

8 IMPLEMENTATION

This chapter describes the ways in which the City of Burlingame will implement this Specific Plan. It includes a summary of development incentives for private property owners that are included in this Plan, a list of implementation actions for the City to undertake, and information on the creation of a development fee to pay for public improvements.

A. Development Incentives

This Specific Plan includes several development incentives intended to spur the private development community to implement the ideas included in this Plan. These incentives include the following:

- ◆ A density bonus for parcels at the north and south ends of Rollins Road whose owners agree to develop or allow the City to develop gateway features along the street, as approved by the City.
- ◆ Allowance of automobile sales uses on parcels along Adrian Road where amalgamated parcel size is over 5 acres. This will encourage the combining of parcels in this area.
- ◆ A residential density bonus for coordinated development on multiple parcels in the El Camino Gateway area. This will encourage aggregation of parcels in this area.

B. Implementation Actions

The City will undertake a number of actions to implement the vision included in this Specific Plan.

1. Zoning Code Revisions

Once this Specific Plan is adopted, the City will revise its Zoning Code to match the provisions of the Specific Plan. This will include the additions of provisions to allow automobile sales uses in portions of the M1 zone along Adrian Road, as well as changes to various height and setback requirements and new provisions for density bonuses in gateway areas. The zoning code would also have to be amended to include residential uses in the North of Trousdale subarea and portions of the El Camino Real/Mills Peninsula Hospital Block subarea; and to address the relationship between zoning regulations, review lines for height and aviation-required height limitations in subarea B-4, North of Trousdale.

TABLE 8-1 STREETScape IMPROVEMENTS

Street or Location Name	Estimated Cost
El Camino Real	\$1,220,000
Trousdale Drive	\$880,000
California Drive	\$100,000
Magnolia Drive	\$520,000
Rollins Road Gateway	\$60,000
Rollins Road Streetscape	\$600,000
New Road between Rollins and Adrian Roads	\$330,000*
Total	\$3,710,000

* This cost reflects construction of the entire street, including the road, sidewalks and streetscape, but does not include land costs.

2. Streetscape Improvements

Chapter 5 describes a series of streetscape improvements in various parts of the North Burlingame area that are intended to fulfill the vision outlined in this Specific Plan. The City will ensure that these streetscape improvements are made over time by levying a development fee on each project to contribute a fair share towards these improvements. Table 8-1 shows an estimate of the total cost for the streetscape improvements on each street, and for the Rollins Road gateway.

Streetscape improvements will be implemented in either of two ways. Whenever new development is proposed in the area, the City will require that property owners make streetscape improvements along their frontages consistent with this Plan. In some cases, the City may also make improvements on its own, independent of development on adjacent parcels. When this occurs, the City may collect fees from benefiting property owners in advance, or the City may pay for the improvements and collect costs from property owners later as part of a development fee charged to new development.

3. Rollins Road Trail and Open Space Network

This Specific Plan envisions a new trail and open space network in the southern portion of the Rollins Road area. This network will be implemented incrementally through land use regulations affecting new development that are included in Chapter 4 of this Plan.

4. El Camino Real Residual Land Disposition

The streetscape improvements along El Camino Real will result in surplus land that is currently in the City right-of-way on both sides of the street. The City will transfer this surplus property to the adjacent property owners at the time that it is abandoned by the City. If, after a title search, it is determined that the underlying property is owned by the adjacent property owners, title will revert to these owners when the City right-of-way is abandoned.

However, this will only occur in conjunction with agreements between the City and the affected property owners that will ensure that the owners will immediately use the abandoned property for development consistent with the vision in this Specific Plan and that adequate funding will be available to implement desired streetscape improvements on El Camino Real.

The abandonment of this residual land will result in additional value accruing to the adjacent property owners. Table 8-2 shows an estimate of the value expected to be accrued to each owner. This value will be considered in setting the Development Fee described in Section C, below, and it will also be considered in negotiations around affordability of the residential units to be built on the properties in question. The estimated values are based on square foot estimates of land values on El Camino Real compiled by Bay Area Economics as a part of this study, and should be checked through an appraisal or other means prior to setting final fee structures.

5. Sign Ordinance on Auto Row

Once this Specific Plan is adopted, the City will amend its Sign Ordinance to include special regulations for signs on Adrian Road belonging to businesses that engage in automobile sales. Chapter 6 gives some guidance for the architectural character of signs for these businesses and a revision of the Sign Ordinance will assure that a minimum standard is set for the aesthetic character of signs along the freeway frontage.

C. Development Fee

A fee will be established for each subarea based on the benefit to each property of the streetscape program for the area. Each property owner would contribute a share of the cost for improvements at the time of development. The City will implement improvement projects based on a contiguous area where a substantial portion of the streetscape has been funded.

TABLE 8-2 VALUE OF RESIDUAL LAND ON EL CAMINO REAL

APN	Address	Square Feet	Low Value Estimate	High Value Estimate
West Side				
25122010	1887 El Camino Real	12,128	\$1,091,544	\$1,334,110
25122020	1887 El Camino Real	9,511	\$855,961	\$1,046,175
25122030	1850 Magnolia Ave.	8,058	\$725,207	\$886,365
25122040	1845 El Camino Real	7,263	\$653,636	\$798,888
25122050		7,770	\$699,296	\$854,695
25122130		10,237	\$921,357	\$1,126,103
25122120	1819 El Camino Real	3,274	\$294,636	\$360,110
25122080	1811 El Camino Real	4,002	\$360,141	\$440,173
East Side				
25122090	1800 Magnolia Ave.	15,956	\$1,436,026	\$1,755,142
25150160	1876 El Camino Real	11,155	\$725,083	\$836,635
25150190	1870 El Camino Real	11,210	\$728,653	\$840,754
25150210	1860 El Camino Real	6,922	\$449,929	\$519,149
25150170	1850 El Camino Real	3,245	\$210,916	\$243,365
25150180	1840 El Camino Real	3,151	\$204,843	\$236,357
25150200	1838 El Camino Real	6,012	\$390,763	\$450,881
25150220	1828 El Camino Real	8,987	\$584,160	\$674,030
25150100	1818 El Camino Real	2,528	\$164,336	\$189,618
25150090	1810 El Camino Real	8,863	\$576,115	\$664,748

