

## 2 GOALS AND POLICIES

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*This chapter presents goals for the North Burlingame/Rollins Road Specific Plan Area, as well as policies that will promote the attainment of those goals.*

**Goal A: Land uses in the North Burlingame/Rollins Road area should take advantage of the area's access to the Millbrae Intermodal Station, the Broadway Caltrain Station and U.S. 101, as well as its proximity to Mills Peninsula Hospital, and the opportunity for expansion of housing with optimal access to these transportation hubs.**

A-1: Encourage businesses to locate in the Rollins Road area to take advantage of its proximity to San Francisco International Airport, regional mass-transit access and its central location within San Mateo County.

A-2: Encourage high density residential development in the El Camino Real North area, both market rate and below market rate, in areas proximate to major local employment centers like Mills Peninsula Hospital and regional job opportunities from the Millbrae Intermodal Station.

**Goal B: Recognize that there are two distinct subareas within the North Burlingame/Rollins Road area, and each contributes to the City's economic base and offers unique development opportunities to the City; recognize**

**the need to tie the two areas together, visually and through a pedestrian access linkage.**

B-1: Development in both the Rollins Road area and the El Camino Real North area should have a positive cost benefit ratio or have a neutral impact on the City's General Fund.

B-2: Strengthen the visual integration and pedestrian linkage between the two subareas to extend the benefits of Burlingame's sense of place and strong reputation as a place to live, work and do business among the Peninsula communities.

**Goal C: The Rollins Road area should continue to be a vibrant industrial area taking advantage of opportunities at San Francisco International Airport and the area's central Peninsula location to provide a strong component of the City's employment and economic base.**

C-1: Maintain, protect and enhance the Rollins Road area as a vital industrial center in Burlingame.

- C-2: Preserve and expand the number of existing jobs in the Rollins Road area by designating and protecting adequate land area to support and maintain the industrial use.
  - C-3: Create small, clustered, pedestrian-oriented pockets of area employee-oriented service and retail uses to support the employees in the Rollins Road area.
  - C-4: To provide a transition from the Broadway Commercial Area, the properties at the Rollins Road/Broadway intersection shall be designated for commercial uses.
  - C-5: Encourage automobile sales and service businesses, including local-oriented auto parts sales, in the area to congregate on Adrian Road; promote visibility and clearly signed access for these uses from the freeway and Rollins Road.
  - C-6: Continue to integrate Public-Serving facilities into the industrial area.
- Goal D: The El Camino Real North/Mills Peninsula Hospital area offers opportunities for a safe and viable mixed-use neighborhood that takes advantage of its proximity to the Millbrae Intermodal Station and the regional access it provides, as well as nearby employment and health service opportunities.**
- D-1: Encourage the transition to higher density residential development and supporting local retail and service business on parcels in the El Camino Real North area to take advantage of the proximity to the regional transportation opportunities and to meet the community's housing needs.
  - D-2: Focus Medium-High Density Residential uses along the El Camino Real corridor to continue and strengthen the existing multiple-family residential pattern development on El Camino Real in the rest of Burlingame.
  - D-3: Development on the California Drive frontage shall support the urban design objectives of the El Camino corridor and shall provide safe and attractive pedestrian and bicycle access to the nearby Millbrae mass transit hub.
  - D-4: The area north of Trousdale Drive shall provide a mix of office and residential uses to provide a transition between the denser residential development in the El Camino Real corridor and the single-family residential neighborhood to the west.

**Goal E: Streets in the North Burlingame/Rollins Road Planning area should be attractive and development should be appropriately scaled to the street system and location, and should promote and establish safe bicycle, pedestrian and vehicle use.**

- E-1: Streets and sidewalks in the Rollins Road area should be designed to balance the needs of heavy service and delivery vehicles and businesses and other land uses. Streets should be visually attractive and designed to facilitate safe pedestrian, bicycle and transit use.
- E-2: Improve internal circulation to facilitate planned land uses in the Rollins Road area by creating better road connections between arterials within the area.
- E-3: Encourage development design that facilitates safe pedestrian activity in conjunction with efficient vehicular circulation on city streets.
- E-4: Encourage development of safe, well-signed and well-designed bicycle transportation circulation throughout the North Burlingame area.
- E-5: Interconnect the Rollins Road/Broadway gateway and the Broadway Commercial Area by providing enhanced pedestrian access between the two areas.

E-6: Encourage creation of a pedestrian access link across the Caltrain tracks between the Rollins Road and El Camino Real areas.

E-7: Development in both the North Burlingame and Rollins Road areas should facilitate safe pedestrian and bicycle connections with the Millbrae Intermodal Station.

**Goal F: The planning area shall include streetscape and landscape components that enhance the area’s pedestrian experience.**

- F-1: Streetscape designs should be appropriate to the immediately adjacent land uses, to the level of pedestrian activity and to all the uses on the block.
- F-2: Encourage a network of pedestrian and green spaces focused along the creeks within the Rollins Road area to provide a usable outdoor recreational asset for area employees and Burlingame residents.
- F-3: Provide a visual link and common sense of place between the Rollins Road and El Camino Real North areas by using common street tree species and gateway themes in the two areas.

F-4: Streetscape on El Camino Real and Trousdale Drive in the vicinity of Mills Peninsula Hospital should be designed to extend the “tree city” theme of the rest of Burlingame; and to facilitate a safe and inviting pedestrian and bicycle connection from the Millbrae Inter-modal Station.

F-5: Streetscape design on El Camino Real should provide a strong visual connection and sense of place to the narrower portion of El Camino Real to the south.

**Goal G: Gateway elements at the north end of the City as well as adjacent to the Broadway interchange should announce the entrances to the adjacent areas of Burlingame.**

G-1: There should be a consistent design theme among the gateway features.

G-2: Entry statements should be located at or near the Millbrae border on El Camino Real and on Rollins Road.

G-3: The gateway feature announcing the south end of the Rollins Road industrial area should be located in the vicinity of the intersection of Broadway and Rollins Road.

**Goal H: Development throughout the planning area should be visually attractive, pleasing to both those that live and work in Burlingame and to visitors entering the City through the northern gateways.**

H-1: Adopt Design Guidelines that will insure quality development that integrates the two subareas while being sensitive to each area’s unique characteristics and appropriate land uses.

H-2: Development should emphasize attractive public improvements within developments along street frontages, and along area creeks, with appropriate site landscaping and public furniture, and should create a harmonious visual environment consistent with the “tree city” image of Burlingame.

H-3: El Camino Real Area: Development in this area shall promote an active street frontage with an urban edge and an attractive and safe pedestrian environment.

- H-4: Rollins Road Area: Development in this area should promote an attractive industrial area, with lower-scale buildings and front yard landscaping, preserving the access and circulation to serve the industrial uses.
- H-5: Protect the environmental value and preserve the viability of the City's drainage retention basins within the Rollins Road area by limiting the type and manner of uses that located in the basin to those which include appropriate environmental protection measures and do not impede the function of the drains during wet weather.
- H-6: Auto Row Area: Development shall present a unified theme for each site including façade design, sales area and signage program, with an attractive transition to the public sidewalk space that maintains visibility to the freeway.

