

REZONING PROJECT PROFILE

Creating High Density Housing in a Light Industrial Zone

LOCATION: Burlingame, San Mateo County

YEAR: Specific Plan adopted in 2023

DENSITY: 30-70 DUA max, depending on development tier

PROJECT COST: General Plan & Zoning Code Update had a budget of \$1,320,281. North Rollins Specific Plan had a budget of \$292,305.

PROJECT DURATION: Specific Plan anticipated to take two years. Ended up taking nearly four years.

PARKING: one space for studio or one-bedroom units; 1.5 spaces for two-bedroom units; two spaces for three- or more bedroom units; 0.75 spaces for micro units. No additional guest parking spaces are required.

TOC RELEVANCE: [Tier II area](#), however developed before TOC guidelines were released.

PROJECT GOALS

In the late 2010s, a light industrial zone near a multi-modal transit station was rezoned to allow mixed use and multi-family housing (North Rollins Road Specific Plan). As of 2024, three multi-family developments are in the pipeline.

BACKGROUND

In early 2019 Burlingame approved a general plan update that called for increasing residential density in two neighborhoods with limited or no current housing. The North Rollins Specific Plan was drafted to guide the development of the North Rollins neighborhood from its current use of light industrial to an envisioned new neighborhood with light industrial, multi-family housing and live-work spaces.

The Specific Plan includes multiple elements, including an open space plan, streetscapes, design guidelines (non-mandatory for housing projects), objective design standards and community benefits. A new zoning district, RRMU, was created for the plan area.



recreate NORTH ROLLINS SPECIFIC PLAN

STARTING WITH:

- Light industrial
- Near public transit
- Near highways
- No residential allowed
- 0 DUA

GOING TO:

- Mixed-use and live-work units
- Multi-family residential
- Continued light industrial
- Better connections with public transit
- Max 70 DUA

HOW IT HAPPENED

The North Rollins neighborhood was a natural candidate for more housing, with the Millbrae BART and Caltrain station only two blocks from the neighborhood's northern border. Access to highway 101 is similarly only a couple of blocks away and SFO is only a five-minute drive away. Existing businesses generally did not object to the new vision for the area, which included retaining light industrial as a permitted use. With no current residents in the neighborhood, opposition from Burlingame residents was minimal as well.

PROJECT TEAM

BURLINGAME STAFF: Ruben Hurin, rhurin@burlingame.org or Joseph Sanfilippo, jsanfilippo@burlingame.org

GENERAL PLAN UPDATE: MIG, Dan Amsden damsden@migcom.com

ROLLINS SPECIFIC AREA PLAN:

Rincon Consultants, KTG, Gates + Associates, Kimley Horn

REZONING: Primarily done by staff with assistance from MIG

COMMUNITY ADVISORY COMMITTEE AND TECHNICAL ADVISORY COMMITTEE: [Committee members listed here](#)

WHAT'S HAPPENING NOW

As of June 2024, three multi-family developments have been approved, totaling 987 units. Two of the approved projects are currently under construction, which will soon provide 685 units. Housing developers are still interested. New light industrial development has been minimal.

AVAILABLE RESOURCES



[Project website](#) (includes presentation slides and community engagement materials)

[Specific plan](#)

[Zoning ordinance](#) (search RRMU)

[Resolution adopting specific plan](#)

[Resolution EIR](#)

[Staff report](#)

[RFP](#)

[Gantt chart project timeline](#)

[Zoning Map](#)



KEY LESSONS

“Community engagement is key for any plan, especially one that dramatically alters the zoning. Burlingame used a Community Advisory Committee (CAC) to solicit deeper feedback on design alternatives prior to community workshops, and a Technical Advisory Committee (TAC) to coordinate other City department considerations for the new plan. This model worked well and staff is using the CAC/TAC model for the ongoing Broadway Specific Plan.”

Joseph Sanfilippo, Economic Development & Housing Specialist