



## City Council Economic Development Subcommittee

### MINUTES

Conference Room A  
City Hall, 501 Primrose Road – Burlingame, California  
Friday, June 22, 2018 – 9:00 a.m.

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### ATTENDANCE

**Members Present:** Council Member (CC) Beach and Council Member (CC) Colson

**Members Absent:** None

**Staff Present:** City Manager (CM) Lisa Goldman, Economic Development Specialist (EDS) Cleese Relihan, Planning Manager (PM) Kevin Gardiner, Finance Director (FD) Carol Augustine, and Community Development Director (CDD) William Meeker

**Also in Attendance:** None

### DISCUSSION ITEMS

#### *Burlingame Commercial Storefront Maintenance Policies:*

EDS Relihan provided an overview of potential storefront maintenance strategies the City may wish to adopt for vacant storefronts in both downtown areas. He also reviewed concepts for a decal for the proposed storefront maintenance award that had been discussed previously.

The Subcommittee suggested that staff explore options that the City may use to eliminate the enclosure of vacant properties with chain-link fencing. With respect to maintenance of vacant storefronts, she suggested investigation of “static-stick” appliques that could be applied to vacant storefront windows at pedestrian level to add some interest at street level and to prevent viewing into vacant commercial spaces. There should be prohibition on the use of butcher paper or other similar materials under these circumstances. CDD Meeker suggested identifying good examples of such appliques. He further suggested that the administrative citation process could be used in instances where a property owner failed to comply with storefront maintenance regulations.

With respect to fencing around vacant properties, PM Gardiner suggested that a good example locally is a vacant property located at 3<sup>rd</sup> Street and El Camino Real in San Mateo; the fence has the appearance of wrought-iron and is not of a chain-link construction.

CDD Meeker suggested that staff pursue a means of causing the demolition of the abandoned car-wash at Murchison Drive and California Drive. He offered to set up a meeting with appropriate staff to pursue options.

The Subcommittee briefly discussed potential names for the façade maintenance award program. A preferred option at the meeting was “Façade Excellence Award”, though there may be other better names to use. More thought will be given to the identifier for the program. It was also determined by the Subcommittee that the award should be given once a year, and that the Subcommittee could receive nominations from residents and/or businesses, and identify potential candidates on its own to consider.

The subject of grant funding for façade improvements was briefly discussed. It was felt that perhaps a \$50,000 maximum annual budget allocation for a grant program may be the preferred approach. Subcommittee members will work with EDS Relihan to flesh-out criteria for the program.

**PUBLIC COMMENTS**

There were no public comments.

**FUTURE AGENDA ITEMS**

None

**ADJOURNMENT**

Meeting adjourned at 10:40 a.m.

Respectfully submitted,

William Meeker  
Community Development Director