



**PROJECT LOCATION**  
1232 Burlingame Avenue

# City of Burlingame

Commercial Design Review

Item No. 8b  
Regular Action Item

**Address:** 1232 Burlingame Avenue

**Meeting Date:** September 9, 2019

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

**Applicant and Property Owner:** Keil Sonoma Corporation

**APN:** 029-152-160

**Architect:** Thomas A. Pirtle III, DTMArchitect

**Lot Area:** 9,572 SF

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

**Zoning:** BAC

**Current Use:** Vacant, previously J. Crew (retail use)

**Proposed Use:** Madewell (retail use)

**Allowable Use:** Retail use is permitted.

**Environmental Review Status:** The project is Categorically Exempt from review pursuant to the California Environmental Quality Act (CEQA), per Section 15301 - Existing facilities, Class 1(a) of the CEQA Guidelines, which states that interior or exterior alterations involving such things as interior partitions, plumbing, and electrical conveyances are exempt from environmental review.

**Summary:** The applicant is proposing to replace an existing vacant retail space with a new retail use, Madewell (clothing store), at 1232 Burlingame Avenue, zoned BAC. The existing building contains two tenant spaces; Madewell will occupy the tenant space at the left half of the building. The tenant space at the right half of the building is currently vacant. Previously, both tenant spaces were merged and utilized as one tenant space for J. Crew (clothing store).

This application includes changes to the exterior facade of the commercial storefront along Burlingame Avenue, which measures 27'-8" in width. At the front of the building, the existing glass storefront system and a portion of the façade on the right side will be removed. The wood trim above the existing storefront will also be removed. There are no changes proposed at the rear of the building.

The proposed front facade consists of stucco siding, a new aluminum and glass storefront system, a recessed entry, and aluminum and glass entry doors with stainless steel kick plates. Above the new storefront windows on either side of the recessed entry, the applicant is proposing fluted glass bands with aluminum trim to match the storefront system below. The proposed storefront will also incorporate a new fabric awning.

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)). With this application, there is no intensification of uses proposed on the ground level. 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:** Planning staff would note that because of the nature of the request and that the improvements are for a building which has been vacant for some time, it was determined that this request could be brought forward directly as a Regular Action Item. However, if the Commission feels there is a need for more discussion, this item may be placed on a future action calendar for a second review and/or public hearing with direction to the applicant.

**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.

**Suggested Findings for Design Review:** That the new aluminum framed storefront window and door system, fluted glass above the storefront, rectangular recessed entry, stucco siding, and fabric awning is consistent with the pattern of diverse architectural styles that characterize the city's commercial areas; that the proposed storefront promotes pedestrian activity by allowing views directly into the business; that the proposed storefront improvements are consistent with the architectural style and mass and bulk with other structures by using stucco siding and an aluminum and glass storefront system on the ground floor, the project may be found to be compatible with the requirements of the City's five design review criteria.

**Planning Commission Action:** The Planning Commission should conduct a public hearing on the application, and consider public testimony and the analysis contained within the staff report. Action should include specific findings supporting the Planning Commission's decision, and should be affirmed by resolution of the Planning Commission. The reasons for any action should be stated clearly for the record. At the public hearing the following conditions should be considered:

1. that the project shall be built as shown on the plans submitted to the Planning Division date stamped August 26, 2019, sheets T-1.0, T-1.1, D-1.0, A-1.0 through A-3.1;
2. that any changes to the size or envelope of the building, which would include changing or adding exterior walls or parapet walls, shall require an amendment to this permit;
3. that any changes to building materials, exterior finishes, windows, architectural features, roof height or pitch, and amount or type of hardscape materials shall be subject to Planning Division or Planning Commission review (FYI or amendment to be determined by Planning staff);
4. that demolition or removal of the existing structures and any grading or earth moving on the site shall not occur until a building permit has been issued and such site work shall be required to comply with all the regulations of the Bay Area Air Quality Management District;
5. that prior to issuance of a building permit for construction of the project, the project construction plans shall be modified to include a cover sheet listing all conditions of approval adopted by the

Planning Commission, or City Council on appeal; which shall remain a part of all sets of approved plans throughout the construction process. Compliance with all conditions of approval is required; the conditions of approval shall not be modified or changed without the approval of the Planning Commission, or City Council on appeal;

6. that the project shall comply with the Construction and Demolition Debris Recycling Ordinance which requires affected demolition, new construction and alteration projects to submit a Waste Reduction plan and meet recycling requirements; any partial or full demolition of a structure, interior or exterior, shall require a demolition permit;
7. that the applicant shall comply with Ordinance 1503, the City of Burlingame Storm Water Management and Discharge Control Ordinance;
8. that the project shall meet all the requirements of the California Building and Uniform Fire Codes, in effect at the time of building permit submittal, as amended by the City of Burlingame;

**THE FOLLOWING CONDITIONS SHALL BE MET DURING THE BUILDING INSPECTION PROCESS PRIOR TO THE INSPECTIONS NOTED IN EACH CONDITION:**

9. that prior to scheduling the framing inspection, the project architect, engineer or other licensed professional shall provide architectural certification that the architectural details such as window locations and bays are built as shown on the approved plans; if there is no licensed professional involved in the project, the property owner or contractor shall provide the certification under penalty of perjury. Certifications shall be submitted to the Building Department; and
10. that prior to final inspection, Planning Division staff will inspect and note compliance of the architectural details (trim materials, window type, etc.) to verify that the project has been built according to the approved Planning and Building plans.

'Amelia Kolokihakaufisi  
Associate Planner

c. Keil Sonoma Corporation, applicant and property owner

Attachments:

Application to the Planning Commission  
Planning Commission Resolution (Proposed)  
Notice of Public Hearing – Mailed August 30, 2019  
Area Map