area.

Key Features

**Gateway:** The Gateway District will serve a landmark area to invite residents and visitors into the Gateway District. It will give travelers the option of staying either Downtown or Stanford in Redwood City, or stay within the Gateway and enjoy shopping, local restaurants, and other retail uses. The Gateway will include a public art facility that gives the area a vibrant spirit.

**Retail:** Retail and commercial uses will be placed on the existing Redwood Plaza. The proposed retail uses will have street frontage and updated facades to make the center more inviting and aesthetically appealing. The retail will also include more efficiency and green buildings near the existing transit station in the Gateway District.

**Housing:** Mixed income housing will also be placed on the CVS site, behind the street frontage. The housing will include a mix of affordable units, with an emphasis on market rate and workforce housing. Public open space will be included adjacent to the housing and will give residents outdoor space to enjoy. The housing is community located near neighborhood services to provide access to daily needs.

**Hotels:** The Gateway District will provide Redwood City with new hotels and a convention center. There will be a hotel/convention center on the west side and a convention hotel on the east side of the corridor. This will cater to visitors to the city and allow them to be close proximity to Downtown or the Stanford Center. The hotels will be within walking distance from amenities in the Gateway such as restaurants and retail. The hotels will also provide visitors to the Gateway District with the ability to move into Downtown or Stanford. The hotel and convention center will contribute to economic vitality in Redwood City and give visitors an option to stay and work in the surrounding area.

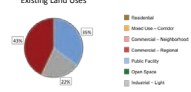
Proposed Gateway Massing Model



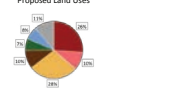
Buildout Capacity

Use	Area (sq ft)	Capacity	Notes
Hotel	1,200,000	1,200	
Hotel/Convention Center	1,200,000	1,200	
Commercial - Retail	1,200,000	1,200	
Commercial - Regional	1,200,000	1,200	
Public Space	1,200,000	1,200	
Open Space	1,200,000	1,200	
Industrial - Light	1,200,000	1,200	

Existing Land Uses



Proposed Land Uses



**PROPOSAL**



Convention Center (CC)

A Convention Center will be located on the existing Convention Center adjacent to the site. The Convention Center will be a modern building with a glass facade and will provide a landmark building in the Gateway District. The Convention Center will be a landmark building in the Gateway District and will provide a landmark building in the Gateway District.



Hotel (C-R)



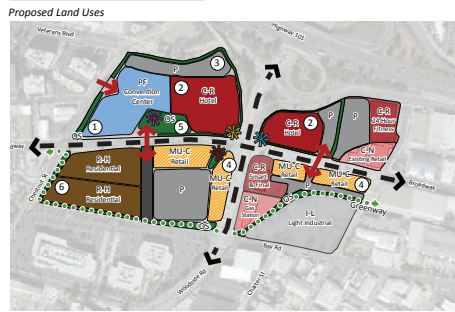
Parking (P)



Mixed-Use Corridor (MU-C)



Residential (R-H)



Open Space (OS)



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 Erin Murphey | Sara Mase | Tim McGarvey | Elizabeth Day | Lisa Elgin

Figure 31. Gateway B Concept Plan Poster





# BROADWAY CORRIDOR STUDY

## BUSINESS DISTRICT - CONCEPT PLAN



**BUILDOUT CAPACITY**

Maximum Building Standard	Average	Height
Office	10,830,48859	5
Com, Office, Prof / Tech	17,1399337	4
Charter School	1,184,42424	2

**DISTRICT CONTEXT MAP**

**EXISTING USES**

**CONCEPT DESCRIPTION**

The Business District will be composed of professional office, technology and light industrial uses that complement the Stanford in Redwood City campus and the existing development surrounding Broadway Street. The development that fronts Broadway will be office and professional service uses. Light industrial uses will be permitted in the area behind these uses, and not be visible from Broadway. Buildings along Broadway will be built at a range of heights from the minimum height of three stories to the district maximum of five stories. Pedestrian and cycling spaces are proposed throughout the district that will enhance accessibility to the Greenway from Broadway, and will offer the Charter school and surrounding businesses access to new commercial and retail options as well as a safe, alternative route to travel between destinations along Broadway.

**KEY FEATURES**

**Greenway:** The Business District will provide connection to Stanford in Redwood City as well as the Gateway district. These areas will be connected by a greenway that extends from the village district through to the proposed greenway on the Stanford in Redwood City Campus. The path will be usable for cyclists as well as pedestrians.

**Technology Uses:** The Business District will allow for the development of technology uses that will complement the new development surrounding the district. These uses will serve the Stanford and gateway districts. The close proximity to the Village district will allow for workforce housing within walking distance of jobs.

**Transit Connection:** The Business district has extensive transit opportunities that are accessible for employees. Routes to Caltrans, bus stations, bike share, and downtown will allow employees to use their vehicles less and public transit options more. This connection is further strengthened by the close proximity to workforce housing.

**PROPOSED DEVELOPMENT**

**Proposed Development Render**  
Rendering of the proposed land uses in the Business District. Red is Office and Professional, Blue is the Charter School, and lavender is Industrial and Tech designed uses.

**EXISTING LAND USES**

**PROPOSED LAND USES**

## PROPOSAL

**LIGHT INDUSTRIAL (I-1)**

The Form-Based Area could accommodate a variety of uses consistent with the researched allowable impacts within the area. This designation will allow for Professional office, Commercial, and Light-Industrial uses, as well as other relevant developments. Proposed build-out guidelines delineate multi-story structures with shared public spaces and a connector Greenway. The development in this area will serve the new uses at the Stanford Campus in Redwood City.

**Allowable Uses:**  
Light Industry  
Commercial  
Professional Office

**OFFICE AND PROFESSIONAL**

The Professional office use area will accommodate both small- and large-scale businesses. This area will provide opportunities for a variety of businesses, including research, high-technology, and administrative developments. Uses that require heavy truck traffic or warehouse space are prohibited within this use.

**Allowable Uses:**  
Research Office  
High-technology  
Administrative Offices

**Building Height:** Buildings shall be between a maximum of 3 stories to a maximum of 5 stories.

**GREENWAY**

One of the most important aspects of the Broadway Corridor proposal is the creation of a "Greenway" which will connect all of the proposed districts to the Downtown and the Stanford campus. This Green Way will provide comfortable and accessible relief from the proposed industrial and office uses, as well as increased pedestrian and bicycle safety.

**CIRCULATION**

The Broadway Corridor will emphasize the use of a transit or other publicly available public transit system. This will help improve circulation and efficiency inside the Business District, as residents and employees will be able to travel to and from work quickly and safely.

**LIGHT INDUSTRIAL (I-4)**

A majority of the savings in the Business District is reserved for light industrial uses. Due to the nature of the proposal, the existing character of the Broadway Corridor is changing from light industrial towards more community-friendly commercial and office uses. The business district supports the existing light industrial uses on Broadway Corridor, and therefore preserves the current prominent character of the Broadway Corridor. However, proposed changes to facade and street presence will increase the visibility of the industrial structures, lightening and brightening the overall feel of the area.

**Building Height:** Buildings shall be between a minimum of 2 story to a maximum of 4 stories.

**Setback Requirements:** Buildings are to be brought up to Broadway whenever possible. A maximum setback of 5' is permissible along Broadway when a setback is not feasible. Setbacks will also be allowed along side streets and truck loading areas, up to 10 feet or as needed and approved by the city.

**LEGEND**

- Light Industrial and Technology
- Proposed Park Space
- Stanford Precise Plan
- Office and Professional
- Proposed Greenway Routes
- Broadway Corridor Area
- Charter School
- Proposed Greenway Nodes
- Special Transit Stop Area

Kyle Bell | Peter Minegar | Thomas Vogt | Fernando Herrera | Andrew Levins  
Community Planning Lab | City and Regional Planning Department | California Polytechnic State University, San Luis Obispo

Figure 32. Business District Concept Plan Poster







# BROADWAY CORRIDOR STUDY

## VILLAGE DISTRICT - CONCEPT PLAN



**Existing Land Uses**

**KEY FEATURES**

**Connections** - The Village District will be a key connection between the Redwood City Downtown, the Historic Neighborhood, and the Gateway District. The District will connect to these areas by creating a transition between surrounding land uses and complement the needs of the neighborhood by providing neighborhood-serving commercial areas.

**Greenway** - The Village District will anchor the greenway and connect the residential uses of the Village District to the commercial, office, and industrial uses throughout the Corridor.

**Mixed Use** - The Village District will provide mixed use developments, that provide commercial and retail spaces along the street and housing units on the second and third floors. The District is proposing extended building heights along Broadway to bring more people to the Corridor and increase the quality and character of the area.

**Paseos** - The Village District will use pedestrian spaces that will provide more public spaces for people to enjoy the alternatives offered in the Corridor. These spaces will also connect Broadway to the Greenway that creates an ease of access for pedestrians and cyclist to reach the Greenway throughout the District.

**PROPOSAL DESCRIPTION**

The Village District will provide a variety of uses to the neighboring areas and serve as a connection between the Redwood City Downtown, the Gateway District, and the Historic District. Properties along Broadway within the Village District will be built to the maximum height and density allowable; uses will be a mix of commercial, office, and residential spaces that create a sense of vibrancy and liveliness throughout the day that will complement and support the Broadway Corridor's new alternative transit options. Pedestrian and cycling spaces will connect Broadway and Marshall St., simultaneously creating unique public spaces and Greenway connections to the other areas along the corridor, new commercial opportunities, and shortening the perceived length of the block. The Village will create an area of transition, the scale and intensity of uses that are compatible with the surrounding existing neighborhoods, and meet the intent of a mixed-use corridor. To complement the neighborhood commercial area that will provide nearby residents a walkable access to stores they use every day, like grocery and convenience stores. The north area of the Village District will feature a range of residential uses in close proximity to retail and commercial uses. Dwelling units will be in type providing the needs of a broad range of income groups.

**Buildout Capacity**

Maximum Building Standard	Average	Height	Units	Jobs
Gateway Mixed Use	18.37'±2'	4	18	375
Neighborhood Commercial	8.25'±2'	3	30	300
Neighborhood Mixed Use	8.25'±2'	4	48	480

## PROPOSAL

**Mixed Use Corridor**  
Broadway Corridor Mixed Use will be primarily composed of commercial and retail uses on the first floor, and residential uses on the upper floors, with some allowance for office space on the upper floors. Together with this, land use designation will have a minimum buildout of five stories and a maximum buildout of nine stories.

**Paseos**  
Paseos shall be created to improve pedestrian and cyclist circulation. They will create more building frontage to create more amenities.

**Neighborhood Commercial**  
Neighborhood Commercial uses will provide commercial options to surrounding neighborhoods within a walkable distance to new and existing residential units. Ideal uses in this area are grocery stores, general stores, and locally owned retail opportunities.

**Workforce Housing**  
Workforce shall create opportunity for the residents of Redwood City to live in close proximity to amenities at a reasonable rate.

**Greenway**  
The Village District will be connected to the rest of the Corridor via the Greenway, which is a landscaped pathway intended for cyclists and pedestrians to use in an alternative transit mode. The Greenway will create an ease of access linking the Village District to the other Districts along the Corridor and serve as an alternative connection from the District development to downtown.

**Ease of Transition**  
The Village District will connect to the Downtown by creating an ease of transition with commercial, office, and residential uses without detracting from the character of Downtown. It will connect to the Gateway District by providing more housing opportunities and bringing residents to the Corridor that will utilize new developments.

**LEGEND**

- Mixed Use Corridor
- Mixed Use Neighborhood
- Commercial Neighborhood
- Workforce Housing
- Greenway
- Vehicle Traffic

**Neighborhood Mixed Use**  
Neighborhood Mixed Use is proposed for parcels that are adjacent to existing residential neighborhoods. These parcels will be developed as a low-density and will allow for a transition to take place between the Broadway Corridor and the historic Dumbough-Weller neighborhood.

Figure 33. Village District Concept Plan Poster



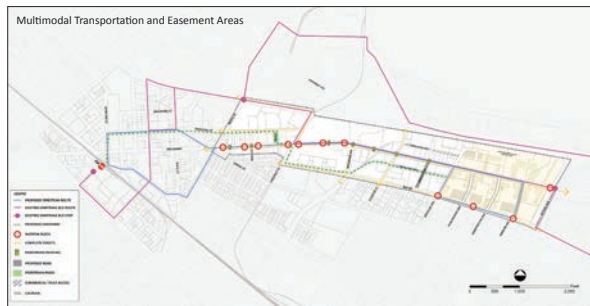
**BROADWAY CORRIDOR STUDY**

**STREETCAR CIRCULATION PLAN**



**STREETCAR CIRCULATION SYSTEM**  
 In the future, the Broadway Corridor will be a "complete street" that provides access and new infrastructure to all forms of transportation. The proposed streetcar system will support employees, visitors, and residents and connect Caltrain to the Stanford in Redwood City development. Improved street and sidewalk infrastructure will ensure bicycle and pedestrian comfort and safety while increasing commercial activity. The new streetcar route, enhanced streetscaping, and multi-modal circulation patterns will complement the adjacent land uses within the Corridor, creating a vibrant location to work and live in Redwood City.

- MAIN FEATURES**
- 10-12 ft. sidewalks
  - Class II bicycle lanes
  - Reduced street parking to discourage auto use
  - 3-mile streetcar network that connects the Stanford area to Caltrain in Downtown
  - Two shared streetcar/automobile lanes
  - Streetcar boarding islands with transit shelters
  - Two auto only lanes



Sidewalks with landscaping, seating, and lighting will be implemented to enhance the pedestrian experience.



Class II bicycle lanes will be provided, and the option of bike boxes and green painted pavement is available to increase safety and awareness of bicyclists on the road.

Typical Street Cross Section with Transit Stop



Typical Street Cross Section without Transit Stop



The proposed streetcar system features center-running lanes with highly-visible platforms and clearly marked crosswalks for pedestrian on-boarding and off-boarding.

Street View: Maple Street to Beech Street



The platforms will have transit shelters with seating and shade, sufficient signage, and lighting for safety and to provide rider information.

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 Kelly Cheung | Malia Fa'asua | Shanna Hurley | Januar Saptono | Greg Vine

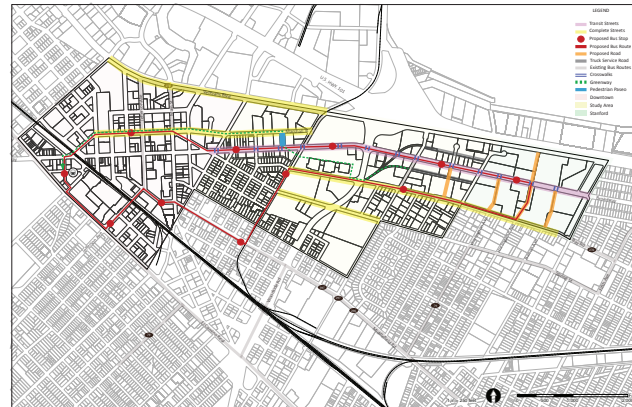


Figure 34. Streetcar Concept Plan Poster

**BROADWAY CORRIDOR STUDY**  
**BUS RAPID TRANSIT (BRT) CIRCULATION**



**Circulation Concept Map**



Example of the Bus Rapid Transit station



Example of the BRT prepay station

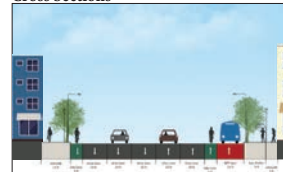


Example of the highlighted bike lane

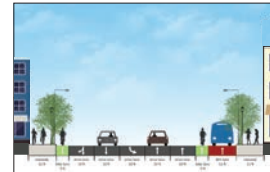
**Complete Streets**

The Broadway Corridor will implement Complete Streets to accommodate all modes of transportation: Bus Rapid Transit, vehicles, bicycles, and walking. The improved transportation network shall foster a safe and inviting environment that supports the betterment of Redwood City.

**Cross Sections**



Typical Station



Broadway at Woodside west

**Lane Configuration on Broadway from Woodside to Charter**



Example of wide walkable sidewalks



Example of the bike box placed in front of the vehicles at an intersection



Example of the continental crosswalks for pedestrians



Example of a vibrant street front.

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 Dianne Acevedo | Nuri Cho | David Leong | Hillary Tung | Nicholas Wong

Figure 35. Bus Rapid Transit Concept Plan Poster



# APPENDICES

1. **Community Opinion Survey - English**
2. **Community Opinion Survey - Spanish**
3. **Workshop Agenda**
4. **Photos of Maps from Community Discussion**





## 1. Community Opinion Survey - English



### COMMUNITY OPINION SURVEY Broadway Corridor Study

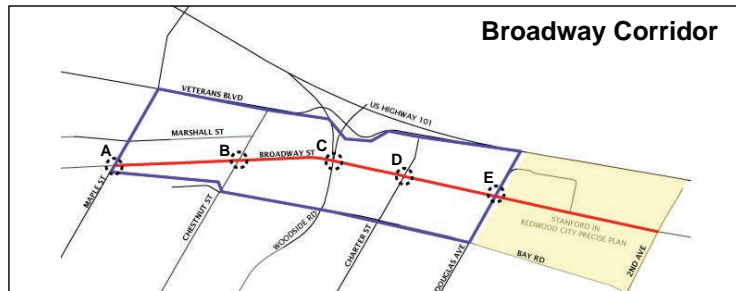


Your opinions are important!

You can help shape the future of the Broadway Corridor by filling out this survey. For each question, please check one or more choices, as indicated, or write your answer in the space provided.

Please encourage your friends and neighbors to fill out this survey online at <http://broadwaycorridorstudy.wordpress.com>

Thank you very much for your participation.



**1) What do you normally do in the Broadway Corridor? (Check all that apply)**

- Work
- Live
- Shop
- Own a business
- Other \_\_\_\_\_

**2) How often do you visit the Broadway Corridor?**

- Every day
- A few times a week
- A few times a month
- Rarely
- Never

**3) How do you usually get to the Broadway Corridor?**

- Automobile
- Public Transportation
- Bicycle
- Walk
- Not applicable

**4) How comfortable do you feel walking along the Broadway Corridor?**

- Comfortable       Uncomfortable       Not Applicable

If "Uncomfortable," please indicate why:

- Vehicle speed
- Vehicle proximity
- Sidewalk conditions
- Block length
- Other (please specify) \_\_\_\_\_

**5) How comfortable do you feel biking along the Broadway Corridor?**

- Comfortable       Uncomfortable       Not Applicable

If "Uncomfortable," please indicate why:

- Vehicle speed
- Vehicle proximity
- Sidewalk conditions
- Designated bicycle lanes
- Block length
- Other (please specify) \_\_\_\_\_

**6) How would you rate your experience at each of the following intersections?**

**A. Maple Street & Broadway Street**

Driving:	<input type="checkbox"/> Good	<input type="checkbox"/> Fair	<input type="checkbox"/> Poor
Walking:	<input type="checkbox"/> Good	<input type="checkbox"/> Fair	<input type="checkbox"/> Poor
Biking:	<input type="checkbox"/> Good	<input type="checkbox"/> Fair	<input type="checkbox"/> Poor

**B. Chestnut Street & Broadway Street**

Driving:	<input type="checkbox"/> Good	<input type="checkbox"/> Fair	<input type="checkbox"/> Poor
Walking:	<input type="checkbox"/> Good	<input type="checkbox"/> Fair	<input type="checkbox"/> Poor
Biking:	<input type="checkbox"/> Good	<input type="checkbox"/> Fair	<input type="checkbox"/> Poor

**C. Woodside Road & Broadway Street**

Driving:	<input type="checkbox"/> Good	<input type="checkbox"/> Fair	<input type="checkbox"/> Poor
Walking:	<input type="checkbox"/> Good	<input type="checkbox"/> Fair	<input type="checkbox"/> Poor
Biking:	<input type="checkbox"/> Good	<input type="checkbox"/> Fair	<input type="checkbox"/> Poor





**D. Charter Street & Broadway Street**

Driving:	<input type="checkbox"/>	Good	<input type="checkbox"/>	Fair	<input type="checkbox"/>	Poor
Walking:	<input type="checkbox"/>	Good	<input type="checkbox"/>	Fair	<input type="checkbox"/>	Poor
Biking:	<input type="checkbox"/>	Good	<input type="checkbox"/>	Fair	<input type="checkbox"/>	Poor

**E. Douglas Avenue & Broadway Street**

Driving:	<input type="checkbox"/>	Good	<input type="checkbox"/>	Fair	<input type="checkbox"/>	Poor
Walking:	<input type="checkbox"/>	Good	<input type="checkbox"/>	Fair	<input type="checkbox"/>	Poor
Biking:	<input type="checkbox"/>	Good	<input type="checkbox"/>	Fair	<input type="checkbox"/>	Poor

**7) Which street improvements would you like to see along the Broadway Corridor?  
(Check all that apply)**

- Parking
- Pedestrian/bicycle access
- Public transportation access
- Street trees/vegetation
- Seating
- Lighting
- Wider sidewalks
- Crosswalks
- Bulb-outs (Sidewalks extensions into the street)
- Traffic speed control (controlling traffic flow)
- Other (Please specify) \_\_\_\_\_

**8) What types of businesses/activities would you like to see along the Broadway Corridor?  
(Check all that apply)**

- Retail (such as grocery stores, clothing stores, etc.)
- Open space or park areas
- Dining/food service (such as restaurants, cafes, etc.)
- Nightlife & entertainment (such as bars, movie theaters, etc.)
- Offices (such as accounting, medical, law, etc.)
- Light industrial/manufacturing (such as research & development labs, auto repair shops, etc.)
- Housing
- Personal services (such as laundry, hair salons, exercise studios, etc.)
- Hospitality (such as hotels, bed & breakfasts, etc.)
- Other (please specify): \_\_\_\_\_

**9) Which neighborhood do you live in?**

- Centennial
- Mezes Park
- Stambaugh Heller
- Redwood Village
- Fair Oaks
- Friendly Acres
- Downtown
- Other: \_\_\_\_\_

**10) List 3 things about the Broadway Corridor that you like:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**11) List 3 things about the Broadway Corridor that you are most concerned about:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**12) What would you like the Broadway Corridor to become in the future?**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Please add any additional comments you might have:**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

If you would like to stay involved with the Broadway Corridor project, please visit <http://broadwaycorridorstudy.wordpress.com> or contact Diana O'Dell at [dodell@redwoodcity.org](mailto:dodell@redwoodcity.org) or Zeljka Howard at [zhoward@calpoly.edu](mailto:zhoward@calpoly.edu).



## 2. Community Opinion Survey - Spanish



### ENCUESTA PARA LA COMUNIDAD

#### Estudio del Corredor Broadway



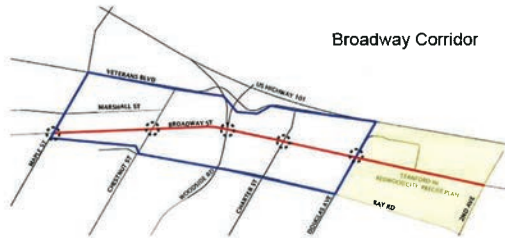
Sus opiniones son importantes!

Llenando esta encuesta, usted puede ayudar forma el futuro del Corredor Broadway. Para cada pregunta, marque una o más opciones, como se indica, o escriba su reaspueta en el espacio indicado.

Digale a sus amigos y vecinos que llenen esta encuesta en el Internet

<http://broadwaycorridorstudy.wordpress.com>

Gracias por su participación.



**1) Normalmente qué hace en el Corredor Broadway? (Marque las que apliquen)**

- Trabaja
- Vive
- Compras
- Tiene un negocio
- Otra \_\_\_\_\_

**2) Con qué frecuencia visita el Corredor Broadway?**

- Todos los dias
- Algunas veces a la semana
- Algunas veces al mes
- Con poca frecuencia
- Nunca
- 

**3) Normalmente como llega a el Corredor Broadway?**

- Automóvil
- Transporte Público
- Bicicleta
- Caminando
- No aplica

1

**4) Como se siente caminado por el Corredor Broadway ?**

- Cómodo
- Incómodo
- No Aplica

Si es "Incómodo", indique por qué:

- Velocida de vehiculos
- Condiciones de banquetas
- Tamaño de cuadra
- Otra razón (por favor explique) \_\_\_\_\_

**5) Como se siente en bicicleta por el Corredor Broadway?**

- Cómodo
- Incómodo
- No Aplica

Si es "Incómodo", indique por qué:

- Velocida de vehiculos
- Proximidad de vehiculo
- Condiciones de banquetas
- Carriles designados para bicicletas
- Tamaño de cuadra
- Otra razón (por favor explique) \_\_\_\_\_

**6) Como es su experiencia en las siguientes intersecciones?**

**A. Calle Maple & Broadway**

Manejando:	<input type="checkbox"/> Bien	<input type="checkbox"/> Satisfactorio	<input type="checkbox"/> No satisfactorio
Caminando:	<input type="checkbox"/> Bien	<input type="checkbox"/> Satisfactorio	<input type="checkbox"/> No satisfactorio
Bicicleta:	<input type="checkbox"/> Bien	<input type="checkbox"/> Satisfactorio	<input type="checkbox"/> No satisfactorio

**B. Calle Chestnut & Broadway**

Manejando:	<input type="checkbox"/> Bien	<input type="checkbox"/> Satisfactorio	<input type="checkbox"/> No satisfactorio
Caminando:	<input type="checkbox"/> Bien	<input type="checkbox"/> Satisfactorio	<input type="checkbox"/> No satisfactorio
Bicicleta:	<input type="checkbox"/> Bien	<input type="checkbox"/> Satisfactorio	<input type="checkbox"/> No satisfactorio

**C. Carretera Woodside & Broadway**

Manejando:	<input type="checkbox"/> Bien	<input type="checkbox"/> Satisfactorio	<input type="checkbox"/> No satisfactorio
Caminando:	<input type="checkbox"/> Bien	<input type="checkbox"/> Satisfactorio	<input type="checkbox"/> No satisfactorio
Bicicleta:	<input type="checkbox"/> Bien	<input type="checkbox"/> Satisfactorio	<input type="checkbox"/> No satisfactorio

2



9) En cual vecindario vive usted?

- Centennial  
  Mezes Park  
  Stambaugh Heller  
  Redwood Village  
 Fair Oaks  
  Friendly Acres  
  Downtown  
  Otro: \_\_\_\_\_

10) Tres cosas que le gustan del Corredor Broadway:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

11) Tres cosas que le preocupan del Corredor Broadway :

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

12) Como te gustaría que el Corredor Broadway sea en el futuro?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Por favor agregue cualquier comentario que usted tenga:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Si usted desea seguir participando en el proyecto del Corredor Broadway, visite <http://broadwaycorridorstudy.wordpress.com> o envíe un correo electrónico a Diana O'Dell a [dodell@redwoodcity.org](mailto:dodell@redwoodcity.org) o Zeljka Howard a [zhoward@calpoly.edu](mailto:zhoward@calpoly.edu).

D. Calle Charter & Broadway

Manejando:	<input type="checkbox"/> Bien	<input type="checkbox"/> Satisfactorio	<input type="checkbox"/> No satisfactorio
Caminando:	<input type="checkbox"/> Bien	<input type="checkbox"/> Satisfactorio	<input type="checkbox"/> No satisfactorio
Bicicleta:	<input type="checkbox"/> Bien	<input type="checkbox"/> Satisfactorio	<input type="checkbox"/> No satisfactorio

E. Avenida Douglas & Broadway

Manejando:	<input type="checkbox"/> Bien	<input type="checkbox"/> Satisfactorio	<input type="checkbox"/> No satisfactorio
Caminando:	<input type="checkbox"/> Bien	<input type="checkbox"/> Satisfactorio	<input type="checkbox"/> No satisfactorio
Bicicleta:	<input type="checkbox"/> Bien	<input type="checkbox"/> Satisfactorio	<input type="checkbox"/> No satisfactorio

7) Qué comodidades le gustaría ver en Broadway? (Marque las que apliquen)

- Mejorar estacionamiento
- Acceso para peatones y bicicletas
- Acceso para transporte público
- Arboles/vegetación
- Asientos
- Iluminación
- Banquetas más anchas
- Cruce para peatones
- Extensiones de banquetas en la calle
- Control de tráfico
- Otro (por favor explique) \_\_\_\_\_

8) Qué tipo de negocios o actividades le gustaría ver en Broadway? (Marque las que apliquen)

- Tiendas
- Espacio abierto o parques
- Servicio de comida (como restaurantes, cafetería, etc.)
- Entretenimiento (como cantinas, teatro, etc.)
- Oficinas (de médicos, abogados, contadores etc.)
- Industria ligera (laboratorios de investigación y desarrollo, talleres, etc.)
- Viviendas
- Servicios personales (como lavandería, salones de belleza, etc.)
- Hospitalidad (como hoteles, motels, etc.)
- Otro (por favor explique): \_\_\_\_\_



3. Community Discussion Agenda

Broadway Corridor Study  
Community Workshop



Redwood City Corporate Yard  
1400 Broadway

Saturday, November 2, 2013  
10:00am – 12:30pm

Hosted By:  
City of Redwood  
City and Regional Planning Department  
California Polytechnic State University, San Luis Obispo

WORKSHOP AGENDA

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10:00	Welcome and Introductions
10:20	Project Overview
10:30	Group Discussion --What do you like about the Broadway Corridor? --What are your concerns about the Broadway Corridor? --What would you like the Broadway Corridor to become in the future?
11:30	Group Reporting
12:00	Concluding Remarks

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If you would like to stay involved with Broadway Corridor Study project, please visit <http://broadwaycorridorstudy.wordpress.com>  
Contact Diana O'Dell at [dodell@redwoodcity.org](mailto:dodell@redwoodcity.org) or  
Zeljka Howard at [zhoward@calpoly.edu](mailto:zhoward@calpoly.edu)





4. Photos of Maps from Community Discussion

