



City Council Economic Development Subcommittee

MINUTES (DRAFT)

Conference Room A

City Hall, 501 Primrose Road – Burlingame, California
Wednesday, November 13, 2019 – 8:15a.m.

ATTENDANCE

Members Present: Councilmember Ann Keighran

Members Absent: Vice Mayor Emily Beach

Staff Present: City Manager Lisa Goldman (CM), Community Development Director (CDD) Kevin Gardiner, Parks Superintendent/City Arborist Bob Disco, Economic Development Specialist (EDS) Joseph Sanfilippo

Members of the Public Present: John Kevranian (Nuts for Candy Owner; President Broadway BID), Christopher Diez (Pot-Pourri Owner), Denise T. Groebner (Gateways to the World Owner), Regina Francis (Gigi's Boutique Owner), Ross C. Bruce (AVR Realty)

READ AND APPROVE MINUTES FROM SEPTEMBER AND OCTOBER MEETINGS

Continued to next meeting to allow both subcommittee members to participate.

DISCUSSION ITEMS

Councilmember Keighran introduced the topic. The intent was to gather input on matters of interest to the Broadway BID representatives and identify how to make Broadway more vibrant. Matters initially raised included:

- **Vacancies:** Chris Diez mentioned vacancies give the street a “dead feel” and are not conducive to pedestrian traffic, but noted that retail is struggling and landlords are reluctant to do tenant improvements (fire sprinklers), thus unduly burdening tenants to perform the work. CDD Gardiner reiterated that it is the landlord’s responsibility to pay for installation of fire sprinklers, though the landlord has a certain amount of time in which to install the sprinklers.

Members raised questions as to whether just restaurants trigger fire sprinklers, or whether retail also triggers fire sprinklers; CDD Gardiner will follow up. John Kevranian mentioned cumulative square feet of tenant improvements often trigger fire sprinkler requirements. He also referred to a tax incentive for a one-time tax write-off for fire sprinkler tenant improvements, likely from the 2017 Tax Cuts and Jobs Act; he will follow up with an official link.

Members noted that landlords do not want tenants that trigger fire sprinkler installation (as they will eventually be liable for the installation), which exacerbates vacancy issues. CDD Gardiner mentioned it may be helpful to create a flyer to be sent to landlords that outlines fire sprinkler requirements to avoid misconception/confusion, particularly if landlords are reluctant to accommodate new uses if they are under the impression that only a change of use would trigger the installation of fire sprinklers versus tenant improvements for any use.

Members raised concerns with businesses being closed during the daytime. CM Goldman noted the City does not regulate business operating hours.

Members discussed new and potential tenants for filling vacancies. Ross Bruce mentioned a new izakaya fusion restaurant on a corner space and that a frame shop relocated to Broadway and business is now booming compared to its previous location on Capuchino Ave. Mr. Bruce also noted that property owner John Britain is in talks to re-tenant the former Earthbeam building, and there is another potential tenant for the former Footwear etc. space (though Footwear etc. is still paying lease). These tenancies have been delayed due to tenant improvement expenses or constraints. John Kevranian mentioned the former Fluffy Doggy (1247 Broadway) building will be remodeled, though no tenant has been secured.

- Parking issues: Chris Diez encouraged extending the current 1-hour parking on Broadway to 2 hours as tickets cause undue customer stress and are not conducive to patronizing multiple businesses on Broadway in one trip. John Kevranian asserted that the demographics of the street have changed from mostly retail to mostly service, and 1-hour parking is not enough time for customers to browse stores, get lunch, and experience Broadway.

Smart meters have caused stress due to their limited reloading capacity (“feeding” meters to extend time is not allowed). John Kevranian noted loss of business due to customers rushing in anticipation of meter expirations.

Members asserted that metered parking is an inconvenience for both business owners and customers. Education and signage may help alleviate some concerns of 1-hour parking, but the BID members present have a strong desire for a change to 2-hour parking with on-meter signage. John Kevranian suggested the BID could reimburse the City for any changes in parking signage. Members and staff agreed that 24-minute parking will be left for short-term customers, but BID members asked that the remaining smart meter 1-hour spots be changed to 2-hour.

John Kevranian inquired about the status of the parking study that was requested by the City Council when this matter was discussed by the Council previously. Parking studies had been done for Burlingame Avenue in the past, and the intention is to do something similar for Broadway. CM Goldman noted it is on the work plan, but transportation staff are extremely busy so the study may not be at the top of the list right now. CM Goldman will follow up on the status of the study. John Kevranian cited 70 signatures were collected on a petition requesting 2-hour parking. John Kevranian expressed concern that he would need to close his store within a year due to economic stress if no changes are made to the parking timeframe.

BID members noted the urgency of the problem as the holiday season is coming soon. Councilmember Keighran mentioned that parking lots adjacent to Broadway on the side streets are not often full, but BID members asserted that Burlingame Avenue has a competitive edge because 2-hour parking is permitted there. They noted that a change to 2-hour parking on Broadway will ultimately result in more utilization of Broadway lots if spaces on Broadway become filled. John Kevranian mentioned that there would not be an issue with raising meter rates from \$0.50 to \$1.00/hr if it will make the change more viable.

As a related parking issue, it was mentioned that delivery vehicles often take up multiple parking spaces, but John Kevranian mentioned that Police enforcement is good.

Other matters discussed by attendees included:

- Lack of flags present on Veterans Day: Members mentioned that the local Boy Scout troop is typically in charge of placing flags for holidays. There may have been some confusion about the Boy Scouts' role in putting up the flags on the most recent Veterans Day due to Troop leadership turnover. John Kevranian will follow up with Councilmember Keighran and provide the new Scoutmaster's contact information.
- Implementation of new holiday lighting: John Kevranian noted that holiday lighting is scheduled to go up November 23rd and stay in place until January 22nd or 23rd. Cascade lighting was chosen because the original quote of \$48,000 was too expensive for wider implementation; the chosen light lease is for about \$15,066. This is intended to bring people to the district. CM Goldman reminded the BID members that the City has pledged \$7,500 to holiday lighting that will be paid directly to the BID (rather than the lighting company).
- The Holiday Cheer: The annual Holiday Cheer event has been cancelled because of budgeting concerns and lack of available volunteers.
- Toy Drive, Saturday December 7th 12-4 p.m.: John Kevranian will host a Toy Drive in conjunction with the Fire Department and a Parks and Recreation representative. There is the possibility of having a Santa participate.
- EVgo chargers on Chula Vista lot: Usage of the new EVgo chargers has been slow (1-3 cars a day), but traction is gradually building. Members noted a previous Volvo one-week event that showcased electric vehicles was successful. Members theorized that the low usage may be due to the City's high proportion of renters who do not have electric vehicles because they have not had access to parking spaces for charging, compared to homeowners who could more easily install charging equipment at their homes. Members raised concerns with people sleeping in and loitering around cars.

John Kevranian mentioned that the signage at the EVgo stations needs to be changed for additional enforcement (it currently only mentions Monday-Saturday and omits Sunday, where people may be using the spaces as regular spots and not charging their vehicles). CM Goldman mentioned the lack of City parking enforcement staff on Sunday, but John Kevranian asserted that new signage may potentially help nevertheless. Members suggested that it may be a beneficial idea to promote the EVgo spaces in the City's weekly e-newsletter.

- Benches: Chris Diez suggested that installing additional benches on Broadway would improve walkability.

- Traffic: Chris Diez mentioned that Broadway traffic is extremely fast, and it may be beneficial to implement stop signs, flashing lights, etc. John Kevranian asserted that forcing traffic to slow down may help businesses with improved visibility. CM Goldman mentioned that Police will be informed for selective enforcement against speeding. John Kevranian mentioned the perils of the crosswalk in front of Walgreen’s in particular due to its close proximity to the California Drive traffic light and said that a pedestrian flashing light would likely help. Emergency vehicle traffic is a concern but is likely not possible to be changed due to requirements for emergency vehicles to take the fastest possible route on calls.
- Signage: Ross Bruce inquired about the installation of new Dale Perkins-designed shuttle bus signs. CM Goldman mentioned that the signs were delayed due to the Public Safety Power Shutoff, but they are anticipated to go up this week (November 11th, 2019).
- Façade Improvement Program: Councilmember Keighran mentioned the planned Façade Improvement Program, with a launch scheduled for January. John Kevranian mentioned preliminary interest from 4-5 businesses for the program, though notes landlord approval may be a concern. EDS Sanfilippo will present a refresher course of Façade Improvement Program requirements, etc. at the November Broadway BID meeting. John Kevranian mentioned it may be beneficial to obtain an updated mailing list from Finance so notifications can be sent to all qualifying businesses and property owners. CDD Gardiner noted the importance of BID consensus to confirm a start date for the Façade Improvement Program. Members tentatively agreed to a potential program launch in the second week of January.
- Action items: City staff will review the parking discussion from the Council meeting last year and potentially resurrect the issue at a future Council date. City staff also will take steps to re-educate landlords for fire sprinkler requirements and will explore the addition of stop signs or flashing crosswalk lights at the Walgreen’s intersection. CM Goldman will talk to the Police Chief for selective enforcement against speeding. Staff will utilize the eNews to promote EVgo chargers. BID members will forward information for the December 7th toy event to the City for joint promotion; John Kevranian will send an invoice to CM Goldman for reimbursement of holiday lighting and also send contact information for Scoutmaster Dan Callahan (Veterans Day flags) to Councilmember Keighran. Finally, City staff will secure fliers and application packages for BID members to promote the Façade program.

FUTURE AGENDA TOPICS

- December – Downtown BID
- January meeting – agenda planning

PUBLIC COMMENTS

There were no further public comments.

ADJOURNMENT

Meeting adjourned at 9:17 a.m.

Respectfully submitted,

Joseph Sanfilippo
Economic Development Specialist



City Council Economic Development Subcommittee

MINUTES (DRAFT)

Conference Room A
City Hall, 501 Primrose Road – Burlingame, California
Wednesday, October 9, 2019 – 8:15a.m.

ATTENDANCE

Members Present: Vice Mayor Emily Beach

Members Absent: None

Staff Present: City Manager Lisa Goldman (CM), Community Development Director (CDD) Kevin Gardiner, Finance Director Carol Augustine (FD), Parks and Recreation Director Margaret Glomstad (PRD)

Members of the Public Present: Adam Hammer (Tesla Store Manager), Kent Putnam (Putnam dealerships), Georgette Naylor (Burlingame/SFO Chamber of Commerce President/CEO)

READ AND APPROVE MINUTES FROM AUGUST MEETING

Continued to next meeting to allow both subcommittee members to participate.

DISCUSSION ITEMS

CDD Gardiner introduced the topic. The intent was to gather input on matters of interest to the automobile dealership representatives. Matters initially raised included:

- Enforcement of two-hour parking on California Drive – Needs to be better enforced since employees from surrounding businesses will often park all day, in violation of the time limit. There are not meters, but there is a two-hour time limit. CM Goldman responded that Police will be asked to increase enforcement.
- Issue with commercial vehicles parking for extended periods on Edwards Court – The maximum time limit under State law is 72 hours, but vehicles are often parked for many days. The vehicles do not appear to belong to employees of surrounding businesses or customers; they appear to be parked for storage. A number of the vehicles are livery service. CM Goldman responded that Police will be asked to increase enforcement.

In response to these items, Vice Mayor Beach mentioned that there has been interest in neighborhood parking permits. Such permits probably would not affect dealerships unless they are parking in the surrounding neighborhoods. Attendees expressed a preference not to have neighborhood permits, but they expect some employees will park in the new parking garage under construction at Lot N. CM Goldman suggested that neighborhood permits should not be considered in the vicinity of the Lot N garage until the garage is completed.

Vice Mayor Beach and staff inquired about having “pop-up” events on Burlingame Avenue as a promotional strategy. One attendee mentioned that his dealership had done an airstream event on

Burlingame Avenue a couple of years ago, and there was some success. There were further suggestions of tie-ins with the Farmers' Market.

Vice Mayor Beach also suggested space could be made available for groups seeking event space. Attendees noted that some of their facilities in other locations have been used for such purposes, but not yet in Burlingame.

CM Goldman mentioned that the City just installed new high-speed Electric Vehicle (EV) chargers at the Chula Vista lot in the Broadway district. There are six EVgo chargers.

Other matters raised by attendees included:

- Inventory storage – There is potential to get more franchises to Burlingame, but there needs to be more parking for storing inventory. Would be interested in leasing the top level of the new Lot N garage, or some other facility that would allow inventory storage. Needs to have inventory nearby, rather than having it stored further away. CM Goldman responded that the utilization of the facility will be monitored, and if there appears to be unused capacity, it could be discussed at that time.
- Affordable housing – Interest in the Village at Burlingame for providing housing for employees so they do not need to commute from far away. Also interested in affordable units that will be built as part of new market-rate multifamily developments.
- Rollins Road services – Need for more services in the Rollins Road area, such as lunch offerings. Employees currently patronize the taco truck that parks on Rollins Road, and the restaurants at the Rollins/Millbrae Avenue center. Would be interested to see other food trucks be situated in the area.
- Caltrain parking lot – Interest in leasing a portion of Lot O/Caltrain lot for inventory. The City is currently leasing additional spots during construction of the Village at Burlingame. To attract additional franchises, dealers need space for a few hundred vehicles.
- Auto row development – Discussion of developing parking structures within the California Auto Row (CAR) district, and/or mixed use development. There are examples of redeveloped auto facilities on Broadway in Oakland. CDD Gardiner also mentioned that staff has determined a path for micro-unit or dormitory-style housing if there is interest, utilizing a residential hotel classification. There could also be a discussion of increased height, within the context of a development proposal.

Vice Mayor Beach asked about sales volumes. Attendees reported that sales are down slightly in the past month, but that August/Labor Day is the traditional peak of the sales season.

Vice Mayor Beach also discussed transit passes that can be bought in bulk from commute.org. Attendees mentioned that they provide some transit subsidies to employees currently, but there is interest in programs offered by commute.org.

There was discussion of whether Tesla collects tax at point of delivery or point of sale. CM Goldman clarified that the tax is collected at point of delivery.

FUTURE AGENDA TOPICS

- November – Broadway BID
- December – Downtown BID
- January meeting – agenda planning

PUBLIC COMMENTS

There were no further public comments.

ADJOURNMENT

Meeting adjourned at 9:15 a.m.

Respectfully submitted,

Kevin Gardiner
Community Development Director



City Council Economic Development Subcommittee

MINUTES (DRAFT)

Conference Room A
City Hall, 501 Primrose Road – Burlingame, California
Wednesday, September 11, 2019 – 8:15a.m.

ATTENDANCE

Members Present: Vice Mayor Emily Beach and Councilmember Ann Keighran

Members Absent: None

Staff Present: City Manager Lisa Goldman (CM), Community Development Director (CDD) Kevin Gardiner, Finance Director Carol Augustine (FD), Parks and Recreation Director Margaret Glomstad (PRD)

Members of the Public Present:

READ AND APPROVE MINUTES FROM AUGUST MEETING

Approved.

DISCUSSION ITEMS

Hotel Meeting Follow-Up:

CDD Gardiner introduced the topic. The intent was to follow up on items raised by hotel representatives in the previous subcommittee meeting.

Burlingame Point

CDD Gardiner expanded on the discussion of Burlingame Point traffic management from the previous meeting. He noted that the Conditions of Approval for Burlingame Point have specific Transportation Demand Management (TDM) measures that will be required to be implemented unless Facebook proposes an alternative. While staff believes Facebook will propose a new TDM program, the fallback is the Condition of Approval. Subcommittee members asked to receive the wording of the current TDM condition (attached).

Subcommittee members asked whether Burlingame Point will be required to build a portion of the Bay Trail. CDD Gardiner responded that the segment that runs beside Airport Boulevard alongside the Bay will be rebuilt with a new path, plazas and open spaces.

CM Goldman asked who the review authority is for a revised Burlingame Point TDM program. CDD Gardiner responded that it would be a staff-level review, with coordination between the Community Development and Public Works Departments. Subcommittee members asked what the timing of a revised TDM program would be, and CDD Gardiner responded that he has a meeting with Facebook representatives scheduled to discuss. Any revised TDM program would need to be submitted, reviewed, and approved well in advance of occupancy of the first building in Summer 2020. Subcommittee

members suggested that once a revised TDM program has been reviewed and ready to be approved, a presentation to the City Council would be helpful to brief the Council and inform the public.

Subcommittee members inquired whether Burlingame Point will have daycare. CDD Gardiner reported that Facebook initially was not inclined to offer daycare, but has since changed position and is looking for a facility nearby that can accommodate daycare. He said that the Burlingame Point facility has already been fully programmed so cannot accommodate daycare, but that Facebook has been looking at nearby buildings in the Beach Road vicinity, adjacent to Burlingame Point.

Hotel/Shopping Shuttle

Subcommittee members followed up on comments made by the hotel representatives regarding the hotel shuttle, and whether it was being used most effectively. The thinking is that an on-demand system would be more effective. While subsidizing rideshares or taxis would be an option, it would add to traffic and air pollution. There is new technology that allows transit such as shuttles to follow an on-demand format, in the manner of “crowd sourcing” without necessarily following a fixed route. It could be helpful to obtain the ridership statistics of the existing shuttle to determine its effectiveness at different days and times.

Property Maintenance

CDD Gardiner noted that some hotels had submitted code enforcement complaints regarding the condition of nearby Bayfront properties, and expressed concern that the overall condition of many of the commercial buildings detracts from the visitors’ experiences. The former Gulliver’s restaurant site was mentioned as one of the more visible offenders. Subcommittee members suggested that the property maintenance outreach strategy developed for Downtown and Broadway could be extended to the Bayfront. This could be an initial project for the new Economic Development Specialist.

Subcommittee members also expressed concern with the property at the corner of California and Murchison Drives. CDD Gardiner noted that the property owner has been working on a development proposal, and has been working with a reputable architect.

Airport Boulevard

Subcommittee members asked about the status of a landscape plan for Airport Boulevard. CM Goldman noted that there is a landscape plan in the Capital Improvement Plan (CIP). Subcommittee members mentioned that green infrastructure could be integrated into the project.

Sea Level Rise – “Sea Change Burlingame”

CDD Gardiner noted that a community meeting is scheduled for October 16th at 6:30 p.m. in the Lane Room to review the analysis and conceptual strategies for addressing sea level rise on the Bayfront. Previous outreach has been specific to Bayfront property owners and businesses, but the October meeting will be broader and promoted to the larger community as well.

Bay Trail

CM Goldman recounted the discussion of the Bay Trail, and suggested that the City send information to property owners to clarify that the maintenance of the Bay Trail is the responsibility of the respective property owners. It would be helpful to cite the particular regulation or policy that designates the responsibility. Subcommittee members also suggested that the gaps and areas needing maintenance attention be mapped.

Short-Term Rentals

CM Goldman noted that there will be a study session later in the fall to discuss short-term rentals. It will review policy options such as accepting Airbnb's model ordinance and collect Transient Occupancy Tax (TOT), versus something more stringent that might be opposed by the providers. Subcommittee members expressed interest in seeing how other cities are managing short-term rentals, such as Half Moon Bay, Millbrae, San Mateo County, and San Francisco. The hope would be to benefit from the experience of other cities, rather than starting from scratch. Subcommittee members also asked whether the numbers of short-term rentals had changed since the topic was discussed a few years ago, and that further discussion should also include ways to mitigate impacts of short-term rentals.

Transient Occupancy Tax (TOT)

Elimination of TOT for flight crews was suggested by a participant at the previous meeting. Subcommittee members were not inclined to pursue the suggestion, given that it would be detrimental to the city's finances, particularly with a portion of the TOT allocated to infrastructure. Furthermore it would be favoring one group over others.

Bike Sharing

Bike sharing had been discussed by the hotels in the past, but they had wanted the City to implement a program. It is difficult to discuss bike sharing given issues with shared scooters; until the scooter matter is resolved, it will be difficult to discuss bike sharing. Subcommittee members suggested that in the meantime hotels could implement their own programs, as they do in other cities (particularly vacation destinations).

FUTURE AGENDA TOPICS

- Follow-up on items raised in this meeting.
- Revisit with hotels early in 2020.

PUBLIC COMMENTS

There were no further public comments.

ADJOURNMENT

Meeting adjourned at 9:26 a.m.

Respectfully submitted,

Kevin Gardiner
Community Development Director

**BURLINGAME POINT
TRANSPORTATION DEMAND MANAGEMENT (TDM) CONDITION OF APPROVAL**

21. that the Property Owner, in the event the Property is leased to multiple tenants, or the tenant in the event that the entire Property is leased to a sole tenant, shall implement a comprehensive transportation demand management (TDM) program to the satisfaction of the Community Development Director in order to achieve the same or greater peak hour trip reductions as the TDM Program prepared by Fehr and Peers for 350 Beach Road, LLC dated April 5, 2011. Such TDM Program may include measures such as:
- a. **Secure Bicycle Storage:** Secure, indoor bicycle storage for at least 26 bicycles shall be provided in a lobby or garage level room within each of the four office buildings. In addition, bicycle racks for up to 50 bicycles will be located outside of Buildings #1 or #4.
 - b. **Showers and Changing Rooms:** Shower facilities with changing rooms shall be provided throughout the site, with access available to all employees. Shower facilities (two men's and two women's) and changing rooms (one men's and one women's) shall be provided in each of the four office buildings, the amenities center shall include 12 showers and two changing rooms.
 - c. **Shuttle Service:** Coordinate with the Peninsula Commuter Alliance to add two stops within the project site to the existing commuter shuttle from the Millbrae Intermodal Station. The shuttle provides 10-minute headways during peak periods.
 - d. **Carpool Parking:** Provide 15 preferential parking spaces for carpools at each of the four office buildings.
 - e. **Vanpool Parking:** Provide two preferential parking spaces for vanpools at each of the four office buildings.
 - f. **Commute Assistance Center:**
 - 1) Provide an on-site one-stop shopping for transit and commute alternatives information.
 - 2) Provide a part-time on-site TDM coordinator available to assist building tenants with trip planning.
 - g. **Employees' Surveys:** The TDM coordinator shall develop and administer two surveys per year to examine TDM program participation and best practices.
 - h. **Video Conferencing Center:** One video conferencing center of approximately 8500 sf shall be installed for use by the tenants of the facility.
 - i. **On-Site Amenities/Accommodations:** On-site amenities, including banking, retail, delivery dry cleaning, exercise facilities, child care center, delivery pharmacy and food service shall be provided at the project site to encourage people to stay on site during the work day;
 - j. **On-Site Bicycles for Employee Use:** Bicycles shall be provided at each office building. Employees will have access to bicycles during breaks for personal or business use.
 - k. **Child Care Services:** Child care center service shall be provided on site;

- i. **Guaranteed Ride Home Program:** Employees will have access to the Guaranteed Ride Home (GRH) program administered by the Peninsula Congestion Relief Alliance (Alliance) for emergencies. The program provides vouchers for taxicabs or rental cars for this purpose.
- m. **Transportation Action Plan:** The TDM coordinator shall work with the Alliance to create a Transportation Action Plan for each tenant.
- n. **Transportation Management Association:** If the office park has multiple tenants, each tenant shall provide a representative to form a Transportation Management Association and be a liaison to the TDM Coordinator.
- o. **Coordination of Transportation Demand Management Programs:** The TDM coordinator shall coordinate with other TDM programs with existing developments/employers in the surrounding area.
- p. **Subsidy for Transit Tickets:** Employers shall offer subsidies to employees to compensate them for the cost of transit tickets.
- q. **Electric Vehicle Stations:** The applicant shall provide plug-in stations for electric vehicles.
- r. **House Car for Employee Use:** Each building will provide employees with access to a "house car" for use during the day.