

# AMENDED

See **Highlighted** Revisions  
in Sections VI, VII & IX



## *REQUEST FOR PROPOSALS*

### *DOWNTOWN BURLINGAME AFFORDABLE HOUSING DEVELOPMENT OPPORTUNITY*



**PREPARED BY:** City of Burlingame  
Community Development Department  
**CONTACT:** William Meeker, Community  
Development Director

**December 4, 2014**  
**AMENDED: January 7, 2015**



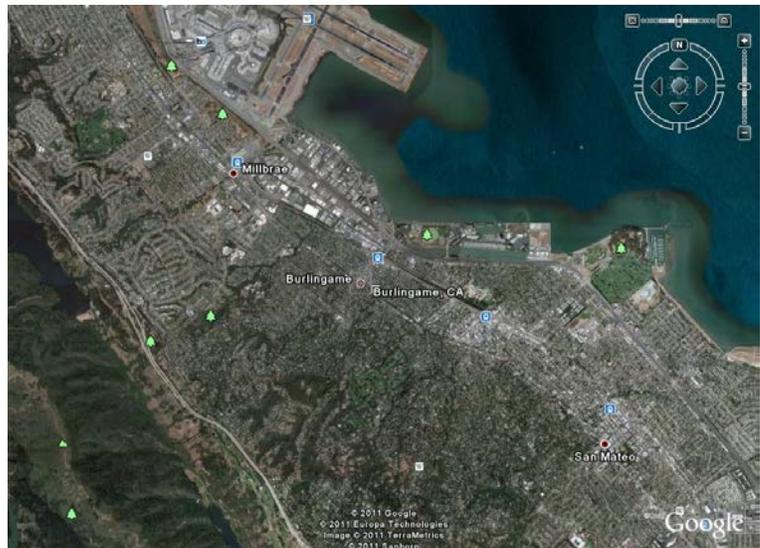
## I. INTRODUCTION

The City of Burlingame is seeking proposals from qualified developers of affordable housing interested in partnering with the City to construct affordable housing on City-owned Parking Lots F and N, located south of Howard Avenue, between Highland Avenue and Park Road. These parking lots are two of a total of 20 surface parking lots distributed throughout the Downtown Burlingame area.

Following a review of proposals submitted by interested developers, the City will contact those parties it determines are best suited to enter into this venture with the City. The City will request that selected firms prepare conceptual proposals for review at an interview to be scheduled before City officials prior to selection of the desired firm.

## II. BACKGROUND

The City of Burlingame is situated within central San Mateo County and is bounded by the City of Millbrae to the north, the Town of Hillsborough to the west, the City of San Mateo to the South, and San Francisco Bay to the east. Occupying roughly 5.5 square miles of land area, the City population is approximately 28,000. Regional access to the community is provided via U.S. Highway 101, which runs north-south through the eastern portion of the City; State Highway 82/El Camino Real, which runs north-south through the central portion of the City; and Interstate Highway 280, which runs along the western border of the City.



The community boasts a healthy, balanced economy; over 22,000 jobs are present within the City and cross multiple sectors. The City's residential property values are high, frequently in excess of a median of \$1 million. The residential population is split fairly equally between owners and renters, with a slight predominance of renters at 52%. The residential community of Hillsborough lies to the west of Burlingame;



Downtown Burlingame serves as the primary commercial district serving this community as well.



Three primary commercial areas exist within the City: Burlingame Plaza shopping center, located adjacent to El Camino Real near the boundary with the City of Millbrae; the Broadway commercial district, which provides a balance of local-serving businesses in the central part of the City; and Downtown Burlingame, situated within the southerly portion of the City.

Light-industrial uses are centered around Rollins Road, north of Broadway and west of Highway 101, just a short distance south of the Millbrae BART intermodal facility on Millbrae Avenue, adjacent to the northern portion of Burlingame. Office and additional light-industrial uses lie east of Highway 101 and west of Bayshore Highway, north of Broadway in the City's Bayfront area.

The City's proximity to San Francisco International Airport (SFO) has led to the development of twelve (12) major hotels along the City's waterfront, with a total of over 3,700 rooms.

Transit facilities within the City of Burlingame include Caltrain, which provides service at the historic Burlingame Train Station located adjacent to Downtown Burlingame, near the intersection of Burlingame Avenue and California Drive; bus service provided by the San Mateo County Transit District (SAMTRANS), and proximity to the Millbrae BART intermodal facility located near Millbrae Avenue and Rollins Road.



The City is also home to a newly built, modern medical facility. Mills-Peninsula Medical Center is situated near the intersection of Trousdale Drive and El Camino Real in the northern portion of the community.



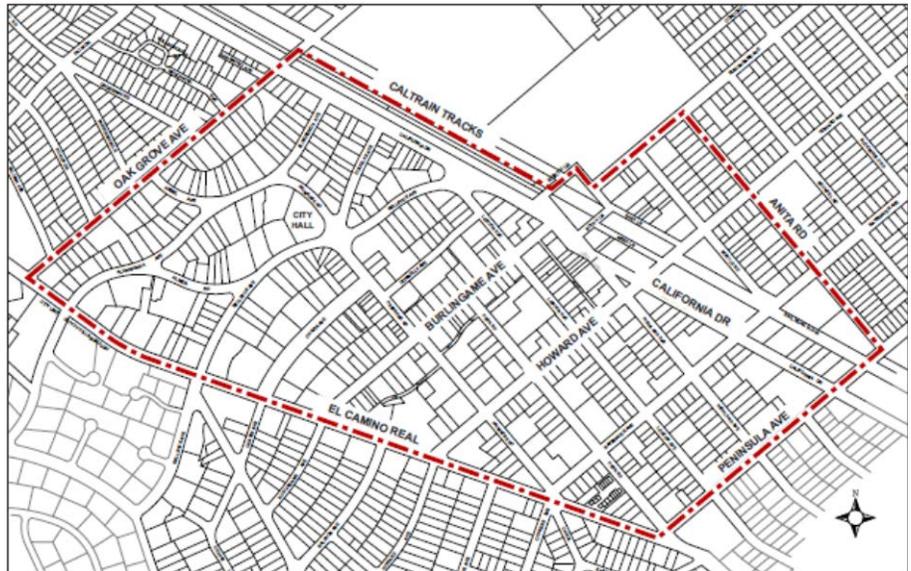
Public schools are operated by the Burlingame School District (elementary and middle schools) and the San Mateo Union High School District (Burlingame High School). Several private schools also operate within the City. The schools are amongst the highest ranked

in the State of California, drawing young, upwardly mobile families to Burlingame, as evidenced by the rising school-age population.

### III. DOWNTOWN SPECIFIC PLAN

On October 4, 2010, the Burlingame City Council adopted the *Burlingame Downtown Specific Plan*. The

Plan is the result of discussions with the community's engaged citizenry, reflective of the interests of the community as a whole. The Plan, centered on the Burlingame Avenue and Howard Avenue commercial areas within Downtown Burlingame includes



policies intended to maintain and enhance the vibrant pedestrian-oriented shopping area that is the premier shopping district situated midway between San Francisco and Palo Alto.



A primary goal of the Plan is to enhance the pedestrian connections between Burlingame Avenue and Howard Avenue through enhancements to the mix of uses and streetscape on the side streets connecting these two primary commercial corridors within Downtown Burlingame, and otherwise expanding the vibrancy enjoyed on Burlingame Avenue to other areas of the Downtown. The Plan encourages high-density residential and mixed-use development in areas close to the Downtown core (Burlingame Avenue). Additionally, the Plan envisions the creation of a new public open space within the Downtown core that would serve as a public amenity to further enliven the area.



While the overall success of the Downtown area is acknowledged and enjoyed, change and new opportunities are fundamental to the Downtown's continued success. The Plan explores these opportunities and charts a course for the future, while setting forth a strategy to sustain the existing success of the district. The complete Plan document and implementing zoning regulations are available on-line through the Community Development Department's web-page at: [www.burlingame.org](http://www.burlingame.org).

**IV. OPTIMIZATION OF THE USE OF CITY-OWNED PARKING LOTS AND THE PROVISION OF AFFORDABLE HOUSING OPPORTUNITIES**

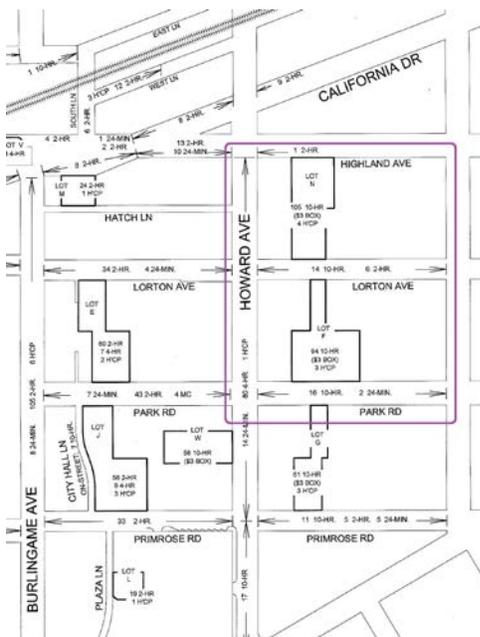
The Burlingame City Council has embraced the opportunities presented by the policies in the *Burlingame Downtown Specific Plan* and has set forth a goal of optimizing the use and value of the City-owned parking lots as assets within the Downtown area. Additionally, the City Council has expressed a keen interest in expanding the housing



options available to individuals wishing to reside in Burlingame, including the provision of more affordable housing options, a category of housing that is minimally represented amongst the existing housing stock within the community. The extremely high property values and rental rates for housing within the Bay Area Region and particularly on the San Francisco Peninsula have escalated dramatically in recent years, forcing many who have enjoyed the benefits of life in Burlingame to leave due to the ever-increasing costs of housing in the community.

In recent months, the City Council and City staff have been approached by a number of affordable housing advocates and developers encouraging the development of more affordable housing stock in the community. Given the City's ownership of a number of parking lots within Downtown Burlingame, the selection of one or more of these properties is a logical option for the City to consider as an affordable housing development site. Parking Lots F and N, located south of Howard Avenue between Highland Avenue and Park Road, have been selected as the optimal location for such development given the properties' proximity to Downtown Burlingame and the services offered, as well as proximity to major transit options.

**V. DETAILS - PARKING LOTS F AND N**



Parking Lots F and N (at the left) are actively used as public parking lots. Parking Lot F includes 105 parking spaces and Parking Lot N includes 94 parking spaces. Any concepts for development of these properties shall also include a discussion of the replacement of public parking spaces either upon the development site, or at a location deemed acceptable by the City following negotiations with the selected developer. Parking for the proposed development shall be provided upon the development site.

The form of partnership with the City (e.g. long-term lease, purchase/replacement of property, financing alternatives, etc.) is open to discussion. The City of Burlingame does not have a fund set aside for development of affordable housing. The only assets the City brings to the table in the discussions are the properties in question. Creative, innovative funding



proposals that will permit development of the properties with affordable housing while limiting any additional financial contribution by the City (other than the property assets) are strongly encouraged.

## VI. REQUEST FOR PROPOSALS

The City of Burlingame is seeking submittal of proposals from qualified developers of affordable housing that are interested in partnering with the City in the development of City-owned Parking Lots F and N, located just south of the Downtown Burlingame retail core. As noted elsewhere in this document, any proposal submitted must address a feasible means of replacing public parking displaced by the proposed development, and must also provide required parking for the development on-site. **In addition to the public benefit derived from the provision of affordable housing in the community, responses that explore the feasibility of either providing or funding the construction of additional public parking over-and-above that required to replace the existing parking supply on Parking Lots F and N and as required for the new development may be viewed in a more favorable light.**

### A. Submittals

The City will accept submittals through Friday, January 16, 2015 at 5:00 p.m. The City will then review all submittals and schedule interviews with the most qualified developers beginning in late January, 2015 (exact date to be determined). Submittals will be reviewed and evaluated based upon the criteria identified below:

#### 1. Experience

Provide information regarding your firm's professional experience. Identify similar projects that it has worked on, particularly any projects developed within California or the San Francisco Bay Area. Describe how the firm is organized and how its resources will be utilized for the project, including identifying the individuals that would be involved with the development of the project, any partners or sub-consultants, and their experience with this kind of project. In addition, identify any other projects the firm is working on at the current time and its level of completion and anticipated timeline.



**2. Access to Capital**

Identify what sources of financing the firm will use to construct the project, its current access to this financing and what steps it expects to go through, as well as the anticipated timing needed to secure project financing. Has the firm developed projects of similar scale and cost – if so, where?

**3. Proposed Project**

Identify the type of project you would propose for the site, including: number and types of affordable dwelling units, levels of affordability and other design details that demonstrate compliance with the applicable goals and policies set forth within the *Burlingame Downtown Specific Plan*.

**4. Anticipated Project Timeline**

Identify a rough timeline for the project, including how soon the firm would expect to complete the entitlement process, secure financing, and begin and complete project construction. Summarize your estimates for market absorption for the dwelling units within the project. Also indicate if the firm would pursue a phased project, or would anticipate building the entire project in a single phase. If the project is proposed to be phased, identify the breakdown of each phase and how long the overall project would take to complete.

**5. References**

Provide three (3) references from other cities or counties within which the firm has developed similar projects. You may also provide any additional references you believe would be helpful in providing us with a more complete understanding of your professional experience in completing similar projects.

**VII. SUBMITTAL INFORMATION**

**A. Format of Submittal**

Please respond with five (5) copies of your submittal, addressing the requirements identified above, formatted to standard letter-size paper. Additional promotional materials providing an overview of the firm or prior projects may also be submitted. All



REQUEST FOR PROPOSALS

Downtown Burlingame Affordable Housing  
Development Opportunity

responses must be received by ~~Friday, January 16, 2015 at 5:00 p.m.~~ **Friday, January 30, 2015 at 5:00 p.m.**

**B. Delivery**

All submittals must be mailed or otherwise delivered to:

**William Meeker, Community Development Director  
City of Burlingame  
501 Primrose Road  
Burlingame, California 94010**

All questions regarding this Request for Proposals shall be directed to William Meeker, Community Development Director, via e-mail at: [wmeeker@burlingame.org](mailto:wmeeker@burlingame.org); or by telephone at (650) 558-7255.

**VIII. RIGHT TO REJECT**

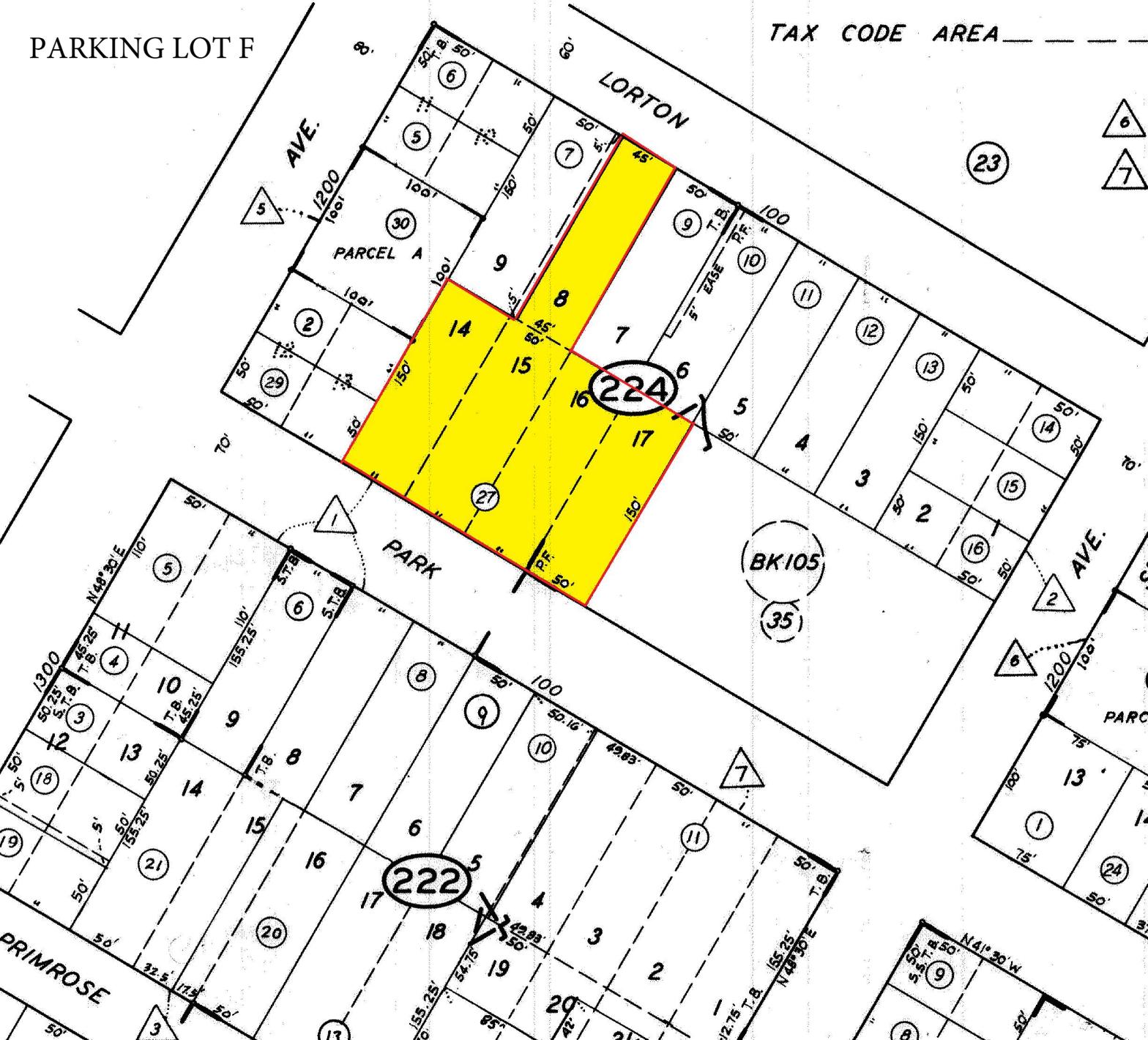
The City of Burlingame reserves the right, at its sole discretion, based upon the objectives stated herein, to select or reject any or all submittals received pursuant to this Request for Qualifications.

**IX. PROPOSED SCHEDULE**

Submittals Due:	<del>Friday, January 16, 2015</del> <b>January 30, 2015 – 5:00 p.m.</b>
Interviews with Qualified Developers:	<del>Late January, 2015</del> <b>February, 2015</b>
Selection of Preferred Developer:	<del>Early February, 2015</del> <b>March, 2015</b>
Agreement between Developer and City:	<del>Late February, 2015</del> <b>April, 2015</b>

PARKING LOT F

TAX CODE AREA



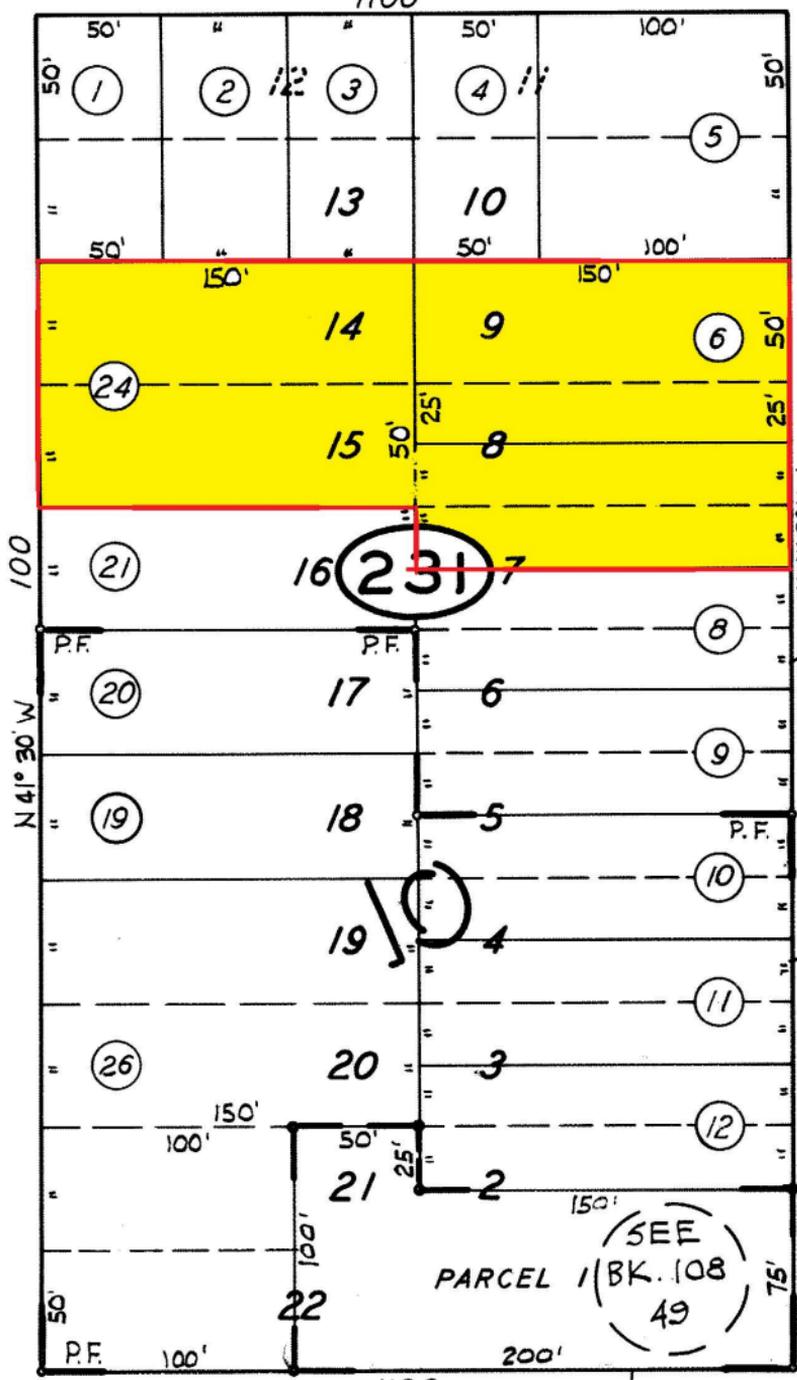
PARKING LOT N

80' HOWARD

1100

60' AVE.

70' AVE.



LORTON

HIGHLAND

SEE  
PARCEL 1 (BK. 108)  
49

1100