

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, February 12, 2020, 8:15 a.m.
City Hall - Conference Room A

Agenda

CALL TO ORDER – 8:15 a.m.

READ AND APPROVE MINUTES FROM JANUARY MEETING

DISCUSSION ITEMS

1. **Downtown Business Improvement District:** Annual meeting with the Burlingame Avenue Downtown Business Improvement District to discuss matters of interest.
2. **Façade Improvement Pilot Program Application Review**
3. **Future Agenda Topics:** Confirmation of future agenda topics and dates:
 - March 11, 2020- Façade Improvement Pilot Program Discussion
 - April 8, 2020- Automobile Dealer Meeting
4. **Public Comments**

The Next Regular Meeting of the City Council's Economic Development Subcommittee will be held on Wednesday, March 11, 2020, at 8:15 a.m. in City Hall – Conference Room A



City Council Economic Development Subcommittee

MINUTES (DRAFT)

Conference Room A
City Hall, 501 Primrose Road – Burlingame, California
Wednesday, January 8, 2020 – 8:15 a.m.

ATTENDANCE

Members Present: Vice Mayor Ann O'Brien Keighran, Councilmember Ricardo Ortiz

Members Absent: None

Staff Present: City Manager Lisa Goldman (CM), Community Development Director (CDD) Kevin Gardiner, Finance Director (FD) Carol Augustine, Economic Development Specialist (EDS) Joseph Sanfilippo

Members of the Public Present: None

READ AND APPROVE MINUTES FROM DECEMBER MEETING

Vice Mayor O'Brien Keighran approved and then posed several questions related to the minutes:

- She inquired if there have been any complaints about limited parking availability during the redevelopment of Lots F & N. CDD Gardiner said he has not heard any but will check with Public Works Director Syed Murtuza to verify. CM Goldman believes that Public Works is logging complaints (if there are any).
- Vice Mayor O'Brien Keighran questioned if the Broadway BID is aware of the Façade Program. EDS Sanfilippo confirmed that they are aware, but there may be additional discussion at their January meeting. CDD Gardiner mentioned that John Kevranian wants to walk Broadway with EDS Sanfilippo to promote the program in-person. CDD Gardiner reiterated that Planning and Building staff are available to discuss improvements and offer general guidance (if the proposed improvements will trigger building code issues, etc.) Vice Mayor O'Brien Keighran requested that façade improvement applications be sent to Subcommittee members as well.

DISCUSSION ITEMS

Agenda Planning: Though discussion may have occurred in a different order than presented below, the minutes have been organized roughly by the month in which the topic is slated for further discussion. EDS Sanfilippo introduced the topic.

- February- Annual Meeting with DBID: EDS Sanfilippo will verify DBID members can attend, and then the Subcommittee will check in about tree lighting success, etc.
 - March- Façade Improvement Pilot Program Follow-Up:
 - Discuss success, what applicants are interested in/what they're asking for. Vice Mayor O'Brien Keighran requested staff to reach out to property owners with a mailing list.
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- FD Augustine mentioned that the Broadway BID should include how they promoted the program in their annual report in March.
- April- Annual Meeting with Automobile Dealers:
 - Mr. Putnam is reportedly still interested in allowing housing above dealerships for employees. He has purchased a house in San Mateo as a “stopgap measure”. “Dormitory-style” housing for employees will be discussed to educate dealership owners about requirements for development.
 - Target Ocean Honda and Audi Burlingame for a wider representation of Auto Row.
- May- Vacant Property Maintenance, Bayfront Maintenance (Bay Trail), and Hotel Owners:
 - EDS Sanfilippo mentioned stock image development for vacant property windows, which had been suggested by subcommittee members last year; CDD Gardiner suggested that EDS Sanfilippo collaborate with Assistant to the City Manager Nil Blackburn and Management Analyst Karen Hager to use images previously developed for the City’s website. CM Goldman suggested offering guidance on how to develop these images into window decals. Vice Mayor O’Brien Keighran requested that staff work on ensuring vacant property maintenance and CM Goldman suggested reporting back in May on general compliance.
 - CM Goldman requested an informational piece to remind property owners along the Bayfront of their responsibility in maintaining the Bay Trail, with the hopes it will help improve compliance.
- June- Flexible Zoning Discussion:
 - Subcommittee members discussed the lack of success in tenanting vacancies after the zoning change to allow for commercial recreation uses. Staff mentioned that commercial recreation is a saturated market in the area, and there may be a lack of demand for new spaces.
 - Zoning changes can illustrate the City is responsive to the business community. However, there is concern if the zoning is changed to allow for more radical uses (office in the back of large retail spaces, etc.) that there will be similarly underwhelming results. CDD Gardiner mentioned he has been coordinating with Half Moon Bay’s CDD to discuss how their City is handling office uses in the back and their requirements for storefront depths. He also noted that flexible square footage requirements (i.e. retail frontage square footage within a range, rather than a hard minimum) could be considered.
 - Vice Mayor O’Brien Keighran requested a dedicated meeting to discuss requiring retail first or allowing office first to subsidize/incentivize retail. She also suggested considering a vacancy tax for newly subdivided storefronts. For example, if office rental is allowed in back portions of vacancies, there would be a limited time for the frontage to be rented (i.e. a year) before the City would institute a fine to avoid a continuously vacant storefront. Councilmember Ortiz suggested that this would be an escalating fine to avoid revolving short-term retail tenants (i.e. pop-ups).
 - Per previous discussion with property owners that there are concerns over being fined during tenant improvements, Vice Mayor O’Brien Keighran

suggested that there may be a possibility to defer payment of the vacancy tax if it is clear that the tenant improvements will bring in a tenant (i.e. one is secured, etc.) CDD Gardiner noted that Palo Alto has a vacancy tax that is imposed after a certain time limit, as well as fines for non-specific uses.

- Subcommittee members wish to discuss:
 - 1) When fines would be instituted,
 - 2) Which uses are required for “inventive” rentals, or what would be allowed in the event of a zoning amendment in Downtown (i.e. daycare, entertainment/recreational uses, office, residential, etc.)
 - 3) If Pop-ups are allowed
 - 4) How to implement “Streets Alive” events, or if this is necessary
- July: This meeting is forecasted to be cancelled to coincide with the Council recess/vacation.
- August- ICSC Reports:
 - Vice Mayor O'Brien Keighran requested a report back from EDS Sanfilippo about the International Council of Shopping Centers (ICSC) conferences in March and May. EDS Sanfilippo mentioned his impending enrollment into Joint Venture Silicon Valley and the Silicon Valley Economic Development Alliance (SVEDA) that will also pay for ICSC dues.
- September- Annual Meeting with Broadway BID:
 - Subcommittee members expressed concern over long-term vacancies in the Broadway district, specifically the former Earthbeam space and similar large corner spaces. They expressed interest in approaching property owners and gauging their opinions on lowering rents or subsidizing the cost of tenant improvements to maintain the corridor's vibrancy.
 - Councilmember Ortiz hopes to explore more permissive uses on Broadway due to previous interest expressed in several corner spaces (e.g. tutoring, etc.) This item will be discussed in the June meeting (flexible zoning) and will be followed up here in September to gauge Broadway BID members' opinions.
- October- Meeting with Burlingame Plaza Business and Property Owners:
 - This meeting is tentative due to previously perceived disinterest from Plaza business owners in meeting with the Subcommittee. CDD Gardiner noted that the lack of a BID may negatively affect business owners' interest in joining a meeting with the Subcommittee. Councilmember Ortiz noted that Plaza owners are often busy and may have other meetings to attend (sidewalk maintenance, etc.) He also noted that business owners in the Plaza typically solve problems independently, but he will reach out to prominent business owners to see if there is interest in attending an EDS meeting.
 - CM Goldman noted that there are no concerning vacancies at the Plaza, but there may be concerns over the Plaza's dated appearance.
- November: This meeting is currently open.
- December: This meeting is currently open. Vice Mayor O'Brien Keighran expressed provisional interest in slating this for discussion of the Bayfront, including vacancy issues, desired vision for the district, etc.

Miscellaneous Discussion

- Chamber of Commerce: Vice Mayor O'Brien Keighran proposed an annual meeting with the Chamber but CM Goldman noted that Council participation in Chamber meetings may make this redundant.
- Oculus Campus: Councilmember Ortiz inquired when the Oculus project will be completed. CDD Gardiner mentioned that occupancy of the first building is anticipated to be in Summer 2020 and take about a year for full occupancy (each building will take about three months after the previous to be tenanted). CM Goldman mentioned that the schedule may be a bit delayed (September 2020). There is concern about the status of a revised Transportation Demand Management (TDM) program and lack of information coming from Facebook/Oculus to date. Subcommittee members suggested a sit-down meeting with the Oculus team to move the matter along, with the message that City staff will need enough time to review a proposal before the buildings are occupied, so it should not be delayed. Councilmember Ortiz questioned if hotel owners were concerned with the project. While CDD Gardiner noted that traffic is a minor concern, CM Goldman said that the hotel owners are generally excited about the prospect of capturing business-class visitors that will be visiting the campus.
- Topgolf: Vice Mayor O'Brien Keighran inquired about an update on the Topgolf project. CDD Gardiner mentioned that the environmental review is almost complete, and the project will go forward to the Planning Commission for the clubhouse design. CM Goldman noted that City Attorney Kathleen Kane and the Topgolf legal team are working together to negotiate the lease terms; the negotiations are expected to conclude fairly soon.

Action Items

- EDS Sanfilippo will verify that DBID members are available for February; he will work on a Bay Trail maintenance document; he will distribute Façade Program information to Broadway property owners through a mailing list, and promote the program through the Daily Journal and on foot; he will register for ICSC conferences; he will coordinate with Nil Blackburn and Karen Hager for stock images.
- CDD Gardiner will follow-up with Public Works to verify if there have been parking complaints with the managed parking at Lot F.
- Councilmember Ortiz will gauge Burlingame Plaza business and property owners' interest in an annual meeting.

FUTURE AGENDA TOPICS

- February 12, 2020 – Annual meeting with DBID
- March 11, 2020 – Façade Improvement Pilot Program Discussion

PUBLIC COMMENTS

There were no further public comments.

ADJOURNMENT

Meeting adjourned at 9:41 a.m.

Respectfully submitted,

Joseph Sanfilippo
Economic Development Specialist