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## CITY OF BURLINGAME PLANNING COMMISSION STAFF REPORT

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<b>Agenda Item: 7b</b>	<b>Hearing Date:</b> August 25, 2025
Project No.	MSP25-0004
Applicant	Mardeen Gordon
Designer	Dustin Passalapi, Corporate Signs
Property Owner	PPF/AHP OFF 1720 El Camino Real Owner, LP
Staff	Brittany Xiao, Assistant Planner
Location	1720 El Camino Real APN: 025-161-090
General Plan Designation	North Burlingame Mixed-Use
Zoning	NBMU (North Burlingame Mixed-Use)
Lot Area	3.72 acres

### PROJECT DESCRIPTION

Review of an application for Master Sign Program for a new wall sign above the first story on an existing commercial building.

### RECOMMENDATION

Staff recommends the Planning Commission, by resolution, approve the Master Sign Program as conditioned.

### BACKGROUND

The applicant is requesting approval of a Master Sign Program for a new wall sign (34 SF) on the El Camino Real frontage, located on the third story of an existing 3-story medical office building. The proposed non-illuminated wall sign would consist of 1-1/2 inch deep fabricated and painted aluminum letters and would be stud-mounted to the building wall. Please refer to Table 1 on the following page for more detailed information. There is one existing wall sign (31 SF) on the El Camino Real frontage which is to remain (the existing window sign is exempt).

The applicant is requesting the following application:

- Master Sign Program for deviations from the following sign regulations:
  - New wall sign above the first story on an existing commercial building along the El Camino Real frontage (Code Section 25.42.060. C.); and
  - Number of signs above the first story on the El Camino frontage (2 signs total (one existing and one new), where one sign is allowed) (Code Section 25.42.060.C.4.).

### ANALYSIS

Staff reviewed the proposed wall sign and confirmed that it complies with the measurable criteria listed below. In addition, staff believes that the size and design of the proposed wall sign is consistent with the existing wall sign, is compatible with the architectural style of the building, and is in proportion to the building façade along El Camino Real.

## Master Sign Program

A Master Sign Program is required for signs located above the first story of a building in cases where regulations for upper floor signs are not specifically stated. A Master Sign Program provides a means for the flexible application of sign regulations for projects that require multiple signs and/or unique signs, such as placement of signs above the first story of a building. Proposed signs included with a Master Sign Program request shall comply with the following:

1. The placement of any such sign shall not obscure any building or window trim or any architectural feature of the building.
2. The sign shape and design shall be compatible with the architectural style of the building on which it is placed.
3. The sign size shall be in proportion to façade portion on which it is placed.
4. No more than one sign shall be placed on any building frontage.
5. The total area of all signage on any one frontage shall be 1.0 square foot of sign area per 1.0 lineal foot of building frontage, with no sign permitted to be larger than 60 square feet.
6. Any proposed deviation from subsection 1 through 5 above, except for total allowed sign area, may be considered by the responsible Review Authority upon demonstration by the applicant that the deviation will create a superior design result.

Table 1 below compares the proposed wall sign to the sign code regulations for the NBMU zoning district.

**Table 1: Project Information**  
**El Camino Drive Frontage (327 feet linear building frontage)**

	Size/Area	Height	Number
Existing: Wall Sign (Stanford Children's Health and logo)	31 SF (2'-6" x 12'-3")	3 <sup>rd</sup> floor	1
Proposed: Wall Sign (Sutter Health and logo)	34 SF (2'-6" x 13'-9")	3 <sup>rd</sup> floor <sup>1</sup>	1
<b>Total:</b>	<b>65 SF</b>	<b>3<sup>rd</sup> floor</b>	<b>2 <sup>1</sup></b>
<i>Maximum Signage Allowed</i>	<i>100 SF (1.5 SF per lineal foot of tenant frontage or 100 SF maximum) (no single sign &gt;60 SF above first story)</i>	<i>Master Sign Program required for signs above first story</i>	<i>2 (per frontage)</i>

<sup>1</sup> Master Sign Program required for proposed sign above the first story of the building and for number of signs above the first story.

### **Environmental Review**

The project is Categorically Exempt from review pursuant to the California Environmental Quality Act (CEQA), per Section 15311 (a), which states that construction or placement of minor structures accessory to (appurtenant to) existing commercial, industrial, or institutional facilities, including but not limited to on-premise signs, is exempt from environmental review.

### **Attachments:**

Area Map  
Resolution  
Proposed Plans dated July 15, 2025