



# General Plan Contents

Public Review Draft  
Updated November 2018

## Contents

General Plan Contents .....	1
PART I: GENERAL PLAN OVERVIEW .....	4
Chapter 1: Introduction and General Plan User Guide .....	4
What is a General Plan? .....	4
About Envision Burlingame .....	4
Using the Plan .....	4
Chapter 2: Community Context .....	4
Burlingame History .....	4
Baseline Context and Community Profile .....	4
Community Process .....	5
Study Areas .....	5
Chapter 3: Plan Principles .....	5
Introduction .....	5
Plan Principles .....	5
PART II: THE ELEMENTS .....	6
Chapter 4: Community Character .....	6
Introduction .....	6
Land Use Plan .....	6
Managed Growth .....	6
Sustainable Development .....	6
Neighborhoods .....	6
Bayfront Area .....	7
Broadway Area .....	7
California Drive Area .....	7
Downtown Area .....	8
El Camino Real Area .....	8

North Burlingame Area.....	8
Rollins Road Area .....	8
Historical Resources.....	9
Urban Forest.....	9
Streetscapes .....	9
Chapter 5: Economic Development.....	9
Introduction .....	9
Diversifying the City’s Economic Base .....	9
Business Retention and Attraction.....	10
Chapter 6: Mobility .....	10
Introduction .....	10
Moving Around Burlingame .....	10
California Drive.....	11
El Camino Real .....	11
Bayfront.....	11
Broadway .....	11
Rollins Road.....	11
Our Neighborhoods .....	11
Chapter 7: Infrastructure.....	12
Introduction .....	12
Water Supply .....	12
Wastewater .....	12
Stormwater Drainage and Flood Control.....	12
Solid Waste.....	12
Telecommunications.....	12
Chapter 8: Community Safety.....	12
Introduction .....	13
Police Protection .....	13
Fire and Emergency Medical Services.....	13
Emergency Preparedness and Disaster Response .....	13
Noise .....	13
Seismic and Geologic Hazards .....	14

Airport and Heliport Hazards .....	14
Sea Level Rise .....	14
Chapter 9: Healthy People and Healthy Places .....	14
Introduction .....	15
Public Health .....	15
Air Quality and Greenhouse Gas Reduction .....	15
Parks, Open Space and Recreation .....	15
Biological Resources .....	16
Water Resources .....	16
Scenic Resources .....	16
Chapter 10: Engagement and Enrichment .....	17
Education, Arts, and Culture .....	17
Civic Engagement .....	17
PART III: IMPLEMENTATION .....	17
Introduction .....	17
Implementation Process .....	17
Implementation Matrix .....	17
Implementation Tools and Monitoring .....	17
APPENDICES: .....	18
Glossary .....	18
Community Engagement Summary .....	18

# PART I: GENERAL PLAN OVERVIEW

## Chapter 1: Introduction and General Plan User Guide

### What is a General Plan?

- Overview of California General Plan Law and the overarching goals of the General Plan
- Explanation of how the Burlingame General Plan fits within the system of City governance (e.g., how the General Plan relates to specific plans, zoning, development, permitting, and CEQA review)

### About Envision Burlingame

- Once-in-a generation planning opportunity
- Planning horizon (2040)
- Community-driven process
- Guiding Principles based on community input

### Using the Plan

- Summary of each element
- Definitions of planning terms that will be used throughout the document
- Graphic representation of how different audiences can use the plan

## Chapter 2: Community Context

### Burlingame History

- Brief history of Burlingame's development
- Summary of local historical resources and their importance to the community today

### Baseline Context and Community Profile

- Geographic context description and maps:
  - City limits
  - Sphere of influence
  - Planning area
- Context-setting conditions, including:
  - Regional issues
  - Demographics
  - Economics
  - Environmental considerations
  - Projected and desired growth for the City

## Community Process

- Description of how community input was used to generate the plan principles, goals and policies

## Study Areas

- Introduction to the areas of stability and change approach
- Map of the different study areas
- Explanation of how the study areas were used in the community process to generate assets, issues, and opportunities, as well as preferred land use alternatives for:
  - Bayfront
  - Rollins Road
  - North Burlingame
  - Downtown
  - California Drive
  - El Camino Real
  - Residential Neighborhoods (areas of stability)

# Chapter 3: Plan Principles

## Introduction

- The Plan Principles listed below are the foundation on which the goals and policies are based. They cut across topical areas and describe the City's future as envisioned by the Burlingame community. The goals, policies, measures, and actions in Chapters 4 through 9 are consistent with and supportive of these plan principles.

## Plan Principles

1. Allow growth to occur in targeted areas where the community desires change and where such growth contributes to the positive qualities and characteristics that define Burlingame.
2. Base land use decisions on the ability of transportation and infrastructure systems to support growth.
3. Be mindful of the ability of schools to support growth.
4. Recognize and respect the qualities of Burlingame's established neighborhoods and business districts.
5. Ensure that new development is well-designed, sustainable and adaptable to changing land uses and economic conditions.
6. Prepare for sea level rise by limiting land uses in vulnerable areas, mitigating impacts through design, implementing a setback and strengthening physical barriers along the Bay.
7. Maintain the strong diversity of housing types and tenure and businesses that make Burlingame unique among Peninsula communities.

8. Support health and safety of all residents and visitors through open space planning, community design and active transportation.
9. Maintain proactive community engagement and support an environment that encourages productive public discourse.
10. Collaborate with public agency partners, neighboring jurisdictions, regional governments and the private sector to leverage City resources and support shared goals.

## **PART II: THE ELEMENTS**

### **Chapter 4: Community Character**

#### **Introduction**

- Scope of Element
- Key Concepts to Know
  - Population density
  - Building intensity
  - Others

#### **Land Use Plan**

- Map: distribution of land uses
- Land use designations
  - Description
  - Allowable use(s)
  - Density and intensity ranges
  - Other standards (e.g., FAR or du/acre)
  - Prototypes, character and photo examples

#### **Managed Growth**

- Population growth
- Employment growth
- Other

#### **Sustainable Development**

- Tools and techniques
- Site design
- Building design
- Green building standards
- Other

#### **Neighborhoods**

- Design goals
- Address view preservation concerns in hillside neighborhoods
- Ensure that new single-family homes complement well-defined neighborhood character

### Bayfront Area

- Responses to sea level rise
- Overall design character for the Bayfront
- Incorporation of bay access and views
- Support and encourage commercial uses that serve as destinations for both residents and visitors, including hotels, restaurants and entertainment venues
- Allow reuse of existing building stock for a wide range of commercial uses in the innovation/industrial area
- Encourage increased intensity via infill development on surface parking lots
- Respond to evolving uses in the hospitality industry, such as hotel condominiums
- Continue to accommodate a diversity of industrial businesses
- Support existing and emerging businesses by providing flexible zoning regulations that allow creative commercial uses in these zones
- Maintain hospitality, industrial and airport support functions while expanding and diversifying commercial activity
- Facilitate the conversion of surface parking lots to active commercial and hospitality uses

### Broadway Area

- Overall design character for Broadway
- Allow and encourage a diverse mix of commercial, office and residential uses
- Encourage active, transparent ground-floor uses by restricting uses fronting Broadway to retail and service businesses
- ~~Accommodate existing second- and third-story residential on Broadway~~
- Maintain the scale of development along Broadway while allowing mixed use and residential along side streets to transition to surrounding neighborhoods
- Encourage second- and third-story office and residential along Broadway and allow ground-floor office and residential on side streets
- Support a diversity of active ground-floor commercial uses that support pedestrian activity along Broadway
- Accommodate additional office space on ground floors of mixed use development on side streets

### California Drive Area

- Overall design character for California Drive
- Allow and encourage an eclectic mix of retail, commercial and second-and third-story residential
- Accommodate established stand-alone residential
- Create a more pedestrian-friendly street environment

- Provide sensitive transitions to the adjoining lower-density residential neighborhoods.

### Downtown Area

- Overall design character for Downtown
- Maintain the goals and policies of the Downtown Specific Plan
- Allow ground-floor office uses along Howard Avenue
- Allow for targeted live/work uses
- Support implementation of Downtown Specific Plan goals and policies

### El Camino Real Area

- Overall design character for ECR
- Maintain ECR as a primarily medium/high-density residential corridor with institutional uses
- Allow limited low-scale mixed uses at the Adeline Drive corner
- Create gateway treatments to celebrate entry into Burlingame

### North Burlingame Area

- Overall design character for North Burlingame
- Allow higher-density housing and transit-oriented development along El Camino Real [and the Trousdale West area](#) to provide access to the Millbrae BART station
- Plan for a cohesive mix of innovative residential, office, and medical uses that capitalize on the presence of the medical center

### Rollins Road Area

- Overall design character for Rollins Road
- Plan for creative live/work uses at the north end of Rollins Road within approximately one-half mile of the Millbrae BART station
- Continue to allow a diverse mix of industrial uses
- Allow reuse of existing building stock for a creative commercial use in the innovation/industrial area
- Continue to accommodate a diversity of industrial businesses
- Support existing and emerging businesses by providing flexible zoning regulations that allow creative commercial uses in these zones

## Historical Resources

- Protect the character and quality of Burlingame’s historical buildings, trees, neighborhoods and districts
- Topics:
  - Preservation policies, standards and guidelines
  - Maps and requirements for specific resources
    - Cultural resources
    - Historical resources
    - Historical tree stands and groves

## Urban Forest

- Ensure that trees continue to be an integral feature of streetscapes, neighborhoods and business districts
- Urban forest and street tree standards and guidelines

## Streetscapes

- Citywide goals and policies
- Street typologies
  - Design guidelines for street typologies
- Topics:
  - Maintenance and aesthetics
  - Placemaking guidelines
    - Rollins Road
    - Broadway
    - Bayfront
    - Old Bayshore Highway/Airport Boulevard
  - Street trees
  - Scenic roadways

# Chapter 5: Economic Development

## Introduction

### Diversifying the City’s Economic Base

- Diversify the city’s employment base and commercial activity
- Support and encourage local independent businesses equally with regional and nationally owned firms
- Preserve established and support new revenue-generating uses in all business districts
- Ensure the viability of both Broadway and Burlingame Avenue as commercial districts

## Business Retention and Attraction

- Visitor-serving businesses
- Support for locally based enterprises
- Sound municipal finance practices
- Supportive infrastructure
- Diverse business base
- Telecommunications infrastructure to support desired businesses

## Chapter 6: Mobility

### Introduction

### Moving Around Burlingame

- Maps and descriptions of planned:
  - Pedestrian facilities
  - Bicycle facilities
  - Bus, shuttle and paratransit facilities and services
  - Rail transit facilities and services
  - Electric vehicle infrastructure
  - Streets and roadways
  - Trails through open space areas
- Citywide policies for integrated mobility
  - Provide a well-defined multi-modal transportation network
  - Provide safe, convenient and comfortable vehicle and pedestrian connections across Highway 101
  - Develop citywide bike/pedestrian travelways
  - Improve “first mile, last mile” connections from transit stops to homes and businesses
  - Ensure safe access to libraries, schools and other community uses by foot and bicycle
  - Improve connections between neighborhoods
  - Topics:
    - Vehicle Miles Travel (VMT) standards in lieu of Level of Service (LOS) standards
    - Collaboration with regional and state agencies
    - Parking
    - Regional access and circulation
    - Circulation within sites
    - Electrification/grade separation
    - Complete Streets
    - Transportation Demand Management (TDM)
    - Access for the mobility impaired

- Site design guidelines
- Neighborhood traffic management
- Funding
- High Speed (HSR) Rail policies

### California Drive

- Pursue a roadway reconfiguration
- Maintain efficient through access for vehicles
- Create a protected bike lane

### El Camino Real

- Continue to coordinate with Caltrans and the Grand Boulevard Initiative (GBI) partners to achieve multi-modal safety and mobility improvements

### Bayfront

- Consider a complete streets treatment for the Old Bayshore Highway and Airport Boulevard
- Complete gaps in Bay Trail
- Create convenient bike and pedestrian connections across Highway 101 to link the Bayfront to rest of Burlingame

### Broadway

- Identify traffic calming strategies to slow vehicular traffic between California Drive and El Camino Real
- Provide improved bike and pedestrian connections to surrounding neighborhoods
- Refine design approaches for a railroad grade separation

### Rollins Road

- Accommodate multiple modes of travel
- Provide convenient pedestrian and bicycle connections to the Millbrae BART station

### Our Neighborhoods

- Calm vehicular traffic in residential neighborhoods, particularly near schools

# Chapter 7: Infrastructure

## Introduction

### Water Supply

- Water distribution and reliability
- Peak load water supply requirements
- Water shortage and emergency contingency plans
- New development requirements
- Water conservation and drought planning
- Regional coordination

### Wastewater

- Wastewater treatment facility maintenance and management
- Wastewater treatment capacity
- Wastewater reuse
- Planning for growth

### Stormwater Drainage and Flood Control

- Drainage system maintenance and management
- Low-impact development and green infrastructure
- Identification of floodplains and hazard zones
  - FIRM maps
- Setbacks for new development
- Location of needed improvements
- Regional coordination

### Solid Waste

- Waste collection
- Waste diversion and recycling
- Municipal practices
- Construction and demolition
- Food scrap and yard waste
- Hazardous materials

### Telecommunications

- Access and availability
- Facility co-location
- Requirements for new development

# Chapter 8: Community Safety

## Introduction

### Police Protection

- Police Protection
- Response Times
- Facilities
- Planning for Growth

### Fire and Emergency Medical Services

- Partnership with Central County Fire Department
- Infrastructure and Water Supply
- Fire Stations
- Planning for Growth
- Fire Hazards
  - Urban Wildfire / Hillside Protection
- Fire Prevention
  - Mitigating Risk to New Development
  - Education
  - Building Codes, Enforcement and Inspection
- Emergency Medical Services
  - Ambulance/Emergency Medical Services
  - Response Times

### Emergency Preparedness and Disaster Response

- Public education
- Community Emergency Response Teams
- Neighborhood preparedness / Neighborhood Network
- Emergency Management Plan
  - Emergency operations
  - Evacuation routes and signage
  - Emergency drills
  - Emergency communications
- Regional coordination

### Noise

- Major noise sources
  - Highways and freeways
  - Primary arterials and major streets
  - Railroads
  - Airports
  - Other

- Existing and projected
  - noise contours and exposure for major noise sources
  - land uses and relationship to existing and projected noise sources
- Sensitive Land Uses
- Mitigation for New Development
  - Future Noise Exposure Contours
  - Noise Contour Map in terms of Len in increments of 5 decibels down to 60 dab Len
- Noise Level Standards
  - Residential
  - Office
  - Lodging
  - Nursing Home and Hospital
- Noise Mitigation and Design
- Enforcement

### Seismic and Geologic Hazards

- Seismic safety codes
- Development in a fault zones
- Infrastructure and utilities
- Seismic retrofits
- Public facilities
- Slope stability
- Hillside development
- Public awareness and communications

### Airport and Heliport Hazards

- Safety
- Airport land use compatibility
- Interagency coordination

### Sea Level Rise

- Monitoring
- Vulnerability assessment
- New development
  - Setback requirements
  - Design standards and requirements
- Flood insurance rate (FIRM) Maps
- Adaptive Infrastructure
- Regional coordination

## Chapter 9: Healthy People and Healthy Places

## Introduction

### Public Health

- Citywide goals and policies
- Topics:
  - Health in All Policies
  - Health care facilities
  - Community safety through design
  - Active transportation
  - Aging in place
  - Access to healthy food
  - Urban agriculture

### Air Quality and Greenhouse Gas Reduction

- Citywide goals and policies
- Topics:
  - Air quality standards
  - Emissions reductions
  - Greenhouse Gas reduction targets
    - Municipal
    - Community
  - Electric vehicles
  - Woodstove and fireplace replacement
  - New development
  - Public education
  - Regional coordination

### Parks, Open Space and Recreation

- Citywide goals and policies
  - Protect, maintain and enhance existing parks, open spaces, natural resources and environmentally sensitive areas
  - Provide unique recreation experiences in parks, open spaces and public plazas
  - Develop a park, recreation, trails and master plan to guide investments
  - Enhance recreation opportunities in the Bayfront
  - Continue to allow indoor sports and recreation uses in the Innovation/Industrial areas
  - Seek opportunities to create a new central gathering space in or near downtown and on Broadway
- Topics
  - New community center
  - Level of service

- Drought-tolerant design and landscaping
- Joint use facilities
- Development fees and other funding sources
- Public recreation and multipurpose facilities
- Inventory and map of open spaces for:
  - natural resources
  - outdoor recreation
- Identification of potential new open spaces
- Trails and corridors
  - Demand for trail-oriented recreation use
  - Retention of publicly owned corridors for future use
  - Integration with segments of the California Recreational Trails System

### Biological Resources

- Habitat protection
  - Native wildlife habitat
  - Sensitive habitat
  - Migratory birds
  - Riparian corridor habitat
- Trees and plants
  - Native tree protection
  - Invasive species
  - Native plant species
- Sensitive species identification, mapping and avoidance
- Shoreline protection and enhancement
- Access to natural areas
- Creek daylighting

### Water Resources

- Identification and protection of waterways
- Water conservation
- Water recycling
- Reclaimed water usage
- Stormwater management
- Native and drought-tolerant landscaping
- Bay-friendly landscaping ordinance

### Scenic Resources

- Hillside development standards
- Scenic transportation corridor protection
- Shoreline view protection

# Chapter 10: Engagement and Enrichment

## Education, Arts, and Culture

- Continued support of Burlingame’s well-regarded public school system
- Identify opportunities for partnerships with schools, libraries and cultural organizations and facilities
- Celebrate and accommodate arts, culture and diversity
- Topics:
  - Life-long learning
  - Library system
  - Public library
  - Museums

## Civic Engagement

- Maintain an environment that always welcomes and encourages productive public discourse

# PART III: IMPLEMENTATION

## Introduction

## Implementation Process

Identification of steps to implement the specific goals and policies of the Plan, including annual reports, tracking, and amendment processes

## Implementation Matrix

Matrix with short, medium, long-term, and ongoing actions that will help guide General Plan implementation, including identification of lead City departments responsible for each action:

- Short-term actions (0-5 years after GP adoption)
- Medium-term actions (6-10 years after GP adoption)
- Long-term actions (11-20 years after GP adoption)
- Ongoing actions

## Implementation Tools and Monitoring

Discussion of the different ways the City implements the General Plan, including:

- Regulation and Development Review
- City Master Plans, Strategies, and Programs
- Financing and Budgeting
- Planning Studies and Reports
- City Services and Operations

- Inter-governmental Coordination
- Joint Partnerships with the Private Sector
- Public Information

## **APPENDICES:**

### Glossary

### Community Engagement Summary

Overview of the outreach and community engagement efforts conducted throughout the planning process and number of participants, including:

- Intercept surveys
- Community workshops
- Community surveys
- Community Advisory Committee (CAC) meetings
- Social media and website presence
- Burlingame High School student involvement
- UC Berkeley student involvement
- Volunteer planners
- Planning Commission study sessions
- City Council study sessions