Current Development

Building Orientation

Contemporary Architecture

To be successful in this transformed economic landscape, Cities must:

1. Actively attract and accommodate small and medium sized firms along with large ones.

Mix of Small-Medium Scale Spaces

- SMB = under 150 employees & 22.5k – 75k sqft
  - Fit in many of the existing older buildings
  - Fit in the ground floor of new large floor plate buildings
- Need wider variety of cheaper, flexible space
- Truck access
- Need more services in the district (don't provide them in house)

Current Development

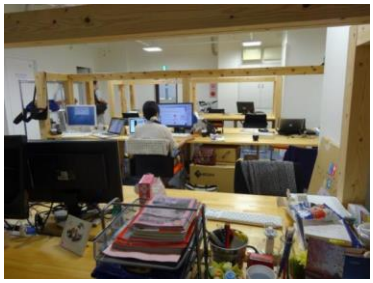
Urban Development: Medium Scale Space

Urban Development: Medium Scale Space

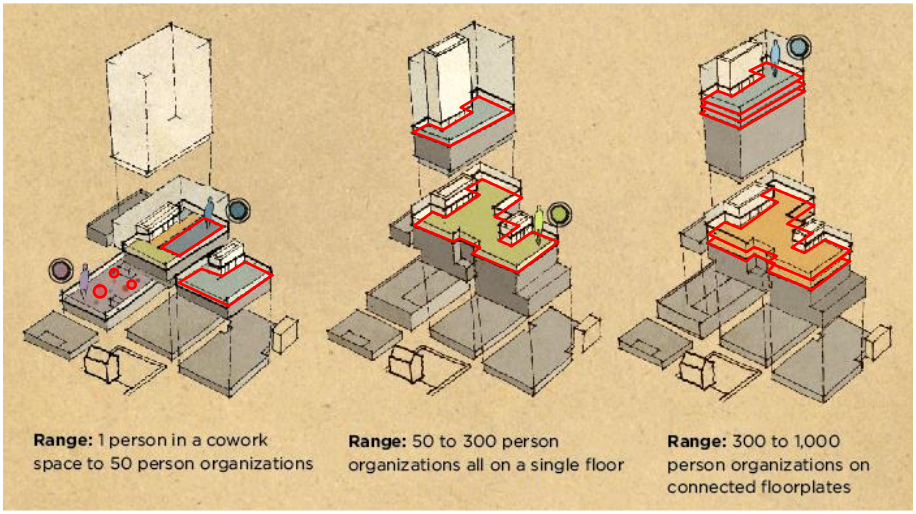
Urban Development: Smaller Scale Space

Incubator & Production Space: creative building types with cheap space

New Work: Co-work, Work Cafes,



Mix in a Single Building or Complex



© Freedman Tung + Sasaki 2012

Source: 5M/Forest City

Small Scale "Production" Cores

- Smaller Scale Design, Engineering, & Production

Creative Rehab → Start-ups & Production

Renovation: Desired Improvements

- Natural Light
- Meeting space
- Amenity
- Ceilings
- Re-fresh architecture

Examples of incremental Workplace District transformations:

Orange County

Indio Way - Sunnyvale

Berkeley

Palo Alto

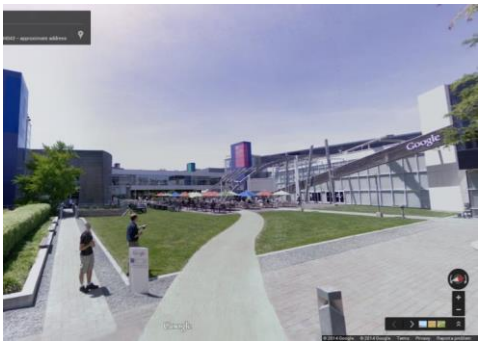
Characteristics of Envisioned Development

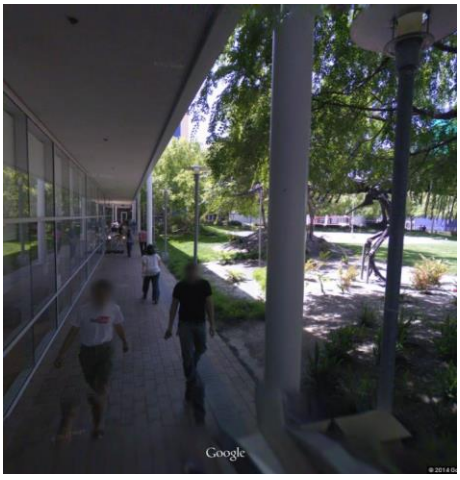
1. Different needs of production vs. thinking
2. Activity generating ground floor design
3.

Entrance & Setback Areas

Entrance & Setback Areas

Campus Amenity



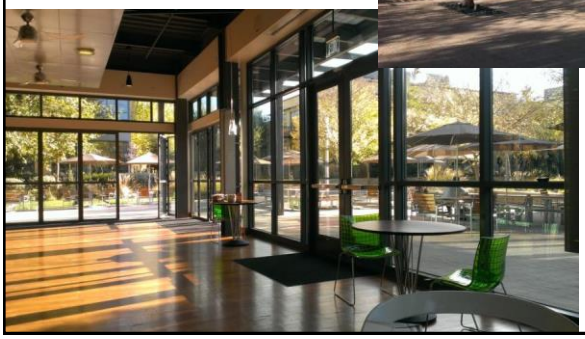


Google:
Mountain View, CA

Entrance & Setback Areas

Google:
Mountain View, CA

Campus Amenity



VM Ware:
Stanford Research Park,
Palo Alto, CA

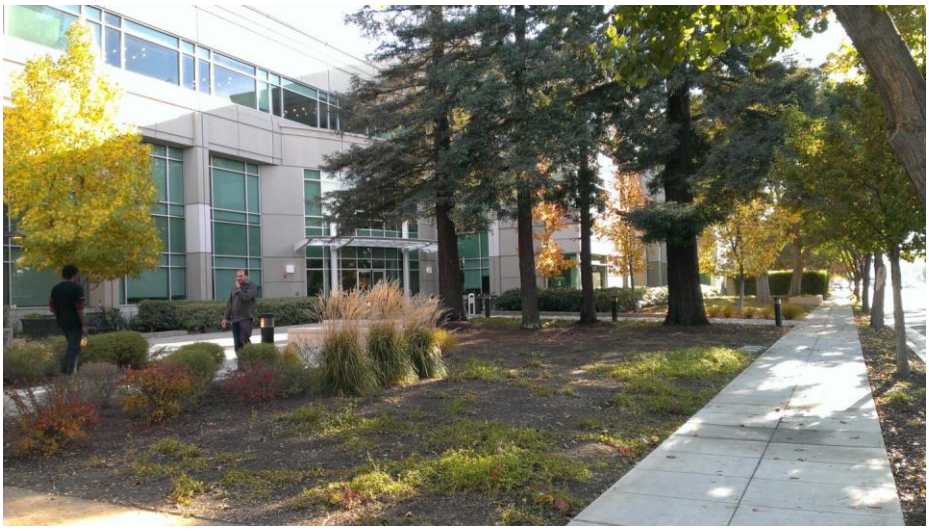
Entrance & Setback Areas

VM Ware:
Stanford Research Park, Palo Alto, CA

Entrance & Setback Areas

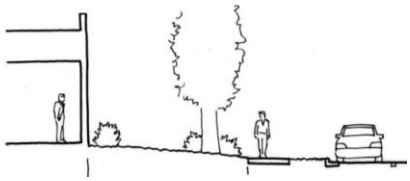
Entrance & Setback Areas

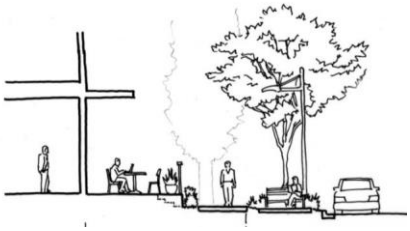
Entrance & Setback Areas



Entrance & Setback Areas

Entrance & Setback Areas





Create a unique mix of landscaped campus environment & activity-generating urban character

Characteristics of Envisioned Development

1. Different needs of production vs. thinking
2. Activity generating ground floor design
3. Building Scale and Development Feasibility

Workshop #1 Feedback: Concerns

- Height & Relationship to Adjacent neighborhoods
  - Lower heights, deep setbacks, and streetscape along Mathilda
  - No need to restrict height on interior of district

Height & Community

Height & Community

Existing Zoning:

- 8 stories
- 75-100 ft
- 25ft min front setback

505 N. Mathilda:

- 6 stories
- 93 ft
- 35ft + front setback

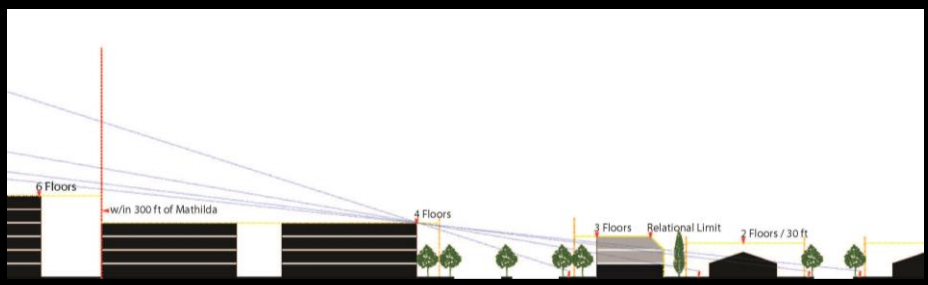
Limiting Height Impacts on Adjacent Neighborhoods

- Front setbacks don't do much
- Street trees aren't tall enough to completely hide upper floors (from adj. neighborhood) and depend on spacing

Limiting Height Impacts on Adjacent Neighborhoods

- Screening trees along rear property lines on east side of Mathilda (poplars) would do more than street trees
- Limiting height along Mathilda has a big impact. But even 4 story buildings would still be visible, especially from further away due to low heights in the neighborhood
- New 2-3 floor development along east side of Mathilda would have the biggest impact, blocking the view of taller development in Peery Park.

Height Limits, Setbacks, and Buffering



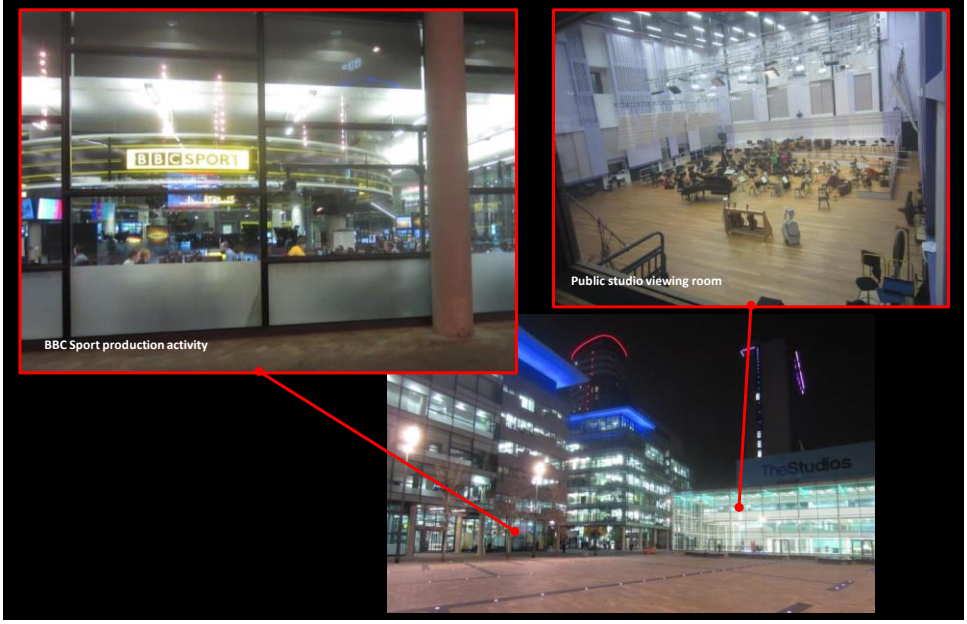
Mathilda Ave. Pine Ave.

Reshape the District: A Center of Knowledge & Innovation

Typical Workplace *Districts*

Have an Inward Focus that Hides Activity

Make Work More Visible: Architecture



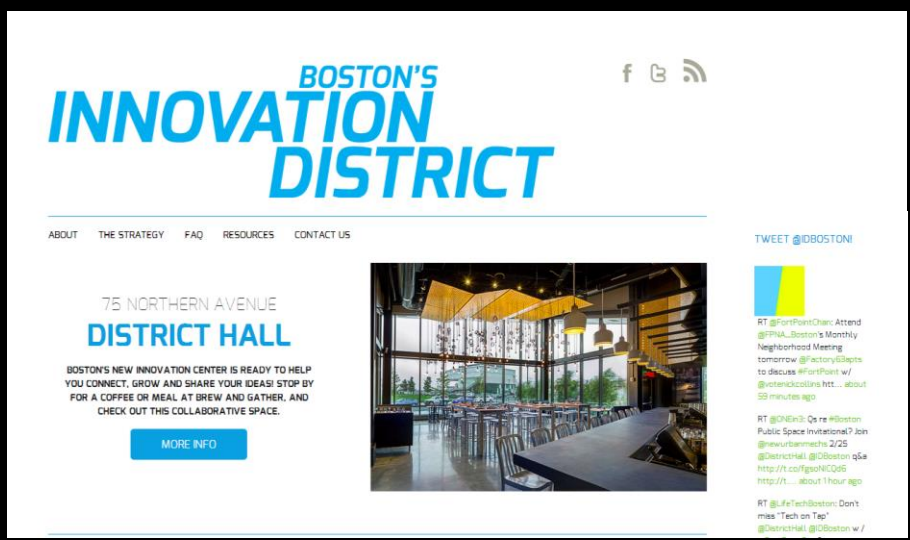
Put Ideas on Display: Technology

Permit and encourage screens, especially in public spaces

Put Ideas on Display: Technology

elevatedigital.com

District Idea Sharing & Networking Portal



District Association

A Center of Knowledge & Innovation

Expand & Tap Into Specialized Local Knowledge

- Architecture and Public Space Design (required)
- District Idea Sharing & Networking Portal

Curate & Support the Innovation Process

- Industry Specific Infrastructure as a Services

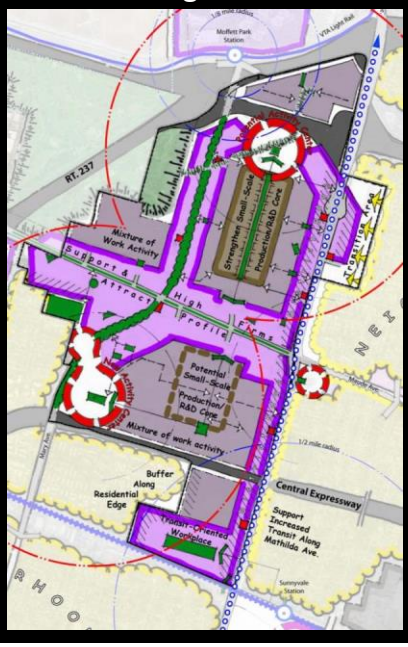
Innovation Anchors

- District Organization
- Startup School
- Higher Education Institutions

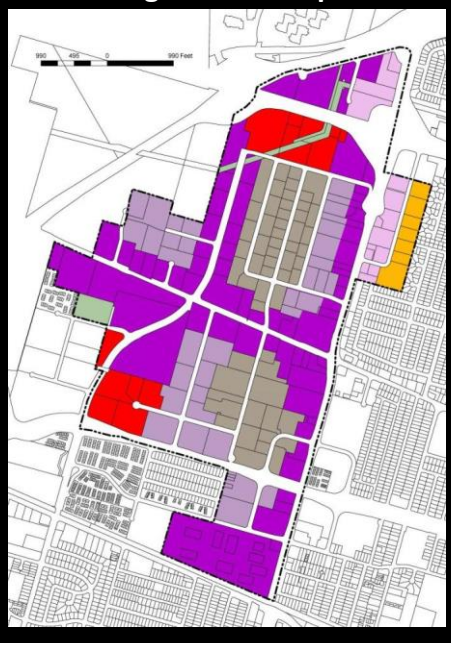
Environmental Best Practices

- Green Technology and Planning Principles

Broad Brush Urban Design Framework



Preliminary District Regulations Map



Preliminary District Regulations Map

Activity Center/Core
- 6 Floors - Potentially Taller Conditional
- Ground Floor Retail Shopfronts
- Minimum Intensity

Innovation Edge
- 6 Floors (4 fl w/in 300 ft of Mathilda)
- Grand Entrances
- Deeper Landscaped Setbacks

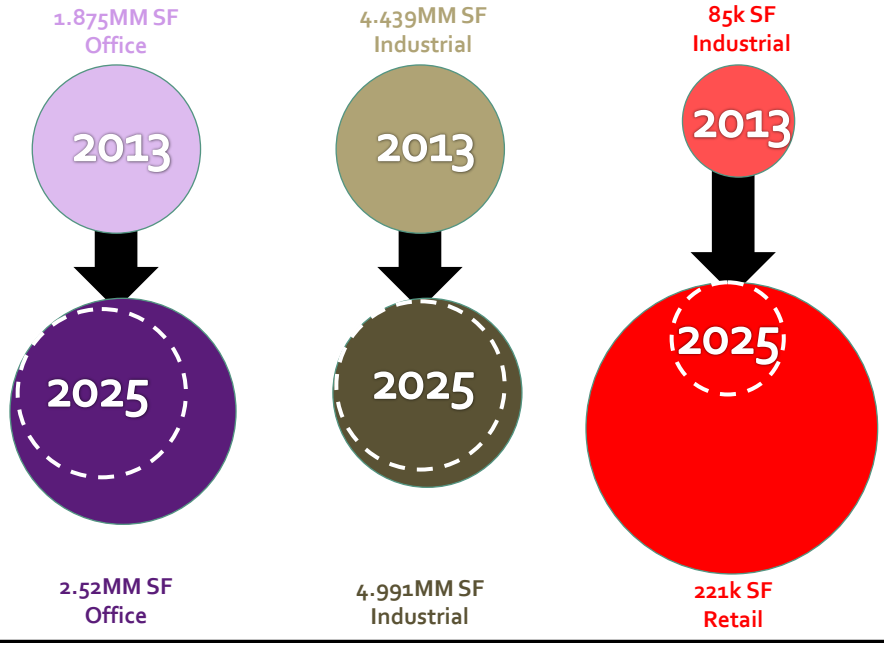
Production Core
- 4-6 Floors
- Fine Grained Ground Floor Space
- Shallower Setbacks to Activate Sidewalks & Make Work Visible
- Limited/Shared Parking

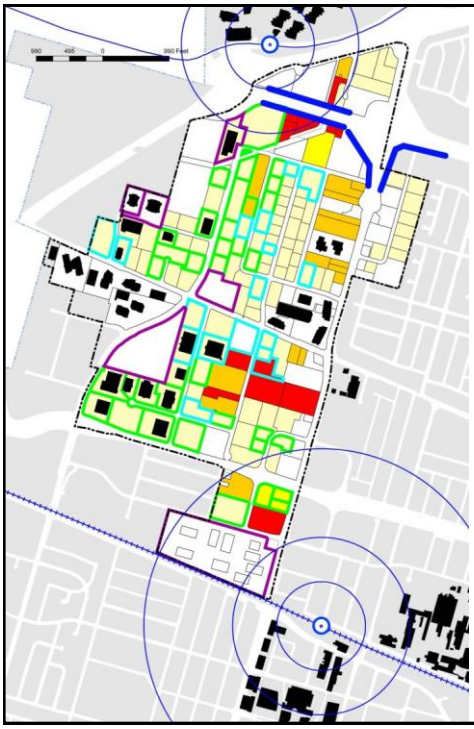
Mixed Workplace Transition
- 4-6 Floors
- Less Strict Ground Floor Requirements

Grand Boulevard
- 2-3 Floors
- Deeper Landscaped Setbacks
- Office, Large Scale Commercial, Hotel, Limited "Retail"

Neighborhood transition
- 2-3 Floor Attached/Stacked Residential, Office

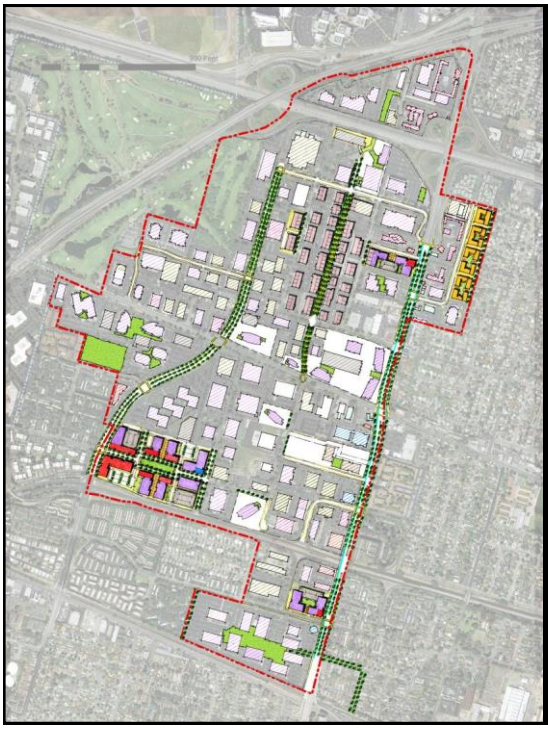
Market Demand & Feasibility





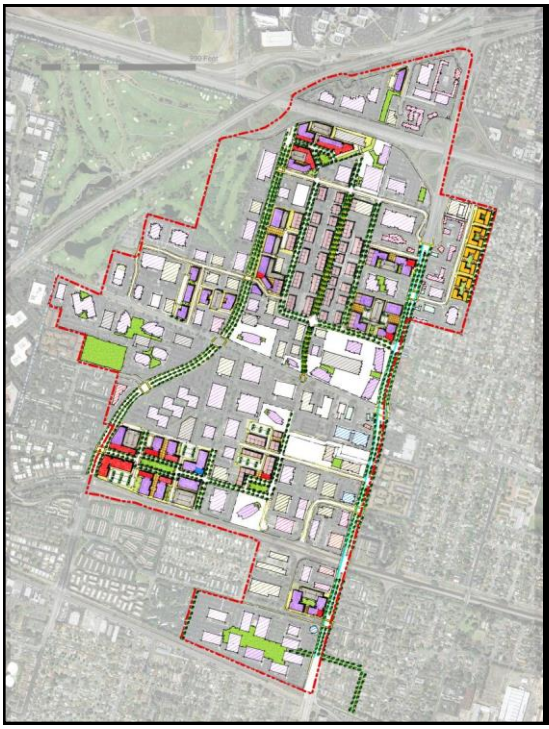
Greatest Opportunities

- Large parcels with high visibility
- Adjacent properties under single ownership near major tenants
- Clusters of large, vacant or highly underutilized properties



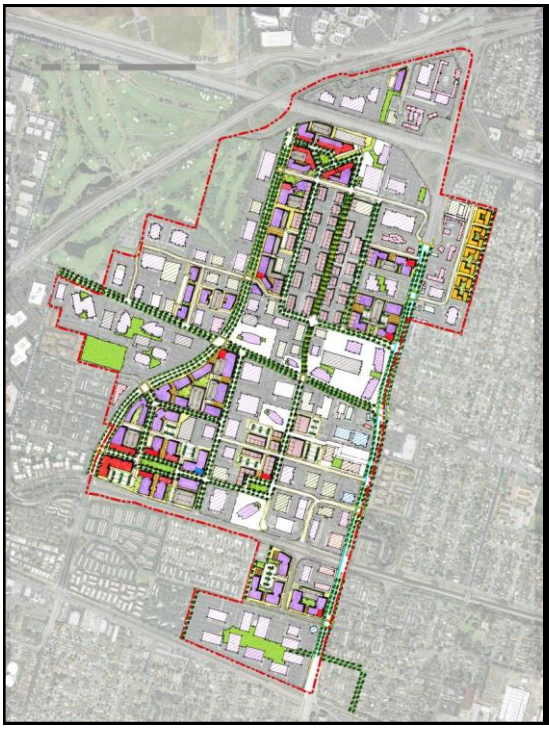
Catalyst Projects

- Activity Center
- Renovation
- Targeted Infill



Market Driven Growth

- High value office redevelopment



Long Term Transformation

- Infill Builds On
  - Activity centers
  - Production cores
  - Office clusters

Community Concerns: Traffic

Workshop #3 Traffic Discussion

Potential Traffic Impacts of District Change

- Traffic Model Analysis of District Buildout

Managing Transportation & Reducing Impacts

- Streetscape Concepts: Walking, Biking, Transit, and Parking Experience Including Landscaping
- Traffic Improvements
- Transportation Demand Management

Transportation Demand Management

Align

City + Transit Agency + Employers + Employees + Residents

Reduce Travel Demand or Redistribute Trips in Space or in Time

Transportation Demand Management

- **Planning/Policy:**
  - Mix of Uses
  - Density
  - Mobility Options
- **Design:**
  - Site/Building Design
  - Streetscape for Ped/Bike/Transit
- **Programs and Resources**
  - Transportation Management Association (TMA)
  - Information, Financial, & Logistical Support
  - Trip Reduction Goals/Targets
  - Implementation & Management
- **Monitoring and Evaluation**
  - Driveway Counts
  - Surveys
  - Penalties for Non-Compliance