



PROJECT LOCATION
1405 Burlingame Avenue

City of Burlingame

Commercial Design Review

Item No. 9d
Design Review Study

Address: 1405 Burlingame Avenue

Meeting Date: May 11, 2015

Request: Application for Commercial Design Review for changes to the front façade of an existing commercial storefront.

Applicant and Designer: Jovis Hung

APN: 029-201-110

Designer: Matt Bradley, Oculus Inc.

Lot Area: 3,750 SF

Property Owner: On The Avenue LLC

Zoning: BAC

General Plan: Burlingame Downtown Specific Plan: Burlingame Avenue Commercial District

Current Use: Fringe Salon, personal service use.

Proposed Use: Swarovski, retail of crystal product collections.

Allowable Use: Retail is a permitted use.

Summary: The applicant is proposing to replace an existing personal service business, Fringe Salon, with a new retail use, Swarovski, at 1405 Burlingame Avenue, zoned BAC. This application includes changes to the exterior facade of the commercial storefront along Burlingame Avenue, which measures 14'-3" in width. The existing painted wood entry door, aluminum framed windows, stucco/plaster base and aluminum sign band would be removed. The existing painted wood framed clerestory windows and decorative architectural elements above the clerestory windows would remain.

The proposed application consists of installing a new aluminum framed storefront window and door system below the existing clerestory windows. The existing angled recessed entry would be changed to a rectangular recessed entry and its depth would be reduced from 6'-6" to 3'-0". A new painted metal sign band is proposed between the bottom the clerestory windows and top of new storefront entry.

Retail uses located on the first floor within the parking sector of the Burlingame Downtown Specific Plan shall be exempt from providing off-street parking (CS 25.70.090 (a)). Therefore, no additional off-street parking is required for the proposed retail business. The following application is required:

- Commercial Design Review for changes to the front façade of an existing commercial storefront in the BAC Zoning District (CS 25.32.045).

Staff comments: See attached memos from the Building, Engineering, Fire and Stormwater Divisions.

Design Review Criteria: The criteria for Commercial Design Review as established in Ordinance No. 1652 adopted by the Council on April 16, 2001 are outlined as follows:

1. Support of the pattern of diverse architectural styles that characterize the city's commercial areas;
2. Respect and promotion of pedestrian activity by placement of buildings to maximize commercial use of the street frontage, off-street public spaces, and by locating parking so that it does not dominate street frontages;
3. On visually prominent and gateway sites, whether the design fits the site and is compatible with the surrounding development;

4. Compatibility of the architecture with the mass, bulk, scale, and existing materials of existing development and compatibility with transitions where changes in land use occur nearby;
5. Architectural design consistency by using a single architectural style on the site that is consistent among primary elements of the structure, restores or retains existing or significant original architectural features, and is compatible in mass and bulk with other structure in the immediate area; and
6. Provision of site features such as fencing, landscaping, and pedestrian circulation that enriches the existing opportunities of the commercial neighborhood.

Ruben Hurin
Senior Planner

- c. Matt Bradley, designer
Jovis Hung, applicant

Attachments:

Application to the Planning Commission
Photographs of Neighborhood
Staff Comments
Notice of Public Hearing – Mailed May 1, 2015
Aerial Photo