

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 Meeting

Wednesday, December 9, 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 December 9, 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.

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 December 8, 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

Time: Dec 9, 2020 08:15 AM Pacific Time (US and Canada)

Join Zoom Meeting

<https://us02web.zoom.us/j/86368804790?pwd=Y1pnVDdqR3VnODdodHJ6dEhGT3AyQT09>

Meeting ID: 863 6880 4790

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CALL TO ORDER – 8:15 a.m.

READ AND APPROVE MINUTES FROM NOVEMBER 13, 2020 MEETING

DISCUSSION ITEMS

1. Check-In Discussion with Hoteliers
2. Check-In Discussion with San Mateo County COVID-19 Compliance Team

Future Agenda Topics: Confirmation of future agenda topics and dates:
To be determined

Public Comments

The next regular meeting of the City Council's Economic Development Subcommittee will be held on January 13, 2021, via Zoom



City Council Economic Development Subcommittee

MINUTES (DRAFT)

Conference Room A

City Hall, 501 Primrose Road – Burlingame, California
Friday, November 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, Finance Director (FD) Carol Augustine, Deputy Director of Public Works Operation (DDPWO) Rob Mallick, Streets, Storm Drains & Sewer Division Manager (SSDSDM) Michael Heathcote, Public Works Director (PWD) Syed Murtuza, Senior Civil Engineer (SCE) Andrew Wong

Members of the Public Present: John Kevranian (Broadway Business Improvement District), Georgette Naylor (Burlingame SFO/Chamber of Commerce), Riyadh Salma

READ AND APPROVE MINUTES FROM OCTOBER 14 MEETING

- Approved.

DISCUSSION ITEMS

Discussion of Free Parking in Commercial Districts, Limited to Particular Days

EDS Sanfilippo introduced the topic, noting that this idea was mentioned by John Kevranian (President of Broadway BID) at the previous Subcommittee meeting.

Citing ongoing competition with online shopping, Mr. Kevranian suggested that reducing or waiving parking fees during the holiday season may be helpful.

Councilmember Ortiz noted that free parking had been offered in previous months, and questioned if the switch to charged parking changed the number of customers visiting the business district. Mr. Kevranian noted that City parking lots have had plenty of capacity after the change.

The Subcommittee recommended that the full Council consider offering free parking on Saturdays between December 12 and January 2 in all City parking lots and metered street spaces in the Burlingame Avenue and Broadway commercial districts. Should the full City Council approve the change, then staff will deploy changeable message signs to alert people to the change.

Councilmember Ortiz advocated for the BIDs and Chamber to promote this initiative, and Vice Mayor O'Brien mentioned that this could be posted in the eNews as well.

Discussion of Broadway Closure

EDS Sanfilippo introduced the topic, citing survey results from the Broadway BID Board and merchants on the 1100 block of Broadway. In total, there were 10 votes to reopen Broadway, and four to continue the closure.

CM Goldman noted that during previous discussion of this item, there had been concern with parklets due to the potential loss of street parking. Vice Mayor O'Brien noted that the Burlingame Avenue parklets have been successful. As Broadway parking lots are generally not full, incorporating parklets into the street may create additional demand for the lots.

Councilmember Ortiz questioned if there were any lessons learned from Burlingame Avenue that could be helpful on Broadway, but supported a transition to parklets.

PWD Murtuza noted that the parklets have been successful, but he cited several issues with social distancing and a lack of face coverings. In addition, some structures that have been built out into the parklets have caused damage to the street.

CM Goldman mentioned that the recently formed San Mateo County COVID-19 compliance team can be asked to visit businesses that are violating the rules. Vice Mayor O'Brien noted that this initiative is primarily educative, but can be punitive for repeat violators.

Vice Mayor O'Brien wondered if there are several common contractors that restaurants are using to build out their parklets. If there are, then staff could mail the contractors guidelines in case they are chosen to build out structures on Broadway. PWD Murtuza noted that the guidelines are included in the initial encroachment permit application packet.

PWD Murtuza asked Mr. Kevranian if there is an estimate for the number of businesses interested in parklets. Mr. Kevranian estimated that several larger restaurants will be interested, but likely not more than five. SDSDM Heathcote noted that there are approximately 50 remaining barriers that could likely accommodate Broadway.

Mr. Kevranian asked when Broadway would open at the earliest. CM Goldman said that the full City Council will have to deliberate on the parklet option at the December 7 meeting.

CM Goldman mentioned that Burlingame Avenue parklets are required to be in operation for a minimum of three days a week. She encouraged Mr. Kevranian to emphasize this point when gathering preliminary interest from his membership, preferably to have the merchants prepared to proceed after December 7.

SCE Wong noted that parklets on streets with parallel parking take up two spaces, while parklets on streets with angled parking use three spaces. Based on Mr. Kevranian's estimate of five businesses requesting parklets, about 15 parking spaces would be lost on the Broadway thoroughfare.

Future Agenda Topics

The Subcommittee again expressed interest in meeting with hoteliers.

Pending coordination with the San Mateo County COVID-19 compliance team, the Subcommittee would like to meet and discuss how well Burlingame Avenue is following guidelines.

Miscellaneous Discussion

The Subcommittee and staff discussed parklets being built out to a degree in which they resemble enclosures. While structures must maintain openings on three sides to be considered compliant, CM Goldman noted that the County compliance team will have to help with enforcement.

Action Items

- Public Works staff will develop two staff reports to go to City Council at the December 7 meeting: one to transition to parklets at the earliest opportunity on Broadway per the Subcommittee’s recommendation, and one to establish free parking on particular days in commercial districts. These may be combined into one report.
- EDS Sanfilippo will contact John Hutar of the San Mateo Convention and Visitors Bureau (SMCCVB) to coordinate for the December 9 meeting.
- CM Goldman will contact Jim Ford of the San Mateo County COVID-19 compliance team

FUTURE AGENDA TOPICS

- December 9, 2020 - Meeting with hoteliers, check-in with San Mateo County COVID-19 compliance team

PUBLIC COMMENTS

There were no further public comments.

ADJOURNMENT

Meeting adjourned at 8:57 a.m.

Respectfully submitted,

Joseph Sanfilippo
Economic Development Specialist