



It's A New Day!





June 6th - August 29th
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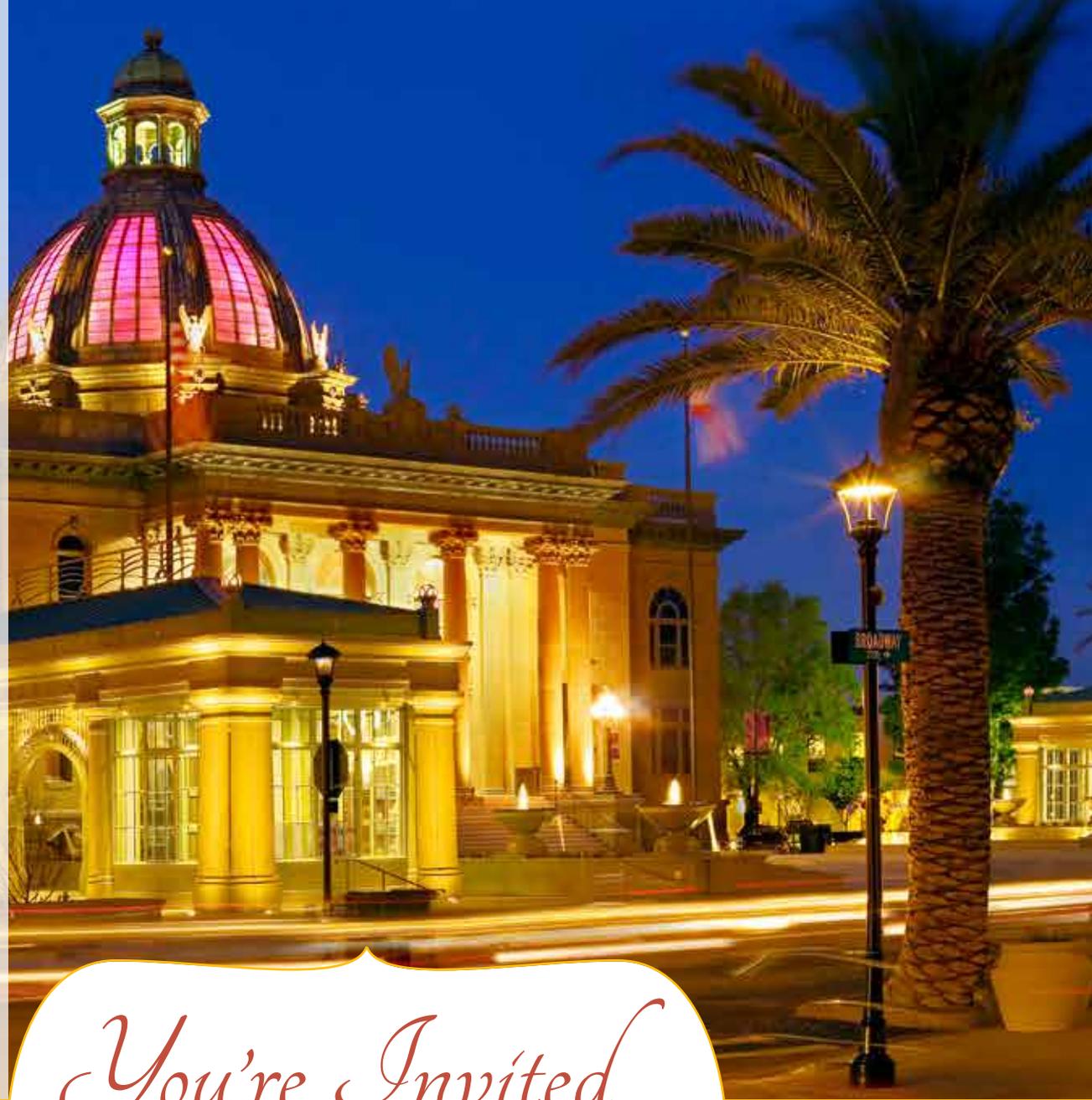
July 26th

Downtown Redwood City

Hometown
Holidays



December 6th
The Annual Children's Festival
& Fireworks Show



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WELCOME TO DOWNTOWN Redwood City!



Welcome to a “New Day” in Redwood City!

Thanks to the vision of our City Council past and present, a lot of hard work by our staff, and the community’s support, we have truly arrived at a “New Day” here in downtown Redwood City. I hope you enjoy our beautiful downtown replete with a variety of culinary delights, boutique shops, a 20-screen movie complex, theaters and events on Courthouse Square. All these amenities have earned us

the title of the “Entertainment Capital of the Peninsula.”

When you combine what you already see with what is coming to our downtown, this is truly an exceptional and exciting time in Redwood City’s history. Under construction is Crossing 900, a 300,000-square-foot “class A” office complex set for completion in 2015. It will come with additional

amenities and night and weekend parking in our downtown. There are more than 1,600 downtown housing units in the works, with the first complex having already opened in spring of 2014. Our multimodal transportation program Connect, Redwood City! makes our downtown pedestrian and bike friendly. Connect, Redwood City! ties together all our public transportation options of train, bus, vanpool, shuttles and bike share to make it easy and enjoyable to get around our downtown.

This directory will help guide you around our fun and diverse downtown. It includes an updated 2014 downtown parking map highlighting the FREE evening and weekend parking at the San Mateo County parking garage on Middlefield near Veterans Boulevard.

On behalf of the City Council, our downtown merchants and city staff, we thank you for visiting and patronizing our downtown!

Sincerely,

Robert B. Bell
City Manager

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he Redwood City Downtown Business Directory is an annual publication that highlights the businesses and activity downtown. It is published by The Spectrum Magazine of Redwood City with support from the City of Redwood City and downtown businesses. Please join us in celebrating downtown Redwood City!



www.spectrummagazine.net
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If you are a downtown Redwood City business and you are not included in this year's directory, please contact Steve Penna at 650-368-2434 or penna@spectrummagazine.net to make arrangements to be included in next year's directory.

WEBSITE:

redwoodcity.org
www.spectrummagazine.net

FACEBOOK:

Parks & Programs: Search for Redwood City Parks, Recreation & Community Services

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Redwood City Downtown Business Group



The Downtown Business Group was established to create an involved, active and relevant business community in downtown Redwood City, to enhance the vibrancy and economic activity downtown, and to support the city's officially adopted Downtown Precise Plan.

VISION:

Downtown Redwood City is a vibrant, vital and attractive place for people to live, work and shop. It is also a place to enjoy civic and cultural life within a setting that respects and capitalizes on the unique and historic character of Redwood City.

GOALS:

- Create a friendly environment for a diversity of people and uses
- Respect the historic character, architecture and cultural heritage
- Activate our central downtown public gathering spaces and create an accessible, safe, attractive and convenient downtown
- Create an economically viable downtown

SPONSORS:

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Redwood Massage & Sauna
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 San Mateo County Historical Association
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 Sola Salons
 State Farm Insurance
 St Regal Jewelers
 Stuff on the Square
 Suisha House
 Tonia Office
 United American Bank-Redwood City
 Unleashed Art Gallery
 Wells Fargo Bank
 Where Travel Magazine
 Yoppie Yogurt

HOW TO GET HERE

Getting to downtown Redwood City is a snap! We have easy freeway access and are well connected to regional transit systems. We are located in San Mateo County in the center of the San Francisco Peninsula. Courthouse Square in downtown Redwood City is easily accessible by car, train and bus. There are free parking options in the garage at 750 Marshall St., and the train station is also right downtown.

BY CAR

Highway 101 – If you are coming from north of Redwood City, take the Whipple Avenue exit. The off-ramp will turn into Veterans Boulevard. At the light, don't turn on Whipple but proceed straight for another quarter-mile or so. Turn right on Jefferson Avenue and you are there! From south of Redwood City, take the Woodside Road exit. Take Woodside Road south for about a half-mile, and then turn right on Middlefield Road. After another half-mile or so, you have arrived!

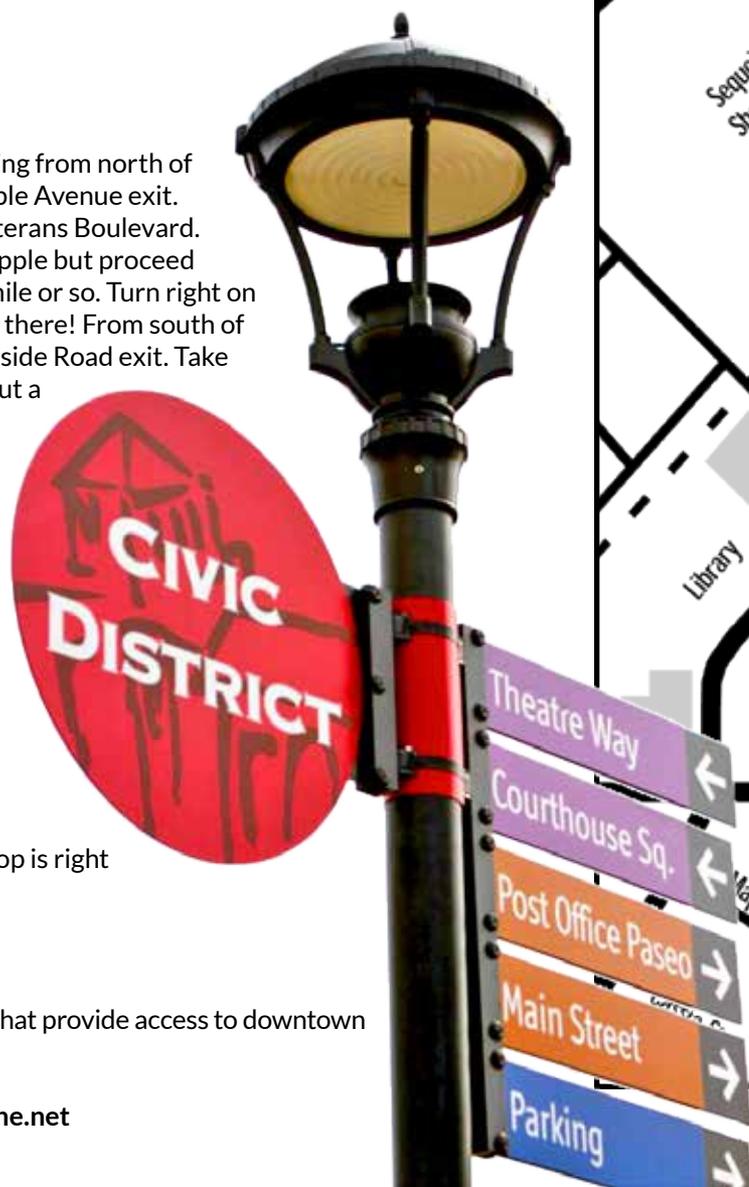
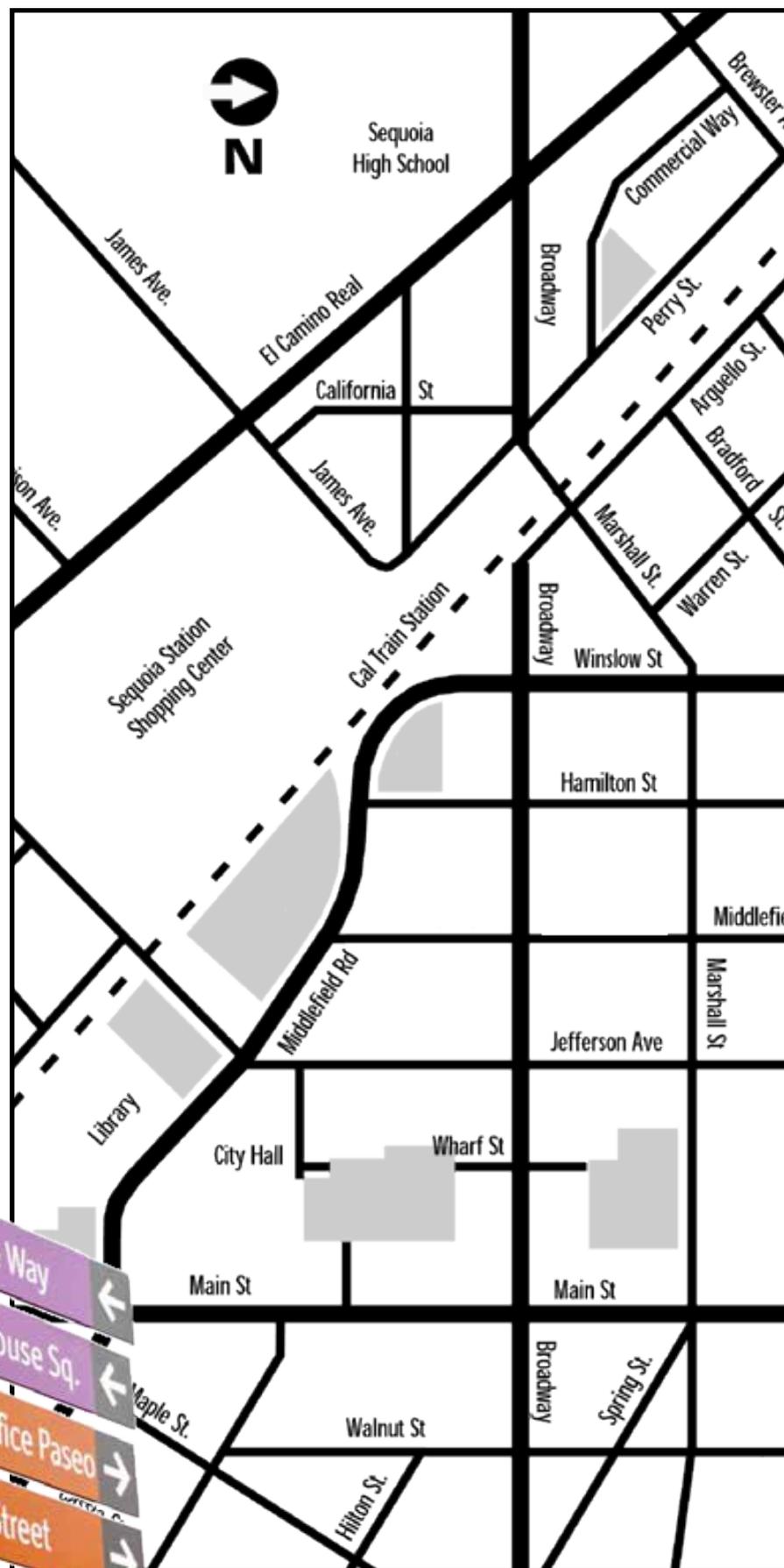
Interstate 280 – From north or south of Redwood City, take the Woodside Road exit. Head north on Woodside Road for about 3 miles, then turn left on Middlefield Road.

BY TRAIN

The Redwood City Caltrain stop is right in the heart of downtown.

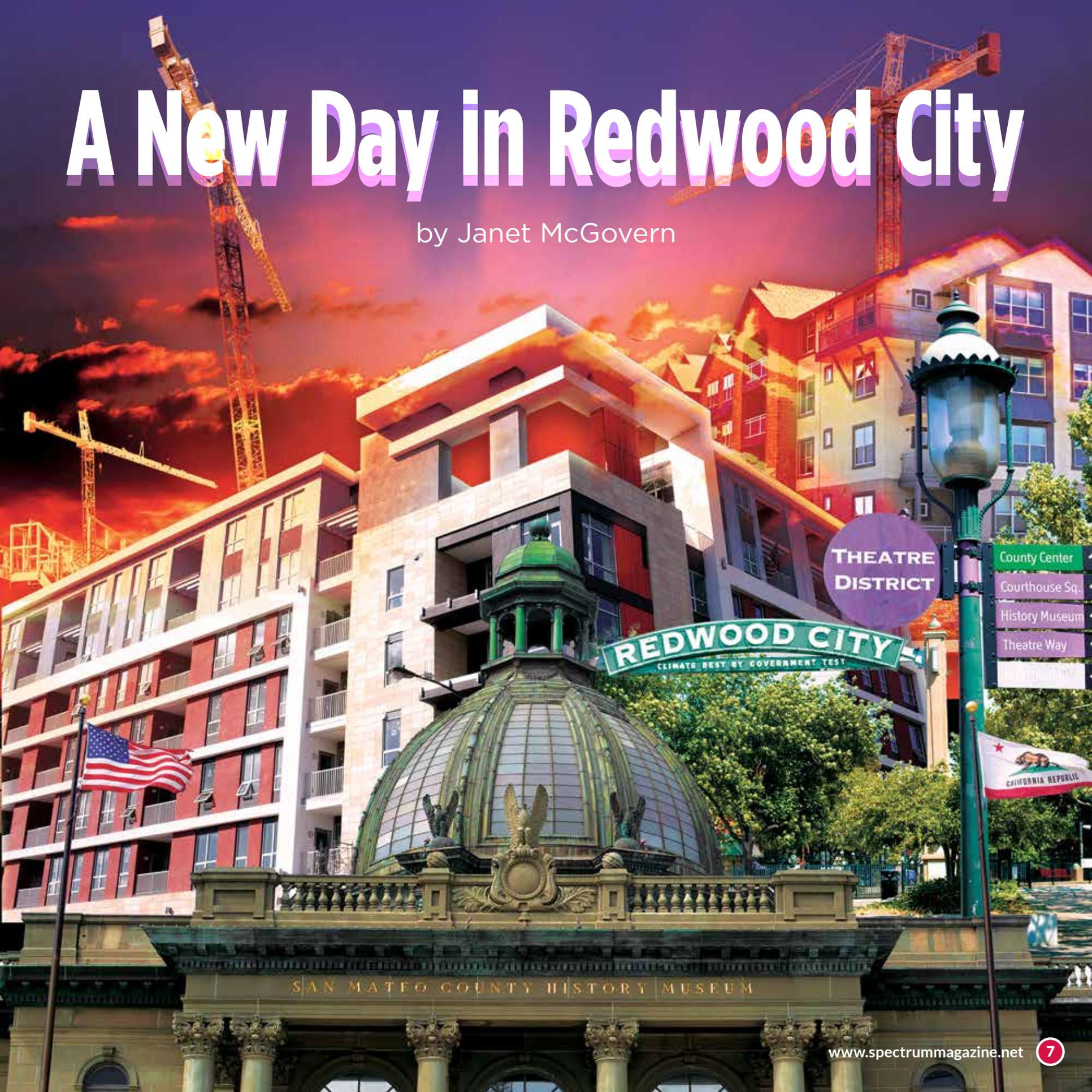
BY BUS

SamTrans has multiple routes that provide access to downtown Redwood City.



A New Day in Redwood City

by Janet McGovern



SAN MATEO COUNTY HISTORY MUSEUM

Roy Borrone has good reason to be happy that he needs a reservation to get into Vesta, the hot eating place at 2022 Broadway in downtown Redwood City.

The fact that he's the owner's landlord — and dad — makes it all the sweeter.

"To see what my son is doing there blows me away," Borrone said. "I can get emotional about it. It's a high-class operation and I think Peter has brought a positive direction for downtown Redwood City."

Twenty-five years ago, Roy and Rose Borrone closed their 10-year-old restaurant in the same spot and moved Cafe Borrone to Menlo Park, where it was an instant success. They'd done well enough in Redwood City during the daytime, but there wasn't a lot happening downtown after dark.

Today it's a new day in Redwood City. And that goes for the nighttime too.

A combination of factors — the creation of a downtown entertainment district, a boom in both commercial and residential construction, and a bold generation of entrepreneurial retailers and restaurateurs — are bringing about a downtown renaissance that is the talk of the town.

Stephanie Kolkka opened Brick Monkey, a home furnishings store at 2400 Broadway, five years ago and recently signed a lease for four more years.

"It's stunning how much downtown has changed since we have been here," Kolkka said. "It's on fire."

Kolkka is so bullish on downtown, in fact, that, with Gina Nicolo, she recently opened a spinoff women's clothing and accessories shop called Brick Monkey Squared, across from the downtown cinema. A resident of Redwood City, Kolkka would not have opened a shop downtown "out of loyalty" but because she thought it would be a good business move.

Brick Monkey Squared is one of many businesses with a symbiotic connection to the theaters and other entertainment that are bringing foot traffic downtown after hours. The store, which offers unique fashion jewelry, gifts, clothing and bath products, stays open until 10 p.m. Friday and Saturday and 8 p.m. Sunday.

Similarly, D. Tequila Lounge and Palermo's Italian Street Foods at 851 Main St., is an Italian restaurant with fine dining as well as a sports bar, stays open late hours serving food. Twenty-eight-year veterans of the restaurant business in downtown San Jose, owners Diane and Renato Cusimano had thought Redwood City's downtown had a promising future when they opened D. Tequila Lounge in 2008.

They'd heard about the city's redevelopment efforts and saw that things were changing after many years.

"The theaters were here and there were a couple of other new avenues that were opened downtown," Diane said. "Things are really picking up. We are very happy with our business in downtown Redwood City."

Operating out of adjacent locations, the Cusimano's offer a fine-dining Italian menu, complete with linen table napkins, and a sports bar festooned with 26 televisions.

Customers can get something to eat on either side of the business.

Cusimano said D. Tequila will also be a trial spot for recently approved outdoor dining, similar to the al fresco scene at City Pub on Broadway.

The transformation that is underway downtown comes after multiple efforts by city leadership over the decades, trying to bring back downtown as the heart of the city, as it was in earlier times. Longtime residents recall when people could, at varying times, buy their groceries at the Purity Store, Safeway or Territo's Market or shop at F.W. Woolworth's, Montgomery Ward, Walgreens or Ryan's Drugstore. For clothing there was Schneider's or Levy Brothers, and in bygone years, one's sweet tooth could be satisfied at one of several creameries or bakeries.

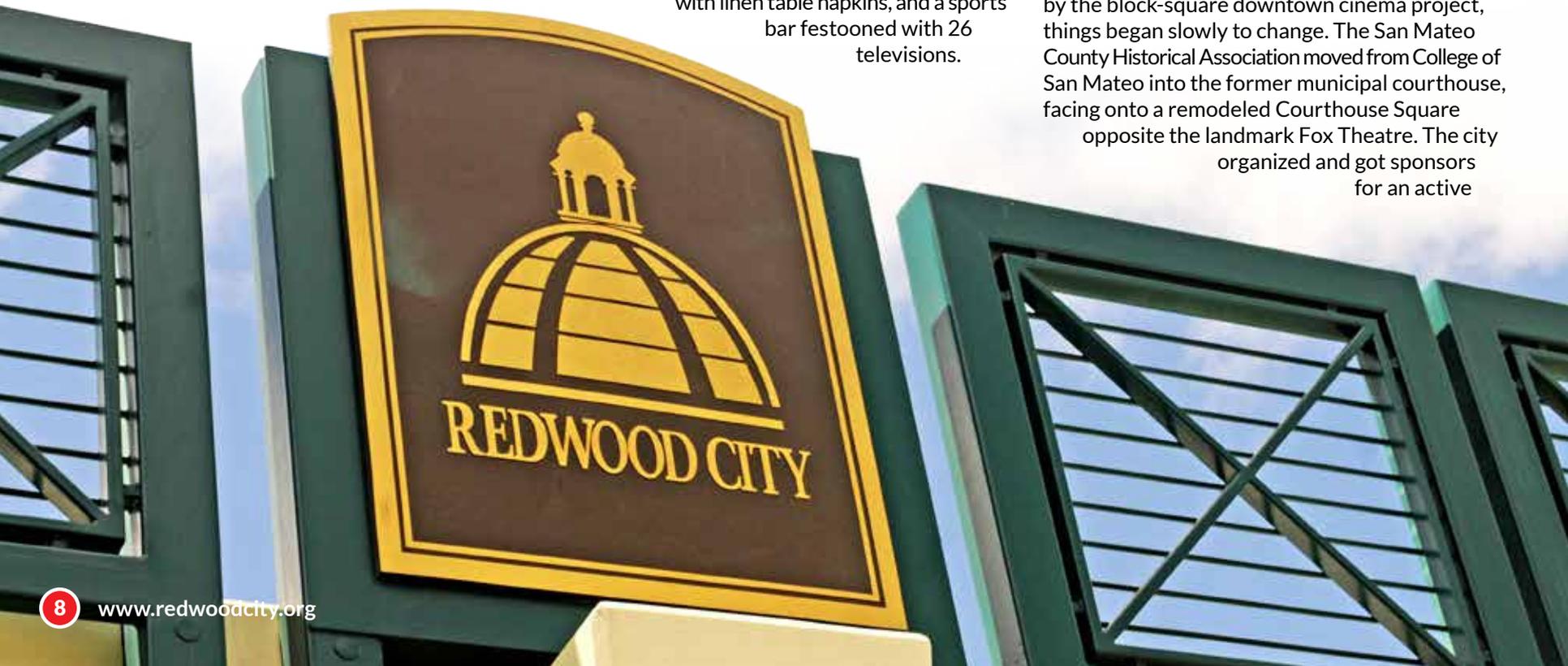
For entertainment, moviegoers could take in a double feature at the Fox, Redwood or Sequoia theaters.

The advent of shopping centers in the 1960s and beyond impacted downtowns everywhere, and Redwood City's was no exception. From installing new sidewalks and planting trees to adding directional signs and benches, city staffs and councils tried to come up with strategies to encourage businesses and residents to locate downtown.

Still, Redwood City remained dominated by activities and services centered on and connected to city and county government, drawing thousands during the day but emptying out the city core at night.

With downtown redevelopment, anchored by the block-square downtown cinema project, things began slowly to change. The San Mateo County Historical Association moved from College of San Mateo into the former municipal courthouse, facing onto a remodeled Courthouse Square

opposite the landmark Fox Theatre. The city organized and got sponsors for an active



program of entertainment on the plaza, from rock bands to dance lessons, art shows and the annual bluegrass show.

It would have been hard to imagine a decade ago that a New Year's Eve ball would take place downtown. Yet last year's successful Silicon Valley Ball will lift a cup of kindness for auld lang syne for the second year in a row at the end of December.

Dragon Productions Theatre Company, a nonprofit live theater company founded by Executive Artistic Director Meredith Hagedorn, moved from Palo Alto into a former travel agency office site on Broadway in January 2013. The Fox Theatre is home to Broadway By the Bay, while the Club Fox offers entertainment in a more intimate setting.

The concentration of so many venues and the museum downtown has achieved a "critical mass" redefining Redwood City as the place to go on the Peninsula for entertainment. Just as the San Francisco Giants ballpark was a catalyst for the redevelopment of San Francisco's South of Market neighborhood, the Redwood City "entertainment complex" has caused people to view the city in a new way.

Though the relocation of the history museum downtown may not have been the catalyst for downtown's redefinition as a destination, "we like to think that we have been part of the team," said Mitch Postel, the historical association's president. "We were a good partner when the city decided to put in the square. We raised quite a bit of money for new exhibits.

"We have high hopes that we can enhance the downtown experience," he said. "We think that we will be a nice cultural amenity in walking distance from all the new homes that are going in."

As is visible everywhere one looks, Redwood City is on the verge of perhaps the biggest population increase since the aftermath of World War II, apart from the addition of the Redwood Shores area to the city in the 1960s. That growth, however, took place over decades, while the addition of some 1,200 to 1,300 new housing units in the greater downtown area could add 1,500 to 3,000 residents by the end of 2015, noted Bill Ekern, Redwood City's assistant city manager for development. The Downtown Precise Plan's

(continues on next page)

Climate Best By Government Test is just one reason downtown Redwood City has an abundance of outdoor patio areas to enjoy while dining at your favorite place.



Environmental Impact Report (EIR) notes initial thresholds of 2,500 units and 500,000 square feet of office space, which could translate into a daytime population increase of 2,000 and 5,000 at night. (The Redwood City team anticipates reviewing the thresholds later in 2014.)

To put the recent rate of growth into perspective, between 2000 and 2010, just over 200 housing units were built, Ekern said. With 264 units, a single apartment project on the site of the former Dodge dealership at 640 Veterans Blvd. provides more housing than in the entire previous decade.

Underlying the boom in construction, all agree, was the City Council's approval of a Precise Plan for downtown, which specified in detail the type of development the city wanted, where it would be allowed and what it should look like. A legal challenge after its passage forced the city to go back and update environmental review, but once the Precise Plan re-emerged, it gave developers fast-tracked approval for projects, so long as they fit into the guidelines of the plan.

Redwood City has been able to move projects forward to approval "faster than anyone else," Ekern said, noting that one project was approved within three months and the average is five or six. The Precise Plan coincided with an economic rebound locally, and the pace of applications and construction activity has been much faster than anyone thought it would be, he said. Growth that had been envisioned as taking 10 years has been at a fever clip.

"I think the reason this is happening is because the Peninsula is creating jobs just left and right," said Mark Johnson, managing member of Acclaim Companies of Menlo Park, which has two housing projects in Redwood City. One project is a 133-unit apartment complex at 439 Fuller St., which is under construction and is projected for a December 2015 opening.

"There seems to be a real migration to the urban core where people can use mass transit," said Johnson.

By approving the Precise Plan, Redwood City removed the risk for developers, who would have to "roll the dice" on getting project approval.

The city was also proactive in opening the door for the cinema and the Courthouse Square projects, which have become "somewhat of an epicenter," Johnson said. "Everything seems to 'spoke' off that."

Beside providing much-needed housing, the new projects will bring customers downtown to patronize shops and restaurants, in turn boosting property values for existing owners, according to Johnson. "You've got to put people downtown and make everything convenient for them," he said. "Our apartment dwellers, they are the lifeblood that will keep these new restaurateurs viable."

In addition to companies like Facebook in Menlo Park that will need places for their employees to live, Redwood City has welcomed smaller companies in the high-technology and other cutting-edge fields. Among them are Turn, YuMe and Banjo.

Hundreds of new units with the latest in amenities are coming on line and apparently absorbing an unmet demand for housing from Redwood City and beyond. Since opening in January, more than

80 percent of the 132 units in the Township Apartments at 333 Main St. have been leased, according to leasing specialist Vanessa Martinez. Located east of Veterans Boulevard near In-N-Out Burger, the Township is still within walking distance of downtown. The one-, two- and three-bedroom units feature stainless steel appliances, solid-surface stone countertops, a fitness center, outdoor entertainment facilities and other amenities.

Sahar Masarati, business manager for a 116-unit luxury apartment building at 201 Marshall St., opposite Peet's Coffee, says interest in the project is keen and about half the units have been pre-leased, faster than anticipated. Rents range from just over \$2,500 per month to about \$4,790, and there are work/live units as well.

"I am so busy renting that I haven't had any time to do any intense outreach marketing," Masarati said, laughing.

The project is targeted for completion July 4.

Leasing began the first week of June for the one-, two- and three-bedroom apartments at 640 Veterans Blvd. Units offer fully equipped kitchens and hardwood-style floors and the complex itself offers a Wi-Fi lounge,



swimming pool, a pet run and a fitness center. The first units are to open toward the end of June, according to Ivy Lu, leasing manager.

Although demographics would suggest that residents moving into the new downtown buildings will be singles and couples from the high-technology world in their 20s and early 30s, during a reporter's visits to the 201 Marshall leasing office over several days, three of four prospective tenants were seniors apparently interested in moving downtown.

Ekern, the assistant city manager, has observed the same phenomenon.

"I also have talked to people who look at this as a great retirement opportunity," he said. "If you get the

right mix, you don't have to have a senior project."

The resurgence downtown is bringing a wide range of new businesses, from restaurants and cafes to retailers.

Among them are Revival Upscale, a high-end consignment store, now open at 2658 Broadway and featuring pre-owned apparel, handbags, shoes and jewelry from top-name designers.

Located at 2301 Broadway, Pomegranate Seeds features unusual items for the kitchen and the home, such as European linens, custom embroidery, tabletop accessories and gift items.

Stuff on the Square, at 2210 Broadway, is right on Courthouse Square in one of the stylish kiosks. They offer jewelry, scarves and women's wraps, refreshments and "Redwood City pride" items, including T-shirts and postcards.

Ironically, there's a distinct "homecoming" quality to the downtown renaissance, as a younger generation that grew up in and around Redwood City steps in to establish restaurants and stores in under-utilized or vacant spaces.

Roy Borrone's son, Peter, and his wife, Courtney, completely remodeled Roy's former restaurant space in elegant style before opening it as Vesta in 2012. Peter had worked at Cafe Borrone in Menlo Park, as did his wife, whom he met there, and both learned firsthand about how to run a restaurant and attract customers.

Vesta features a wide variety of gourmet pizzas and is frequently packed. Notwithstanding father Roy's need for reservations, Vesta likes to keep space available for walk-ins.

Meanwhile, another Borrone — sister Kristi Borrone and her husband, Zu Tarazi — will be opening a California-style cafe and bakery at 318 Arguello St. in early July. The location for Kristi Marie is on the path for commuters going to and from Caltrain, county workers and residents of the new building at 201 Marshall St. The cafe will include "street fare" that people in a hurry can grab and go, including hot specialty breads with fillings such as sausage, cheese or kale. "Everything will be 'to go,'" Kristi said.

Redwood City has businesses old and new that provide quality service and excellent products.

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She is excited to be opening a business in the hometown where she grew up and still lives, and her own children, ages 8 and 11, want to help in the cafe this summer too.

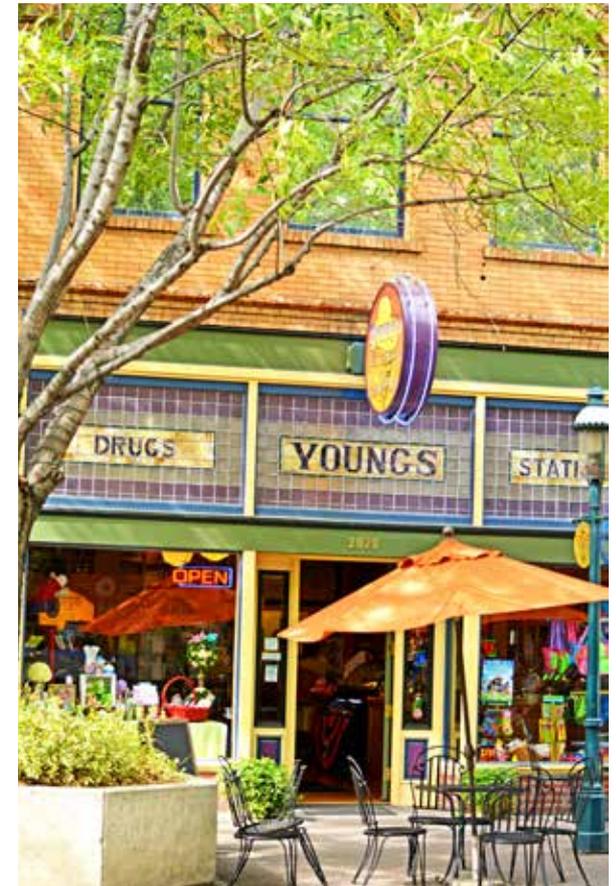
"I just think it is becoming more and more exciting because there is so much happening," she said. "There are so many people just walking around, coming from the train or going somewhere. And they have that beautiful Courthouse Square where people can go and eat their lunch. There is a whole new energy about the town. You can just feel it, and it's so different from when I was younger."

Aili Ice is just as excited about the flower concepts shop she opened recently, Aili Ice Designs, at 2363 Broadway. Ice is the grandniece of San Mateo County Judge Brookes Ice, and her father, Dan Ice, was the general manager at EZ Davies Chevrolet. Now 38, as a teenager she worked at Cafe Borrone and says several other

new business owners downtown are friends from that period of her life.

With an established corporate and hotel customer base already, Ice is enjoying meeting retail customers at her Redwood City store, where they can see the unusual mosses, succulents, driftwood and other natural items she incorporates into her creations. Customers see plants and flowers they've never encountered before at what Ice calls her "botanical curiosity gallery."

Sola Salon Studios brings another innovative concept to Redwood City. Tucked into a space at 2115 Broadway, next to the Old Spaghetti Factory, are 33 individual "boutique" salon spaces for hair stylists, aestheticians and nail care and other salon professionals who want to open their own businesses rather than renting a space from or working for a salon





Redwood City business owners and employees are always here to greet you with a professional, friendly smile!

owner, according to Greg Imhoff, whose family company invested in Sola Salons.

The family plans to open six Sola Salons and when they went with a real estate agent to look at cities, "Redwood City was No. 1," Imhoff said. "Redwood City is on the up and we are getting in at just the right time. The whole city is buzzing with activity and it really feels good to be down there."

Adding to the visual appeal and ambiance for both developers and downtown denizens are carefully preserved and restored historic buildings canopied by mature trees. In a word, a town some dismissed as a bit of an ugly duckling has become a swan.

Park yourself in a window seat at any of the new downtown restaurants and cafes and the stepped-up pedestrian traffic Imhoff observed is evident.

When Lorianna Kastrop ventures out from the Kastrop Group Architects, where she works with husband Michael, she sees "young professionals going someplace. They are busy people on the move doing stuff, on the move buying or just

going to meet their friends. I think that's really going to bring a lot more vitality to our town and we need it."

The Kastrop Group did the design for the LV Mar restaurant at 2042 Broadway, which features Latin cuisine, as well as the interior improvements for Sequoia Realty Services, located above Five Guys Burgers and Fries at 2125 Broadway. Kastrop is also the architect for a new building that is under construction at the long-ago site of the Sequoia Theater, at 2114 Broadway. Philz Coffee will occupy the ground floor, Lorianna said.

The biggest single project is yet to come, the Crossing/900 office development that is rising next to the Caltrain tracks and behind Sequoia Station. Two office towers will bring 300,000 square feet of Class A architectural space to Redwood City that "embraces the vibrant personality of the San Francisco Peninsula and evokes the architecturally significant buildings of the SoMa" (in San Francisco), according to the developer's website. Employees in these impressive new edifices will have "commanding

(continues on next page)





360-degree views of the [Santa Cruz] Mountains and San Francisco Bay.”

Aileen Cox did extensive market research before opening Amie Wine Bar and Restaurant at 823 Hamilton Ave. in March. She chose Redwood City because she learned that it was going through a redevelopment stage that would bring more people downtown.

Her bar lies across the street from Crossing/900 and is well-situated to attract office workers who want to wind down and hash over the day’s events after work. The bar offers an extensive and ever-changing menu created by executive chef

Rico Villegas, with small plates such as crab cakes, albondigas, pork sliders and other items meant to be shared. In keeping with that emphasis on community and sharing, the wine bar opens up for out-of-the-ordinary gatherings, such as a club of painters who get together there.

To be sure, the rapid pace and scope of downtown development is a mixed blessing, and residents and downtown customers are putting up with some growing pains, navigating around construction and searching for parking. The city is trying to get out the word via its website and maps where parking can be available, including in San Mateo County’s parking garage on weekends.

City Vice Mayor Roseanne Foust is also the executive director of the San Mateo County Economic Development Association. One factor that makes Redwood City's situation different from that of other cities in the county is that it has a core downtown district and is also the county seat, which brings a lot of people to and from Redwood City.

While trying to build and maintain a strong economic base, City Council members have a deep appreciation of the city's history and traditions and try to balance "the old and the new," Foust said.

"You cannot have a healthy community if you don't evolve," she said.

Roy Borrone, who had hung on to a beautiful historic building 25 years ago when he moved to Menlo Park, is delighted with what son Peter has done to give it new life as Vesta as well as with the role a new generation of Borrone is playing in bringing back downtown.

"Redwood City has an urban sense to it now,"

he said. "It's got some essence to it. It's a great little town now."

Kolkka of Brick Monkey agrees. Many of her customers are people in their early 30s who have bought their first house in Redwood City and are ready to decorate. People want to shop downtown and invest in the community.

"Redwood City provides the convenience of suburbia with an edgy flavor to it," she said. "I really feel optimistic about Redwood City."

Janet McGovern is a former reporter and columnist for the Redwood City Tribune and the Peninsula Times Tribune. She is the co-author of two books on Redwood City by Arcadia Publishing Co., Redwood City and Redwood City Then & Now.



f @lvmarwvc



Simplicity.

With LV Mar, I envisioned a restaurant characterized by its refinement and accessibility.

After years of acquiring techniques working along side Michelin recommended masters, my no-frills approach manifests in tasteful and simple dishes that elicit a feeling of comfort - like this filet, meant to be enjoyed by all.

(That is, unless you're vegetarian.)

~Chef Manuel Martinez

Exec Chef/Owner of LV Mar and La Viga

P.S. We provide delicious vegetarian and vegan options.

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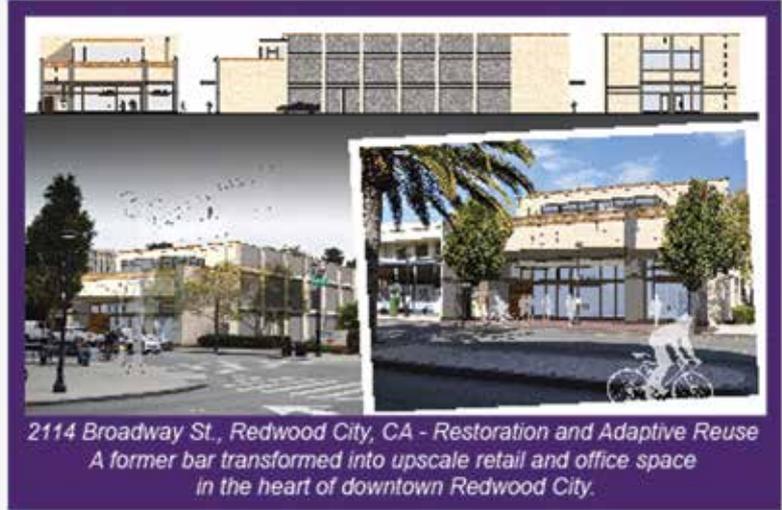
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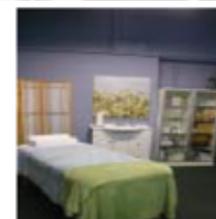
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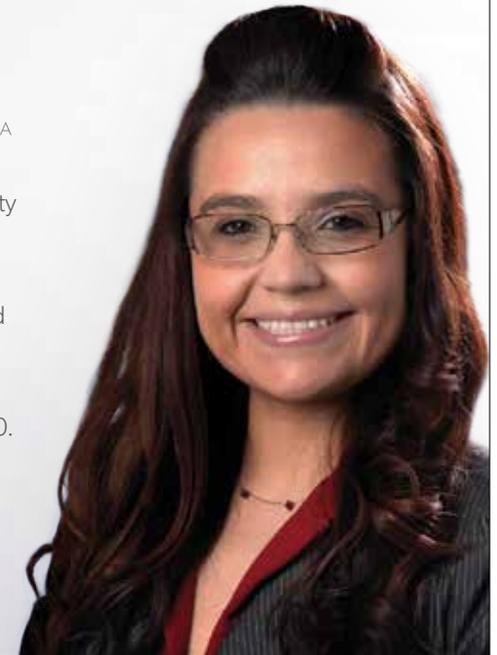
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Pedicabs: Another Reason Redwood City Is a Step Ahead!

“You can park for free at the parking structure and be dropped off in front of a restaurant. I know I’ll be using it.”

Greg Garcia has an idea for downtown Redwood City that many folks are getting on board with.

The vision for downtown growth is great, he said, but parking is a headache. He is offering pedicabs as part of the cure.

The pedicab, a descendent of the rickshaw, is a two-passenger vehicle powered by pedaling. Free parking exists at the San Mateo County Center garage during evening hours and weekends, but the walk to downtown can appear daunting. The plan is to begin with two pedicabs that will transport people between the county parking garage and downtown. Patrons can learn about restaurants and other businesses on the way.

The idea is quickly catching on with city officials,

“Our ideal drivers will be college-age students,” said Henson, explaining that they can learn how to operate their own business. “They’ll be in charge of making clients happy, providing great customer service, working independently.”

local businesses and community leaders.

“I’ve talked to my clients and other people, and they say the same thing: Downtown is great but the parking is terrible,” said Garcia. He is putting the plan into action with broker Gina Henson of Sequoia Realty, where he is an agent.

Henson, who is managing the business side of the pedicab operation, said that a lot of people are not thrilled with the lack of additional parking downtown, and pedicabs should help eliminate some of the bad feelings about all the new growth.

Garcia and Henson view the pedicabs as a service to the community that will encourage more patrons to visit downtown.

They will, however, sell advertising on the pedicabs. The first two advertisers are Sequoia Realty and its parent company, W.L. Butler Construction Inc.

They will begin with two vehicles but the program is evolving, said Henson, and depending upon the response, more pedicabs will be added as needed.

San Francisco and San Diego have pedicabs, which, along with providing an alternate mode of transportation,

have proved to be quite the tourist attraction.

The idea came to Garcia last November when he saw the pedicabs in San Diego.

Garcia decided to literally run with the idea. He peddled his idea to city officials and it was an easy sell. Redwood City Economic Development Manager Sean Brooks was impressed.

“Parking is an interesting topic for residents and visitors,” said Brooks. “Downtown offers a variety of parking options but there is so much demand.” He said that the city is very optimistic about solving the downtown parking problem and called the pedicabs a market solution that allows patrons to park at the county garage and get to the core of downtown.

Brooks added that pedicabs will be part of the solution that should eventually include a shuttle service.

Betty Garcia shared her son’s idea with the Peninsula Hills Women’s Club, which supports senior programs

and activities, and the group expressed support.

The first test run was during the Black and White Ball. In 90 minutes, Garcia made \$250 in tips and got a good workout to boot. That demonstrated to Garcia that the pedicabs should prove to be popular, especially during the spring and summer months when Redwood City has downtown activities such as music, movies and art shows.

He was more interested in promoting the pedicab than in making the tips, but he had a great time. “I love talking to people here anyway. For me, it was a blast.”

That is the experience he hopes the pedicab drivers will have.

No fees will be charged, and Garcia and company will be looking for entrepreneurial college students to drive the pedicabs, working for tips.

“Our ideal drivers will be college-age students,” said Henson, explaining that they can learn how to operate their own business. “They’ll be in charge of making clients happy, providing great customer service, working independently.”

Although they are starting with two vehicles, the program is evolving, Henson said. “We’ll see how it evolves and make it as big it needs to be.”

The pedicab was also in use at the Sequoia Realty open house attended by Redwood City Councilmember Diane Howard, who is thrilled by the idea.

“I’m anticipating it to be very popular in Redwood City,” she said.

It just so happened that she also rode in pedicabs during a recent trip to San Diego and found the experience to be “fun and relaxing.” She learned a lot about San Diego from the college students driving the pedicabs. “The students were very knowledgeable about the city and they were very happy to talk about the different activities in San Diego.”

She brought the idea up at a City Council meeting. “Little did I know there was a company thinking about it. I was just thrilled. It’s just perfect for Redwood City. People will enjoy the opportunity to travel like that,” she remarked.

Calling the pedicabs “very cool,” Alpio Barbara, president of the Downtown Business Group, said that he plans to be a patron. “You can park for free at the parking structure and be dropped off in front of a restaurant. I know I’ll be using it.”

Sequoia Realty and Butler Construction will store and maintain the pedicabs and promote the pedicabs directly from the business.

Once the storage, insurance and driver issues are resolved, Garcia and Henson said, the pedicabs will be ready to roll. Look for Greg Garcia’s ad on page 41.

City Manager Bob Bell and Planning Commissioner Nancy Radcliffe take a ride in one of Redwood City’s new pedicabs.



COURTHOUSE SQUARE: OUR COMMUNITY LIVING ROOM



Downtown is the center of the city, the downtown core is the center of downtown, and Courthouse Square is the physical and symbolic center of the downtown core. Courthouse Square is the public place defined and enclosed by the façades of the historic county courthouse building and the Fox Theatre (both listed on the National Register of Historic Places) and by the buildings lining Hamilton Street and Middlefield Road, flanking the historic courthouse.

A formal public plaza occupies the center and is presided over by the restored courthouse building, now occupied by the San Mateo County History Museum. This plaza was the first formal public space in the city. As part of the revitalization effort, the community restored its most distinguished public place by demolishing the Courthouse Annex that for a time occupied the space between the courthouse and Broadway, and by restoring the grandeur of the historic courthouse building. (In the future, the remaining annex on the north side of the courthouse block may be demolished and the remaining space around the courthouse building restored as public open space.) Courthouse Square, featuring the restored and much more visible courthouse building and dome, along with the new public plaza, is the iconic image most identified with Redwood City, as well as the community's primary outdoor "living room."

The plaza at Courthouse Square features a large, decoratively paved area at the foot of the courthouse portico. Two semi-enclosed pavilions flank the central plaza space, framing views of the courthouse and Fox Theatre while providing shade and incorporating four vendor kiosks, which provide food service and other activity-generating offerings. The pavilions and kiosks are surrounded by comfortable tables and chairs and are outfitted with night lighting to allow activity on warm evenings. A series of ornamental fountain bowls featuring water cascading into two basins at the main plaza level defines the edge of the central space, along with stair-like "seating edges," and adds

the pleasing sound of falling water to the plaza experience. Courthouse Square is the centerpiece of a group of downtown projects that received a Charter Award for Outstanding Urban Design by the Congress for the New Urbanism in 2007.

DOWNTOWN EVENTS PROGRAMMING

Downtown events programming has been a major force in helping to revitalize downtown and bring the community together. The summer programming is especially popular, with events such as music, movies, dancing, art festivals, live theater, farmers markets, parades, a blues festival and more. In addition to the busy summer programming, downtown also hosts a number of events during the fall, winter and spring, such as the Salsa Festival, Hometown Holidays, Fiestas Patrias and a number of other cultural events.

Downtown programming has grown to 100 events (and another 30 more throughout the rest of Redwood City) and more than 140,000 attendees. With more than 75 percent of the attendees spending money at each event, downtown programming is a great asset to businesses within downtown. The programming has brought positive media coverage to Redwood City through television, Internet and newspapers and has begun to attract private sponsors.



Stroll the beautiful tree lined streets and enjoy Shops On Broadway's eateries, quaint restaurants and quality retail including:

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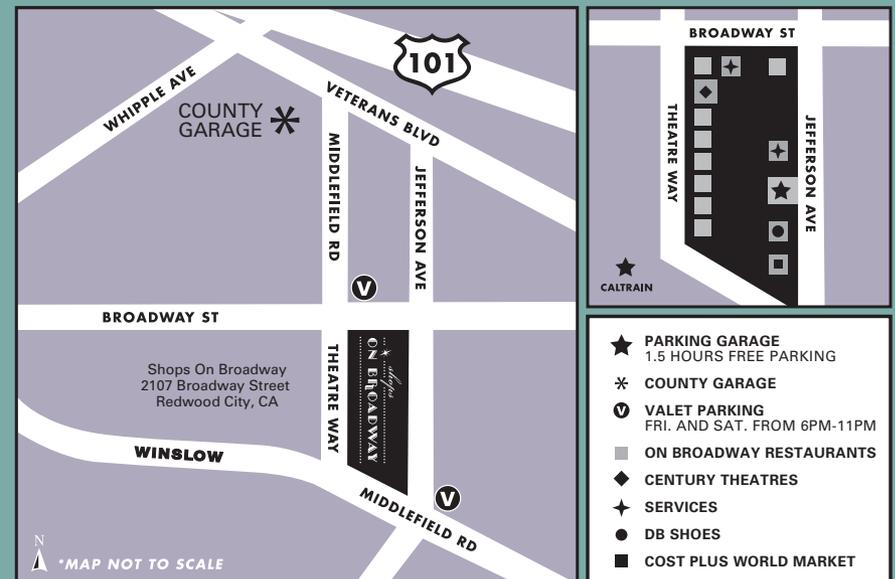
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Located in the heart of Redwood City's Theatre District across from Courthouse Square, Shops on Broadway features an eclectic combination of restaurants, retail stores and entertainment. Most of the businesses are on Theatre Way, while others are on Broadway and Jefferson Avenue. There is a little bit of everything at Shops on Broadway!

RESTAURANTS



Arya Global Cuisine, at 885 Theatre Way, serves a unique mix of Persian and Italian cuisine. "Arya has now been open in Redwood City for two years, and throughout that time we have met some great folks and have the best regulars around," commented Fera Hashemi, who owns the restaurant with her husband, Mike. "I love the fact that families and couples can come in for dinner or lunch and I get to stop by and see how life is."

She added, "Our menu has something for everyone: for example, light appetizers, great salads, pasta favorites and, of course, our specialty kebabs and Persian rices. Not only is everything fresh and unique, but Persian food is the healthiest cuisine out there. Plus, everything is made from scratch on-site. We also have live music on the weekends — jazz or Italian — and belly dancing. We have two areas for private dining, open seven days a week for lunch and dinner. Arya is an adventure, where you can come in and try something exotic and different!"

Fish's Wild, at 855 Theatre Way, serves a variety of seafood and chicken dishes, including salmon, mahi mahi, catfish, tilapia, trout and shrimp. Also on the menu are tacos and wraps that you can get with fish, shrimp or chicken, and seafood salads.

The most popular sellers are salmon with lemon pepper and shrimp tacos.

Fish's Wild is a health-conscious restaurant. It serves not only fish but also other healthy food, including brown rice and grilled zucchini. The majority of food is cooked in olive oil. The restaurant doesn't use a lot of butter, other than garlic butter flavor.

Green Leaf Asian Bistro & Café, at 865 Middlefield Road, is a casual, quick-serve style restaurant serving modern versions of Asian comfort food favorites as well as premium teas, coffees, juices and desserts.

Portobello Grill, at 875 Theatre Way, features a number of sandwiches (for example, portobello grilled chicken and turkey and avocado sandwiches) and burgers.

There are also plenty of entrees from which to choose, including Italian dishes such as spaghetti, linguini and clams, penne pollo (penne pasta with chicken), saffron cappellini with tiger prawns, linguini frutti di mare, linguini primavera and soy-glazed salmon.

The Old Spaghetti Factory, at 2107 Broadway, is proof that you can enjoy great Italian food without having to go to Italy and without doing major damage to your bank account.

Dinner entrees are served with bread, soup or salad, milk, coffee, tea and ice cream, starting at just \$7.99.

The Old Spaghetti Factory's most popular seller is the mizithra cheese with browned butter, served over spaghetti.

The restaurant is family-friendly, and with banquet rooms and catering, it is perfect for groups and special events.

The Melt, at 835 Theatre Way, is grilled cheese bliss. The restaurant specializes in high-quality grilled cheese sandwiches and seasonally fresh soups, served in a simple, fast and eco-friendly environment. It provides innovative online ordering technology.

Other restaurants that are part of the Shops on Broadway include **Pizza My Heart** at 831 Theatre Way, **Yoppi Yogurt** at 851 Theatre Way, **Chipotle** at 861 Theatre Way and **Five Guys Burgers and Fries** at 801 Theatre Way.

SHOPPING

Cost Plus World Market, at 890 Jefferson Ave., features top-quality furniture, eclectic home décor, unique gifts, food and wine.

DB Shoes, at 870 Jefferson Ave., offers brand-name shoes for adults and kids at reduced prices.

ENTERTAINMENT

Century 20 Theatres Downtown Redwood City, at 825 Theatre Way, is a great place for family or friends to hang out and enjoy a movie.

BANK

San Mateo Credit Union, at 830 Jefferson Ave., is also part of the Shops on Broadway.

REAL ESTATE

Sequoia Realty Services, at 2125 Broadway, is a full-service real estate company providing clients with a comprehensive array of services, from buying your first home to acquiring wealth through multiple property investments.

PERSONAL CARE

Sola Salon Studios, at 2115 Broadway, is an innovative salon model in which experienced hairdressers, estheticians, nail stylists, massage therapists and other like-minded salon professionals come together under one roof to take their careers to the next level.

OVERVIEW

Located on Theatre Way
Arya Global Cuisine, Chipotle, Century Theatres, Portobello Grill, Fish's Wild, Five Guys Burgers and Fries, Pizza My Heart, The Melt, Yoppi Yogurt, Green Leaf Asian Bistro and Cafe

Located on the corner of Jefferson and Broadway
The Old Spaghetti Factory

Located on Jefferson
Cost Plus World Market, DB Shoes, San Mateo Credit Union

Located on Broadway
Sola Salon Studios, Sequoia Realty

PARKING

There is free parking for the first 1½ hours in the Shops on Broadway Garage located on Jefferson Avenue (4 hours free with validation for Century Theatres patrons).

Valet parking is available on Fridays and Saturdays 6–11 p.m. The cost is \$5 with validation from Shops on Broadway restaurants and stores (\$10 without validation).

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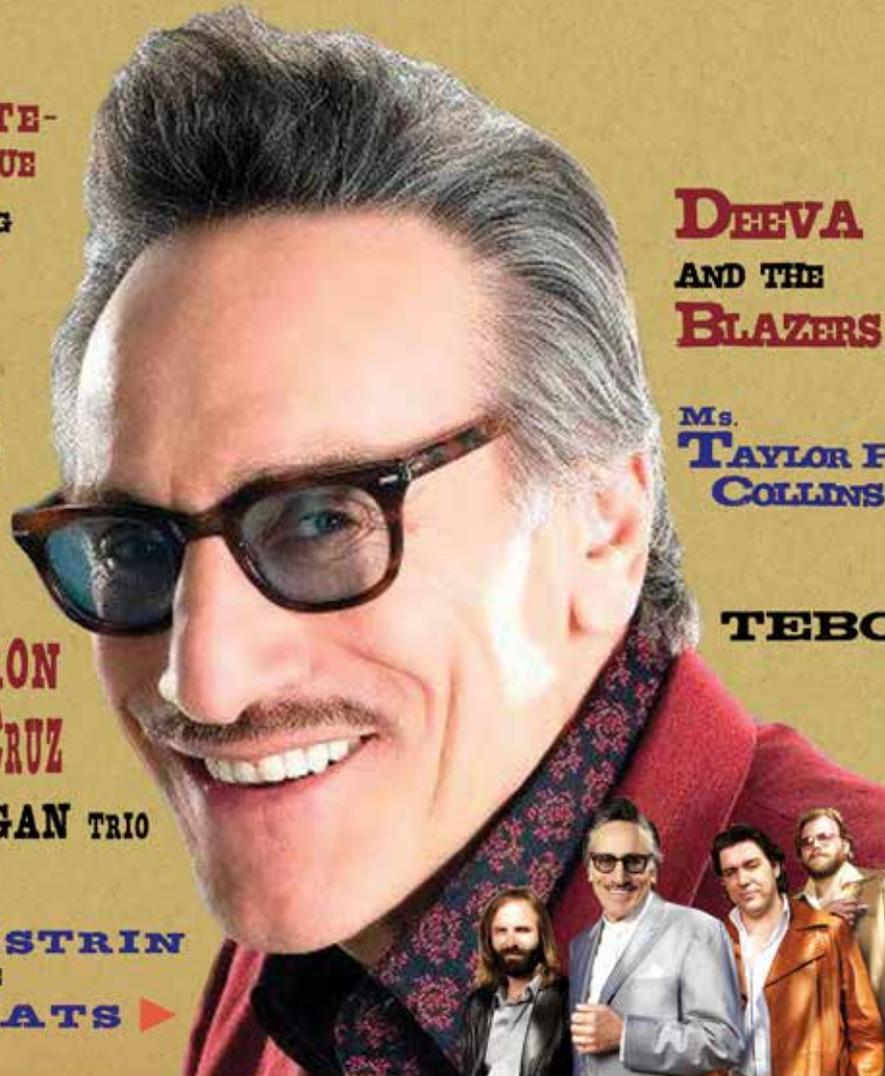
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Redwood City is very proud to announce that the Redwood City Public Library has received the coveted “five-star rating” from the Library Journal Index of Public Library Service, a new public library national rating system instituted by the Library Journal.

REDWOOD CITY FIRE DEPARTMENT – 755 MARSHALL ST.



The fire station at 755 Marshall St. was dedicated on June 15, 1987. Station 9 houses the department’s administrative staff and Fire Prevention Bureau on the third floor. The first and second floors house the Fire Suppression Crews: Truck 9, Engine 9 and Battalion 3. Station 9 also houses the Alternate Emergency Operations Center for the City of Redwood City and the Alternate Fire Dispatch Center for San Mateo County Communications.

Battalion 3 is the busiest in San Mateo County and Truck 9 is the busiest truck company in the county. The second busiest engine company in the county is Engine 9. This busy fire station attracts eager, dedicated firefighting crew members.

A piece of Redwood City’s history resides in front of Station 9, a cast-metal bell, once used to call the volunteer firemen to duty. On June 6, 1864, the Redwood City Volunteer Fire Department paid \$184.25 for the bell. No one is sure just when the bell sounded the call for the last time, but it rests in a place of honor, less than 200 feet from the site of the first Redwood City Fire Station at what is now Marshall and Main.



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Redwood City has implemented a parking application (named *Parker*™) that provides real time data on available parking at the Jefferson and Marshall garages, and on Jefferson and Broadway in Downtown. Locate on your mobile device at: www.theparkerapp.com

For more information regarding parking, please see:
www.redwoodcity.org/bit/transportation/parking

There are a variety of parking options available. Redwood City - as the entertainment capital of the Peninsula - attracts many visitors. So, parking is easier if you plan ahead.



The County Garage, at Middlefield and Veterans Blvd, is available for **free** parking on evenings (after 6pm) and all day on weekends. And it's only a two-block walk to Courthouse Square!



In Downtown's prime parking area – around Marshall, between El Camino and Main – the parking rate is \$1 for hourly street parking. Outside of that core area, it's only 25¢ per hour.





Downtown Parking

Nearly 4,000 spaces are available in and outside the Downtown core, including on-street parking



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-  **25¢ per hour**, Monday - Friday, 10am to 6pm (FREE after 6:00pm and all day Saturday and Sunday)
-  **\$1 per hour**, Monday - Saturday, 10am to 6pm (FREE after 6:00pm and all day Sunday)
-  **First 1.5 hours FREE** or **First 4 hours FREE** with a validation from Century Theatres (see signs at these facilities for details)

Davies Appliance Store

1580 El Camino Redwood City (650) 366-5728

HOW BIG CAN YOU DREAM?

Davies Appliance sells the very highest quality and high end brands of appliances as well as almost any brand you may be looking for. In fact, we offer more brands than any other store in Northern California.

Stop by our showroom and let one of our trained professional assist you in making your dream come true of having that kitchen fantasy right in your very own home. The possibilities are endless!



The Tradition of Top Quality Service Continues

Davies Appliance has the nearest Official Sub-Zero and Wolf Showroom!

Check out some of our most popular brands:



The Davies Family has been doing business on the same block in Redwood City since 1916.

TRUST GOES A LONG WAY

REDWOOD CITY

1580 EL CAMINO REAL
3 BLOCKS NORTH OF
HIGHWAY 84

366-5728

DAVIES
APPLIANCE STORE
FOR SUPER VALUES



REDWOOD CITY'S FAVORITE SANDWICH SPOT IS OUR SPOT!



Refreshingly friendly service and outrageously delicious sandwiches are just two reasons to stop by the SPOT and grab a bite to go, or head out to the streetside enclosed patio to enjoy your little piece of sandwich heaven in the city that is known for being "Climate Best By Government Test."

Buy any Sandwich Spot sandwich and get another one for **HALF-OFF!**

Try the soon to be Redwood City sandwich favorite!

\$1 OFF
The Godfather Penna

Marinated chicken, marinara sauce, black olives, provolone, salami and Kassi sauce

2420 BROADWAY
DOWNTOWN REDWOOD CITY
(650) 299-1300
WWW.THESANDWICHSPOTRWC.COM



EL CAMINO WORLD TRAVEL

Our Mission is to Serve you

"30 Years Experience"

Best Service & Price Meior Servicio & Precio

Tel : 650 362-4152 / 650-365-2044
caminoworldinf@hotmail.com

2656 Broadway St. Redwood City, CA 94063

Aly's

on Main

RESTAURANT, EVENTS, OFF SITE CATERING

ARTISANAL NEW AMERICAN CUISINE

100% PASTURED AND GRASS FED MEAT, ORGANIC POULTRY AND PRODUCE, WILD SUSTAINABLE SEAFOOD

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911 MAIN STREET • REDWOOD CITY
(650) 995-7500

WWW.ALYSONMAIN.COM



465 CONVENTION WAY #4
REDWOOD CITY, CA 94063

650-366-3647

*We Do Catering / Hot Dog Carts
Corporate & Private Events*

**SPECIALTY SANDWICHES - SPREADS
HOME MADE SALADS & SOUPS
SPECIALTY DRINKS & SAUSAGES**




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Over 35 Years Experience. Third Generation Jewelers

**Silver Jewelry • Gold Jewelry
Colored Stone Jewelry • All Watches**

Shop us for all occasions! 10% OFF

Everything in stock when you mention this ad. Limited time only

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that speaks
fluent
insurance?**



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No one wants to pay for unnecessary extras and with my help, you won't have to. I'll help make sure you understand your options, and that you have the best coverage at the best price. Like a good neighbor, State Farm is there.®

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State Farm



Hector Flamenco, Agent
Insurance Lic#: 0C07611
956 Main Street
Redwood City, CA 94063
(650) 365-7100

LIST OF ALL THE BUSINESSES IN THE DOWNTOWN REDWOOD CITY AREA

EL CAMINO REAL (EAST SIDE)

Panda Dumpling – 711
Estampas Peruanas – 713/715
Peninsula Liquors – 717
99 Cents Store – 723
Sodini's Cocktail Lounge – 727
Ultimate Elegance (lingerie) – 733
Secrets Adult Boutique – 739
House of Humor – 747
Carmen's Beauty Salon – 757
La Casita Chilanga – 761
Bangkok Bay Thai Cuisine – 825
H & R Block – 827
MT Tattoos – 831
Sign-A-Rama – 851
Auto Zone – 901
Yumi Yogurt – 947
Tacos El Grullense – 999
Papa John's Pizza – 1201
Redwood Trading Post – 1305
Napa Auto Care Center – 1331
Treadmill Outlet – 1401C
Great Hair Cuts – 1405
Sequoia Veterinary Hospital – 1409
Crash Cart (computer repair) – 1447
Chain Reaction Bicycles – 1451
Togo's & Baskin-Robbins – 1501
Sprint – 1517
Green Clean – 1525
Kumon – 1551
Hopkins Acura – 1555
Towne Ford – 1601
Beverages and More – 1745

EL CAMINO REAL (WEST SIDE)

First National Bank – 700
Gelb Music – 722
First Republic Bank – 776
(Sequoia High School)
Kennedy Auto Body & Paint – 1026
Discount Cigarettes – 1034
Bay Area Legal Aid – 1048A
LabCorp – 1048B
Jet Engineering – 1048C
Avalon Dental – 1048F
Fuente de Vida Saludable – 1074
Styling Cuts – 1076
Magic Alteration & Dry Cleaning – 1078
America's Best Inn – 1090
Roy's Drive-In Cleaners – 1100
Whole Foods – 1250 Jefferson Ave.
The Vitamin Shoppe – 1200
Vibes Smoke Shop – 1222
El Grullense – 1280
Precision Tune Auto Care – 1304
Planet Mix – 1322
The Record Man – 1322
Cycle Gear – 1326
Happy Donuts – 1330
California Check Cashing Stores – 1402
Charming Nails – 1406
Perfectly Cut Haircuts – 1408
Muffler Express – 1414
Lynn Auto Machine – 1428
Kung Fu Tai Chi – 1436
Firestone – 1458
Nails Trix – 1500
Villa Montgomery – 1500
Davies Appliance – 1580
Premiere Auto Collision – 1612

Mardi Gras – 1628
Tacos Los Gemellos – 1630
Aaron Brothers – 1680
Roosevelt Liquor – 1700
Western Wear – 1708
Faby's Jewelers – 1710
Christian Books – 1712
Sabor Latino – 1714
Mercadito Latino – 1726

2600 BLOCK OF BROADWAY (SOUTH SIDE OF STREET)

Ike's Lair – 2655
Paradise Kabab House – 2653
Shiny Nails – 2649
Naranjo's Taqueria – 2647
Erawan Thai Restaurant – 2639
Tech World – 2635
Goetz Bros. Sporting Goods – 2629
Redwood City Art Center – 2625
SWA Gallery – 2625
Gourmet Haus Staudt Gifts & Cafe – 2615
Belle Nail and Spa – 2611
Active Aggie (activewear) – 2601
Peacebank Yoga Studios – 2601

2600 BLOCK OF BROADWAY (NORTH SIDE OF STREET)

Savada-Adamich Opticians – 2666
Skyzone Smoke Shop – 2664
El Camino World Travel – 2662
I Dumpling – 2660

Revival Upscale Resale – 2658
El Camino Travel – 2656
Pickled Clothing – 2652
RWC Underground Pub – 2650
Crouching Tiger Chinese Cuisine – 2644
All Star Karate – 2636
Peninsula Uniforms & Equipment – 2626
City Pub – 2620
Sidetrax Bar & Grill – 2616
Pho Dong Noodle Soup &
Vietnamese Cuisine – 2610
Natalie Salon – 2606
Peet's Coffee & Tea – 2600

2500 BLOCK OF BROADWAY (SOUTH SIDE OF STREET)

A-1 Party Rental – 2529

CALIFORNIA STREET

Social Concepts Tech-Web Company – 10

PERRY STREET

Elgin's Custom Grinding (service) – 53
Elgin's Auto Supply & Machine Shop – 55

BREWSTER AVENUE

Backyard Coffee Co. – 965
Pauline's Books & Media – 935

ARGUELLO STREET

LuAnn's Hair Salon – 310
Nikko's Mexican Grill – 314



Curry Wrappers Delight – 318
Fish & Richardson – 500
Actian – 500
SOAR (sports medicine) – 500

2400 BLOCK OF BROADWAY (SOUTH SIDE OF STREET)

Mobile Kangaroo – 2421
Big Monocle – 2421
Beauty Lounge – 2417
Fox Forum – 2411
Pamplemousse Patisserie et Café – 2401

2400 BLOCK OF BROADWAY (NORTH SIDE OF STREET)

All Season Sushi – 2432
Golden Time Jewelers – 2426
The Sandwich Spot – 2420
United American Bank –
2400, Suite 100
Cynthia L. (retail) – 2400, Suite 110
Brick Monkey (retail) –
2400, Suite 120

WINSLOW STREET (WEST SIDE OF STREET)

Corner Cafe – 824
Office – 822
Turn Inc. – 808
Bnjo – 806
Aladdin Bail Bonds – 710
Subway – 708
Imaginations Salon – 706
Joe's Old Fashioned Barber Shop – 704
Esther Green Bail Bonds – 704
Bobby D's Cocktail Lounge & Sports
Bar – 700

WINSLOW STREET (EAST SIDE OF STREET)

Pizza and Pipes (restaurant) – 821

2300 BLOCK OF BROADWAY (SOUTH SIDE OF STREET)

New Kapadokia Restaurant – 2399
Broadway Masala Indian Cuisine – 2397
Palomino Labs
(software consulting) – 2395
Aili Ice Designs (florist) – 2363
Mahrz Salon – 2361
Bluefin Sushi & Teriyaki Grill – 2327
Mayers Jewelers – 2323

SEQUOIA BUILDING

Decoupage Hair – 2317
CRESTA Partners – 2317
Education.com – 2317
Farmers Insurance – 2317
Pomegranate Seeds – 2301

2300 BLOCK OF BROADWAY (NORTH SIDE OF STREET)

Chase Bank – 2300

HAMILTON STREET (EAST SIDE OF STREET)

Amie Wine Bar – 823
Paxata (software consulting) – 811

HAMILTON STREET (WEST SIDE OF STREET)

San Mateo County Law Library – 710

2200 BLOCK OF BROADWAY (SOUTH SIDE OF STREET)

Le Boulanger – 2225
Fox Theatre Box Office – 2219
Fox Theatre – 2209
Club Fox – 2209
Quinto Sol – 2201

2200 BLOCK OF BROADWAY (NORTH SIDE OF STREET)

COURTHOUSE SQUARE

Stuff on the Square – 2210
Froyola – 2206
Hidden Dragon Station – 2202
San Mateo County
History Museum – 2200

2100 BLOCK OF BROADWAY (NORTH SIDE OF STREET)

Sakura Teppanyaki and Sushi
Restaurant – 2198
Dragon Productions Theatre
Company – 2120

MIDDLEFIELD ROAD (WEST SIDE OF STREET)

THEATRE WAY

Crossing 900 – 840
Café La Tartine – 830
Bamboo Nail Spa – 810
Brick Monkey 2 – 816
eCommera – 812

MIDDLEFIELD ROAD (EAST SIDE OF STREET)

Numenta – 791
Service League of San Mateo County – 727
Anthony Gibbs, David M. Sloan,
Joseph Zoucha, Attorneys at Law – 655
Jeffrey K. Filippi, DC, DABCO – 627
Pacific Chiropractic – 621
Law Offices of Eric E. Woodman & F.
Garcia-Sepulveda – 621
Law Offices of Richard K. Jolliffe – 621
Bay Area Legal Aid – 539

2000 BLOCK OF BROADWAY (SOUTH SIDE OF STREET)

Powerhouse Gym – 2075
Trendy Fashions – 2065
Arthur Murray Dance Studio – 2065
Suisha House – 2053A
Rockin Wraps Kabobs Afghan
Cuisine – 2053B
Studio S Academy of Dance – 2047
Fortune Restaurant – 2039
Curious Things
(toys & collectibles) – 2033
Mandaloun – 2021
Broadway Tobacconists – 2013
Eckankar – 2009/2011
Elegance Complete Nail Care – 2005

(listings continue on next page)



2000 BLOCK OF BROADWAY (NORTH SIDE OF STREET)

Margaritas – 2098
Talk of Broadway – 2096
Yokohama – 2090
May's Vietnamese Restaurant – 2088
Russian Family Restaurant – 2086
Heimerhaus Deli – 2074
Retreat Salon – 2072
Grooming With TLC – 2070
Nancy's Tailoring – 2068
Captain's – 2066
Downtown – 2050
The Living Room – 2048
LV Mar (La Viga) – 2042
Broadway Subs – 2034
Vino Santo Bistro – 2030
Vesta – 2024
Young's Ice Cream & Candy Bar – 2020
Fitzpatrick Office Building – 2000

MAIN STREET (WEST SIDE OF STREET)

The Sequoia Center – 650
Bhart Bhushan, MD – 678
Richard R. Cicinelli, MD – 678

Amanda Young – 678
T.E. Howard Realty – 688
Sequoia Hotel – 800
Main St. Market – 804
Gambrel & Co. (butcher) – 812
Déjà Vu Antiques – 816
Anna Kim Chi Salon
Facials & Waxing – 822
Otto's Deli – 826
Precise Moves Chiropractic – 838
McKissock – 842
St. Regal Jewelers – 850
It Is Vapor – 850B
Pacific Euro Hotel – 868
Velo – 910
Turn Inc. – 920
Hi Vi – 930/940
State Farm Insurance, Hector
Flamenco – 956
Tutu School – 960
All Stars – 970
Rouge the Salon on Main – 980
The Pedestal Salon – 990
The Main Gallery – 1018
Alana's Café – 1020
Cooks Collision – 1104

ATA – 1202
Protech Consulting Engineering – 1208
Main Street Coffee Roasting
Company – 150 Elm St.

MAIN STREET (EAST SIDE OF STREET)

Martins West Gastropub – 831
Turn Inc. – 835
Ralph's Vacuum & Sewing Center – 837
La Victoria Taqueria – 847
Palermo Italian Restaurant – 849
D Tequila Lounge – 851
New Chin's Restaurant – 855
Donna Salon – 857
Angelica's Bell Theater & Bistro – 863
Savers – 875
Happy Salon – 901
TechnoUno – 903
The Patty Shack Burgers and Fries – 909
Buri Tara Thai Cuisine – 911
Little India Restaurant and Catering – 917
Derma Bella Day Spa & Salon – 921
Young's Auto Supply Center – 929
YuMe – 935
Avid Bank Shopkick – 999
Phil Finer Refrigeration & Air
Conditioning Inc. – 1001

Hold Fast Studio – 1101
Rountree Plumbing & Heating Inc. – 1201
Redwood Roller Rink – 1303

MIDDLEFIELD ROAD (NORTH SIDE OF STREET)

Milagros (restaurant) – 1099
Donato Enoteca Italian Restaurant – 1047
City Hall of Redwood City – 1017

MIDDLEFIELD ROAD (SOUTH SIDE OF STREET)

Redwood City Public Library – 1044

JEFFERSON AVENUE (EAST SIDE OF STREET)

United States Post Office – 855
Howie's Artisan Pizza – 837
C'est La Vie Salon – 831
CEA Travel – 829
Tanfastic Tanning Salon – 825
Citibank – 702, #100
Union Bank – 675
Every Woman Health Club – 611
SDG Architects – 603

WARREN STREET

Ace Dental Care,
Dr. Madhavi Nettem, DDS – 401
Office building – 401

MARSHALL STREET (SOUTH SIDE OF STREET)

All-Pro Bail Bonds – 208
Spruce Salon – 220
Esther Green Bail Bonds – 234

(listings continue on page 38)



A NEW DAY MEANS NEW HOUSING

REDWOOD CITY

DOWNTOWN CONSTRUCTION

A
640 Veterans Blvd
BRE Properties
264 Apartments
Est. Completion: 6/2014

B
439 Fuller St
Acclaim Companies
133 Apartments
Est. Completion: 10/2015

C
735 Brewster Ave
Classic Communities
18 Townhomes
Est. Completion: 10/2015

D
201 Marshall St
Raintree Partners
116 Apartments
Est. Completion: 6/2014

E
900 Middlefield Rd
Hunter/Storm
300,000 SF Office
Est. Completion: 9/2015

F
333 Main St
Sares/Regis
132 Apartments
Completed 3/2014

G
525 Middlefield Rd
The Pauls Corp
471 Apartments
Est. Completion: 1/2016

H
1100 Veterans Blvd
Kaiser
280,000 SF Hospital
Est. Completion: 12/2014

I
601 Main St
Lennar Multifamily
196 Apartments
Est. Completion: 3/2016

J
145 Monroe St
Greystar Development
305 Apartments
Est. Completion 8/2015

Revised March 2014

TO COMPLEMENT A BEAUTIFUL DOWNTOWN



Kathy Erken Bail Bonds – 234
Citibank – 702
Marshall Street Building
(various businesses) – 702
Polam Federal Credit Union – 770
Sequoia Hospital Employees Federal
Credit Union – 770

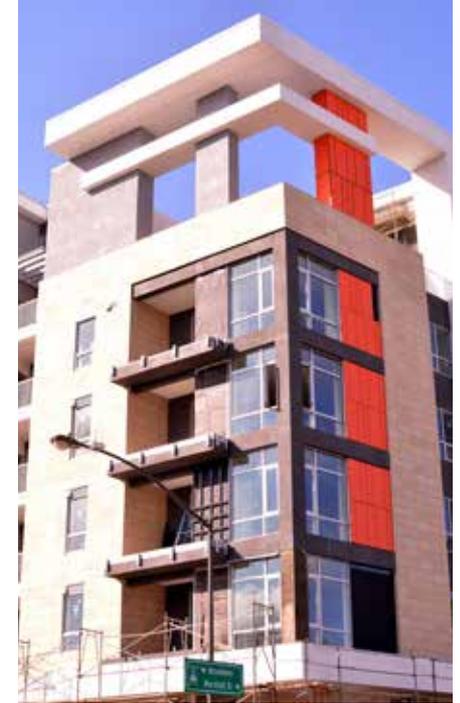
MARSHALL STREET (NORTH SIDE OF STREET)

Sentila – 201
San Mateo County Courthouse – 401
Yummlly – 601
Redwood City Fire Department – 755
Hartnett, Smith & Paetkau,
Attorneys at Law – 777

SEQUOIA STATION

Old Navy – 1101
Johnny Rockets – 1111
Pier 1 Imports – 1087
Safeway – 1071
Noah's Bagels – 1067
Nutrishop – 1065
European Wax Center – 1063
Sequoia Smoke & Sundries – 1061
Brian Yee, DDS – 1059
Super Cuts – 1057
Franklin St. Café – 1053
Subway – 1051
Perfect 10 (nail salon) – 1049
Starbucks – 1045
Peninsula Beauty Supply – 1043

CVS Pharmacy – 1039
Dress Barn – 1035
See's Candies – 1027
Verizon Wireless – 1025
Panda Express – 1023
Little Mad Fish – 1021
Great Clips – 1019
Pack & Mail – 1017
Metro PCS – 1015
AT&T – 1013
Apple Health Foods – 1011
Jamba Juice – 1007
Site for Sore Eyes – 1005
La Sweet – 1003
Max's Restaurant – 1001
Barnes & Noble – 1091
Pet Food Express – 1099



Tincher Construction Company –
1800 #1

Acupuncture and Weight Control
Center – 1800 #2

ACC Safety Education (Learn and
Live) – 1800 #3

Kaiser Permanente
Hearing Center – 1800 #5

Chiquitas – 1798

Mejorando tu Salud – 1796

Irma's Producciones – 1794A

Irma's Boutique – 1794B

Ahisushi Hibachi – 1784

Sport Life Nutrition – 1780

Club Caliente – 1776

La Viga – 1772

Nails and Spa – 1766

Letty Hair Studio – 1764

The Laundry Company – 1748

Washing Well – 1728

7-Eleven – 1700

Centro Cristiano Sion – 1662

Vision Mundial Ministries – 1662

El Rico Taco – 1660

Satellite Dialysis Center – 1645

Redwood General Tire Company –
1630

America's Tire Company – 1610

BROADWAY (SOUTH SIDE)

Grocery Outlet – 1833
San Mateo County School Insurance – 1791
Sequoia Self Storage – 1775
The R.I.S.E. Program – 1749
It Is Vapor – 1749
Friends for Youth – 1741
Sequoia Club – 1695
Aurora Spa – 1685
Image Salon – 1683
Dynasty Cleaners – 1681
Bodner Chiropractic Center – 1675
Seaport Dental – 1675
Eric's Auto Body and Paint – 1661
Clear Self Serve Car Wash – 1641
Caspian Hi-Line Cars – 1611
76 Service Station – 1603

BROADWAY (NORTH SIDE)

Wells Fargo Bank – 1900
Re/Max Realty Mid Peninsula – 1870



VETERANS BOULEVARD (NORTH SIDE)

Carpet Maintenance Supply – 1475
Tom's Outdoor Furniture – 1455
V&V Bros (RVs and trailers parts and maintenance) – 1020 Hansen Way
Tuesday Morning – 1295
Party City – 1289
Pet Food Depot – 1281
Dollar Deal – 1279
Hoot Judkins – 1269, 1265, 1255
Pro Soccer – 1235
Kohlweiss Auto Parts – 1205
Kmart – 1155
Applebees – 1135
Patelco Credit Union – 1105A
CT Nails & Spa – 1105B
Subway – 1105C
Allegro Dental – 1105D
Taco Bell – 1103
Carl's Jr. – 1001
Western Dental & Orthodontics – 975

In-N-Out – 949
Super Cuts – 853
Lobster Shack – 851
Palo Alto Medical Foundation – 805
Eugene V. Espiritu, DMD & Associates – 705, Suite 1
Best Cost Insurance Services – 705, Suite 5
FedEx – 705, Suite 6
Spectek Eyewear Repair – 697 #203
Zig Zag Bail Bonds – 697 #201
Pacific Stereo – 697

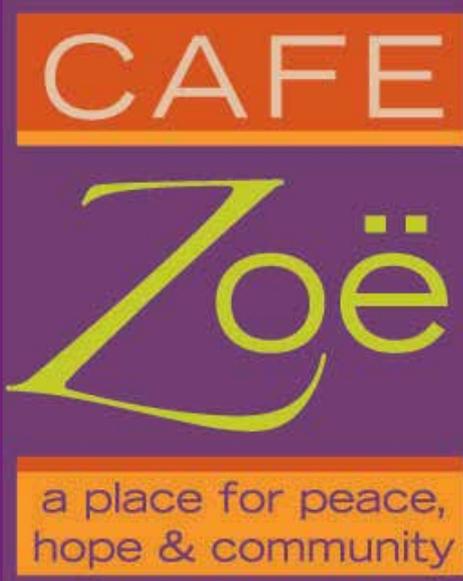
Atherton Appliance – 695
Amber Travel – 693
United Dental – 647
Biodent Dental Lab – 647
OHS – 633
Dignity Health Physical Therapy – 633
The Monterey Offices – 611-617
Sequoia Health District – 525
Bedrosian Associates – 525
Crunch Gym – 515
Chef Peking – 515

VETERANS BOULEVARD (SOUTH SIDE)

DPR Construction – 1450
Kaiser Permanente – 1150
Chevron – 990
Chef Chen's – 820
Eco Cleaners – 820, Suite C
Frida Cocina Mexicana – 820
Happy Donut – 820
The Salvation Army – 660
Buy, Sell, Loan Pawn Services – 590
SpeeDee Oil Change & Tune Up – 550
Custom Truck – 540
AAA – 510A
MY Credit Union – 510B



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A locally owned community coffee cafe with coffee (of course) espresso drinks, morning and afternoon pastries, quick breakfast items, sandwiches, paninis, salads, fruit smoothies, protein shakes, quick snacks and comfort food. Basically, there is something for everyone. We source organic produce as available and have a lot of gluten-free options. We also cater breakfast and lunch. You can learn more about us on Yelp or Facebook or cafezoemenlo.com. We look forward to meeting you soon.

Cafe Zoë - Redwood City
2074 Broadway Street
Redwood City, CA 94063
650.366.8277

Cafe Zoë - Menlo Park
1929 Menalto Avenue
Menlo Park CA 94025
650.322.1926

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Real Estate Professional for 28 yrs.

13 years as Chairman of Woodside Plaza
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4 yrs. Board Member of Redwood City
P.A.L. (Police Activities League)

Winner of the Redwood City Community
Builder's Award

**JOHN
&
SAMIE**



Samie Goodman

650.520.3413
Samie.Goodman@cbtnorcal.com
BRE #01515818

Woodside Plaza
Resident since 2001

Real Estate Professional for 10 yrs.

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(Fashion Institute of Design & Merchandising)

Member of ASID (American Society of
Interior Designers)

Specialized Buyers' Agent



Crouching Tiger

No matter if you are in the mood for something simple like fried rice and chicken salad, the classic taste of egg rolls and mu-shu pork, or more exotic flavor such as spicy dried cooked prawn and sizzling beef on hot iron plate, we have a complete menu to satisfy your appetite for an authentic taste of Sichuan, Hunan and Mandarin cuisine.

Our goal is to make your every dining experience with us a unique and delicious treat. We look forward to seeing you soon!



We can host large party of all occasions now!

Have you heard? We have expanded! Our restaurant is now twice as bigger with a full bar, we are excited to enrich your dining experience with more to offer. If you haven't done so, come check it out and Party with us!

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On COURTHOUSE SQUARE (Open during events on the Square)
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CAL 0305 03/14

SALSA FESTIVAL

SATURDAY, SEPTEMBER 27, 2014

12-8PM FESTIVAL

12-5PM TASTING COMPETITION

**COURTHOUSE SQUARE
DOWNTOWN REDWOOD CITY**

3 STAGES OF LIVE MUSIC -

SALSA, LATIN ROCK AND LATIN JAZZ

SALSA TASTING COMPETITION

KIDS CARNIVAL AREA

MICROBREW TASTING

TEQUILA TASTING

ARTS & CRAFTS

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COMPETE TO WIN \$500 IN THE
PEOPLE'S CHOICE TASTING COMPETITION
SIGN UP ONLINE
WWW.REDWOODCITYEVENTS.COM**



REDWOOD CITY

parks & arts
foundation

• recreation • culture • community

Current Projects:

- ✓ Increase Access to Sports Fields
- ✓ Re- Open Hoover Pool
- ✓ Provide After-School Programs for More Children
- ✓ Sustain Downtown Events

Our Purpose:

To Advocate, Advance and Develop Support for Parks and Recreational Programming, Community Services, Cultural Activities and The Arts in Redwood City and Surrounding Unincorporated Areas.

*Make a Difference!
Donate Today!*

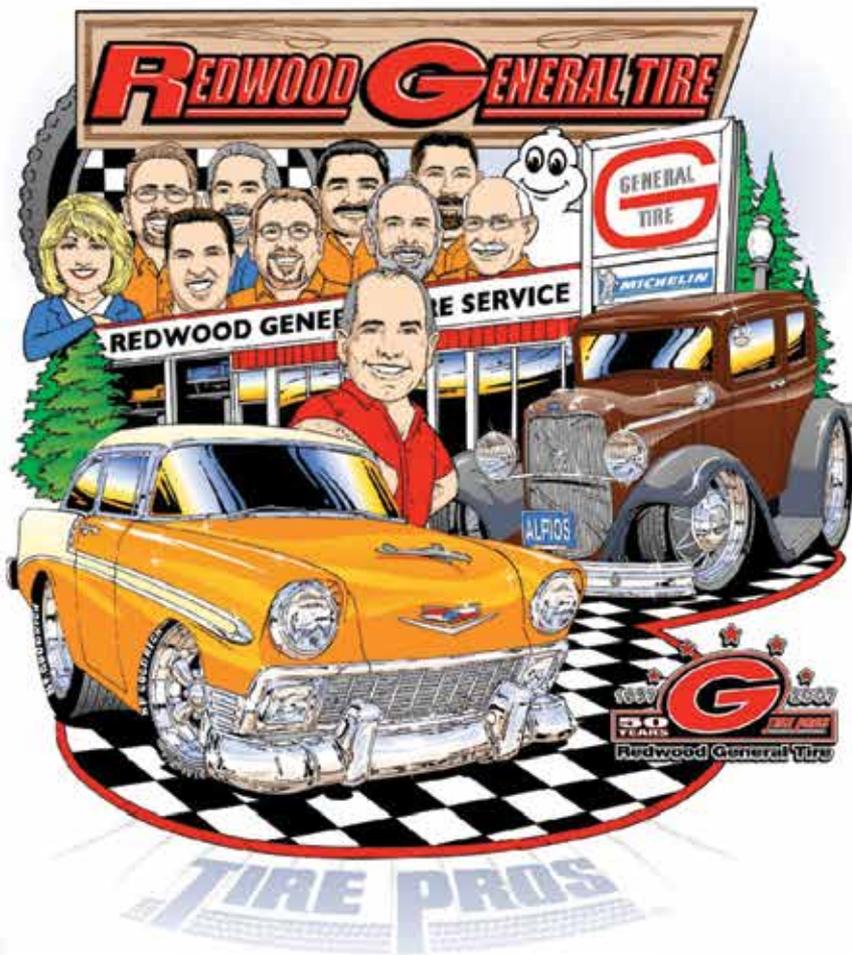


To Donate and for Additional Information Please Visit: <http://rwcpaf.org/parksandarts/home-rwcparksartsnew.html>

Contact Info info@rwcpaf.org (650) 780-7250 1400 Roosevelt Ave, Redwood City, CA 94061



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- **ALIGNMENTS**
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Cars, light trucks, RVs
- **CLUTCH REPAIRS**
- **COMPUTERIZED ROAD FORCE**
Variation Balance
- **TRANSMISSION SERVICE**
Coolant service & flush
- **FUEL INJECTION SYSTEM SERVICE**
- **LUBRICATION & OIL CHANGE SERVICE**
- **R.V. SERVICE**
- **SCHEDULED MAINTENANCE**
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- **SMOG INSPECTION**
Test only, Smog Check, Repair, Gold Shield & Certification
(cars, trucks & RVs)
- **TIRE REPAIR**
High performance specialist
- **ROAD SERVICE**



To Do List

1. Get 4 new tires
2. Get front-end alignment
find a reputable shop near home
3. Get oil change
check if gas station can do it
4. Get a new muffler
look for a shop
5. Get a smog check
cruise El Camino for smog station
6. Check brakes and adjust hand brake

SHOPPING AROUND

for good tire prices, an oil change, a front end alignment, a brake job or a smog check?



Redwood General Tire Pros

1630 Broadway, Redwood City

650-369-0351

www.redwoodgeneral.com



San Mateo Credit Union

Serving Redwood City and San Mateo County for over 60 years

We're local. We're here for you.

At SMCU, we've paid attention to what residents need here in San Mateo County. We're your neighbors.

Come see us at a branch near you for ways to save money on auto loans, home loans and more.

**Visit one of our neighborhood branches.
See what all the fuss is about.**

~SAN MATEO~
CREDIT UNION

(650) 363-1725 | smcu.org

You are eligible for membership in SMCU if you live, work, worship or study in San Mateo County, the City of Palo Alto and certain areas of San Francisco. A one-time non-refundable membership fee of \$10.00 (\$1.00 for age 17 and younger) is required to join. Federally insured by NCUA. SMCU is an Equal Opportunity Lender.

On Broadway

830 Jefferson Avenue
Redwood City

North Fair Oaks

3117 Middlefield Road
Redwood City

Redwood City

(Branch & Mortgage Office)
555 Marshall Street
Redwood City

San Mateo

1515 S. El Camino Real
San Mateo

South San Francisco

150 El Camino Real
South San Francisco

Westlake

415 Westlake Center
Daly City

Palo Alto

616 Ramona Street
Palo Alto

East Palo Alto

1735 East Bayshore Road
East Palo Alto