

## 2.0 Goals and Policies

*Downtown Burlingame shall be an economically, socially and culturally vibrant local and regional destination, with a diverse and balanced mix of activities, pedestrian friendly streets, historic buildings and inviting gathering places.*

Goals and policies for the Downtown Specific Plan were developed based on extensive public input. The planning process included input from community workshops, discussion groups, and resident surveys. The goals and policies have been grouped into the categories of Land Use, Parking, Streets & Circulation, Streetscape, Open Space, Design & Character, Infrastructure, and the Planning Process.

### LAND USE

#### Goal LU-1: Promote more retail uses on Howard Avenue.

##### Policy LU-1.1

Strengthen and enhance retail uses on side streets between Burlingame Avenue and Howard Avenue to create an expanded active retail area and enhance pedestrian activity.

##### Policy LU-1.2

Encourage local and independent retail uses on Howard Avenue.

##### Policy LU-1.3

Promote development patterns on Howard Avenue that minimize curb-cuts and enhance pedestrian activity.

##### Policy LU-1.4

Promote Howard Avenue as an opportunity area for mixed-use development including housing.



**Goal LU-2: Provide incentives for a vibrant, diverse mix of uses.**

**Policy LU-2.1**

Preserve the unique mix of retail and housing.

**Policy LU-2.2**

Encourage a mix of uses in areas currently dominated by a single land use.

**Policy LU-2.3**

In Auto Row allow mixed-uses that introduce residential/commercial development, encourage the retention of the auto dealer uses on Auto Row, and create appropriate transitions to adjacent uses.

**Policy LU-2.4**

Encourage uses that promote pedestrian activity on Chapin Avenue.

**Policy LU-2.5**

Encourage location of a boutique hotel in the downtown.

**Goal LU-3: Ensure sensitive transitions between the existing adjacent residential areas and the downtown area.**

**Policy LU-3.1**

In peripheral areas of the downtown planning area, identify neighborhood-serving uses such as corner markets and provide for sufficient residential density to support those uses.

**Policy LU-3.2**

Encourage housing on the triangle of land between the railroad tracks & Myrtle Road.

**Policy LU-3.3**

Do not allow auto repair uses to encroach into adjacent residential areas.

**Goal LU-4: Identify civic and cultural opportunities including social interaction opportunities.**

**Policy LU-4.1**

Consider acquiring the Post Office property for civic uses in the event it becomes available during the life of the plan.

**Policy LU-4.2**

Promote the civic role of Downtown through public art, open space, and public facilities.

**Goal LU-5: Ensure an economically viable downtown, with both local retailers and regional destination stores.**

**Policy LU-5.1**

Encourage and support the needs of locally owned, independent stores Downtown.

**Policy LU-5.2**

Promote public/private partnerships for redevelopment of City-owned properties.

**Policy LU-5.3**

Encourage a diverse mix of uses that includes a variety of business types and housing options.

**Goal LU-6: Promote diversity in housing type and affordability within the Downtown area.**

**Policy LU-6.1**

Allow housing in the Howard Avenue area as well as on the periphery.

## PARKING

### Goal P-1: Explore creative parking solutions.

#### Policy P-1.1

Encourage the use of “alternative” vehicle types with ample bicycle parking and free parking for electric cars.

#### Policy P-1.2

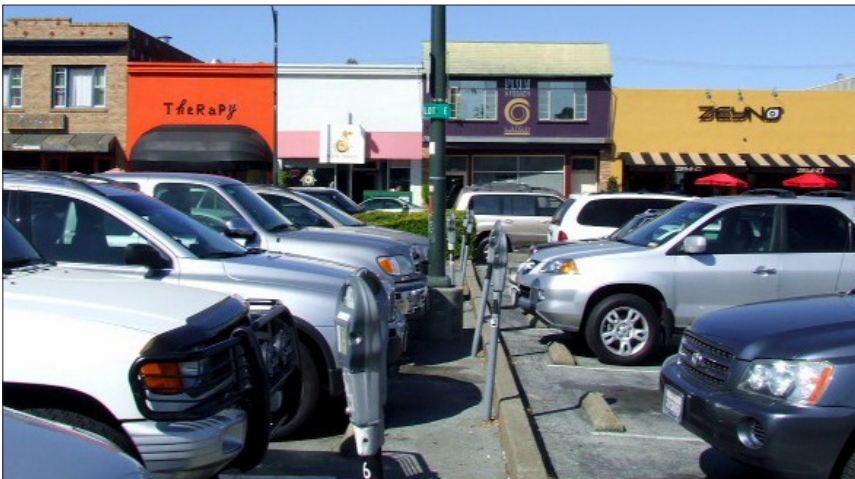
Devote less land for parking Downtown while accommodating increased demand by using the land more efficiently with decked or underground parking.

#### Policy P-1.3

Conceal parking areas through the use of attractively designed above- or below-ground parking structures.

#### Policy P-1.4

Provide incentives for joint ventures between the City and developers for new development that includes public parking facilities.



### Goal P-2: Provide better management of existing parking spaces.

#### Policy P-2.1

Explore creative parking solutions including parking pricing strategies.

#### Policy P-2.2

Provide separate areas for commuter parking, as well as downtown visitor and employee parking.

#### Policy P-2.3

Consider the sale or joint development of some parking lots for development and use the proceeds for development of new parking facilities.

#### Policy P-2.4

Promote the use of Parking Lot O along California Drive through incentives such as free parking during the holidays.

### Goal P-3: Provide better access and way-finding to parking areas.

#### Policy P-3.1

Strengthen pedestrian connections between parking lots and destinations, including between Burlingame Avenue and the Donnelly Avenue parking lots.

#### Policy P-3.2

Ensure downtown parking is conveniently located.

#### Policy P-3.3

Provide better signage showing the location of parking facilities, the range of parking payment levels, and parking terms (i.e. 1 hour, 2 hours, etc.).

**Goal P-4: Re-examine Downtown parking requirements.**

**Policy P-4.1**

Downtown parking requirements should promote more efficient use of land. For example, consider shared parking, proximity to transit, and walking distance.

**Policy P-4.2**

Parking requirements for the Howard Avenue area should encourage retail uses and mixed use development.

**Goal P-5: Ensure that the parking supply is adequate to serve future development.**

**Policy P-5.1**

Consolidate parking lots in a convenient, centralized location such as a parking structure or underground parking on Lot J

**Policy P-5.2**

Construct well-designed parking garages in central locations.

**STREETS & CIRCULATION**

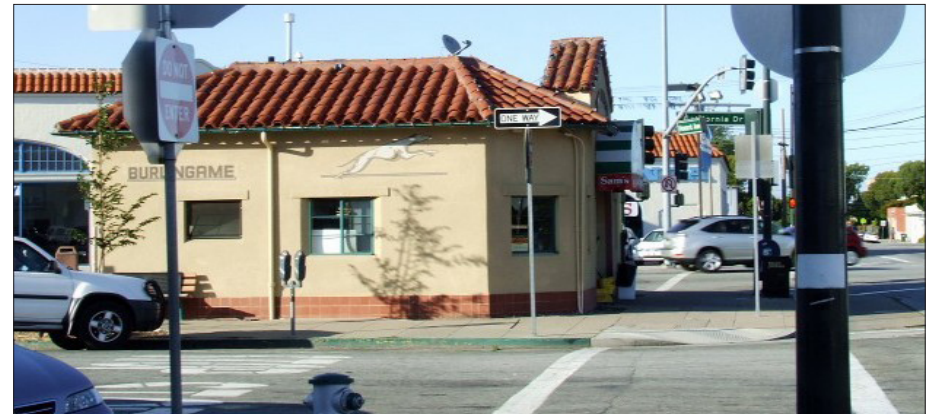
**Goal C-1: Encourage temporary street closures.**

**Policy C-1.1**

Allow street closures for special events such as outdoor music and entertainment, and encourage businesses to stay open late during these events.

**Policy C-1.2**

Allow pedestrian-only areas on Hatch Lane at designated hours.



**Goal C-2: Streets in the downtown area should be friendly to pedestrians and bicyclists.**

**Policy C-2.1**

Enhance the pedestrian character of streets while implementing appropriate traffic-calming measures.

**Policy C-2.2**

Promote alternative traffic patterns, including bicycle circulation with appropriate way-finding.

**Policy C-2.3**

Narrow Chapin Avenue by adding a landscaped median, "parking island," or widening the sidewalks.

**Policy C-2.4**

Provide well-marked access points to Downtown to encourage bicyclists and pedestrians to come to Downtown.

**Policy C-2.5**

Enhance and optimize transit opportunities through access and street design.

**Policy C-2.6**

Consider the needs of pedestrians, bicycles, and people with disabilities.

**Goal C-3. Create links and connections, both to Downtown and within Downtown.**

**Policy C-3.1**

Improve directional signage to Downtown from the Bayshore/Hwy 101 exits at Broadway and Peninsula Avenue.

**Policy C-3.2**

Create better links to Downtown from surrounding neighborhoods.

**Policy C-3.3**

Develop strong links and connections that would reduce the need to rely on the automobile to get into and around Downtown.

**Policy C-3.4**

Improve the linkages between Burlingame Avenue and Howard Avenue, with attention to side streets as well as Hatch Lane.

**Policy C-3.5**

Improve the pedestrian connections between Downtown and Washington Park.

**Policy C-3.6**

Promote California Drive as a continuous connector from the BART Station in Millbrae to Peninsula Avenue as well as Broadway and Downtown through landscaping improvements, better accommodations for bicyclists, and lane reconfigurations to improve efficiency and calm traffic.



**STREETSCAPE**

**Goal S-1: Improve the streetscape, particularly at the pedestrian scale.**

**Policy S-1.1**

Improve the safety of streetscapes through better lighting, repair of curbs and gutters, universal design/ADA compliance, and other measures.

**Policy S-1.2**

Prioritize spending on streetscape above other considerations such as parking structures. Invest in streetscapes so people want to walk farther because it is safe and aesthetically pleasing

**Policy S-1.3**

Streetscapes should reflect Burlingame's designation as a "tree city." Trees should be planted throughout the downtown as an integral part of the streetscape, and mature street trees should be preserved whenever possible.

**Policy S-1.4**

Require special treatment at gateway sites, such as the corners of Howard and Burlingame Avenues at El Camino Real and California Drive. These sites should be special, announcing entry to the downtown area.

**Policy S-1.5**

The scale and quality of signs should reflect the character of Downtown.

**Policy S-1.6**

In order to protect the “fine-grained” character of Downtown, review proposals for larger stores that take over two or more smaller stores to ensure the scale and rhythm of the smaller facades is maintained rather than being combined into one large storefront.

**Policy S-1.7**

Require new developments and major remodel projects to include pedestrian-oriented retail design treatments on all exposed elevations.

**Policy S-1.8**

Ensure the design and maintenance of the streetscape creates an inviting atmosphere.

**Goal S-2: Design a quality, cohesive streetscape including landscaping.****Policy S-2.1**

Downtown commercial areas should have a cohesive streetscape plan, taking into account infrastructure needs and ongoing maintenance. The streetscape should be of the same high quality as the stores and storefronts.

**Policy S-2.2**

Increase the consistency within streetscape with consistent paving, landscaping, decorative lightposts, benches, etc.

**Policy S-2.3**

Maintain the feel and character of Downtown, and extend it onto side streets and to Howard Avenue.

**Policy S-2.4**

Balance the desire for a consistent streetscape design with the benefits of having some variety between different streets and blocks.

**Policy S-2.4**

Improve alleyways such as Fox Plaza Lane, City Hall Lane, and Hatch Lane to make them more pedestrian friendly. Require trash enclosures or other techniques for managing garbage and recycling.

**Goal S-3: Ensure that necessary utilities are provided to maintain the streetscape.****Policy S-3.1**

Provide electricity and water at planters and outside of buildings.

**Goal S-4: Accommodate a variety of pedestrian experiences.****Policy S-4.1**

Provide ample room for pedestrians, including accommodating pedestrians with varying levels of mobility.

**Policy S-4.2**

Encourage outdoor business activities on the streets and sidewalks such as outdoor displays.

**Policy S-4.3**

Promote outdoor dining, including opportunities for outdoor seating along all exposed sides of restaurant uses.

**Policy S-4.4**

Create spaces for pedestrian pausing; small areas out of the main flow.

**Policy S-4.5**

Incorporate more public art Downtown, including sculptures and murals. Provide opportunities for “art for the public” that is fitting and relevant to the context. Create a mechanism to facilitate art Downtown.

## OPEN SPACE

### Goal OS-1: Create a “signature” downtown open space.

#### Policy OS-1.1

Designate Parking Lot E (located between Lorton Avenue, Park Road, Burlingame Avenue, and Howard Avenue) as the preferred location for a signature downtown “town square” open space.

#### Policy OS-1.2

Provide a water feature in the signature open space. The water feature could be created by day-lighting Burlingame Creek, if feasible, or could be a “creek-like” element.

### Goal OS-2: Create small areas of relief, such as pocket parks.

#### Policy OS-2:

Provide additional green open space in Downtown, including walkways and seating areas.



## DESIGN & CHARACTER

### Goal D-1: Protect and preserve historic character.

#### Policy D-1.1

Ensure that new construction fits into the context and scale of the existing downtown.

#### Policy D-1.2

Require design review for all new downtown buildings and for changes to existing downtown buildings, and integrate historic review into the design review process.

### Goal D-2: Develop policies and provide incentives for the restoration, preservation, and adaptive re-use of historic structures.

#### Policy D-2.1

Inform property owners about historic preservation and how it can enhance the Downtown.

#### Policy D-2.2

Create “Historic Burlingame” walking tours that highlight important historic resources.

### Goal D-3: Preserve and enhance small-town scale with walkable, pedestrian-scaled, landscaped streets.

#### Policy D-3.1

Ensure that new development is appropriate to Burlingame with respect to size and design.

#### Policy D-3.2

Evaluate development in the Downtown Area that is proposed to be taller than surrounding structures (i.e. over 40 feet) for potential to create new shadows or shade on public and/or quasi-public open spaces and major pedestrian routes.

2.0 Goals & Policies

**Goal D-4: Promote a pedestrian-friendly downtown that encourages people to walk.**

**Policy D-4.1**

Encourage buildings to be built out to the sidewalk, with doors and windows facing the sidewalk to create a lively pedestrian environment.

**Policy D-4.2**

Corner buildings should have interest along both street elevations, such as doors, windows, and awnings on both the front and side building faces.

**Goal D-5: Explore ways of promoting green design in the downtown area; promote design that decreases the carbon footprint.**



**INFRASTRUCTURE**

**Goal I-1: Ensure infrastructure is sufficient to provide for current and future land uses.**

**Goal I-2: Explore holistic approaches to utilities.**

**Policy I-2.1**

Consider including solar (photovoltaic) panels and/or small wind turbines on top of parking lots/structures.

**Policy I-2.2**

Encourage re-use of stormwater for irrigation purposes.

**Goal I-3: Underground the utilities on commercial streets in the downtown area.**

**Policy I-3.1**

Coordinate undergrounding activities with phasing of streetscape improvements.