

**REPORT TO HERITAGE PRESERVATION COMMISSION****Hearing Date:** December 4, 2013**File Number:** 2013-7900

**SUBJECT:** **2013-7900:** Application for a project located at **199 South Murphy Avenue** in a DSP – 2 (Downtown Specific Plan – Block 2) Zoning District. (APN: 209-06-017)

**Motion** **Landmark Alteration Permit** to allow exterior modifications to the façade of an existing commercial building (Ace Loan Building) in the Local Landmark District, including replacement of awnings, windows, and new paint colors.

**REPORT IN BRIEF:**

**Existing Site Conditions** Two-Story Commercial Building

**Surrounding Land Uses**

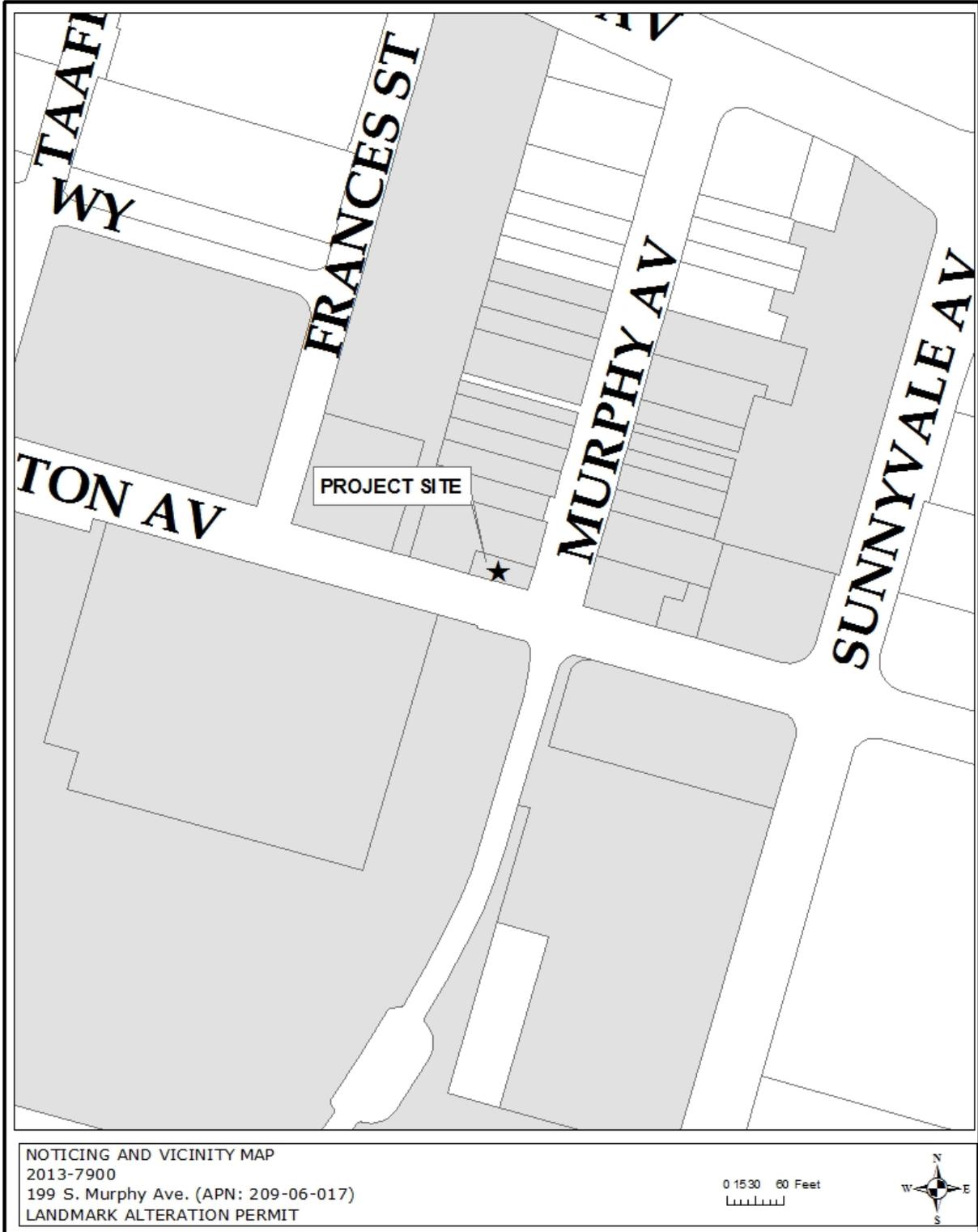
North	Restaurant & Bar
South	Commercial (Macy's) – across W. Washington Ave.
East	Salon and restaurants - across S. Murphy Avenue
West	Restaurant

**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 & NOTICING MAP**



**PROJECT DATA TABLE**

	<b>EXISTING</b>	<b>PROPOSED</b>	<b>REQUIRED/ PERMITTED</b>
<b>General Plan</b>	Downtown Specific Plan	Same	Downtown Specific Plan
<b>Zoning District</b>	DSP-2	Same	DSP-2
<b>Lot Size (s.f.)</b>	1,500	Same	No min.
<b>Gross Floor Area (s.f.)</b>	3,000	Same	No max.
<b>Lot Coverage (%)</b>	200%	Same	No max.
<b>Floor Area Ratio</b>	200%	Same	No max.
<b>Building Height (ft.)</b>	28'	Same	36' max.
<b>No. of Stories</b>	2	Same	2 max.

**BACKGROUND:**

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The proposed project is for a Landmark Alteration Permit for façade improvements to an existing commercial building located at 199 S. Murphy Avenue. The property is located on the west corner of Washington and Murphy Avenues. The two-story building has frontages on two streets and is a gateway building to the historic portion of Murphy Avenue. The building was built in 1901 and is referred to as the “Ace Loan Building.” The first floor housed a pawn broker business for many years and has recently been vacated. The second floor has several office suites and that will continue to remain. The applicant is proposing modifications to make the building’s first floor ready for a new tenant. The new tenant is not known at this time.

A Landmark Alteration Permit is required for any exterior modification to buildings in the Local Landmark District. Architectural review in the district 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
1998-0128	MPP for new awnings	Staff / Approved	2/20/1998
1996-0512	MPP for permanent sign	Staff / Approved	1/13/1997

## **DISCUSSION:**

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### **Project Description**

The two-story commercial building is located on the corner of Washington and Murphy Avenues and anchors this portion of Murphy Avenue (Existing Building Photo – Attachment D). The proposed exterior modifications include:

- Replacement of awnings and windows.
- Changes to the paint colors of the building.

The building is currently vacant. The proposed exterior changes require a Landmark Alteration Permit and is subject to Murphy Avenue Guidelines.

### **Landmark Alteration Permit**

The scope of the Landmark Alteration Permit consists of exterior modifications to an existing commercial building that includes new window and door placement, new awning, and the repainting of the façade.

#### **• Site Plan**

In addition to interior modifications, security metal doors on Washington on the first floor are proposed to be removed (See Attachment C.). No interior changes are proposed for the second story.

#### **• Architecture**

The existing building was built in the 1901 and has a strong art-deco architectural style (Existing Building – Attachment D). This modernist style of architecture developed in 1920s to 1940s reflects and symbolizes the industrial era. Art Deco architectural style includes elements like the eyebrows (shelf placed above windows), stepped pediments, rounded corners, flat roofs, banding or racing stripes, columns, glass blocks, and design elements in threes (three windows, three eyebrows, three bandings). The proposed exterior modifications include the following:

Replace Canvas Awnings: The existing white and teal colored striped, curved awnings with scalloped ends will be removed and replaced with solid green, colored, angular canvas awnings. This shade of green (Sunbrella: Forest Green #4637-0000) is expected to compliment the mint and off-white colored ceramic tilework found on the exterior of the building. The proposed awnings will replace the first and second floor window awnings.

Replace Windows: The existing single paned, metal framed, windows with teal colored wooden trim are proposed to be removed. The new windows will replace the store-front windows at the first floor level and the standard windows at the second floor level (Exterior Elevations – Attachment C). The proposed aluminum windows will be in Dark Bronze color as noted in the colored elevations and the Color and Material Board. The existing wood trim

around the windows will continue to remain; but will be painted brown. The new windows, as proposed, will have fewer grids as compared to the existing windows. Numerous window grids with small glass panes are an important design element of the art-deco architectural style. Staff believes that losing this feature will diminish the building's art-deco architectural style. Staff has included a Condition of Approval (PS -1(a)) requiring increased number of window grids for the second story windows, including the corner window, to maintain the building's architectural integrity.

Colors: The existing color scheme for the building is light yellow with teal accents that complement the ceramic tilework at the base of the building. The proposed color scheme utilizes a similar body color (Benjamin Moore – “Puppy Paws”) that will match the background peach-like color found in the tilework and adds forest green colored awnings (Sunbrella – Forest Green) with dark brown (Benjamin Moore – “Whithall Brown”) colored window and door trim. The trim will also closely match the new dark bronze colored aluminum window frames and grid pattern (Colored Elevations – Attachment C). Staff notes that the eyebrow elements above the second story windows are proposed to be painted in the same body color of the building that will result in a visual loss of this element. Since this detail is an important art-deco architectural element, staff has included a Condition of Approval (PS-1 (b)) requiring that the trim around the rectangular eyebrows be painted dark brown (same as the window and door trim). This will visually enhance this architectural feature and maintain the building's art-deco architectural style.

No new signage is noted in the proposal. Staff notes that all new signage will be required to conform to Murphy Avenue Design Guidelines through review of a separate sign permit.

### **ANALYSIS:**

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The proposed exterior modifications are not considered significant to warrant a historical impact analysis. The general form of the building would remain as currently exists. The proposed modifications are intended to update the façade and interior space of the building. New awnings and paint color would improve the appearance of the building. The removal of security metal doors and windows and the air conditioning unit above the entry door will improve the façade of the building that serves as an anchor building to Murphy Avenue.

**Applicable Design Guidelines and Policy Documents**

Design Guideline	Goal or Policy	Comments
<b>Murphy Avenue Design Guidelines (Colors)</b>	<i>"Beige, muted yellows, pale peach colors, blue-grays, ocher and dusty rose colors are part of the palette that could be coordinated contribute and enhance Murphy Avenue's image."</i>	The proposed colors utilizes muted yellow as the body color and introduces a forest green color for the awnings and dark brown trim that allows for some rich tones that are consistent with the Murphy Avenue Design Guidelines. Other buildings on Murphy Avenue have used richer colors in recent years.
<b>Murphy Avenue Design Guidelines (Materials)</b>	<i>"Generally, materials are expected to be appropriate if they express or enhance the character of a building."</i>	The proposal maintains the existing materials of the building exteriors including the stucco body, wood trim and ceramic tilework at the base.
<b>Murphy Avenue Design Guidelines (Awnings)</b>	<i>"Many of the Murphy Avenue buildings were designed to have a retractable 45-degree angle awning."</i>	The new canvas awning replaces the existing teal striped awning with a solid colored green awning which complements the ceramic tilework and is compatible with the character of other buildings in the Murphy Avenue Landmark District.

**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**

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<b>Notice of Public Hearing</b>	<b>Staff Report</b>	<b>Agenda</b>
<ul style="list-style-type: none"><li>• Published in the <i>Sun</i> newspaper</li><li>• Posted on the site</li><li>• 59 notices mailed to the property owners and tenants within 300 ft. of the project site</li></ul>	<ul style="list-style-type: none"><li>• Posted on the City of Sunnyvale's Website</li><li>• Provided at the Reference Section of the City of Sunnyvale's Public Library</li></ul>	<ul style="list-style-type: none"><li>• Posted on the City's official notice bulletin board</li><li>• City of Sunnyvale's Website</li></ul>

## **CONCLUSION**

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**Findings and General Plan Goals:** Staff is recommending approval for the Landmark Alteration Permit, as conditioned, because the Findings, as noted in Attachment A could be made.

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

## **ALTERNATIVES**

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1. Approve the Landmark Alteration Permit with recommended Conditions of Approval.
2. Approve the Landmark Alteration Permit with modified Conditions of Approval.
3. Deny the Landmark Alteration Permit and note where the project is deficient.

**RECOMMENDATION**

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Alternative 1.

Prepared by:

Shétal Divatia  
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

## RECOMMENDED FINDINGS

### **Landmark Alteration Permit**

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#### **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, as conditioned, are consistent with City ordinances and the Murphy Avenue Design Guidelines. The modifications update the façade without changing the overall character of the building. The proposal improves the storefront window area and activates the frontage along Washington and Murphy Avenues. New paint colors and awnings update the façade and blend in with the design of nearby businesses. The proposed modifications, as conditioned, respect the character of the historic Murphy Avenue commercial district.

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

The project enhances the general appearance of the site as well as the surrounding area. The improvements will allow a new commercial tenant for this building and improve business activity on Murphy Avenue. Conditions of Approval require that the windows include increased grids and highlighting the eyebrow element above the second story windows will maintain the building's art-deco architectural style. The proposed updated façade will improve the appearance of the building and will blend with the existing and newer commercial development in the area.

**RECOMMENDED  
CONDITIONS OF APPROVAL AND  
STANDARD DEVELOPMENT REQUIREMENTS  
DECEMBER 4, 2013**

**Planning Application 2013-7900  
199 S. Murphy Avenue**

Landmark Alteration Permit to allow exterior modifications to the façade of the Ace Loan Building, including replacement of awnings, windows, and new paint colors.

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 changes 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]

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

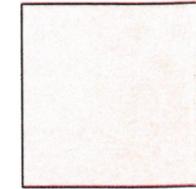
- PS-1. MODIFY PROPOSAL:  
Resubmit modified elevations to the Planning Division for review and approval with the following modifications:
- a. The proposed second story windows shall be modified to include increased window grid (transom and mullion) to result in smaller sized glass panes to maintain the art-deco architectural style of the building.
  - b. Paint the “eyebrow” (rectangle shaped element found above the second story windows) trim with dark brown trim color to maintain the art-deco architectural style of the building. [COA] [PLANNING]
- 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]
- PS-3. REPAIR CERAMIC TILEWORK ON THE EXTERIOR OF THE BUILDING:  
Modify scope of work to include repair of the ceramic tile work on the exterior of the building to address damaged/broken tiles and grout.

**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).**

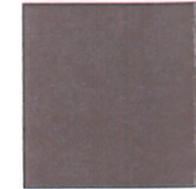
- BP-1. CONDITIONS OF APPROVAL:  
Final plans shall include all Conditions of Approval included as part of the approved application starting on sheet 2 of the plans. [COA] [PLANNING]
- BP-2. RESPONSE TO CONDITIONS OF APPROVAL:  
A written response indicating how each condition has or will be addressed 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]
- BP-6 STOREFRONT WINDOWS AND DOORS:  
All window and door glass shall remain clear and without tint so that visibility into the building interior is possible from the sidewalk and street. [COA] [PLANNING]

COLOR SCHEDULE:

ATTACHMENT C  
Page 1 of 3



PAINT  
BODY:  
BENJAMIN MOORE:  
PUPPY PAWS 1156



TRIM & DOORS  
BENJAMIN MOORE: WHITALL BROWN HC-69

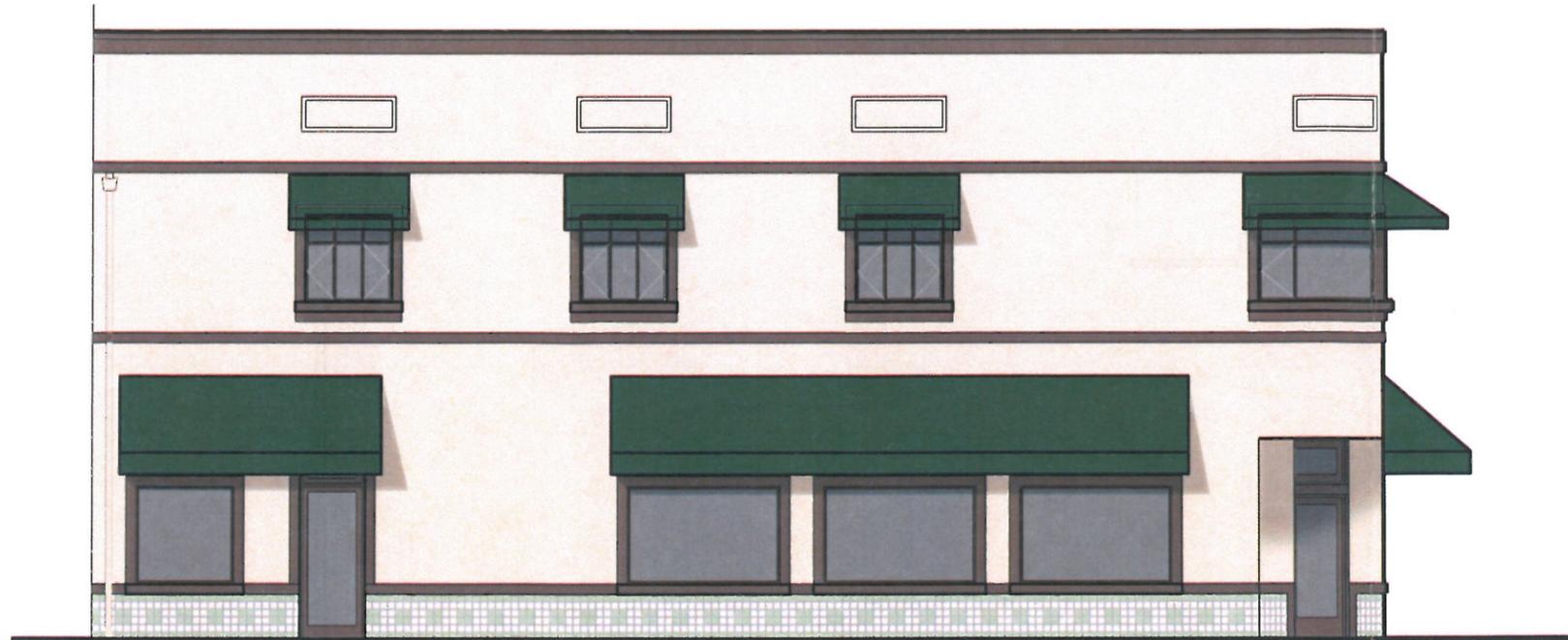


AWNING  
FIRST & SECOND FLOOR:  
SUNBRELLA: FOREST GREEN # 4637-0000

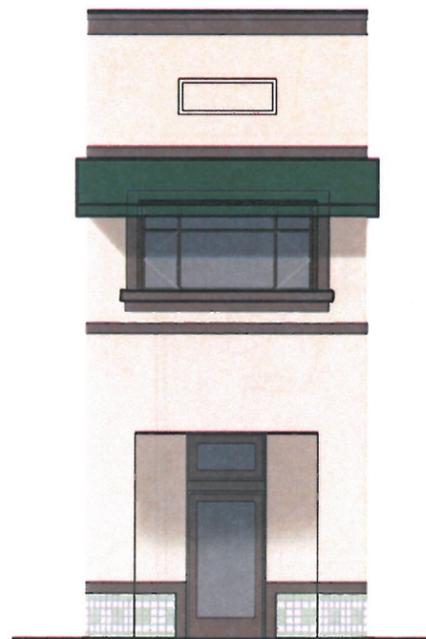


(N) ALUMINUM WINDOWS  
DARK BRONZE

(E) CERAMIC TILE TO REMAIN.



EXTERIOR ELEVATION- FACING W. WASHINGTON AVENUE.



CORNER ELEVATION



EXTERIOR ELEVATION FACING S. MURPHY AVENUE

ACE LOAN BUILDING

199 SOUTH MURPHY AVENUE  
SUNNYVALE, CALIFORNIA

ARCHITECTS

MBA

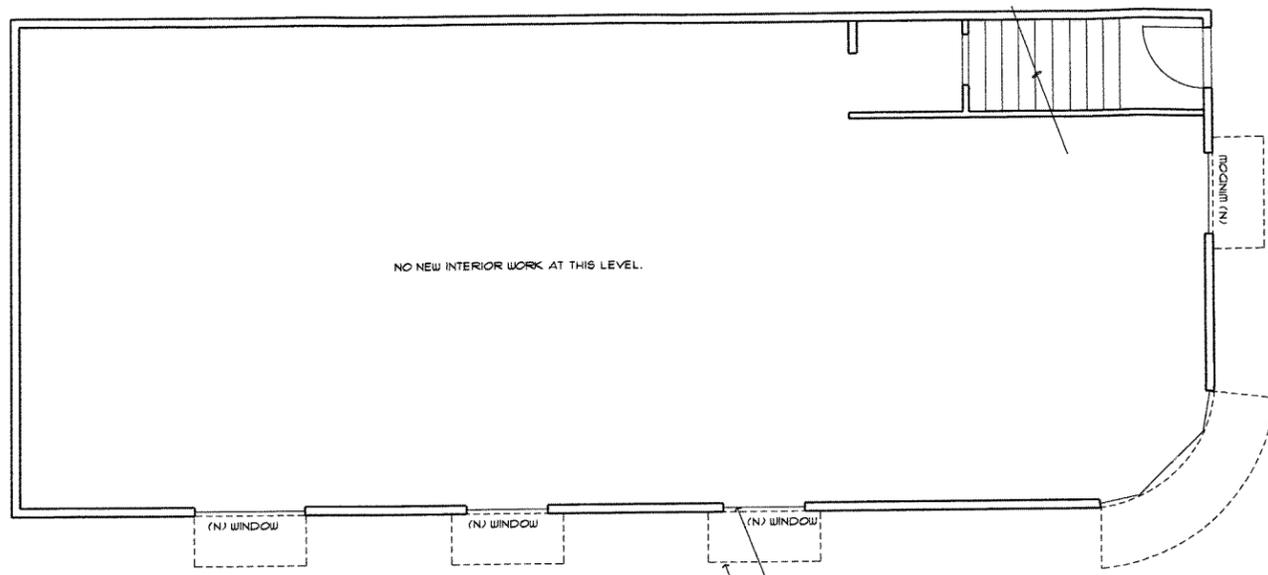
1178 LINCOLN AVENUE, SAN JOSE, CALIFORNIA 95125  
PH 408/297-0268 FAX 408/297-0384

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DATE	
REV.	
J.N.	1317
C.F.	1317-PLANNING-A2.DWG

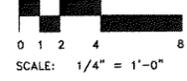
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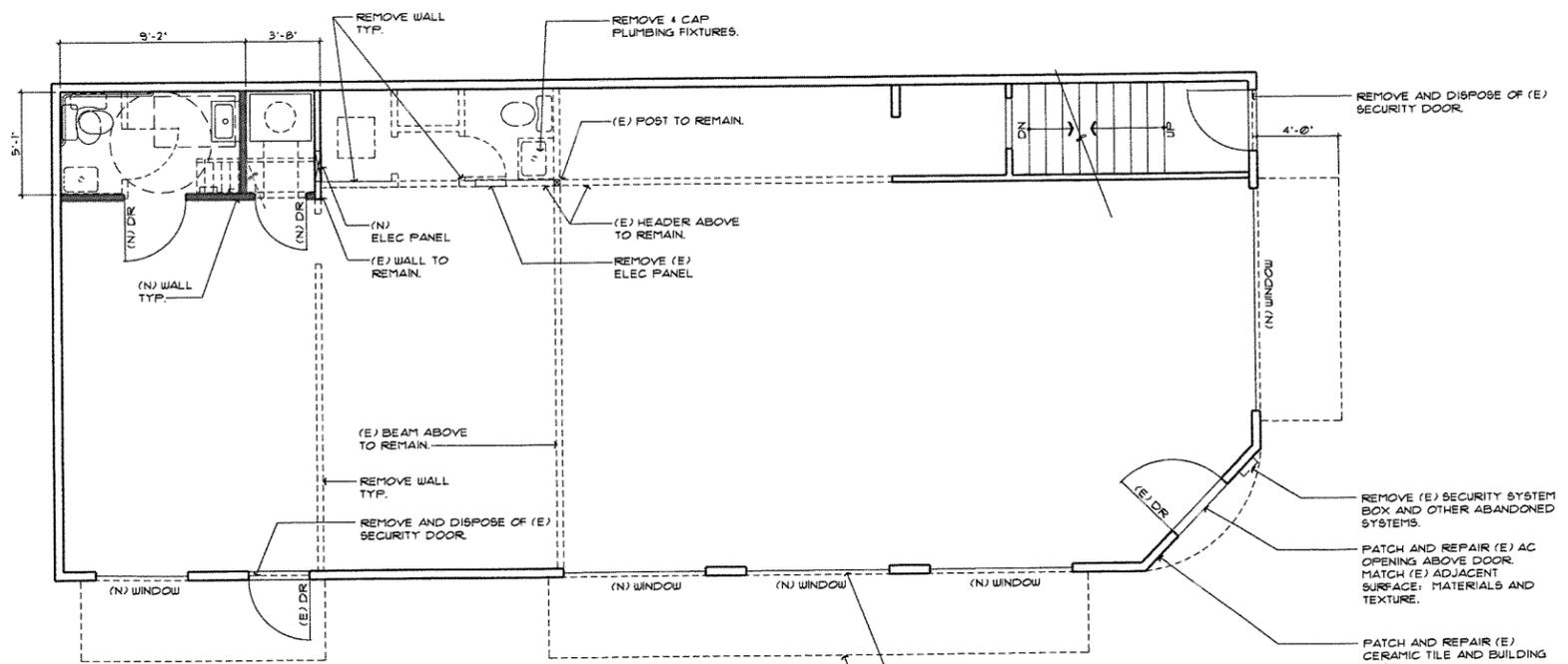
JOB No.	1817
DATE	October 22, 2013
DESCRIPTION	of 3
PLANNING REV	12/04/13
REV.	△



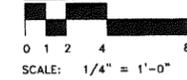
SECOND FLOOR-AWNING PLAN △



REPLACE (E) STEEL WINDOW W/  
(N) ALUM. WINDOWS, TYP.  
REPLACE (E) AWNING W/  
(N) AWNING, TYP.



FIRST FLOOR PLAN △



REPLACE (E) STEEL WINDOW W/  
(N) ALUM. WINDOWS, TYP.  
REPLACE (E) AWNING W/  
(N) AWNING, TYP.

ACE LOAN BUILDING  
199 South Murphy Avenue  
Sunnyvale, California

ARCHITECTS



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SHEET TITLE  
**FIRST FLOOR  
PLAN  
SECOND FLOOR  
AWNING PLAN**

SCALE As Shown  
CAD FILE 1311-CDAL.dwg  
DRAWN BY

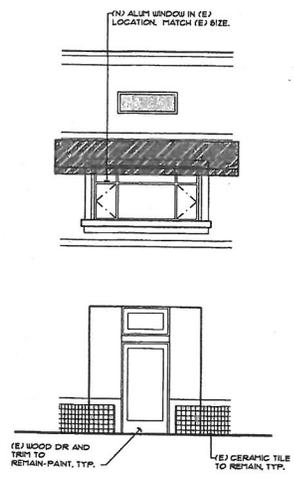
SHEET  
**A1**  
1 OF 2 SHEETS



ELEVATION FACING WASHINGTON STREET



ELEVATION FACING S. MURPHY AVENUE



CORNER ELEVATION

**EXTERIOR ELEVATIONS  
 COLOR SCHEDULE:**

**PAINT**  
 BODY: BENJAMIN MOORE, PUPPY PAWS 156  
 TRIM & DOORS: BENJAMIN MOORE, SATELL BRONZ HC-65

**WINDOWS**  
 ALL WEATHER SERIES 3000  
 DARK BRONZE ANODIZED

**AWNING**  
 FIRST & SECOND FLOOR:  
 SUNBELLA: FOREST GREEN 1437-0000

REVISIONS	DATE	DESCRIPTION	DATE	REV.
ACE LOAN BUILDING 155 South Murphy Avenue Sunnyvale, California				
ARCHITECTS AN JOSE CALIFORNIA #132 AN JOSE				
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SHEET TITLE				
EXTERIOR ELEVATIONS				
SCALE: As Shown				
DSD FILE: 157-CD42.dwg				
DRAWN BY:				
SHEET				
A2				
2 OF 2 SHEETS				

ATTACHMENT C  
 Page 3 of 3

**Existing Exterior of 199 S. Murphy Ave.**



November 25, 2013