



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: None

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



City Council Economic Development Subcommittee

MINUTES (DRAFT)

Conference Room A

City Hall, 501 Primrose Road – Burlingame, California
Wednesday, September 11, 2019 – 8:15a.m.

ATTENDANCE

Members Present: Vice Mayor Emily Beach and Councilmember Ann Keighran

Members Absent: None

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:

READ AND APPROVE MINUTES FROM AUGUST MEETING

Approved.

DISCUSSION ITEMS

Hotel Meeting Follow-Up:

CDD Gardiner introduced the topic. The intent was to follow up on items raised by hotel representatives in the previous subcommittee meeting.

Burlingame Point

CDD Gardiner expanded on the discussion of Burlingame Point traffic management from the previous meeting. He noted that the Conditions of Approval for Burlingame Point have specific Transportation Demand Management (TDM) measures that will be required to be implemented unless Facebook proposes an alternative. While staff believes Facebook will propose a new TDM program, the fallback is the Condition of Approval. Subcommittee members asked to receive the wording of the current TDM condition (attached).

Subcommittee members asked whether Burlingame Point will be required to build a portion of the Bay Trail. CDD Gardiner responded that the segment that runs beside Airport Boulevard alongside the Bay will be rebuilt with a new path, plazas, and open spaces.

CM Goldman asked who the review authority is for a revised Burlingame Point TDM program. CDD Gardiner responded that it would be a staff-level review, with coordination between the Community Development and Public Works Departments. Subcommittee members asked what the timing of a revised TDM program would be, and CDD Gardiner responded that he has scheduled a meeting with Facebook representatives to discuss. Any revised TDM program would need to be submitted, reviewed, and approved well in advance of occupancy of the first building in Summer 2020. Subcommittee

members suggested that once a revised TDM program has been reviewed is and ready to be approved, a presentation to the City Council would be helpful to brief the Council and inform the public.

Subcommittee members inquired whether Burlingame Point will have daycare. CDD Gardiner reported that Facebook initially was not inclined to offer daycare, but has since changed position and is looking for a facility nearby that can accommodate daycare. He said that the Burlingame Point facility has already been fully programmed so cannot accommodate daycare, but that Facebook has been looking at nearby buildings in the Beach Road vicinity, adjacent to Burlingame Point.

Hotel/Shopping Shuttle

Subcommittee members followed up on comments made by the hotel representatives regarding the hotel shuttle, and whether it was being used most effectively. The thinking is that an on-demand system would be more effective. While subsidizing rideshares or taxis would be an option, it would add to traffic and air pollution. There is new technology that allows transit such as shuttles to follow an on-demand format, in the manner of “crowd sourcing,” without necessarily following a fixed route. It could be helpful to obtain the ridership statistics of the existing shuttle to determine its effectiveness at different days and times.

Property Maintenance

CDD Gardiner noted that some hotels had submitted code enforcement complaints regarding the condition of nearby Bayfront properties, and expressed concern that the overall condition of many of the commercial buildings detracts from the visitors’ experiences. The former Gulliver’s restaurant site was mentioned as one of the more visible offenders. Subcommittee members suggested that the property maintenance outreach strategy developed for Downtown and Broadway could be extended to the Bayfront. This could be an initial project for the new Economic Development Specialist.

Subcommittee members also expressed concern with the property at the corner of California and Murchison Drives. CDD Gardiner noted that the property owner has been working on a development proposal, and has been working with a reputable architect.

Airport Boulevard

Subcommittee members asked about the status of a landscape plan for Airport Boulevard. CM Goldman noted that there is a landscape plan in the Capital Improvement Plan (CIP). Subcommittee members mentioned that green infrastructure could be integrated into the project.

Sea Level Rise – “Sea Change Burlingame”

CDD Gardiner noted that a community meeting is scheduled for October 16th at 6:30 p.m. in the Lane Room to review the analysis and conceptual strategies for addressing sea level rise on the Bayfront. Previous outreach has been specific to Bayfront property owners and businesses, but the October meeting will be broader and promoted to the larger community as well.

Bay Trail

CM Goldman recounted the discussion of the Bay Trail, and suggested that the City send information to property owners to clarify that the maintenance of the Bay Trail is the responsibility of the respective property owners. It would be helpful to cite the particular regulation or policy that designates the

responsibility. Subcommittee members also suggested that the gaps and areas needing maintenance attention be mapped.

Short-Term Rentals

CM Goldman noted that there will be a study session later in the fall to discuss short-term rentals. It will review policy options such as accepting Airbnb's model ordinance and collecting Transient Occupancy Tax (TOT), versus something more stringent that might be opposed by the providers. Subcommittee members expressed interest in seeing how other cities are managing short-term rentals, such as Half Moon Bay, Millbrae, San Mateo County, and San Francisco. The hope would be to benefit from the experience of other cities, rather than starting from scratch. Subcommittee members also asked whether the numbers of short-term rentals had changed since the topic was discussed a few years ago, and that further discussion should also include ways to mitigate impacts of short-term rentals.

Transient Occupancy Tax (TOT)

Elimination of TOT for flight crews was suggested by a participant at the previous meeting. Subcommittee members were not inclined to pursue the suggestion, given that it would be detrimental to the City's finances, particularly with a portion of the TOT allocated to infrastructure. Furthermore it would be favoring one group over others.

Bike Sharing

Bike sharing had been discussed by the hotels in the past, but they had wanted the City to implement a program. It is difficult to discuss bike sharing until the litigation issue with shared scooters is resolved. Subcommittee members suggested that in the meantime, hotels could implement their own programs, as they do in other cities (particularly vacation destinations).

FUTURE AGENDA TOPICS

- Follow-up on items raised in this meeting.
- Revisit with hotels early in 2020.

PUBLIC COMMENTS

There were no further public comments.

ADJOURNMENT

Meeting adjourned at 9:26 a.m.

Respectfully submitted,

Kevin Gardiner
Community Development Director

**BURLINGAME POINT
TRANSPORTATION DEMAND MANAGEMENT (TDM) CONDITION OF APPROVAL**

21. that the Property Owner, in the event the Property is leased to multiple tenants, or the tenant in the event that the entire Property is leased to a sole tenant, shall implement a comprehensive transportation demand management (TDM) program to the satisfaction of the Community Development Director in order to achieve the same or greater peak hour trip reductions as the TDM Program prepared by Fehr and Peers for 350 Beach Road, LLC dated April 5, 2011. Such TDM Program may include measures such as:
- a. **Secure Bicycle Storage:** Secure, indoor bicycle storage for at least 26 bicycles shall be provided in a lobby or garage level room within each of the four office buildings. In addition, bicycle racks for up to 50 bicycles will be located outside of Buildings #1 or #4.
 - b. **Showers and Changing Rooms:** Shower facilities with changing rooms shall be provided throughout the site, with access available to all employees. Shower facilities (two men's and two women's) and changing rooms (one men's and one women's) shall be provided in each of the four office buildings, the amenities center shall include 12 showers and two changing rooms.
 - c. **Shuttle Service:** Coordinate with the Peninsula Commuter Alliance to add two stops within the project site to the existing commuter shuttle from the Millbrae Intermodal Station. The shuttle provides 10-minute headways during peak periods.
 - d. **Carpool Parking:** Provide 15 preferential parking spaces for carpools at each of the four office buildings.
 - e. **Vanpool Parking:** Provide two preferential parking spaces for vanpools at each of the four office buildings.
 - f. **Commute Assistance Center:**
 - 1) Provide an on-site one-stop shopping for transit and commute alternatives information.
 - 2) Provide a part-time on-site TDM coordinator available to assist building tenants with trip planning.
 - g. **Employees' Surveys:** The TDM coordinator shall develop and administer two surveys per year to examine TDM program participation and best practices.
 - h. **Video Conferencing Center:** One video conferencing center of approximately 8500 sf shall be installed for use by the tenants of the facility.
 - i. **On-Site Amenities/Accommodations:** On-site amenities, including banking, retail, delivery dry cleaning, exercise facilities, child care center, delivery pharmacy and food service shall be provided at the project site to encourage people to stay on site during the work day;
 - j. **On-Site Bicycles for Employee Use:** Bicycles shall be provided at each office building. Employees will have access to bicycles during breaks for personal or business use.
 - k. **Child Care Services:** Child care center service shall be provided on site;

- i. **Guaranteed Ride Home Program:** Employees will have access to the Guaranteed Ride Home (GRH) program administered by the Peninsula Congestion Relief Alliance (Alliance) for emergencies. The program provides vouchers for taxicabs or rental cars for this purpose.
- m. **Transportation Action Plan:** The TDM coordinator shall work with the Alliance to create a Transportation Action Plan for each tenant.
- n. **Transportation Management Association:** If the office park has multiple tenants, each tenant shall provide a representative to form a Transportation Management Association and be a liaison to the TDM Coordinator.
- o. **Coordination of Transportation Demand Management Programs:** The TDM coordinator shall coordinate with other TDM programs with existing developments/employers in the surrounding area.
- p. **Subsidy for Transit Tickets:** Employers shall offer subsidies to employees to compensate them for the cost of transit tickets.
- q. **Electric Vehicle Stations:** The applicant shall provide plug-in stations for electric vehicles.
- r. **House Car for Employee Use:** Each building will provide employees with access to a "house car" for use during the day.