

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 Special Meeting

Wednesday, June 9, 2021, 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 June 9, 2021 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 June 8, 2021. 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.

**When: Jun 9, 2021 08:15 AM Pacific Time (US and Canada)
Topic: Economic Development Subcommittee Meeting**

**Please follow the link below to join the webinar:
<https://zoom.us/join>
Webinar ID: 933 7615 4567
Passcode: 019753**

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Webinar ID: 933 7615 4567

Passcode: 019753

International numbers available: <https://zoom.us/j/93376154567>

Agenda

CALL TO ORDER – 8:15 a.m.

READ AND APPROVE MINUTES FROM APRIL 14, 2021 MEETING

DISCUSSION ITEMS

1. Discussion Concerning Economic Studies of Downtown and Broadway Commercial Districts
2. Discussion Concerning Availability of Meeting Recordings
3. Staff Update on Buy Local Campaign

Public Comments

The next regular meeting of the City Council's Economic Development Subcommittee will be held on July 14, 2021, via Zoom



City Council Economic Development Subcommittee

MINUTES (DRAFT)

Conference Room A

City Hall, 501 Primrose Road – Burlingame, California
Wednesday, May 12, 2021 – 8:15 a.m.

ATTENDANCE

Members Present: Vice Mayor Ricardo Ortiz, Councilmember Michael Brownrigg

Members Absent: None

Staff Present: City Manager (CM) Lisa Goldman, Economic Development & Housing Specialist (EDS) Joseph Sanfilippo, Community Development Director (CDD) Kevin Gardiner, Parks & Recreation Director (PRD) Margaret Glomstad, Finance Director (FD) Carol Augustine, Interim City Attorney (ICA) Scott Spansail, Assistant to City Manager (ACM) Nil Blackburn, Economic Development and Communications Intern (EDI) Isabella Yee

Members of the Public Present: Riyad Salma (Triterra Properties), Terry Horn, John Kevranian (President of the Broadway Business Improvement District), Jenny Kelleher (President of the Downtown Business Improvement District), Angela Pace (Blue Line Pizza), Aimorn “Pookie” Selig (Coconut Bay)

READ AND APPROVE MINUTES FROM APRIL 14, 2021 MEETING

- Approved.

DISCUSSION ITEMS

Discussion of Parklets and Potential Future Fees

EDS Sanfilippo introduced the topic, followed by CDD Gardiner providing assurance to businesses that landlords cannot charge additional rent for square footage of a parklet structure due to the structure’s location in the public right-of-way (and not on private land). As the City is currently providing parklets to businesses for no charge and waiving parking revenue, this discussion was intended to begin the conversation on how the City may recoup some of these costs and avoid gifts of public funds while still providing the benefits of outdoor seating to parklet users.

CDD Gardiner presented research on nearby jurisdictions (Mountain View and San Francisco) that had fees for parklets prior to the pandemic.

The Mountain View Sidewalk Café Program is similar to Burlingame’s current temporary program, in that each parklet is designated for the exclusive use of specific businesses. Their fees are: \$759 for a new application; annual rent of \$6.00/sf plus \$1,200 for each parking space removed; a renewal permit of \$200. Each license has a 5-year minimum term and an indemnity agreement included.

The San Francisco parklet program prior to the pandemic designated parklets as public space, and

businesses could not restrict parklets to their own patrons. Costs (described as “sponsoring” a parklet) only pertained to installation or subsequent removal. During the pandemic, San Francisco has introduced a sidewalk dining program that currently charges no fees, but is a temporary program.

CM Goldman noted that the City Council will still have to decide whether they would like to extend the temporary parklet program beyond Labor Day. This will be discussed at the August 16 City Council meeting. If they do extend the program, then they would have to indicate if they would like to charge fees, when these would be implemented, and what those fees should be. In short, if fees are charged, it would not be until later.

Vice Mayor Ortiz inquired if staff was tracking the utilization rates of parklets. CM Goldman noted that the parklet agreement requires that parklets be used a minimum of 3 days. Councilmember Brownrigg requested a reminder of what was now allowed in the “yellow tier.” CM Goldman explained that restaurants can have 50% indoor capacity, and bars that don’t serve food can have 25% capacity.

Councilmember Brownrigg expressed that the burden to prove a need for a parklet should shift to each business as indoor capacity increases to 100%, though he noted that he supported their use at least through the previously designated date of Labor Day.

Mr. Salma shared with staff that the Los Gatos pandemic-era parklet program had an adopted fee schedule, and he was impressed with their pre-approved design guidelines and grant program.

Mr. Kevranian spoke about parklet utilization, noting that many restaurants on Broadway only use parklets during dinner hours. This can lead to frustration for nearby service and retail businesses and their customers during the day, though he commended Public Works staff for including a 10-minute drop off parking space for disabled customers. He also asserted that the City is benefitting from parklets through sales tax generation from their use.

Vice Mayor Ortiz expressed concern about a lack of utilization during the day, and he hoped that implementing a fee in the future would possibly cause some businesses that do not consistently use their parklet to reevaluate their need.

Ms. Selig said that consumer support for parklets is very high, and many consumers are still hesitant to dine indoors. Mr. Salma noted that businesses are still hurting from the pandemic, and proving economic need may be difficult for some. Councilmember Brownrigg asserted that a balance needed to be found between those that want parklets and those that want parking closer to their business.

Ms. Pace proposed a possible solution to parking issues between retailers and restaurants, noting that take-out service has increased throughout the pandemic and is likely to continue beyond the pandemic as a shift in customer preference. As such, there may be an opportunity to designate several parking spaces for short-term parking for take-out and retailer service during the day, and longer-term parking in the evenings (e.g. after 6 p.m.)

Ms. Selig believed that parking complaints would likely decrease after the parking structure opened. CM Goldman noted that there have been delays while trying to obtain electrical service for the structure due to a PG&E backlog. Ms. Kelleher shared that many of the complaints of a lack of

parking may be due to public perception.

CM Goldman closed the topic after some limited discussion of indemnification agreements. She suggested that a decision tree be presented to the full City Council at their August 16 meeting, with options for longer-term support for parklets and the implementation of fees.

Staff Update on Topgolf Project

ICA Spansail and PRD Glomstad provided an overview of the Topgolf project as previously requested by the Subcommittee. ICA Spansail mentioned that much of the discussion has been productive, and many outstanding issues have been resolved in recent months.

PRD Glomstad summarized Topgolf's recent partnership with Callaway Golf Company, which reduced previous concerns related to funding. She noted that the lease still needs to be signed, and construction would likely not begin for another 8-12 months after signing due to the variety of regulatory agencies they must first navigate.

Councilmember Brownrigg asserted that the Topgolf project is of even greater importance for the City coming out of the pandemic, and he hoped that staff would be able to expedite the project through City processes when possible. He also urged staff to include the hoteliers after the lease is signed, and CM Goldman supported inviting the hoteliers to the Council meeting when the lease will be presented for approval.

Miscellaneous Discussion

Vice Mayor Ortiz requested a future agenda topic on street closures as piloted in 2020. CM Goldman noted that Public Works staff would have to be involved in the discussion and encouraged staff to invite retailers to the meeting to voice their thoughts.

CDD Gardiner provided some information pertaining to the June 9 meeting. After a suggestion from Councilmember Brownrigg, staff is considering an economic study of Downtown as the previous study was prepared nearly 15 years ago. Staff also applied for a grant for a specific plan for Broadway, which would include an economic study. CDD Gardiner suggested that a single consultant could possibly examine both areas.

Mr. Kevranian suggested that a recording of the meeting be made publicly available. CM Goldman noted that a link to the recording can be made available, but staff will examine how best to do this.

Action Items

- ICA Scott Spansail will send Mr. Salma a sample of the temporary encroachment permit indemnification
- CDD Gardiner and EDS Sanfilippo will write a staff report for further discussion about support for parklets and possible future implementation of fees
- EDS Sanfilippo will invite Public Works staff to the July 14 meeting to discuss street closures

FUTURE AGENDA TOPICS

- June 9, 2021: Discussion Concerning Economic Studies of Downtown and Broadway Commercial Districts; Discussion Concerning Availability of Meeting Recordings
- July 14, 2021: Discussion of Street Closures

PUBLIC COMMENTS

There were no further public comments.

ADJOURNMENT

Meeting adjourned at 9:10 a.m.

Respectfully submitted,

Joseph Sanfilippo
Economic Development Specialist