

# 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, June 10, 2020, 8:15 a.m.

Zoom Conference Call

***On March 17, 2020, the Governor issued Executive Order N-29-20 suspending certain provisions of the Ralph M. Brown Act in order to allow for local legislative bodies to conduct their meetings telephonically or by other electronic means. Pursuant to the Shelter-in-Place Order issued by the San Mateo County Health Officer on March 16, 2020, the statewide Shelter-in-Place Order issued by the Governor in Executive Order N-33-20 on March 19, 2020, and the CDC's social distancing guidelines which discourage large public gatherings, Conference Room A will not be open to the public for the April 8, 2020 Burlingame Economic Development Subcommittee meeting. Members of the public may view the meeting by logging onto the Zoom meeting listed below.***

***Members of the public may provide written comments by email to [jsanfilippo@burlingame.org](mailto:jsanfilippo@burlingame.org).***

***Emailed comments should include the specific agenda item on which you are commenting, or note that your comment concerns an item that is not on the agenda. The length of the emailed comment should be commensurate with the three minutes customarily allowed for verbal comments, which is approximately 250-300 words. To ensure your comment is received and read to the Economic Development Subcommittee for the appropriate agenda item, please submit your email no later than 5:00 p.m.. on June 9, 2020. The City will make every effort to read emails received after that time, but cannot guarantee such emails will read into the record. Any emails received after the 5:00 p.m. deadline which are not read into the record will be provided to the Economic Development Subcommittee after the meeting.***

To Join Zoom meeting.

Topic: Economic Development Subcommittee Meeting- June 10, 2020

Time: Jun 10, 2020 08:15 AM Pacific Time (US and Canada)

## Join Zoom Meeting

<https://us02web.zoom.us/j/84656443813?pwd=RUg2UHVuWm5BcS9ndIVXeHlIZDIxUT09>

Meeting ID: 846 5644 3813

Password: 713226

One tap mobile

+16699006833,,84656443813#,,1#,713226# US (San Jose)

+13462487799,,84656443813#,,1#,713226# US (Houston)

Dial by your location

+1 669 900 6833 US (San Jose)

+1 346 248 7799 US (Houston)

+1 253 215 8782 US (Tacoma)

+1 929 436 2866 US (New York)

+1 301 715 8592 US (Germantown)

+1 312 626 6799 US (Chicago)

Meeting ID: 846 5644 3813

Password: 713226

Find your local number: <https://us02web.zoom.us/u/kndoVwVZW>

## Agenda

**CALL TO ORDER – 8:15 a.m.**

**READ AND APPROVE MINUTES FROM MAY AND SPECIAL MAY MEETINGS**

### **DISCUSSION ITEMS**

- 1. Discussion with Hoteliers:** Forecasted business, sanitation steps, etc.
- 2. Burlingame Back in Business Grants Next Steps:** Discussion of process for undistributed funds
- 3. Future Agenda Topics:** Confirmation of future agenda topics and dates:  
To be determined
- 4. Public Comments**

**The Next Regular Meeting of the City Council's Economic Development Subcommittee will be held on Wednesday, ???, 2020, at 8:15 a.m., Location TBD**



## City Council Economic Development Subcommittee

MINUTES (DRAFT)

Conference Room A

City Hall, 501 Primrose Road – Burlingame, California  
Wednesday, May 13, 2020 – 8:15 a.m.

---

### **ATTENDANCE**

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

**Members Absent:** None

**Staff Present:** City Manager (CM) Lisa Goldman, Community Development Director (CDD) Kevin Gardiner, Economic Development Specialist (EDS) Joseph Sanfilippo, Senior Civil Engineer (SCE) Andrew Wong, Sustainability Coordinator (SC) Sigalle Michael

**Members of the Public Present:** Terry Horn, Angela Pace (Blue Line Pizza), Jenny Kelleher (President of DBID), Tina Pierinelli (My Little Nail Shop), Ryan Guibara, Travel Wizards, Riyad Salma

### **READ AND APPROVE MINUTES FROM APRIL MEETING**

Approved.

### **DISCUSSION ITEMS**

#### Discussion of COVID-19 Impacts on Small Business

EDS Sanfilippo introduced the topic.

CM Goldman noted the City Council budget study session for May 13 and notes City revenues have declined, primarily from hotel and business closures. Private business closures are also resulting in layoffs and declines in sales tax revenue.

CM Goldman explained that San Mateo County's Health Orders are more restrictive than the State of California's, and Burlingame businesses must follow the County orders. She noted that curbside pickup may be allowed soon, but dine-in restaurants are not likely to be allowed until a later phase.

San Mateo County is not reaching thresholds set by Governor Newsom to reopen as the situation currently stands. Nursing homes are especially struggling, but all ages are susceptible to COVID-19.

#### Burlingame Ave Closure

Angela Pace of Blue Line Pizza commented that she believes consumer confidence will not support an Avenue closure and would be detrimental to business. She noted curbside pickup will be more popular than dining in due to fears of infection. She alternatively proposed that parking spaces should instead be changed to curbside pickup entirely.

---

Commercial broker Terry Horn of Horn and Sons inquired how much of the Avenue would be closed, and for how long, etc. CM Goldman noted that this is still being discussed, but mentioned that there are several logistical issues to consider, including: ensuring cars do not get blocked in the shutdown area; fire lane access becomes difficult; how restaurants adapt to allow for sanitation (determining if customers can use indoor restrooms, etc.); cleaning streets of excess waste, etc. She noted that a party atmosphere/gathering spots must not occur, so delineators and limitations to household groups may help.

Jenny Kelleher, President of the Downtown Business Improvement District (DBID), noted that there is a goal to future-proof businesses due to ever-evolving ideas. She believes the idea of safe streets is to promote social distancing and simultaneously allow for survivability. She noted worldwide success in implementation of pedestrian streets, noting a 12-25% average increase in sales.

Ms. Kelleher did, however, acknowledge that many people are not all following the protocols. The DBID's tentative proposal is to shut all of Burlingame Ave for the entire summer to prevent crowds and make it seem like "normal life on the Ave", in an effort to discourage a festive atmosphere that would generate crowds.

Ms. Kelleher mentioned that a possible police presence may help with enforcement of face coverings or to restrict entry by those not following protocols. She agreed that delineated seating would likely be necessary.

She proposed that the initiative should be ambitious and noted a desire to make the area very pedestrian friendly. For example, no bikes or scooters on the Avenue, but rather install bike racks at the ends of the street.

Ms. Pace questioned the goal of closing to serve as an attraction to the street. Ms. Kelleher reiterated that it is simply to allow for safe shopping and dining to satisfy social distancing requirements.

Ms. Pace said she envisions tables outside of business frontages, with walkways designated for pedestrians on the street. She noted that very few tables will actually fit in a business's available sidewalk space, so for many it will likely not be worth opening. This could also reinforce negative customer confidence.

Ms. Pace also mentioned there may be logistical problems for businesses hiring additional staff (specifically, food runners for curbside pickup outside the closure's boundaries). Ms. Kelleher noted that businesses in other areas are experimenting with pre-ordering food and "food runners."

Ms. Pace also acknowledged a concern about lost street parking. She mentioned that curbside pickup customers may be negatively impacted by being forced to park further away from a business.

CM Goldman suggested Ms. Kelleher survey the entire DBID membership to gather opinions about a Burlingame Ave closure. Ms. Kelleher promoted the DBID's Facebook group for business owners and

mentioned that is a good way to stay in touch with the Board. The survey will include questions about curbside pickup, transportation, etc.

Vice Mayor O'Brien asked if the closure has support from the DBID Board, and Ms. Kelleher noted unanimous approval for supporting the measure from those who attended the last meeting. CDD Gardiner suggested that certain blocks may benefit from closure more than others, depending on survey results.

Councilmember Ortiz noted that there will always be pros and cons to a closure, but he supports a survey to push the initiative forward. He mentioned additional support from people that he has spoken to, but potentially closing specific blocks as CDD Gardiner mentioned.

SC Michael suggested a proposal to have a specific drive-through area for designated runners for businesses.

Riyad Salma noted his tenants' support for the closure.

Councilmember Ortiz noted many businesses have access through their back entrances for curbside pickup, which may help even if streets are closed.

### **Future Agenda Topics**

The Subcommittee hopes to discuss the results of the survey at the next meeting, but noted that a special meeting would be preferable so that a closure could be examined by the full City Council at the earliest opportunity.

### **Miscellaneous Discussion**

CM Goldman inquired about any businesses that received Paycheck Protection Program (PPP) funds. Councilmember Ortiz noted that many smaller businesses actually got funded in the second round, which was reiterated by Mr. Horn and Mr. Salma.

Vice Mayor O'Brien questioned if businesses will be able to extend hours of service because they must allow fewer customers to comply with social distancing. CDD Gardiner mentioned that Conditional Use Permits (CUP) used to specify hours of operation, but more recently, CUPs have not included hours of operation to allow greater flexibility in business operations.

### **Action Items**

- Ms. Kelleher will survey the DBID members to gather their opinions on a Burlingame Ave closure.

### **FUTURE AGENDA TOPICS**

---

- June 10, 2020 - Discuss Burlingame Ave closure survey results

**PUBLIC COMMENTS**

There were no public comments.

**ADJOURNMENT**

Meeting adjourned at 9:19 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  
Thursday, May 28, 2020 – 8:00 a.m.

---

### ATTENDANCE

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

**Members Absent:** None

**Staff Present:** City Manager (CM) Lisa Goldman, Community Development Director (CDD) Kevin Gardiner, Economic Development Specialist (EDS) Joseph Sanfilippo, Senior Civil Engineer (SCE) Andrew Wong, Streets, Storm Drains and Sewer Division Manager (SSDSDM) Mike Heathcote and Public Works Director (PWD) Syed Murtuza

**Members of the Public Present:** Jenny Kelleher (President of the Downtown Burlingame Business Improvement District), Terry Horn

### DISCUSSION ITEMS

#### Discussion of Pedestrian Zones and Outdoor Dining Options

CM Goldman mentioned that this item will likely be brought to the full City Council on June 15, so this Special Meeting was called to gauge the Economic Development Subcommittee's input and receive a recommendation that staff can present to the full Council. She noted that businesses are not actually allowed to have outdoor or indoor dining under the current County Health Order. As of this meeting, San Mateo County is in phase 2a of reopening, but the County is not meeting criteria even for phase 2b.

EDS Sanfilippo gave a brief rundown of a conference call that was held by fellow members in the Silicon Valley Economic Development Alliance (SVEDA) and their approaches to pedestrian zones and outdoor dining. Many are opting for parklets or using barricaded parking spaces rather than sidewalks, while others are fully closing streets. Terry Horn noted that the City of San Carlos is considering closing certain blocks in their Downtown for parklets to maintain fire access and outer block access. Traffic would be closed other than for emergency vehicles.

Jenny Kelleher reintroduced the proposal to close Burlingame Ave from El Camino Real to California Drive for an extended period of time for logistics (manpower, money, and time for barriers) and fears that short-term closures would make the closure feel like a visitor destination or special event. A long-term closure would promote a sense of normalcy and allow for safe social distancing.

Ms. Kelleher noted that the survey results were largely positive in favor of a Burlingame Avenue closure, with the majority favoring a closure "until it gets cold", which would likely be October.



Restaurants raised concerns with the loss of parking space for curbside pickup, as well as losing ADA compliance by the loss of disabled-accessible parking spaces. Comments noted that traffic on Burlingame Avenue is increasing, and parking is already in higher demand.

Business owners are supportive in that this is a short-term event for a limited span of time. Councilmember Ortiz said he hopes to pursue at minimum a pilot because of the overwhelming support.

Ms. Kelleher shared her perspective as a business owner and advocated in favor of the closure, specifically because of their previous success in other areas and their tangible financial benefits to all sales tax generators. Though this is being done to promote safe social distancing, it is a successful business model even in non-pandemic times.

She also noted concerns with closing specific blocks (as opposed to the full Burlingame Avenue) because of potential crowding issues. She proposed that cross-traffic across Burlingame Avenue may help with curbside pickup and accessibility.

PWD Murtuza suggested closing the entire Avenue, even for cross-traffic. Instead, he proposed a detour with other cross-street closures. He noted that a complete closure is the safest method due to concerns with a potential lack of awareness from pedestrians. This recommendation comes despite concerns that customers or businesses may have with parking further away from Burlingame Avenue. He also noted a concern over Hatch Lane's single-lane, one-way configuration. The businesses will still need access to a street in the event of a closure; one possibility would be to allow an entrance from a parking lot on Howard Avenue.

PWD Murtuza also noted potential issues with Recology trash pickup, but he still thought closing the entire Avenue would be the best option. He advocated that the City parking lot nearest El Camino Real remain open during the closure, to allow easy access to essential businesses in the vicinity.

He also noted sanitation concerns with outside tables and chairs. He acknowledged that Burlingame Avenue has wide sidewalks; as such, he proposed that the parking lane be accommodated for tables and chairs, leaving the sidewalk free for pedestrians. The unoccupied center area of the street would offer additional pedestrian access, as well as emergency vehicle access when necessary. Allowing pedestrians to have sidewalk access should solve any ADA compliance issues that would otherwise arise, specifically because the accessibility ramps at the intersections would remain open..

Councilmember Ortiz advocated for the cross-streets to be open to provide additional options for curbside pickup and traffic circulation, but PWD Murtuza noted there will be a higher volume of pedestrians during the closure, and this may make traffic on cross-streets more dangerous than in normal conditions. PWD Murtuza said the Department will study the idea further.

Terry Horn suggested there may be additional pushback from businesses that benefit from curbside pickup. Vice Mayor O'Brien said a potential compromise could be to close only several side streets (rather than all). She agrees that there is a concern for safety, however, as pedestrians may not be as careful if they believe the street is entirely closed to vehicular access.

PWD Murtuza also noted that there is a policy issue for carrying alcohol in the street. There will need to be some sort of indemnification to protect the City from liability. Ms. Kelleher asked if it will be allowed in outdoor dining spaces; PWD Murtuza believes alcohol service is allowed by outdoor permits, but open carry (i.e. a person not dining at an establishment) is typically not allowed.

Vice Mayor O'Brien noted that City Attorney Kathleen Kane will need to review the liability issues associated with a street closure.

Vice Mayor O'Brien asked if a pilot would be for a few days or if it would be for a full week. CM Goldman said that she hoped the Subcommittee would develop a recommendation on the pilot program that could be brought to the full City Council at the June 15 meeting.

Councilmember Ortiz mentioned his vision was a pilot that closed the Avenue between Primrose Road and El Camino Real on Thursday, Friday, and Saturday, but acknowledged issues with fairness. He is still hoping to allow key cross-streets (Lorton Avenue and Primrose Road) to remain open, but also wants to ensure safety. He said a closure could be potentially explored next summer if this initial pilot is successful.

PWD Murtuza noted logistics and monitoring would be much easier if a longer pilot phase is deployed, particularly for a better study of traffic flow; he requested a minimum of a week or a month-long closure. Ms. Kelleher advocated for the entire summer but noted this could just be the peak months in July and August. Vice Mayor O'Brien said a shorter period can be extended but a longer one may have difficulties if the duration needs to be shortened.

Vice Mayor O'Brien agreed with a month-long pilot, Thursday-Sunday. Depending on the response, she said she could be persuaded to extend this closure to a full week. She noted the need to be sensitive to both retail and restaurants, specifically in curbside pickup allowances. She mentioned the closure may cause issues for the Fresh Market, but Councilmember Ortiz noted that the Park Road closure would not be an issue if that side street is proposed to be closed regardless.

Ms. Kelleher noted that salons and retail actually experience boosts in sales because of pedestrian access. Restaurants have anecdotally been texting customers when their order is ready, allowing pedestrians to meander to other stores.

CM Goldman noted there is a general preference for pilot programs to make sure things are working. She is concerned over ADA access if the side streets are closed to through traffic.

Councilmember Ortiz posited that this could eventually lead to a more long-term (or even permanent) closure, and he would like to proceed with a small-scale pilot. He agreed that it is easier to expand an existing program than contract. He expects the closure to be successful and anticipates long-term viability.

PWD Murtuza noted the necessity of additional pedestrian warning signage and a switch to flashing stoplights for stop signs if the side streets remain open.

Both Subcommittee members agreed to a one-month pilot program in which Burlingame Avenue is closed Thursday-Sunday, while Primrose and Lorton remain open.

CM Goldman noted there are logistical issues, and staff has to check on issues related to liability, Recology, and alcohol allowances. She also noted that restaurants have to be responsible for cleaning up their own areas each night to minimize food on the ground, and they have to regularly sanitize their tables and chairs.

CM Goldman noted some community members are advocating for a similar closure of Broadway, but both Subcommittee members disagree with pursuing a Broadway closure because of its utility as a main thoroughfare to the freeway.

PWD Murtuza mentioned that parking meters will begin charging on July 1. Even though the City Council originally directed that the City turn the meters off until two weeks after the shelter-in-place was lifted, the current County Health Order does not include an expiration date. As in-store and curbside retail pickup are now allowed, Public Works will seek Council approval to turn the parking meters on to recoup some meter revenue on the days the Avenue is open for parking.

### **Future Agenda Topics**

EDS Sanfilippo will reach out to John Hutar to inquire if there is interest in another meeting with the hoteliers at the June meeting.

### **Miscellaneous Discussion**

Ms. Kelleher noted that the DBID usually works with a local Boy Scout Troop to put up flags on the Avenue on Memorial Day and other holidays. The DBID decided not to put the flags up this year because of health concerns, but a kind business owner took on the task independently.

### **Action Items**

- PWD Murtuza, SCE Wong, and CDD Gardiner will work on a staff report for the Burlingame Ave pilot closure recommendation. EDS Sanfilippo will contact John Hutar and the hoteliers to gauge interest in a follow-up meeting in June.

### **FUTURE AGENDA TOPICS**

- June 10, 2020 - Potential meeting with John Hutar and hoteliers

**PUBLIC COMMENTS**

There were no public comments.

**ADJOURNMENT**

Meeting adjourned at 9:19 a.m.

Respectfully submitted,

Joseph Sanfilippo  
Economic Development Specialist