

1.0 Introduction

The City of Burlingame has prepared this specific plan for its downtown district, centered on Burlingame and Howard Avenues. The Burlingame Avenue commercial area first developed in the early 1900s, growing west from the railroad station until it joined El Camino Real. Over the years, the area has become a vibrant pedestrian-oriented shopping area, attractive both locally and regionally.

While the overall success of the downtown area is acknowledged and enjoyed, change and new opportunities are fundamental to the downtown's continued success. The Downtown Specific Plan will help to explore these opportunities and chart a course for the future, while setting forth a strategy to sustain the existing success of the downtown.

1.1 PROJECT AREA

The Downtown Burlingame Specific Plan area is framed by Oak Grove Avenue on the north, the CalTrain tracks south to Burlingame Avenue and Anita Road on the east, Peninsula Avenue and the city limits on the south, and El Camino Real on the west (Figure 1-1).

1.2 PURPOSE OF THE PLAN

The Burlingame Downtown Specific Plan is a policy document and implementation guide. The Plan sets forth strategies for change, as well as regulatory policies to guide and govern future development within the Downtown. It serves to publicly state the City's goals, objectives and expectations for the future of the Downtown and to instigate the transformation of the periphery of the downtown in keeping with the character of the existing core. The Plan details the proposed land uses and their distribution, proposed infrastructure improvements, development standards, and implementation measures required to achieve its goals.

This Specific Plan has undergone a program-level environmental analysis of the effects of build-out based on the proposed land uses and development densities. This analysis is provided in the environmental document for the plan, to be published separately.

The Specific Plan is an amendment to the City's General Plan and has been reviewed and found to be consistent with the general land use provisions contained in the adopted General Plan.



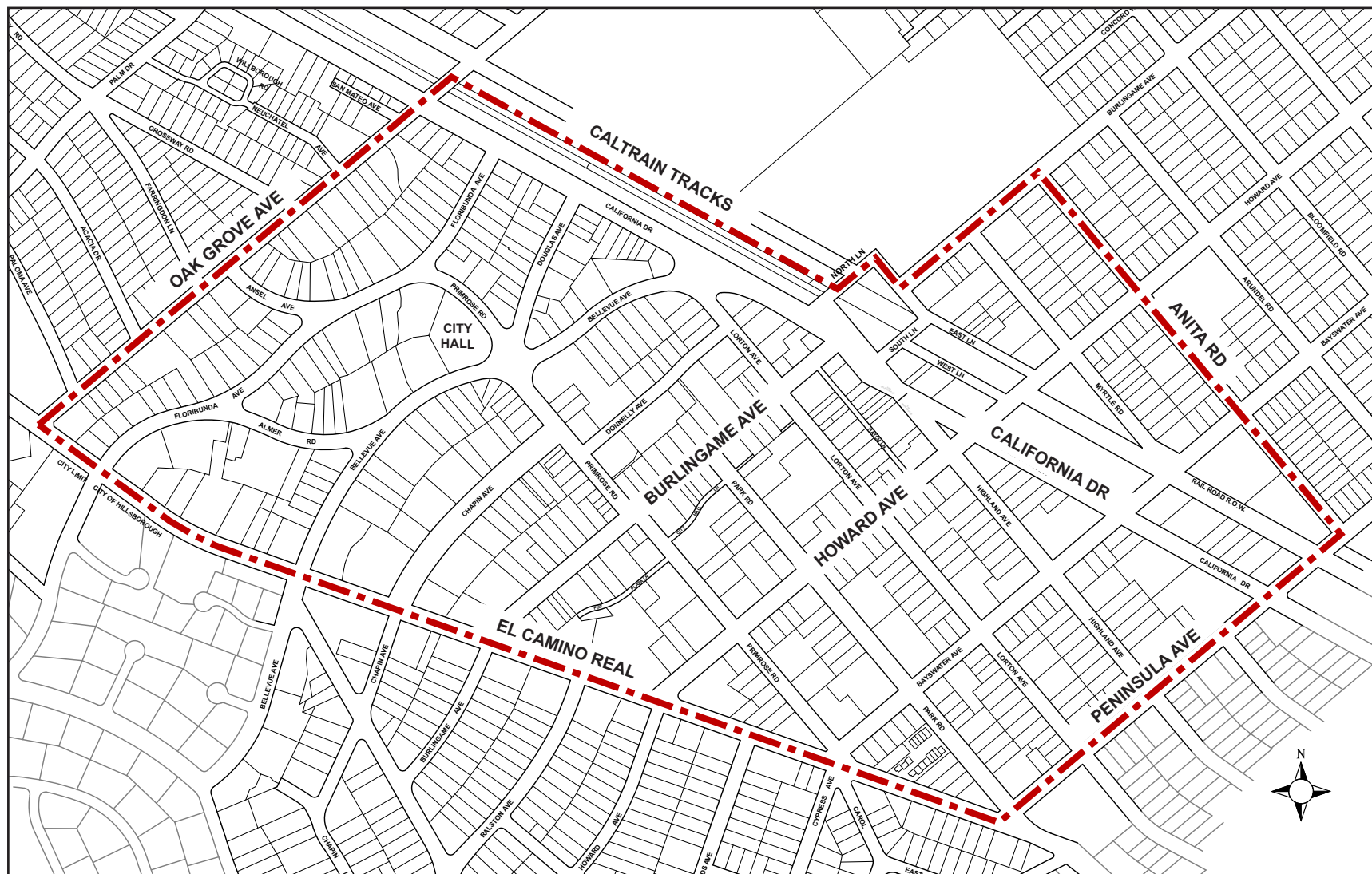


FIGURE 1-1: Downtown Specific Plan Project Area

1.3 PLANNING PROCESS

The process for preparing the Downtown Burlingame Specific Plan included a variety of small- and large-scale public involvement, visioning, and consensus-building activities intended to allow a vision to emerge through a participatory process. The community participation/civic engagement plan was approved by the City Council in the summer 2007 and extended over the next two years. These activities included:

- Small-scale focused discussion groups allowing input and discussion of detailed issues of special concern to each group. Groups were organized around common interest of participants and included residential and commercial property owners, business owners, business tenants, residents, and others. These discussion groups met in the summer and fall of 2007.
- A Citizens' Advisory Committee (CAC) consisting of representatives from key area stakeholder groups including neighborhood organizations, homeowners associations, businesses and business associations, property owners, city residents, Planning Commission representatives, and others. The CAC meetings were conducted as "public" meetings, open to all individuals with an interest in the planning effort for Downtown Burlingame and provided opportunities for attendees to provide input into the discussions. CAC meetings were treated as "touchstones" throughout the process to ensure that the issues and goals of the community were addressed and represented. Over a series of many meetings, the CAC provided a forum for resolving issues by consensus. Members of the CAC served as "conduits" between the planning process and their constituencies, helping the process stay on a realistic path while building support for solutions.
- Large-format meetings and workshops including public forums and workshops, with presentations, question/answer sessions, and breakout sessions. Each workshop incrementally developed the concepts underlying the plan, progressing from initial vision and goal setting, to considering alternatives and options, and finally to refining a preferred approach.



Members of the Citizens' Advisory Committee met throughout the process to ensure that the issues and goals of the community were addressed and represented.



Community workshops were held to develop the concepts underlying the plan, progressing from initial vision and goal setting, to considering alternatives and options, and finally to refining a preferred approach.



The Downtown Specific Plan coordinates concepts and strategies for the public realm (streets, sidewalks, and open spaces) together with private development projects to support an overall vision of a vital, livable downtown.

- At key times during the planning process, the City's Planning Commission and City Council were provided the opportunity to weigh-in on the direction that the plan was taking. Comments received during these reviews have been incorporated into the Plan. Throughout the process, information has been posted on the City's website, and staff and consultants have met with residents and business owners upon request to discuss the plan.

1.4 DOCUMENT ORGANIZATION

The organization of the Specific Plan reflects the general organization of the planning process, which evolved from a broad vision for downtown to the specific strategies to make this vision a reality. Each chapter of the plan addresses a particular aspect of downtown, yet all the chapters are closely related and coordinated to serve together as a "blueprint" for the future of Downtown Burlingame.

Goals & Policies

The Goals & Policies Chapter outlines the overall vision, goals, and policies that establish the framework for the plan. The goals and policies were developed based on extensive public input from community workshops, discussion groups, and resident surveys.

Land Use

The Land Use Chapter describes the land uses, densities and development standards that will guide the development of Downtown Burlingame. The purpose is to build upon the successes of the already vibrant Burlingame Avenue commercial area and to put in place policies that will encourage continued success of the entire Downtown area and its environs and promote land-uses that will enliven the area.

Streetscapes & Open Spaces

The Streetscapes & Open Spaces Chapter contains design concepts for Downtown's "public realm" of streetscapes and open spaces. The projects represent public and joint public/private investments that will enhance the experience of visiting, living in, and working in Downtown Burlingame.

Design & Character

The Design & Character Chapter contains design guidelines and development standards that will guide and define the character of new development in the Downtown Specific Plan area. The design guidelines are intended to implement the vision and goals of the Specific Plan, as presented in the other chapters. The design guidelines establish the guiding principles for ensuring good design that effectively implement the goals and policies, as well as land use decisions, of the Downtown Specific Plan.

Historic Resources

The Downtown Specific Plan recognizes that a key defining element of Downtown Burlingame is the variety and character of its buildings. The renovation and adaptive reuse of these historic buildings is often a benefit to the community as a whole and the owners of surrounding properties. The Historic Resources Chapter proposes a number of incentives to encourage property owners to maintain historic buildings. The chapter also proposes a refinement of the current design review process for all buildings in the downtown area (as described in the Design and Character Chapter) to reinforce the importance of maintaining the historic character of the Downtown area.

Circulation & Parking

The Circulation & Parking Chapter describes a range of mobility improvements for the Downtown Burlingame Specific Plan area including roadway and transit networks, pedestrian, and bicycle facilities. Recognizing that Downtown Burlingame is a thriving, pedestrian-oriented retail area, with people arriving downtown on foot, by bike, by car, and on buses and trains, the chapter outlines a strategy to ensure that adequate circulation and parking are provided for all travel modes so Burlingame can continue and expand as a successful mixed use center.

Implementation

The Implementation Chapter provides a road-map for the City of Burlingame that will guide the City toward implementation of the Specific Plan to best achieve the plan's vision. The chapter lists the actions that should be taken to attain the Downtown vision, and prioritizes those actions so that the vision

Implementation Action	Responsible Department/ Entity	Estimated Cost	Funding Sources	Schedule			Notes
				Years 1-5	Years 6-10	Years 11-20	
Streetscapes							
Burlingame Avenue	Public Works/ Engineering	\$8,045,000	<ul style="list-style-type: none">• Bond(s)• Benefit assessment district• Maintenance assessment district• Individual contributions /fundraising• Parking revenues• Water Enterprise Fund• Sewer Enterprise Fund• Storm Drain Measure				Coordinate with sewer, water
California Drive	Public Works/ Engineering	\$2,525,000					
Chapin Avenue	Public Works/ Engineering	\$4,500,000					
Donnelly Avenue	Public Works/ Engineering	\$3,600,000					
Howard Avenue	Public Works/ Engineering	\$3,140,000					Coordinate with sewer, water, stormwater
Lorton Avenue	Public Works/ Engineering	\$4,220,000					
Park Road	Public Works/ Engineering	\$2,475,000					
Primrose Road	Public Works/ Engineering	\$4,200,000					
Open Spaces							
Civic Center Circle	Public Works/ Engineering	\$1,322,567	<ul style="list-style-type: none">• Bond(s)• Benefit assessment district• Maintenance assessment district• Individual contributions /fundraising• Parking revenues				
Highland Triangle	Public Works/ Engineering	\$1,979,098					
Lorton/California Open Space	Public Works/ Engineering	\$2,143,029					Coordinate with intersection reconfiguration
Lot E Signature Open Space	Public Works/ Engineering	\$1,508,594					Coordinate with Lot J parking facility, also possibly stormwater projects
Washington Park Linkage	Public Works/ Engineering	\$2,890,258					
Roadway Improvements							
Lorton/California Intersection	Public Works/ Engineering						
Signal Timing (if needed)	Public Works/ Engineering		Development mitigation				Only required if plan reaches close to build-out

DRAFT 06/30/09
PAGE 2

DRAFT 06/30/09
PAGE 2

The Implementation Chapter of the Downtown Specific Plan outlines implementation strategies in a summary table, together with narrative descriptions in the Implementation Chapter.

can be realized in a thoughtful, deliberate manner over time. Whenever possible, it coordinates both private and public sector actions so that efforts are complementary and occur simultaneously. It sets forth the Downtown areas that should be given priority, key steps needed to implement the Specific Plan, and how the Plan will be administered once it is adopted.

1.5 SUPPORTING DOCUMENTS

As part of the process, two workbooks were prepared to provide background for the development of the plan vision and framework:

- **Existing Conditions Workbook (October 2007)** — The Existing Conditions Workbook focused on existing opportunities and constraints in the project area, including evaluation of existing land use, urban design features, circulation, parking, transportation, the economic climate, historical resources, infrastructure, and environmental issues. By identifying existing issues and opportunities, the workbook provided a starting place for thinking about and shaping the direction of Downtown.
- **Options & Alternatives Workbook (March 2008)** — The Options & Alternatives Workbook provided a series of concept alternatives based on community input. It established draft goals and policies to establish an overall vision, together with an overview of aspects of the plan where there were options to be weighed and decided. Informed by the visioning process, a series of plan alternatives was prepared outlining land use options for the community to consider. Each plan alternative was supported by graphics and professional analyses by the consultant team to help in the decision-making process.
- **Environmental Review Documents** — An Initial Study and environmental review has been conducted to provide a program-level environmental analysis of the effects of build-out based on the proposed land uses and development densities. Findings from the Initial Study and environmental review have been incorporated into the implementation strategies of the Specific Plan.

