



**CITY OF SUNNYVALE
REPORT
Heritage Preservation Commission**

June 2, 2010

SUBJECT: **2010-7327 - Emrah Gures** [Applicant] **John Hubbard**
 [Owner]: Application for a project located at **133 South
 Murphy Avenue** in DSP-2 (Downtown Specific Plan/Block 2)
 Zoning District (APN: 209-06-004):

Motion Landmark Alteration Permit for a new awning and wall sign
 at an existing restaurant (Taverna Bistro).

REPORT IN BRIEF

Existing Site Conditions Two-story commercial building

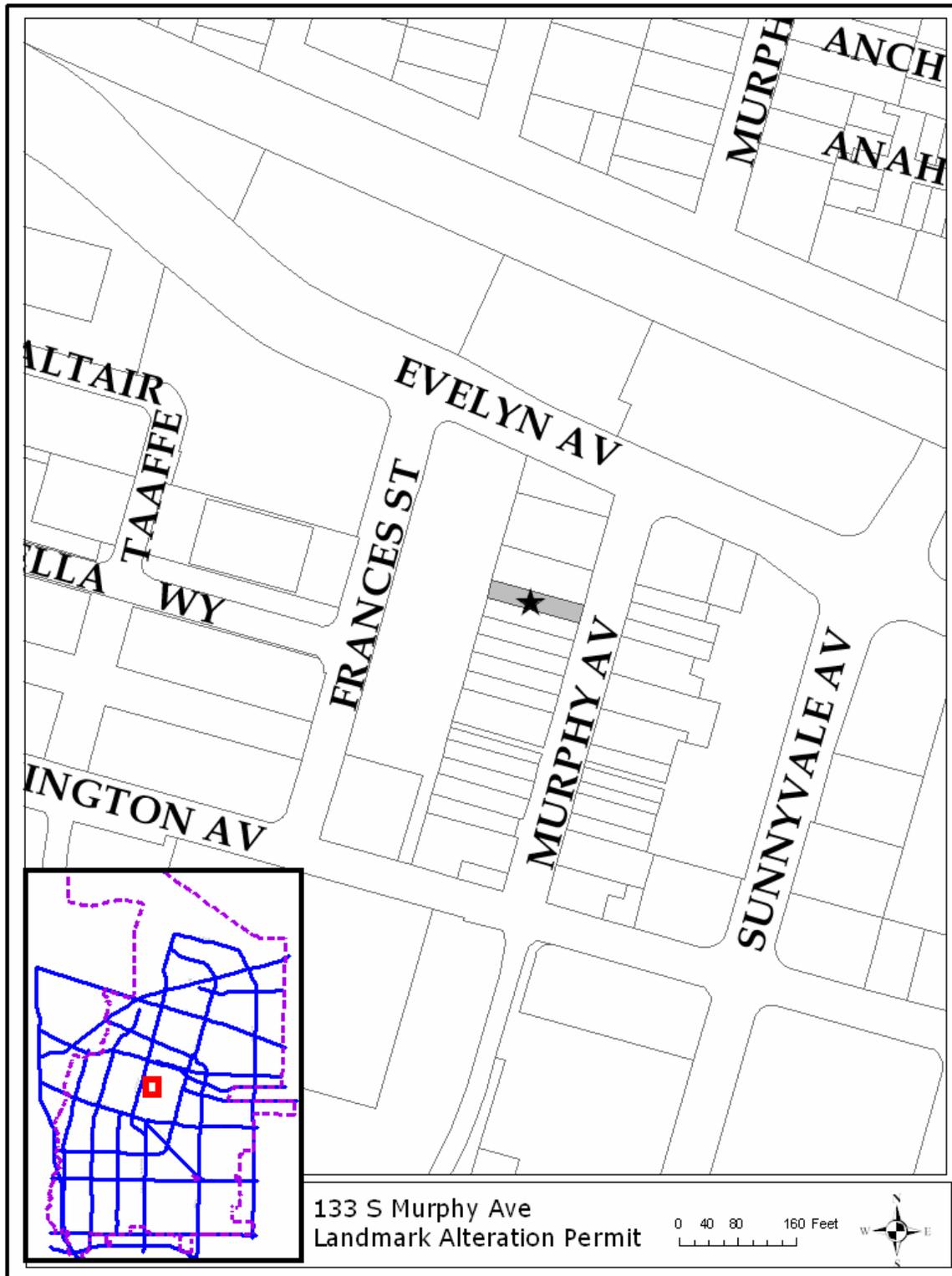
Surrounding Land Uses

North	Historic Commercial
South	Historic Commercial
East	Historic Commercial (across Murphy Avenue)
West	City Parking District

Issues Design Consistency with Murphy Avenue Design
 Guidelines

Environmental Status A Class 11 Categorical Exemption relieves this project
 from California Environmental Quality Act provisions
 and City Guidelines.

Staff Recommendation Approve with Conditions



PROJECT DATA TABLE

	<u>EXISTING</u>	<u>PROPOSED</u>	<u>REQUIRED/ PERMITTED</u>
General Plan	Central Business	Same	Same
Zoning District	DSP-2	Same	Same
Lot Size (s.f.)	3,125	Same	No min.
Gross Floor Area (s.f.)	2,625	Same	N/A
Lot Coverage (%)	84%	Same	100% max.
No. of Buildings On-Site	1	1	1
No. of Stories	2	Same	2 max.

ANALYSIS**Description of Proposed Project**

This application is for consideration of a Landmark Alteration Permit for a new retractable awning at 133 S. Murphy Avenue. The review considered the compatibility of the awning style with the building architectural style and within the larger context of the street's historic character. Additionally, the application included details of new front signage for the existing restaurant establishment.

Background

Previous Actions on the Site: In 2003, the Heritage Preservation Commission approved an awning at this same location. A picture of this awning is included in the site photos (Attachment C). Various permits have been approved at either staff level or through an Administrative Hearing over the last seven to eight years for expansions to the use (outdoor seating, entertainment, and signage).

Environmental Review

A Class 11 Categorical Exemption relieves this project from California Environmental Quality Act provisions. Class 11 Categorical Exemptions cover accessory structures including signs.

Landmark Alteration Permit

Site Layout: The existing structure is a two-story Moderne building with no setbacks. Four properties, 123, 125, 127, and 133 S. Murphy Avenue share the building with “Taverna Bistro” occupying the subject tenant space. There are no setbacks required in the DSP-2 District. Adjacent uses are commercial/restaurant uses and the City parking lot to the rear.

The proposed awning, which replaces the existing awning, would be positioned at a similar angle of 45 degrees and project approximately 12 feet, 6 inches from the façade. The awning would cover area planned for outdoor seating as well as public sidewalk area. The proposed awning is retractable and could be rolled up at various times. The awning will be composed of a canvas and will match the burgundy color of the current awning (See Site and Architectural Plans in Attachment D). A photosimulation of the proposed awning has also been provided in Attachment E.

Staff is concerned that the current proposal of a 12.5-foot projecting canopy over the sidewalk is not in character with most other restaurant uses along Murphy Avenue. As shown in site photos of nearby businesses, a smaller awning which covers up to four to five feet is more common along the street and similar to the current awning at the subject site. Staff has included Condition of Approval #2A to require that the awning project no more than five feet when extended from the facade. Also to conform to Murphy Avenue Design Guidelines, staff has included in that same condition that the awning project at 45-degree angle from the front facade. Furthermore, staff has also included a condition of approval related to the visibly apparent exposed metal bars that are shown in the provided photosimulation. To improve compatibility with neighboring businesses, staff recommends Condition of Approval #2B that the metal bar/railing not be exposed and only the canvas material shall be visible along the front facade.

Sign: Although, proposed signs can be reviewed at staff level without Heritage Preservation Commission review, the applicant has provided details of primary signage that is planned to be affixed above the awning along the front façade. Details are provided in Attachment C. In conformance to the Murphy Avenue Design Guidelines, the sign is not larger than 1.5 square feet per linear foot of the storefront footage. The primary sign will utilize one color (red) for the individual letters and the overall size will be slightly more than a 1:1 ratio (square feet per linear foot) of the storefront frontage.

General Plan Sub-Element	Goal Or Policy	Comments
<i>Murphy Avenue Design Guidelines</i>	<i>Well designed, internally illuminate individual letter units can contribute both to the building's character and to the nighttime environment.</i>	The proposed wall sign utilizes individual channel letters

Murphy Avenue Design Guidelines

The Heritage Preservation Commission can refer to the sections on awnings and signage in the Murphy Avenue Design Guidelines when reviewing this proposal. The Murphy Avenue Design Guidelines Development Plan describe this building as Moderne style with an excellent original façade that provides a good opportunity for coordinated building awnings above the four entrances.

As conditioned, staff considers the proposed awning and signage at 133 Murphy Ave. ("Taverna Bistro") to be in conformance with the Murphy Avenue Design Guidelines. The proposed awning will match the color and material of the existing awning that was approved in 2003 and will be slanted to an approximately 45-degree angle. The proposed front façade sign is in scale within the size criteria recommended by the Murphy Avenue Design Guidelines. Additional photos of awnings along Murphy Avenue are provided in Attachment F.

Expected Impact on the Surroundings: The proposed awning should not adversely affect the visual integrity of the historic district. Staff has included conditions of approval that further ensure that the awning will be compatible to surrounding businesses along Murphy Avenue.

Fiscal Impact

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

Public Contact

Notice of Public Hearing	Staff Report	Agenda
<ul style="list-style-type: none"> • Published in the <i>Sun</i> newspaper • Posted on the site • 7 notices mailed to property owners and residents adjacent to the project site 	<ul style="list-style-type: none"> • Posted on the City of Sunnyvale's Web site • 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 • Posted on the City of Sunnyvale's Web site

Conclusion

Staff was able to make the required Findings based on the justifications for the Landmark Alteration Permit.

- Findings and General Plan Goals are located in Attachment A.
- 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:

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Project Planner

Reviewed by:

Steve Lynch
Senior Planner

Attachments:

- A. Recommended Findings
- B. Recommended Conditions of Approval
- C. Site Photos
- D. Site and Architectural Plans
- E. Photosimulation of the proposed awning
- F. Photos of other awnings along Murphy Avenue

Recommended Findings – Landmark Alteration Permit

Heritage Preservation Sub-Element

Policy 6.3B.3: 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.

Action Statement 6.3B.1d: Encourage ongoing maintenance and appropriate use of heritage properties.

1. The proposed project will be consistent with the purposes of the Heritage Preservation Ordinance.

The replacement awning helps preserve and enhance the aesthetic quality of the street. As conditioned, the project is compatible with the General Plan and with the Murphy Avenue Design Guidelines. Conditions of Approval require that a 45-degree angle be maintained as stated in the guidelines. The plan is also required to be modified so that a similar distance to other properties along the Murphy Avenue.

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

The proposed retractable awning and signs are complimentary in design and color to the historic character of the building and are compatible to neighboring structures along Murphy Avenue.

Recommended Conditions of Approval – Landmark Alteration Permit

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 of this Permit:

Unless otherwise noted, all conditions shall be subject to the review of approval of the Director of Community Development.

1. GENERAL CONDITIONS

- A. The Landmark Alteration Permit shall expire two years from the date of approval by the final review authority if not executed or if the use is discontinued.
- B. Obtain necessary building permits.
- C. The Conditions of Approval shall be reproduced on a page of the plans submitted for a Building permit for this project.

2. DESIGN/EXTERIOR COLORS AND MATERIALS

- A. The retractable awning shall be designed to project at an angle of 45 degrees and extend no more than five feet from the front façade.
- B. The retractable awning shall not contain the exposed metal bar/railing as shown on the provided photosimulations. The canvas material shall only be visible along the front façade.
- C. Final exterior building materials and color scheme are subject to review and approval of the Planning Commission/Director of Community Development prior to issuance of a building permit.
- D. Fabric awnings shall be replaced at least every five years. Any change of color, materials or design and are subject to review and approval by the Director of Community Development.

3. SIGNS

- A. All existing/new signs shall be in conformance with Sunnyvale Municipal Code and Murphy Avenue Design Guidelines.