

# Community Engagement Summary

Phase #2: Emerging Vision Framework

Broadway Specific Plan, Burlingame | February 2025

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# Overview of Phase #2 Community Engagement Activities



# 1. Overview of Community Engagement Activities

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## Overview

This engagement summary highlights and provides key takeaways from the Phase #2 community engagement activities held in **February 2025**. During this phase, the community engagement activities were organized in the form of **two in-person pop-up events, and one in-person workshop**.



Pop-Up Event #1



Pop-Up Event #2



Community Workshop








# 1. Overview of Community Engagement Activities

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## Pop-Up Event #1



	<b>Location</b>	Burlingame Fresh Market, 200-295 Park Road, Burlingame, CA
	<b>Date of the Event</b>	02/23/2025
	<b>Event Type</b>	In person
	<b>Time</b>	8.00 am – 1.00 pm
	<b>Total number of Participants</b>	Approximately 43 people attended the event



*Community engaging with engagement posters at the Pop-up event #1*



# 1. Overview of Community Engagement Activities

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## Pop-Up Event #2



### Location

Opposite Burlingame Farmer's Market,  
1251 Broadway (Sidewalk), Burlingame, CA



### Date of the Event

02/26/2025



### Event Type

In person



### Time

12.00 pm – 2.00 pm



### Total number of Participants

Approximately 45 people attended the event



*Community engaging with engagement posters at the Pop-up event #2*



# 1. Overview of Community Engagement Activities

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## Community Workshop



### Location

Burlingame Community Center,  
Elm Room, Burlingame, CA



**Date of the Event** 02/26/2025



**Event Type** In person

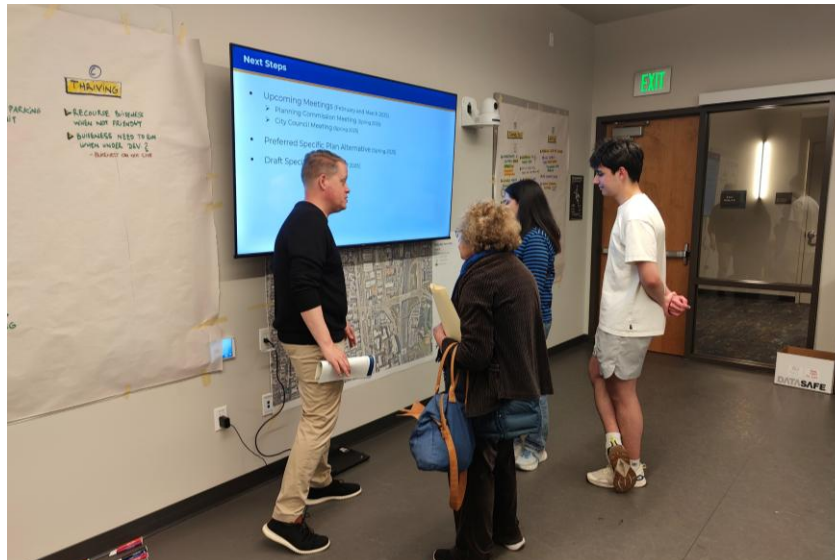


**Time** 6.00 – 8.00 pm



**Total number of Participants**

Approximately 35 people attended the event



*Community engaging with engagement posters at the Community Workshop*



# 1. Overview of Community Engagement Activities

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## Total Community Participants

**Over 120** people participated in the various community engagement activities held in **February 2025**. This analysis examines all the responses collected from all community engagement activities and summarizes key findings to present a clear vision on what the community wants to see for the future of Broadway.



**Over 120+**

Community Participants contributed to Community Engagement Activities in this phase





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## Emerging Vision Framework



## 2. Emerging Vision Framework

A.

### Welcoming

An inviting place for residents, businesses, workers, and visitors alike

- A.1** Enhance Broadway's gateways with unique design elements.
- A.2** Create consistent and clear signage and branding.
- A.3** Support creative placemaking that celebrates Broadway's character and history.

B.

### Supportive

A destination with a mix of housing near amenities, jobs and transit

- B.1** Accommodate a range of housing types and affordabilities.
- B.2** Leverage the Broadway Station to create a transit-oriented neighborhood.
- B.3** Encourage new development to respect the unique character of the Broadway area.
- B.4** Design projects so they transition in scale when adjacent to residential.

C.

### Thriving

A place to grow locally-serving and dynamic businesses

- C.1** Support local businesses that provide vibrancy and community serving amenities.
- C.2** Diversify and innovate the local business experience.
- C.3** Accommodate a variety of business types.
- C.4** Support creative retail formats that promote business flexibility.

D.

### Connected

A pedestrian-scale corridor and multi-modal neighborhood

- D.1** Create a comfortable and safe pedestrian environment.
- D.2** Improve bicycle circulation within the Broadway area and to surrounding areas.
- D.3** Increase local and regional transit connectivity.
- D.4** Improve parking access and efficiency.

E.

### Active

A vibrant destination with a range of spaces, activities, and events

- E.1** Encourage programmed events and celebrations along Broadway.
- E.2** Allow flexibility in the function of Broadway to host temporary community events.
- E.3** Create distinct public spaces for the community to enjoy.
- E.4** Allow opportunities for temporary retail and dining.
- E.5** Encourage private development to include public spaces.



# Community Feedback\*

A group of approximately 20 people are seated in a room, attending a community meeting. They are seated in rows of blue plastic chairs. The room has large windows on the right side, showing an outdoor area with trees. A large black screen is mounted on the wall. A person is standing near the back of the room. The overall atmosphere is professional and engaged.

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## Community Feedback\*

\*A detailed list of all comments received at community engagement activities has been attached at the end of the report.



## 2. Emerging Vision Framework

A.

# Welcoming

An inviting place for  
residents, businesses,  
workers, and visitors alike

### A.1 Enhance Broadway's gateways with unique design elements.

## A.2 Create consistent and clear signage and branding.

**A.3** Support creative placemaking that celebrates Broadway's character and history.

## What we've heard from the community!

## KEY THEMES



## Need for landscaping and greenery



## Need for public art



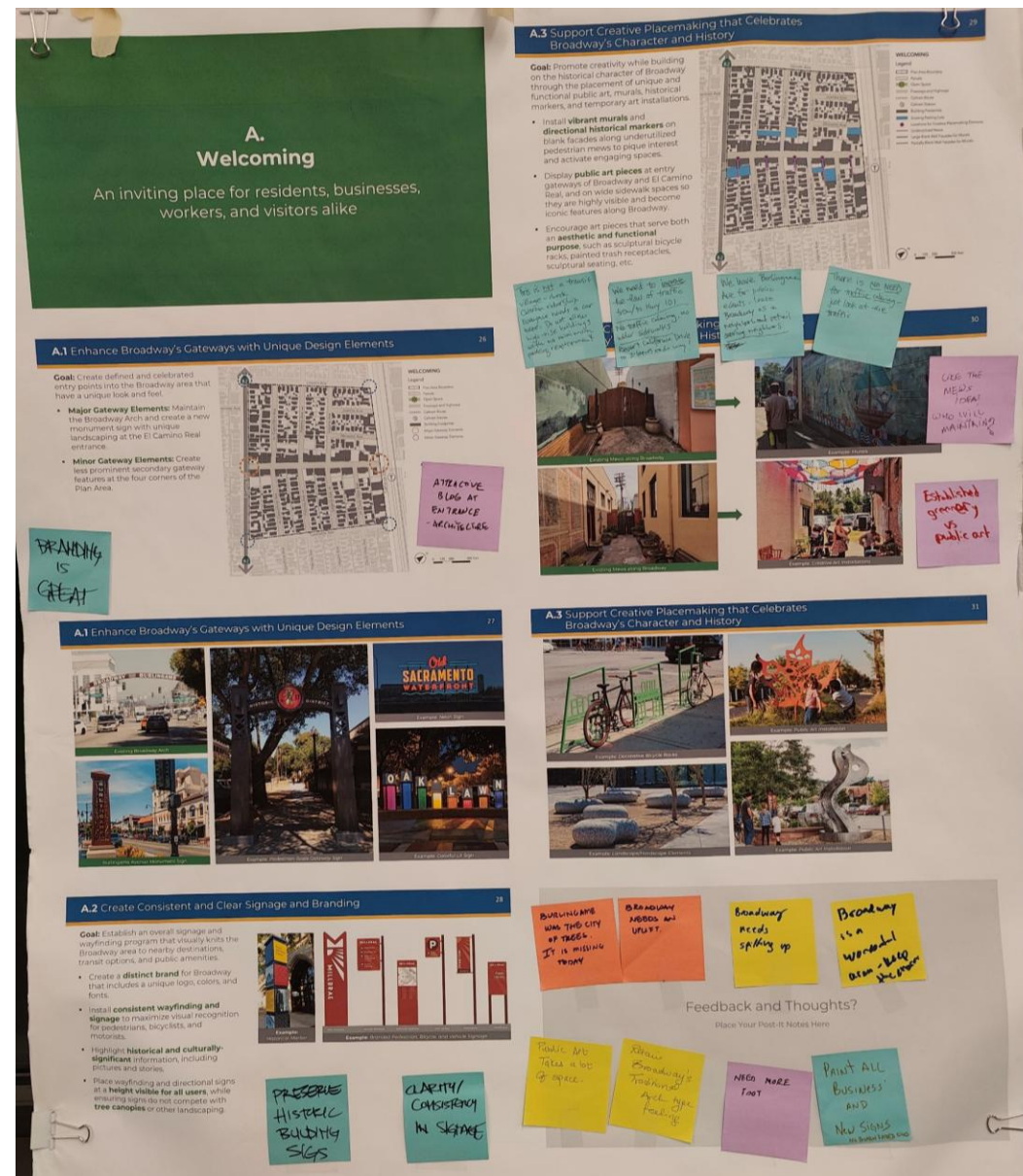
## Need for signage and gateway elements

## COMMUNITY COMMENTS

“Burlingame was the city of trees. It is missing today”

“Retain Broadway’s traditional arch type feeling”

## “Established greenery vs. public art”





## 2. Emerging Vision Framework

### B. Supportive

A destination with a mix of housing near amenities, jobs and transit

**B.1** Accommodate a range of housing types and affordabilities.

**B.2** Leverage the Broadway Station to create a transit-oriented neighborhood.

**B.3** Encourage new development to respect the unique character of the Broadway area.

**B.4** Design projects so they transition in scale when adjacent to residential.

### What we've heard from the community!

#### KEY THEMES



Concerns about the Broadway Grade Separation Project



Concerns about need for housing and building heights



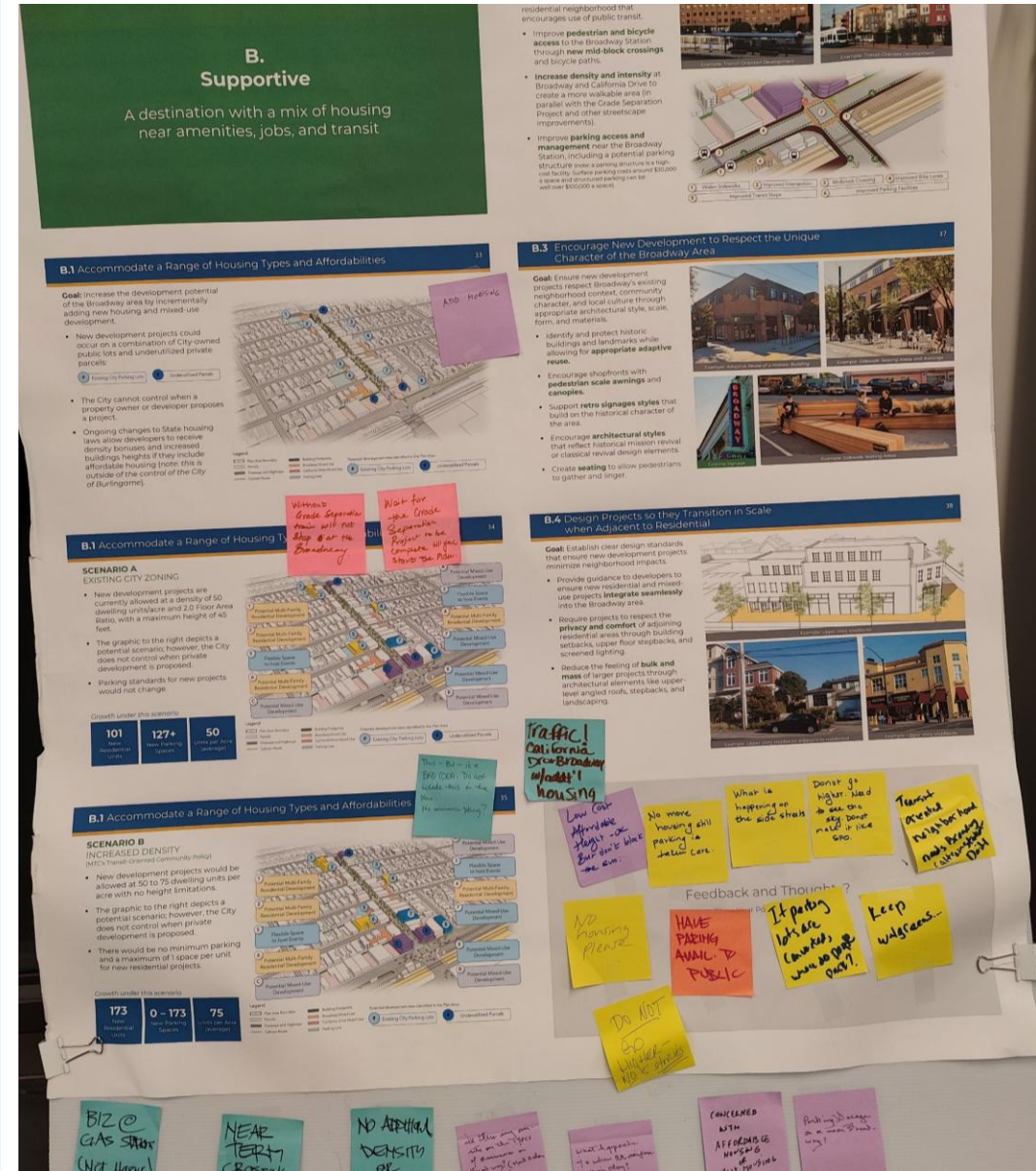
Concerns about parking availability and traffic

#### COMMUNITY COMMENTS

"Without Grade Separation, trains will not stop at the Broadway"

"If parking lots are converted, where do people park?"

"Transit Oriented neighborhood needs Broadway Caltrain Station daily"





# 2. Emerging Vision Framework

## C. Thriving

A place to grow locally-serving and dynamic businesses

- C.1** Support local businesses that provide vibrancy and community serving amenities.
- C.2** Diversify and innovate the local business experience.
- C.3** Accommodate a variety of business types.
- C.4** Support creative retail formats that promote business flexibility.

What we've heard from the community!

## KEY THEMES



Need for diverse businesses

## COMMUNITY COMMENTS

"Need a bookstore"

"More restaurants and cafes"

"Market-fresh diverse businesses"

**C. Thriving**  
A place to grow locally-serving and dynamic businesses

**C.1 Support Local Businesses that Provide Vibrancy and Community Serving Amenities**

Goal: Support local businesses that provide neighborhood services, unique local amenities, and foster connections among residents.

- Ensure **active and inviting ground floor spaces** along Broadway that support pedestrian friendly development.
- Create well-designed **public and semi-public gathering spaces** along Broadway that support local interaction and community cohesion.
- Allow small scale, temporary, and/or affordable retail spaces that allow for a range of **smaller businesses** to thrive along Broadway.

**C.2 Diversify and Innovate the Local Business Experience**

Goal: Encourage new uses and businesses by providing zoning flexibility that allows for variety of uses that contribute and enhance Broadway's economic vitality.

- Enable ground floor restaurants and retail to expand into **outdoor amenity areas** along sidewalks.
- Make storefronts **more transparent, and pedestrian scale** so they can attract and engage more people.

**C.3 Accommodate a Variety of Business Types**

Goal: Support wide variety of businesses that add vibrancy, resiliency, and diversity to Broadway.

- Encourage **temporary** pop-up events, outdoor dining, retail uses, and joint use of parking lots, underutilized parcels to activate them.
- Design **open spaces** to host **outdoor retail environments** that support indoor uses such as restaurants, cafes, artist studios, etc.

**C.4 Support Creative Retail Formats that Promote Business Flexibility**

Goal: Revitalize the local shopping experience by providing a range of allowed retail types and sizes to make shopping and dining in Broadway more accessible and appealing for residents and visitors.

- Provide **flexibility for temporary and permanent** small-scale retail, kiosks and programming.
- Mix **different kinds of shopping and entertainment experiences** into one building or space like a food store with incubation/co-working spaces.

Feedback and Thoughts?  
Place Your Post-It Notes Here

Need a bookstore

NO MORE HALL SALAD

PROPER SINGLE STORY (TWO MAX) BUSINESS ONLY

MORE RESTAURANTS & CAFES

Business that get more foot traffic

DELIVERY DROP OFF TIMES / AREA

KEEP BROADWAY AS-IS



## 2. Emerging Vision Framework

## D. Connected

A pedestrian-scale  
corridor and multi-modal  
neighborhood

- D.1** Create a comfortable and safe pedestrian environment.
- D.2** Improve bicycle circulation within the Broadway area and to surrounding areas.
- D.3** Increase local and regional transit connectivity.
- D.4** Improve parking access and efficiency.

## What we've heard from the community!

### KEY THEMES



## Concerns about the Broadway Grade Separation Project



## Concerns about pedestrian safety at intersections



## Need for wider and safer sidewalks



## Concerns about parking availability and management

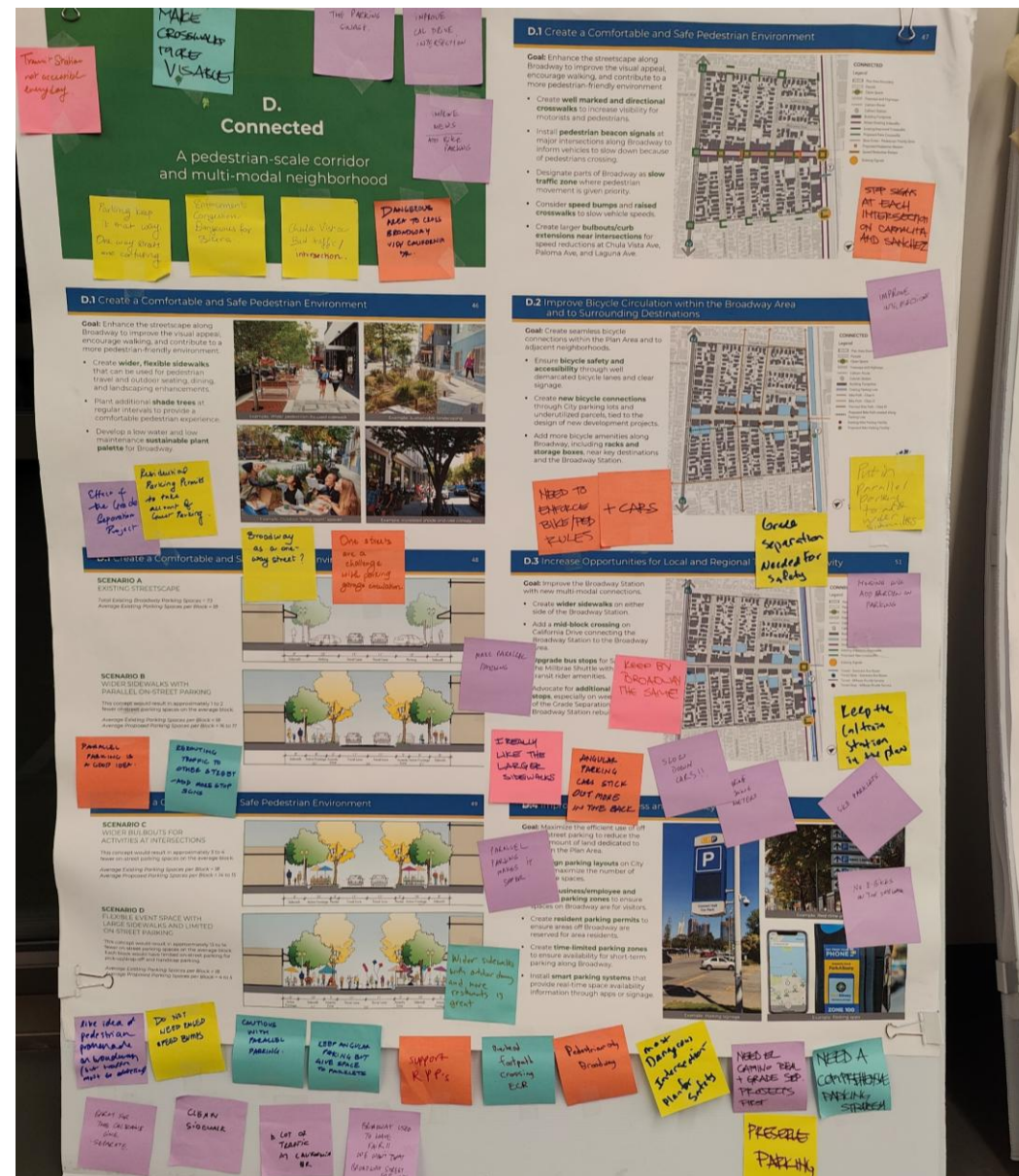
## COMMUNITY COMMENTS

"I really like the larger sidewalks"

## “Make crosswalks more visible”

## “Keep the Caltrain Station in the plan”

“Cautious with parallel parking”





# 2. Emerging Vision Framework

## E. Active

A vibrant destination with a range of spaces, activities, and events

**E.1** Encourage programmed events and celebrations along Broadway.

**E.2** Allow flexibility in the function of Broadway to host temporary community events.

**E.3** Create distinct public spaces for the community to enjoy.

**E.4** Allow opportunities for temporary retail and dining.

**E.5** Encourage private development to include public spaces.

What we've heard from the community!

## KEY THEMES



Need for flexible retail options sidewalks



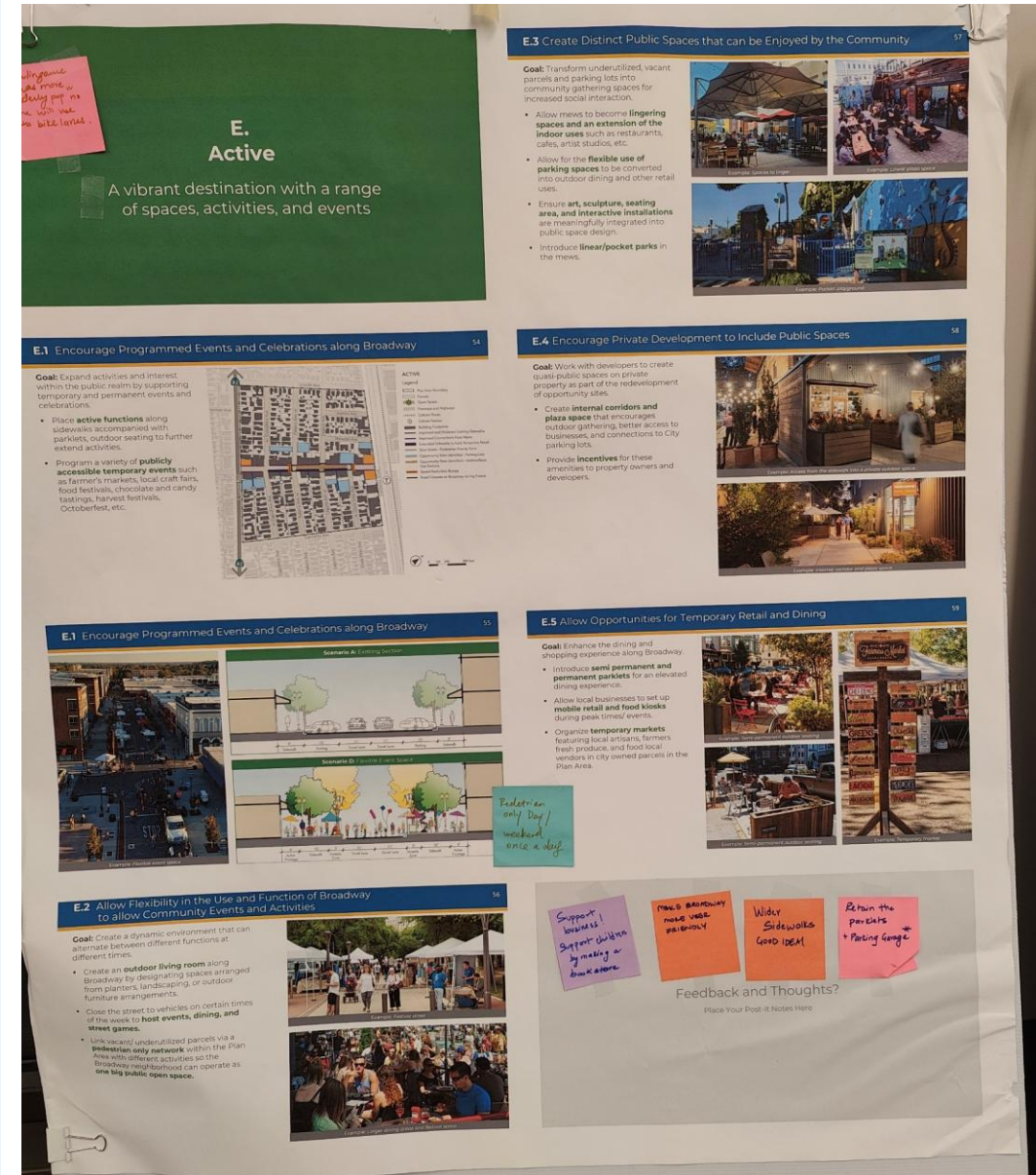
Remove sidewalk clutter

## COMMUNITY COMMENTS

“Pedestrian only day/weekend/once a week”

“Retain the parklets and add parking garage”

“Support business! Support children by making a bookstore”





# 3. Community Feedback

## BROADWAY SPECIFIC PLAN 2/24/25 PUBLIC WORKSHOP

### (A) WELCOMING

#### ART EXAMPLES

- ▶ REDWOOD CITY MURALS & ART
- ▶ JAPAN TOWN SAN JOSE

#### PROJECT NOTIFICATION

BUSINESS RESIDENTS USE WARNERS


### (B) SUPPORTIVE

- ▶ NO DEVELOPMENT UNTIL GRADE SEPARATION
- ▶ WHAT HAPPENS WHEN GAS STATIONS GO AWAY?  
"REMEDIATION"? TAKES LONG TIME 20 YRS.
- ▶ WATER TABLE HIGH
- ▶ EXTEND BOUNDARY ROWINS RD DISCUSS WITH COUNCIL
- ▶ TRAFFIC ANALYSIS REQUIRED FOR NEW DEV.
- ▶ "TOC" WILL NOT WORK IF NO STOPS ON WEEKDAYS
- ▶ HAVE "TOC"s WORKED?
- ▶ IF NOT REQD. BY HOUSING ELEMENT - ADD NO HOUSING
- ▶ NEED 2-3 PARKING SPOTS / UNIT

### (C) THRIVING

- ▶ RECOURSE BUSINESS WHEN NOT FRIENDLY
- ▶ BUSINESS NEED TO RUN WHEN UNDER DEV.?  
- BUSINESS CAN NOT STOP.

### (D) CONNECTED

- ▶ UNCERTAINTY W. CALTRAIN GRADE SEPARATION  
"DANGEROUS" INTERSECTION
- ▶ CROSSING TO ACCESS STOP 
- ▶ DO WE HAVE BIKE DATA FOR CALIFORNIA DR?
- ▶ LINCOLN NEEDS SLOW SPEED/STOP SIGNS
- ▶ USE MENUS/ALLEYS FOR BIKE FACILITIES
- ▶ OLD UTILITIES - SHUT OFF VALVE FOR EACH APARTMENT? NEED IMPROVEMENT
- ▶ PARALLEL PARKING  
WILL BE NIGHTMARE DRIVING  
PARKING ENFORCEMENT - BEHAVIOR NEED PARKING STRUCTURE
- ▶ MORE WORKFORCE LESS PARKING SPOTS
- ▶ WILL LOSE PART OF BULBOUTS WHEN CHANGED FROM ANGULAR TO PARALLEL
- ▶ USE TRAIN STATION PARKING LOT  
"LEASED BY RUC - LINCOLN CEMENTA"
- ▶ PARKING SPACE MANAGEMENT
- ▶ NEED PARKING FOR BUSINESSES
- ▶ MAKE CEMENTA SAFER & CONNECTED
- ▶ NEED PARKING FOR TRAFFIC WILL INCREASE
- ▶ THOROUGHFARE/EMERGENCY LOADING ZONE - SIDE STREETS  
CAN WE ALLOW ON BROADWAY CERTAIN HRS?
- ▶ NEED PARKING ENFORCEMENT ON NEIGHBORHOOD STREET

### (E) ACTIVE

- ▶ PARKING LOTS FOR EVENTS
- ▶ ENCORE "THEATER" - NEED EVENT SPACE  
CHALLENGE WITH PARKING
- ▶ USE COMMUNITY CENTER
- ▶ REMOVE SIDEWALK CLUTTER - SIGNAGES METERS





# 4

## Appendix A: All Community Comments



### A. Welcoming

- Established greenery vs. public art
- Burlingame was the city of trees. It is missing today
- Broadway needs an uplift
- Broadway needs spiffing up
- Broadway is a wonderful area- keep the charm
- Public art takes up a lot of space
- Retain Broadway's traditional arch type feeling
- Branding is great
- Attractive block at entrance-architecture
- This is not a transit village-check Caltrain ridership. Everyone needs a car here. Do not allow high-rise buildings with no minimum parking requirement
- We need to improve the flow of traffic from/to Hwy 10
- No traffic calming, no sidewalks
- Revert California Drive to 2 lanes each way
- We have Burlingame Ave for public events-leave Broadway as a neighborhood retail serving neighbors
- There is no need for traffic calming- just look at the traffic
- Like the mews idea. Who will maintain?
- Paint all business and new signs. No broken faded signs
- Preserve historic building signs
- Clarity/consistency in signage



### B. Supportive

- Without Grade Separation, trains will not stop at the Broadway
- Wait for the Grade Separation Project to be complete till you start the \_\_\_\_
- Low-cost affordable height-OK but don't block the sun
- No more housing till parking is taken care of
- What is happening on the side streets
- Do not go higher. Need to see the sky. Do not make it like SFO.
- Transit Oriented neighborhood needs Broadway Caltrain Station daily
- No housing please
- Have parking available to public
- If parking lots are converted, where do people park?
- Keep Walgreens
- There is plenty of housing types near Broadway already
- Add housing
- This is a bad idea. Do not include this in the plan. No minimum parking?



### B. Supportive

- Traffic! California Drive, Broadway with additional housing
- Business at the gas station, not housing
- Near term crossing safety
- No additional density or height
- What happens if and when the railroad overcrossing comes in play?
- Concerned with affordability housing or any housing
- Parking garage on or near Broadway?
- Are there any oversights on Broadway (nail or hair salons)



### C. Thriving

- Need a bookstore
- More restaurants and cafes
- Businesses that get more foot traffic
- Market-fresh diverse businesses
- Don't make more commercial
- Can't control cost of rents. "Affordability" can't be controlled
- No more nail salons
- Prefer single story (two max) business only
- Delivery drop off times/areas
- Keep Broadway as is



### D. Connected

- Stop signs at each intersection on Carmalita and Sanchez
- Effect of the Grade Separation Project
- Residential parking permits to take account of guest parking
- Broadway as a one-way street?
- One-way streets are a challenge with parking garage circulation
- Need to enforce bike/pedestrian and cars rules
- Grade separation needed for safety
- Transit Station not accessible everyday
- Parallel parking is a good idea
- Rerouting traffic to other street- add more stop signs
- I really like the larger sidewalks
- Angular parking cars stick out more in the back
- Put in parallel parking to add wider sidewalks
- Keep the Caltrain station in the plan



### D. Connected

- Like idea of pedestrian promenade on Broadway (but traffic must be addressed)
- Do not need raised speed bumps
- Cautious with parallel parking
- Keep angular parking but give space to parklets
- Support RPP's
- Overhead footpath crossing El Camino Real
- Pedestrian-only Broadway
- Most dangerous intersections-plan for safety
- Consider tram/bus to circle Burlingame Ave and Broadway transit hub. Expenses are too high
- Make crosswalks more visible
- Improving the parking signage
- Improve California Drive intersection
- Improve mews. Add bike parking
- Parking keep it that way. One way streets are confusing

### D. Connected

- Enforcement congestion dangerous for bikers
- Chula Vista-Bad traffic/intersection
- Dangerous area to cross - Broadway and California Dr intersection
- Improve intersections
- Housing will add burden on parking
- Keep Broadway the same
- Angular parking cars stick out more in the back
- Parallel parking makes it safer
- Add parking meters
- Slow down cars
- Like parklets
- No E-bikes on the sidewalk



### E. Active

- Burlingame has more elderly population, no one will use bike lanes
- Support business! Support children by making a book store
- Make Broadway more user friendly
- Wider sidewalks-good idea
- Retain the parklets and parking garage
- Pedestrian only day/weekend once a day