

6 DESIGN GUIDELINES

This chapter contains design guidelines that will lead the character of new development in the North Burlingame/Rollins Road Specific Plan area. The design guidelines should be used to guide achievement of the vision and goals of the Specific Plan as presented in other chapters. The design guidelines are not intended to be directive but to establish the guiding principles for determining good design to effectively implement the goals and policies, as well as land use decisions, of the North Burlingame/Rollins Road Specific Plan.

The design guidelines aim to:

- ◆ Provide property owners and developers with clear direction about what type and quality of development the city desires and expects in the North Burlingame/Rollins Road Specific Planning area.
- ◆ Provide a set of guiding design principles for public officials, developers, designers and the community to use which are sensitive to the conditions of each subarea of the planning area.
- ◆ Give the City of Burlingame tools to evaluate and guide project design.
- ◆ Make sure design takes into account the “tree city” image of Burlingame.

The guidelines have been developed for the Specific Plan area based on two subareas, the El Camino Real North area and the Rollins Road area. The districts, the boundaries for which are shown in Figure 6-1, were drawn based on the character of the streets and the nature of the development in each of the districts, as envisioned by this Specific Plan.

A. Design Standards for All Areas

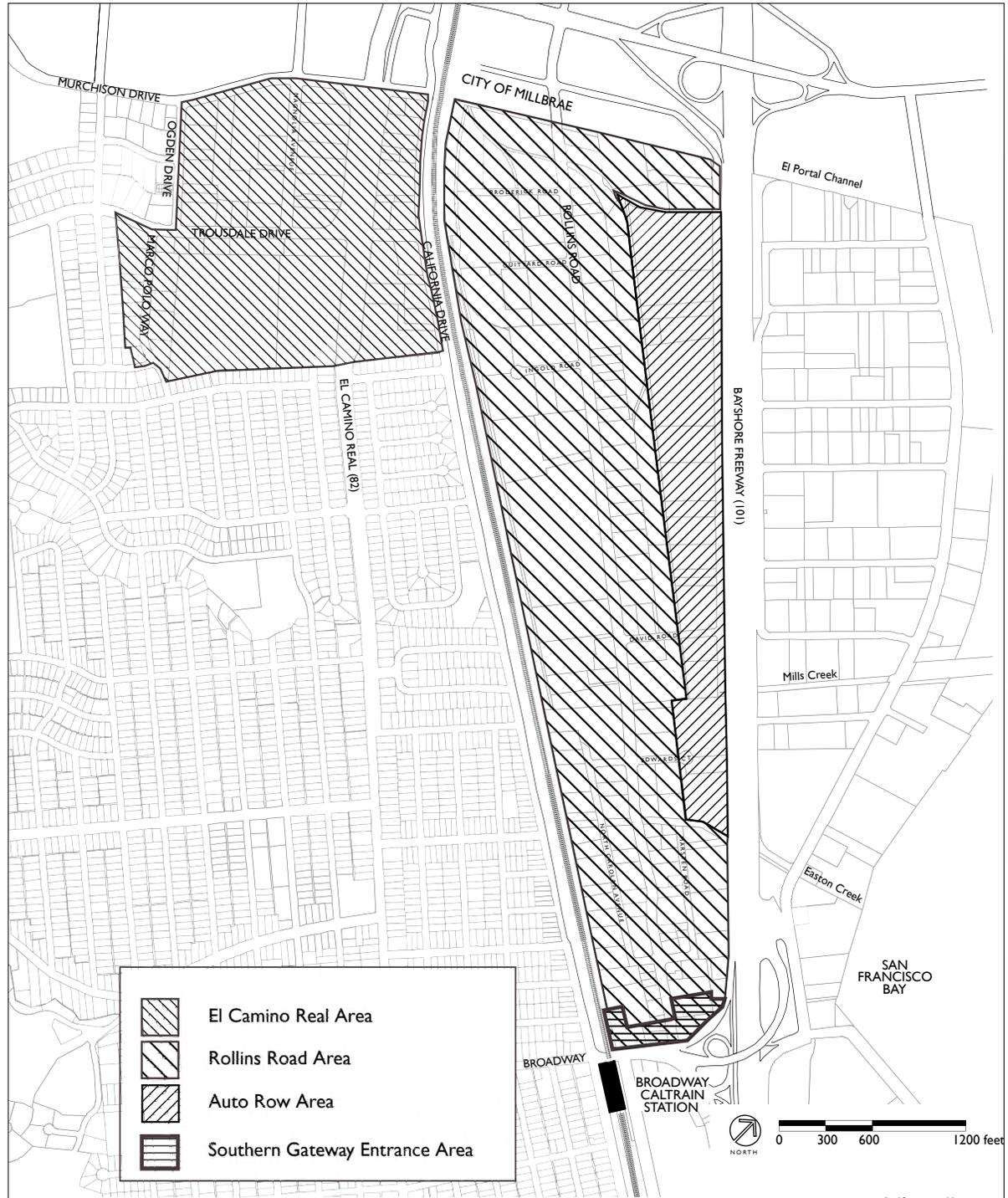
Streets that are successful for multiple users, such as vehicles, bicycles and pedestrians, can

often be thought of as outdoor rooms. The sides of these outdoor rooms are the buildings that enfront the streets. This section defines the characteristics of development which forms and shapes the pedestrian and public realm of the principal streets in the Specific Plan area.

The Specific Plan includes guidelines for the following:

- ◆ **Build-to Lines**, or the specific distance that new development should maintain between the sidewalk and the front façade.
- ◆ **Minimum Building Heights**, so that new development will create appropriately-scaled building frontages specific to the scale and use of particular streets and foster greater pedestrian activity.
- ◆ **Maximum Building Heights**, so that new development will be consistent with zoning requirements and airport-related height constraints.
- ◆ **Minimum Percentage Frontage**, which gives direction for the minimum amount of a new building's façade that should be placed at the Build-to Line.

Figure 6-1.
Design
Guideline
Areas



1. Build-to Lines

New buildings in the Specific Plan area should be consistent with the Build-to Lines as mapped and specified in Figure 6-2. The Build-to Line suggests a setback that, together with specifications contained in Section A.4, Minimum Percentage Frontage, can define the space between the sidewalk and the front façade of a building. Corner parcels fronting onto streets with differing build-to standards should be built so that each façade is consistent along the street which it faces. It should be noted that build-to lines are suggested for all street frontages in the Specific Plan area except California Drive, where a standard setback is used in order to visually open up the pedestrian experience as people travel to the Intermodal Transit Station in Millbrae.

2. Minimum Building Heights

To create an appropriate street wall, new buildings in the Specific Plan area should conform to the minimum height standards mapped and specified in Figure 6-3. Corner parcels fronting onto streets where two standards meet may have the higher allowed building height wrap around the corner onto the street where the lower building height is otherwise suggested. Where no specific guidance on height is recommended on the map for minimum building height, new construction should conform to zoning regulations.

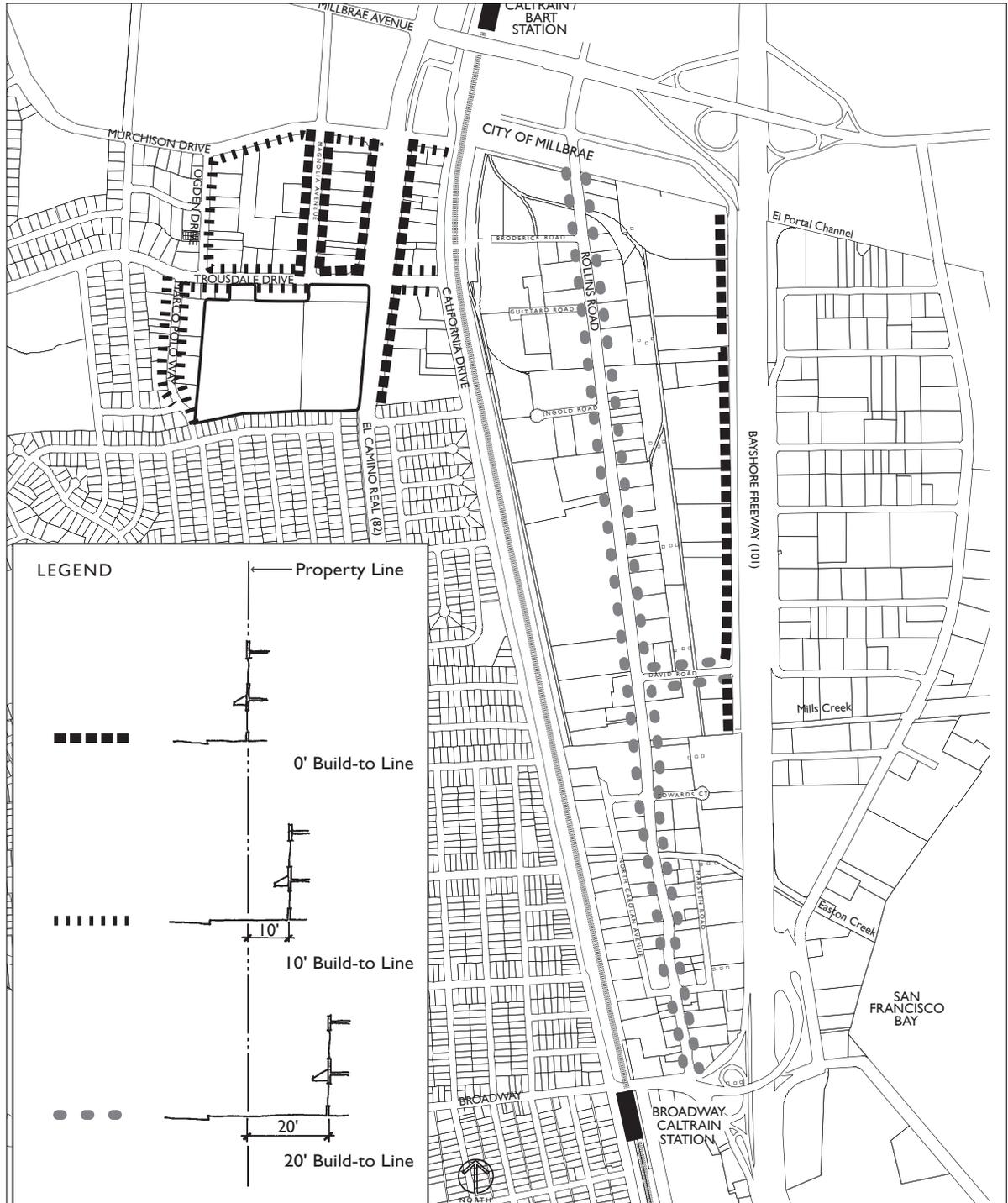
3. Maximum Building Heights

New buildings in the Specific Plan area should be consistent with the maximum height standards mapped and specified in Figure 6-4. Corner parcels fronting onto streets where two standards meet may have the higher maximum building height wrap around the corner onto the street where the lower maximum building height is otherwise suggested. Where no specific guidance is recommended for maximum building heights, new construction should be consistent with zoning regulations and airport-related height constraints.

4. Minimum Percent Frontage

To establish a definable “street wall”, new buildings in the Specific Plan area should have a minimum percentage of their frontages built to the Build-to Line as shown in Figure 6-5. The range of specifications in this standard reflect the nature of development that is expected and the character of the street on which the development will occur. The Minimum Percentage Frontage standards, together with the Build-to Lines, can shape the public realm and pedestrian experience on streets in the Specific Plan area. Corner parcels fronting onto streets with differing standards should be built so that each façade conforms to the standard for the street that it faces. Where no specific guidance is recommended on the map for minimum percent frontage or where there is no build-to line established, new construction should be consistent with zoning regulations.

Figure 6-2.
Build-to Lines



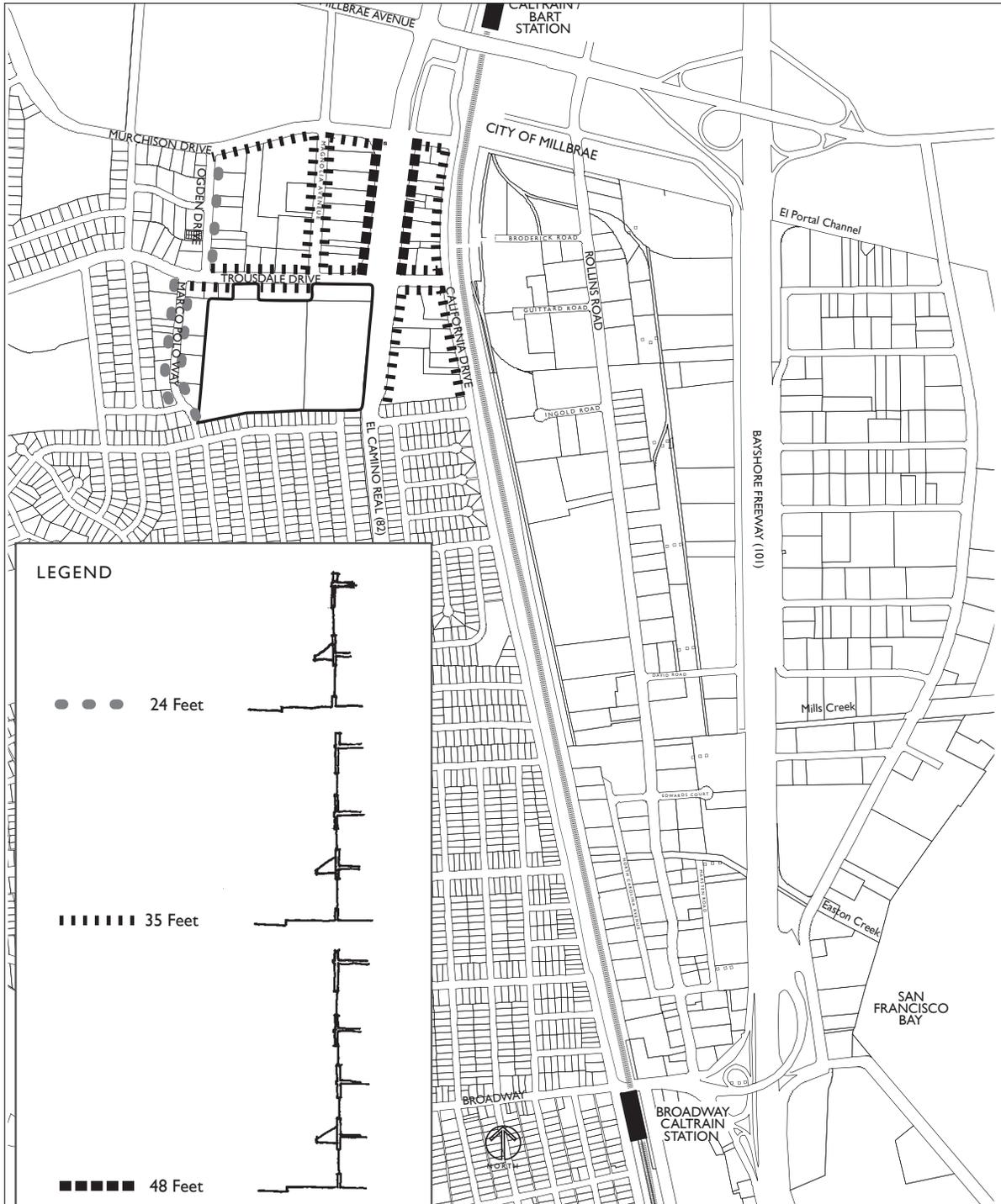


Figure 6-3. Minimum Building Heights

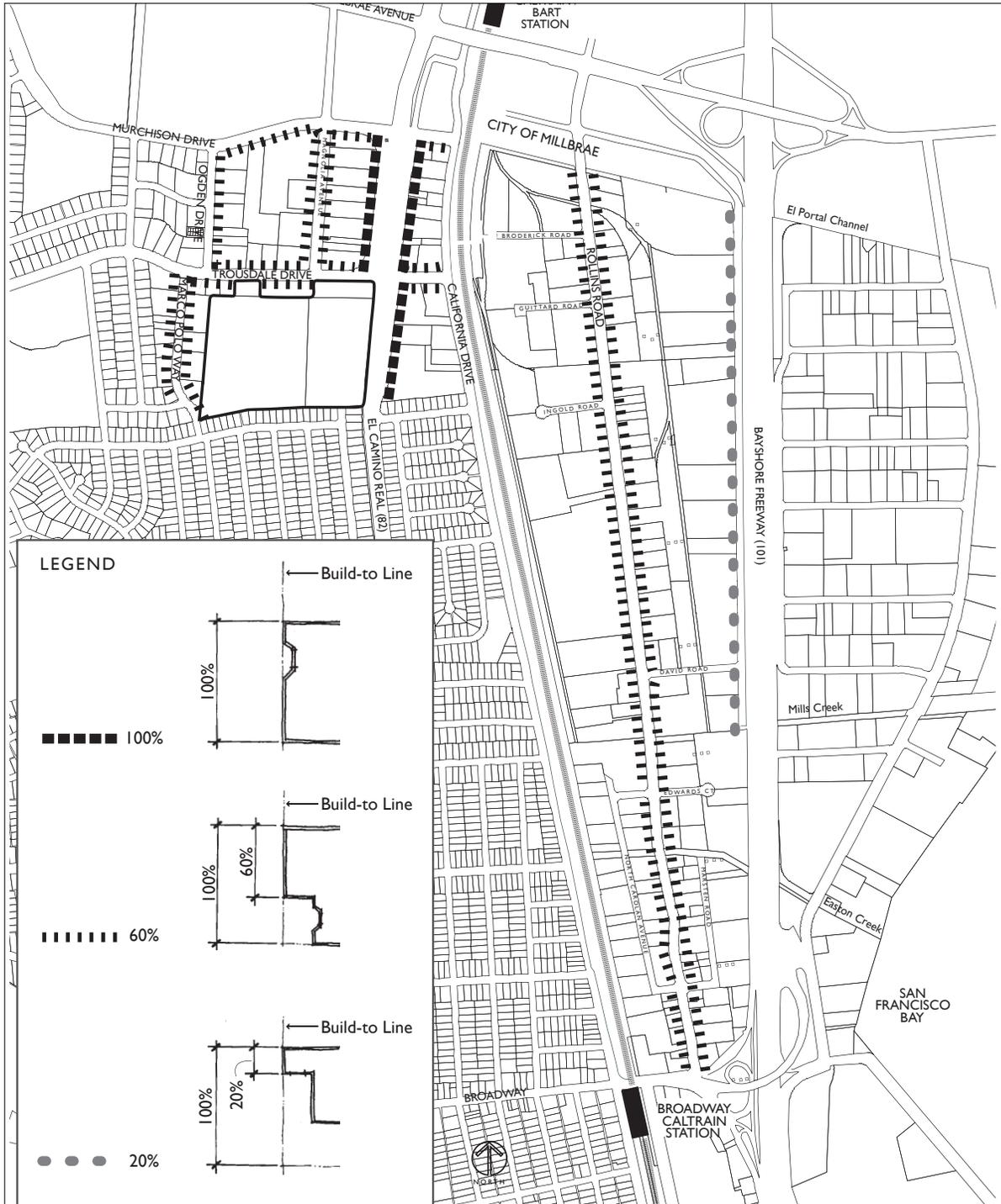


Figure 6-5. Minimum Parcel Frontage

B. El Camino Real North Area

This section includes guidelines and standards for specific design and development conditions for buildings in the El Camino Real North area, the boundaries for which are shown in Figure 6-1.

1. Mills Peninsula Hospital Site

The Mills Peninsula Hospital site has unique physical characteristics and is a transition parcel between the single-family residential neighborhood to the west and the rest of the El Camino Real North area. Therefore, a special set of design guidelines apply to this site.

a. Setbacks

Because of the importance of the open space along the El Camino Real frontage and the visual connection to the northern gateway into Burlingame, the reconstruction of the hospital is not subject to the same setback and build-to provisions applied to the rest of El Camino Real and Trousdale Drive. An average setback of 75 feet along El Camino Real with a minimum of 20 feet for any structure, and an average setback of 65 feet along Trousdale Drive with a minimum of 20 feet for any structure, should provide a minimum of 3 acres of open space along El Camino Real, including the pedestrian area along the southerly property line adjacent to residences along Davis Drive.

b. Building Heights

As a gateway statement and to allow for more landscaped open space, the hospital and related structures may be built to a maximum height of 140 feet, measured from the El Camino Real curb line, subject to approval by the FAA for aviation clearance.

c. Building Rhythm, Façade and Entrance

Since the hospital and related office building will be set back from the street, the rhythm of the façade may incorporate larger-scale components in keeping with the building's size and height. The ground floor height should be consistent with the floor heights for the rest of the building and should be proportioned to the building's size and height. Entries to the hospital and office building should be oriented toward the street to the extent feasible; where buildings do not have a direct entry from the street, there should be clearly marked pedestrian and vehicular access points to the entrance.

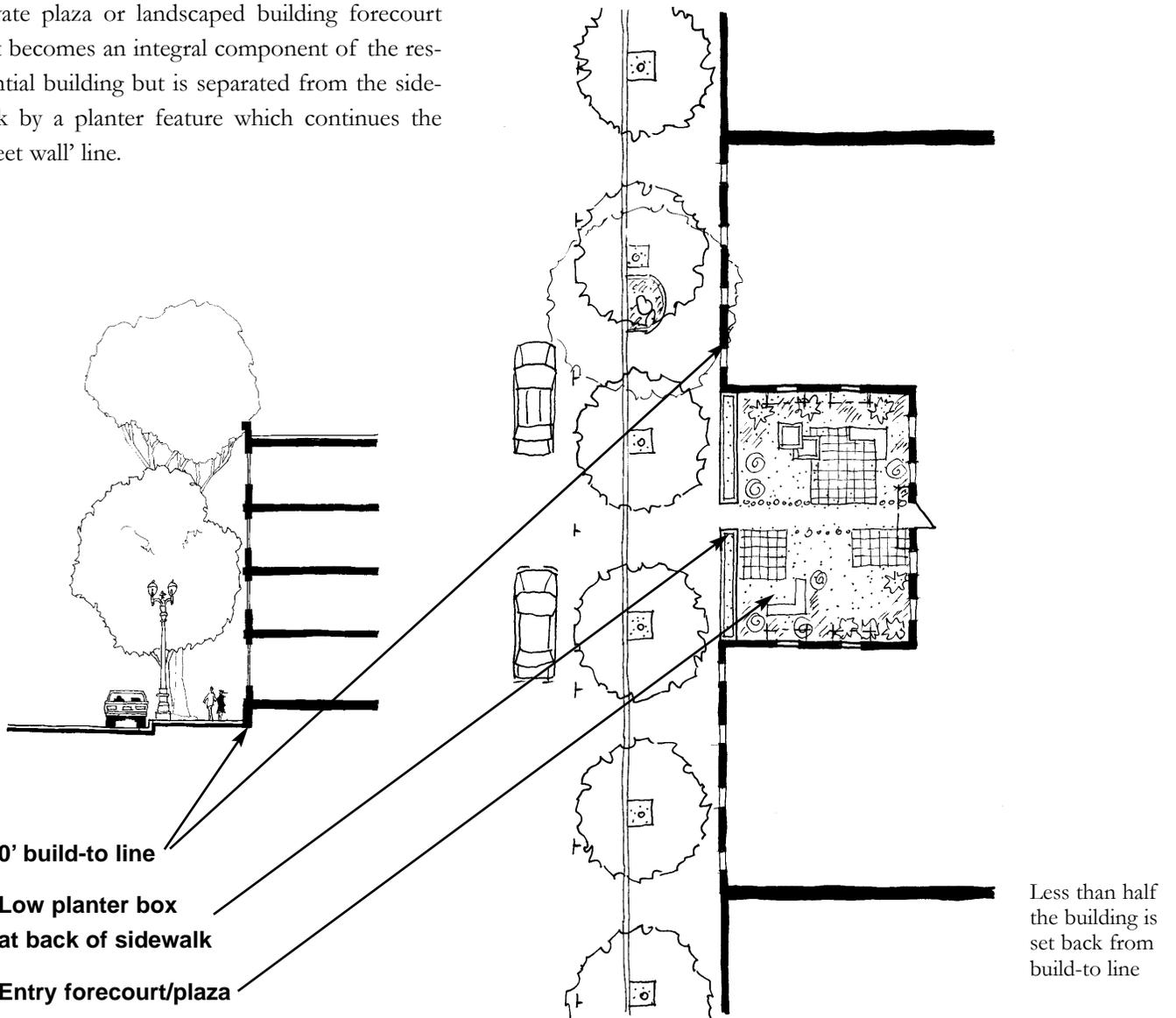
2. Residential Use on El Camino Real

Portions of projects built on El Camino Real that are purely residential developments can be set back up to 15 feet from the Build-to Line. However, careful design consideration should be given to the treatment at the back edge of the El Camino Real sidewalk so that a consistent street wall can be maintained along the sidewalk. Illustrations on the following three pages give examples for how residential projects can be implemented with different build-to lines and percentage of street frontage requirements:

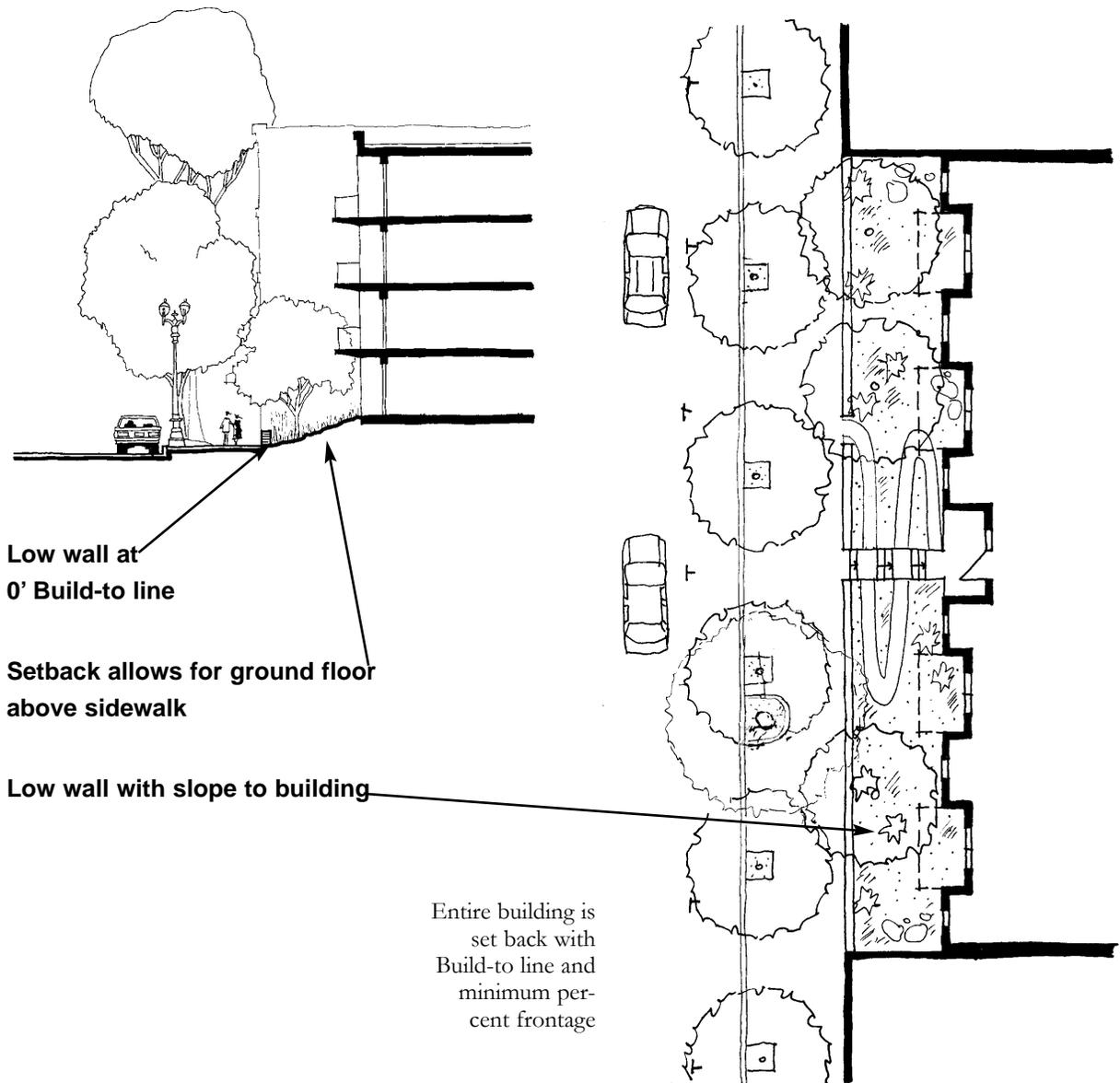
3. Front Setback Areas

Except for driveways, all areas between the sidewalk and the front façades of buildings should be adequately designed and maintained, including installation of an irrigation system for planted areas.

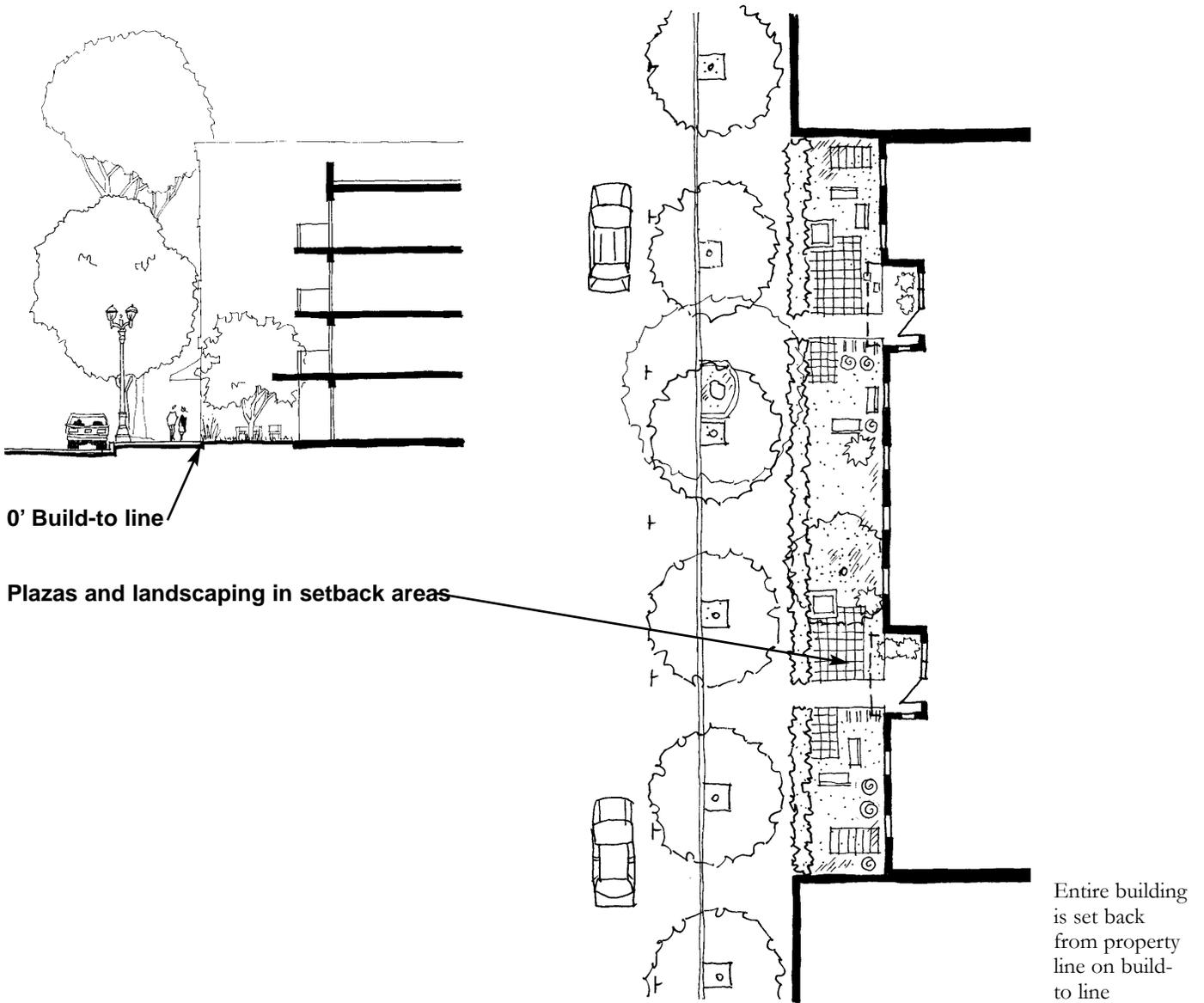
- a. The setback area can be designed as a semi-private plaza or landscaped building forecourt that becomes an integral component of the residential building but is separated from the sidewalk by a planter feature which continues the 'street wall' line.

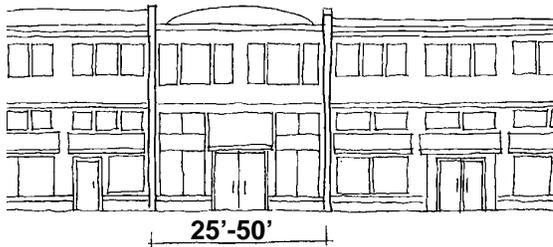


b. The setback area can be designed with a low wall or fence to clearly define the back of the sidewalk in order to reinforce a consistent frontage or street wall.



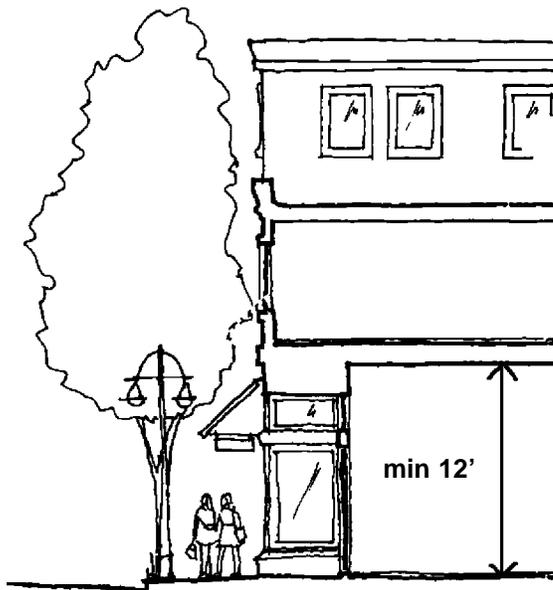
c. All setback and plaza areas should be maintained and landscaped, street wall may be extended with landscape feature.





4. Building Rhythm

Buildings may be articulated to reflect a small-scale street frontage rhythm of façade components that are approximately 25 to 50 feet in length.



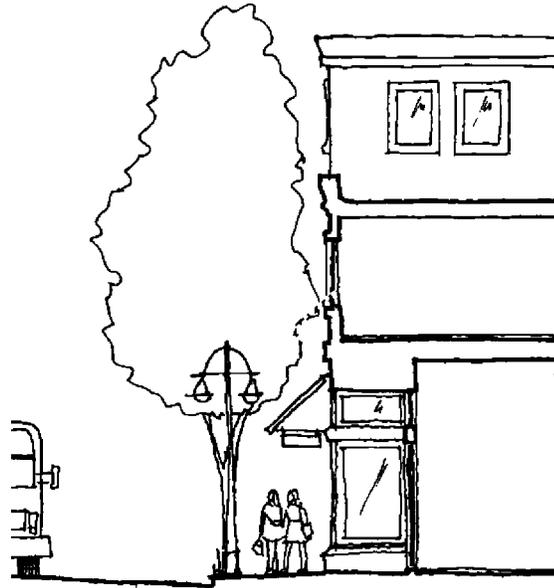
5. Ground Floor Height

For retail and office uses, the ground floors of buildings can be a minimum of 12 feet.

6. Building Façades

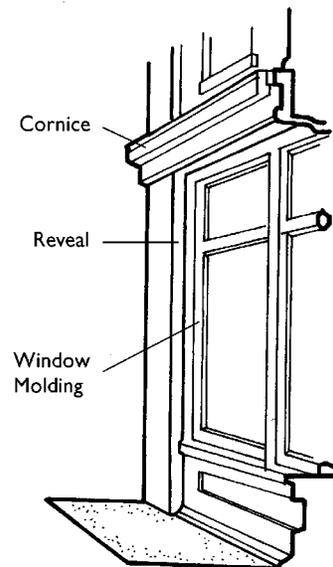
a. Articulation

Buildings should have architecturally-articulated storefronts. Window treatments, awnings and public entries should be designed to promote active use of ground floor businesses.



b. Scale of Detailing

Building façades should encourage elements that relate to the scale of a person. All façades should emphasize three dimensional detailing, such as cornices, window moldings and reveals, to cast shadows and create visual interest on the façade. Architectural elements used to provide relief include such items as awnings and projections, trellises, detailed parapets and arcades.





c. Roof Lines

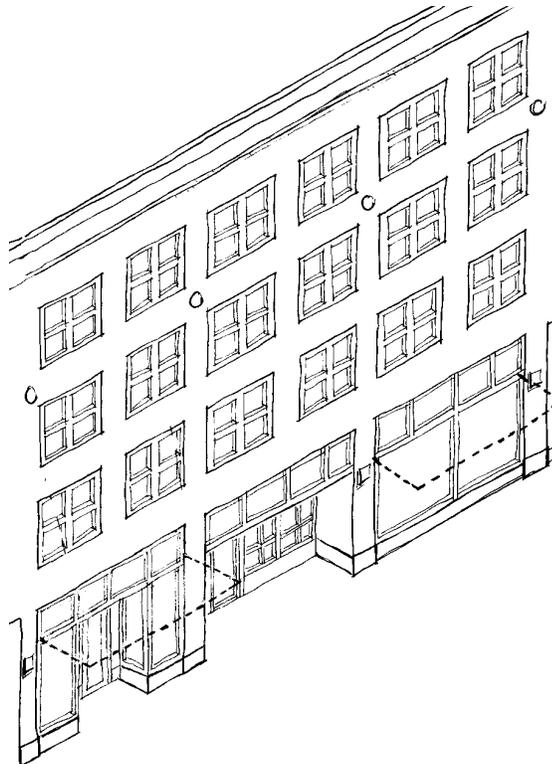
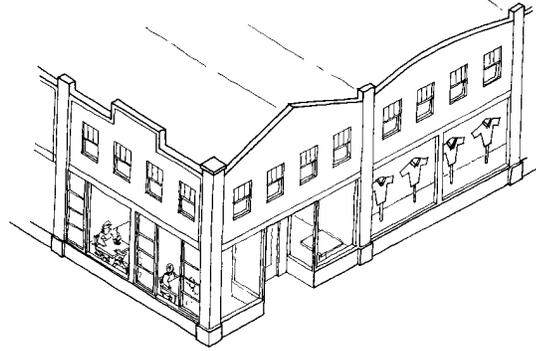
Provide strong roof termination features by encouraging a variety of distinctive roofline profiles. Cornices and horizontal bands of foam molds with stucco finish are discouraged.

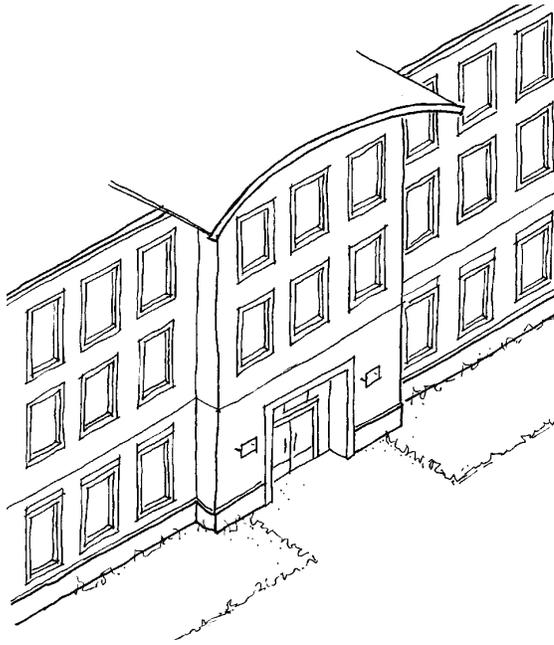


d. Entries to Ground Floor Buildings

i. Retail

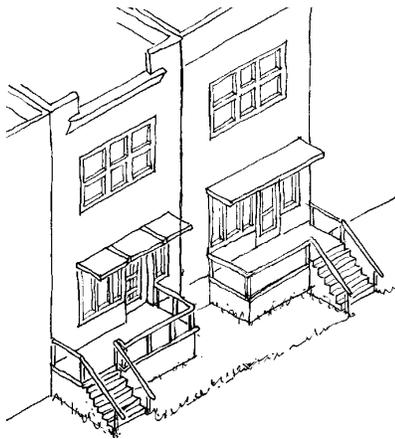
Pedestrian activity can be encouraged by having entries to ground floor retail areas may occur from streets, and accented with features such as moldings, lighting, overhangs, or awnings. Building entries be recessed into entry bays can create transitional spaces between the street and buildings.





ii. Office

Entrances to office buildings in this Design District should provide an entrance from the street. The entrance should be articulated architecturally into the façade of the building. Parking should not be allowed in the area between the sidewalk and the front façade.



iii. Residential

Residential uses can employ landscaping to provide a transition between the sidewalk and the residences. In situations where residential units have direct access to garage or parking areas, a street entrance is also encouraged. Apartment buildings that provide entries to residential units via an interior or rear circulation system also need to provide one or more building entries directly to a public street. Parking should not be allowed in the area between the sidewalk and the front façade.

e. Materials Palette

The ground floor façade should provide a variety of architectural elements and should use a diverse set of materials.



f. Entries to Upper Levels

Street level entries to upper level commercial or residential uses should be emphasized on the building façade.

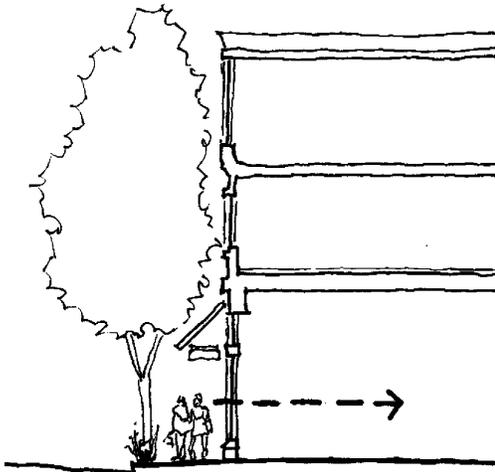




g. Windows

i. Pattern

Window patterns should architecturally distinguish a building's first floor retail character, with a higher percentage of glazing than on upper floors.



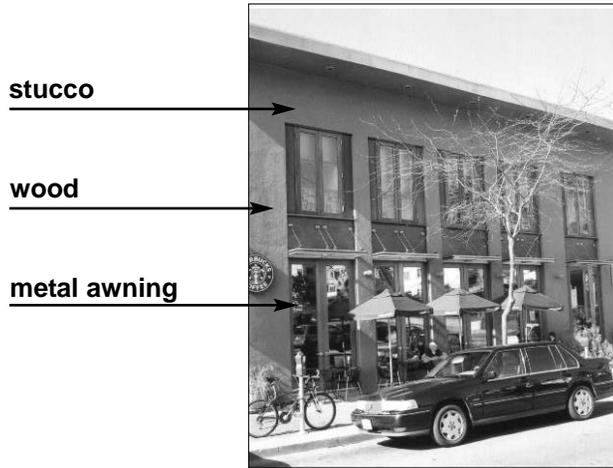
ii. Display

Commercial storefronts should include street-oriented display windows. These windows should be encouraged to provide visual access to the inside of the building, while also serving as an area for merchandise display. A minimum of 50 percent of linear store frontage should be used for the display windows.

7. Building Materials

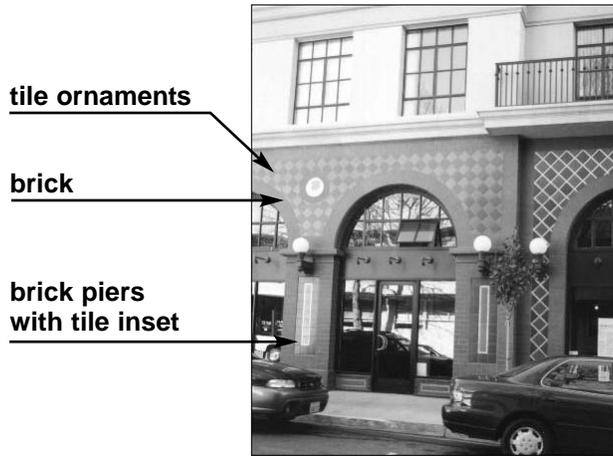
a. Variety

A variety of durable materials and textures is encouraged. Such materials may include both traditional materials, such as wood and stucco, and materials such as concrete, structural steel, corten steel, and other high-quality durable metals which have not been traditionally used in "Main Street" architecture. Stucco is not encouraged and should not be overly used, particularly at the building base, because it is more susceptible to damage than more durable materials.



b. Differentiation of Architectural Elements

A wide variety of other materials is encouraged to articulate building elements, such as the base, the first floor and the upper floors. These basic components of a building should be articulated by means other than the exterior finish. Such means can include horizontal break bands above the ground floor, pier and column bases, roof terminations, sills and awnings.





c. Decorative Elements

Tile artwork, plaques, decorative glass and lighting fixtures should be encouraged to provide visual relief to façades. Such features should be maximized where extensive stucco exteriors are proposed.



8. Signs

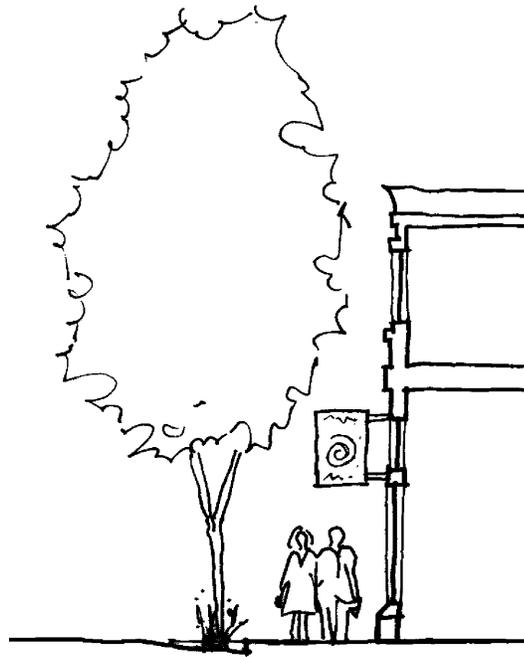
a. Location

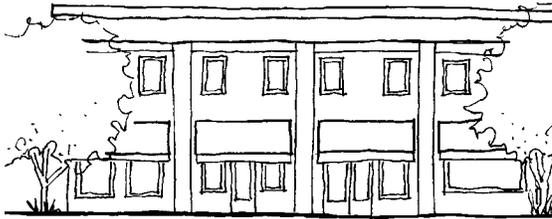
Building signs should be located within an area of the façade which enhances and complements the architectural design. Building signs should not obscure architectural details such as recesses, ornaments or structural bays. Building signs should not extend above the roof line of the building.



b. Projecting Signs

In general, projecting signs should be encouraged to be located near the front entry of a store. Requirements established for public safety by the City should be met when installing all signs over or adjacent to areas heavily traveled by pedestrians.





9. Awnings

a. Relationships to Bays

Individual awnings may be provided over each storefront of buildings with multiple storefronts. These awnings may be located within the individual structural bays and should not hide architectural detailing. Awnings on multi-tenant buildings should be the same color and style.

b. Awning Materials

The use of fabric awnings is encouraged. The use of vinyl awnings should be discouraged.

c. Awning Signage

Any signing on awnings should be painted directly onto the awning material. Awning signs will have a better appearance if they are restricted to the lower one-third of the awning and the awning valence. All signs should be subject to the size requirements of the sign code.

d. Illuminated Awnings

Backlighting of transparent or translucent awnings should be discouraged.

e. Awning Lighting

If used, lighting for awnings should be encouraged to be from above the awning, from fixtures designed and placed to enhance the appearance of the building.

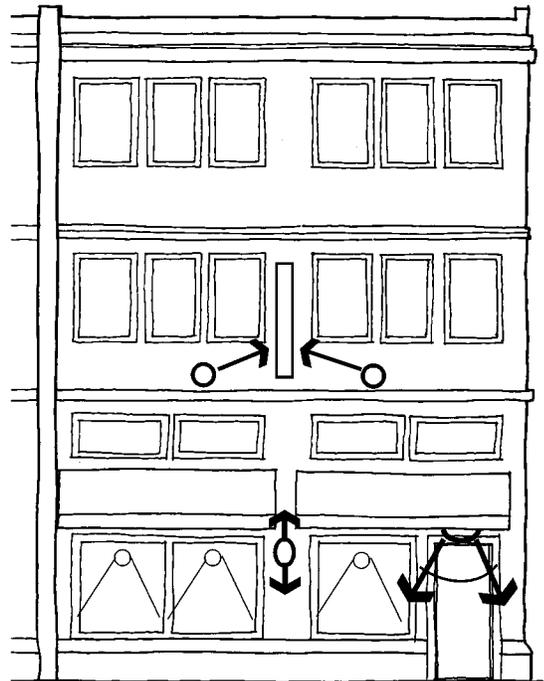


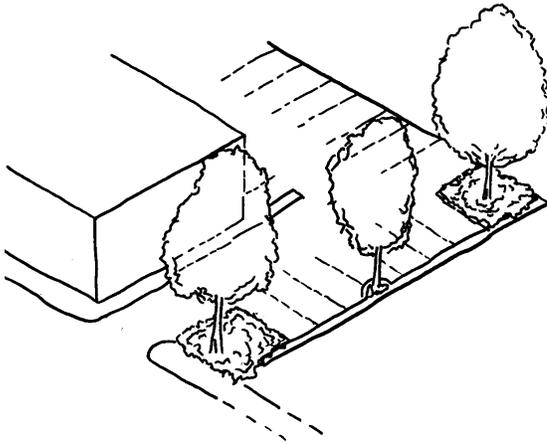
f. Awning Colors

Awning color(s) should be encouraged to be compatible with the overall building color scheme.

10. Lighting

Adequate lighting should be provided for building signage, storefront display, pedestrian entry access and travel in parking lots, in compliance with the City's illumination ordinance.

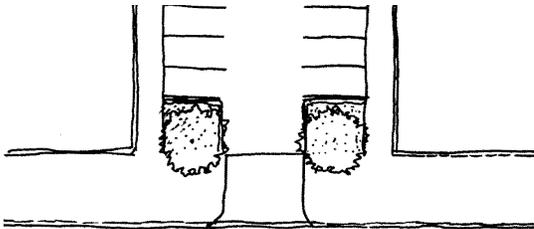




11. Parking

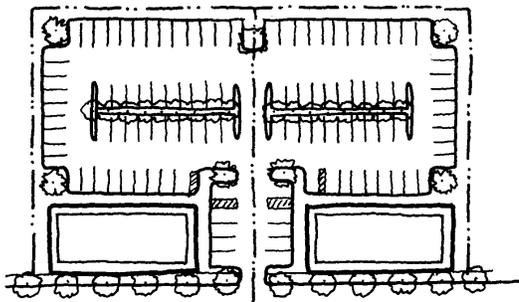
a. Access

Parking lots, whether in parking structures or surface lots, are encouraged to be located behind or next to buildings, in accordance with the minimum frontage requirements specified in Section A.4 of this chapter.



b. Landscape Buffer

Except on El Camino Real, at access points to off-street parking lots, a defining landscape buffer may be provided. Most plants in the buffer should be no higher than three-and-one-half feet in order to maintain maximum sight distances, although occasional trees may be allowed.



c. Shared Access Entries

Building siting and parking design should maximize opportunities, such as joint access easements and common driveways, for pedestrian and vehicular circulation between adjacent sites.

12. Parking Structures

a. Ground Floor Use

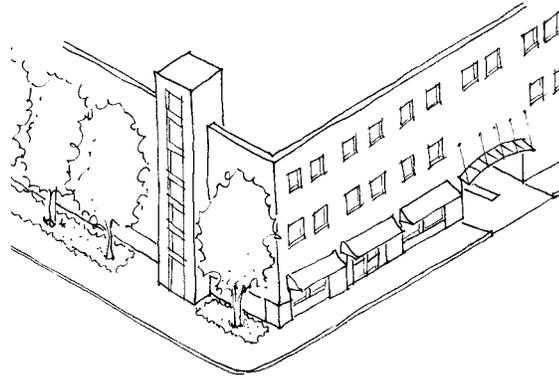
Ground floor retail uses should be integrated into parking structures wherever possible.

b. Landscape Buffer

The space between a parking structure and a public street may be screened with landscaping to mitigate for the lack of pedestrian scale and activity that is inherent in the design of a parking structure. All landscaping should be adequately designed and maintained, including installation of an irrigation system for planted areas.

c. Articulation of Façade

The façades of parking structures should be encouraged to be designed in a manner that is comparable to other multi-story buildings on the street.



C. Rollins Road Area

This section includes guidelines and standards for specific design and development conditions for buildings in the Rollins Road Design District, the boundaries for which are mapped in Figure 6-1.

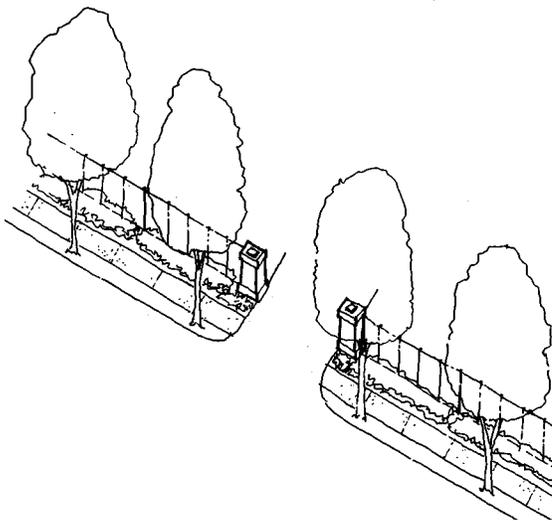
1. Front Setback Areas

a. Landscaping

Except for driveways, all areas between the sidewalk and the front façade of buildings should be adequately landscaped and maintained, including installation of an irrigation system for all planted areas.

b. Fencing

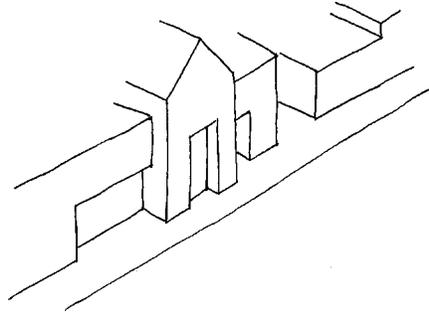
Fencing in the area between the sidewalk and the building is encouraged to be semi-transparent. "Chain-link" fencing is inappropriate.



2. Building Façades

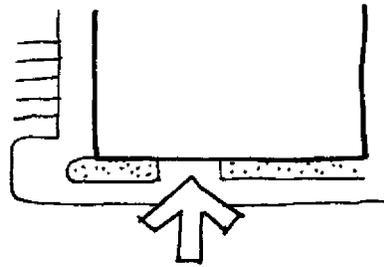
a. Articulation

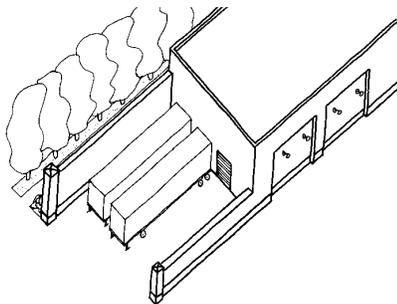
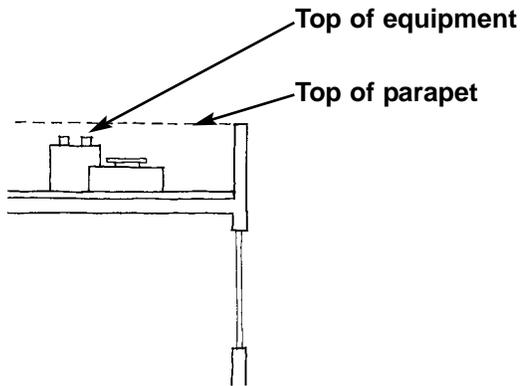
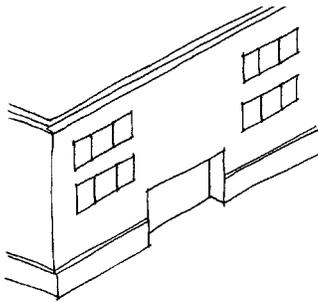
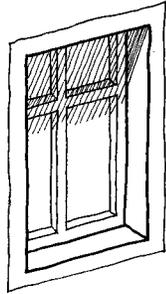
Building façades are encouraged to avoid long, single planes in excess of 100 feet. Building façades should include elements that emphasize a scale that relates to the human form.



i. Building Entries

Building entries facing public streets are encouraged.





ii. Window Details

Window reveals of greater than 3 inches may be employed to create shadow lines and greater visual interest on building façades.

iii. Façade Components

A variety of materials should be encouraged to articulate building elements, such as the base, the ground floor, and upper floors, if any.

3. Rooftop Equipment

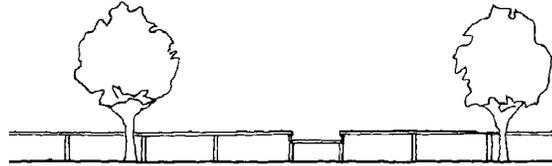
Mechanical equipment located on rooftops should be screened from plain view from the ground by extended walls or parapets that are an integral component of the building architecture. Painting equipment or fences used to enclose construction are not acceptable remedies.

4. Service Areas

Service areas and ground-mounted equipment should be screened from view by fences or walls that conform to the style and materials of the accompanying building.

5. Landscaping

A minimum of ten percent of the developed site area of a parcel is encouraged to be landscaped.



6. Fences and Walls

a. Height

Fences and walls should be encouraged to be limited to eight feet tall.



b. Articulation

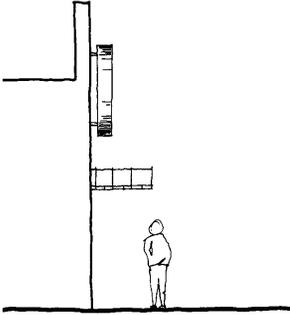
Walls and fences 60 feet or longer should be articulated. This can be done by combining two or more of the following interventions for a minimum of ten feet, at intervals of 60 feet or less:

- ◆ A minimum 2-foot change in vertical plane
- ◆ A minimum 1½-foot change in height
- ◆ A section of open fence
- ◆ A change in material or substantial change in texture



c. Materials and Detailing

Walls visible from public streets are encouraged to be constructed of durable materials and be detailed to include a base, body and a distinctive cap. Along street frontages, semi-transparent fences are encouraged.



7. Signage

a. Building Signage

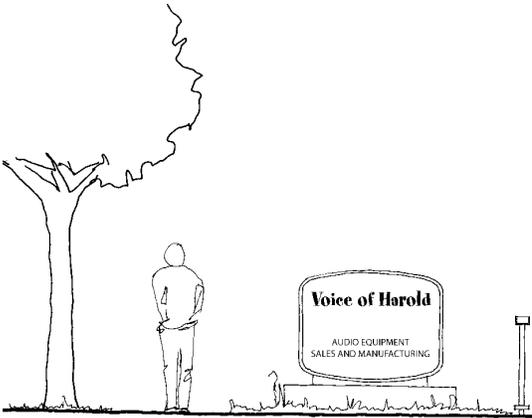
Signage that is incorporated into building façades should not extend higher than the parapet of the building.

b. Awning Signs

Interior-lit awning signs should be discouraged.

c. Monument Signs

Freestanding signs in the front setback shall be subject to the size and height regulations of the sign code.

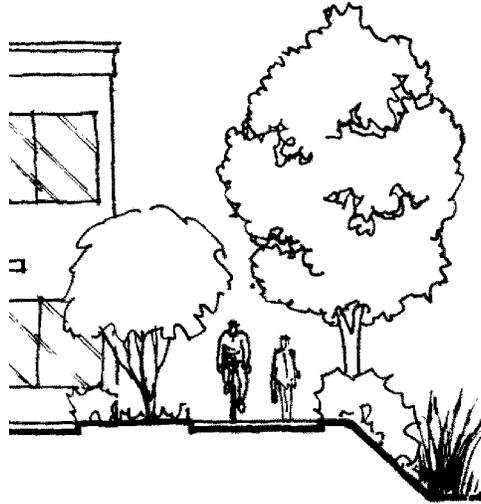


8. Surface Lighting

On-site lighting should be designed, installed and maintained to direct light only onto the property on which the light source is located. All lighting fixtures and other means of illuminating signs, structures, landscaping, parking, loading and similar areas need to be focused, directed and arranged to prevent glare or direct illumination on adjoining properties or streets. All on-site lighting should be encouraged to conform to the City's illumination ordinance.

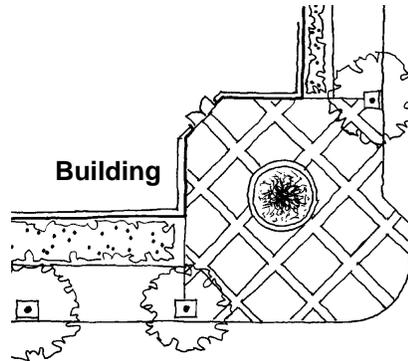
9. Creekside Open Space

New buildings on parcels adjacent to Mills Creek and Easton Creek should be encouraged to incorporate outdoor open space and trail network components into their site planning, particularly on those parts of sites that face a creek.

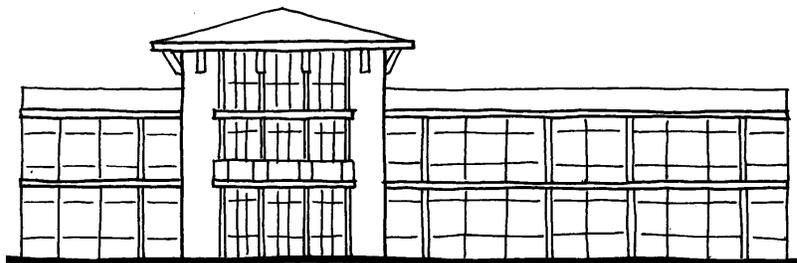


10. Gateway Features

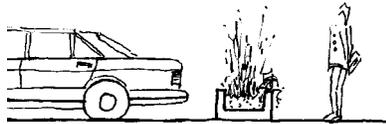
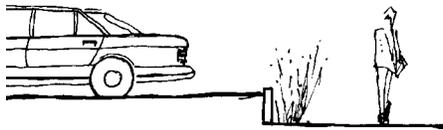
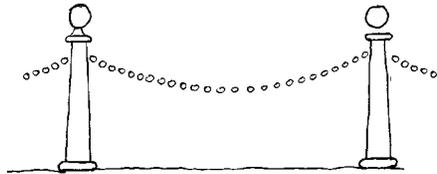
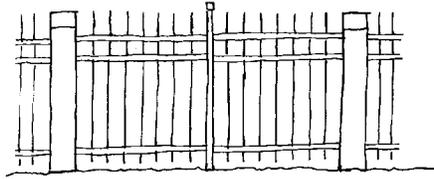
Property owners at either end of Rollins Road are encouraged to develop as part of their project architectural or landscape elements that contribute to a gateway feature for the area. Such projects would establish a gateway at the Broadway entrance to the Rollins Road area and at the entry from Millbrae at El Portal Creek on the north end of Rollins Road.



A plaza at a significant building entry can help to announce an entry to an area



A tower element helps to demarcate a special entry to an area



D. Auto Row Area

This section includes guidelines and standards for specific design and development conditions for buildings in the Auto Row Area, the boundaries for which are mapped in Figure 6-1.

1. Area Image

A unifying thematic concept should be developed for this area as automobile sales uses are established on parcels along Adrian Road. This could be achieved by the adoption of a unified approach to the transition space between the public sidewalk and the private outdoor automobile sales areas. Approaches to this could include:

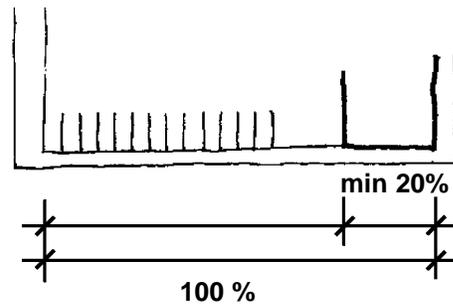
- ◆ A special district-wide fence material or style.
- ◆ A series of bollards in a unified style or design.
- ◆ A change in the ground plane level.
- ◆ Landscaping or raised planting beds.

The auto row area-wide concept should work at the pedestrian scale of the business patron as well as the scale of the adjacent U.S. 101. Therefore, the concept could include a unified approach to:

- ◆ Showroom façade design.
- ◆ Design treatment of the street-facing exterior or sales areas, such as varying ground planes.
- ◆ Design of freestanding signs.

2. *Build-to Lines for Auto Row Area*

Build-to lines on Adrian Road are specified as zero feet. However, only 20 percent of a parcel's build-to line will be occupied by a building. This will help to define the pedestrian realm on the sidewalk as well as place the automobile showroom closer to U.S. 101 passers-by. Up to 80 percent of an automobile dealership's frontage could be occupied by the exterior sales area.



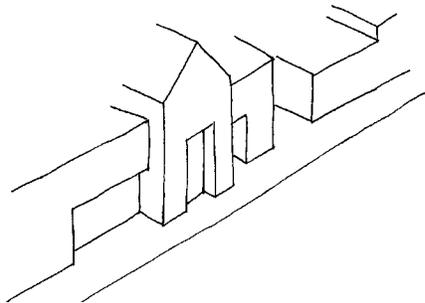
3. Front Setback Areas

a. Landscaping

Except for driveways, all areas between the sidewalk and the front façade of buildings should be adequately designed and maintained, including installation of an irrigation system for planted areas.

b. Fencing

Fencing in the area between the sidewalk and the building can be semi-transparent and in keeping with an overall design concept for the Auto Row Area, as discussed in Section D.1, above. As an alternative to fencing, differentiation of the sidewalk area from exterior automobile sales areas could be established by use of paving materials, building components or changes in elevation.

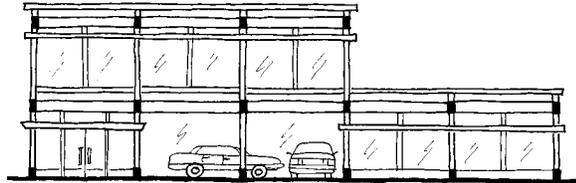


4. Building Façades

Building façades are encouraged to avoid long, single-planes in excess of 100 feet. Building façades should be encouraged to include elements that emphasize a scale that relates to the human form. Large window areas on the façades of auto sales buildings should be encouraged to be carefully integrated into the overall design of the building façade.

5. Building Materials

A variety of materials is encouraged to articulate building elements, such as the base, the ground floor, and upper floors, if any. These basic components of a building are encouraged to be articulated by means other than the exterior finish. Such means can include delineation of rooflines or pediments, pier and column bases and building entries as well as smaller details, such as windows and awnings. Where large areas of glass are used on the façades of auto sales buildings, the glass may be one component of a carefully considered palette of materials. Colored glass should be coordinated with the other colors used on the building.



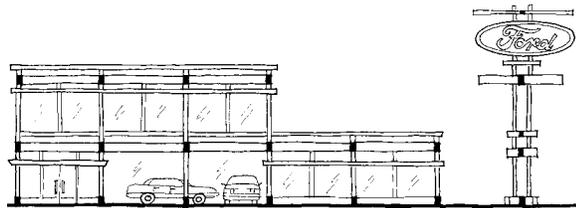
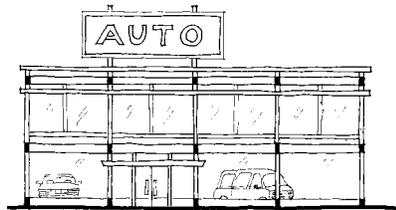
Buildings should incorporate a variety of materials that work well with glass façades typical to auto showrooms

6. Signs

The Adrian Road Auto District benefits from good exposure to the Bayshore Freeway. Signage for businesses on Adrian Road is encouraged to demonstrate to passing motorists that the Adrian Road businesses offer higher quality automobile products and services.

a. Scale

Signs, particularly those that are freestanding, should relate to the massing and height of the building that it serves.



Signs can be incorporated into the building or freestanding, but should reflect the architecture of the building

b. Materials

Signs, particularly those that are freestanding, should employ materials and colors that are in keeping with a palette developed for the buildings which the sign serves.

c. Illumination

Illuminated signs should be designed and constructed to avoid glare and excessive light falling onto adjoining properties or U.S. 101 and should comply with City and State regulations.

7. Surface Lighting

On-site lighting should be designed, installed and maintained to direct light only onto the property on which the light source is located. All lighting fixtures and other means of illuminating signs, structures, landscaping, parking, loading and similar areas shall be focused, directed and arranged to prevent glare or direct illumination on adjoining properties or streets.

The use of mercury vapor utility yard lights or other light fixtures with high intensity discharge lamps or bulbs should be discouraged. The only exception may be those which are designed to limit or control light direction or shield the light source from neighboring properties and streets.