



general plan and zoning ordinance update

COMMUNITY ADVISORY COMMITTEE MEETING #3 SUMMARY

CITY OF BURLINGAME GENERAL PLAN AND ZONING ORDINANCE UPDATE

*September 30, 2015 | 7:00pm – 8:30pm
Burlingame Recreation Center, Social Room, 850 Burlingame Avenue*

WELCOME & INTRODUCTION

The third Community Advisory Committee (CAC) meeting was held on Wednesday, September 30th, 2015. The meeting began with a welcome by Kevin Gardiner, Planning Manager with the City of Burlingame. In attendance at the meeting were 20 CAC members, one member of the general public, three Burlingame City staff members and four members of the MIG consultant team, including staff from MIG as well as Strategic Economics.

Ellie Fiore of MIG gave a brief summary of the second Community Advisory Committee meeting held in August, in which members learned about existing conditions in Burlingame and identified specific locations they view as areas of stability and areas of change within Burlingame.

COMMUNITY WORKSHOP PREPARATION

Following the introduction, Lilly Jacobson of MIG talked about the upcoming Open House Community Workshop on Saturday, October 24th, 2015. Lilly shared with CAC members the purpose, outcome, and format of the workshop, along with current workshop promotion and outreach to residents and businesses. Ellie then asked CAC members to suggest additional ways to promote the workshop. CAC members suggested posting flyers in the library and train stations, and sending an email to the Burlingame High School email list. One member also suggested conducting an online survey to get feedback from community members who cannot attend the workshop. Ellie told the group that sample emails and newsletter articles would be sent to CAC members, who are encouraged to share them with contacts and local publications.

PRESENTATION AND DISCUSSION: ECONOMICS OF LAND USE IN BURLINGAME AND THE GREATER BAY AREA

Sujata Srivastava from Strategic Economics presented the results of the research conducted on the fiscal implications of land use planning within Burlingame. The presentation provided a summary of the research to CAC members, focusing on the following five topics:

1. Current Burlingame General Fund revenues and expenses
2. Fiscal implications of land use
3. Burlingame jobs outlook
4. Potential of industrial, office, hotel, and housing sector
5. Land use economics of the retail sector



general plan and zoning ordinance update

After the presentation by Strategic Economics, Ellie facilitated a discussion with CAC members, who were encouraged to ask questions and share their observations of economic activity, land use, and economic development. CAC members asked for additional clarification on some vacancy and rental rates and Strategic Economics will follow up on those requests.

The following comments were captured from the group discussion.

Economic Development and Local Character

- Consider the intangible aspects and impacts of development
- Burlingame is unique among its neighbors for its small-town feel
- Preserve Burlingame's character rather than attract development primarily for revenue
- Burlingame has many strengths; it is important build on these
- Need to think about next generation; can future development be more flexible for change?
- Consider taxes and impacts of large corporate development on city services
- Consider community benefits agreements to capture value for local improvements
- Encourage and support local and/or small businesses where possible

Neighborhoods and Areas of Economic Activity

- Consider how to bridge different areas, including better linking Broadway and Burlingame Avenue
- Make other areas look more like Burlingame Avenue through streetscape improvements
- Consider higher density development on the Bayfront, and look into ways development can fund services
- Broadway has many assets and great local character but some challenges
 - The types of businesses on Broadway may need to change to make the neighborhood more active (e.g., bakery, bar, book store, shoe store)
 - There are very few places to hang out or uses that encourage foot traffic.
 - Many businesses are often closed and/or operate out the back door and in online trade.
 - Unclear if Broadway needs more regulation or less; consider zoning or other influences on the types of businesses
 - The recently removed restaurant moratorium has helped
 - The cost of tenant improvements are a major barrier to new establishments
 - Some uses may be better suited to side streets, including California Drive
 - Many properties on Broadway have small dimensions that are hard to work with



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Assets and Opportunities

- Hotels are major revenue generators
- Car dealerships are a big part of the local economy, but are they in the right location? They would have more visibility closer to 101.
- Rollins Road has a good deal of potential
- Bayfront views are an asset and can be capitalized on for development
- California Drive could potentially accommodate additional housing
- Consider mixes of multiple uses in new development, not just hotels and offices

Regulatory Options

- Community benefit agreements
- Zoning ordinance
- Housing Element

Other Comments

- Consider the need to provide housing alongside economic development and commercial growth
- Plans should consider traffic impacts as well as affordability
- Foreign investment in the region is affecting the local real estate market
- Airbnb and other home sharing trends may be affecting the hotel and residential markets

NEXT STEPS

After the group discussion, the project team explained how this feedback could be incorporated in the General Plan and Zoning Ordinance Update. As the process moves forward, the community vision that is being developed will be articulated in policies, which in turn can be implemented by the zoning ordinance and other regulatory tools. Ellie concluded by asking CAC members to attend and encourage participation at the upcoming community workshop.

PUBLIC COMMENT

The City invited comment from community members at the beginning and end of the meeting. One comment was recorded. A community member clarified an earlier question and provided detail on how local sales taxes are distributed.