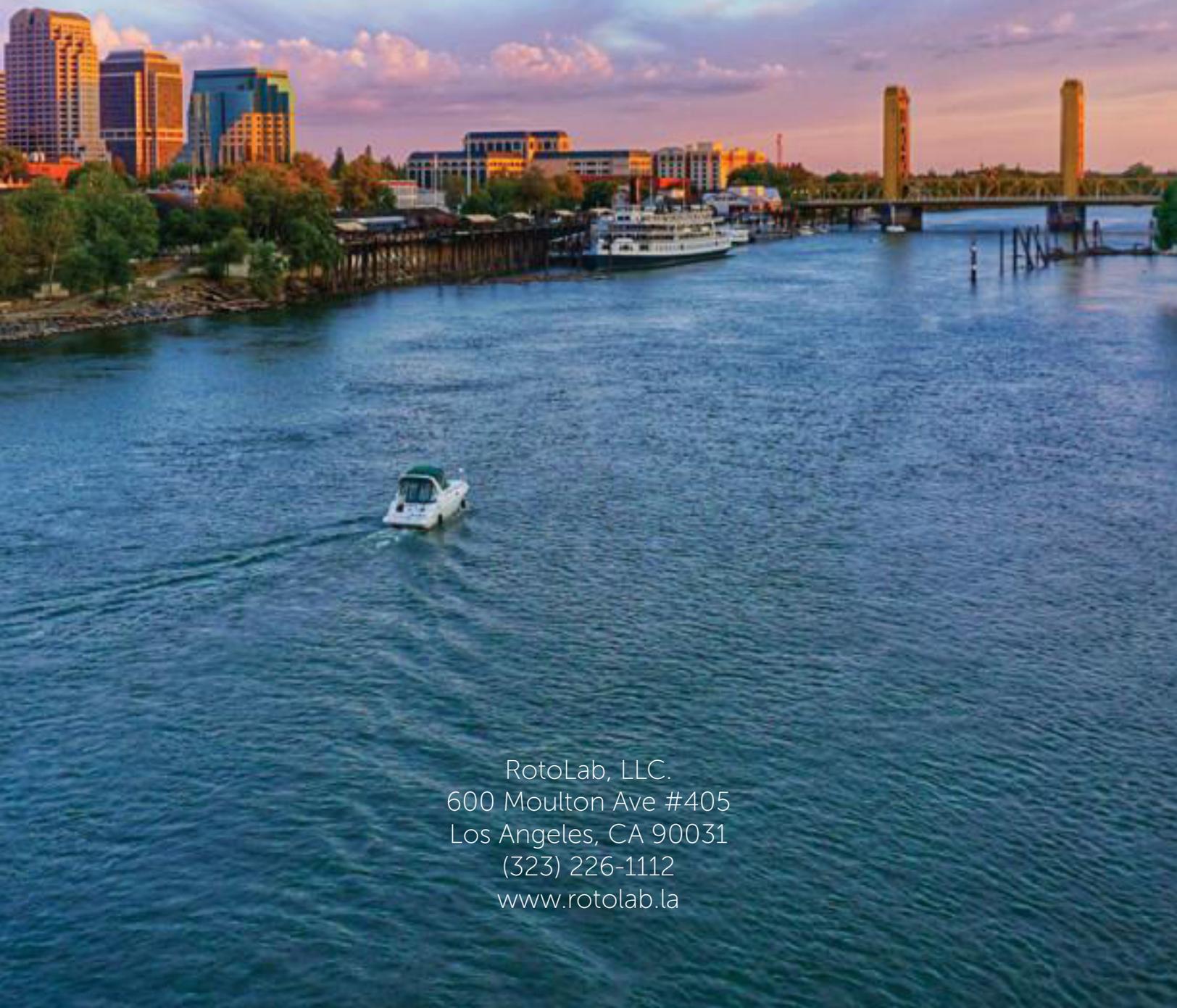


Statement of Qualifications

Civic Lab: Commercial Corridors Challenge

Streams of Civilization



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rotolab

Dear Members of the Selection Committee,

We are excited to present our vision and proposed solution to the challenges raised in Civic Lab's Request for Qualifications. We recognize the effort that went into the creation of this challenge and the many lives this work has the opportunity to positively impact. With this Statement of Qualifications we present to you a cross sector team of domain experts with a long experience of collaborating on projects such as these. By submitting we are confirming we have reviewed and accepted SACOG's Standard Agreement without qualifications.

Cross Sector Collaboration is necessary to create the types of projects that today's clients expect. RotoLab was founded in 2015 by world renowned RoTo Architects (Michael Rotondi, FAIA) with the specific intention to challenge the current definition of architectural practice by expanding the role of architects to get involved with stakeholders earlier through community involvement and research, stay involved later through operational and innovation consulting, and diversify our offerings through mixed media, science based approaches to solutions design.

Our natural resilience and capacity for invention allows us to constantly face these challenges with optimism and invention through creativity and play.

Informal Learning specifically, play-based learning is at the heart of all of our projects. By integrating new hybrid programs known as Affinity Spaces into our concepts and engaging in new forms of placemaking through personalized, unmediated, interactive landscapes, we create environments that stimulate our innate desire to learn, share, and improve the lives of others in our community.

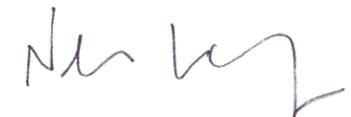
Blue Sky Thinking with Real World Experience Not every team is capable of simultaneously producing innovative visions and delivering high quality results. RotoLab employs a mission based approach with a deep roster of proven collaborators from which we create a unique team for each challenge.

It is from this context that we would like to present to you *Streams of Civilization*, a vision for a new network of *Cultural Corridors* that connect the Greater Sacramento Area to support better nutrition, mobility, education, and reverse the trend of homelessness in our capital city, and the surrounding communities.

Sincerely,



Michael Rotondi FAIA, Co-Founder & Senior Director



Nels Long, Co-Founder & Senior Director

THIS PROPOSAL HAS BEEN PREPARED FOR SACOG CIVIC LAB

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TABLE OF CONTENTS

Intro + Design Philosophy	7
World Map	7
Propositions	9
Project Understanding + Overall Vision	11
Concept Design	13
Programmatic Interventions	15
Challenge 1	19
Challenge 3	21
Challenge 4	23
Challenge 5	25
Challenge 7	27
Challenge 8	31
Challenge 10	33
Challenge 11	35
Challenge 12	37
Firm Profile	39
Key People	41
Biographies	43
Our Expertise	45
Relevant Projects	47
Our Team	63
Project Management + Accountability	65
Design Team	67
Technical Team	99
Local Partners + Operators	115
Proposal Summary	123
Appendix	125
Consultant Business Certifications	
Alchemy Kitchen Feasibility Studies	
Additional Research	

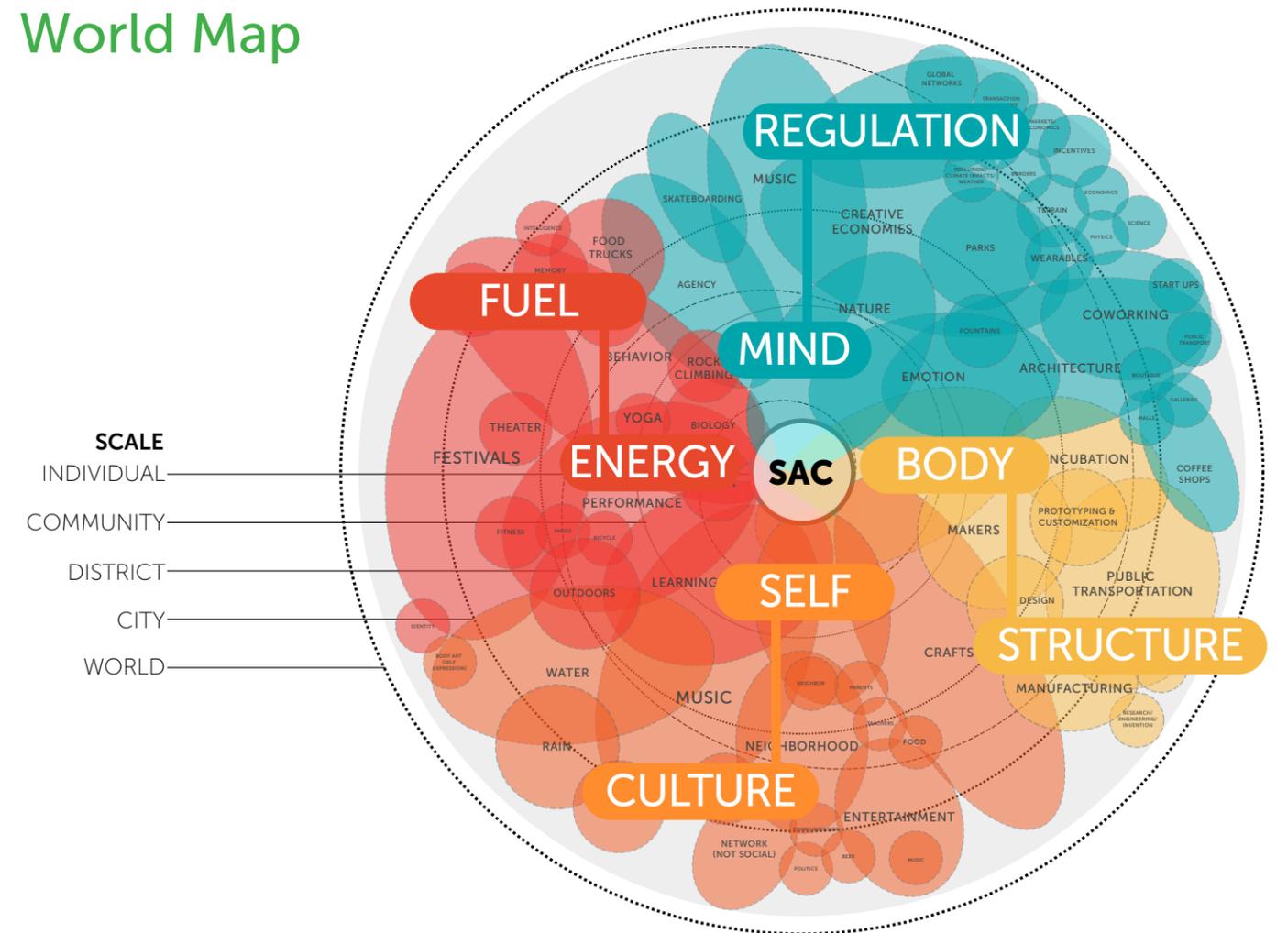
INTRO+ DESIGN PHILOSOPHY

In response to the SACOG Civic Lab's call for proposals for the Commercial Corridors and Main Streets Initiative, RotoLab has begun to outline a course of development with the intention to support local organizations and industries to positively affect change in their region. In each case we have worked to propose interventions that are affordable in context of their location and provided phasing strategies where total project costs make concepts inaccessible all at once.

Design Philosophy

Our process to complete this project is called worldbuilding, which begins now with a vast amount of research collected from interviews, site visits, and primary sources. All this information becomes the database from which we make design decisions and create propositions as starting points for design intervention. This social model in turn becomes a programmatic concept and finally an architectural design.

World Map



PROPOSITIONS

WHAT IF

1. *waterways replaced roadways as the infrastructure of cultural exchange?*
2. *vacant or failing retail centers were repurposed to be hubs in a network of DIY, Farm to Fork, education and event centers?*
3. *play-based learning could connect area schools with the history and future of their region?*
4. *we could reverse the trend of homelessness in Sacramento through a deep focus on social mobility where nutrition, wellness, alternative housing, transportation, alternative energy, do-it-yourself construction, and open source technology were openly available?*
5. *we could slow the negative effects of gentrification through an investment in the cultural model of a region?*

why not?

PROJECT UNDER- STANDING + OVERALL VISION

OVERALL VISION

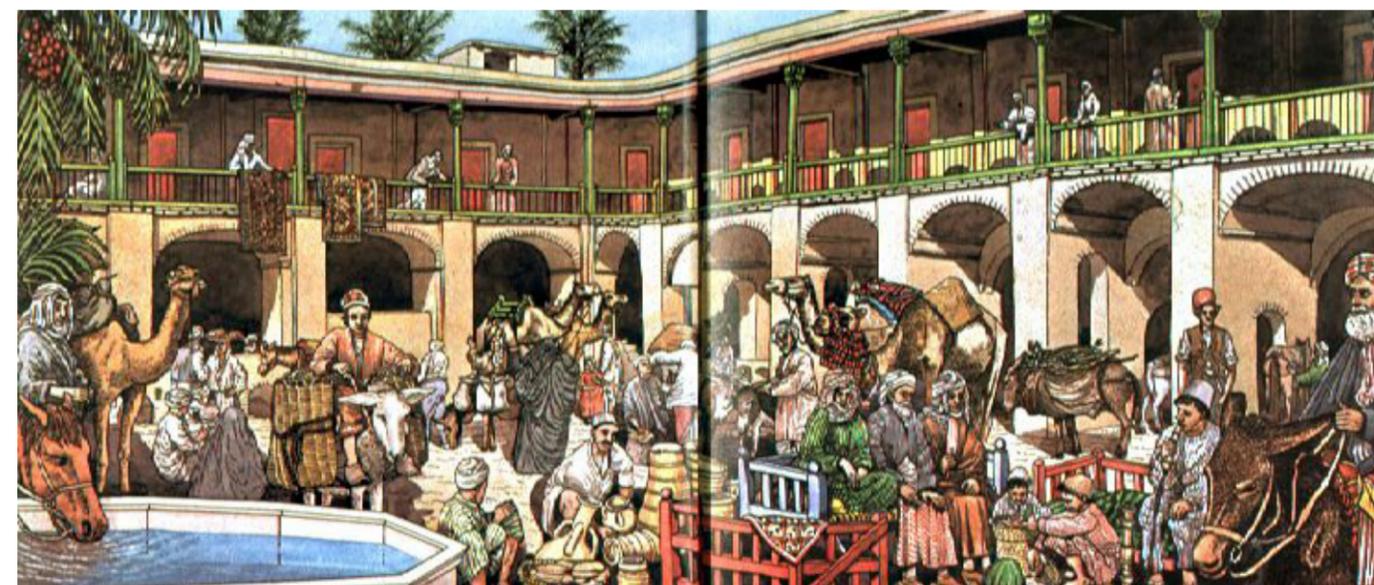
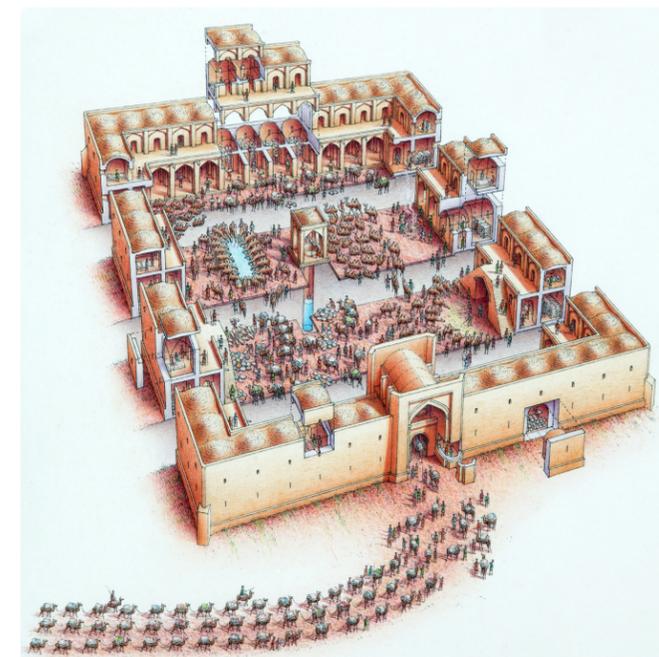
A Network of Riparian Caravanserais

Throughout history the caravanserai has played a vital role in supporting trade, commerce, and cultural exchange throughout the Middle East and Asia.

Often positioned adjacent to major thoroughfares such as the Silk Road, caravanserais provided places where merchants and travelers alike could stop, bathe, eat, tend to their livestock, deliver letters, and most importantly, tell stories.

In today's globalized world we no longer need roadside inns to shelter us from the challenge of crossing deserts. We do, however, desperately need more places to come together and learn about one another, to eat, and most importantly to share experiences and tell stories!

We believe that a network of modern day caravanserais designed to support the growing farm to fork economy, built adjacent to, and connecting the Sacramento region's vast network of waterways and bicycle paths instead of rural desert trails, will provide the necessary infrastructure to generate the type of cultural growth that will support long term trends in reversing homelessness, improve health through nutritional awareness, advance mobility, and disrupt stagnant models for learning and education.



Concept Design

This vision seeks to empower local businesses, entrepreneurs, non-profit organizations, and communities to make the local changes they need for themselves by providing a strong foundation in cultural infrastructure.

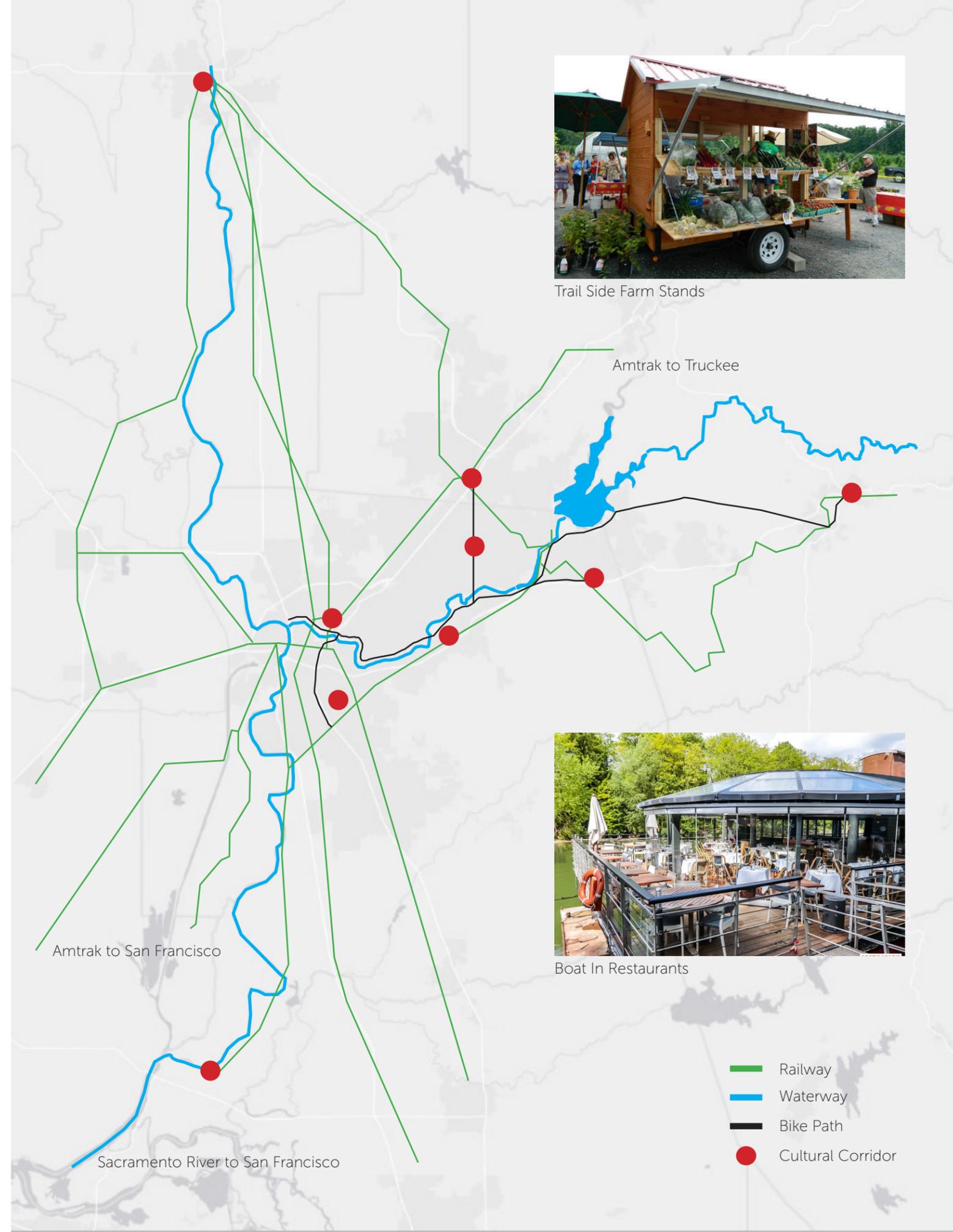
We intend to convert these failing commercial corridors into Cultural Corridors by introducing key programming such as market spaces, kitchens, gardens, and live-work spaces to be tailored to each location based on our research in each neighborhood's identity and individual challenges.

Each of these Cultural Corridors will become a node in a network of spaces built around the Sunrise Mall for which we will propose a scheme to transform it and the surrounding area into the central hub of the Farm to Fork economy complete with urban farms, restaurants, and learning centers.

As Sacramento is poised to become the leader in nutrition and natural dining options, so too is it on the verge of becoming a center for new advances in transportation and mobility. We believe that mobility is not only about efficiency, but rather about creating opportunity for transformative experience to occur en route. Because of this we believe that there is great value in historical forms of mobility, specifically in a region that has such strong historical ties to its railroads, waterways, and more recently its bicycle paths.

We propose a plan to work towards the activation of these historical models of mobility to get people out of their cars, and interacting with the world around them via train, boat, and bicycle on a network of routes connecting the Cultural Corridors we have created with themselves, and the communities that require them.

This new mobility network in turn provides the opportunity for economic development along its routes by entrepreneurs and existing business through the creation of bike thru or boat thru dining, farm stand and farm site shopping, learning experiences, and the programming and operation of a calendar of events and experiences that travel from one Cultural Corridor to the next, connecting communities and sharing experiences.



Trail Side Farm Stands



Boat In Restaurants

- Railway
- Waterway
- Bike Path
- Cultural Corridor

Programmatic Interventions

A collection of the following programmatic designs will be tailored to each of the challenge sites and designed to mesh with each site's community and culture.

Cultural Activity Centers

At the heart of our proposal lies the activity centers. Their design is informed by a vast amount of research into what communities in the greater Sacramento area need today, specifically, in regards to reversing the trend of homelessness, and supporting the next generation of food entrepreneurs.

Programming Includes:

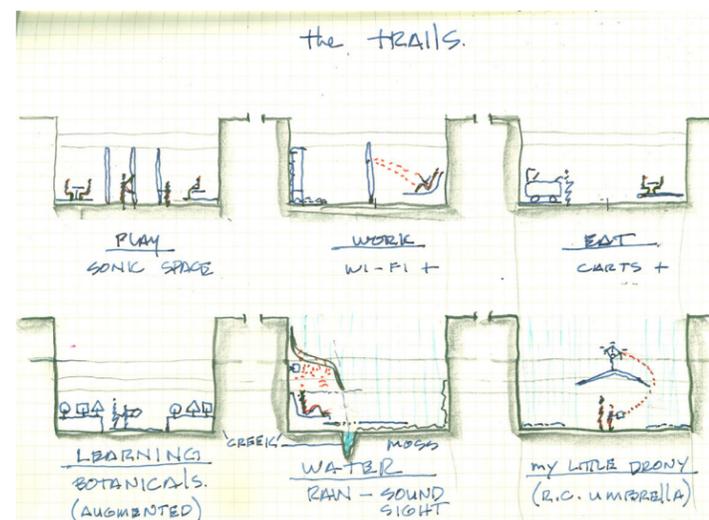
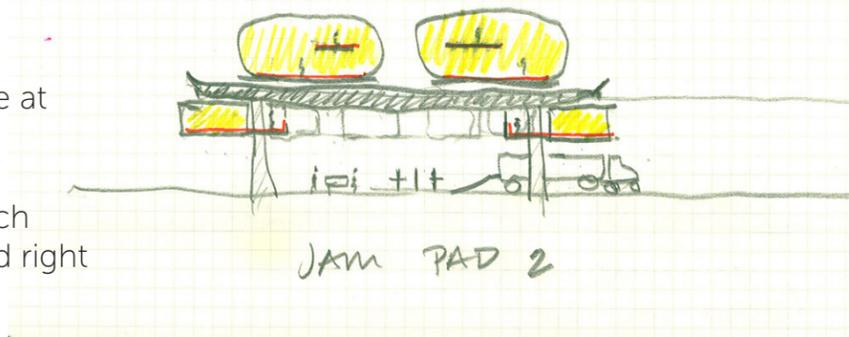
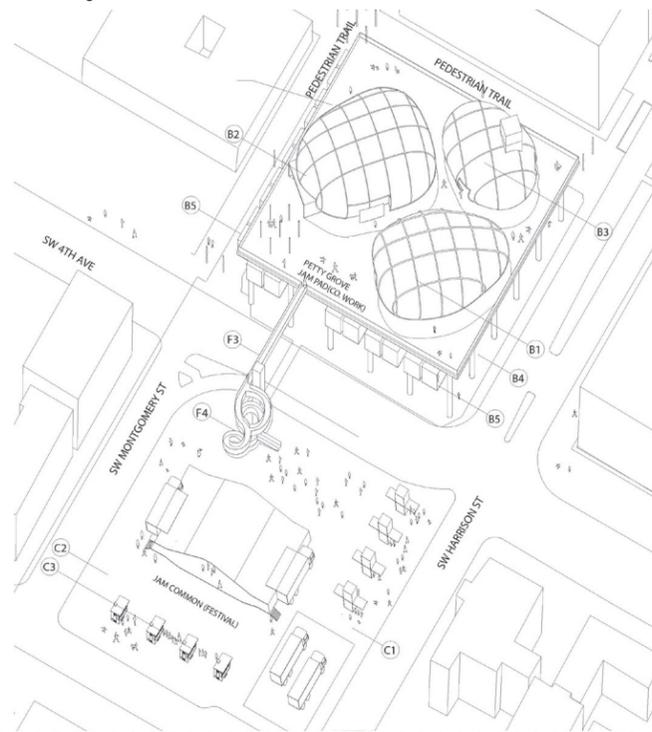
- Pop-Up Court suitable for night markets, art installations, farmers markets, etc.
- Commercial Kitchens accessible by the hour to support local food entrepreneurs, the community, and to host cooking classes and vocational training
- Showers and Laundry Facilities available at free or discounted rates
- Gardens and Aquaculture Farms to teach locals how to sustainably farm fresh food right in their neighborhood

Pedestrian Friendly Streetscapes

Reducing the need for a car and increasing the walkability of a place is the first start in generating sustainable growth.

Programming Includes:

- Relocating Parking and moving retail to the sidewalk
- Landscape design including vegetation and water features
- Introduction of parklettes, EV charging, etc.



Interactive Elements

We believe that the best ways to attract people to a place and encourage them to return and make that place a permanent part of their daily life, is to incorporate experiences that support informal learning.

Programming Includes:

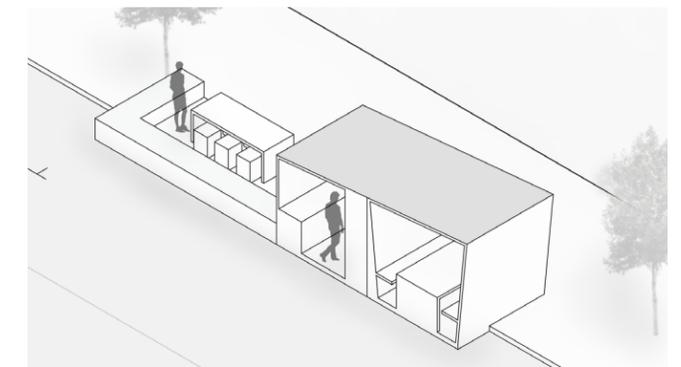
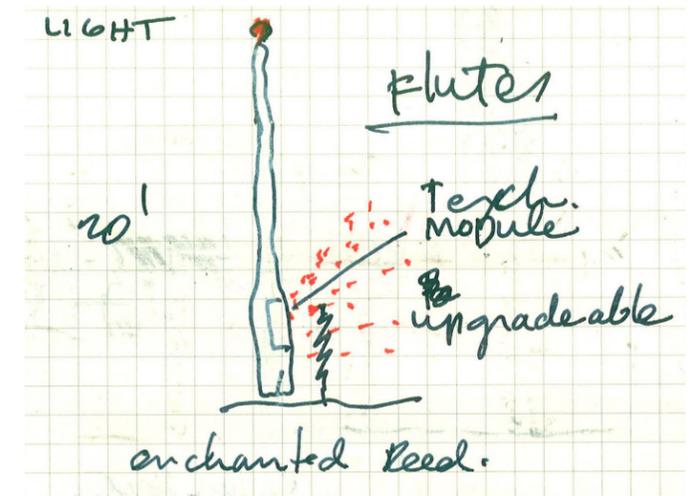
- Reeds: Permanent multimedia installations that create music with touch, and when deployed in a group or a "Grove" can be networked to create call and response activities, and musical announcements for upcoming events in activity centers.
- Tree Museums and interactive landscapes using smartphones and geofencing to provide location specific information.
- Modular SmartFurniture allows you to get outside more and stay connected.

Live Work Spaces

The single most important factor to the increase in homelessness (70%) is the rising cost of living. For many, homelessness is a temporary setback that becomes a lifelong struggle. Through the introduction of live-work spaces adjacent to Activity Centers, we provide a space for people to live while completing vocational training necessary to gain new employment, launch their own business, or volunteer time to local non-profits and communities.

Programming Includes:

- Prefab, container-type housing integrated into Cultural Corridors.
- Modular and mobile, these housing units can be moved from one site to another as needed.



Advanced Mobility Hubs + Services

With the oversaturation of cars and the rise of new technologies aimed at reducing vehicles on the road, multi-modal mobility is the new answer to our transportation problems. Where it falls short however is in programming each modality to accurately represent the cultural basis for mobility in that region.

We propose a number of future-facing mobility options to begin a conversation about how our historical, social, and economic models all affect our personal mobility.

Programming Includes:

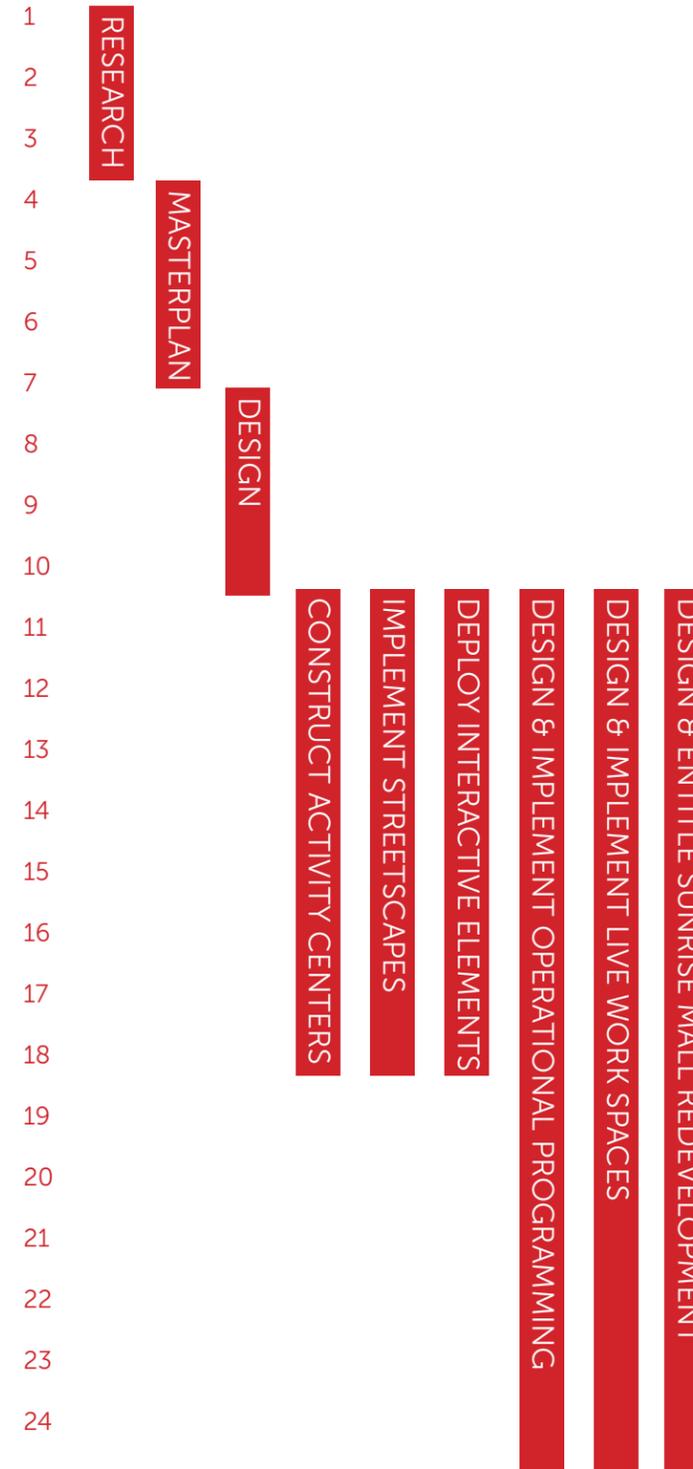
- Hybrid Interchanges featuring public transportation, bike or boat rental, retail, and live-work spaces
- EV Charging Stations with locally influenced, play-based activities
- Slow Commuters for people who live in Sacramento but work for companies in San Francisco to work remotely from boats or trains en route.
- Bike/Boat Thru Restaurants cater to people on the go without requiring that they leave their vessel
- Water Taxis as a means of mobility across the entire system of waterways but specifically between delta towns and the city center.
- Bike Portages allow riders to bring their bike on board a water taxi or carry their PWC with a bicycle



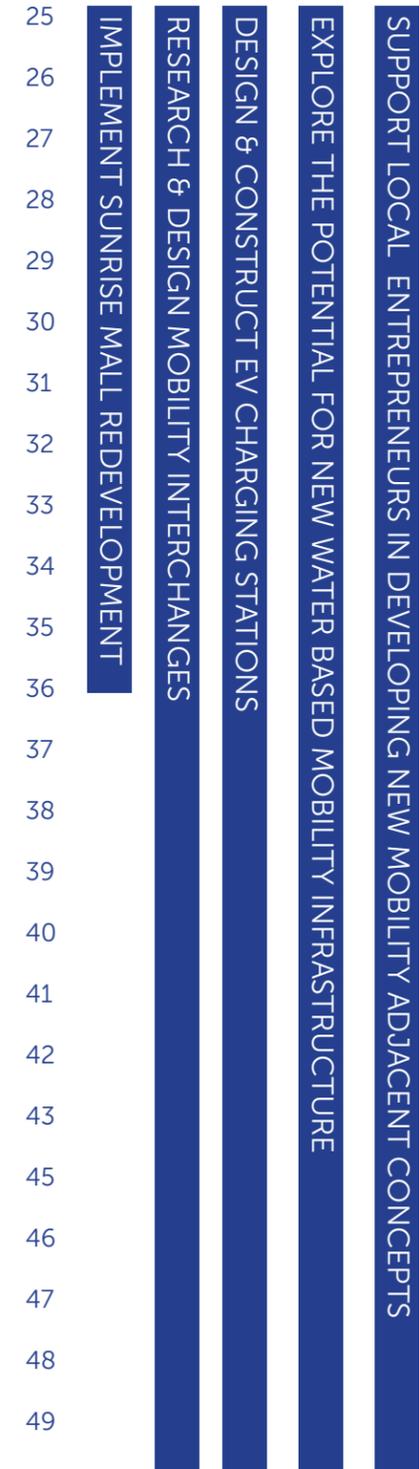
Project Phasing

We've broken down our vision into two phases in order to deliver actionable solutions today that address the challenges raised by Civic Lab participants, while simultaneously paving the way for future developments that support our aspirational goals.

Phase One



Phase Two



Cultural Corridor 1: Placerville, Broadway

Hang Time Wine and Ag District

Challenge

Underutilized commercial and residential properties on Broadway from Main Street to Schnell in Placerville fail to maximize either their retail potential or provide relevant housing options within our commercial core where downtown Placerville is thriving. Property owners aren't technically or financially poised to deal with the changing retail and housing landscape, and the City of Placerville doesn't have the resources or incentives in place to facilitate a transition to higher and better uses.

Vision

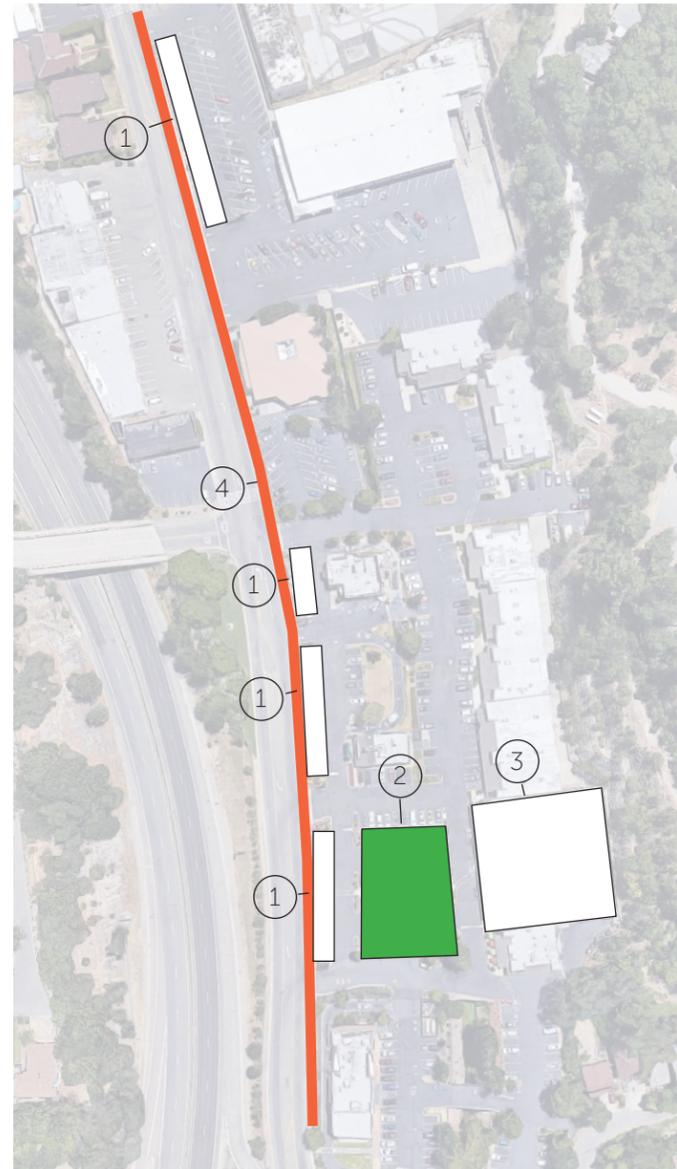
Transform an outdated, auto-dependent commercial strip corridor into a vibrant, walkable district built on the strong culture of wine making and growing in the region. This new district will integrate shared community infrastructure and creative live/work options to enhanced a sense of place.

Phase 1 Solutions:

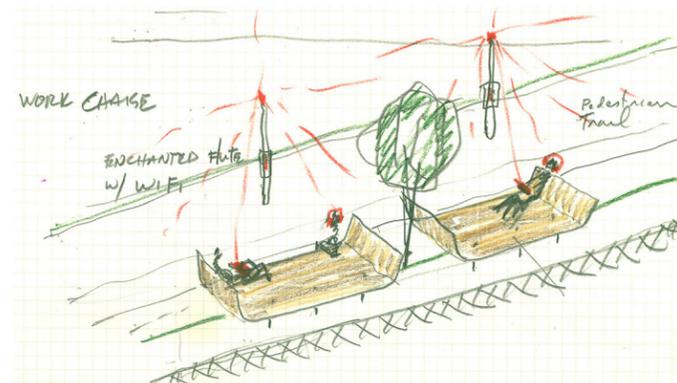
- Masterplan streetscape to bring retail to the street and activate vacant space with interactive elements and urban farming
- Design new corridor theme and branding through wayfinding, architectural and multimedia elements (musical, visual, and interactive)
- New multi modal hub with pop-up farm to fork activity center (indoor/outdoor) – food/entertainment/ public activity/art focused
- Live work residential units constructed adjacent to new activity center

Phase 2 Outlook:

- Creation of new Mobility Hub to connect Placerville to greater Mobility Network
- Implement new methods of connecting historical mobility (ie. railroads) to new advances in mobility



1. Food Stand, Wine Tasting, Market Stalls
2. Pop Up Court, Garden,
3. Commercial Kitchen, Auditorium, Teaching Kitchens, Laundry, Career Training, Dining Hall
4. Green belt pedestrian interactive walkway



Cultural Corridor 3: Isleton, Main Street

Parisian Market District

Challenge

The historic nature of the corridor means many of the buildings need a lot of love, façade improvements and renovations that prove to be financial barriers to new investors. Vacant storefronts and absentee ownership has led to portions of Main Street looking tired and in need of reactivation— Main Street needs to look like an attractive investment to accelerate infill of these properties. Sidewalks and streets need repair, and the corridor could use more pedestrian amenities like trees, benches, and other landscaping to improve visitor experience.

Vision

Draw visitors and new residents into the California Delta by offering its unique historical and environmental experiences based on local history including the Asparagus Festival, Crawdad Festival, Steamboat Races, and all manner of water-based activities including fishing, aquaculture, and watersports to further establish its culture and community while creating a recreational destination worth the day trip.

Phase 1 Solutions:

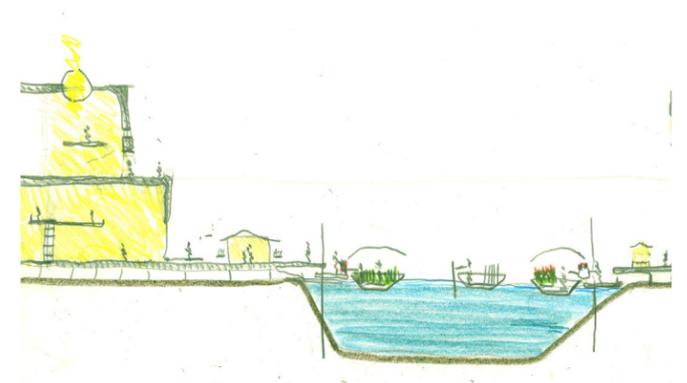
- Masterplan Streetscape and provide additional amenities to pedestrians, store fronts, gardens, etc.
- Pop-up farm to fork activity center – food/entertainment/ public activity/art focused
- Increase visibility through mobility activations on waterways, bikepaths and new branding, and interactive signage on highway 160 and I-5

Phase 2 Outlook:

- Creation of new Ferry Terminal, a Mobility Hub to connect Isleton to greater Mobility Network
- Implement new methods of connecting historical mobility (ie. riverboats) to new advances in mobility



1. Ferry Terminal
2. Depot, Market Space, Commercial Kitchen
3. Storefront, Market Stalls, Wine Tasting, Gardens and Courtyards Behind
4. Interactive Pedestrian Walkway



Cultural Corridor 4: Rancho Cordova, Folsom Blvd

American River District

Challenge

Existing land uses, consisting of outdated strip centers, over parked big boxes, and automobile-oriented businesses, do not invite a walkable, activated atmosphere on Folsom Boulevard. Land values and market conditions do not support the long-term vision both for residential and commercial development and limited parcel sizes, fragmented ownership and lack of property owner vision/ambitions are limiting active development.

Vision

Create authentic placemaking that will transform Folsom Boulevard into a vibrant corridor built upon the locales rich american culture. This region was once home to a bustling military base, drive in movies, and all sorts of river activities. Our plan will activate the street with pedestrian friendly interventions that hark back to the golden age of Americana.

Phase 1 Solutions:

- Masterplan streetscape to bring retail to the street and activate vacant space with interactive elements and urban farming
- Design new corridor theme and branding through wayfinding, architectural and multimedia elements (musical, visual, interactive)
- New multi modal hub with pop-up farm to fork activity center (indoor/outdoor) – food/entertainment/ public activity/art focused

- Live work residential units constructed adjacent to new activity centers

Phase 2 Outlook:

- Creation of new Mobility Hub to connect Rancho Cordova to greater Mobility Network
- Implement new methods of connecting historical mobility (ie. railroads) to new advances in mobility systems



1. Media Center, Theater, Gaming Lounge
2. Oral History Library & Recording Studio
3. Pop Up, Exhibition, Market, Event Space
4. Pop Up, Exhibition, Market, Event Space
5. Craft Brewery
6. Ice Creamery
7. Teaching Kitchen / Public Communal Kitchen
8. Laundry
9. Fab Lab
10. Business Center
11. Garden Center / Administration
12. Covered Yard, Games, Dining
13. Pony Express Museum

Cultural Corridor 5: Yuba City, Bridge Street

The Plum District

Challenge

The City is trying to improve mobility through one of the City's main thoroughfares and to accommodate the increased traffic volume when the new 5th St Bridge is finished. The City is working to enhance the aesthetic character of the corridor, while improving multi-modal transit options that will incentivize infill project development along the corridor.

Vision

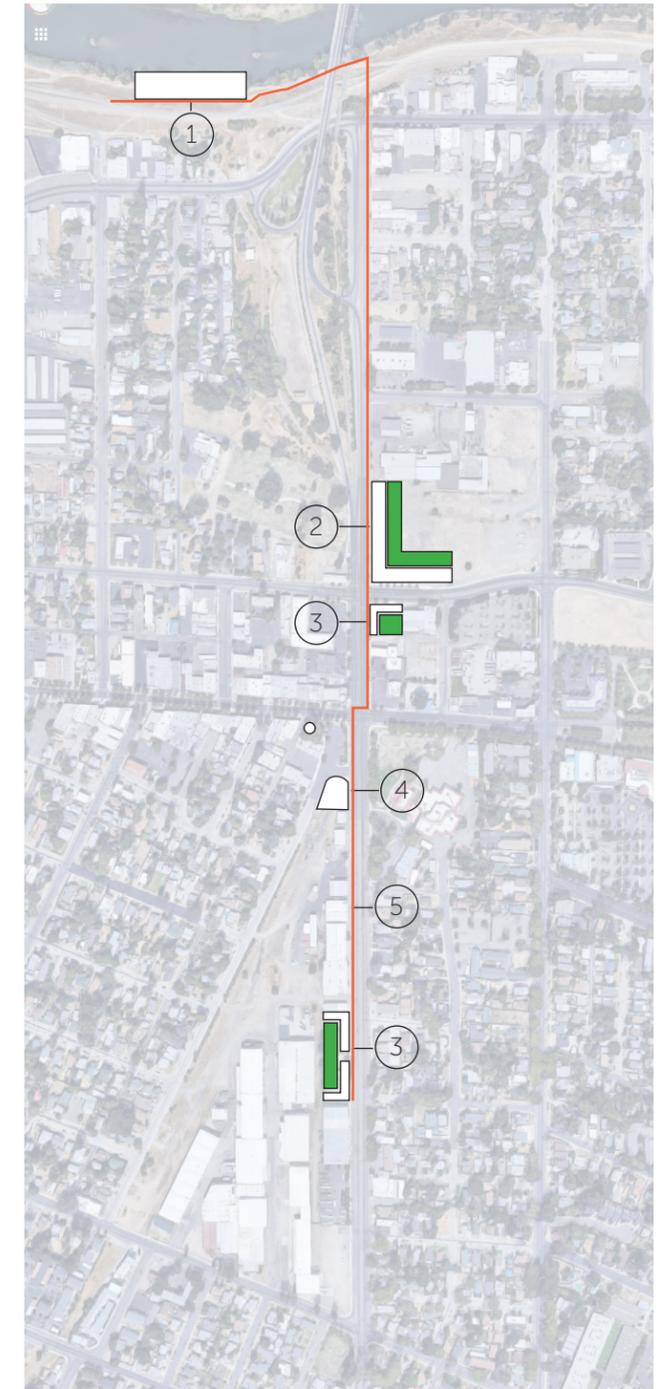
A vibrant multi-modal corridor providing cultural amenities and infrastructure that will attract economic development while maintaining the character of Yuba City's diverse population and supporting events like the Cultural Festival.

Phase 1 Solutions:

- Masterplan streetscape to bring retail to the street and activate vacant space with interactive elements and urban farming
- Design new corridor theme and branding through wayfinding, architectural and multimedia elements (musical, visual, interactive)
- New multi modal hub with pop-up farm to fork activity center (indoor/outdoor) – food/entertainment/ public activity/art focused

Phase 2 Outlook:

- Creation of new Mobility Hub to connect Yuba City to greater Mobility Network
- Implement new methods of connecting historical mobility (ie. waterways) to new advances in mobility systems



1. Ferry Terminal
2. Activity Center, Market Space, Commercial Kitchen, Gardens
3. Storefront, Market Stalls, Gardens and Courtyards Behind
4. Corner Kiosk, Market Stand, Information
5. Interactive Pedestrian Walkway

Cultural Corridor 7: Sunrise Mall

Sunrise Marketplace District

Challenge

The corridor's public infrastructure in the medians is in need of a major face lift with many vacant office and building spaces ripe for innovative new uses to come in and inject energy and excitement into the corridor. The corridor is difficult to navigate as a pedestrian/bicyclist or transit rider due to the lack of pedestrian friendly sidewalks and bike lanes on the public streets as well as within the commercial spaces. There is a 100 acre mall site, with a dis-invested ownership, businesses within that are struggling and high vacancy rates.

Vision

We see this corridor as the central hub of the new network of cultural corridors. This is a place with a unique regional nostalgia that can be leveraged to bring public interest back to this corridor and can be built upon to forge new relationships with current and future generations.

Based on our experience with retail development and changes in the retail market, we are proposing a complete reimagining of the Sunrise Mall. This begins with a redesigned streetscape that focuses on pedestrian activity complete with interactive elements and programming for cyclists.

This new mobility corridor connects activity centers in Roseville and along the American River to the Sunrise Mall which itself will be transformed, turning inside out to create a public retail space along the street front complete with urban gardens, and active infrastructure for bicycles and rollerskates.

With the existing mall inverted to activate the streetscape, the interior becomes a hub of the Farm to Fork economy, complete with open air markets and food stands, agriculture and aquaculture demonstrations and career training, teaching kitchens for public cooking classes, art galleries, media exhibits, theaters, and a research laboratory for connection with regional universities and extension services. In phase two we envision the addition of live work spaces to support the creation of hybrid farmers/artists in residence programs for local food entrepreneurs and artists to come together and create sustainable experiences.

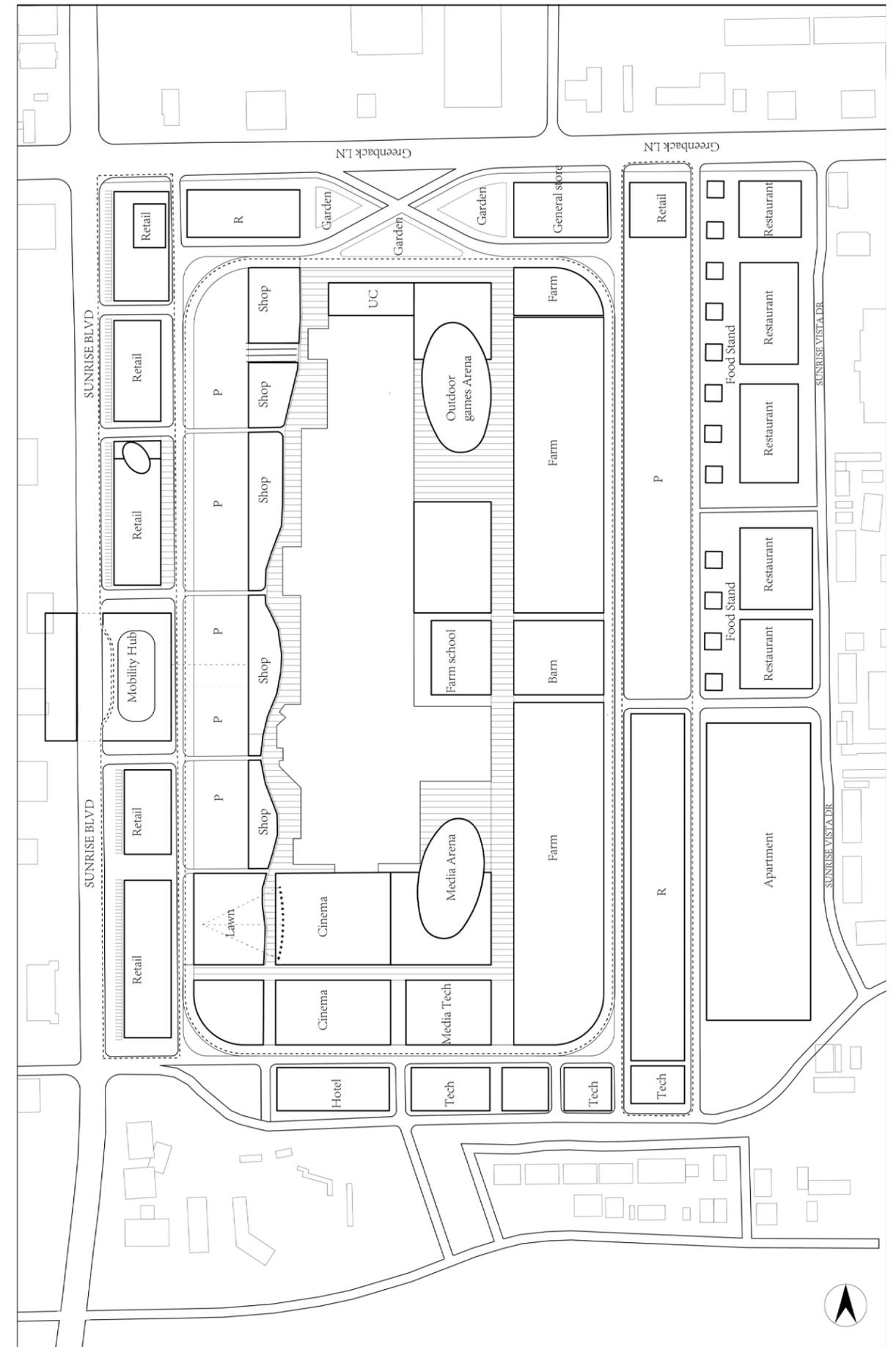
Phase 1 Solutions:

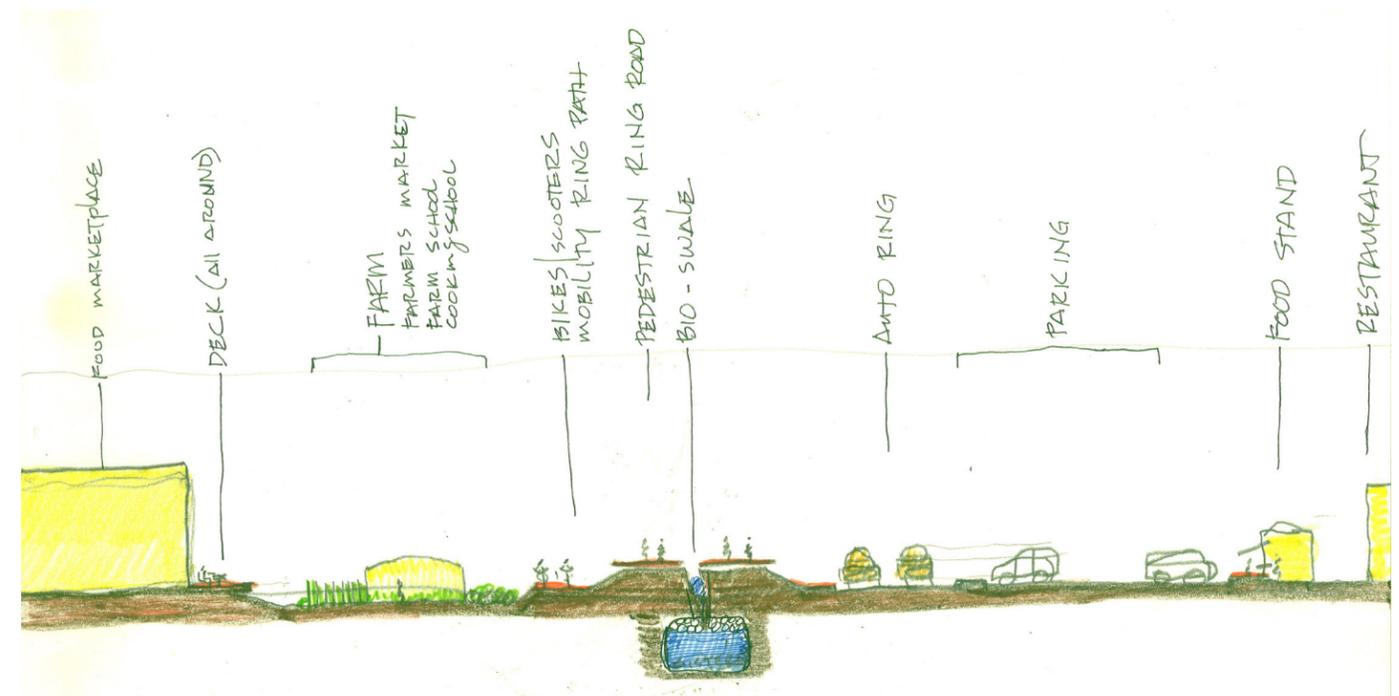
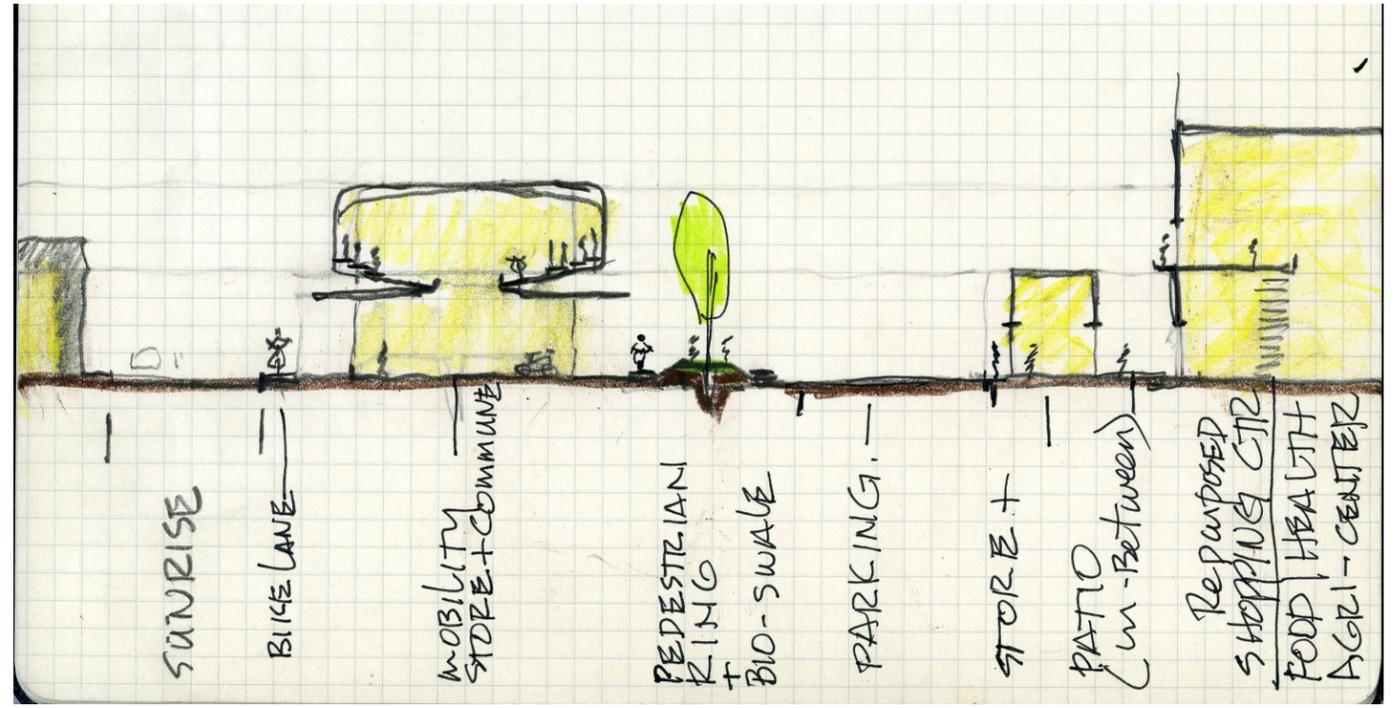
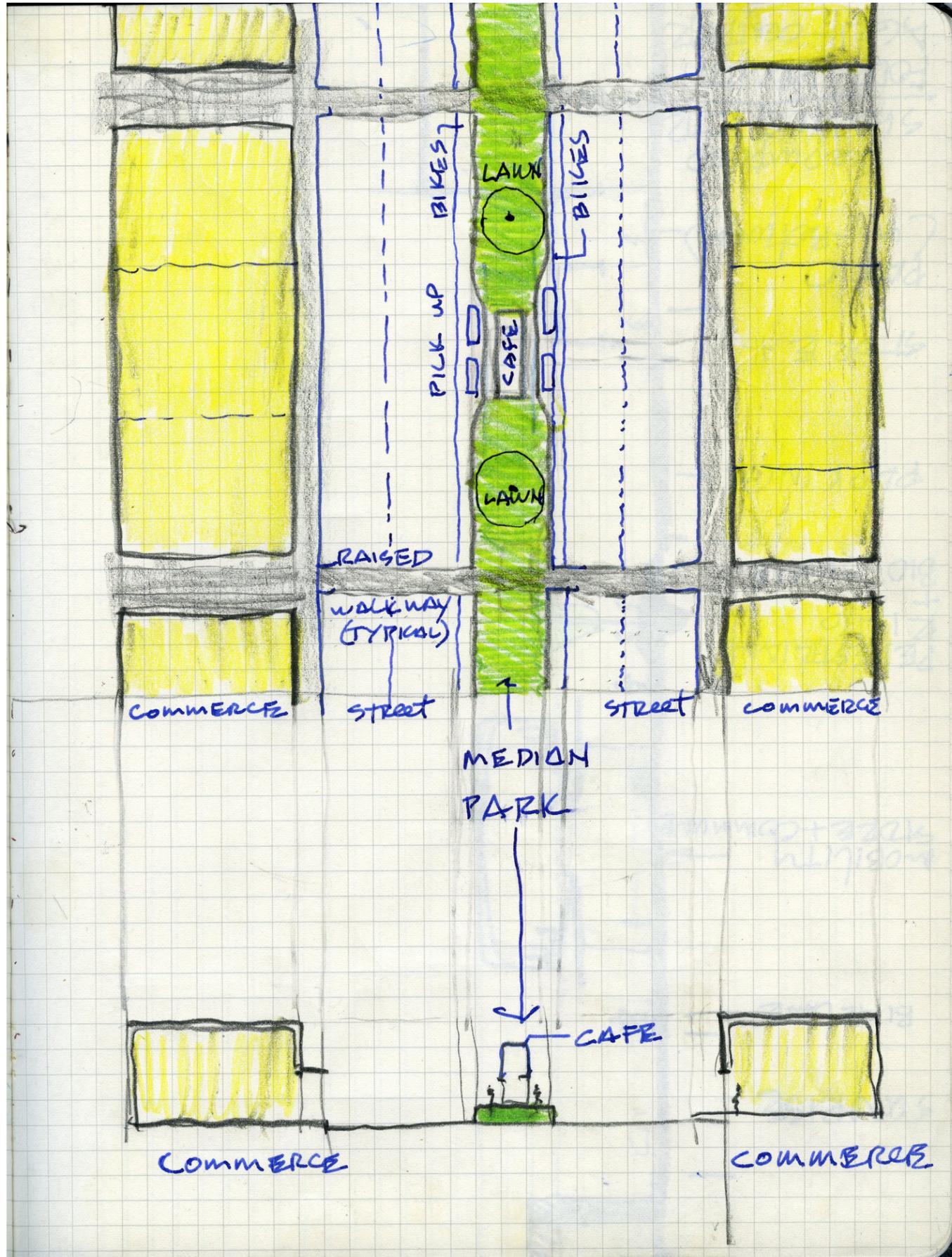
- Masterplan streetscape to bring retail to the street and activate vacant space with interactive elements and urban farming
- Design new corridor theme and branding through wayfinding, architectural and multimedia elements (musical, visual, interactive)
- Convert Sunrise Mall into new multi modal hub with pop-up farm to fork activity center (indoor/outdoor) – food/entertainment/ public activity/art focused

Phase 2 Outlook:

- Live work residential units constructed adjacent to new activity centers
- Creation of new Mobility Hub to connect Sunrise Mall to greater Mobility Network
- Implement new methods of connecting historical mobility (ie. rivers and bike paths) to new advances in mobility systems

EXAMPLE CONCEPT PLAN





Cultural Corridor 8: Folsom, East Bidwell

Cash Experimental District

Challenge

The primary challenge facing the East Bidwell Street Corridor is the under-utilization of developed and vacant properties. Other challenges facing the Corridor include a lack of identity, a dated physical appearance, lack of adequate infrastructure associated with public transportation, bicycle lanes, and pedestrian connectivity.

Vision

To enhance the economic vitality and physical appearance of the corridor by completing a masterplan for the study area that focuses on local strengths including science and technology, watersports, artisanal food, and high quality education to propose mixed-use, live-work, and agricultural interventions into the study area.

Phase 1 Solutions:

- Masterplan streetscape to bring retail to the street and activate vacant space with interactive elements and urban farming
- Design new corridor theme and branding through wayfinding, architectural and multimedia elements (musical, visual, interactive)
- New multi modal hub with pop-up farm to fork activity center (indoor/outdoor) – food/entertainment/ public activity/art focused

- Live work residential units constructed adjacent to new activity centers

Phase 2 Outlook:

- Creation of new Mobility Hub to connect Folsom to greater Mobility Network
- Implement new methods of connecting historical mobility (ie. railroads) to new advances in mobility



1. Interactive Pedestrian Walkway
2. Retail Space
3. Garden, Market
4. Live Work Lofts
5. Pop Up Court, Drone Racing Course, Garden
6. Activity Center, Commercial Kitchen, Dining Hall, Business Incubator, Fab Lab, STEM Center

Cultural Corridor 10: Roseville, Harding Blvd

The Junction

Challenge

The corridor is not located within a specific plan area and does not have prescribed standards to help direct future development activity. In addition, the corridor suffers from unengaged residents and property owners, limited incentives to encourage reinvestment in the corridor and declining infrastructure.

Vision

Tap into the heritage and local history while also creating an area that is uniquely authentic providing cultural opportunities unavailable in other parts of the city.

Phase 1 Solutions:

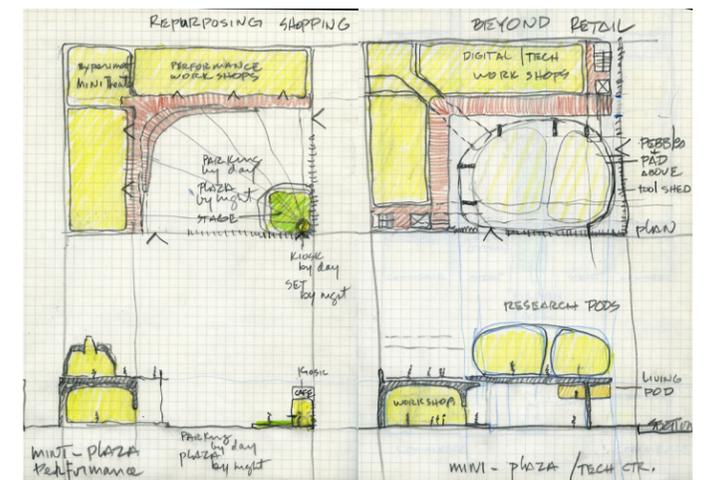
- Masterplan streetscape to bring retail to the street and activate vacant space with interactive elements and urban farming
- Design new corridor theme and branding through wayfinding, architectural and multimedia elements (musical, visual, interactive)
- New multi modal hub with pop-up farm to fork activity center (indoor/outdoor) – food/entertainment/ public activity/art focused

Phase 2 Outlook:

- Creation of new Mobility Hub to connect Roseville to greater Mobility Network
- Implement new methods of connecting historical mobility (ie. railroads) to new advances in mobility



1. Interactive Pedestrian Walkway
2. Retail Space, Market Stalls, Interactive History Exhibits
3. Activity Center, Commercial Kitchen, Dining Hall, Business Incubator, Pop Up Court, Garden



Cultural Corridor 11: Sacramento, Del Paso Blvd

STEM Arts Corridor North

Challenge

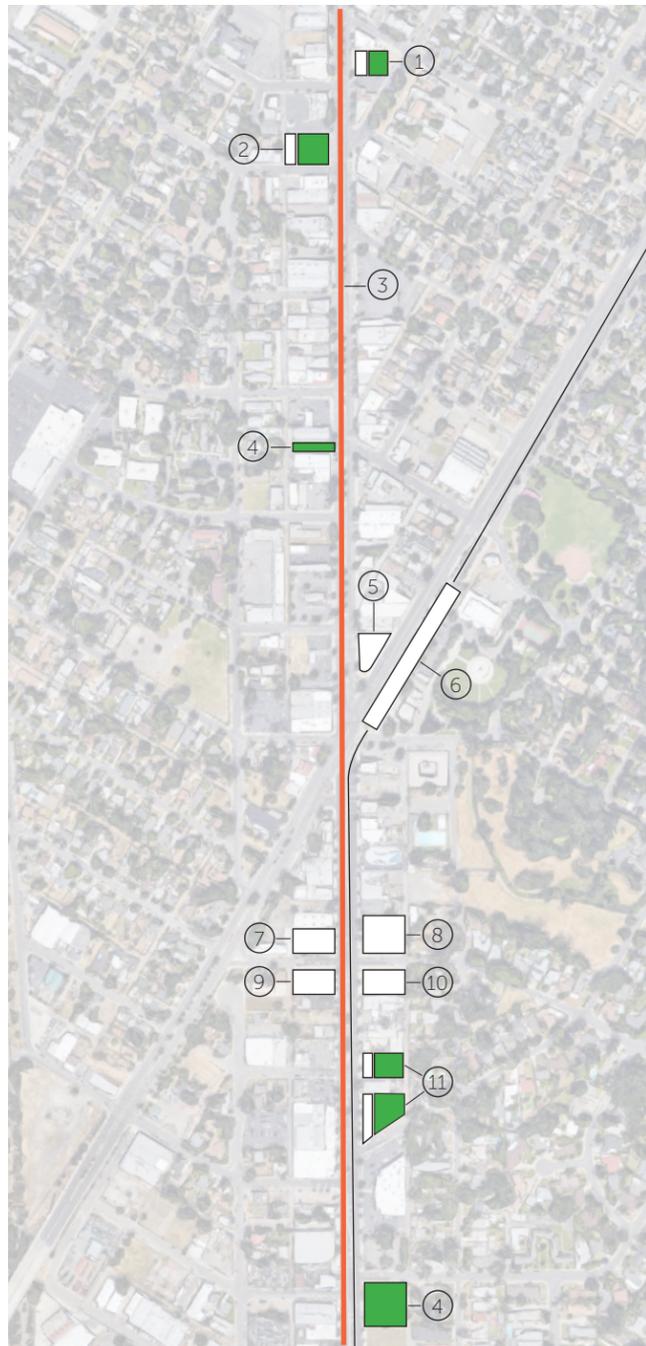
The Boulevard suffers from an ecosystem that has grown stagnant. A perceived lack of safety and no cohesive plan or vision has led to an historic lack of investment from businesses that rely on foot traffic and apathy in the community. The corridor also faces a chicken-or-egg scenario of needing foot traffic for businesses while not having enough businesses that cater to foot traffic. Infill projects will bring fresh and unbiased sets of eyes and spirits to the corridor, catalyzing revitalization and rebuilding a healthy economic ecosystem.

Vision

With the STEM Arts Corridor we plan to revitalize this district through the introduction of STEAM learning programs and infrastructure designed to transform this economically depressed region through empowering the lives of young people. Through the creation of a four block STEAM activity center and Light Rail adjacent food and arts programming we plan on returning this region to pre Hwy 160 importance for the sake of its residents.

Phase 1 Solutions:

- Masterplan streetscape and provide alternative economic development model
- Design new corridor theme and branding through wayfinding, architectural and multimedia elements (musical, visual, interactive)
- New multi modal hub with pop-up STEAM activity center (indoor/outdoor) – technology, learning, art focused



1. Urban Aquaculture Farm
2. Urban Garden Center
3. Interactive Pedestrian Walkway
4. Urban Farm
5. Kiosk, Market Place
6. Mobility Hub
7. Activity Center, Commercial Kitchen, Laundry
8. Activity Center, Fab Lab, Coding Classes
9. Activity Center, Media Center, Arts
10. Activity Center, Business Incubator, Finance
11. Retail, Market Stalls, Galleries, Showcase

Cultural Corridor 12: Sacramento, Stockton Blvd

STEM Arts Corridor South

Challenge

The Stockton Blvd study area between 22nd Avenue and Fruitridge road in Sacramento currently consists of vacant and underutilized blighted properties. The area lacks a sense of safety and area connectivity with the surrounding residential neighborhood including Mark Twain Elementary and West Campus High School. The built environment was created to move vehicular traffic quickly and does not sufficiently consider a mobility experience other than by car. Even with recent interest and investment, the core of our commercial corridor, located at along Stockton Blvd between Lawrence Drive and Fruitridge Rd, is still in need to attract of infill projects to develop the 11 acres of vacant land.

Vision

The area between Lawrence Drive and Fruitridge Road will be a connected, vibrant, activated, and safe complete neighborhood for residents, families, businesses and shoppers, and visitors. With the STEM Arts Corridor we plan to revitalize this district through the introduction of STEAM learning programs and infrastructure designed to transform this economically depressed region through empowering the lives of young people. Through the creation of a new STEAM activity center along Stockton Boulevard with interactive pedestrian walkways connecting the existing retail in an educational landscape will draw families and young people to this place.

Phase 1 Solutions:

- Masterplan streetscape and provide alternative economic development model
- Design new corridor theme and branding through wayfinding, architectural and multimedia elements (musical, visual, interactive)
- New multi modal hub with pop-up farm to fork activity center (indoor/outdoor) – food/entertainment/public activity/art focused

Phase 2 Outlook:

- Creation of new Mobility Hub to connect Stockton Blvd to greater Mobility Network
- Implement new methods of connecting historical mobility (ie. railroads) to new advances in mobility



1. Urban Farm, Pop Up Space
2. Activity Center, Commercial Kitchen, Fab Lab, Coding Classes, Media Center, Arts, Business Incubator
3. Interactive Pedestrian Walkway

FIRM PROFILE

RotoLab was founded out of world renowned RoTo Architects in 2015 as a cross sector design and innovation lab with the mission of redefining architectural practice through the curation of specialized, cross sector teams for the development of unique design solutions that integrate virtual and physical space, mind, body, and community.

Together with RoTo Architects, RotoLab has consulted on and developed solutions to a wide range of challenges for clients from Ford Motor Co., Mississippi Band of Choctaw Indians, to the University of Alaska, Casa Colina Pediatric Autism Clinic, and the Russell Development Company, Portland Oregon.

In special circumstances we will incubate a solution into a complete business venture on behalf of a client, or when we feel a challenge has especially strong potential for ourselves. Our ventures to date include a park for learning computer science and robotics based on drone racing and remote controlled vehicles, Second Studio - a VR design platform for AEC professionals, and Affinity Space - a club for lifelong learning through games and play.

Through the incubation of each we have learned more about working cross sector by taking an idea and transforming it into a self sufficient organization complete with operational planning and potential for profit on behalf on our stakeholders.

Our cross sector work is accomplished by keeping our core team small and agile so that we can quickly respond to new challenges and adapt to disruption as often as necessary. For each challenge we rely on our comprehensive network of satellite teams from which we curate project specific teams. Satellite teams we've curated for this challenge can be found on the Our Team page.

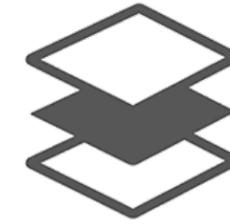
In this way we keep a very broad range of experience available while limiting overhead, which translates to a very high quality product for our clients with reduced project cost.

We look forward to collaborating with you and sharing our knowledge and experience with you and your stakeholders for the benefit of your community and society at large.

OUR EXPERTISE



WORKPLACE
DESIGN



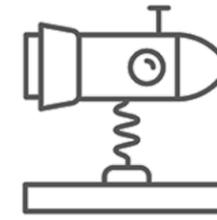
PLATFORM
DESIGN



EXTENDED
REALITY



INFORMAL
LEARNING



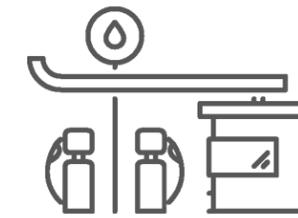
INTEGRATED
PLAYSPACES



EMERGING
TECHNOLOGY



ELECTRIC
VEHICLES



MOBILITY
NETWORKS



SMART CITIES
+ IOT



MOBILITY
HUBS



TRANSPORTATION
INTERCHANGE



POST DRIVER
SOLUTIONS



RESTORATIVE
ENVIRONMENTS



FURNITURE +
PRODUCT DESIGN



GROWTH
STRATEGY

KEY PEOPLE



Michael Rotondi
Co-Founder



Michael Rotondi
Co-Founder



Michael Malick
Real Estate



Alex McDowell
Worldbuilding



Dr. Jason Heath
Music Experience



April Greiman
Graphics



Dr Tom van Vleet
Neuroscience



Suzanne Donegan
Wellness Design



Dominc Mulroy
Operations



John Osborn
Architecture



Eric Matthies
Storytelling



Kier Bashmakov
Creative Writing



Alan Gershenfeld
Game Design



Dr. Ross Mead
Robotics



El Larson
Holistic Therapy



Imran Khaliq Esq.
IP Attorney



MICHAEL ROTONDI, FAIA
Co-Founder, Senior Director of Design

"I have been practicing and teaching for many years and have had to invent projects like this one for my students, to integrate these two aspects of my creative practice into one. Civic Lab: Commercial Corridors has great aspirations for creating a truly communal place where strangers become friends."

Michael Rotondi is a world renowned architect and educator whose cross sector practice is a driving force in the evolution of the architectural discipline.

For over 40 years, his curiosity and open minded approach has led to a diverse list of collaborators, including designers, neuroscientists, musical composers, film makers, game designers, Tibetan lamas, botanists, wildlife conservators, classics scholars, digital technology inventors, and entrepreneurs. By nature and in context with an ability to work across sectors of knowledge and practice, he has served as a practical, creative and intellectual bridge, collaborating between sectors for social and cultural impact.

Michael is the Founding Principal at RoTo Architects (1991) and has expanded his practice through the formation of RotoLab (2015) as a cross sector bridge. The mission of RotoLab is to impact society through a redefinition of the architect's scope to integrate technology, wellness, and entrepreneurial strategy into physical and extended reality environments.

He is the Co-Founder and second Director of the Southern California Institute of Architecture (SCI-Arc) for ten years (1987-1997) where he continues to teach and serves on the board of trustees. He was also a Founding Partner of Morphosis from 1975 to 1992.

His broad interests, synthetic mind, and diverse skills sets have earned him numerous awards, including multiple AIA awards, the AIALA Gold Medal, the American Academy of Arts and Letters Prize for Architecture for his body of work in 1992, 30 Most Admired Design Teachers in America in 2013, and the distinguished Richard Neutra Award for Professional Excellence.



Nels Long
Co-Founder, Senior Director of Technology

"Great environments are successfully designed upon a thorough understanding of how our brains and our bodies interact with the space around us. Emerging technologies have the ability to augment new experiences and preserve historical lessons within the Commercial Corridors of the Sacramento Metropolitan Area."

Nels Long is a designer, strategist and educator with a passion for projects that seek to improve the world through a relationship between technology and the built environment.

This approach to practice is the basis for Co-Founding RoTo Architects' innovation lab, RotoLab in 2015. Through RotoLab, Nels has developed solutions that each focus on a different aspect of the architecture, technology, neuroscience relationship, specifically focusing on learning through virtual experiences, virtual tooling, and social and competitive spaces for virtual experiences and games.

In addition to technology, Nels also brings a strategic vision to his design practice that includes the development of a pipeline for transforming design solutions into self sufficient business practices, complete with financial and operational models, and patentable intellectual property.

Nels is very connected to this region through his family which are based in Fair Oaks, CA. Nels is excited by the opportunity to translate blue sky thinking into actionable design solutions that are both valuable economically, and socially to the people of the Sacramento Region.

Nels is an alumni of the graduate program at SCI-Arc where his focus was emerging systems technology and media with an emphasis on virtual reality based workflows. He has taught at SCI-Arc, Arizona State University, University of Southern California, Academy of Art University, and lectured at the Art Center College of Design, Technical University of Berlin, Technical University of Warsaw, the AIA Convention, VRLA, and AILA among others.

PROPOSAL SUMMARY

This proposal seeks to empower local businesses, entrepreneurs, non-profit organizations, and communities to make the local changes they need for themselves by providing a strong foundation in cultural infrastructure.

We intend to convert these failing commercial corridors into Cultural Corridors by introducing key programming such as market spaces, kitchens, gardens, and live-work spaces to be tailored to each location based on our research in each neighborhood's identity and individual challenges.

Each of these Cultural Corridors will become a node in a network of spaces built around the Sunrise Mall for which we will propose a scheme to transform it and the surrounding area into the central hub of the Farm to Fork economy complete with urban farms, restaurants, and learning centers.

As Sacramento is poised to become the leader in nutrition and natural dining options, so too is it on the verge of becoming a center for new advances in transportation and mobility. We believe that mobility is not only about efficiency, but rather about creating opportunity for transformative experience to occur en route. Because of this we believe that there is great value in historical forms of mobility, specifically in a region that has such strong historical ties to its railroads, waterways, and more recently its bicycle paths.

We propose a plan to work towards the activation of these historical models of mobility to get people out of their cars, and interacting with the world around them via train, boat, and bicycle on a network of routes connecting the Cultural Corridors we have created with themselves, and the communities that require them.

This new mobility network in turn provides the opportunity for economic development along its routes by entrepreneurs and existing business through the creation of bike thru or boat thru dining, farm stand and farm site shopping, learning experiences, and the programming and operation of a calendar of events and experiences that travel from one Cultural Corridor to the next, connecting communities and sharing experiences.

