

**REPORT TO HERITAGE PRESERVATION COMMISSION****Hearing Date:** March 6, 2013**File Number:** 2012-7892

SUBJECT: **2012-7892:** Application for a project located at **151 East Washington Avenue** in a DSP – 2 (Downtown Specific Plan – Block 2) Zoning District. (APN: 209-06-072)

Motion **Landmark Alteration Permit** to modify the awnings and paint color of an existing building (Goodwill) in the Local Landmark District.

REPORT IN BRIEF:

Existing Site Conditions One-Story Commercial Building

Surrounding Land Uses

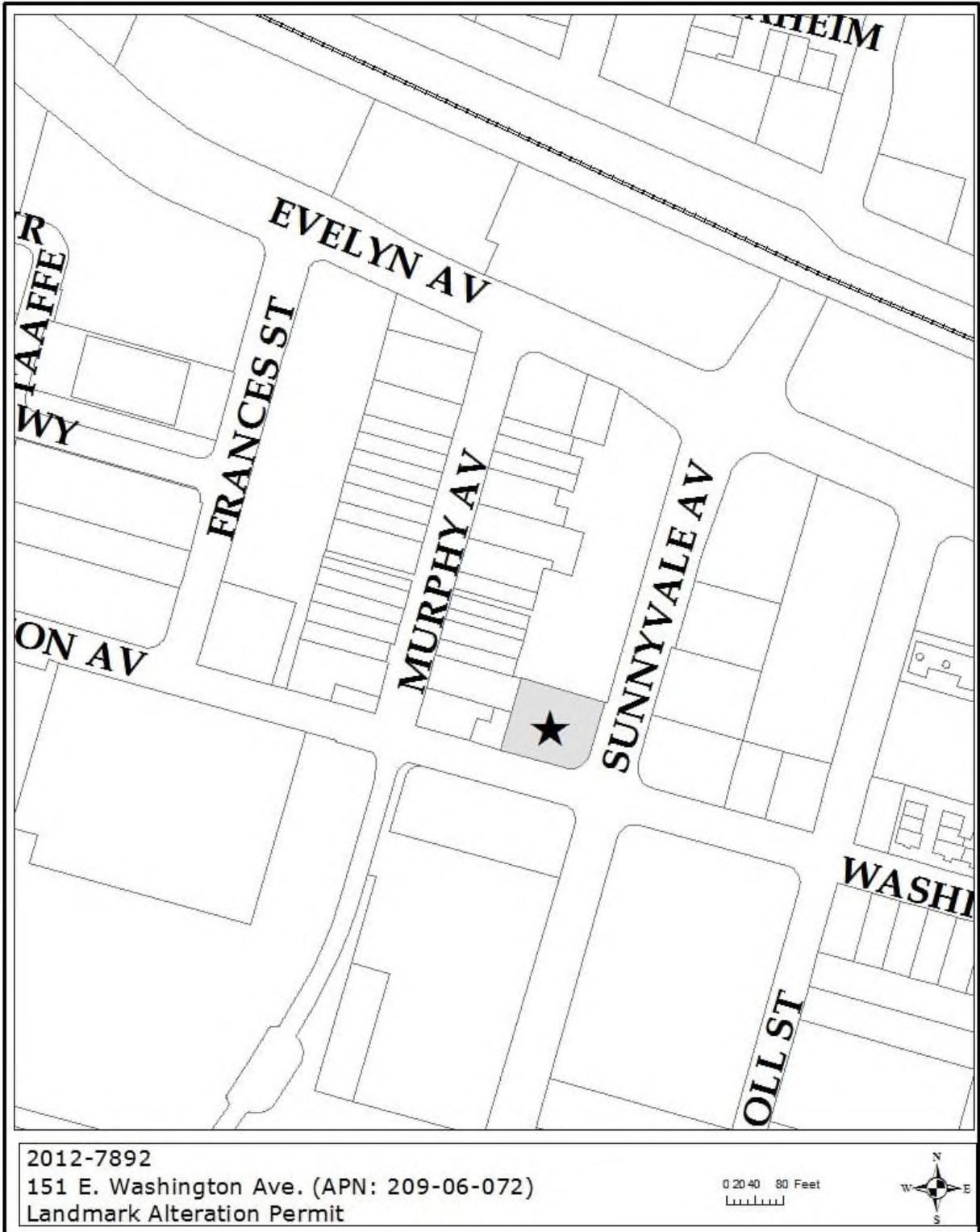
North	City Parking Lot
South	Parking Lot (Macy's)
East	Commercial (Auto Repair)
West	Commercial

Issues Design Consistency with Murphy Avenue Design Guidelines

Environmental Status A Class 1 Categorical Exemption relieves this project from California Environmental Quality Act provisions and City Guidelines.

Staff Recommendation Approve with Conditions

VICINITY MAP



PROJECT DATA TABLE

	EXISTING	PROPOSED	REQUIRED/ PERMITTED
General Plan	Downtown Specific Plan	Same	Downtown Specific Plan
Zoning District	DSP-2	Same	DSP-2
Lot Size (s.f.)	11,880	Same	No min.
Gross Floor Area (s.f.)	9,180	Same	No max.
Lot Coverage (%)	77%	Same	77% max.
Building Height (ft.)	24'	Same	36' max.
No. of Stories	1	Same	2 max.

BACKGROUND:

The proposed project is for a Landmark Alteration Permit for a façade improvement to an existing commercial building occupied by Goodwill of Silicon Valley located at 151 E. Washington Avenue. A Landmark Alteration Permit is required for any exterior modification to buildings in the Local Landmark District. The building was included as part of the adopted district since it is located on an adjacent parcel to those properties on Murphy Avenue and is considered a logical connection; however, it does not share the same historic commercial street or building history. The architectural review is the responsibility of the Heritage Preservation Commission.

Previous Actions on the Site

The following table summarizes previous planning applications related to the project site.

File Number	Brief Description	Hearing/Decision	Date
1984-0280	Landmark Alteration Permit for the remodeling and expansion of a retail store	Heritage Preservation Commission / Approved	4/11/1984

The original building contained frontage only on Washington Avenue and had consisted of a second floor. The building was remodeled and expanded in 1985 (approved in 1984). The expansion increased the size of the building towards the street corner of the site and along Sunnyvale Avenue. Although the second floor was removed, the building retained a two-story appearance.

DISCUSSION:

Landmark Alteration Permit

The scope of the Landmark Alteration Permit consists of repainting (new color) of the façade of the existing building and removal and replacement of awnings along certain building elevations. The building use (Goodwill) will remain the same.

- **Site/Floor Plan**

The building is positioned at the corner of the site facing the intersection of E. Washington Avenue and S. Sunnyvale Avenue. The primary customer entrance is positioned at the corner. A loading/donation area is positioned at the back of the building which faces the City-owned parking lot. The site & floor plans, as provided in Attachment C, will not be modified as part of the proposal.

- **Architecture**

The building, which was expanded significantly in 1985, can be described as Art Deco architectural style. The addition had retained similar architectural form and massing as the original structure (Existing photos of the building are provided in Attachment D.). The proposed changes do not alter the building footprint or form but will update the appearance of the building through new paint color and use of new awnings. The new awnings would have similar form as the existing awnings but would be positioned slightly higher (approximately 18”) so that more of the building’s exterior glass would be exposed. The color of the awnings along the street elevations would be a brown/tan shade rather than blue stripes as currently exists. The large blue awning that dominates the appearance of the building at the corner would be removed. Instead of replacing the awning, the applicant proposes to leave this portion of the wall open. The applicant is proposing a mural to be designed within the area above the entrance. Examples of the imagery that would be used for the mural are provided in Attachment E. The black rectangular caps along the roof line that currently exist would remain.

The majority of the building façade is constructed of a stucco or plaster material. The proposal would update the colors of the building through a combination of beige and the same tan/brown color that is proposed with the new awnings. Columns and detailing would also be defined by a darker color to accentuate additional interest of the building design.

Staff is recommending further improvement to the design of the project. Staff is recommending that the tile that is utilized at the base of the original portion of the building facing E. Washington Avenue be carried over to the

other elevations with the exception of the main entrance which contains glass storefront windows and doors. It is understood that it may be difficult to find the exact tiling and color that currently exists. Staff is recommending that if the tile material and color cannot be found, that it be replaced with similar tiling and carried over to the other elevations. The recommendation is included in Condition of Approval PS-1a.

The applicant has indicated new signage to replace the existing signs that lie along the street elevations. As a building located in the Local Landmark District, new signage will be required to conform to Murphy Avenue Design Guidelines. A separate application is required to be reviewed by staff as noted in the Conditions of Approval.

ANALYSIS:

The proposed exterior modifications were not considered significant to warrant a historical impact analysis. The building, which had been significantly expanded in 1985, had been designed to maintain a similar architectural style (Art Deco) and form as the original structure. The proposed modifications are intended to update the façade through new paint color and awnings while also preserving the building style.

Applicable Design Guidelines and Policy Documents

Design Guideline	Goal or Policy	Comments
Murphy Avenue Design Guidelines (Colors)	<i>"Beige, muted yellows, pale peach colors, blue-grays, ocher and dusty rose colors are part of the palette that could be coordinate to enhance Murphy Avenue's image."</i>	The proposed colors are consistent with the Murphy Avenue Design Guidelines and the final palette will be coordinated with staff.
Murphy Avenue Design Guidelines (Materials)	<i>"Generally, materials are expected to be appropriate if they express or enhance the character of a building."</i>	The materials of the building would not be modified and are currently considered compatible with the character of other buildings in the Murphy Avenue Landmark District. Staff is recommending that a similar tiling be utilized for the other building elevations that currently existing for the portion of the building facing E. Washington Ave., per Conditions of Approval.

<p>Murphy Avenue Design Guidelines (Awnings)</p>	<p><i>Many of the Murphy Avenue buildings were designed to have a retractable 45-degree angle awning.</i></p>	<p>The proposed awnings are similar to the existing awnings in general form. The removal of awnings at the front entrance and repainting of the building helps update the appearance of the building and blend in with updated construction in the area.</p>
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Environmental Review

A Class 1 Categorical Exemption relieves this project from California Environmental Quality Act provisions. Class 1 Categorical Exemptions include minor alterations to existing private structures.

FISCAL IMPACT

No fiscal impacts other than normal fees and taxes are expected.

PUBLIC CONTACT

<p>Notice of Negative Declaration and Public Hearing</p>	<p>Staff Report</p>	<p>Agenda</p>
<ul style="list-style-type: none"> • Published in the <i>Sun</i> newspaper • Posted on the site • 224 notices mailed to the property owners and tenants within 300 ft. of the project site 	<ul style="list-style-type: none"> • Posted on the City of Sunnyvale's Website • Provided at the Reference Section of the City of Sunnyvale's Public Library 	<ul style="list-style-type: none"> • Posted on the City's official notice bulletin board • City of Sunnyvale's Website

CONCLUSION

Findings and General Plan Goals: Staff was able to make the required Findings based on the justifications for the Landmark Alteration Permit. Recommended Findings and General Plan Goals are located in Attachment A.

Conditions of Approval: Recommended Conditions of Approval are located in Attachment B.

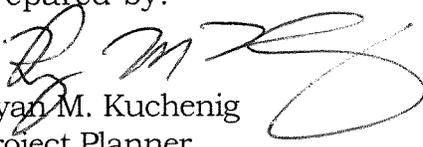
ALTERNATIVES

1. Approve the Landmark Alteration Permit with attached conditions.
2. Approve the Landmark Alteration Permit with modified conditions.
3. Deny the Landmark Alteration Permit.

RECOMMENDATION

Alternative 1.

Prepared by:


Ryan M. Kuchenig
Project Planner

Approved by:


Gerri Caruso
Principal Planner

Attachments:

- A. Recommended Findings
- B. Recommended Conditions of Approval
- C. Site and Architectural Plans
- D. Photos of the Existing Building
- E. Examples of Proposed Murals for the Corner Elevation

RECOMMENDED FINDINGS

Landmark Alteration Permit

Community Character Chapter - Heritage Preservation

Policy CC-5.2: Enhance the visual character of the city by preserving diverse as well as harmonious architectural styles and design preferences which reflect various phases of the City's history and cultural traditions of past and present residents.

1. The proposed project will be consistent with the purposes of the Heritage Preservation Ordinance. (*Finding Met*)

The proposed façade modifications to the building are consistent with City ordinances and design guidelines. The modifications are intended to update the façade while preserving the existing Art Deco architectural style of the building. As proposed, the paint color and replacement awnings help highlight existing architectural elements and detailing on the building. The proposed modifications respect the character of the Murphy Avenue commercial district.

2. The proposal will not be detrimental to the significant historical features of the building.

The project will enhance the general appearance of the site as well as surrounding area. The project updates the appearance of an existing building downtown while preserving the existing architectural form. Conditions of Approval require further improvements. The updated façade blends in with existing and recent commercial development that has been approved in the area.

**RECOMMENDED
CONDITIONS OF APPROVAL AND
STANDARD DEVELOPMENT REQUIREMENTS
MARCH 6, 2013**

Planning Application 2012-7892

151 E. Washington Avenue

Landmark Alteration Permit to modify the awnings and paint color of an existing building (Goodwill) in the Local Landmark District.

The following Conditions of Approval [COA] and Standard Development Requirements [SDR] apply to the project referenced above. The COAs are specific conditions applicable to the proposed project. The SDRs are items which are codified or adopted by resolution and have been included for ease of reference, they may not be appealed or changed. The COAs and SDRs are grouped under specific headings that relate to the timing of required compliance. Additional language within a condition may further define the timing of required compliance. Applicable mitigation measures are noted with "Mitigation Measure" and placed in the applicable phase of the project.

In addition to complying with all applicable City, County, State and Federal Statutes, Codes, Ordinances, Resolutions and Regulations, Permittee expressly accepts and agrees to comply with the following Conditions of Approval and Standard Development Requirements of this Permit:

GC: THE FOLLOWING GENERAL CONDITIONS AND STANDARD DEVELOPMENT REQUIREMENTS SHALL APPLY TO THE APPROVED PROJECT.

GC-1. CONFORMANCE WITH APPROVED PLANNING APPLICATION:

All building permit drawings and subsequent construction and operation shall substantially conform with the approved planning application, including: drawings/plans, materials samples, building colors, and other items submitted as part of the approved application. Any proposed amendments to the approved plans or Conditions of Approval are subject to review and approval by the City. The Director of Community Development shall determine whether revisions are considered major or minor. Minor changes are subject to review and approval by the Director of Community Development. Major changes are subject to review at a public hearing. [COA] [PLANNING]

GC-2. PERMIT EXPIRATION:

The permit shall be null and void two years from the date of approval by the final review authority at a public hearing if the approval is not exercised, unless a written request for an extension is received prior

to expiration date and is approved by the Director of Community Development. [SDR] [PLANNING]

- GC-3. TITLE 25:
Provisions of Title 25 of the California Administrative Code shall be satisfied with dependence on mechanical ventilation. [SDR] [BUILDING]
- GC-4. SIGNS:
All new signs shall require a separate Sign Permit and shall be in conformance with development standards and the Murphy Avenue Design Guidelines. [PLANNING] [COA]
- GC-5 AWNINGS:
Fabric awnings shall be replaced at least every five years. Any future change of color, materials or design are subject to review and approval by the Heritage Preservation Commission. Minor modifications may be approved by the Director of Community Development. [COA] [PLANNING]
- GC-6 LANDSCAPING:
The landscaping planted within the planter box facing E. Washington Avenue shall be maintained in a neat, clean, and healthful condition.

PS: THE FOLLOWING CONDITIONS SHALL BE MET PRIOR TO SUBMITTAL OF BUILDING PERMIT, AND/OR GRADING PERMIT.

- PS-1. REQUIRED REVISIONS TO PROJECT PLANS:
The plans shall be revised to address comments from the Heritage Preservation Commission including the following:
- a) The tiling currently utilized along a portion of the building facing E. Washington Avenue shall be carried over to the remaining portions of the building, with the exception of the corner elevation which contains storefront windows and doors. If the tiling currently utilized cannot be found, a similar ceramic tile that is indicative of the building period shall be utilized along each elevation and the existing tiling can be replaced. No modern stone tile shall be utilized.
- PS-2. EXTERIOR MATERIALS REVIEW:
Final exterior building materials and color scheme are subject to review and approval by the Director of Community Development prior to submittal of a building permit. [COA] [PLANNING]

BP: THE FOLLOWING CONDITIONS SHALL BE ADDRESSED ON THE CONSTRUCTION PLANS SUBMITTED FOR ANY DEMOLITION PERMIT, BUILDING PERMIT, GRADING PERMIT, AND/OR ENCROACHMENT PERMIT AND SHALL BE MET PRIOR TO THE ISSUANCE OF SAID PERMIT(S).

BP-1. CONDITIONS OF APPROVAL:

Final plans shall include all Conditions of Approval included as part of the approved application starting on sheet 2 of the plans. [COA] [PLANNING]

BP-2. RESPONSE TO CONDITIONS OF APPROVAL:

A written response indicating how each condition has or will be addressed shall accompany the building permit set of plans. [COA] [PLANNING]

BP-3. BLUEPRINT FOR A CLEAN BAY:

The building permit plans shall include a "Blueprint for a Clean Bay" on one full sized sheet of the plans. [SDR] [PLANNING]

BP-4. ROOF EQUIPMENT:

Roof vents, pipes and flues shall be combined and/or collected together on slopes of roof or behind parapets out of public view as per Title 19 of the Sunnyvale Municipal Code and shall be painted to match the roof. [COA] [PLANNING]

BP-5. SIDEWALK:

Any damage to the existing sidewalk, fixtures or utilities as a result of construction work shall be restored to conditions prior to or better than conditions at the commencement of work. Instruments of bond and certificate of insurance may be required prior to issuance of Building permit. [COA] [PUBLIC WORKS]

MEMARIE ASSOCIATES
 20460 Blauer Drive, Suite B
 Saratoga, CA 95070
 Tel: (408) 741-3308
 www.memarie.com

The use of these plans and specifications shall be restricted to the specific site for which they were prepared and publication thereof shall be expressly limited to such use. Resale, reproduction or publication by any method, in whole or in part, is prohibited. Title to the plans and specifications remains with Memarie Associates Designer without prejudice. Visual contact with these plans and specifications shall constitute prima facie evidence of the acceptance of the restrictions.

Client:
 Goodwill of Silicon Valley
 1083 North 7th Street
 San Jose, CA 95112

Project:
 Awning Improvements
 The Goodwill Store
 131 E. Washington Ave.
 Sunnyvale, California

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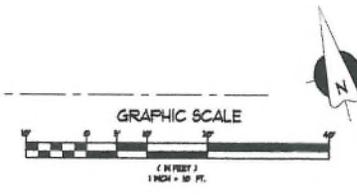
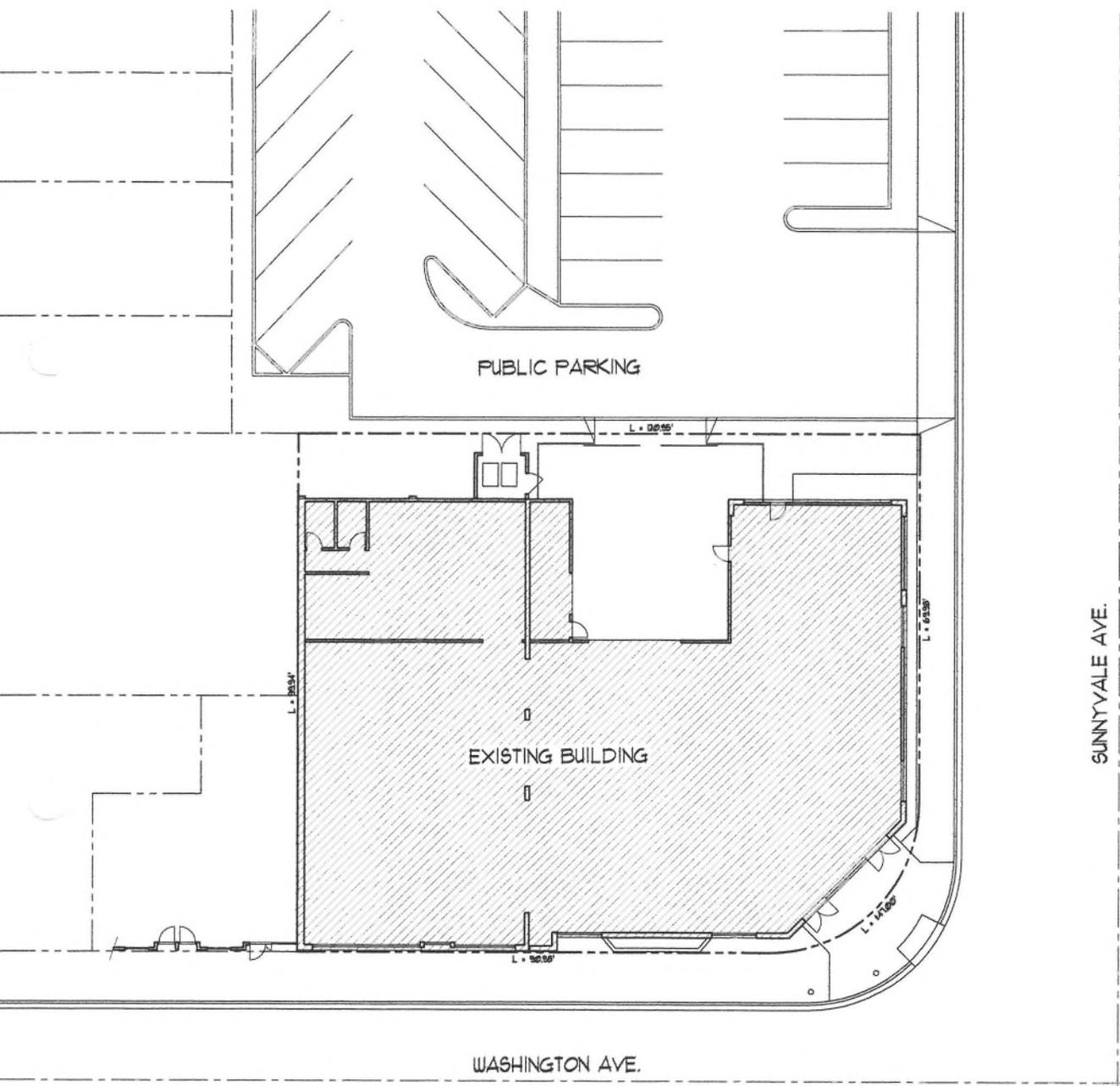
PROJECT DATA:
 APN: 209-06-012
 LOT SIZE: 41,000 SQ. FT.
 BUILDING AREA: 13,710 SQ. FT.

OWNER:
 GOODWILL OF SILICON VALLEY
 ERIC EASTMAN
 1080 NORTH 7TH STREET
 SAN JOSE, CA 95128
 TEL: (408) 563-5164
 E-MAIL: eric@goodwillv.org

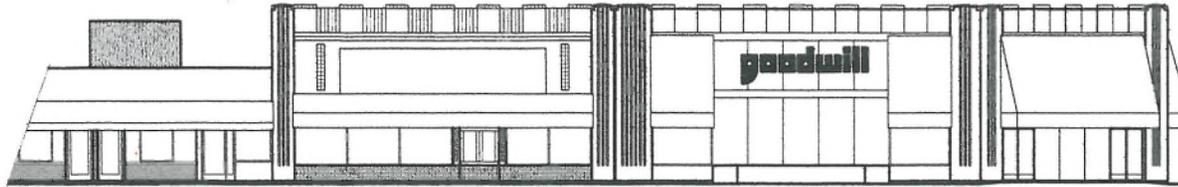
ARCHITECTURAL:
 MEMARIE ASSOCIATED
 20460 BLAUER DR.
 SUITE 105
 SARATOGA, CA 95070
 TEL: (408) 741-3308
 E-MAIL: rozan@memarie.com

SHEET INDEX:
 A-1 NEW SITE PLAN
 A-2 EXISTING ELEVATIONS
 A-3 NEW ELEVATIONS

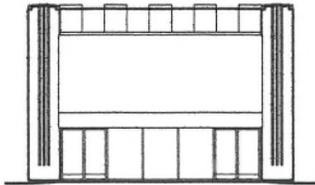
- SCOPE OF WORK:**
- 1- REMOVE THE AWNING OF THE ENTRANCE AT THE CORNER.
 - 2- REMOVE ALL AWNINGS AT BOTH SIDES OF THE STREETS.
 - 3- PROVIDE NEW AWNINGS, MATCH THE EXISTING, MAKE THEM 18" SHORTER FOR SMALL AWNINGS, AND INSTALL ALL 18" HIGHER. SEE NEW ELEVATIONS, SHEET "A-3" FOR LOCATIONS AND HEIGHT.
 - 4- NEW PAINT FOR ALL EXTERIOR SIDES OF BUILDING.



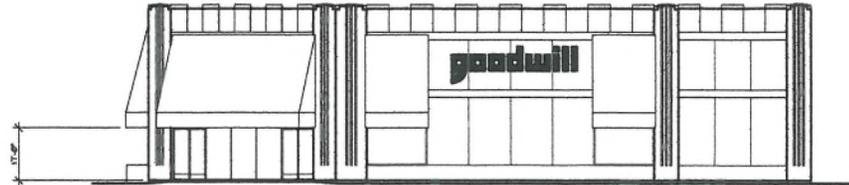
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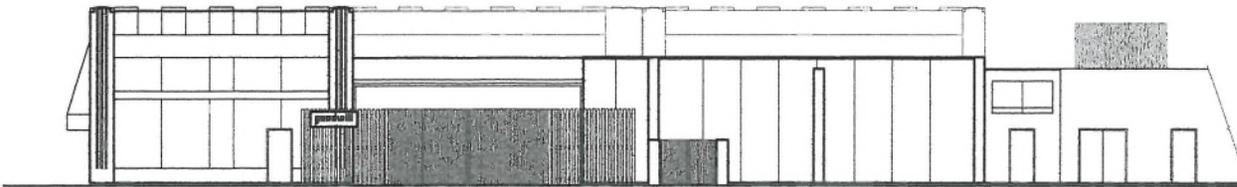
WASHINGTON AVE. ELEVATION



ENTRANCE ELEVATION & CORNER



SUNNYVALE AVE. ELEVATION



REAR ELEVATION

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 20480 Blauer Drive, Suite B
 Saratoga, CA 95070
 Tel: (408) 741-3308
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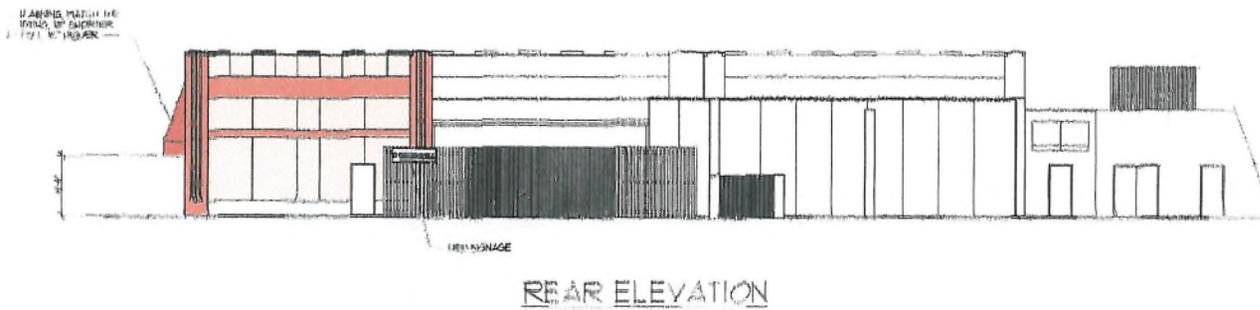
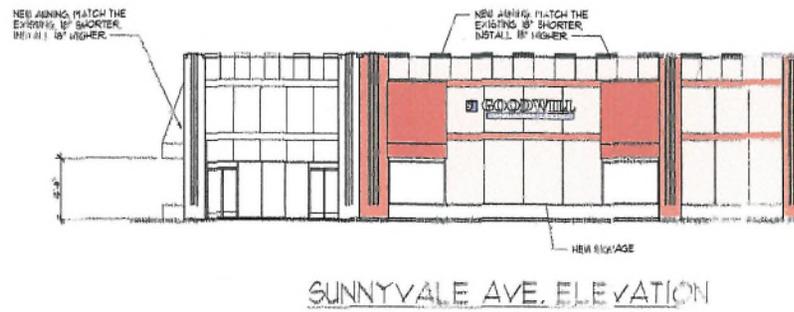
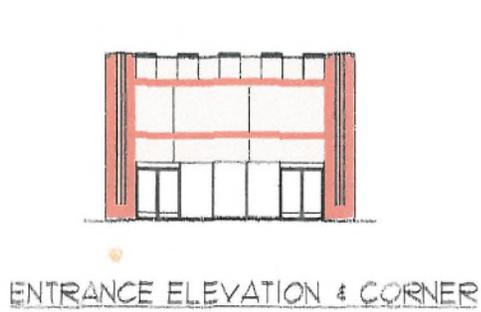
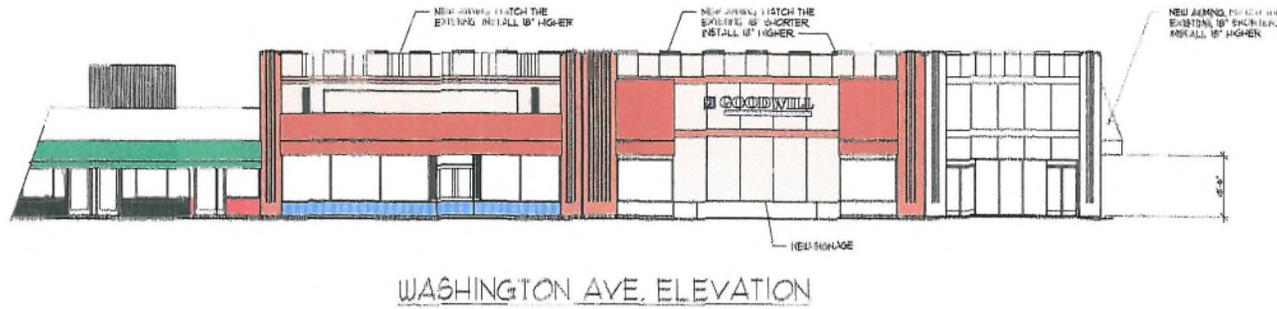
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MEMARIE ARCHITECTS
25476 Alhambra Drive, Suite 200
San Diego, CA 92118
Tel: (619) 761-3301
www.memarie.com

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