

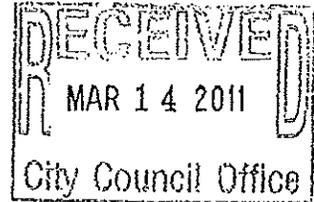
CITY OF SUNNYVALE

The Heart of Silicon Valley™

456 WEST OLIVE AVENUE

SUNNYVALE, CALIFORNIA 94086

(408) 730-7400



March 1, 2011

Melinda Hamilton
Mayor

Jan Griffith
Vice Mayor

Ollo Lee
Councilmember

Ron Swogles
Councilmember

Christopher R. Moylan
Councilmember

Anthony (Tony) Spitaleri
Councilmember

David Whittum
Councilmember

TO: 100 Block Murphy Avenue Businesses

FROM: Melinda Hamilton, Mayor, City of Sunnyvale

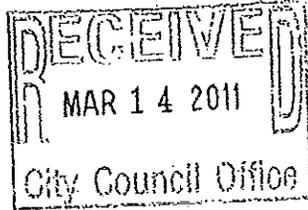
RE: Possible Street Closure

Dear Murphy Avenue Merchant:

Based on feedback from a variety of sources since the closure of Murphy Avenue during the recent renovation, the Sunnyvale City Council is considering the possibility of closing the 100 block of Murphy Avenue to vehicular traffic. You may remember this issue was discussed at the Mayor's Roundtable meeting last fall. Your input is very important to our deliberations, and the City is partnering with the Sunnyvale Downtown Association to collect input from the Murphy Avenue merchants. There has been much anecdotal information, but the association and the City would like to conduct a formal survey, contained in this letter, to quantify the information and to provide a starting proposal for the City Council's consideration.

The City Council has ranked this as one of its top priorities for this year, and, although the ultimate decision rests with the Council, we are seeking input. Currently, we are doing outreach, including this survey, to the merchants and other affected parties. Once the outreach has been completed, staff will identify a proposed plan and present a staff recommendation and analysis for the Council and the community's information. Then there will be a public hearing, another opportunity for the community to offer opinions and comments before Council makes any decision. The intent of the program is to pilot it this year and evaluate its success in the fall.

Since the purpose of closing Murphy would be to attract pedestrian traffic, the best time of year to start would be when the weather starts to warm up. The discussion so far seems to prefer closure over the weekend during the spring/summer months. The Sunnyvale Downtown Association Board and I discussed other times and days, and we believe that the options offered below were the best balance of interests. The initial proposal being considered would start the street closure in the spring, perhaps April, and continue through the end of August. Of course, if there is some major unforeseen impact, the program could be ended earlier.



Please fill out and return the section below, and drop off by March 11 to Steve Graham at Rok Bistro, 124 South Murphy Avenue. If you have any questions, please call Joel Wyrick at 408-616-7217:

X I DO support closing Murphy Avenue to vehicular traffic on Saturday and Sunday, from the spring through August on a trial basis in 2011.

_____ I DO support closing Murphy Avenue to vehicular traffic on Friday, Saturday and Sunday, from the spring through August on a trial basis in 2011.

_____ I DO NOT support closing Murphy Avenue on a trial basis in 2011.

Business Name F-A-T COMPUTER

Business Address _____

Owner's Signature [Signature] Date 3/02/11

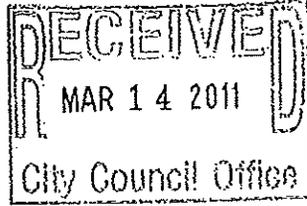
Owner's Name _____
Please Print

Thank you for your input, and we will keep you informed of the next steps in the process.

Sincerely,

Melinda Hamilton

Melinda Hamilton
Mayor



100 Block Murphy Avenue Businesses
March 1, 2011
Page 2 of 2

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I DO NOT support closing Murphy Avenue on a trial basis in 2011.

Business Name Jardins

Business Address 125 S. Murphy Avenue San Gabriel CA 94136

Owner's Signature Alexandra Date 03.11.2011

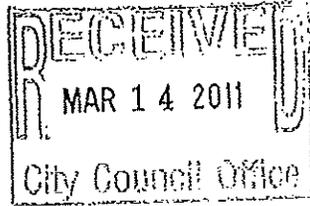
Owner's Name M. Corinne Tadiar

Please Print

Thank you for your input, and we will keep you informed of the next steps in the process.

Sincerely,

Melinda Hamilton
Mayor



100 Block Murphy Avenue Businesses
March 1, 2011
Page 2 of 2

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Business Name Fire House Grill & Brewery

Business Address 111 S. Murphy

Owner's Signature [Signature] Date 3/11/11

Owner's Name Chris Jones

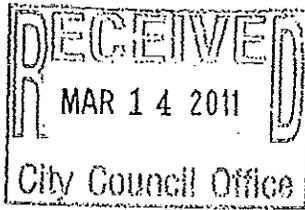
Please Print

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Sincerely,

Melinda Hamilton

Melinda Hamilton
Mayor



100 Block Murphy Avenue Businesses
March 1, 2011
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 I DO NOT support closing Murphy Avenue on a trial basis in 2011.

Business Name Phuong Thao Restaurant

Business Address 155 S Murphy Ave

Owner's Signature [Signature] Date 3/8/11

Owner's Name KHAI TRAN

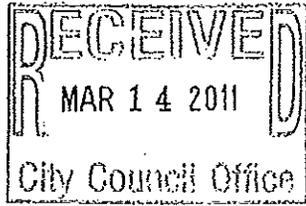
Please Print

Thank you for your input, and we will keep you informed of the next steps in the process.

Sincerely,

Melinda Hamilton

Melinda Hamilton
Mayor



Please fill out and return the section below, and drop off by March 11 to Steve Graham at Rok Bistro, 124 South Murphy Avenue. If you have any questions, please call Joel Wyrick at 408-516-7217:

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Business Name COMPASS REALTY

Business Address 114 S. SUNNYVALE

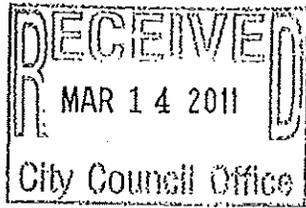
Owner's Signature _____ Date 3/3/11

Owner's Name Ami H. H. H.
(Please Print)

Thank you for your input, and we will keep you informed of the next steps in the process.

Sincerely,

Melinda Hamilton
Mayor



100 Block Murphy Avenue Businesses
March 1, 2011
Page 2 of 2

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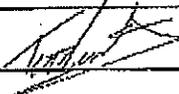
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_____ I DO NOT support closing Murphy Avenue on a trial basis in 2011.

Business Name Istanbul Hair salon

Business Address _____

Owner's Signature Eliot Alaman  Date 03-10-11

Owner's Name _____

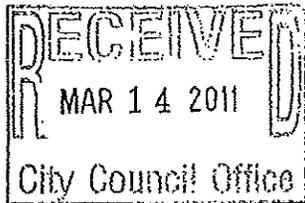
Please Print

Thank you for your input, and we will keep you informed of the next steps in the process.

Sincerely,



Melinda Hamilton
Mayor



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I DO support closing Murphy Avenue to vehicular traffic on Friday, Saturday and Sunday, from the spring through August on a trial basis in 2011.

I DO NOT support closing Murphy Avenue on a trial basis in 2011. (strongly oppose)

Business Name Tao Tao

Business Address 175 S Murphy Ave, Sun Myale

Owner's Signature [Signature] Date 3/8/11

Owner's Name SUSAN WOO

Please Print

Thank you for your input, and we will keep you informed of the next steps in the process.

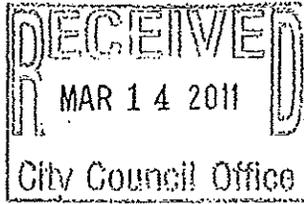
Sincerely,

Melinda Hamilton

Melinda Hamilton
Mayor

We have a lot of video customers and pickup orders for take out who gets dropped off at the front door (especially on weekends), closing the street will really hurt my business. Also, how will new customers get a bearing on your location before parking? It would be inconvenient for customers (new) to park, then find the restaurant/business on foot (especially at night). I may be open to closing Murphy Ave on Sat & Sun. →

during lunch time only, opening back to vehicle traffic at night. I remember that this issue was not well received during the Roundtable meeting last fall, why is it being proposed again? The street being closed to vehicle traffic during ^(construction) remodeling was bad enough, now you want to make it inconvenient for customers again?



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I DO NOT support closing Murphy Avenue on a trial basis in 2011.

Business Name Brandon Wines
Business Address 165 S. Murphy Ave, Unit D
Owner's Signature [Signature] Date March 10, 2011
Owner's Name SUSAN WALKER
Please Print

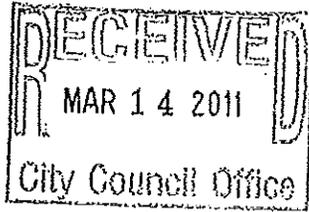
Absolutely Against
Very harmful

Thank you for your input, and we will keep you informed of the next steps in the process.

Sincerely,

Melinda Hamilton

Melinda Hamilton
Mayor



100 Block Murphy Avenue Businesses
March 1, 2011
Page 2 of 2

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Business Name Safura

Business Address 103 S. Murphy Ave

Owner's Signature [Signature] Date 03-09-11

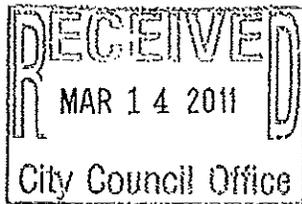
Owner's Name Anne Lee
Please Print

Thank you for your input, and we will keep you informed of the next steps in the process.

Sincerely,

Melinda Hamilton

Melinda Hamilton
Mayor



100 Block Murphy Avenue Businesses
March 1, 2011
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Business Name Bean Scene Cafe

Business Address 186 S. Murphy Ave.

Owner's Signature [Signature] Date 5/9/11

Owner's Name Kenny Lam

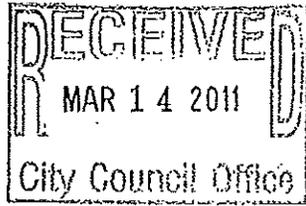
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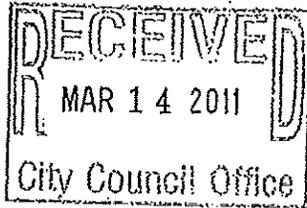
Business Name Rok Bistro
Business Address 124 S. Murphy Ave
Owner's Signature [Signature] Date _____
Owner's Name Steve Graham
Please Print

Thank you for your input, and we will keep you informed of the next steps in the process.

Sincerely,

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Melinda Hamilton
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Business Name Taverna BISTRO

Business Address 133 S. MURPHY AVE Sunnyvale

Owner's Signature [Signature] Date 03-08-2011

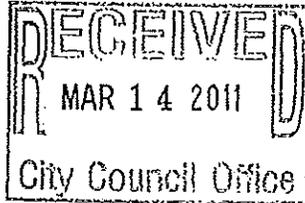
Owner's Name Erin Gwies
Please Print

Thank you for your input, and we will keep you informed of the next steps in the process.

Sincerely,

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Melinda Hamilton
Mayor



100 Block Murphy Avenue Businesses
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Business Name Murphy's Law

Business Address 135 S Murphy Ave

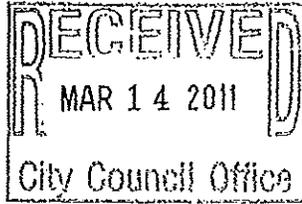
Owner's Signature Robert & Ann Kiehl Date 3/4/10

Owner's Name Robert & Ann Kiehl
Please Print

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Sincerely,

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Business Name Dr. GARY GOLD & Associates

Business Address 130 S. Sunnyvale Ave

Owner's Signature [Signature] Date 3/2/2011

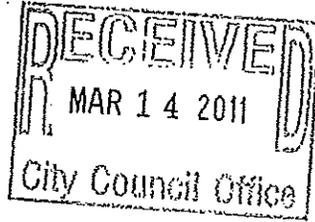
Owner's Name GARY Gold
Please Print

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Sincerely,

Melinda Hamilton

Melinda Hamilton
Mayor



100 Block Murphy Avenue Businesses
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Business Name Murphy Street Smoke Shop

Business Address 114 S. Murphy Ave

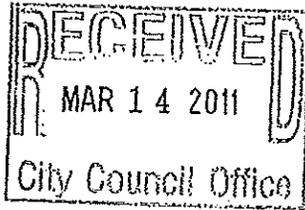
Owner's Signature Sue Kuo Date 3/4/11

Owner's Name SUE KUO
Please Print

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Sincerely,

Melinda Hamilton
Mayor



100 Block Murphy Avenue Businesses
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Business Name Tangerine Gifts + Accessories

Business Address 160th A S. Murphy

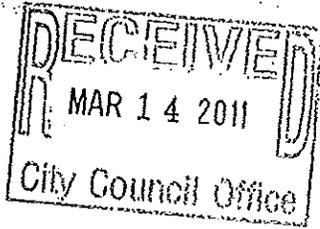
Owner's Signature Donna Lang Date 3-2-11

Owner's Name Donna Lang Please Print

Thank you for your input, and we will keep you informed of the next steps in the process.

Sincerely,

Melinda Hamilton
Mayor



100 Block Murphy Avenue Businesses
March 1, 2011
Page 2 of 2

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Business Name Goldfields Jewelers

Business Address 141 E. WASHINGTON AVE.

Owner's Signature [Signature] Date 3-5-2011

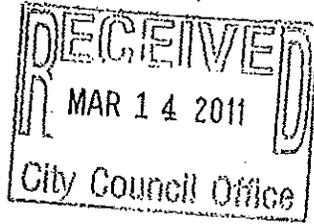
Owner's Name STEVE CHANG
Please Print

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Sincerely,

Melinda Hamilton

Melinda Hamilton
Mayor



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Business Name Tutti Forthi

Business Address 127 S. Murphy Avenue

Owner's Signature [Signature] Date 3/6/11

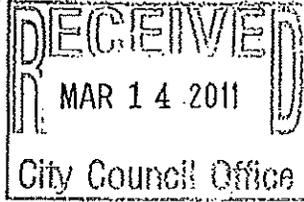
Owner's Name Seema Shah
Please Print

Thank you for your input, and we will keep you informed of the next steps in the process.

Sincerely,

Melinda Hamilton

Melinda Hamilton
Mayor



100 Block Murphy Avenue Businesses
March 1, 2011
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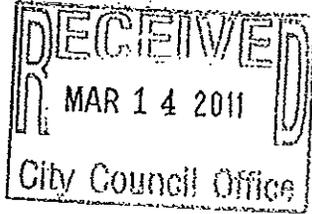
I DO NOT support closing Murphy Avenue on a trial basis in 2011.

Business Name Isabella Boutique
Business Address 152 S Murphy AV
Owner's Signature Rosimeire Osorio Date 03/09/2011
Owner's Name Rosimeire Osorio
Please Print

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Sincerely,

Melinda Hamilton
Mayor



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I DO NOT support closing Murphy Avenue on a trial basis in 2011.

Business Name Leigh's Favorite Books

Business Address 121 S. Murphy Ave.

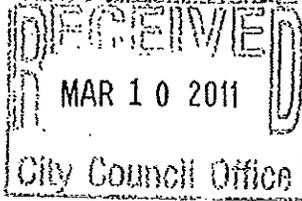
Owner's Signature Leigh Odum Date 3/11/11

Owner's Name Leigh Odum
Please Print

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Sincerely,

Melinda Hamilton
Mayor



100 Block Murphy Avenue Businesses
March 1, 2011
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I DO NOT support closing Murphy Avenue on a trial basis in 2011.

Business Name Sakura

Business Address 173 S. Murphy Ave

Owner's Signature  Date 03-09-11

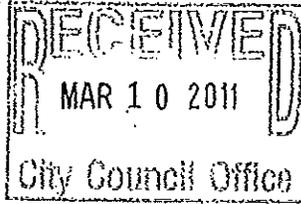
Owner's Name Anne Lee
Please Print

Thank you for your input, and we will keep you informed of the next steps in the process.

Sincerely,



Melinda Hamilton
Mayor



100 Block Murphy Avenue Businesses
March 1, 2011
Page 2 of 2

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I DO NOT support closing Murphy Avenue on a trial basis in 2011.

Business Name Brandon Winer

Business Address 165 S. Murphy Ave, Unit D

Owner's Signature [Signature] Date March 10, 2011

Owner's Name SUSAN WALKER

Please Print

Absolutely Against

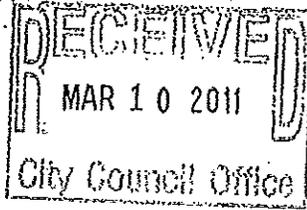
Thank you for your input, and we will keep you informed of the next steps in the process.

Sincerely,

Very harmful

Melinda Hamilton

Melinda Hamilton
Mayor



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X I DO NOT support closing Murphy Avenue on a trial basis in 2011. (strongly oppose)

Business Name TAO TAO

Business Address 175 S Murphy Ave, Sun Myvale

Owner's Signature [Signature] Date 3/8/11

Owner's Name SUSAN WOO

Please Print

Thank you for your input, and we will keep you informed of the next steps in the process.

Sincerely,

Melinda Hamilton

Melinda Hamilton
Mayor

We have a lot of older customers and pickup orders for takeout who gets dropped off at the front door (especially on weekends), closing the street will really hurt my business. Also, How will new customers get a bearing on your location before parking? It would be inconvenient for customers (new) to park, then find the restaurant/business on foot (especially at night). I may be open to closing Murphy Ave on Sat & Sun. → 58

Attachment E.

BPAC Meeting Minutes
from May 19, 2011.

To be attached after
meeting takes place