

3.3 PLANNING AREAS

Downtown Burlingame is divided into a series of Planning Areas, as identified in the Planning Areas Map (Figure 3-2). Upon implementation of the plan, each planning area or district will provide for a different mix of uses and intensities as described below. To allow finer grain distinctions, each area is further divided into blocks which are numbered on the map.

3.3.1 BURLINGAME AVENUE COMMERCIAL DISTRICT

The Burlingame Avenue area is the commercial and retail heart of Downtown Burlingame. Burlingame Avenue features a mixture of restaurants, national retail stores, and many locally based retailers. The eastern end of Burlingame Avenue area near the train station has a concentration of restaurants and is active during both day and evening hours, while the western end towards El Camino Real provides more retail and is less active.

Ground floor retail or personal service use is required in the Burlingame Avenue area. Office uses are allowed on the upper levels in commercial areas. Existing residential uses on upper floors may remain and be improved, but there should not be new residential uses within the Burlingame Avenue Commercial District.

3.3.2 HOWARD AVENUE MIXED USE DISTRICT

The Howard Avenue Area is the area to the south of Burlingame Avenue and consists of a mix of uses, including retail and office along Howard Avenue, and multifamily residential uses between Howard and Peninsula Avenues. Burlingame Avenue and Howard Avenue together form the “Burlingame commercial” area. Ground floor retail use is encouraged, and housing is allowed on the upper levels above commercial uses. The interceding side streets--Lorton Avenue, Park Road, Primrose Road and Highland Avenue--will act as connector streets with the commercial uses along those streets strengthening the relationship between Burlingame Avenue and Howard Avenue.

3.3.3 CHAPIN AVENUE AREA

The Chapin Avenue area consists of properties on either side of Chapin Avenue and is bounded by Primrose Road to its east and El Camino Real to its west. Chapin Avenue is characterized by a concentration of financial and real estate offices. Office uses are allowed on the ground floor of the Chapin Avenue area.

3.3.4 DONNELLY AVENUE AREA

The Donnelly Avenue area consists of properties on either side of Donnelly Avenue between Primrose Road and Lorton Avenue. Ground floor retail use is allowed but not required. Existing residential uses may remain and be improved, but new residential uses are not allowed, except that new residential uses may be allowed above the first floor and only on properties located north of Donnelly Avenue that have sole frontage on Donnelly Avenue.

3.3.5 CALIFORNIA DRIVE MIXED USE DISTRICT

The Auto Row area is the area along California Drive between Burlingame and Peninsula Avenues. Automobile-related uses dominate in this area. Auto showrooms, hotel or retail uses are permitted on the ground floor, and housing, offices or hotel uses can be allowed on upper floors. Non-auto uses should be carefully considered to ensure compatibility with the area's traditional focus on automobile businesses; retail, personal and business services, and hotels require a conditional use permit, as do commercial uses greater than 5,000 square feet.

3.3.6 NORTH CALIFORNIA DRIVE COMMERCIAL DISTRICT

The North California Drive Commercial District is the area along the west side of California Drive north of Bellevue Avenue to Oak Grove Avenue. Service Commercial uses dominate in this area. Retail or hotel uses are permitted on the ground floor whereas offices or hotel uses can be allowed on upper floors.