



# STAFF REPORT

AGENDA NO: 7a

MEETING DATE: June 14, 2023

**To: Honorable Mayor, City Council, and Planning Commission**

**Date: June 14, 2023**

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**Subject: Broadway Specific Plan Overview**

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Broadway is one of two primary commercial destinations in the city and is known for its distinct, small-town main street character. The surrounding residential neighborhoods support these businesses with foot traffic. And although Broadway is a primary connection for vehicles traveling between Highway 101 and El Camino Real, the roadway's narrow width and tree canopy work to maintain lower traffic speeds that support the pedestrian environment. Broadway's charm is in its scale, focus on an active street front, and mixture of neighborhood and community-serving rather than regional-serving businesses.

The [Envision Burlingame General Plan](#) calls for Broadway to maintain its character as a vibrant, pedestrian-friendly, mixed-use district that supports and encourages local businesses and local investment, and that serves as a gathering place for Burlingame residents and a quaint destination for visitors (Goal CC-7). Furthermore, the General Plan prioritizes the creation of a specific plan for Broadway (Implementation Program IP-3).

The specific plan will address issues and opportunities presented by the restoration of full service of Caltrain at the Broadway station, as well as the proposed grade separation project for the existing at-grade railroad crossing. Both of these initiatives promise to have implications on land use and circulation in the neighborhood.

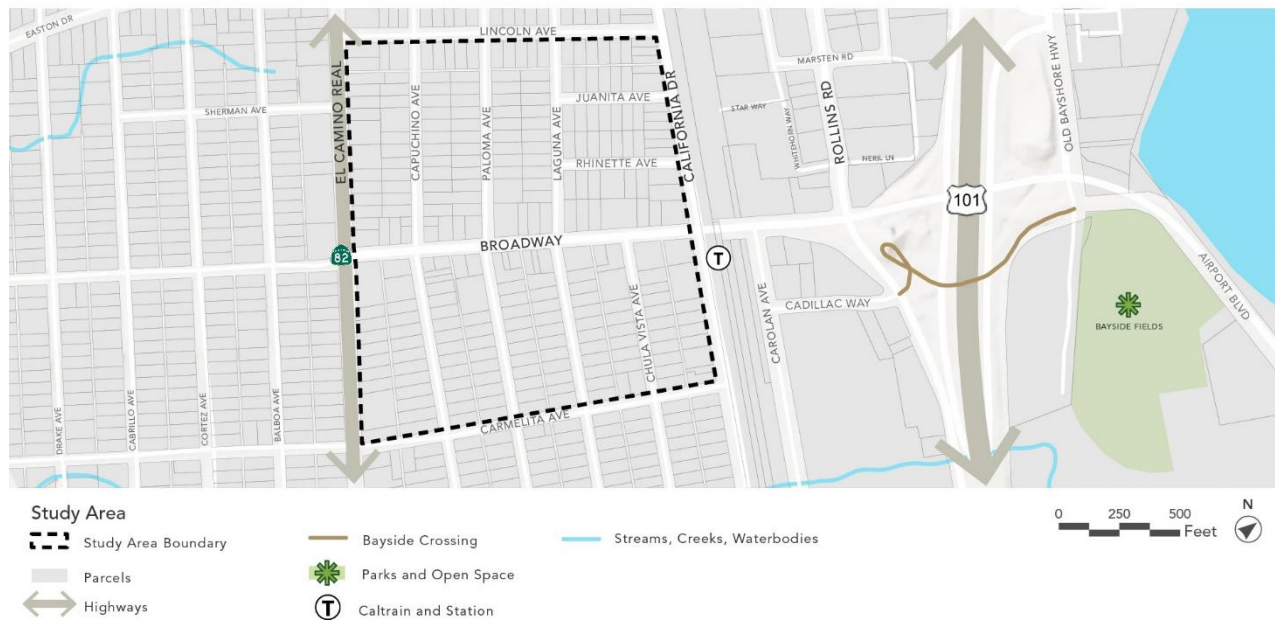
While the Burlingame General Plan addresses the Broadway corridor in terms of goals and policies, the specific plan will take the next step by articulating the vision. In order for Broadway to become a functional transit-oriented neighborhood, the specific plan would not only focus on land use and development standards, but also economic development. For Broadway to be successful, it needs to be economically viable, with businesses that are responsive to the needs of a local resident population. Given the changes in retail commerce (both prior to the pandemic and since), there is interest in determining what type of commercial uses can be viable in a neighborhood-serving district such as Broadway.

There is also a need to create a district-wide parking strategy. While there are existing city-owned parking lots in the commercial district, unlike Downtown there is not a parking district or other

mechanism that would relieve projects from providing on-site parking. This has inhibited transit-oriented infill development, as many properties are too small to accommodate parking on site. The objective is to develop a specific plan that can poise Broadway to become an economically-viable transit-oriented neighborhood, with policies and standards that can accommodate additional housing and sustainable, infill development.

Figure 1 below illustrates the proposed boundaries of the specific plan. The plan would encompass the Broadway commercial corridor, as well as one residential block to the north and south.

**FIGURE 1  
PROPOSED BROADWAY SPECIFIC PLAN BOUNDARIES**



The specific plan process will include a range of community input opportunities, including workshops, stakeholder meetings, and a Community Advisory Committee (CAC). CAC members will be a representative group of residents (to the extent possible, both renters and homeowners), employees of local businesses, community-based organizations, social service providers, members of the Broadway BID and Chamber of Commerce, and other involved community members in the plan area and in surrounding neighborhoods. The CAC will also include liaisons from the Planning Commission, Traffic Safety & Parking Commission, and Parks & Recreation Commission. The committee will act in an advisory capacity to City staff, consultants, and the Planning Commission and the City Council as the project moves forward, reviewing the draft plan materials and serving as conduits to their respective organizations.

The specific plan is being funded primarily through an Association of Bay Area Governments/Metropolitan Transportation Commission (ABAG/MTC) planning grant. ABAG/MTC in coordination with the City of Burlingame issued a Request for Proposals (RFP) in 2022. A consultant team led by MIG planning consultants was selected to prepare the specific plan. The MIG team includes specialists in planning, urban design, economic development, transportation, parking, and historic resources. MIG previously prepared the General Plan Update and Zoning

Code Update, and is very familiar with Burlingame and Broadway. The MIG team is currently assembling an evaluation of existing conditions, and the Joint City Council/Planning Commission meeting is the first community engagement in the process.

For the joint meeting, representatives from the MIG team will make a presentation providing an overview of the specific plan process, and be available for questions. Councilmembers and commissioners will be asked to provide suggestions for community outreach activities, including the composition of the CAC. There will also be an opportunity to comment on objectives for the specific plan.