CITY OF BURLINGAME

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



COMMUNITY DEVELOPMENT DEPARTMENT

Economic Development Division PH: (650) 558-7264 FAX: (650) 696-3790

Economic Development Subcommittee

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

Agenda

CALL TO ORDER - 8:15 a.m.

READ AND APPROVE MINUTES FROM APRIL MEETING

DISCUSSION ITEMS

- **1. Shop Local Campaign:** Discussion of the City's "Shop Local" campaign, and consideration of next steps.
- 2. Burlingame Talks Shop: Initial debrief and review of community feedback.
- Vacant Property Maintenance Document: Review and confirm the information to be included on the revised and reformatted vacant property maintenance document.
- **4. Future Agenda Topics:** Confirmation of future agenda topics and dates:
 - June 12: Burlingame Talks Shop Action Plan, and Burlingame Plaza merchants and property owners.
 - 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

5. Public Comments

The Next Regular Meeting of the City Council's Economic Development Subcommittee will be held on Wednesday, June 12th, 2019 at 8:15 a.m. in City Hall – Conference Room A

AME

City Council Economic Development Subcommittee

MINUTES (DRAFT)

Conference Room A
City Hall, 501 Primrose Road – Burlingame, California
Wednesday, April 10, 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, City Manager Lisa Goldman (CM)

Members of the Public Present: John Britton (property owner and broker), Ron Karp (property owner

and broker), and Riyad Salma (property owner and broker)

READ AND APPROVE MINUTES FROM FEBRUARY AND MARCH MEETINGS

Approved.

DISCUSSION ITEMS

Report on Commercial Vacancy Spaces:

EDS Relihan took photos of all the vacant storefronts in Burlingame over the past month, with the intention to identify properties that are not being well maintained, and sending letters to owners of properties that need attention. Of all the vacant properties, EDS Relihan and CDD Gardiner determined that four were in sufficiently poor condition to warrant a letter. Each letter sent to the property owner specifically described the nature of the complaint. On a positive note, the majority of vacant properties have been well maintained.

The subcommittee reviewed slides of the vacant properties (attached), with the four properties in need of attention being reviewed first.

- 220 Primrose Road Complaint regarding the deteriorated condition of the butcher paper on the windows. Property owner responded immediately and will address the complaint.
- 1215 Burlingame Avenue Poorly maintained window wrap, and tables and chairs from a neighboring business stacked in the doorway.
- 1311 Burlingame Avenue Former Gymboree storefront, poorly mounted butcher paper in the windows, padlock on door, and poorly-mounted signage.
- 1465 Burlingame Avenue Minor complaint, with signs from a previous Planning application still in the window despite the project not moving forward.

Subcommittee members asked staff to follow the letters up with emails and phone calls, and further suggested that local realtors associated with the properties could be contacted if the property owners are not responsive.

In reviewing the slides of the vacant properties, there was a discussion of identifying the types of qualities that are representative of a well-maintained vacant storefront. Comments from the subcommittee included:

- Vacant storefronts with the full window graphics can be confusing, as they appear to suggest an incoming tenant, or an occupied space.
- A property in the 1400 block of Burlingame Avenue with an address spray painted on a piece of plywood should be contacted to remove the plywood.

Members of the public agreed with the opinion that covering all of the windows with paper or graphics is not desirable. The windows should be able to let in natural light. Furthermore, they suggested that the City could develop some stock graphics that property owners of vacant spaces could utilize for window displays. The intent would be to provide tools to make it easy for property owners to comply.

Strategies to Address Nuisance Commercial Property:

Subcommittee members noted that a lot of effort went into creating the Vacant Property Maintenance Checklist, but the intent could be summarized with main points:

- Papered-over windows Avoid windows covered in newspaper, and windows covered in strips of butcher paper that could peel off over time.
- Acceptable window coverings Screening with some active imagery, but not fully covered.
 Provide photos of successful examples to emulate.
- No chain link fences.

Subcommittee members suggested that the checklist is rather overwhelming, and addresses a number of property maintenance items that would apply to any property as well as code enforcement items. Instead the emphasis should be just on items specific to vacant storefronts, and should be simplified with just a few bullet points and photos.

Members of the public suggested that the building permit for construction could require that the windows be obscured once construction commences. Subcommittee members clarified that vacant spaces should retain some clear glass, but once construction commences, windows should be obscured so that construction activities are out of view.

Subcommittee members suggested that direction should be provided in a manner similar to design guidelines, with visual examples showing good examples. Given the relatively small number of violations, the preferred approach should be guidelines with staff follow-up, rather than a more aggressive regulatory approach.

CDD Gardiner summarized:

- Revise the checklist to just focus on the main points;
- Remove the items related to code enforcement from the list;
- Provide visual examples:
- Provide some "carrots" such as pre-designed graphics to make it easy for property owners to comply.

FUTURE AGENDA TOPICS

The subcommittee agreed on the following calendar for the coming year:

- May:
 - Shop Local Campaign;
 - Preliminary debrief/"lessons learned" from Burlingame Talks Shop event
- June:
 - Additional follow-up to Burlingame Talks Shop, with focus on implementation actions;
 - Burlingame Plaza merchants and property owners
- July: Cancel meeting for Council recess
- August: Hotel General Managers
- September: Auto dealerships
- October: Broadway BID
- November: Downtown BID

Subcommittee members reminded staff to send emails to the BIDs and interested parties for each agenda. The email should also list the tentative topics for the upcoming months.

PUBLIC COMMENTS

There were no further public comments.

<u>ADJOURNMENT</u>

Meeting adjourned at 9:20 a.m.

Respectfully submitted,

Kevin Gardiner Community Development Director

Letter Mailed to Properties

- 220 Primrose Road
- 1215 Burlingame Avenue
- 1311 Burlingame Avenue
- 1465 Burlingame Avenue

220 Primrose Road





1311 Burlingame Avenue





Burlingame Avenue Vacant Storefronts

- 1234 Burlingame Avenue
- 1422 Burlingame Avenue
- 1426 Burlingame Avenue
- 1445 Burlingame Avenue
- 1454 Burlingame Avenue
- 216 California Drive
- 220 California Drive

- 251 California Drive
- 1321 Howard Avenue
- 1400 Howard Avenue, #217
- 240 Lorton Avenue
- 229 Park Road
- 341 Primrose Road



1422 Burlingame Avenue





1445 Burlingame Avenue





216 California Drive



220 California Drive



251 California Drive



1321 Howard Avenue



1400 Howard Avenue, Suite 217



240 Lorton Avenue



229 Park Road



341 Primrose Road



Broadway Vacant Storefronts

- 1184 Broadway
- 1199 Broadway
- 1233 Broadway
- 1247 Broadway
- 1399 Broadway
- 1205 Capuchino Avenue

1184 Broadway



1199 Broadway



1233 Broadway



1247 Broadway



1399 Broadway



1205 Capuchino Avenue





LOCAL IS THE BEST AND MOST ENVIRONMENTALLY FRIENDLY WAY TO SHOP.

- You ensure a vibrant local economy
- You celebrate the uniqueness of your community
- You support local jobs
- You help the environment
- You encourage local connections
- You spark community involvement
- You invest in your community through tax dollars
- You make this community a destination





Burlingame Talks Shop Group Discussions Items

Group 1

- Broadway is close to home. Walks to Broadway.
- Go to Starbucks, parking is convenient
- Broadway has different ethnic restaurants
- California Avenue Rezoning to use a building for a food establishments. Needs rezoning.
- Starbucks too crowded with computers
- No movie theater or bowling alleys
- No live music scene
- No live theater
- Need more children-oriented areas
- Need more pop-ups
- Galleria idea for large spaces for independent retailers and designers
- Obstacles include permit process, rents are too high, regulations.
- Commercial recreation yoga studio, Pilates studio works.
- Raise the minimum wage to \$15/hour in San Mateo County and Burlingame.
- No more auto shops

Group 2

- Restrict storefront size
- Facilitate the division of larger storefronts
- Limit number of "types" of businesses
- Encourage or incentivize the types of retail that the community desires including residents and visitors
- More affordable housing options (to attract and retain employees)
- Lower rents or help with tenant improvements
- Make vacant storefronts look better art instead of papered windows
- More flexible zoning i.e. smaller retail in front, office in back, mixed uses in one space
- City should consider zoning based on demographics, parking, open space, permit/meters
- Fitness facility patrons don't patronize neighboring businesses
- Need for more entertainment
- Public space in front of train station helps activate downtown's experience. Can City fund this?
- More visible presence of police (beat cops)
- Monthly penalties for property owners who leave storefront vacant for extended periods
- Short-term parking only in front of new post office (5 minutes)

Group 3

Missing from Downtown Burlingame: After dinner entertainment, evening concerts, outdoor
areas, sections of downtown closed to cars, food trucks and music, town square at post office
would be amazing, grassy area at library in Campbell is successful with music. Music and bars,
wine tasting, vineyards, art studios. Apple is a gift – use it. "First Fridays" and more closed street
events.

- Commercial recreation: yes but don't worry about too many. Allow fitness only in block near El Camino Real and train station. Apple and Sephora is high priced inducers.
- Streetscape is huge benefit.
- Obstacles: zoning, speed, uncertainty, high rents, parking.

Group 4

	Downtown Burlingame	Broadway	Burlingame Plaza	Bayfront
Question 1	Restaurants, galleries, post office, groceries, & gyms.	Restaurants and groceries	See's Candy and groceries	Running park, dog park, watch planes, and sports fields
Question 2	Quick food, Chinese restaurant, entertainment movies, live music, theater, Japanese groceries	Art & wine festival spread between two main streets	Need informational pamphlets at hotels on what's in Burlingame (for all 4 business areas)	-
Question 3	Smaller spaces (split bigger spaces) City help for a new business coworking.	Better transit Caltrain daily. Shuttle between Broadway and Downtown Burlingame frequent or public bikes.	Something more friendly to single people – going to restaurant alone millennials staying single longer. (for all four business areas)	-
Question 4	Sweaty gym people don't try on clothes. Parking subsidize? Multiple construction zoning: co-working.	Construction parking needs facelift others like mom/pop shops.	-	Crossing the highway
Question 5	Sweaty people not great customers but need mixed martial arts & yoga. Entertainment.	-	-	-

Group 5

- How do quantify vacancy in Burlingame?
- Vacancy fee or tax?
- Pop-ups could work
- More parking needed
- Developers to create more experiential use vs retail

- Live theater (not movie) that has universal appeal to kids, adults, and seniors. It can bring jobs, culture and jazz club.
- Pop-up art space for artists to hang or display their art PS: SF does it.
- Burlingame needs to 'loosen' restriction
- Bayside/Facebook side how can businesses address their needs?
 - Put big box stores on bayside
 - Help drive foot traffic to the avenue
 - Make it convenient to shop and stay on the avenue
- Are we losing the "soul" of Burlingame?
 - o high rents?
 - o loss of charm?

Group 6

- Downtown Burlingame: love the location, community open market, entertaining Steelhouse and Vinyl Room businesses.
- Broadway: not tangible goods, vacant spaces (not ready and difficult to lease), smaller spaces, needs some help, maybe new streetscape.
- People living home experience (food and beverages), music, dance, movies, and sport production.
- Trying to change the entitlements
- Burlingame Plaza not really engaged needs update
- Bayfront has no housing, only offices
- Encourage companies to be part of the community
- Vacancy tax to help for outreach, improve shopping district
- More entertainment
- Keep businesses open later

Group 7

- What brings you to Burlingame Avenue?
 - o No bookstores sad
 - Shoppers not buyers
 - Coffee shops and restaurants
 - o Burlingame Plaza groceries
- We What don't we need:
 - No more salons
 - No more eyelash places
- Supporting new companies work spaces
- Want to maintain small town feel
- How do we fill stores?
 - Love vacant store fees
 - Hate vacant store fees
 - Make vacant store fronts more appealing
 - Pop-up retail

- Any obstacles to zoning?
 - Make zoning broader
 - o Still control architecture and feel
- What are your thoughts including commercial recreation?
 - o Generally thought it was a good idea, fitness studios, etc.

Group 8

- Burlingame Avenue
 - o Filled spaces
 - Parking
 - Density in Downtowns
 - o Agree with flexibility
 - Live in downtown area
 - More housing density
 - Co-working
 - o Child care
 - Entertainment
 - Offices nearby
 - Office complementary with housing (quiet at night)
 - o 2-hour parking on main streets, especially on Broadway
 - o More flexible zoning, long permit times, and lower costs to occupy
 - Parking for recreation
 - Quotas by block
- Broadway
 - Bakery, Indian & Mexican restaurants
- Bayfront
 - Mixed use, lofts, restaurants
- Burlingame Plaza
 - o Hours of operations
 - Shorter leases with options for smaller spaces

Group 9

- Access to parking difficult
- Types of businesses i.e., restaurants, entertainment
- Service business i.e., Broadway financial, shoes
- Local, walking, neighborhood
- Entertainment, use industrial area, night time act.
- Obstacles Landlords vs. tenants leases
- Boutique stores, entertainment

Group 10

- Smaller spaces maybe better for boutiques, not chain stores
- City to be more flexible

- Office space in back is ok
- Expedite permitting process, less detailed propose/plans, etc.
- Uses missing:
 - Burlingame Avenue: Boutique stores, permit live musicians (try out but don't charge them)
 - o Broadway: More restaurants with live entertainment
 - Bayfront smaller theater similar to Alamo Drafthouse, foreign cinema. Encourage Bayfront hotels to offer free parking at night for live bands and entertainment and performers. Have performers coordinate with City so people know.
 - Coworking spaces not on first floor or big proportion Burlingame and Hillsborough residents don't benefit from this.
 - Regulate number of yogurt, bobba tea, and pizza stores so not to oversaturate, overwhelm, and then go out of businesses which leads to vacancies.

Individual Response 1:

- There is a nexus between rising rents and the departures of some of the merchants. It is difficult for merchants to pay wages, which would sustain the rents in Burlingame given that the rents are unreasonable.
- Disabled parking spaces are missing from Downtown Burlingame Avenue, Broadway, Burlingame Plaza, and Bayfront. Burlingame should develop a program whereby certain spots are designated for older persons, e.g. 70 and older. Residents who are aged 70 and up should be able to register their vehicles with Burlingame Police Department and gain access to specific spots for their use. This registration should then give them access to specific, designated spots that are set aside for their use. There seem to be a lot of people contending that older people should be using ride shares, etc. personally, I think if older people are being strong-armed into ride shares they will be more likely to just stay home. The War Generation members in my family want to remain independent and parking spaces/access to parking would enable them to do so.
- One of presenters mentioned more law enforcement presence is needed. While I'm not sure I agree with that assertion, Burlingame has a great police office Clark Vinegard. Also, several times I've noticed that Burlingame's starting salary for officers is significantly lower than neighboring cities/municipalities. Mediocre officers are a major liability just ask the LAPD. It is better to start them at a higher salary and attract talent.

Individual Response 2:

- What brings you to the four business districts? Restaurants, bank, occasional shopping.
- How do we get vacant stores filled? Raise the minimum wage to bring more workers, offer space to arts organizations.
- What uses are we missing in each of the four areas? Theater/public space. Broadway bakery, hardware store. All areas more good restaurants (not too \$), cooking supplies, and bookstore.
- Thoughts on including commercial recreation as a use in the retail area? Need more
 information, need more free community meeting spaces, revamp Burlingame Plaza looks like
 the 1950s, Broadway property owners need to spruce up their storefronts.

From the Daily Journal archives

Downtown Burlingame business woes weighed

Locals identify opportunities to stimulate city's retail industry

By Austin Walsh Daily Journal staff

Apr 22, 2019



Members of the Burlingame community gathered to discuss ways to rejuvenate the city's popular shopping districts at a meeting April 17.

Austin Walsh/Daily Journal

Seeking to stem the rise of storefront vacancies amidst a changing retail landscape, merchants, landlords and residents brainstormed methods to rejuvenate Burlingame's popular shopping districts.

During the Burlingame Talks Shop seminar held Wednesday, April 17, in the Masonic Lodge, community members examined opportunities to help Burlingame Avenue and Broadway remain competitive in the age of online shopping.

Loosened zoning regulations, reimagined retail spaces, parking constraints and new business opportunities were among the initiatives which received the most attention from the crowd of about 100 members of the business community.

"We want to see what we can do to attract new businesses and keep the vibrancy in Burlingame," said Mayor Donna Colson, detailing the task before a panel of commercial real estate and business experts hosted a conversation regarding changes in the retail industry.

With more shoppers abandoning brick-and-mortar stores in favor of taking their business to the internet, the transition is apparent in Burlingame's primary shopping districts where empty storefronts are sprouting up with greater frequency.

The most notable vacancies are large spaces left by the exit of national brands such as J. Crew and Anthropologie, which departed recently from the high-end shopping destination along Burlingame Avenue.

While the lingering unoccupied locations fuel concerns among some that a retail store apocalypse is imminent, local commercial real estate experts maintained a more measured view.

Julie Taylor, a retail broker with Colliers International, said the notable companies which historically would lease the entirety of a large storefront are often no longer seeking assets with such high overhead.

So rather than focus on one retailer, Taylor, who is shopping the J. Crew site to interested tenants, said she pivoted to find two, smaller companies which would share the space.

Such partnerships are growing in popularity as retailers limit storefronts and narrow their emphasis to a tailored customer experience in exchange for the antiquated one-stop-shop approach.

"There is a real massive shift in who wants what type of space," Taylor said.

Also rising in popularity to fill empty storefronts are co-working spaces such as the sorts arranged by WeWork or other competitors accommodating small companies or entrepreneurs looking for professional office space without the burden of leasing a building or floor.

Amy Feldman, program director with the All Good Work Foundation, said co-working arrangements have paid dividends also by populating empty storefronts and maximizing the space's usefulness for a wider swath of the local economy.

Finally, co-working spaces offer the added benefit of drawing lots of new people to central destinations, said Feldman, who noted the employees would likely patronize surrounding merchants, eateries and shops.

Taylor noted another increasingly effective means of attracting shoppers downtown are popular fitness clubs, similar to the Barry's Bootcamp high-intensity training outlet which opened recently on Howard Avenue.

Club clientele are desirable shoppers to occupy downtown because they are often dedicated, able to afford pricey memberships, image conscious and inclined to spend time cooling down after a workout by window shopping or grabbing a drink and bite to eat nearby.

"If it's the right opportunity, it's a fantastic amenity," said Taylor, of the fitness club presence.

Recognizing the industry's rapid growth, city officials recently discussed allowing the exercise clubs to open up shop along Burlingame Avenue, where they are currently barred from operating.

While no formal direction was offered, more generally the concept of loosened zoning and development regulations around commercial corridors and shopping districts was identified as a key opportunity for stimulating the local economy.

Commercial real estate developer Ryan Guibara pushed hard for officials to cut the red tape which can be a costly hurdle for businesses to overcome when considering their future in Burlingame — a sentiment received with applause from the crowd.

And while much of the two-hour discussion was reserved for ideas to stimulate the local economy, some time was kept for the identifying the potential pratfalls associated with drawing more businesses and shoppers to Burlingame.

Most common among the criticisms of the downtown shopping environment currently is a lack of available parking, and some merchants feared attracting certain shoppers, such as those patronizing fitness clubs, would only compound the issue. Merchants recognized the lack of parking as well as high rents as some of the most significant obstacles they have encountered, while residents meanwhile desired a new entertainment and nightlife venue.

To that end, the request for businesses specializing in offering a unique experience that can be shared among friends and family aligns with another rising trend among successful retailers.

Restaurateur John Scarcella, who operates both Centro Pizza and Sapore in Burlingame, partially attributed his success to the high touch offered to diners at his eateries while suggesting such an experience is essential to the sustainability of retailers and independent business amidst a changing marketplace.

Scarcella urged business owners to give shoppers more than just an opportunity to make a purchase because he said "if it's only about buying, they can do that online."

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CITY OF BURLINGAME

Community Development Department

MEMORANDUM

DATE: May 8, 2019

TO: Economic Development Subcommittee

FROM: Cleese Relihan, Economic Development Specialist

SUBJECT: Progress on Vacant Storefront Maintenance Document

At the April 10, 2019 Economic Development Subcommittee (EDS) meeting, the Subcommittee members directed that the Vacant Property Maintenance Checklist should be specific to the exteriors of vacant storefronts, and simplified to just a few points. It was also suggested that photos of good examples of well maintained vacant storefronts should be included.

Suggested bullet points mentioned at the April EDS meeting include:

- Papered-covered windows Avoid windows covered in newspaper, or in strips of butcher paper that could peel off or deteriorate over time.
- Acceptable window coverings Screening with some active imagery, but not fully covered.
- No chain link fences.

Attached to this memo is also the former Vacant Property Maintenance Checklist. Seven items have been circled on the document that staff suggests are most applicable to the above bullet points. Subcommittee members may want to confirm these items, and/or suggest edits or additional new items.

Nil Blackburn, Assistant to the City Manager, will be providing assistance with formatting the guidelines and photos into a visually appealing, user-friendly document. A representative sample of the graphic format will be presented at the May 8th EDS meeting.

Please let me know if you need further clarification regarding any of the items stated above.



Vacant Property Maintenance Checklist to protect and enhance your commercial property

Exterior	Interior
 □ Check your windows and doors for potential repairs needed. □ Replace screens that are torn or damaged. □ Maintain wall lamps, awnings, and marquees. □ Keep perimeter clear of trash, debris, and 	 □ Avoid covering windows completely with blank paper; keep upper half open to let sunlight into the space and allow prospective tenants to see views to the outside of the space. □ Consider painting or screening the window
weeds. Maintain facade in good repair, paint if needed, and cover with protective coating.	with decorations or graphics to attract potential tenants and improve "curb appeal". □ Avoid storage of commercial, industrial, hazardous, or personal belongings to provide
 ☐ If fencing is established, make sure it is attractive and in good condition. ☐ Maintain gutters and downspouts, keeping them clear of debris or rusted material. 	open space for potential tenants to see space. □ Avoid accumulation of broken material, garbage, refuse, and debris that might attract insects, roaches, and other vermin.
Restore or remove any signage that has weathered or faded	Keep floor, walls, and ceilings clean and well maintained for safety and to attract tenants.
☐ Repair wall and repaint if needed if signs are	☐ Inspect plumbing and wiring periodically to
removed.	ensure each is in working order and not
 □ Keep parking spaces and lots clean and open to allow potential tenants to park and visit your site. □ Keep movable or temporary structures such 	damaged or a danger to your property. □ Leave lights on at night to attract potential tenants and deter criminal activity near you building. □ Maintain the HVAC system. □ Check that kitchen(s) and/or bathroom(s) are working and well maintained. □ Check fire alarm and sprinkler system.
as canopies, statues, etc., away from the public right-of-way unless you have obtained an encroachment permit from the Public Works Department. Inspect your roof for any damage and remove	
any plant life growing on the roof. ☐ Clean any bird, dog, or rodent waste on or near the exterior.	 Secure any loose guards or panels. Check for visible leaks to prevent damage or rotting to your building.
 □ Avoid posting flyers on windows or facades. □ Keep the sidewalk in front of your building clean and clear of debris or trash to make it safe for pedestrians. □ Maintain walkways used to access the 	☐ Notify the USPS or private delivery companies to discontinue delivery if the vacant space continues to receive mail for a previous tenant, thereby avoiding piling up of paper and materials.
building in good and safe condition.	Renovations
Landscaping	☐ Minimize public visibility of materials and equipment stored at your space related to
☐ Maintain landscaping, keeping plants and flowers fresh and clean of trash and debris.	construction improvements if possible.

☐ Have landscape visible for public view to

attract potential tenants to your site.

□ Avoid overgrown bushes and plants that might encroach into the public right-of-way.□ Maintain irrigation system if there is one.

Consider posting a "business coming soon" window decal or business name to let the public know the space will soon be occupied.