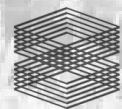


# 2300 BROADWAY

**Historical Resources  
Advisory Committee  
Feb 24, 2022**



TISHMAN SPEYER



400 Castro Street, Mountainview

## Tishman Speyer

- Founded in 1978, Tishman Speyer is a leading owner, developer, operator of first-class real estate around the world.
- Extensive experience redeveloping historically significant sites, understanding the importance of balancing historic character with economic development.
- Creating vibrant, beautiful and environmentally sound communities is essential to our success



Shell Building, San Francisco

## TreanorHL / Nancy Goldenberg

- Based in San Francisco
- Completed more than 1,000 historic preservation projects nationwide
- 100+ Northern California award-winning historic preservation projects
- Ms. Goldenberg's Masters Thesis in Architectural History was on Art Deco ornamentation



Stanford Campus, Palo Alto

## WRNS Studio

- Based in San Francisco
- Community design processes that engage children and youth
- Projects which are beautiful, sustainable, and have a meaningful connection to place.

# Contextual Compatibility



700 Winslow  
Falcone Building



2200 Broadway  
Historic San Mateo  
County Courthouse

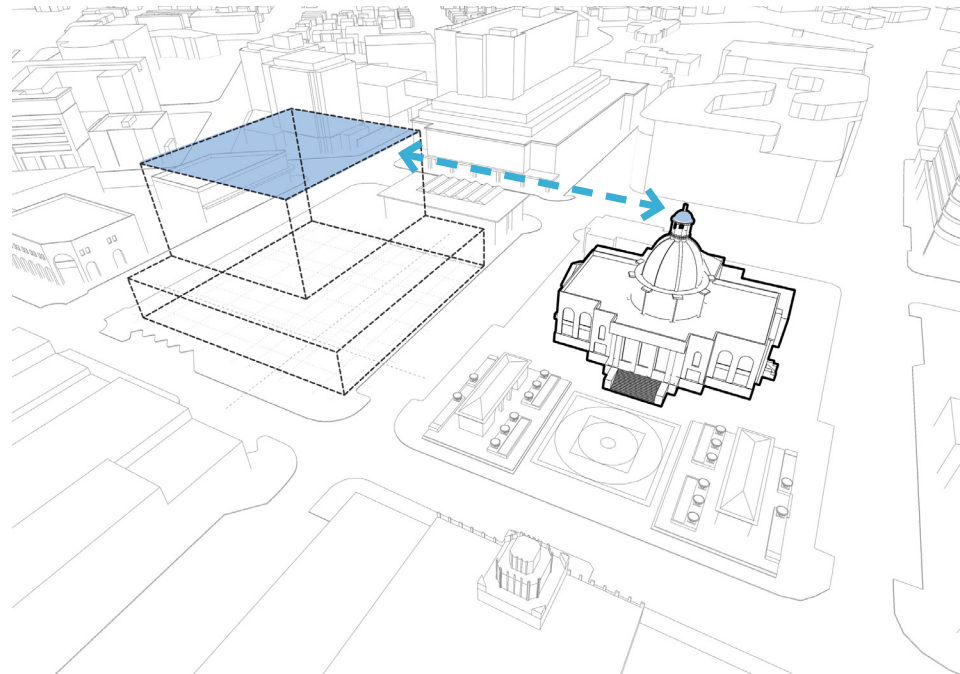


2301 Broadway  
Mayers Bldg  
2317 Broadway  
Sequoia Bldg



2215 Broadway  
Fox Theatre & Wings

# Goals



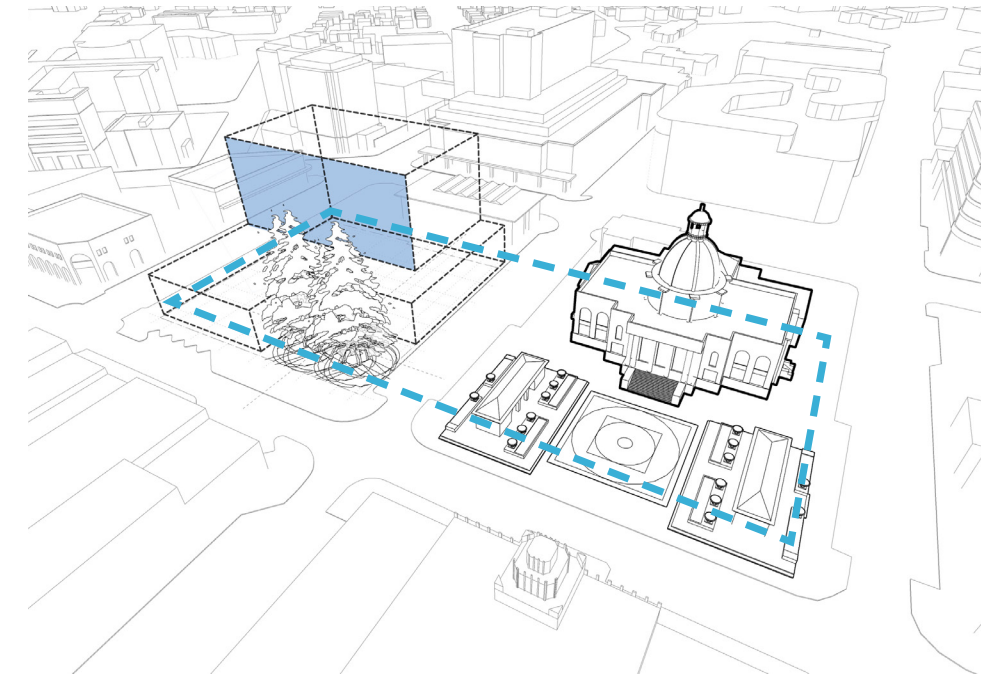
## Respect Historic San Mateo Courthouse Building

Downtown Precise Plan allows 136' height, the Project proposes 112' to respect the height of Courthouse Museum, a precedent that has been set by the community in other nearby projects.



## Save Existing Redwoods

Downtown Precise Plan does not allow setbacks at grade, however, the Project proposes saving the beloved Coast Redwoods.



## Respect the Square

Upper stories of the Project should step back to frame Redwood Grove and Courthouse Square.

# Courthouse Square



Fiestas Patrias



Music in the Square

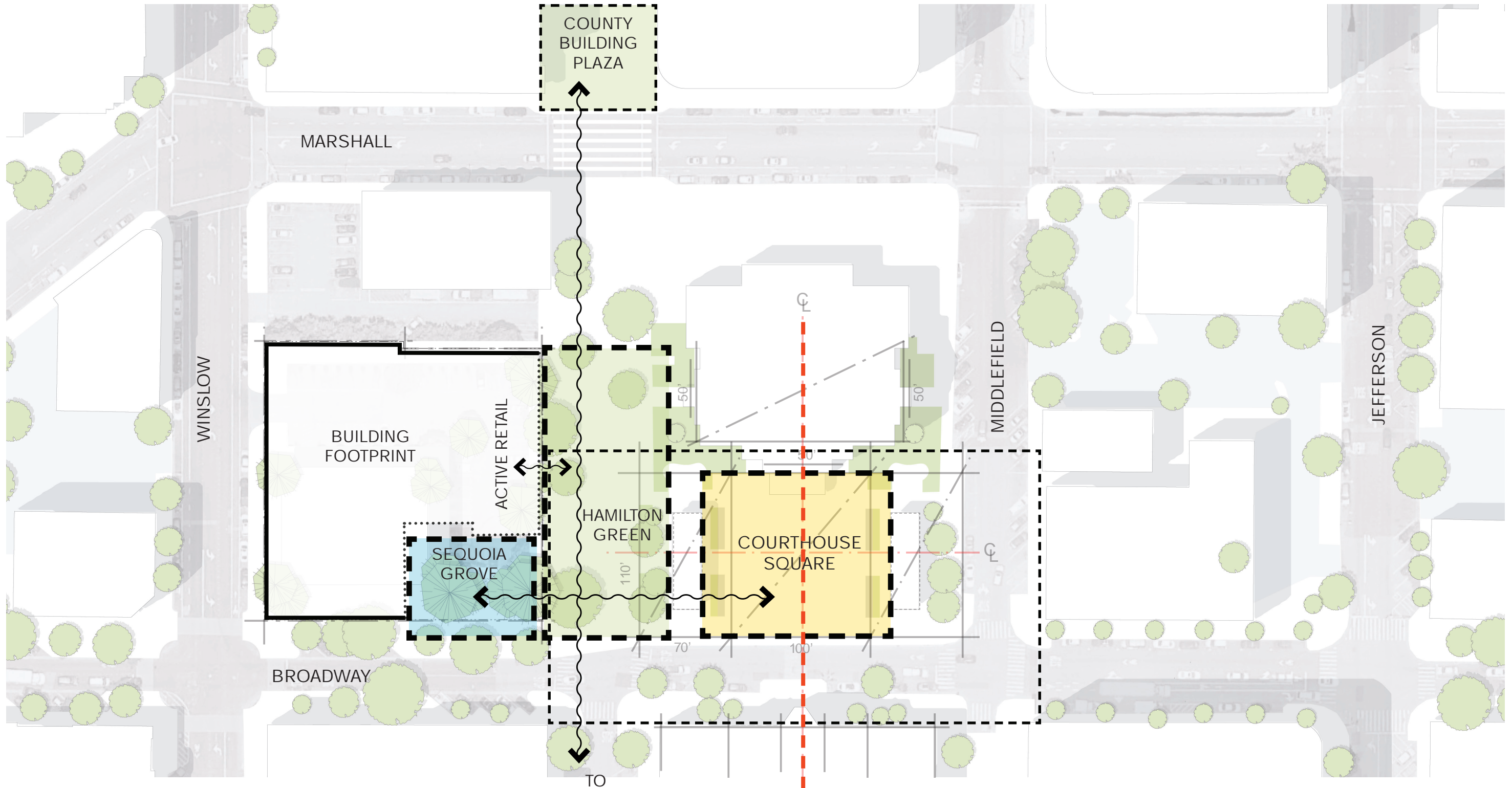


Movies in the Square

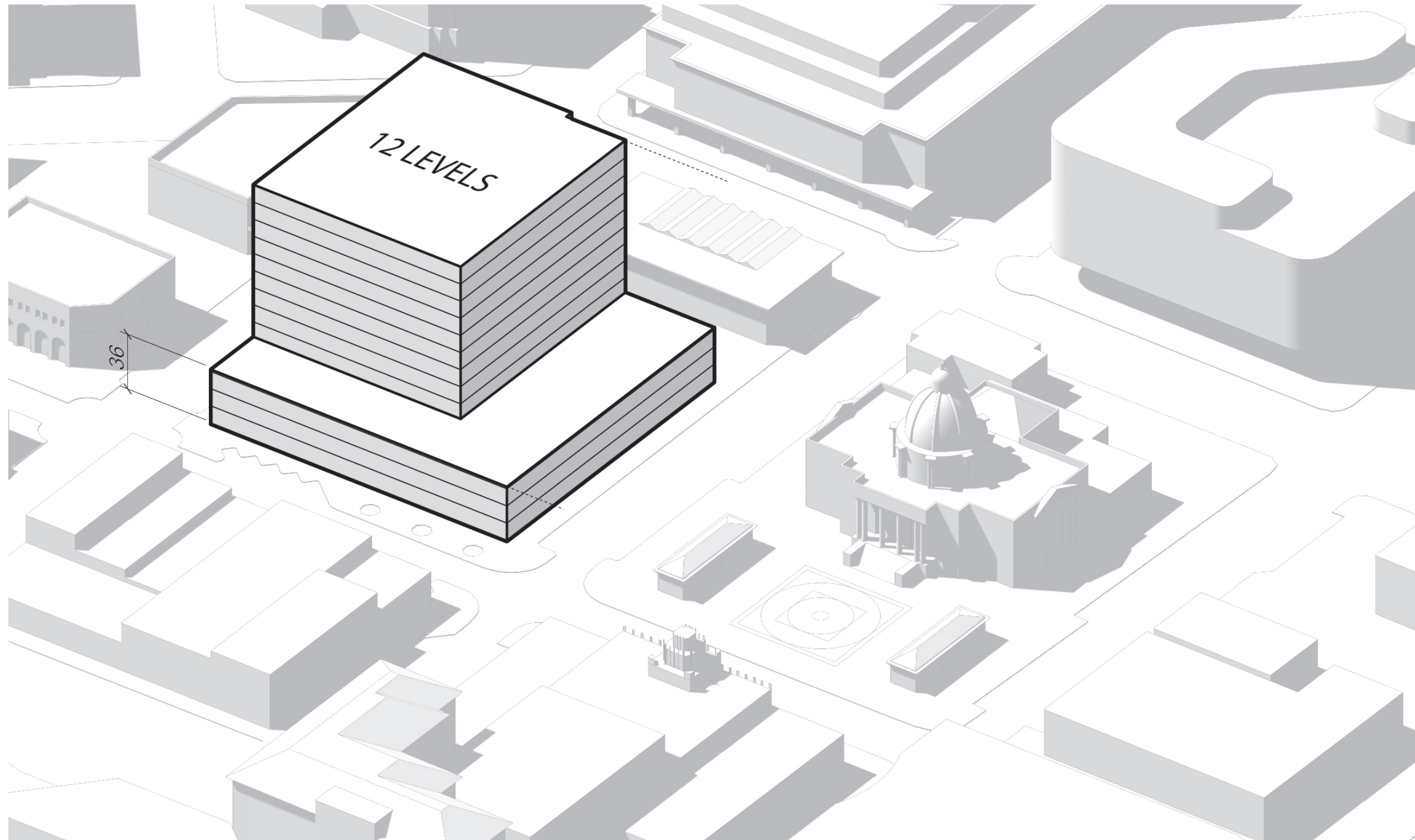


Fox Theatre

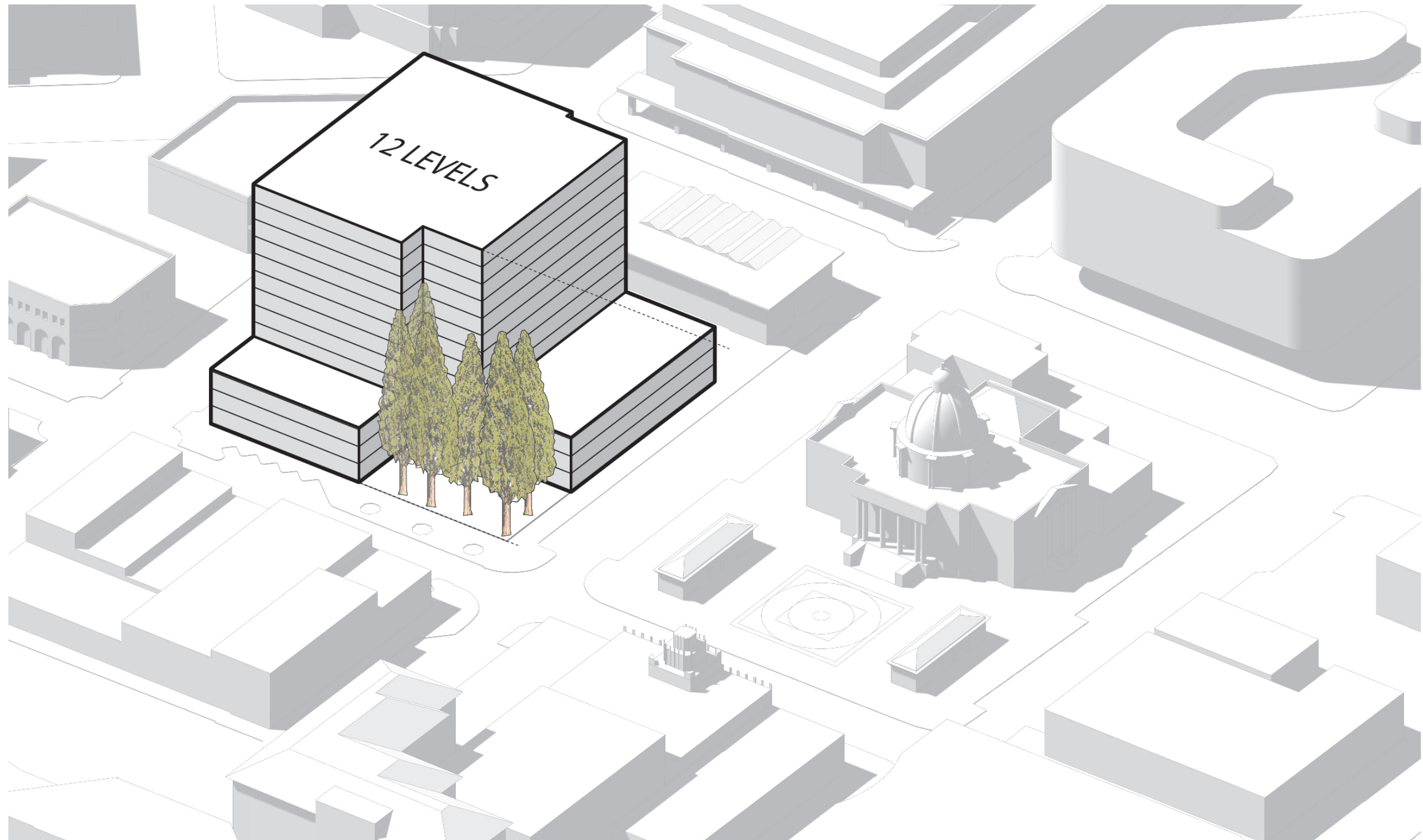
# Courthouse Square



# DTPP Prescribed Massing

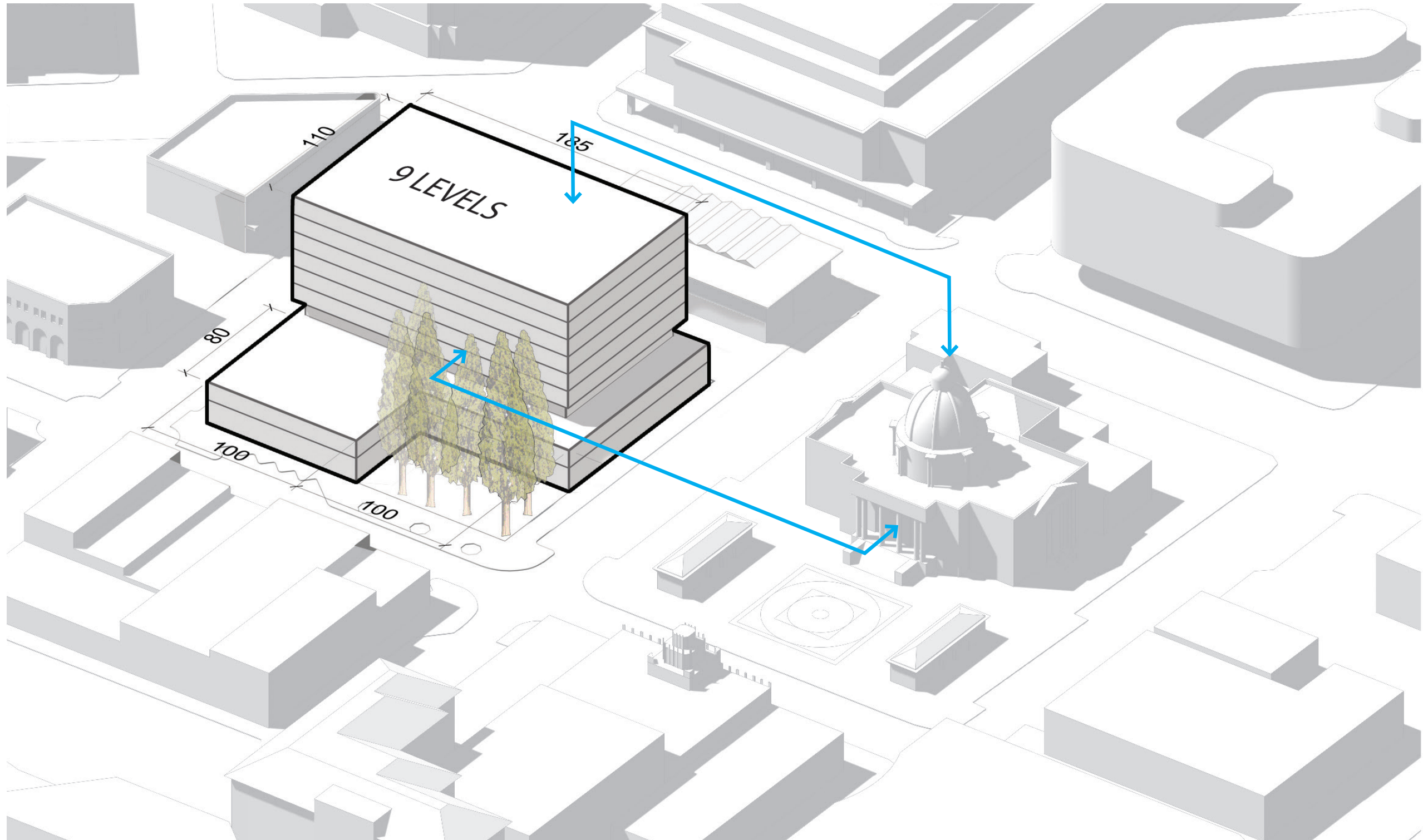


# Preserve Redwoods

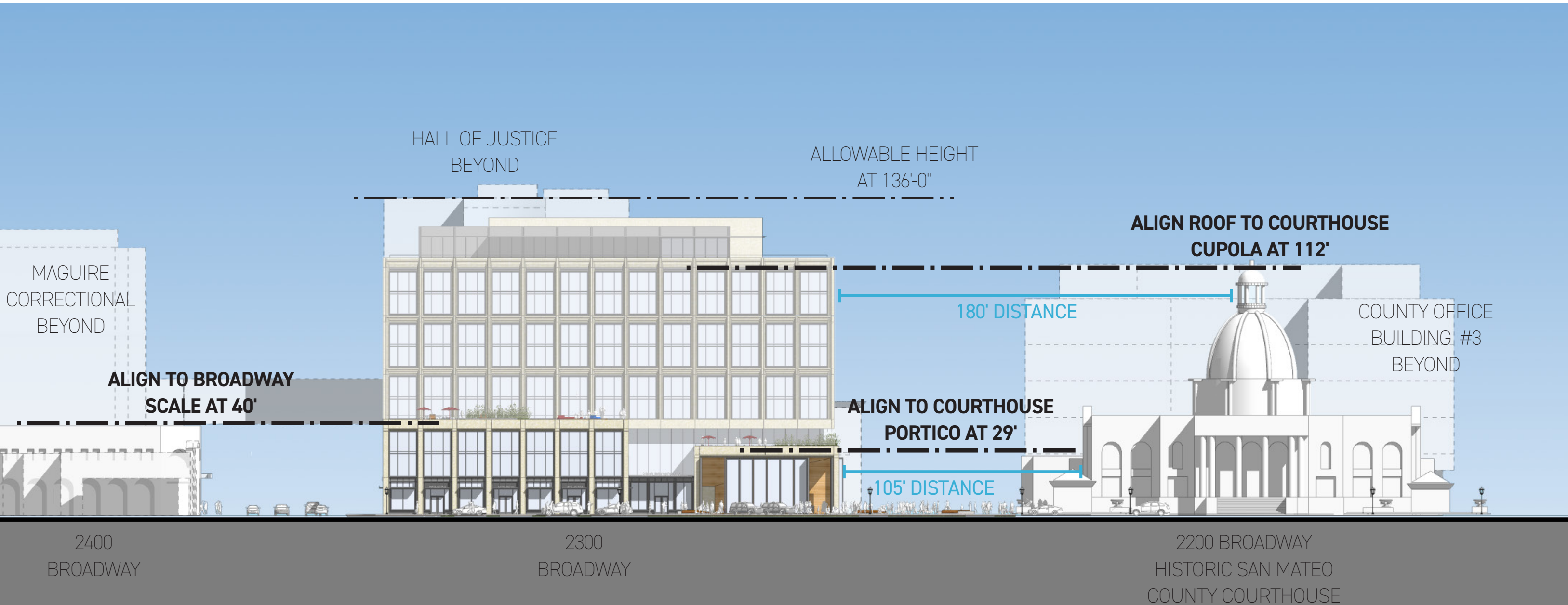




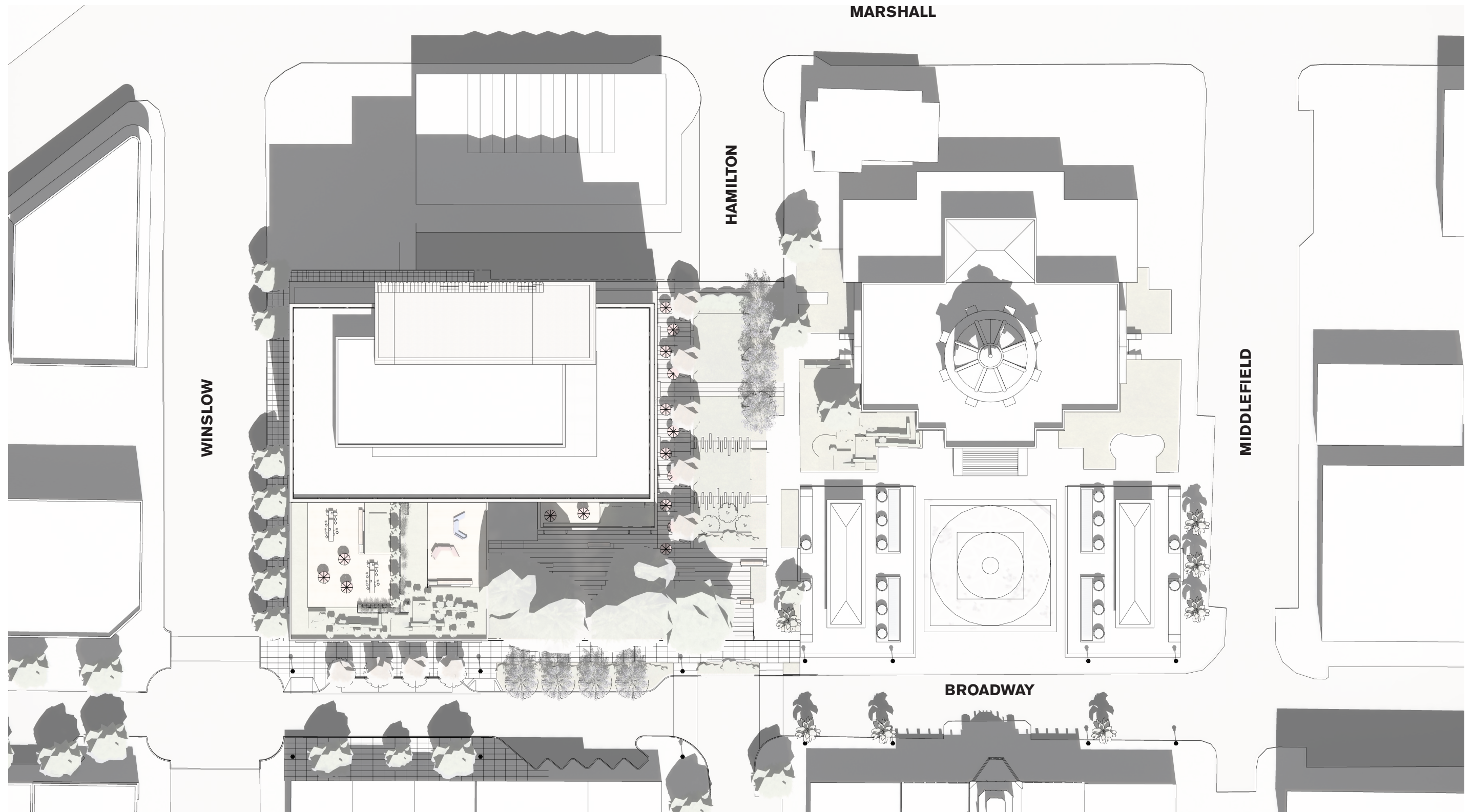
# Respect the Courthouse



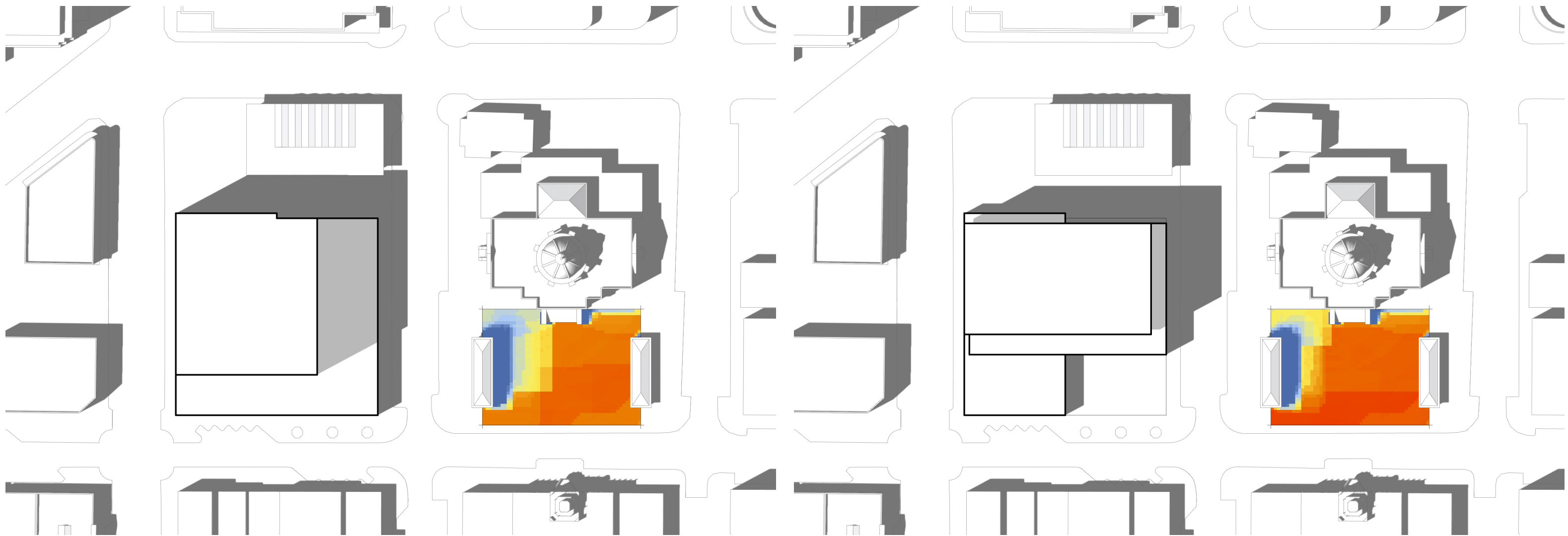
# Key Scale Alignments



# Shadow Study | 12pm Spring Equinox



# Infrared Study (5pm)



## DTPP Prescribed Massing

379,000 kWh / yr

Baseline

## North Massing

396,400 kWh / yr

5% Sunlight Increase

# Historic Preservation Requirements

- Contextual Compatibility
- Secretary's Standards
  - Especially 3 & 9
- Redwood City DTPP
  - Character Requirements
  - Art Deco Style



# Contextual Compatibility



700 Winslow  
Falcone Building



2200 Broadway  
Historic San Mateo  
County Courthouse



2301 Broadway  
Mayers Bldg  
2317 Broadway  
Sequoia Bldg



2215 Broadway  
Fox Theatre & Wings

# Art Deco Style

## E) Art Deco

The Art Deco Character Type is inspired by Art Deco and its related architectural styles—such as Streamline Moderne, WPA Moderne, Art Moderne, and Roadside Moderne. Related exotic decorative architectural styles such as Gothic and Egyptian have also influenced this character type. Art Deco first emerged as a shift in architectural and commercial fashion in between the First and Second World Wars, inspired by changes in machine technology and popular taste.

### 1. Standards

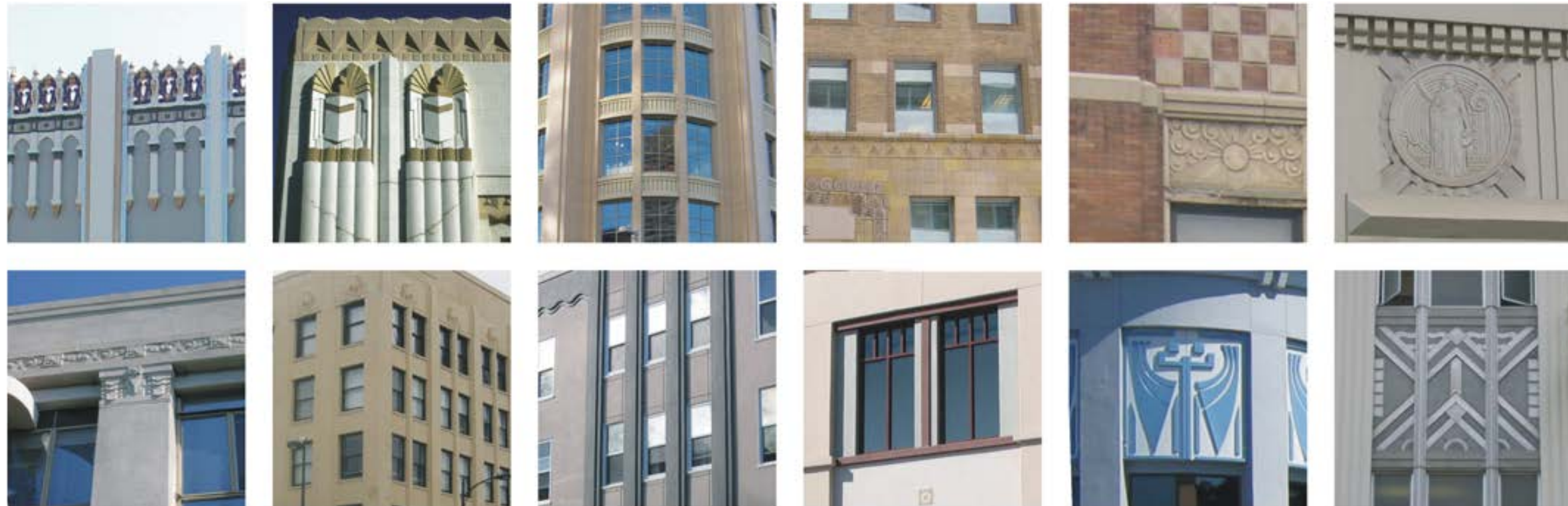
- a. The Art Deco Character Type shall be permitted as shown on the Architectural Character Chart.

### 2. Guidelines

- a. Roofs should be flat, with an ornamented parapet.
- b. Building Base and Building Middle Caps shall be simple horizontal belt courses or an ornamented frieze. Building Top Cap should be an ornamented frieze or shaped parapet. Ornamented friezes should feature bas reliefs. Shaped parapets should have a stepped “wedding cake” pinnacle over the main building entrance.

- c. Wall cladding should be brick, stone, stucco, terra cotta, or ceramic tile. Only one primary cladding material should be used within each Façade Height Articulation Element, but materials may vary from element to element.
- d. Trim materials should be stucco, ceramic tile, terra cotta, or polished metal. Multiple trim materials may be used.
- e. Ornamental spandrel panels should be applied above and below windows and as Building Top Caps, creating the appearance of vertical bands. Bas relief ornamental motifs of Art Deco—such as fan-like shapes, zigzag elements, sunbursts, chevrons, stepped arches, and stylized foliage—should be used. Glass blocks may also be used as ornamentation.
- f. Verticality should be emphasized with angled or stepped pilasters running vertically through the entirety of Height Articulation Components, or the entire façade located between each vertical row of windows, or every other vertical row of windows. These pilasters should terminate in one of the following manners:
  - Terminate just above the bottom of the Building Top Cap, or run through the Building Top Cap and terminate several inches above it. In either case, the face of the pilasters should sit at least 3 inches forward of the face of the Building Top Cap in plan, creating the impression of a buttress.

- Terminate directly below the Building Top Cap, creating the impression of a supporting column. In this case, the face of the pilasters should be flush with the face of the Building Top Cap in plan, and should be capped with a base relief capital featuring and two-dimensional ionic capital or other Art Deco motif.
- g. Building Base and Building Middle Caps shall be simple horizontal belt courses or a stepped cornice. Building Top Caps should be ornamented friezes featuring ornamental spandrel panels.
  - h. Bay windows should be polygonal in plan. The angles of the inside corners of the bay should be 135 degrees.
  - i. Window shapes should be simple and rectangular.
  - j. Building Middle and Building Top windows should be clear and should not be tinted, should be inset a minimum of 3 inches from the adjacent wall plane, and should be of the double- or single-hung type.
  - k. Building Middle and Building Top windows should feature a prominent but simple sill and little or no surround and lintel.
  - l. Wall colors should be limited to white, tan, or light pastel colors. Only one primary wall color material should be used within each Façade Height Articulation Element, but colors may vary from element to element.



# Development



**Application #1**



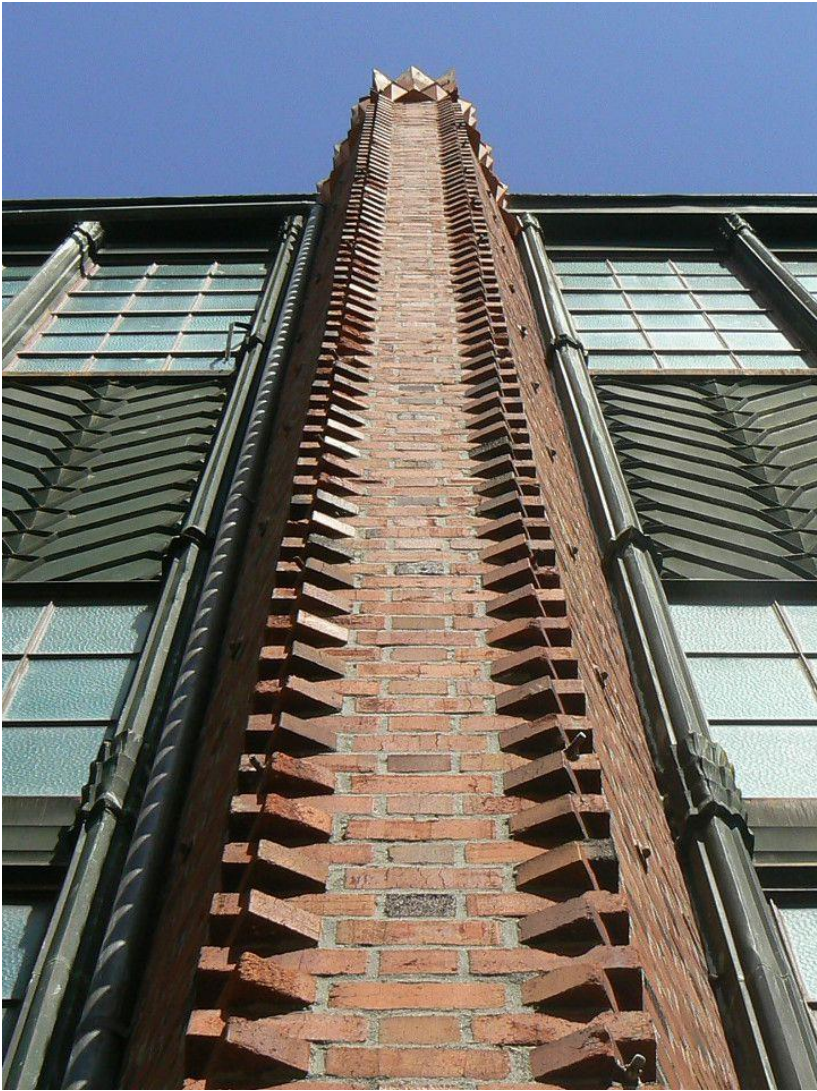
**Application #2**



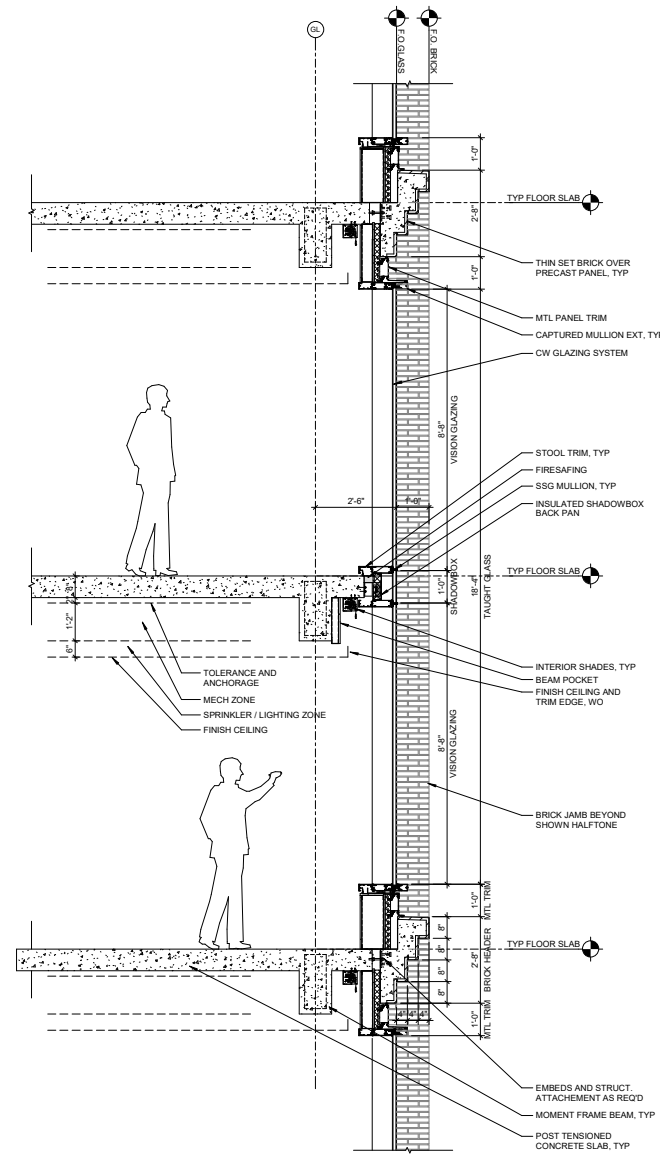
# Roofs, Parapets, & Wedding Cake Stepping



# Materials, Cladding, & Color



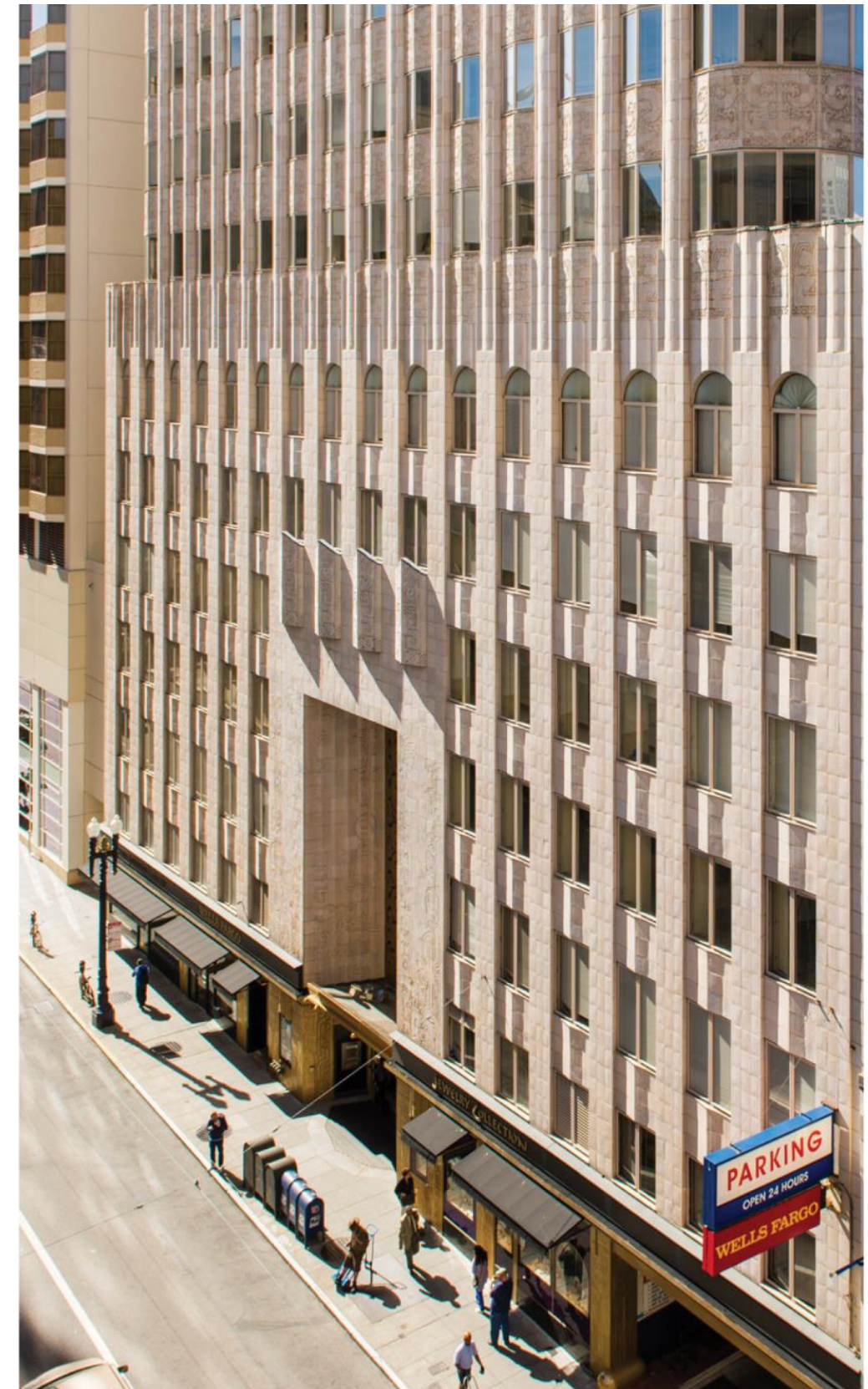
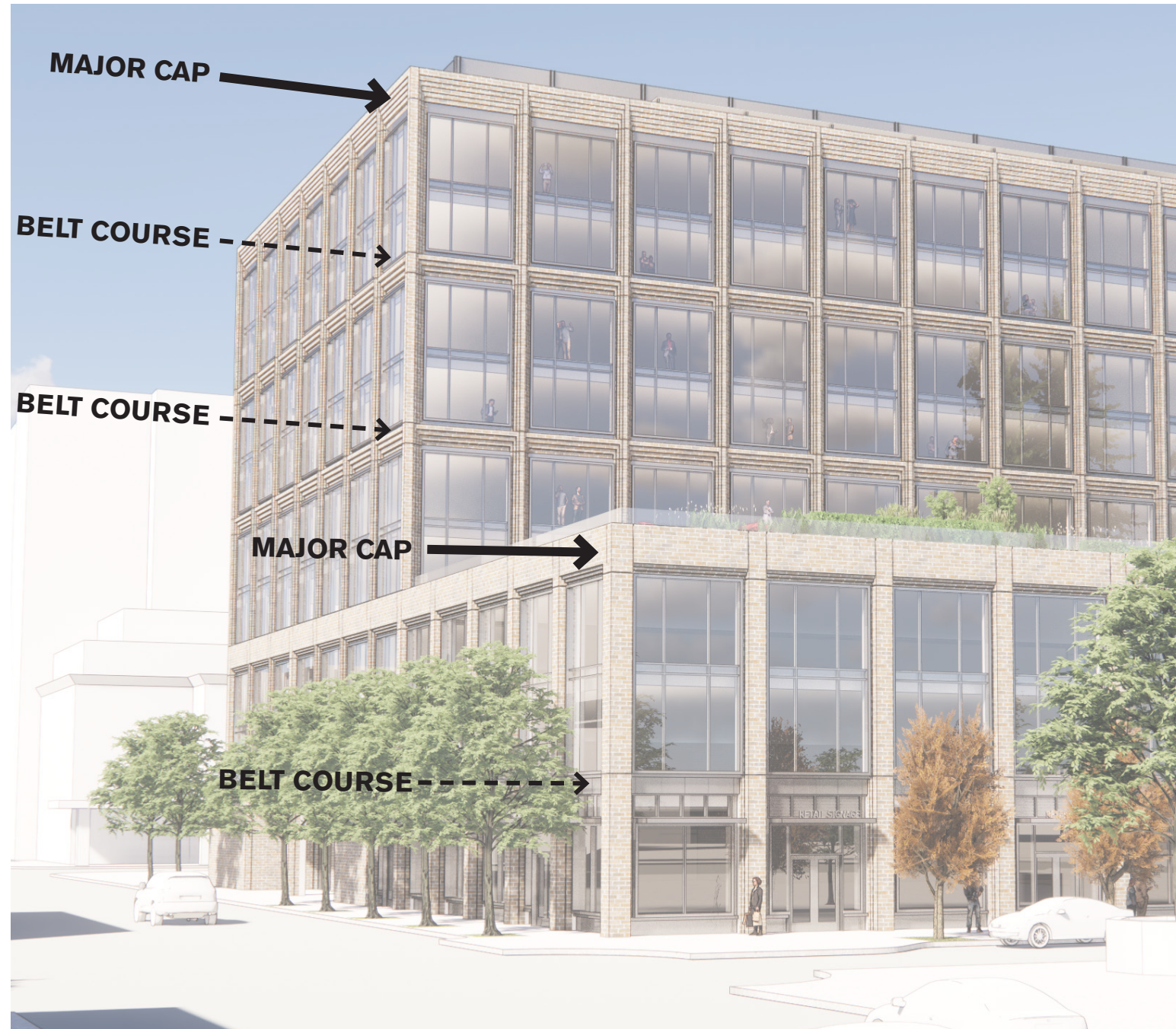
# Windows & Spandrel Panels



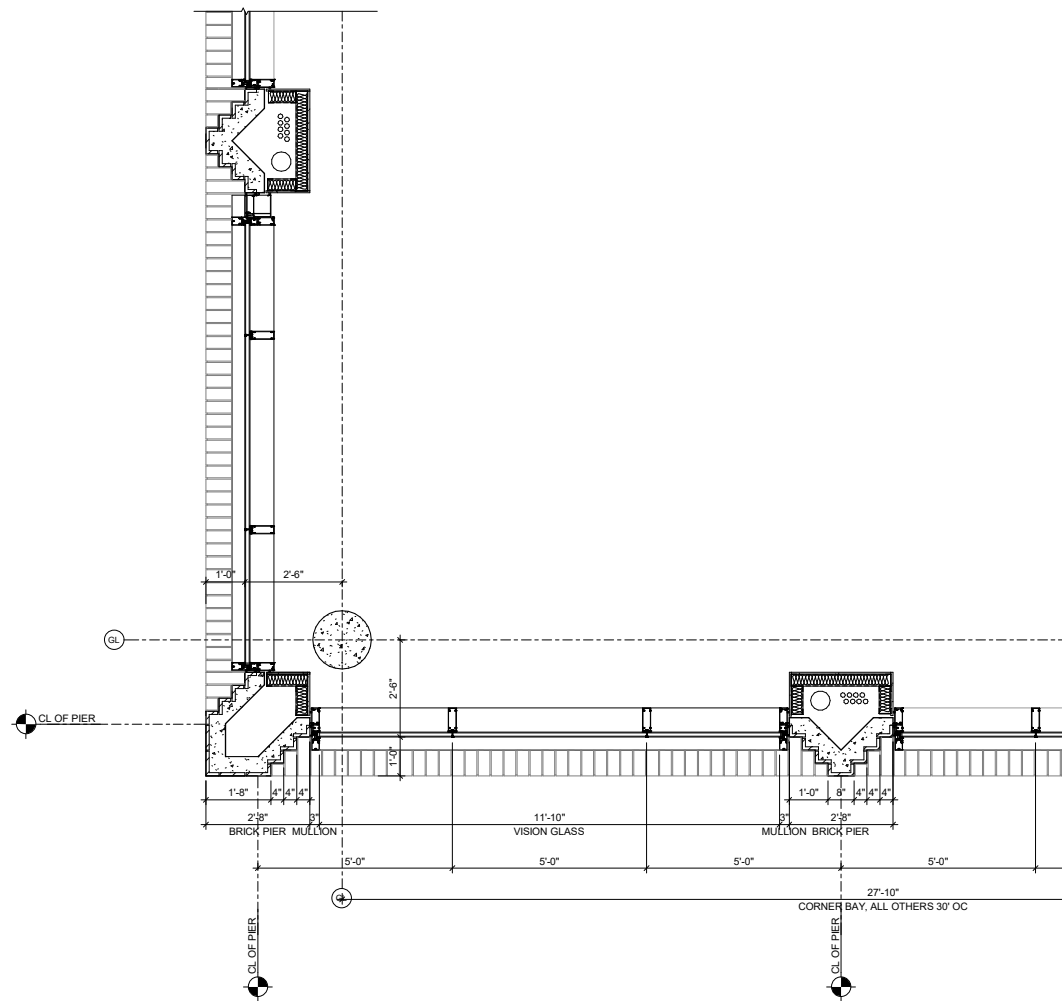
# Verticality



# Belt Courses



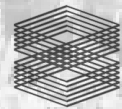
# Zigzag Motifs





# 2300 BROADWAY

**Thank you for  
your time.**



TISHMAN SPEYER

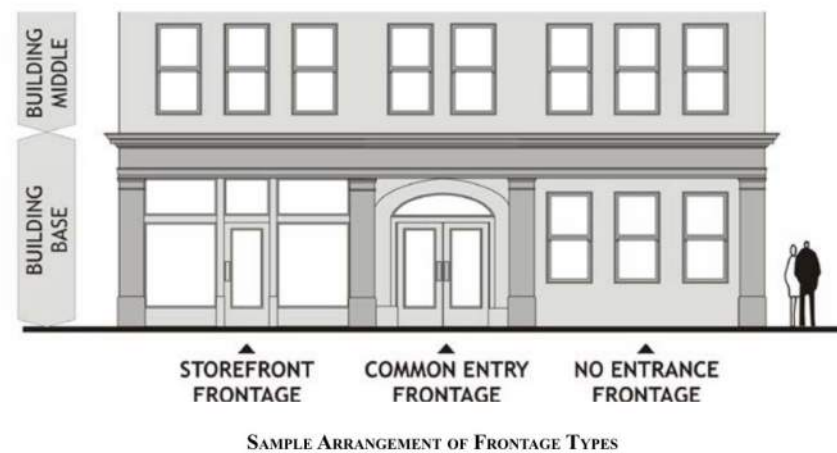
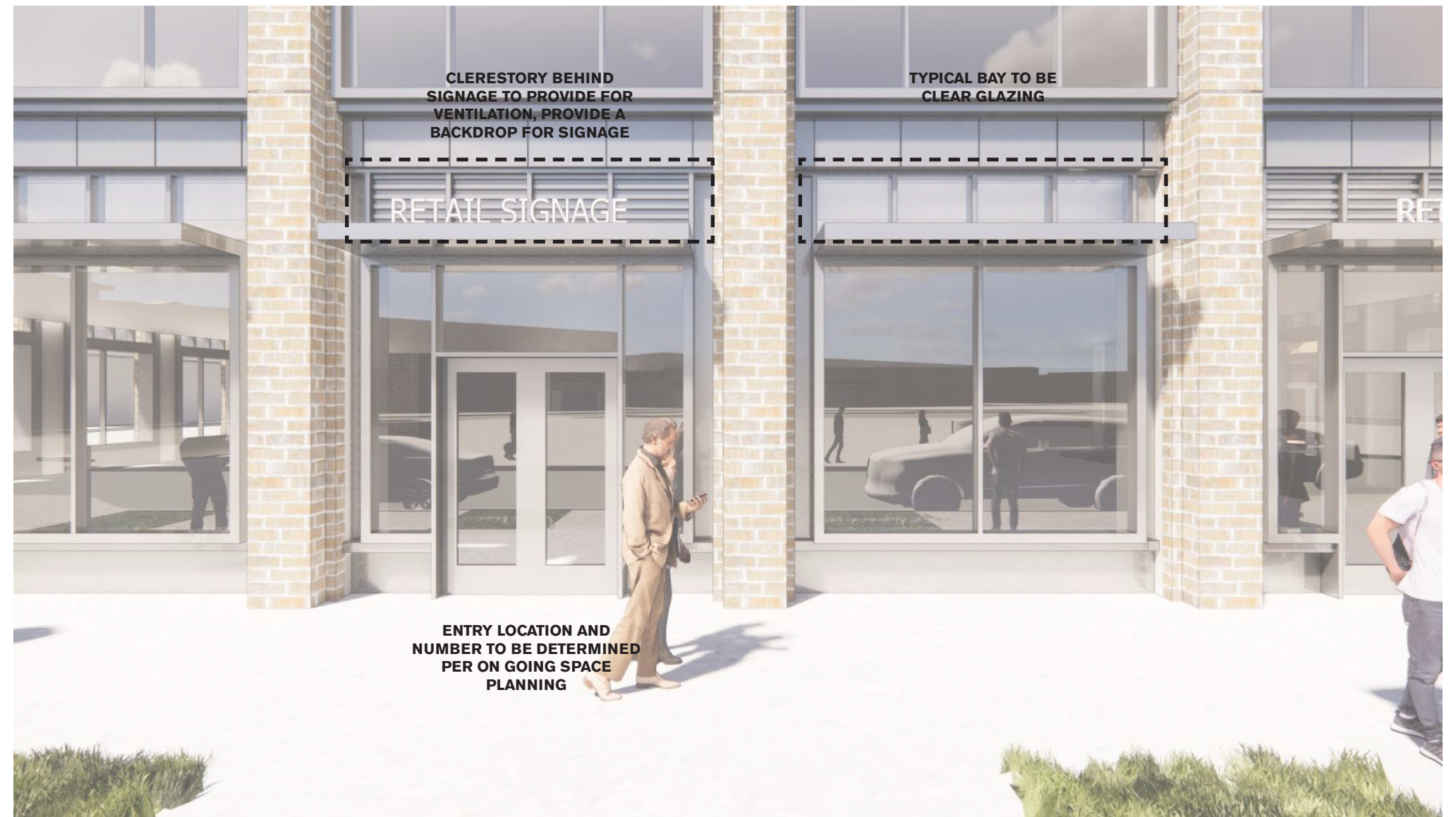


# COMPOSITION | DETAILING PER DTPP

## DTPP 2.8.4.A.2.B GUIDELINES

Each Storefront bay should contain the following elements:

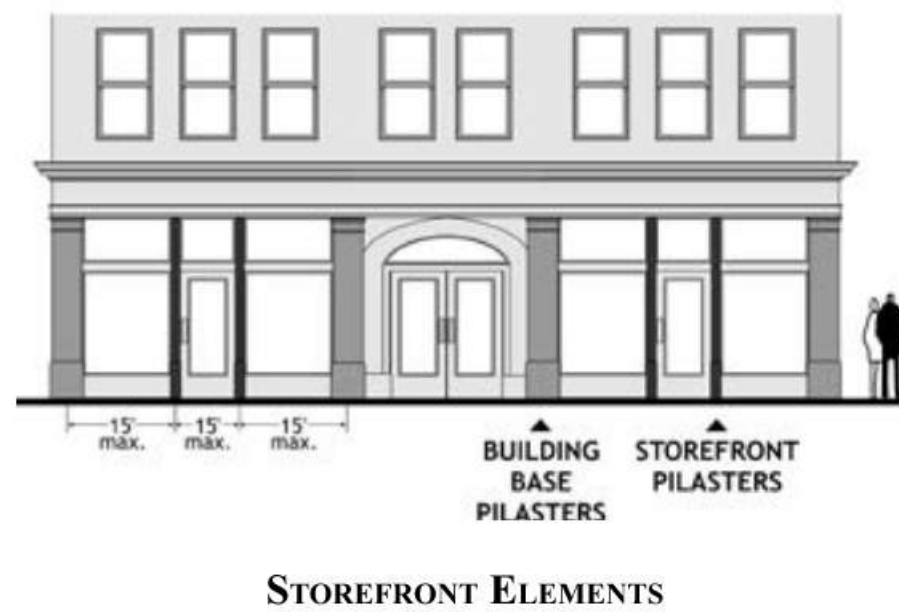
- One entrance. Business occupying more than one bay, when permitted per Section 2.2.3, may be permitted to provide only one Storefront bay with a door, while the remaining Storefront bays may exclude doors.
- Clerestory and/or transom windows. Where height permits, they should be used above doors and display windows to provide a continuous horizontal band or row of windows across the upper portion of a Storefront.



# COMPOSITION | DETAILING PER DTPP

## DTPP 2.8.4.A.2.D GUIDELINES

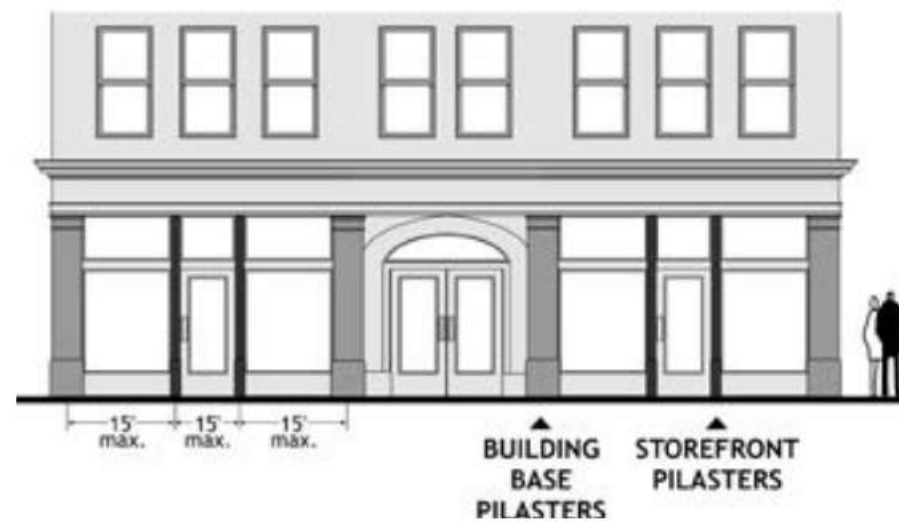
Storefront pilasters and Building Base Pilasters should have a maximum spacing of 15 feet within Storefront frontage areas.



# COMPOSITION | DETAILING PER DTPP

## DTPP 2.8.4.A.2.D GUIDELINES

Storefront pilasters and Building Base Pilasters should have a maximum spacing of 15 feet within Storefront frontage areas.



STOREFRONT ELEMENTS

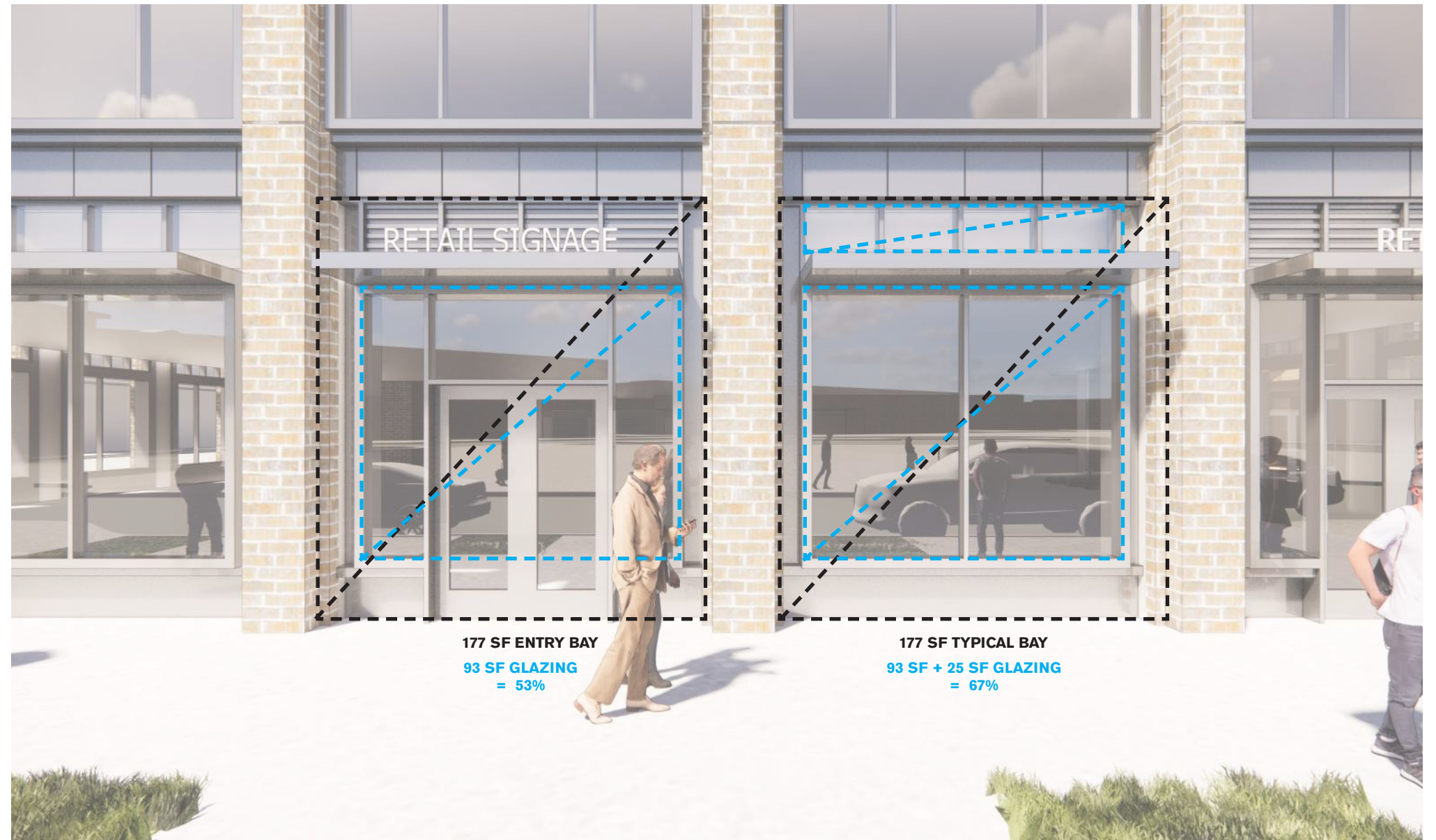
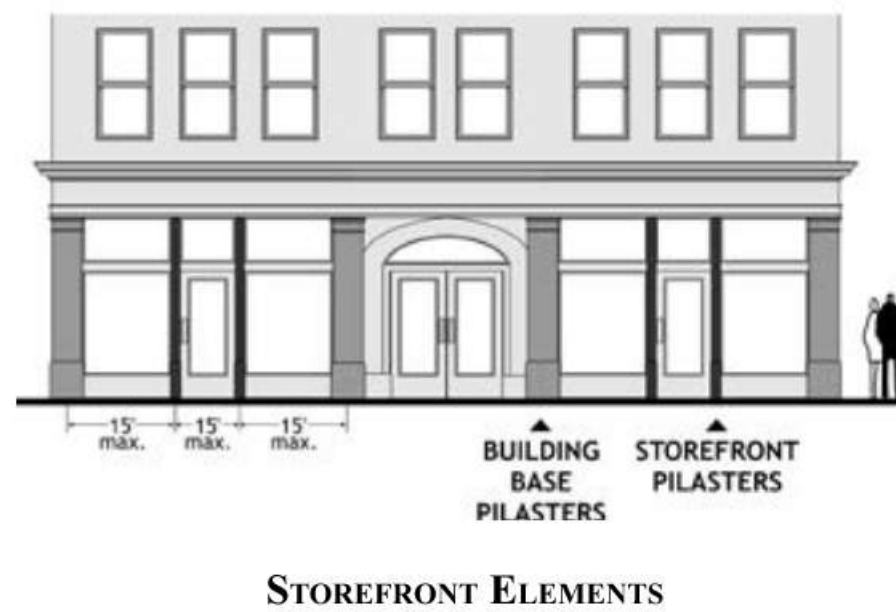


# COMPOSITION | DETAILING PER DTPP

## DTPP 2.8.4.A.2.F GUIDELINES

Windows within Storefront frontage should conform to the following guidelines.

- Glazing ratio: Overall wall composition within should contain at least 50%, but no more than 80% glazing

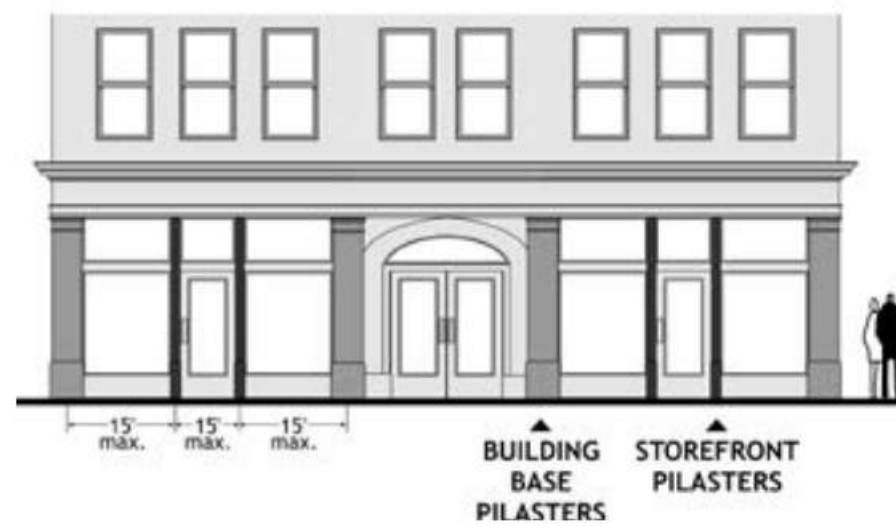


# COMPOSITION | DETAILING PER DTPP

## DTPP 2.8.4.A.2.F GUIDELINES CONT.

Windows within Storefront frontage should conform to the following guidelines.

- Proportion: A vertical proportion of window panes or window openings (3:2 to 2:1 height: width ratio) should be used. Openings may be composed of a series of vertically proportioned panes or frames.



STOREFRONT ELEMENTS

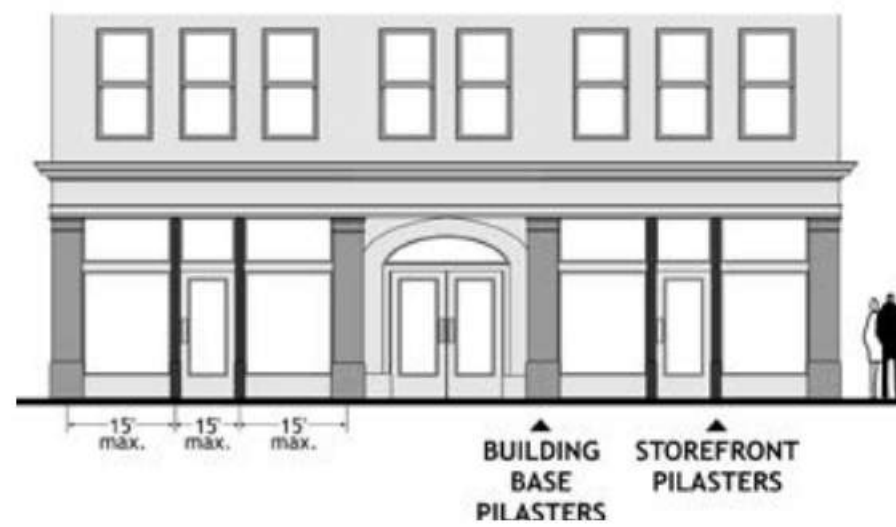


# COMPOSITION | DETAILING PER DTPP

## DTPP 2.8.4.A.2.F GUIDELINES CONT.

Windows within Storefront frontage should conform to the following guidelines.

- Depth of glazing: Window frames shall not be flush with walls. Glass should be inset a minimum of three (3) inches from the surface of the exterior wall and/or frame surface to add relief to the wall surface.



STOREFRONT ELEMENTS

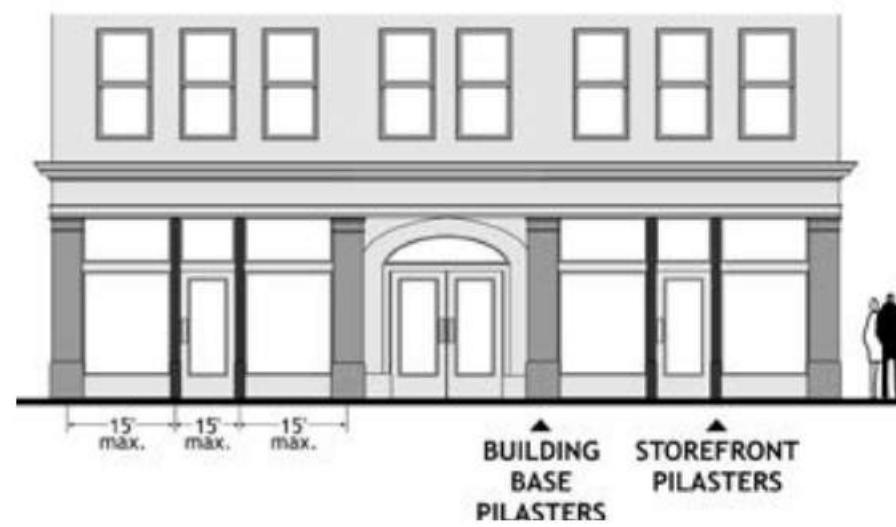


# COMPOSITION | DETAILING PER DTPP

## DTPP 2.8.4.A.2.G GUIDELINES

Doors within Storefront frontage should conform to the following guidelines.

- Doors at Storefronts should include windows of substantial size that permit views into the establishment.
- Doors at Storefronts should match the materials, design and character of the display window framing.



STOREFRONT ELEMENTS

