



City Council Economic Development Subcommittee

MINUTES (DRAFT)

Conference Room A
City Hall, 501 Primrose Road – Burlingame, California
Wednesday, October 9, 2019 – 8:15a.m.

ATTENDANCE

Members Present: Vice Mayor Emily Beach

Members Absent: Councilmember Ann Keighran

Staff Present: City Manager Lisa Goldman (CM), Community Development Director (CDD) Kevin Gardiner, Finance Director Carol Augustine (FD), Parks and Recreation Director Margaret Glomstad (PRD)

Members of the Public Present: Adam Hammer (Tesla Store Manager), Kent Putnam (Putnam dealerships), Georgette Naylor (Burlingame/SFO Chamber of Commerce President/CEO)

READ AND APPROVE MINUTES FROM AUGUST MEETING

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

DISCUSSION ITEMS

CDD Gardiner introduced the topic. The intent was to gather input on matters of interest to the automobile dealership representatives. Matters initially raised included:

- Enforcement of two-hour parking on California Drive – Needs to be better enforced since employees from surrounding businesses will often park all day, in violation of the time limit. There are not meters, but there is a two-hour time limit. CM Goldman responded that Police will be asked to increase enforcement.
- Issue with commercial vehicles parking for extended periods on Edwards Court – The maximum time limit under State law is 72 hours, but vehicles are often parked for many days. The vehicles do not appear to belong to employees of surrounding businesses or customers; they appear to be parked for storage. A number of the vehicles are livery service. CM Goldman responded that Police will be asked to increase enforcement.

In response to these items, Vice Mayor Beach mentioned that there has been interest in neighborhood parking permits. Such permits probably would not affect dealerships unless they are parking in the surrounding neighborhoods. Attendees expressed a preference not to have neighborhood permits, but they expect some employees will park in the new parking garage under construction at Lot N. CM Goldman suggested that neighborhood permits should not be considered in the vicinity of the Lot N garage until the garage is completed.

Vice Mayor Beach and staff inquired about having “pop-up” events on Burlingame Avenue as a promotional strategy. One attendee mentioned that his dealership had done an airstream event on

Burlingame Avenue a couple of years ago, and there was some success. There were further suggestions of tie-ins with the Farmers' Market.

Vice Mayor Beach also suggested space could be made available for groups seeking event space. Attendees noted that some of their facilities in other locations have been used for such purposes, but not yet in Burlingame.

CM Goldman mentioned that the City just installed new high-speed Electric Vehicle (EV) chargers at the Chula Vista lot in the Broadway district. There are six EVgo chargers.

Other matters raised by attendees included:

- Inventory storage – There is potential to get more franchises to Burlingame, but there needs to be more parking for storing inventory. Would be interested in leasing the top level of the new Lot N garage, or some other facility that would allow inventory storage. Needs to have inventory nearby, rather than having it stored further away. CM Goldman responded that the utilization of the facility will be monitored, and if there appears to be unused capacity, it could be discussed at that time.
- Affordable housing – Interest in the Village at Burlingame for providing housing for employees so they do not need to commute from far away. Also interested in affordable units that will be built as part of new market-rate multifamily developments.
- Rollins Road services – Need for more services in the Rollins Road area, such as lunch offerings. Employees currently patronize the taco truck that parks on Rollins Road, and the restaurants at the Rollins/Millbrae Avenue center. Would be interested to see other food trucks be situated in the area.
- Caltrain parking lot – Interest in leasing a portion of Lot O/Caltrain lot for inventory. The City is currently leasing additional spots during construction of the Village at Burlingame. To attract additional franchises, dealers need space for a few hundred vehicles.
- Auto row development – Discussion of developing parking structures within the California Auto Row (CAR) district, and/or mixed use development. There are examples of redeveloped auto facilities on Broadway in Oakland. CDD Gardiner also mentioned that staff has determined a path for micro-unit or dormitory-style housing if there is interest, utilizing a residential hotel classification. There could also be a discussion of increased height, within the context of a development proposal.

Vice Mayor Beach asked about sales volumes. Attendees reported that sales are down slightly in the past month, but that August/Labor Day is the traditional peak of the sales season.

Vice Mayor Beach also discussed transit passes that can be bought in bulk from commute.org. Attendees mentioned that they provide some transit subsidies to employees currently, but there is interest in programs offered by commute.org.

There was discussion of whether Tesla collects tax at point of delivery or point of sale. CM Goldman clarified that the tax is collected at point of delivery.

FUTURE AGENDA TOPICS

- November – Broadway BID
- December – Downtown BID
- January meeting – agenda planning

PUBLIC COMMENTS

There were no further public comments.

ADJOURNMENT

Meeting adjourned at 9:15 a.m.

Respectfully submitted,

Kevin Gardiner
Community Development Director