SPUR MWS PUR

Ideas + Action for a Better City

learn more at SPUR.org

tweet about this event:

@SPUR_Urbanist

#GreatDowntowns

BERKELEY DOWNTOWN AREA PLAN / PUBLIC SPACE / CODE / PTDM

CULTIVATING PLACE

SUPPORTING THE REGION

GROWING PARTNERSHIPS







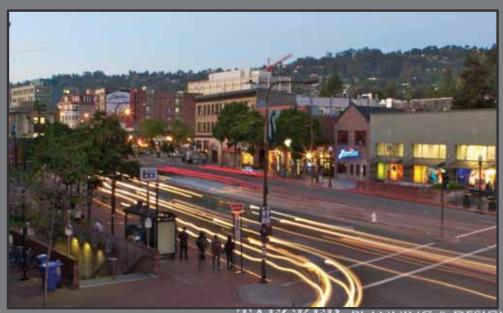


TALLOTALLA FLAMMING & DESIG





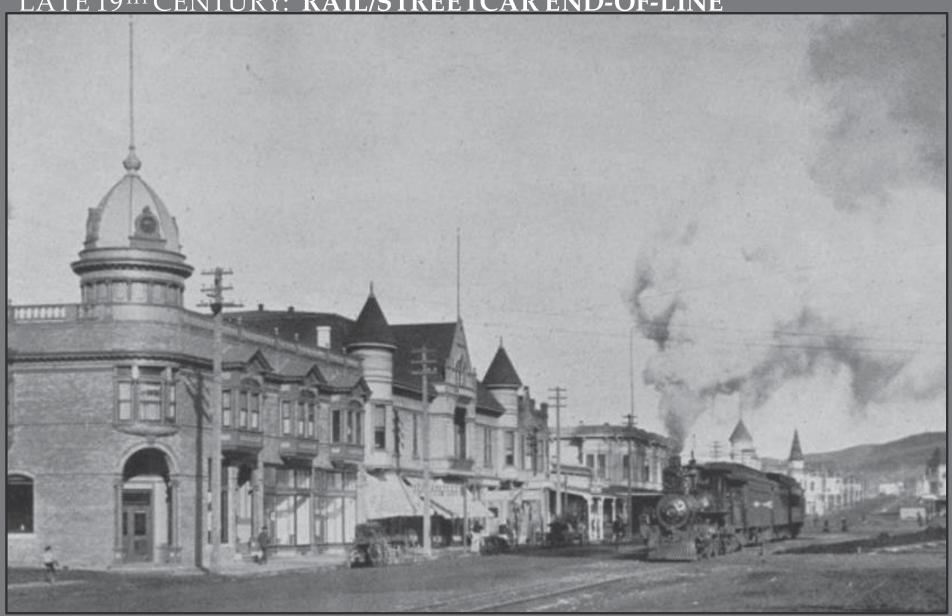




 $\Gamma ext{AECKER}$ planning & design

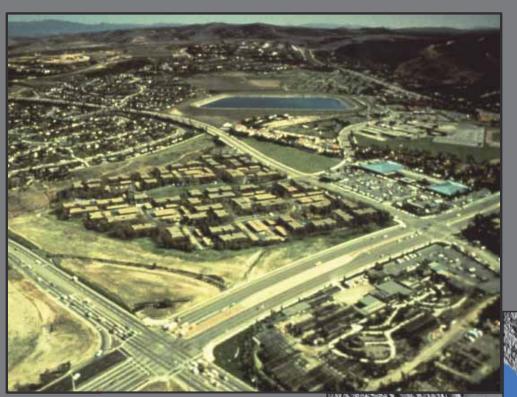
CONTEXT

LATE 19TH CENTURY: RAIL/STREETCAR END-OF-LINE

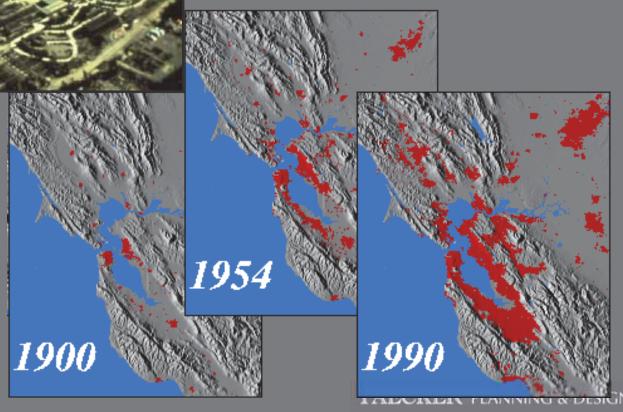


EARLY 20TH CENTURY: **REGIONAL RETAIL DISTRICT**





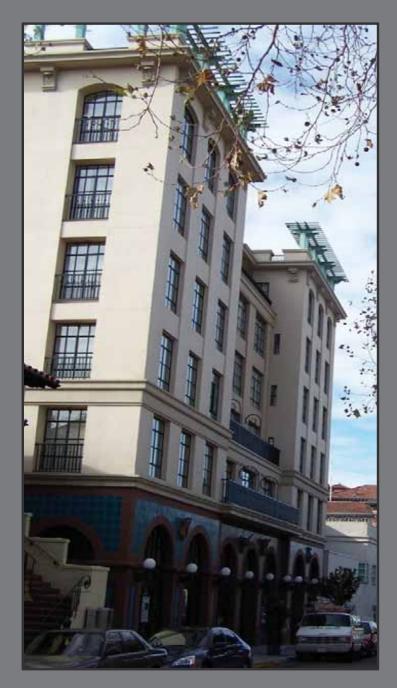
LATE 20TH CENTURY: **AUTO-ORIENTED SPRAWL**

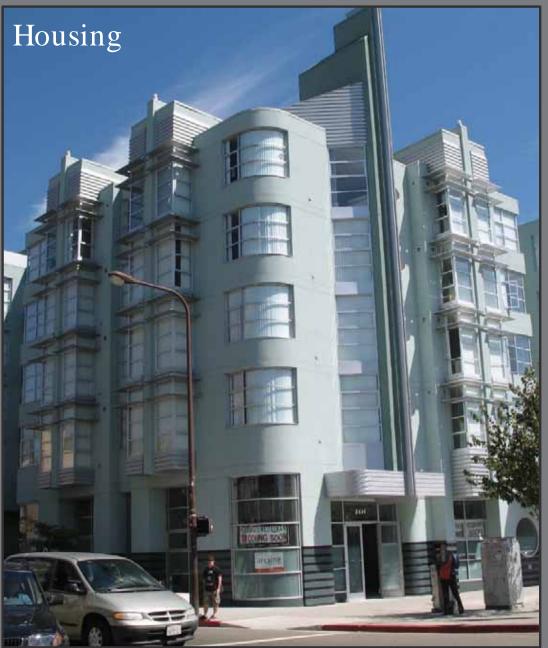












PROCESS / PRODUCTS

PROCESS

- City-UC Settlement (2005)
- Advisory Committee (2005-2007)
 - Education / Orientation
 - Vision / Strategic Statements
 - Objectives / Policies
 - Implementing Measures
- Planning Commission (2006-2008)
 - Policy Refinement
 - Development Feasibility
- Council Adoption (2009 DAP)
 - Referendum Signature Drive
 - Council Rescinds 2009 DAP
 - Controversial Items Placed on Ballot
- Advisory Referendum (2010 -- 64% to 36%)

MORE PROCESS

- Implementing Projects (2008-2010, MTC funded)
 - Street & Open Space Improvement Plan
 - Development Code & Design Guidelines
 - Parking TDM Program
- Planning Commission (2006-2008)
 - Policy Refinement
- Council Adoption (2012)
 - DAP, SOSIP, Code, Guidelines, PTDM, Fee Programs

MORE PROCESS

- Another Referendum (2012, 74% to 26%)
- 2016 shift in City Council

PROCESS

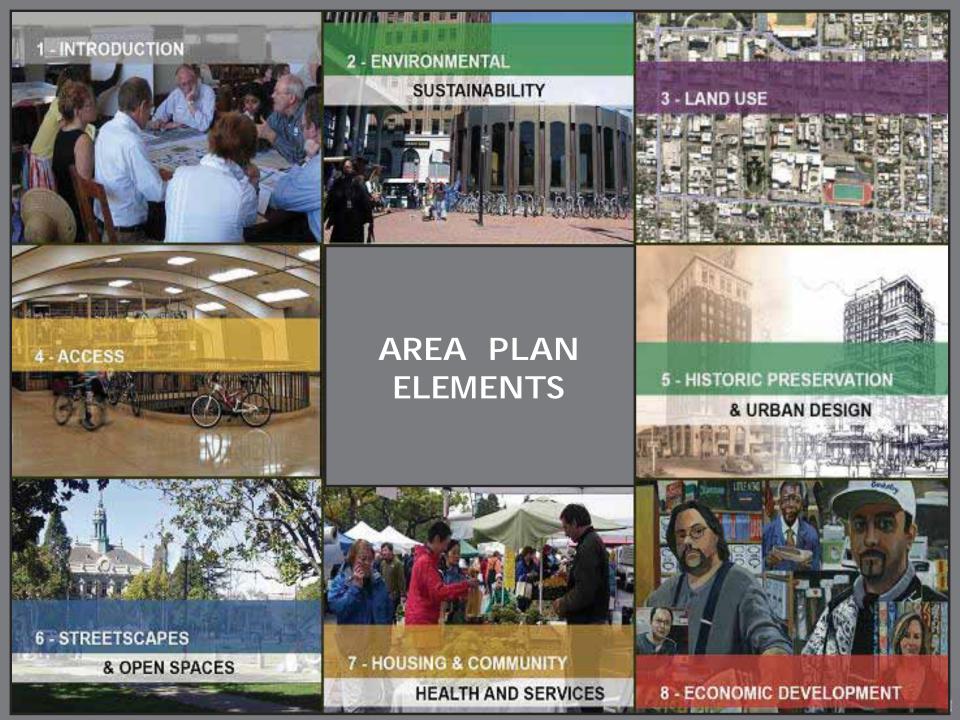
- a) ORIENTATION
- b) VISION
- c) POLICY
- d) IMPLEMENTATION



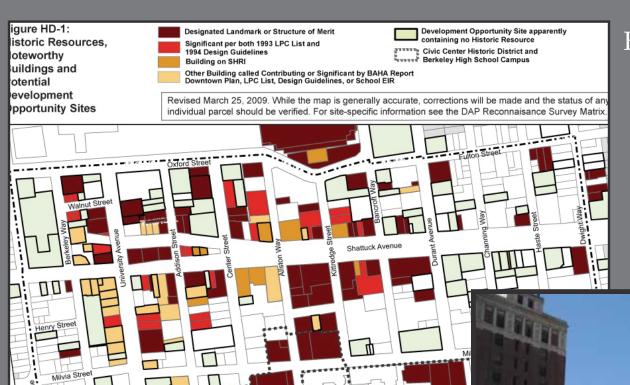




DOWNTOWN AREA PLAN



HISTORIC PRESERVATION



Historic Resource Survey

Adaptive Reuse



ENVIRONMENTAL SUSTAINABILITY

Green Development

- LEED Gold or equivalent
- Transit Pass for every Household & Employee
- On-Site Carshare

Parking TDM

- Transit Agency & University Partners
- Parking Information & Sensors
- On-Street Parking & Pricing

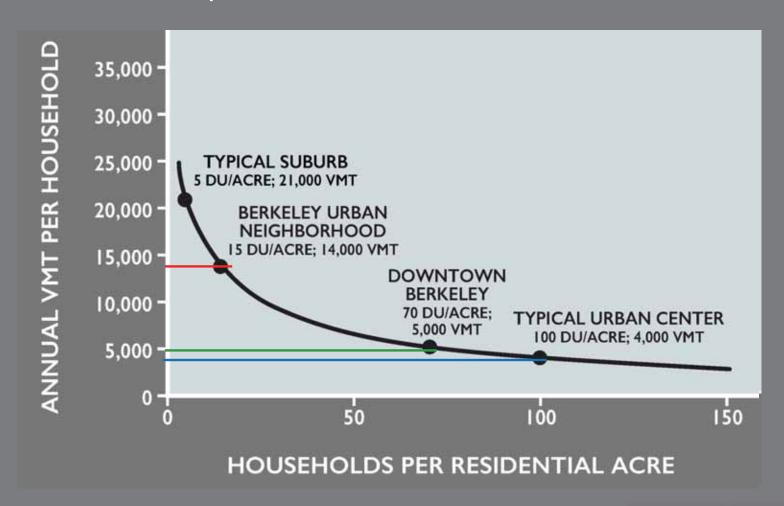
Green Infrastructure

- Permeable Pavers
- Rain Gardens

LAND USE

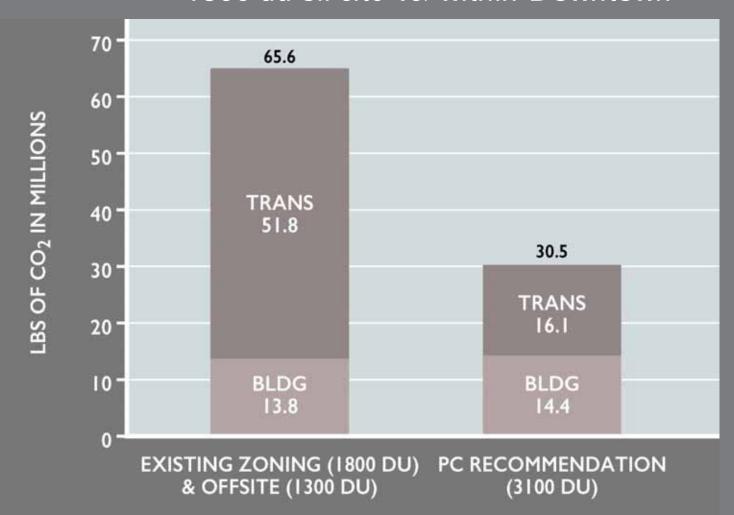
ENVIRONMENTAL SUSTAINABILITY

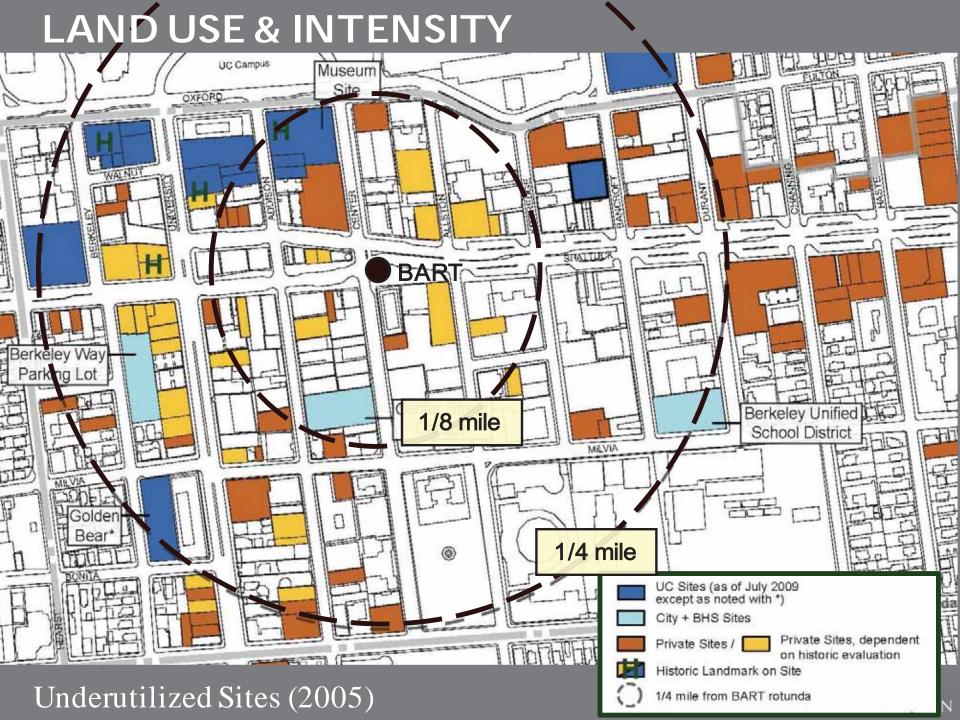
DRIVING & DENSITY adapted from John Holtzclaw, et al, 2002.



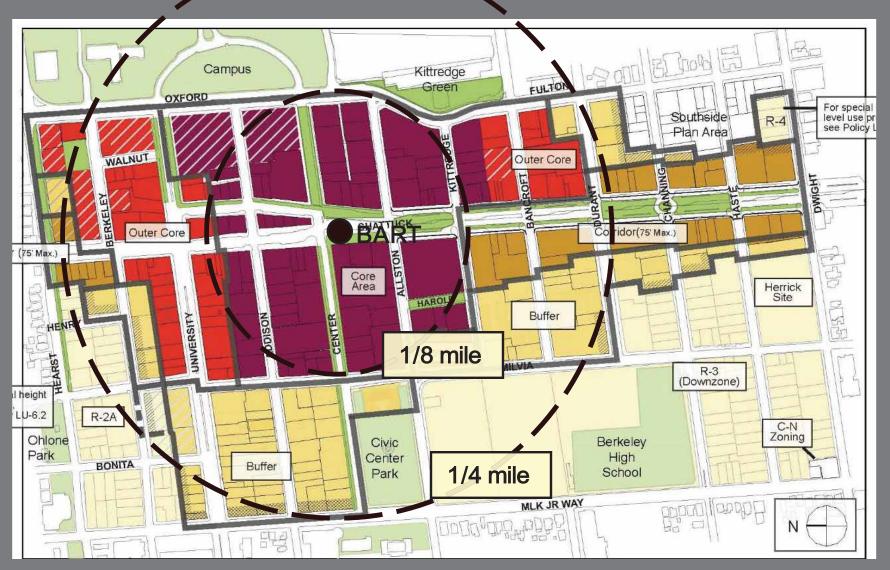
ENVIRONMENTAL SUSTAINABILITY

ANNUAL CARBON GENERATED scenarios for 3100 du 1800 du off-site vs. within Downtown



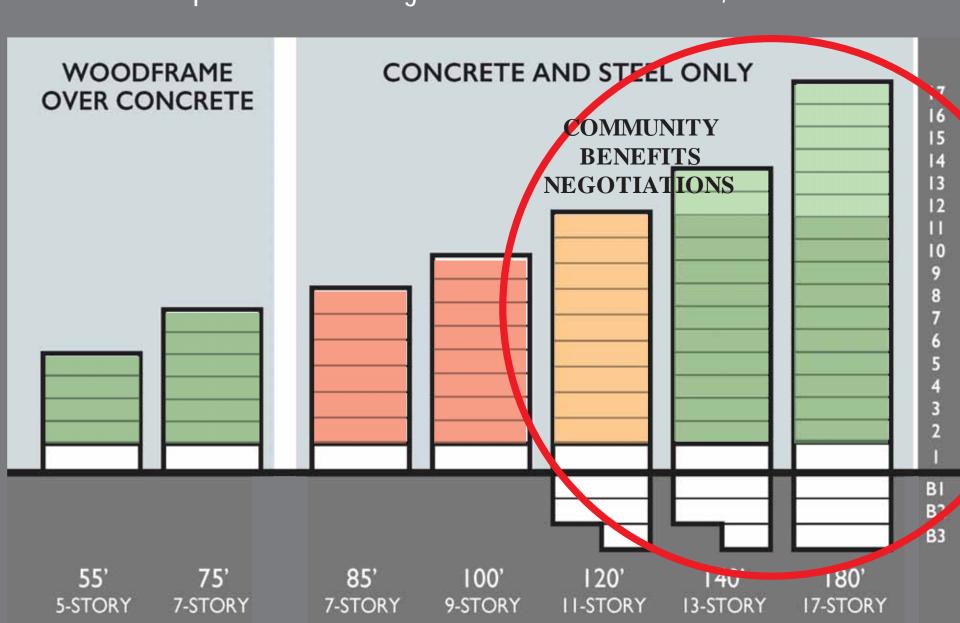


LAND USE & INTENSITY CAPACITY INCREASED FROM 1,300 TO 3,100



Allowable Building Height

BLDG HEIGHT / BLDG CODE / ECONOMIC FEASIBILITY adapted from Strategic Economics & Hixson, 2008.



PRIVATE INVESTMENT Zoning, Guidelines, Design Review

URBAN DESIGN

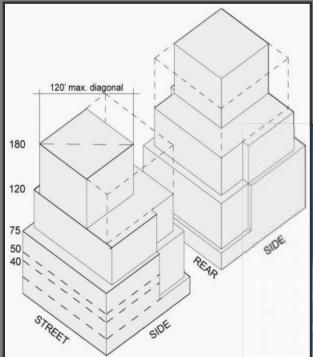






URBAN DESIGN

2211 Harold Way



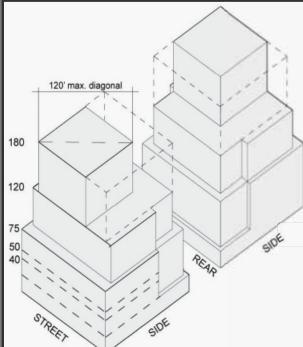
Stepbacks & Height



Source: SVA Architecture

URBAN DESIGN

High-Rise Hotel

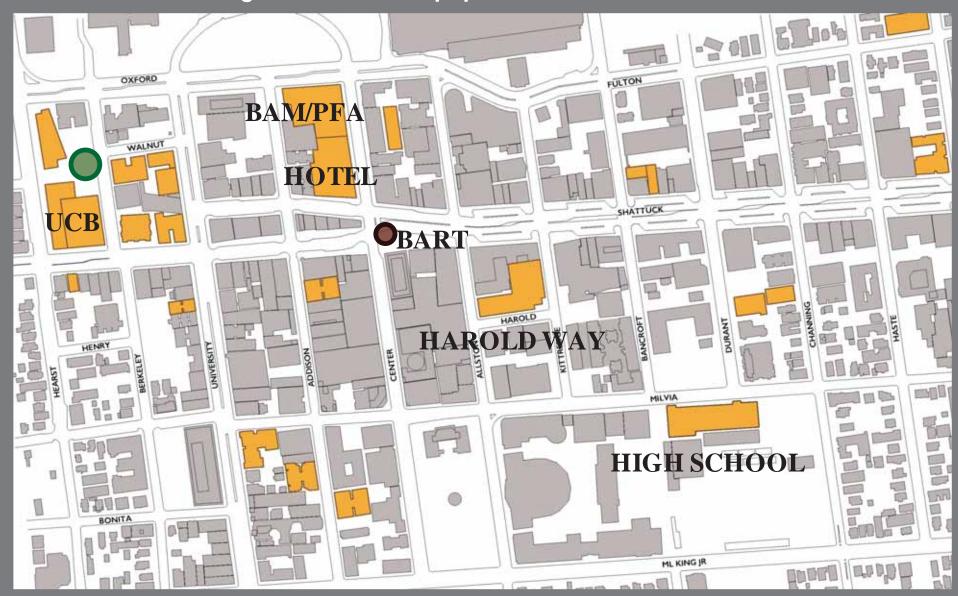


Stepbacks & Height

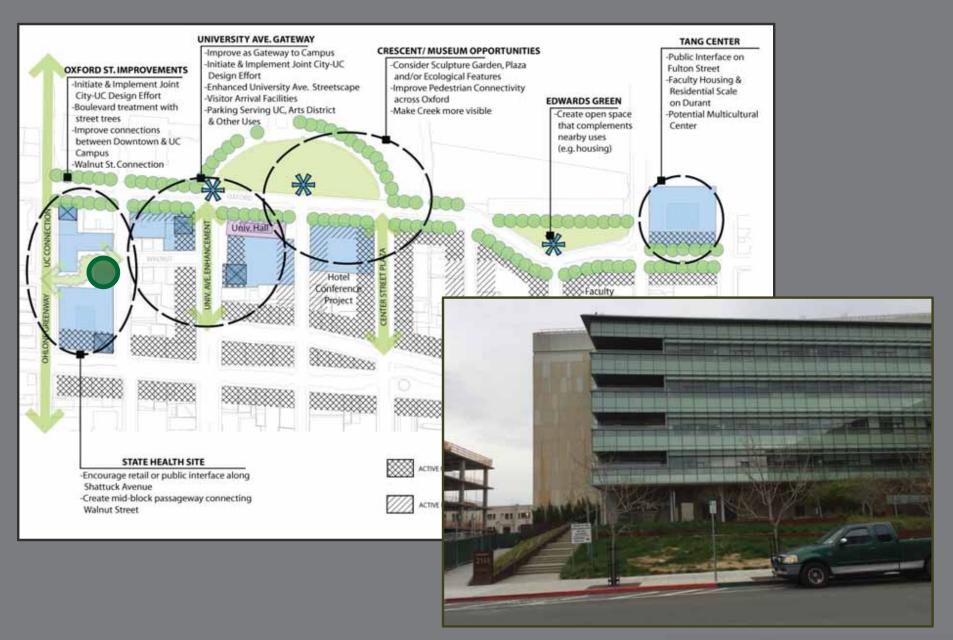


POST-DAP DEVELOPMENT

1,600 dwellings built or in pipeline

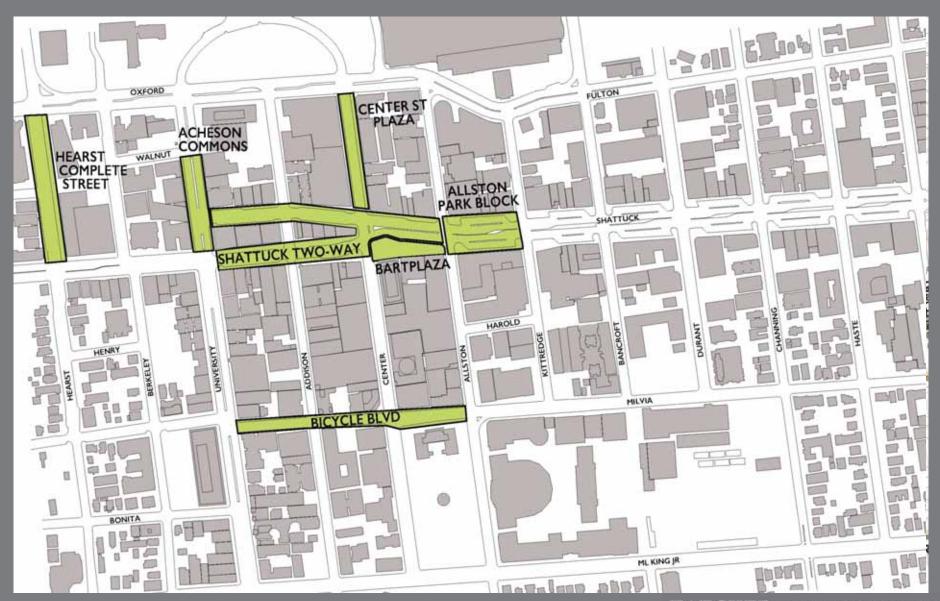


SUBCOMMITTEE: CITY INTERESTS IN UC PROPERTIES



PUBLIC INVESTMENT Street & Open Space Improvement Plan

STREET & OPEN SPACE IMPROVEMENT PLAN Major Projects & Funding Commitments

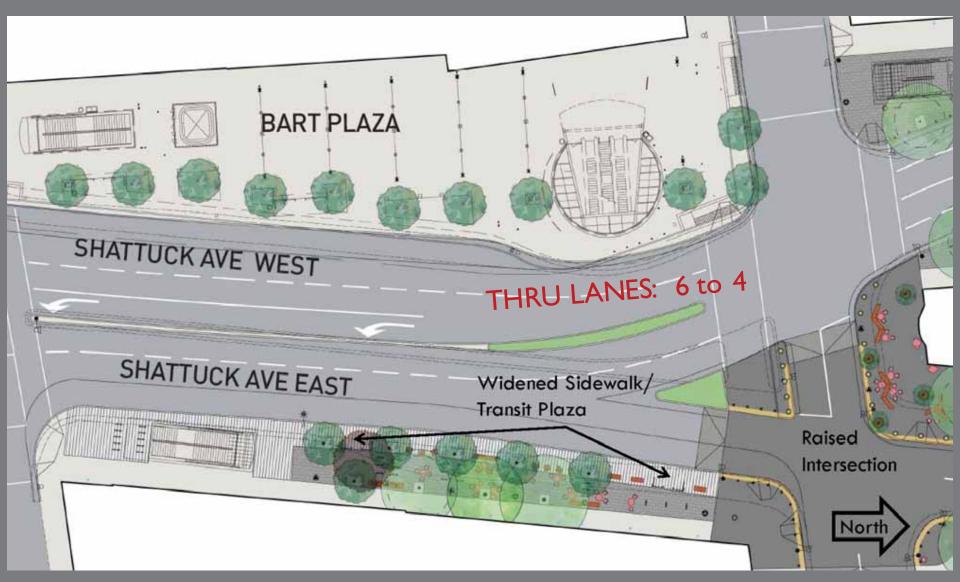




Source: BART, Office of the Architect

TAECKER PLANNING & DESIGN

SHATTUCK RECONFIGURATION

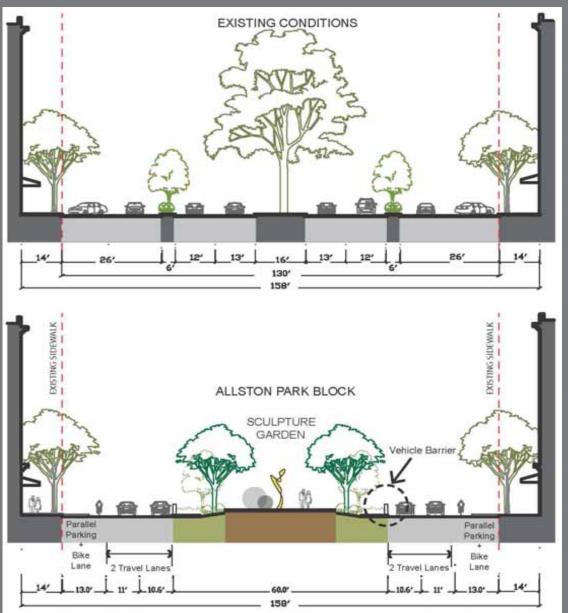


Source: Gehl Studio (adapted from SOSIP)

SHATTUCK RECONFIGURATION



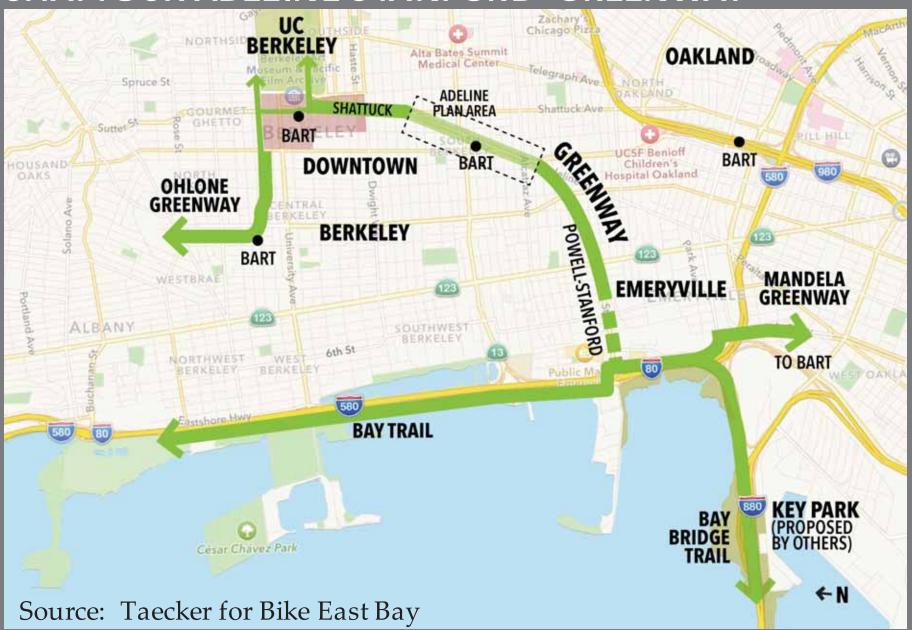
SHATTUCK PARK BLOCKS (GREENWAY)







SHATTUCK-ADELINE-STANFORD GREENWAY



BERKELEY DOWNTOWN AREA PLAN / PUBLIC SPACE / DEVELOPMENT CODE

CULTIVATING PLACE

SUPPORTING THE REGION

GROWING PARTNERSHIPS

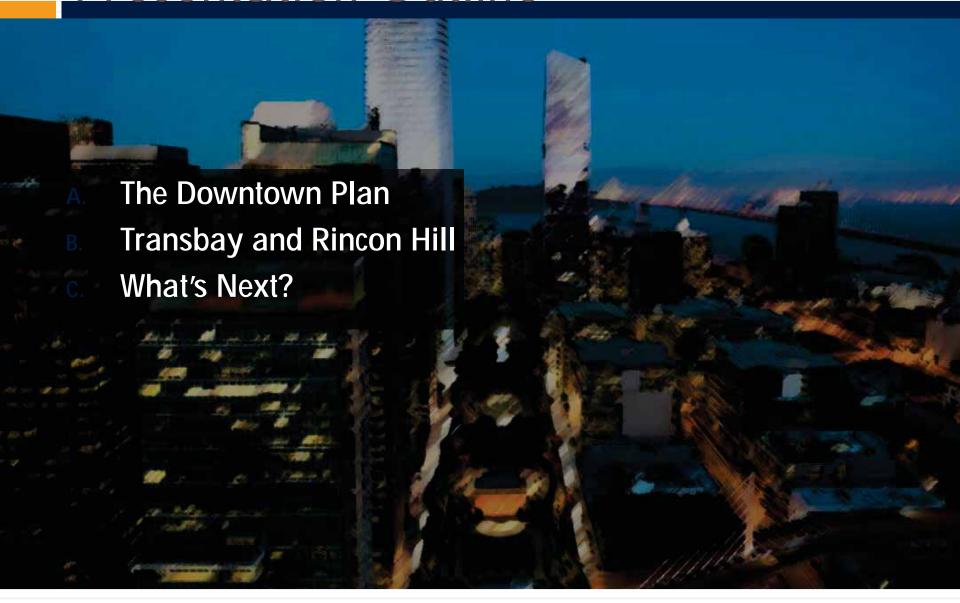


Planning and Evolution

Planfrancisco Planning

SPUR Forum | March 21, 2017

Presentation Outline

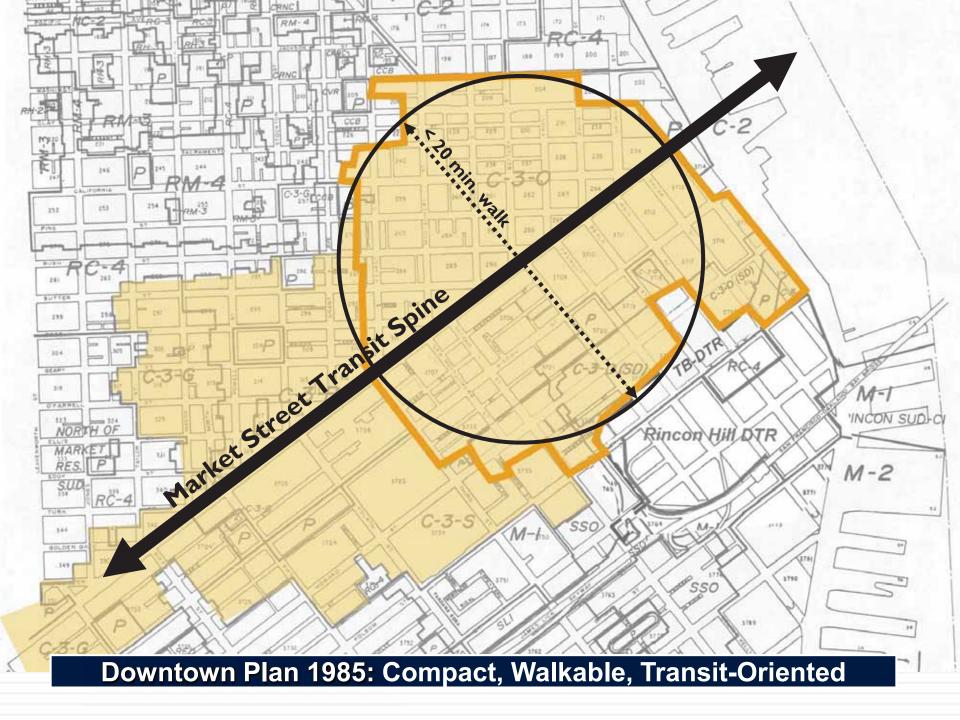


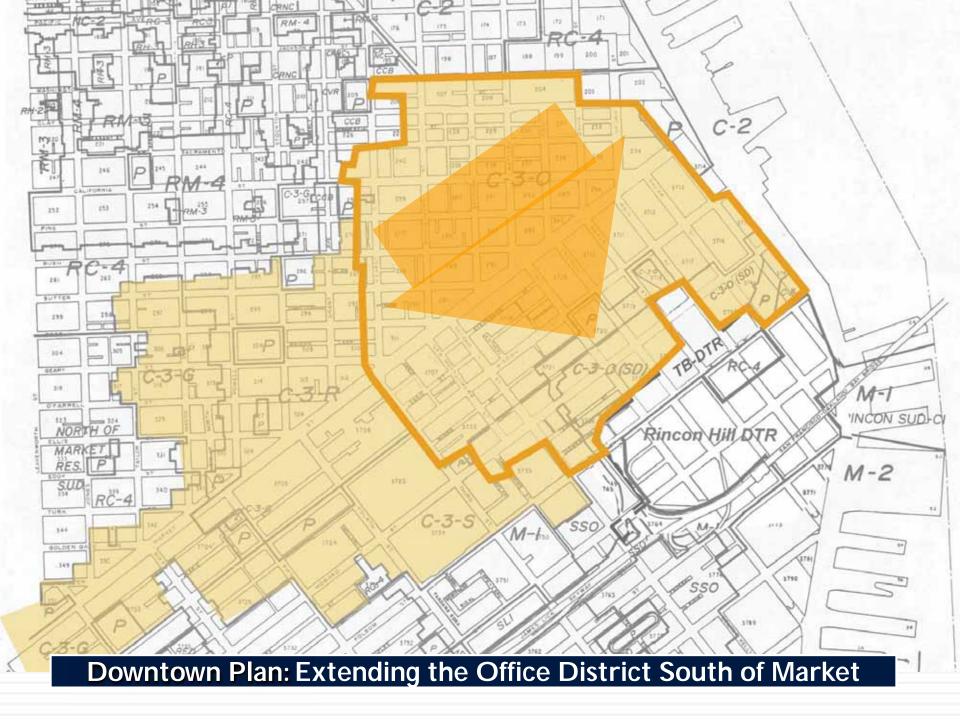
Foundational Plans

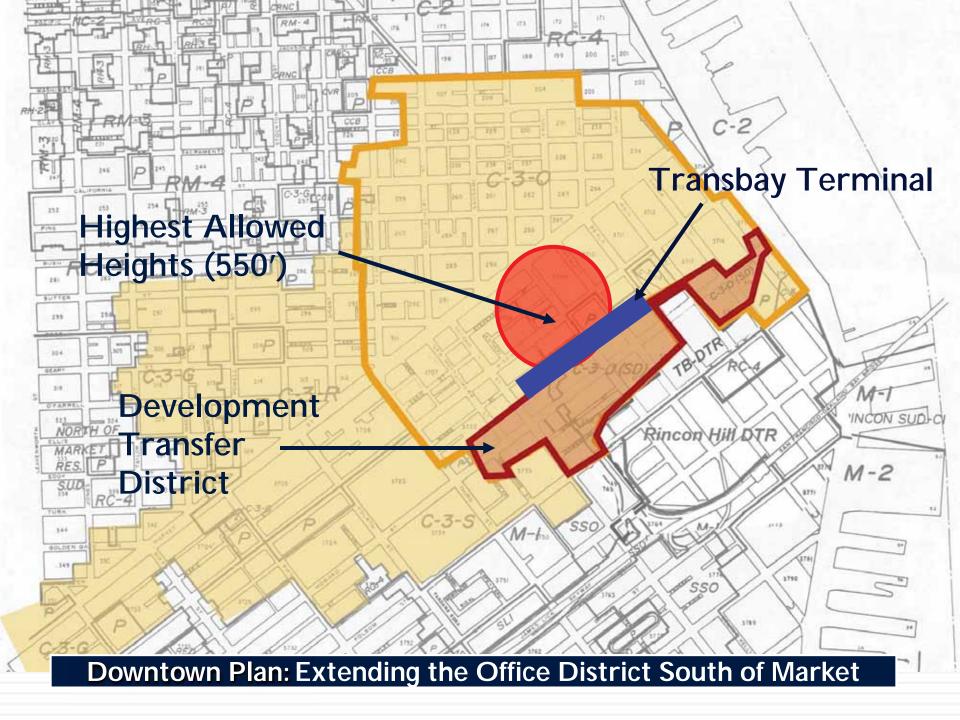












Downtown Plan: Transportation

Downtown Plan Goals

- 1. Increase Commute Transit Mode Share from 64% to 70%.
- 2. Increase Vehicle Occupancy from 1.48 to 1.66 persons/vehicle

2004 Downtown Monitoring Report

Mode Shares: 70% Transit

7.5% Carpool

10% Drive alone

6% Walk and bike

Vehicle Occupancy: 1.2 – 1.4 persons/vehicle





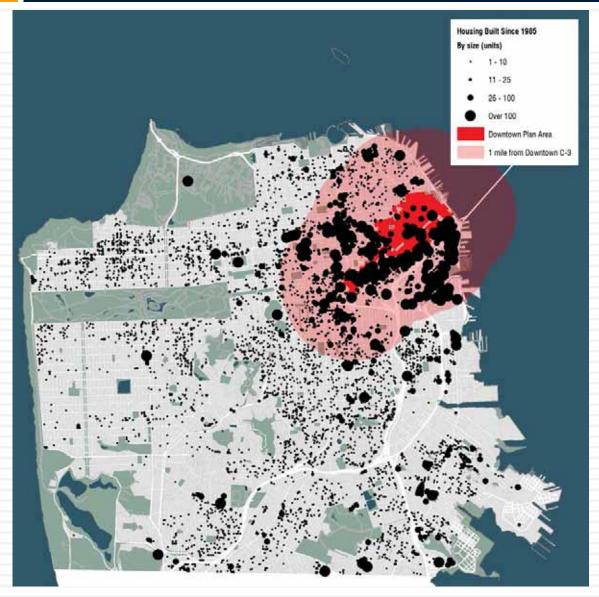


Downtown Plan: Housing



- Yerba BuenaRedevelopment Plan (1966)
- Rincon Point/South BeachRedevelopment Plan (1981)
- Van Ness Plan (1985)
- Rincon Hill Plan (1985/2005)
- Mission Bay 1998
- Transbay RedevelopmentPlan (2005)/ Transit CenterDistrict Plan (2012)
- Market & Octavia (2008)
- SoMa Plan (1990)/East SoMa (2008)/Western SoMa (2013)

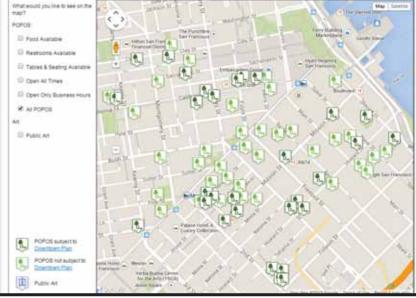
Downtown Plan: Housing



- 39,600 housing units built within 1 mile of Downtown C-3 since 1985
- 69% of all citywide housing built since
 1985 are within 1 mile of downtown
- 39% of citywide pipeline units are within 1 mile of downtown (69% excluding 3 large master plans of HPS/CS, TI/YBI, and Parkmerced)

Open Space

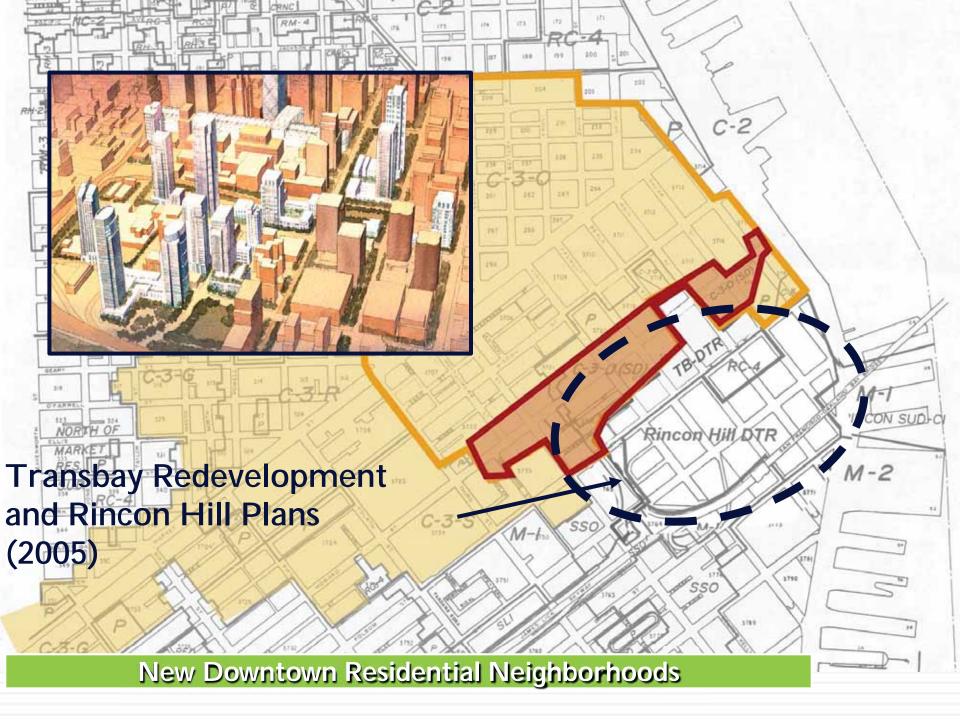




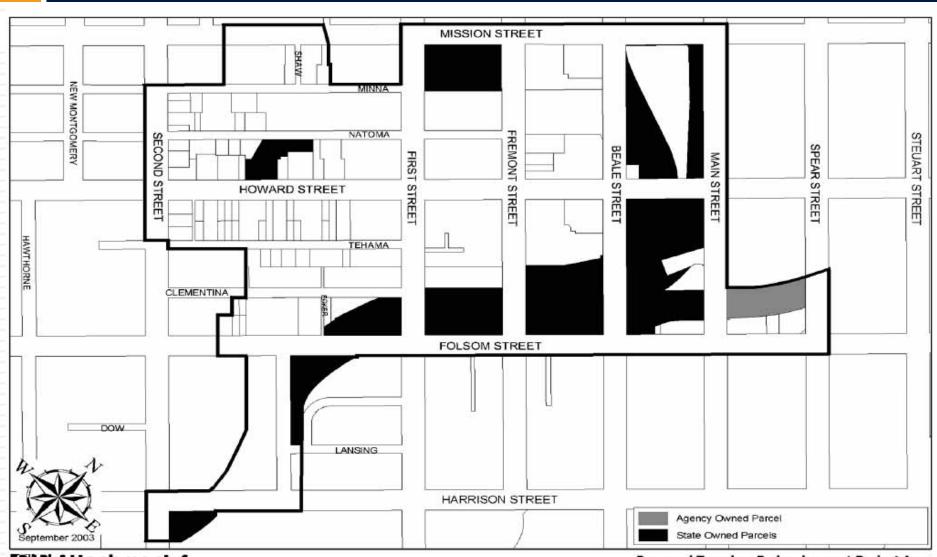


Embarcadero Freeway





Transbay Project Area



Proposed Transbay Redevelopment Project Area Source: San Francisco Redevelopment Agency.

Proposed Transbay Redevelopment Project Area Source: San Francisco Redevelopment Agency.

Development Model

Residential Podium Sets Back at the Ground and Upper Stories to provide semi-public transitional spaces

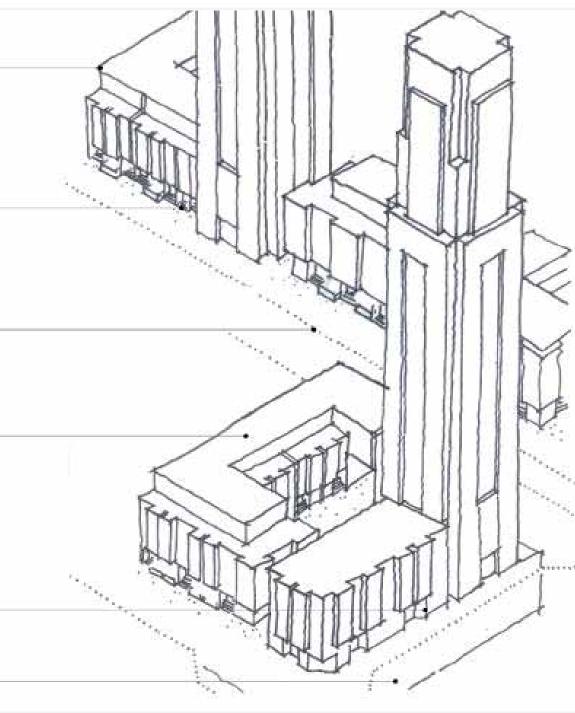
Individual Residential Entries Engage the Street

Widened Sidewalks and Traffic-Calmed Streets

Rooftop, Courtyard and Terraced Open Spaces. Public open spaces should be at-grade

Ground Floor Retail Lines Folsom Boulevard

> Parking Underground



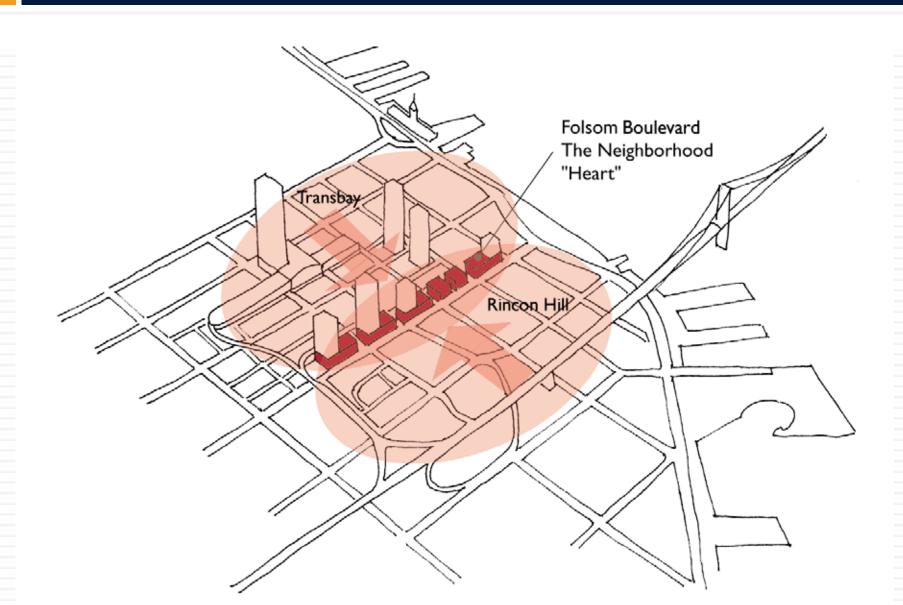
Neighborhood Quality

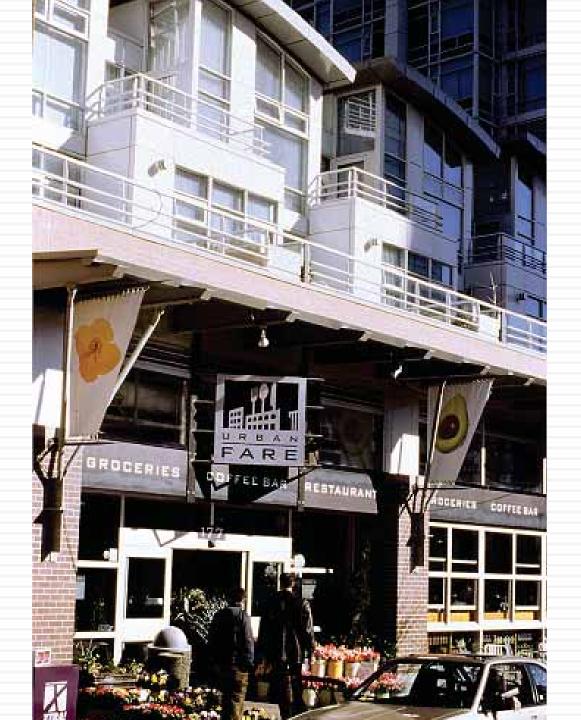




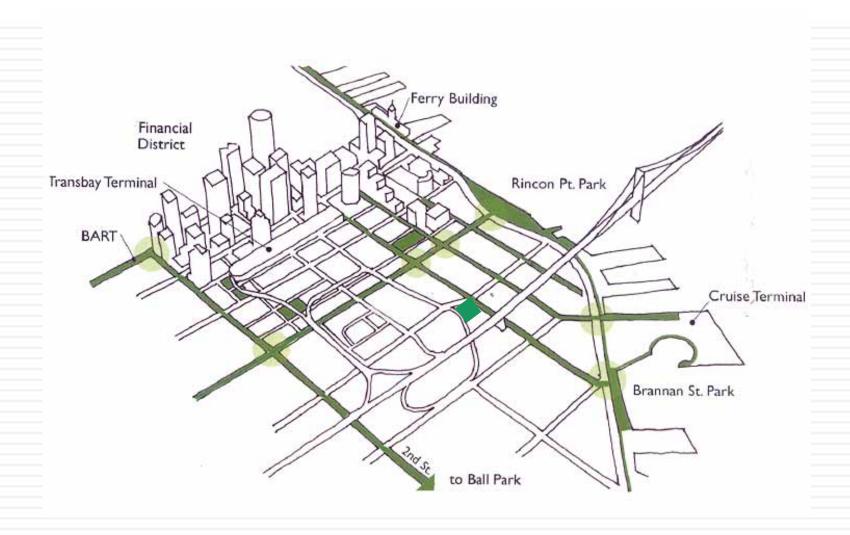


Neighborhood Heart: Folsom



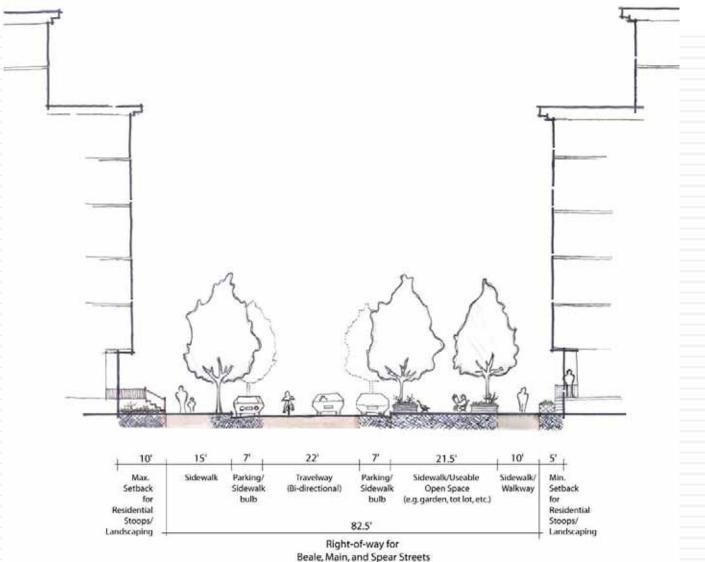


Public Realm System





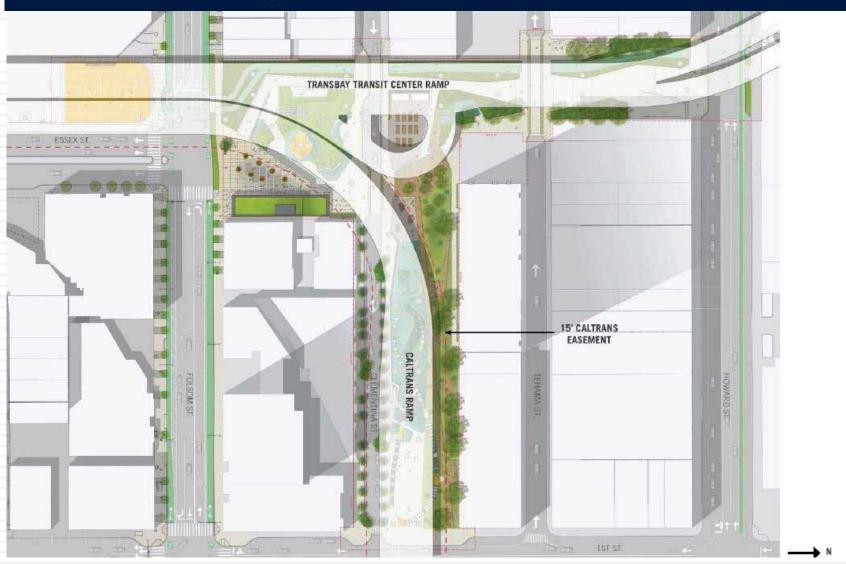
Living Streets







Under Ramp Park



Overhead Ramps

Under Ramp Park

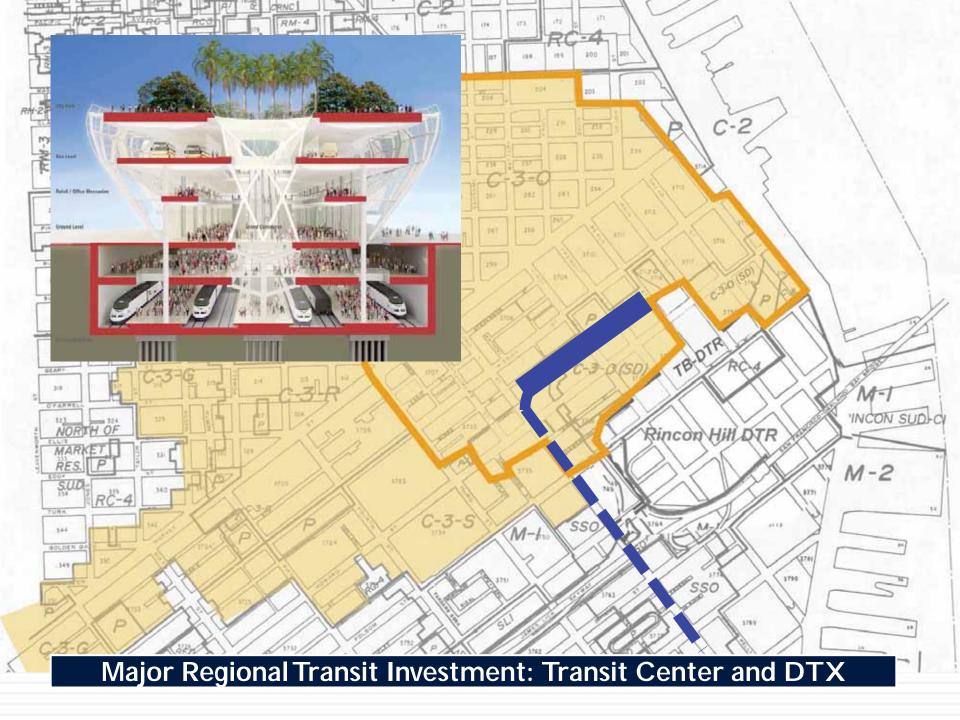


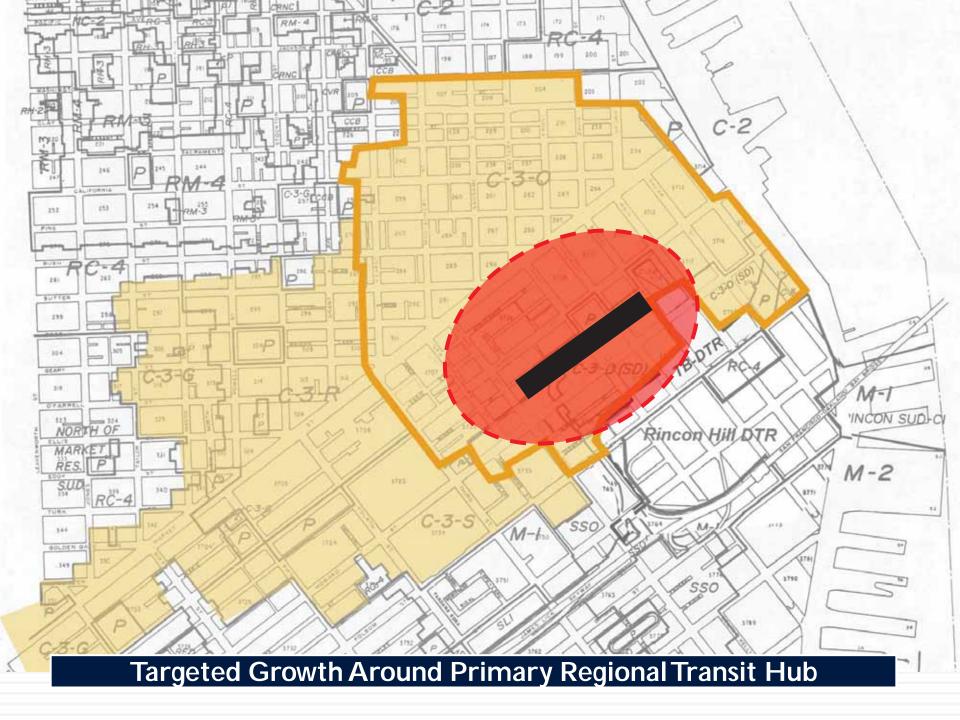
Illustrative Plan

Under Ramp Park



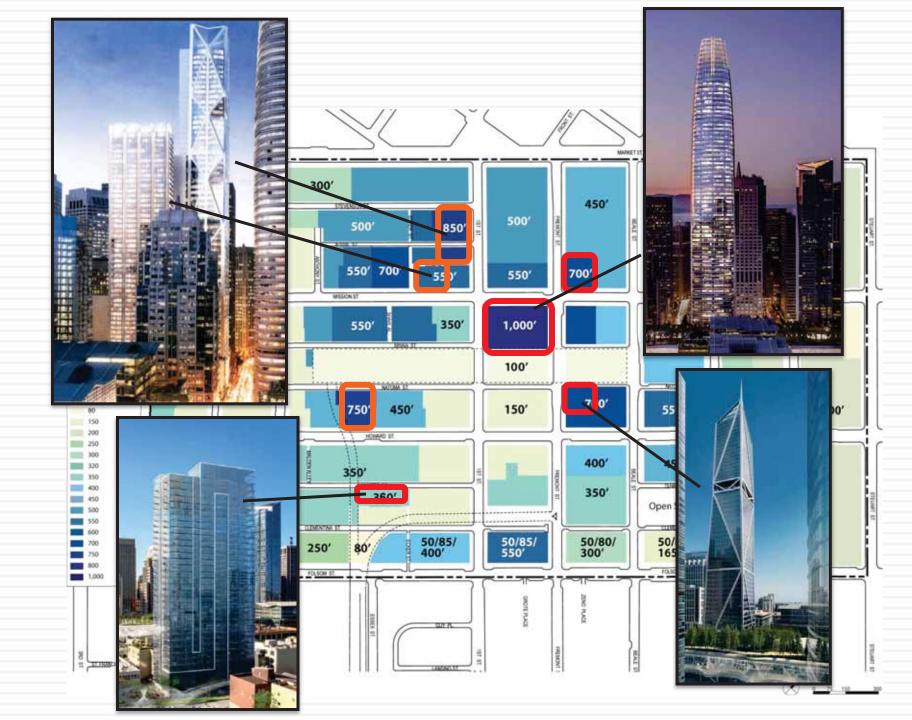
View from First Street Looking West





Transit Center District Plan









Overall Development Program

- 4,300 new housing units (7,000+ including Rincon Hill)
 - Over 1,300

 affordable in
 Transbay (35%)
- 6.5 million s.f. of new office development
- 1,000+ hotel rooms



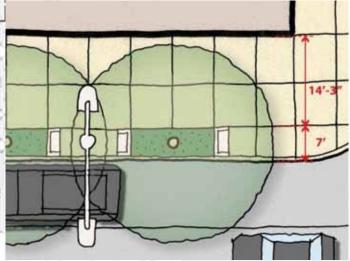


Public Realm: Streets and Circulation

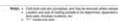














Public Realm: Streets and Circulation

- Expand and Improve
 Transit lanes
- Widen and Improve Sidewalks
- Create Mid-block
 Signalized Crosswalks
- Enhance bicycle facilities



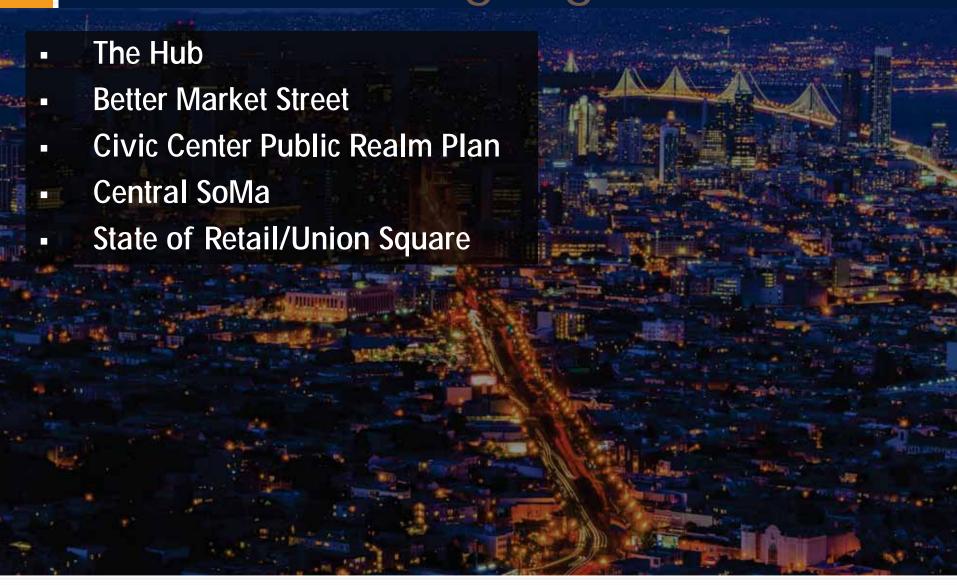
Open Space





City Park	5.4 ac
Transbay Park	1.1 ac
Natoma Street Plaza	1.3 ac
2 nd /Howard Plaza	0.6 ac
Mission Square	0.5 ac
Shaw Plaza	0.1 ac
Living Streets	0.6 ac
Oscar Park	1.4 ac
Essex Street	0.25 ac

What's Next/Ongoing Issues



What's Next/Ongoing Issues



- Better Market Street
- Civic Center Public Realm Plan
- Central SoMa
- State of Retail/Union Square











What's Next/Ongoing Issues



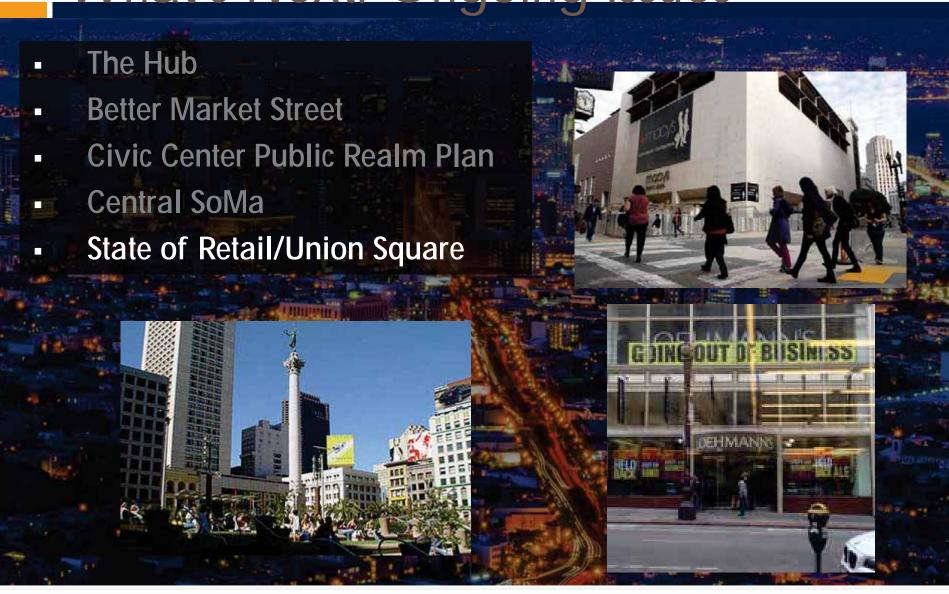
What's Next/Ongoing Issues

- The Hub
- Better Market Street
- Civic Center Public Realm Plan
- Central SoMa
- State of Retail/Union Square









THANK YOU

www.sfplanning.org

















THE WALL STREET JOURNAL.

Dow Jones Company, Inc.

SAN FRANCISCO BAY AREA | November 4, 2010

EE/PR ***

Start-Ups Are Drawn to Pulse of Downtown

Article

Stock Quotes

Comments

Email Pri

Plint

By PUI-WING TAM

Many Silicon Valley start-ups are increasingly hankering for downtown, urban offices.

The shift can be seen in Redwood City, where many tech companies long have made their homes—but primarily in the Redwood Shores office parks where Oracle Corp. and <u>Electronic Arts</u> Inc. are headquartered. This year, a trickle of start-ups has moved into downtown Redwood City, with digital ad companies Turn Inc., YuMe Inc. and compensation research firm Equilar Inc., among others, relocating to the area since January.



THEREGISTRY

BAY AREA REAL ESTATE

Redwood City's Rapid Changes

POSTED ON OCTOBER 14, 2013 BY PUBLISHER IN COMMERCIAL FEATURED, HINANCE, HOT LIST



Sleepy downtown Redwood City wakes from its reverie.

THIS ARTICLE WAS PUBLISHED IN THE TO - THE REGISTRY'S PRINT PUBLICATION - IN AUGUST 2013

"We used to be located in the Redwood Shores area, but I didn't like it because it was too remote," says Bill Demas,

rbief executive of Turn, which moved o a 10,000-square-foot office in the stored late 19th-century Alhambra ilding in downtown Redwood City in nuary. "We wanted to be in a more pan location, we wanted more staurants and bars near us."

dwood City is just the latest neficiary of a downtown migration by r offices around its downtown Castro



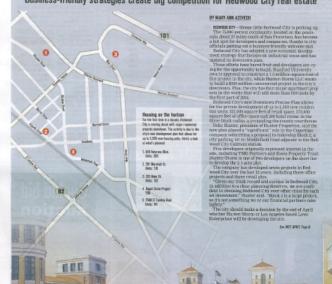
From I.T. Re to Un Poten

> more IBM S

OT

Redwood City Real Estate

Peninsula's hot spot moves north
Business-friendly strategies create big competition for Redwood City real estate



metroactive

News, music, movies & restaurants from the editors of the Silicon Valle
Serving San Jose, Palo Alto, Los Gatos, Campbell, Sunnyvale, Mountain

Don' | home

music & nightlife

movies a

the arts

restaurants

classifieds

columns

■ news & features

SILICON VALLEY

* SANTA CRUZ COUNTY
* SONOMA / NAPA /
MARIN

the papers

blogs

contests

couponsadvertise

about us

contact

news and features

home | metro silicon valley index | features | silicon valley | feature story

No More Deadwood

How one ambitious realestate-developer- turnedclub-owner transformed Redwood City's downtown

By Mike Connor

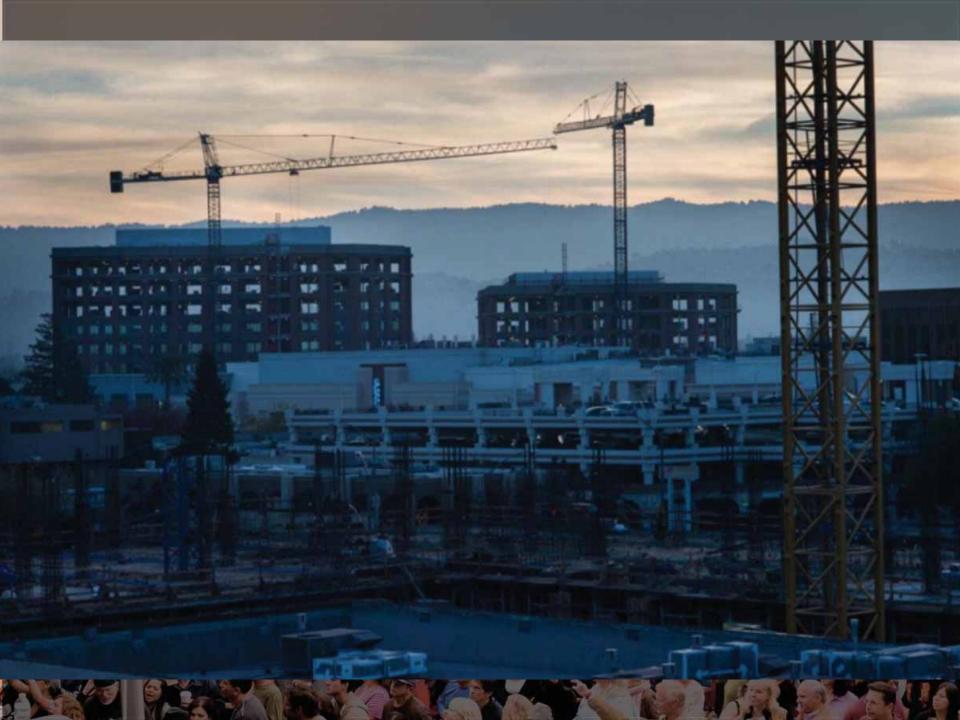
'NOW," says John Anagnostou, "do you see the wedding cake?" The Redwood City real estate developer is talking about the historic Fox Theatre, located in the heart of downtown. And indeed, the 1928 Art Deco theater does look like a giant, tiered wedding cake.



Photographs by Felipe Buitrago

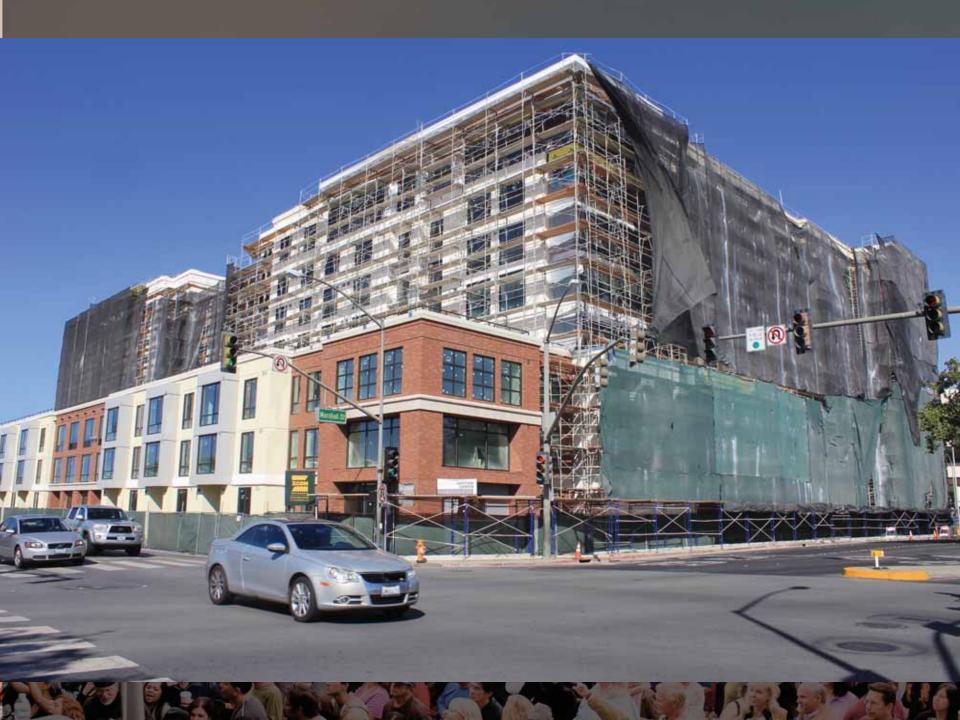
Extreme Home Makeover: John Anagnostou has been the driving force behind the rebirth of Redwood City.

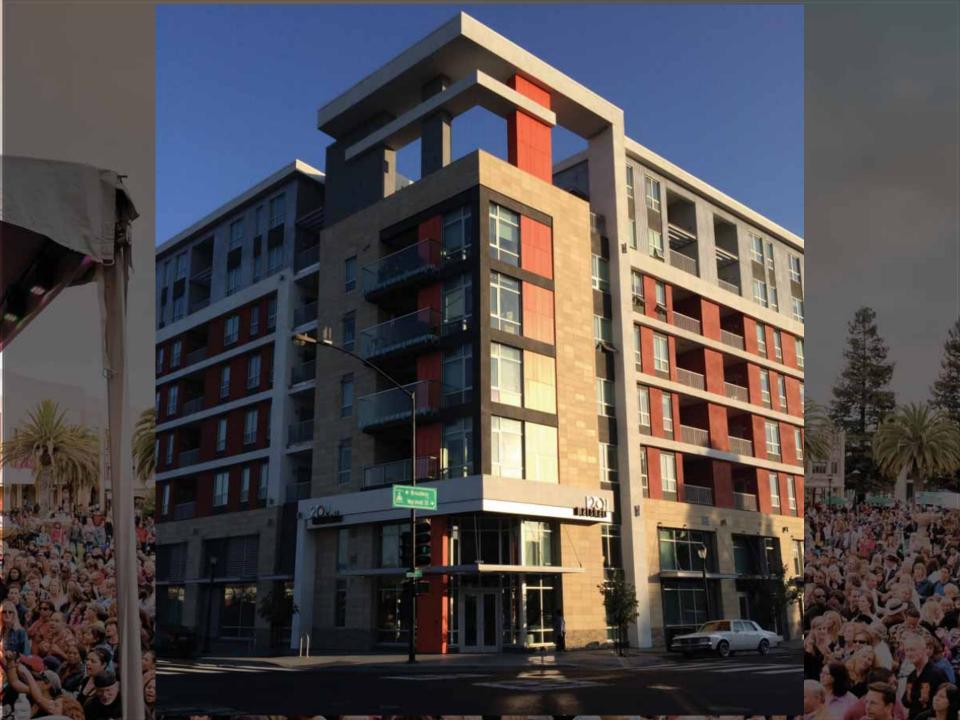
The reason you can see it now is that it's no longer obscured by the south annex of the old San Mateo County Courthouse. When Anagnostou bought the Fox in October of 1998, he couldn't help but notice that it was







































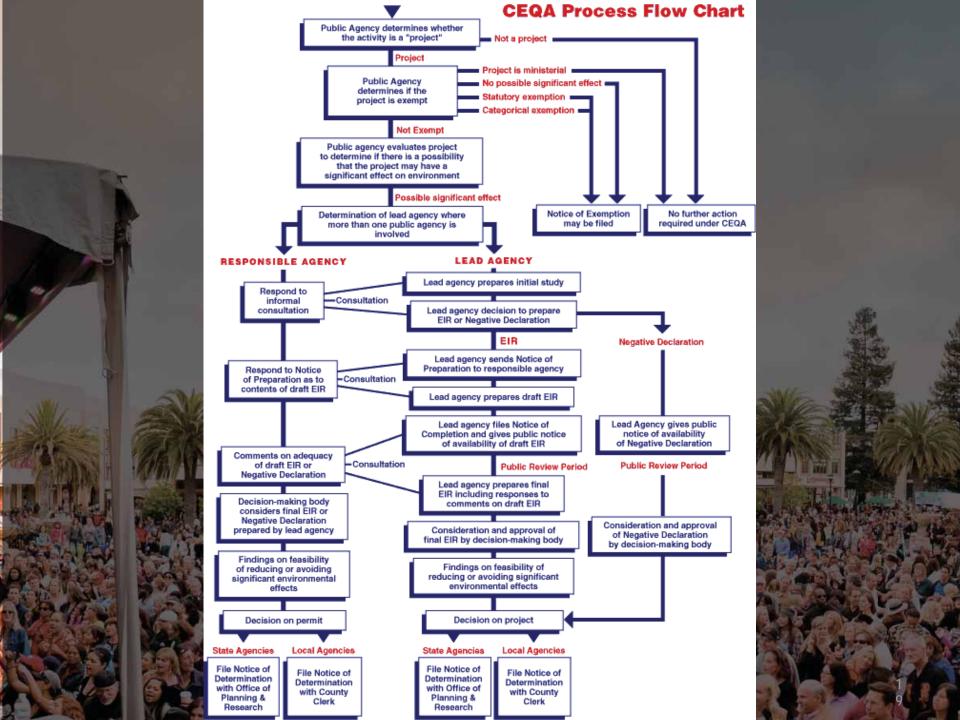




















Project #1







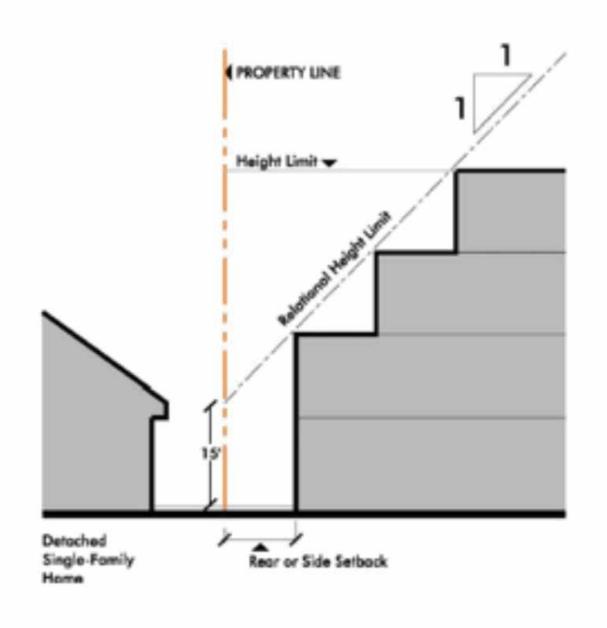
Project #4











RELATION TO SINGLE FAMILY HOMES

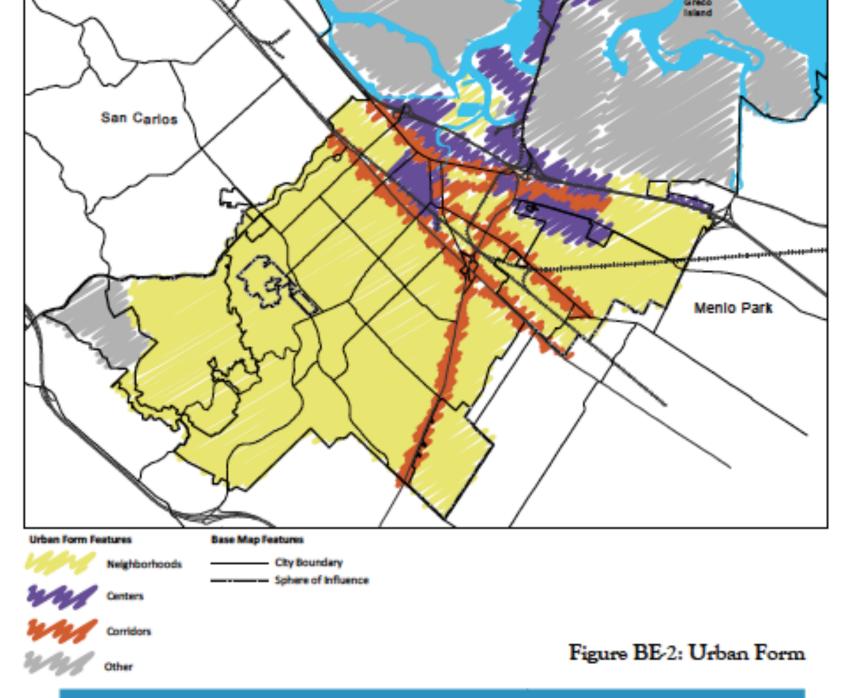




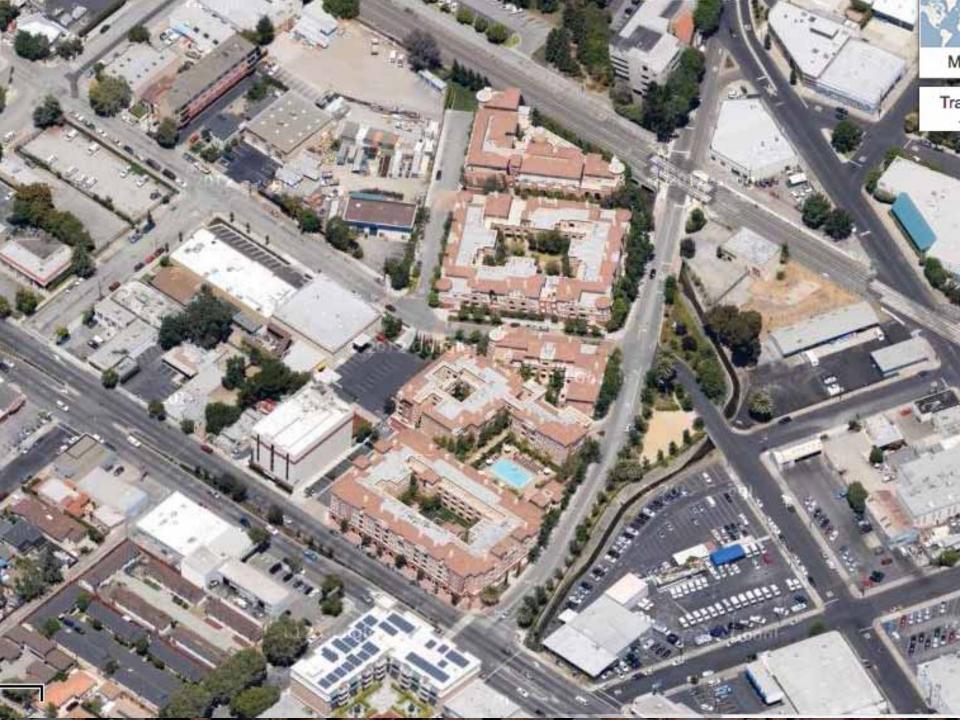


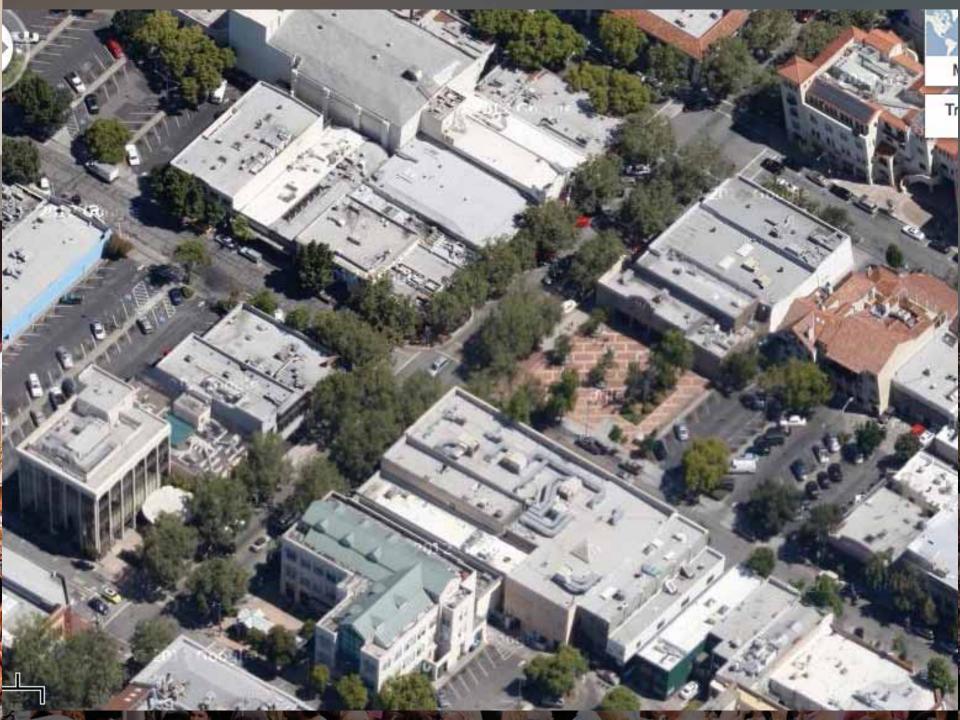
















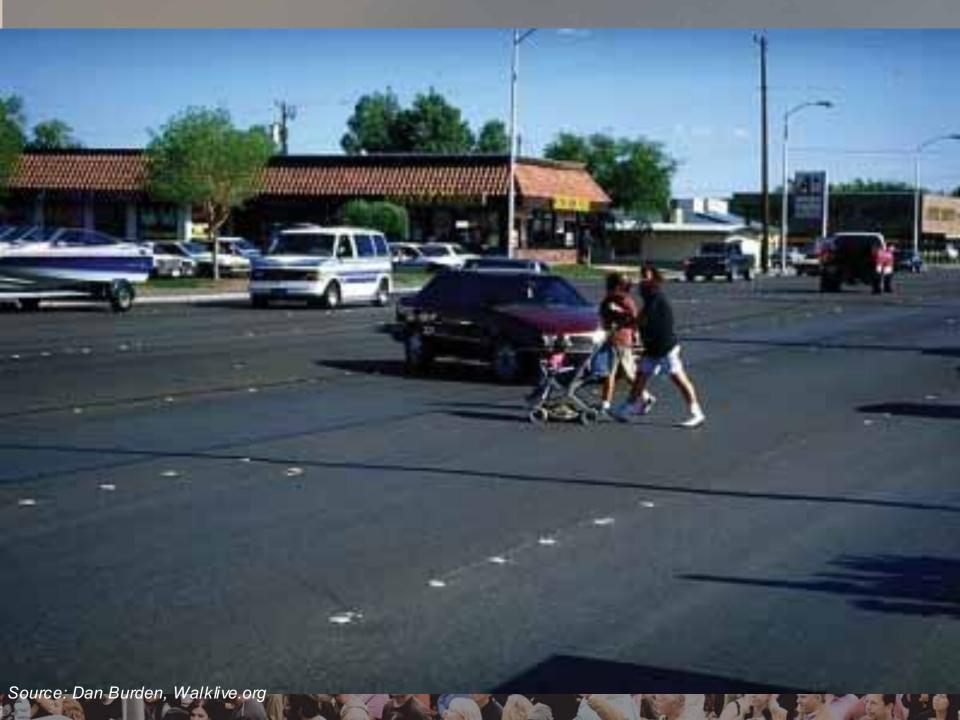










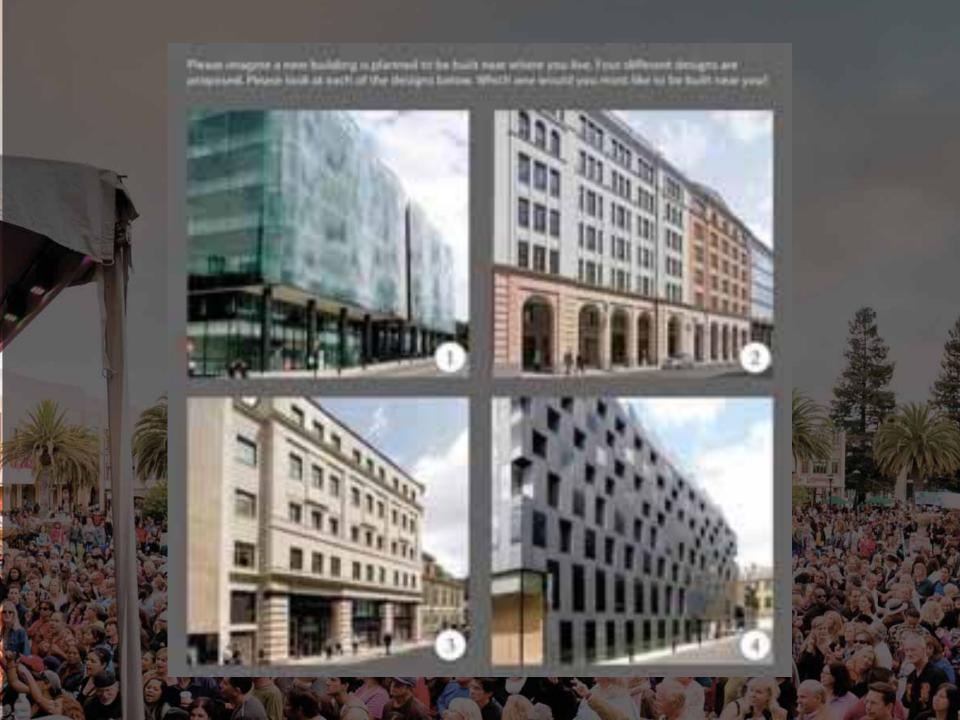












D) Mediterranean

The Mediterranean Character Type is impired by the Mediterranean Revival style, and related styles such as Spanish Colonial Revival, Mosterey, and Spanish Eclectic, which first became popular in California beginning in the 1920s. The historic heritage of the California Missions, the estotic imageny of Spain and Mexico in mexics, and California's climate being likened to that of the Mediterranean regions of Europe were sources of impiration for this school of design.

2. Standards

 The Mediterranean Character Type shall be permitted as shown on the Architectural Character Chart.

2. Guidelines.

- Roofs should be hipped or gabled. Gabled roofs should have a low pitch. Flat roofs with parapet walls with a shaped top profile may be mixed in with hipped and gabled types.
- b. All visible roofing materials should be tile.

- Stucco should be the primary wall cladding material. Wood (stapboard or longue-in-groove) or slone may be used as accent wall cladding materials.
- Tim materials should be owards the, terra cotta, wrought fron, or dark painted or stained wood. Multiple trim materials may be used.
- e. Building base and Building Middle Caps shall be simple horizontal bell courses or a connot. Building Top Caps should be deep not overhangs treating blookers, corbels, or other expressed roof overhang supports. The soffit jie. The understore surface of the roof overhang should be designed as a visible relative and incorporated into the overall arothectural composition. Soffit beams, coffers, sight thares and other design attousation are encouraged.
- Bay windows should be polygonal in plan. The angles of the inside corners of the say should be 135 degrees.
- Wholes shapes should be simple and rectangular or may have arched tops.

- h. Building Middle and Building Top windows should be clear and should not be thised, should be inset a minimum of 6 inches from the adjacent wall plane, and should be of the double- or singlehung type.
- Building Middle and Building Top windows should feature a prominent but simple sill and links.
- Wall colors should be write or light earth tones such as oreans, oother, or tan. Only one primary wall color instents should be used within each Paquide Height Alticulation Element, but colors may vary from element to element.

































2.7. BUILDING HEIGHT AND DISPOSITION REGULATIONS

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

MAP LEGEND

12 Story Zone

10 Story Zone

8 Story Zone

5 Story Zone

4 Story Zone

D. Library Plaza

Shadow Sensitive Public Open Space (See Sec. 2.7.5)

Maximum Corner Height Required (See Sec 2.7.3)

Special Corner Treatment Required (See Sec. 2.7.2)

Historic Resources (See Sec. 2.1.3)

SHADOW-SENSITIVE PUBLIC OPEN SPACES*

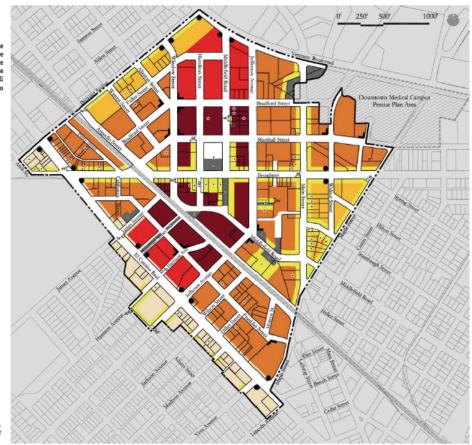
A. Courthouse Square F. Depot Plaza

B. Theatre Way G. Little River Park

C. City Hall Park H. Post Office Paseo

I. Redwood Creek E. Hamilton Green J. City Center Plaza

* Please note that not all Public Open Spaces are shown on this map. The only Public Open Spaces shown here are those which are considered shadow-sensitive. For a full discussion of Downtown public open spaces, see sections 1.2.5, 3.2.1, and Appendix 2.



HEIGHT REGULATIONS MAP

BUILDING HEIGHT AND DISPO	SITION REGULATIONS (CHART				
Height Zones (Sec. 2.7.1)	12 Story Zone	10 Story Zone	8 Story Zone	5 Story Zone	4 Story Zone	3 Story Zone
Maximum Height (Sec. 2.7.2)						
Maximum	12 floors / 136 feet	10 floors / 114 feet	8 floors / 92 feet	5 floors / 59 feet	4 floors / 48 feet	3 floors / 35 feet
Relation to Single Family Homes	-	-	-	-	Required	Required
Special Corner Treatment	Required at					
Accessory Buildings	1.5 floors / 14 feet					
Minimum Height (Sec. 2.7.3)						
Required Minimum Height	3 floors / 35 feet					
Maximum Corner Height	Tallest mass located at	Tailest mass located at	Tallest mass located at			
Building Disposition Types (Sec 2.7.	.4)					
Rearyard	Permitted	Permitted	Permitted	Permitted	Permitted	Permitted
Courtyard	Permitted	Permitted	Permitted	Permitted	Permitted	Permitted
Tower	Permitted	Permitted	Permitted	_	-	-
Specialized	Discretionary	Discretionary	Discretionary	Discretionary	-	_

B) Relation to Single Family Homes

A relational height limit to single-family homes is established in order to create an appropriate height relationship where new development is adjacent to existing single-family homes.

1. Standards

- The relational height limit shall be required for areas as shown in the Height Regulations Chart.
- Where the relational height limit is required, the limit is applied to new development on any parceis that abut another parcel with an existing detached single-family home.
- c. The relational height limit is controlled by a 45 degree slope originating at a height of 15 feet along the applicable property line (creating a 1 to 1 height to setback ratio) as shown in the diagram helow.

2. Guidelines

There are no Relation to Single Family Homes guidelines.

Detoched Single-Family Horse

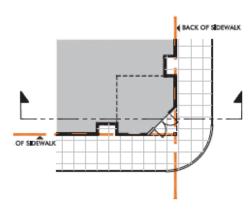
RELATION TO SINGLE FAMILY HOMES

C) Special Corner Treatment

A Special Corner Treatment is required to emphasize corners at specified major intersections. The Special Corner Treatment uses a distinctive building element to emphasize the corner of a building in special locations such as gateways and other places of significance to the district.

1. Standards

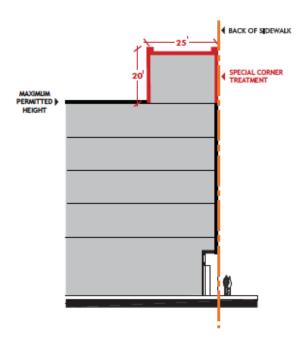
- Special Corner Treatments are required where indicated on the Height Regulations Map. Special Corner Treatments are prohibited at all other locations.
- Special Corner Treatments shall be permitted to exceed the permitted maximum height by no more than 20 feet.
- Special Corner Treatments shall have no horizontal dimension greater than 25 feet, and no less than 20 feet.
- d. On parcels partially regulated by a Stepdown Height Zone, the Special Corner Treatment shall be placed in the portion of the parcel with the taller maximum height limit.



SPECIAL CORNER TREATMENT - PLAN VIEW

Guidelines

- a. The Special Corner Treatment should differentiate the corner of the building through the application of a corner lower, which is created by articulating a separate, relatively slender mass of the building, continuing that mass beyond the height of the primary building mass, and providing the top of the mass with a recognizable silhouette.
- The Special Corner Treatment should align with building Length Articulation elements, as described in Section 2.8.3(c).



SPECIAL CORNER TREATMENT - SECTION VIEW







SPUR MWS PUR

Ideas + Action for a Better City

learn more at SPUR.org

tweet about this event:

@SPUR_Urbanist

#GreatDowntowns