



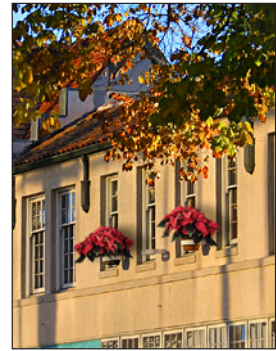
BURLINGAME DOWNTOWN SPECIFIC PLAN

Executive Summary



Executive Summary

The Downtown Specific Plan is the document that serves to guide growth, development, and design standards in Downtown Burlingame. The Plan is the result of a thorough two-year process which



included a large number of public visioning sessions, stakeholder meetings and interviews, and both City Council and Planning Commission meetings. All goals and policies are designed to complement one another support an overall vision; often strategies aim to address multiple related issues simultaneously.

The Downtown Specific Plan has been divided into chapters based on subject matter. The following is a summary of the important policies and principals of each chapter.

PLAN GOALS

The Goals chapter outlines the overall goals and policy directives for each aspect of the Downtown Specific Plan. Goals and policies were developed based on extensive public input from community workshops, discussion groups, and resident surveys. Goals for the plan include:

Land Use Goals:

- Promote more retail uses on Howard Avenue.
- Provide incentives for a vibrant, diverse mix of uses.
- Ensure sensitive transitions between the existing adjacent residential areas and the downtown area.
- Identify civic and cultural opportunities including social interaction opportunities.
- Ensure an economically viable downtown, with both local retailers and regional destination stores.
- Promote diversity in housing type and affordability within the Downtown area.

Parking Goals:

- Explore creative parking solutions.
- Provide better management of existing parking spaces.
- Provide better access and way-finding to parking areas.
- Re-examine Downtown parking requirements
- Ensure that the parking supply is adequate to serve future development.

Streets & Circulation Goals:

- Encourage temporary street closures.
- Streets in the downtown area should be friendly to pedestrians and bicyclists.
- Create links and connections, both to Downtown and within Downtown.

Streetscape Goals:

- Improve the streetscape, particularly at the pedestrian scale.
- Design a quality, cohesive streetscape including landscaping.
- Ensure that necessary utilities are provided to maintain the streetscape.
- Accommodate a variety of pedestrian experiences.

Open Space Goals:

- Create a “signature” downtown open space.
- Create small areas of relief, such as pocket parks.

Design & Character Goals:

- Protect and preserve historic character.
- Develop policies and provide incentives for the restoration, preservation, and adaptive re-use of historic structures.
- Preserve and enhance small-town scale with walkable, pedestrian-scaled, landscaped streets.

Each goal is supported by a series of policies, which are further developed in the respective chapters of the plan.

Key Plan Elements

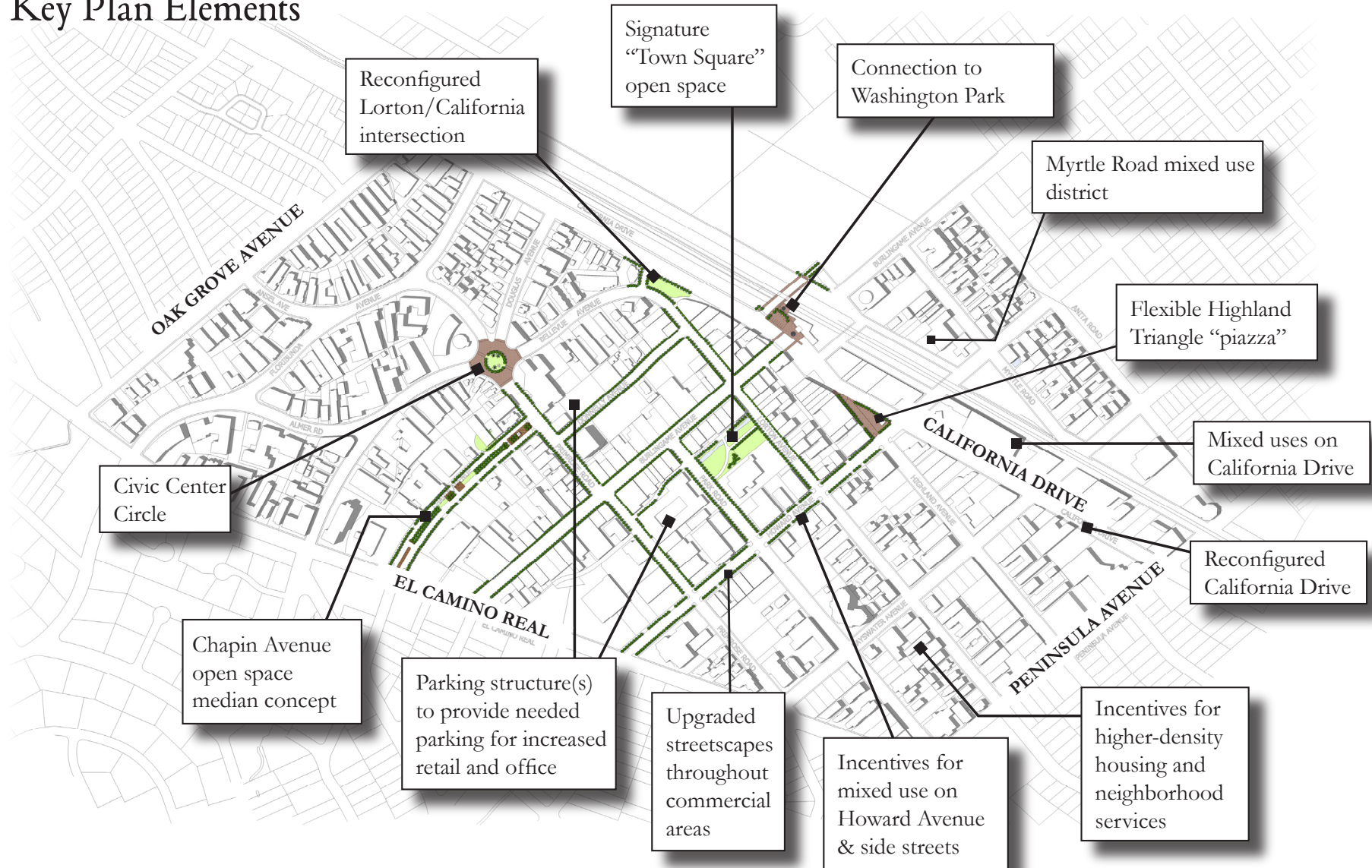


FIGURE E-1: Key Plan Elements

LAND USE

The Land Use chapter of the Downtown Specific Plan both reinforces current beneficial land use policies and introduces a series of new policies intended to promote further vitality and beautification. Some of the more important aspects of the Land Use chapter include:

- A new policy and regulation framework that encourages vibrant mixed use development along Howard Avenue;
- Accommodations for a wide range of housing choices downtown, including higher densities in the blocks between Howard and Peninsula Avenues;
- Provisions to allow the California Drive Auto Row to evolve into a mixed use corridor;
- Small-scale, neighborhood-serving mixed use areas in the Myrtle Road and Bayswater/El Camino Real areas;
- A more simplified approach to parking standards to encourage the type of development desired by the community.

The Land Use Map for the Downtown Specific Plan follows a highly customized approach to a variety of redefined land use districts based on the unique characteristics of each downtown block or area. Land uses and building form standards are intended to be transparent and predictable so that applicants, neighbors, and decision makers alike have an understanding of what types of development are expected and encouraged.



STREETSCAPES & OPEN SPACE

The Streetscapes & Open Space chapter of the Downtown Specific Plan focuses on enhancing the streets public spaces throughout downtown. The chapter focuses on creating consistency within the design of downtown streetscapes, outlining approaches that will enhance the commercial viability of emerging and transitioning city blocks, such as Howard Avenue, Chapin Avenue, and Auto Row, while supporting the already high levels of usage on Burlingame Avenue with needed streetscape improvements. Proposed streetscape improvements include:

- Revitalized Burlingame Avenue streetscape to provide a setting fitting for the high-quality commercial environment;
- New streetscapes for Howard Avenue and the side streets to encourage a vibrant mix of uses;
- An “open space median” on Chapin Avenue to break down the scale of the street and provide a unique setting;
- New streetscape and roadway reconfiguration for California Drive as part of a larger vision to provide connection between downtown Burlingame and Broadway;
- Emphasis on the importance of trees throughout the streets of Downtown Burlingame, in keeping with Burlingame’s recognition as a “Tree City USA” for 30 consecutive years.



The chapter also proposes a variety of different options for increasing and redefining open space downtown, including:

- Signature downtown “town square” open space in the heart of the commercial district;
- A “civic center circle” open space between City Hall and the Library;
- New open space as part of a reconfiguration of the California Drive/Lorton Avenue intersection;
- A piazza-style “flex zone” in the 200 block of Highland Avenue;
- Stronger connection between downtown and Washington Park.

DESIGN & CHARACTER

The Design & Character chapter is the key component in realizing the vision for Downtown Burlingame through its existing and new buildings. The chapter features explanations, design guidelines, and recommendations for commercial, mixed-use, and residential development. Guidelines address important aspects of downtown character such as:

- Pedestrian use and character elements such as entrances, ground-level uses, and site access;
- Architectural compatibility elements such as building scale, on-site parking design, and upper-story setbacks;
- Architectural design consistency elements such as façade design, window details, awnings, and materials;
- Site design and amenities such as open spaces and building coverage;
- Mixed Use design elements such as setbacks, ground level treatments, roof treatments, and open space;
- Residential design elements such as architectural diversity and compatibility, pedestrian character, and site amenities;
- Unique architectural approaches to the Myrtle Road area;
- Importance of landscape trees in projects.

In addition, the chapter includes guidelines to promote sustainability and green building design, as well as preservation of historic buildings.



HISTORIC RESOURCES

The Historic Resources chapter outlines a range of incentives for owners of historic buildings to maintain, restore, and enhance their properties including:

- A *voluntary* Downtown Burlingame Register of Historic Resources that will allow for property owners to take advantage of a range of historic resource programs such as the State Historical Building Code, Mills Act tax abatement, and Federal Rehabilitation Tax Credits;
- Reduced permit fees for historic renovation;
- Reduced parking requirements for adaptive reuse;
- Design exceptions for projects involving historic resources, as part of the design review process;
- Façade restoration grants.

The chapter also encourages promotion of historic resources to distinguish Downtown Burlingame as a unique place and take advantage of interest in historic tourism.



CIRCULATION & PARKING

Downtown Burlingame's compact, highly connected streets system allows a high level of accessibility for pedestrians, bicyclists, vehicles, and transit riders alike. The Circulation & Parking chapter describes recommended roadway improvements to further improve accessibility. Some of the more innovative opportunities include redesigning some of downtown's more complicated intersections for improved function and aesthetics, as well as reconfiguring California Drive to calm traffic and serve as a principal bicycle access for downtown. Roadway reconfiguration and improvement projects include:



- Reconfiguration of the complex California Drive/Lorton Avenue intersection to either a more straight-forward signalized intersection or a roundabout;
- Reconfiguration of the intersection of Primrose Road/Bellevue Avenue/Douglas Avenue from the existing complex intersection to a more simple traffic circle;
- Modification of Highland Avenue between Howard Avenue and California Drive to discourage cut-through traffic and provide flexibility to neighboring businesses;
- "Road diet" of California Drive to create differentiated travel lanes, dedicated turn lanes, and marked bicycle lanes. The intention is to create a more even, calmer traffic flow and better accommodate bicycles and pedestrians;
- Signalization adjustments at El Camino Real/Peninsula Avenue/Park Road and California Drive/Howard Avenue to accommodate traffic volumes, as needed.

Downtown Burlingame benefits from a range of transit opportunities, and the chapter analyzes the current strengths, shortcomings, and possible opportunities for transit service downtown including Caltrain service, the

Burlingame Downtown Shuttle, SamTrans, and potential California High Speed Rail (CHSR).

The chapter makes several provisions to encourage bicycle use downtown as a viable transportation option. Strategies include:

- Bike racks distributed throughout downtown for short-term parking;
- A conveniently-located, central bike parking facility for long-term parking;
- Marked bike lanes and "sharrows" (shared equally between bikes and motor vehicles) to accommodate bicycle access into and throughout downtown;
- Bicycle accommodations in new developments such as secure racks and lockers.

Parking is a critical component of downtown Burlingame, and the chapter discusses a variety of ideas as to better manage parking in both the near-term and long-term. The plan focuses on a shared parking strategy, in which parking is shared by businesses and uses that have differing times of optimal use. Strategic management is emphasized to make the most productive use of existing parking resources, and a coordinated plan for future expansion is outlined to accommodate additional development as needed.

IMPLEMENTATION

Every great plan needs to have a well-thought implementation strategy. The Implementation Chapter includes a list of implementation actions, their anticipated cost, potential funding sources, and a time frame of when the actions would be completed. 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.



