

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, March 11, 2020, 8:15 a.m.
City Hall - Conference Room A

Agenda

CALL TO ORDER – 8:15 a.m.

READ AND APPROVE MINUTES FROM JANUARY AND FEBRUARY MEETINGS

DISCUSSION ITEMS

- 1. Façade Improvement Pilot Program Application Review:** Review of current applications for the Façade Improvement Program
- 2. Vacant Property Maintenance:** Discussion of allowing property owners to use City images as window decals to enhance attractiveness of vacant buildings
- 3. Future Agenda Topics:** Confirmation of future agenda topics and dates:
 - April 8: Annual meeting with Automobile Dealers
 - May 13: Annual meeting with Hotel Owners, Bay Trail Maintenance Discussion
- 4. Public Comments**

The Next Regular Meeting of the City Council's Economic Development Subcommittee will be held on Wednesday, April 8, 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



City Council Economic Development Subcommittee

MINUTES (DRAFT)

Conference Room A
City Hall, 501 Primrose Road – Burlingame, California
Wednesday, February 12, 2020 – 8:15 a.m.

ATTENDANCE

Members Present: Councilmember Ricardo Ortiz

Members Absent: Vice Mayor Ann O'Brien Keighran

Staff Present: City Manager Lisa Goldman (CM), Recreation Supervisor Nicole Acquisti, Economic Development Specialist (EDS) Joseph Sanfilippo

Members of the Public Present: John Kevranian (President of Broadway BID), Jenny Keleher (President of DBID)

READ AND APPROVE MINUTES FROM DECEMBER MEETING

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

DISCUSSION ITEMS

Annual Meeting with the DBID: Several matters were discussed, primarily related to special events (including the Holiday Parade and Tree Lighting), as well as marketing efforts.

- Holiday Parade: The event went well, but the rainy weather caused the kid rides to be canceled and caused several electrical problems with tree lights. Jenny Keleher mentioned that the DBID will look into alternative forms of lighting to alleviate concerns. John Kevranian mentioned that the Broadway BID signed an agreement with Public Works so the BID would be in charge of above-ground lights, but the City would be responsible for underground wiring. He suggested that Jenny Keleher check with Mike Heathcote of the City regarding negotiating an agreement to have the City Electrician check underground for potential maintenance concerns. EDS Sanfilippo will look into the agreements for both BIDs and forward the information. All members present agreed on the necessity of holiday lighting.
- Special Events: Councilmember Ortiz questioned if closing Burlingame Avenue for the Holiday Parade received any negative feedback. Councilmember Ortiz and CM Goldman noted that there is interest in closing Burlingame Avenue for more frequent and smaller-scale events. Jenny Keleher mentioned that there are many complaints, but they acknowledge closures are only for rare occasions. If there were to be more frequent events, she expects that business owners may be more vocal about voicing their displeasure, citing the closures during Fall Fest as an example of discontent.
 - Councilmember Ortiz proposed closing Burlingame Avenue from El Camino Real to Primrose Road for outdoor café seating or closing Burlingame Avenue from Lorton Avenue to Park Road for restaurants, but notes that these are only suggestions. Jenny Keleher advocated for rotating the closures; Councilmember Ortiz concurred. John

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- Kevranian mentioned similar issues for closures during the Broadway Pet Parade but asserted that building community is important.
- Jenny Keleher mentioned flags for Presidents' Day are going up on Monday.
 - Jenny Keleher mentioned that the DBID has a new Board member (a representative from Jewels of Monaco) who will help secure sponsorships for Fall Fest, etc.
- Parking: DBID businesses are concerned with limited parking availability and dwindling foot traffic during the redevelopment of Lots F and N. Jenny Keleher assured the City that the DBID will promote the available spaces in the Caltrain lot, the valet service, as well as the employee parking permits available through Public Works. She also mentioned the DBID may set up a webcam to show a time-lapse of the parking garage construction, but this is in a conceptual stage. John Kevranian inquired if large signage would be possible to advertise available spaces in the Caltrain lot, but CM Goldman and Councilmember Ortiz noted that the spaces are clearly marked already. John Kevranian suggested that the DBID could promote parking meters that are payable through apps (Google or Apple Pay, etc.)
 - Marketing: The DBID's Marketing Specialist relocated, but the Board will solicit for a replacement for the position. They hope to engage a wider audience once secured.
 - Miscellaneous Discussion:
 - Jenny Keleher mentioned the results of the DBID's minimum wage survey have been provided to Mayor Beach.
 - CM Goldman inquired about event participation from companies that are not members of the Board (namely national brands). Jenny Keleher noted that they have not participated historically, but there is hope that the new DBID Board Member will be coordinating with major brands to tap into sponsorship funding and boost participation rates.
 - Jenny Keleher inquired about a designated loading zone for rideshare services that had been mentioned in previous months. Councilmember Ortiz noted that the process at SFO has been streamlined to alleviate traffic concerns and CM Goldman mentioned an overflow lot for rideshare services off San Bruno Avenue north of the airport.
 - Jenny Keleher inquired about the impacts of Covid-19 on Chinese travel and how it may impact Burlingame businesses. Councilmember Ortiz noted that flight volumes are down, but both he and CM Goldman suspect that the impacts will be minimal.

Facade Application Review: Applications already received were given preliminary review for those present, but approval was continued to allow both Subcommittee members to participate.

Miscellaneous Discussion

Action Items

- EDS Sanfilippo will contact Mike Heathcote to verify the specifics of the Broadway BID maintenance agreement with Public Works for potential duplication with the DBID.

FUTURE AGENDA TOPICS

- March 11, 2020 – Façade Improvement Pilot Program Discussion and Review
- April 8, 2020- Annual Meeting with Automobile Dealers

PUBLIC COMMENTS

There were no further public comments.

ADJOURNMENT

Meeting adjourned at 9:36 a.m.

Respectfully submitted,

Joseph Sanfilippo
Economic Development Specialist

Burlingame Decal Companies

The following represents a list of companies in and near Burlingame that offer digital printing or vinyl decal services. It is proposed that this list be added to the beginning of the Exterior Property Enhancements guide, along with a note that the City has images available for use (as long as Mark Hundley, the photography, is credited).

- Discount Signs & Neon- 1317 N Carolan Ave
- JASK Digital Printing Solutions- 1521 Old Bayshore Hwy
- Colorprint- 1570 Gilbreth Rd
- Eprint- 1120 Broadway
- FastSigns- 2130 S El Camino Real (San Mateo)

Sample Images Available for Decals



Sample Images Available for Decals



Sample Images Available for Decals



Sample Images Available for Decals



Sample Images Available for Decals



Sample Images Available for Decals

