

CITY OF BURLINGAME

City Hall – 501 Primrose Road
Burlingame, California 94010-3997



COMMUNITY DEVELOPMENT DEPARTMENT

Economic Development Division

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Economic Development Subcommittee

Wednesday, June 12, 2019, 8:15 a.m.
City Hall - Conference Room A

Agenda

CALL TO ORDER – 8:15 a.m.

READ AND APPROVE MINUTES FROM MAY MEETING

DISCUSSION ITEMS

1. **Burlingame Plaza Shopping Center:** Discussion of market trends impacting Burlingame Plaza merchants and property owners.
2. **Ground-Floor Office Space in Downtown Zoning Districts:** Discussion of allowing offices in the rear of ground floor spaces within downtown.
3. **Vacant Property Maintenance Document:** Review of the revised and reformatted vacant property maintenance document.
4. **Façade Improvement Pilot Program:** Update on coordination with the Broadway BID.
5. **Future Agenda Topics:** Confirmation of future agenda topics and dates:
 - July 10: Meeting canceled for summer break
 - August 14: Hotel general managers, and update on downtown parking changes during construction of the Village at Burlingame project
 - September 11: Auto dealership owners
 - October 9: Broadway BID board
 - November 13: Burlingame Avenue DBID board
 - December 11: TBD
6. **Public Comments**

**The Next Regular Meeting of the City Council's Economic Development Subcommittee will be held on Wednesday, August 14th, 2019 at 8:15 a.m. in City Hall – Conference Room A
(please note – no meeting in July)**



City Council Economic Development Subcommittee

MINUTES (DRAFT)

Conference Room A
City Hall, 501 Primrose Road – Burlingame, California
Wednesday, May 8, 2019 – 8:15a.m.

ATTENDANCE

Members Present: Vice Mayor Beach and Councilmember Ann Keighran

Members Absent: None

Staff Present: Economic Development Specialist (EDS) Cleese Relihan, Community Development Director (CDD) Kevin Gardiner, Parks and Recreation Director Margaret Glomstad, City Manager Lisa Goldman (CM)

Members of the Public Present: Ryan Guibara (property owner), Georgette Naylor (Burlingame Chamber of Commerce)

READ AND APPROVE MINUTES FROM FEBRUARY AND MARCH MEETINGS

Approved.

DISCUSSION ITEMS

Shop Local Campaign:

EDS Relihan presented the spring version of the Shop Local flyer. Subcommittee members suggested that the flyer be distributed to merchants to be posted on windows, and also be distributed to schools to remind parents to shop local. The schools could receive hard copies as well as electronic versions. The District would need to be contacted for approval. Nicole Acquisti in the Park and Recreation Department is familiar with distributing flyers to the School District, so should be contacted for guidance.

Subcommittee members also suggested including the flyers with the water bills that are sent to property owners. This would involve coordination with Finance staff.

There was some subcommittee interest in investing in a contractor to build a robust Shop Local marketing campaign. The intent would be to create a unified branding effort that would be more than just a newsletter. The concern is that the current effort could be piecemeal, but the campaign should be speaking with a single voice.

However there was not full agreement on this matter, with another subcommittee member suggesting that promoting Shop Local is the responsibility of the merchants themselves. The concern is that merchants expect the City to do the work, but they need to invest themselves in the effort as well.

There was further suggestion that if the Downtown Business Improvement District (DBID) has a social media presence, it could be effective to promote the Shop Local campaign. In previous meetings it

appeared that the DBID and the Broadway BID were open to working with each other on some joint marketing. The Chamber of Commerce could help convene such an effort.

Subcommittee members inquired whether the City could offer something that could attract business, such as having no sales tax on a particular day, or free parking on a Saturday. CM Goldman responded that the City would not be able to waive sales tax since the sales tax is split among a number of entities, but it could consider parking incentives.

Subcommittee members also suggested closing the street once a week during the summer. It could be a “Streets Alive” format with astroturf on the street, seating, etc. Restaurants and cafes have suggested such an event, and seem to like special event closures. It would not need to be overdone, just provide the space and some music. There was discussion of whether to have such an event on a weekday or weekend, and in Downtown perhaps it could be a Thursday evening to coincide with the Fresh Market. It would allow Burlingame residents to have a healthy night out. Direction was provided to bring up the topic with each of the BIDs to gauge reaction, and to invite subcommittee members if it would be helpful.

There was a further suggestion to talk to the hotels, and remind them to send people into town when people are looking for things to do.

Burlingame Talks Shop:

CM Goldman remarked that the event went well, and the panels were really good. The panelists had interesting and unique things to share. Subcommittee members regretted that it appeared many of the property owners left early and did not stay for the roundtable discussions.

Subcommittee members agreed one of the overriding themes was promoting a wide range of types of businesses, and changing regulations to expedite businesses coming in.

CDD Gardiner noted that the Commercial Recreation ordinance amendment to the Burlingame Avenue Commercial District (BAC) will be returning to the City Council for consideration, and wanted to confirm the direction the amendment should take. Subcommittee members agreed requiring a 15-foot active display area at the front of the storefront would be sufficient. For example, Orange Therapy in Downtown San Mateo has this type of active display area in the front.

Members of the public suggested that rather than having a fixed number, there could be a more general requirement to have an active front area. The concern is that whenever there is a hard number, it becomes a constraint and could have unintended consequences. The suggestion was that staff could make a determination, based on having worked with the applicant through the application process, and convey the recommendation to the Planning Commission.

Subcommittee members agreed with this approach, and liked that it offered more flexibility. If it turns out there are things that don’t work, the regulations could be tightened up.

Subcommittee members agreed that the Commercial Recreation uses in the BAC District should be limited to the 1400 block, between Primrose Road and El Camino Real, as had been suggested in the previous City Council meeting.

Returning to the Burlingame Talks Shop discussion, subcommittee members noted that there were many suggestions for bringing more entertainment and culture to Downtown. Subcommittee members suggested that if public land were able to be used for such purposes, it would be less expensive to bring entertainment. Staff was directed to look into the prospect of bringing entertainment for events, and determine what constraints there may be.

Vacant Property Maintenance Document:

EDS Relihan presented a draft reformatted vacant property maintenance document. Per subcommittee direction, the previous “checklist” document had been simplified. The revised document had key points, illustrated with photos.

Subcommittee members recommended that the window coverings be listed first, and that active imagery be encouraged. Unacceptable window coverings should be listed next.

Generally, subcommittee members suggested that the simpler the bullets, the better.

While enforcement has overall been effective, there are still instances of property owners or managers being unresponsive to the violation letters that the City has sent. Subcommittee members asked staff to determine whether administrative fines could be used for enforcement. For ongoing violations, a second letter would provide a second notice that would mention that the City Council will be considering implementing fines.

FUTURE AGENDA TOPICS

Subcommittee members expressed an interest in evaluating the feasibility of vacancy taxes as a future discussion item.

Subcommittee members asked that when the June meeting is announced to the distribution list, the announcement should also mention that the August meeting will cover management of parking for the upcoming Village at Burlingame construction.

PUBLIC COMMENTS

There were no further public comments.

ADJOURNMENT

Meeting adjourned at 9:23 a.m.

Respectfully submitted,

Kevin Gardiner
Community Development Director

Burlingame Plaza Inventory – Sorted by Address

Business Name	No.	Street	Ste.	Category	Notes
BBVA Compass	1801	El Camino Real		Bank	
Spicy Factory	1803	El Camino Real	A	Korean Restaurant	
Tiger Tea & Juice	1803	El Camino Real	B	Tea and Juice Café	
Alterations to Go	1805	El Camino Real	A	Tailor	
Roobik's Cut	1805	El Camino Real	B	Hair Cut	
DJ Custom Jewelry	1807	El Camino Real	A	Jewelry Store	
Happy Donut	1807	El Camino Real	B	Donut Shop	
Little Lucca II	1809	El Camino Real		Restaurant	
San Francisco Federal Credit Union	1811	El Camino Real	A & B	Bank	
Dry Cleaner & Alterations	1811	El Camino Real	C	Dry Cleaner and Alteration Services	
Louse Rodriguez	1813	El Camino Real	1	C.P.A.	
Stolzman	1813	El Camino Real	2	-	
Philippine International Aid	1813	El Camino Real	3	Non-profit social program	
State Farm Insurance	1813	El Camino Real	7	Insurance Company	
Riddle	1813	El Camino Real	8	Real Estate Appraisal	
Ni & Yu Education	1813	El Camion Real	9	Tutoring Center	
Linda Ayre's	1813	El Camino Real	13	Fashion Designer	
JD Transport	1813	El Camino Real	15	Logistic Services	
Portman Construction	1813	El Camino Real	16	Construction Contractors	
Accredited Caregiver Specialist	1813	El Camino Real	18 & 19	Senior Care	
Beauty Island Skin Care	1815	El Camino Real	A	Beauty Salon	
Farmers Insurance	1815	El Camino Real	B	Insurance Company	
American Bull Bar & Grill	1819	El Camino Real		American Restaurant & Bar	
Lunardi Foods	1825	El Camino Real	A	Grocery Store	
Peet's Coffee	1825	El Camino Real	B	Coffee Store	
Bay Watch Restaurant	1841	El Camino Real		American Restaurant	
See's Candies	1843	El Camino Real		Candy Store	
Neals Coffee Shop	1845	El Camino Real		American Restaurant	
T Mobile	1847	El Camino Real		Cellphone Store	
Tous Les Jours Bakery	1849	El Camino Real		Bakery	
Full House	1851	El Camino Real		Chinese Restaurant	
Mathnasium	1853	El Camino Real		Math Tutor Center	
Subway	1857	El Camino Real		Sandwich Store	
Lefty's Baseball Cards	1859	El Camino Real		Card Shop	
Ramen Hachi	1861	El Camino Real		Japanese Restaurant	
Being Yoga	1863	El Camino Real		Yoga Studio	
Starbucks	1865	El Camino Real		Café	
CVS Pharmacy	1871	El Camino Real		Pharmacy	

Burlingame Plaza Inventory – Sorted by Address

Business Name	No.	Street	Ste.	Category	Notes
Pamela J Fong O.D.	1881	El Camino Real		Optometry	
Holiday Cleaners of America	1883	El Camino Real		Dry Cleaners	
Union Bank	1887	El Camino Real		Bank	
Burlingame Hair and Nail Salon	1800	Magnolia Avenue		Beauty Salon	
Fontaine Beauty Chic	1802	Magnolia Avenue		Hair Treatment & Cut	
Burlingame Family Pet Hospital	1808	Magnolia Avenue		Pet Hospital	
Art Attack	1810	Magnolia Avenue		Art Studio & classes	
Xin Li Do Beauty Spa	1812	Magnolia Avenue	A	Beauty Spa	
The Math Workshop	1812	Magnolia Avenue	B	Math Tutor	
NB Yoga & Wellness	1812	Magnolia Avenue	C	Yoga Studio	
All State	1814	Magnolia Avenue		Accounting Services	
Taekwondo	1816	Magnolia Avenue		Taekwondo Classes	
Silhouette Salon	1852	Magnolia Avenue		Beauty Salon	
Dream Skin	1854	Magnolia Avenue		Beauty Salon	
Coin Tech	1533	Plaza Lane		Coin and Bill Changer Services	
UPS	1534	Plaza Lane		Shipping & Mailing Services	
Baggys Liquors	1535	Plaza Lane		Liquor Store	
Happy Chef Garden	1520	Trousdale Drive		Chinese Restaurant	
Luxe Cleaners	1560	Trousdale Drive		Dry Cleaners	

Summary

Plaza Area Breakdown: Retail (36%); Office (28%); Personal Services (36%) Vacancy (0%)

Vacancy Breakdown: Retail Vacancy (0%); Office/Personal Services (0%)

Legend/Quantity:

Retail – White (21)

Office – Yellow (16)

Personal Services – Orange (21)

Available – Blue (0)

Total Businesses: 58

Exterior Enhancements to Promote Available Commercial Property



Post a “business coming soon” window decal or business name to get the community excited.



Maintain landscaping, plants and flowers. Keep the area clear of weeds, trash, debris, or old newspapers.



Avoid posting flyers, newspapers, tape, butcher paper, and other materials that peel or deteriorate with time, on windows or facades. Instead, provide durable, attractive signage and window coverings.



Add window coverings with active or lifestyle imagery. In order to allow light into the space, do not fully cover the windows.

Exterior Enhancements to Promote Available Commercial Property



Check your windows and doors for potential repairs.



Maintain façades and awnings in good repair.



Restore or remove any signage that has weathered or faded. Repair walls and repaint if necessary.



Questions? Contact the City at 650-558-7264, or by emailing crelihan@burlingame.org.