



Sunnyvale

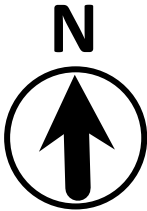
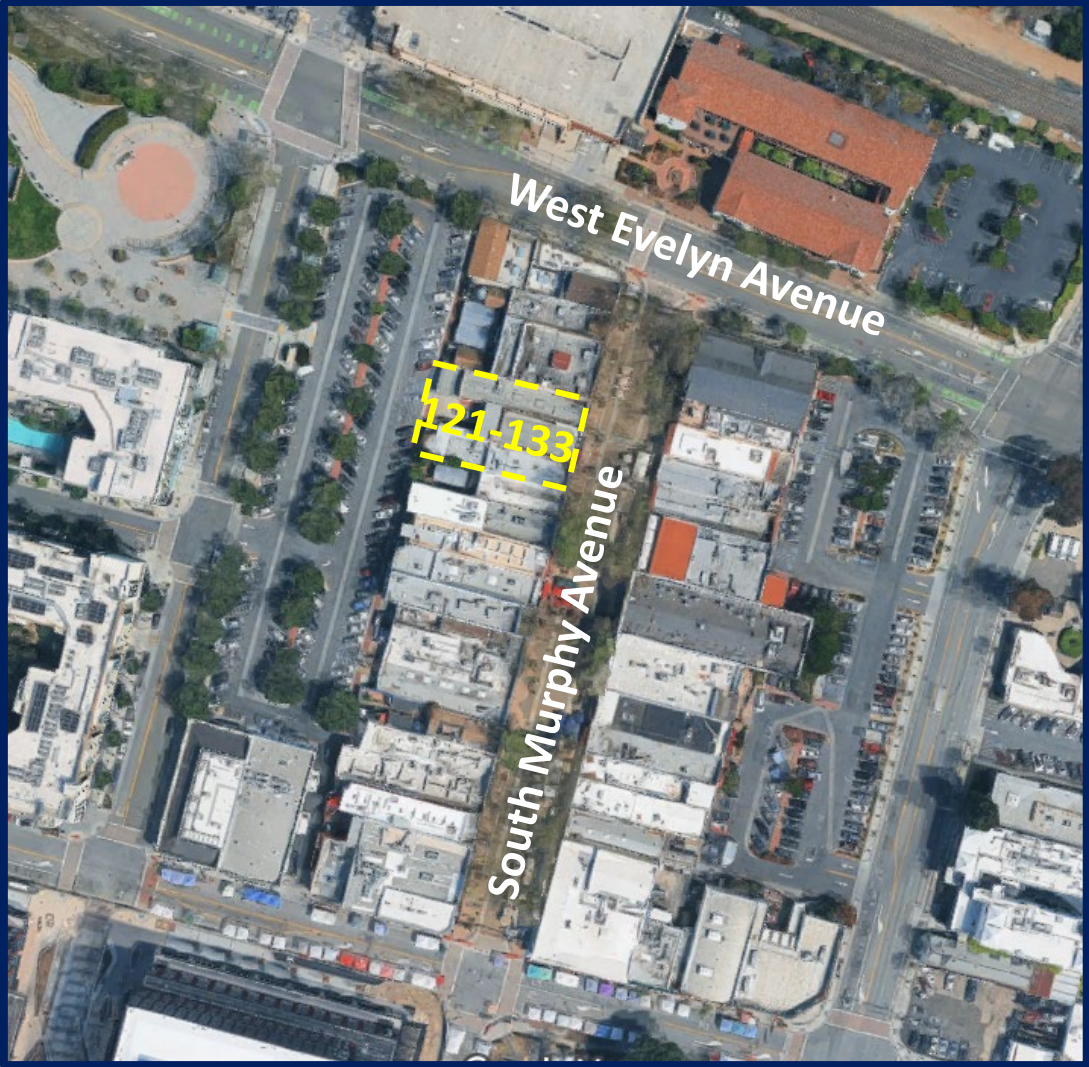
121 – 133 South Murphy Avenue
PLNG-2026-0211

Momo Ishijima, Senior Planner
Heritage Preservation Commission, June 3, 2026

Overview

- **Landmark Alteration Permit (LAP)** - to install two new awnings and replace two awnings at storefronts

Neighborhood Context



Background

- Seijo's Bakery Building (1939)
- Murphy Station Heritage Landmark District (1979)
- Zoning: DSP-2 Downtown Specific Plan Area Block 2 (1993)

Streetscape Elevation



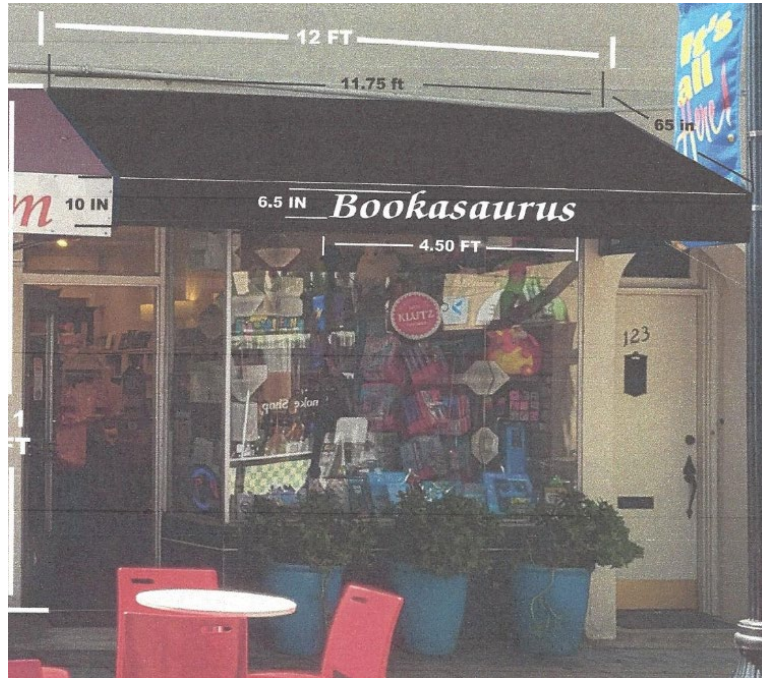
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127

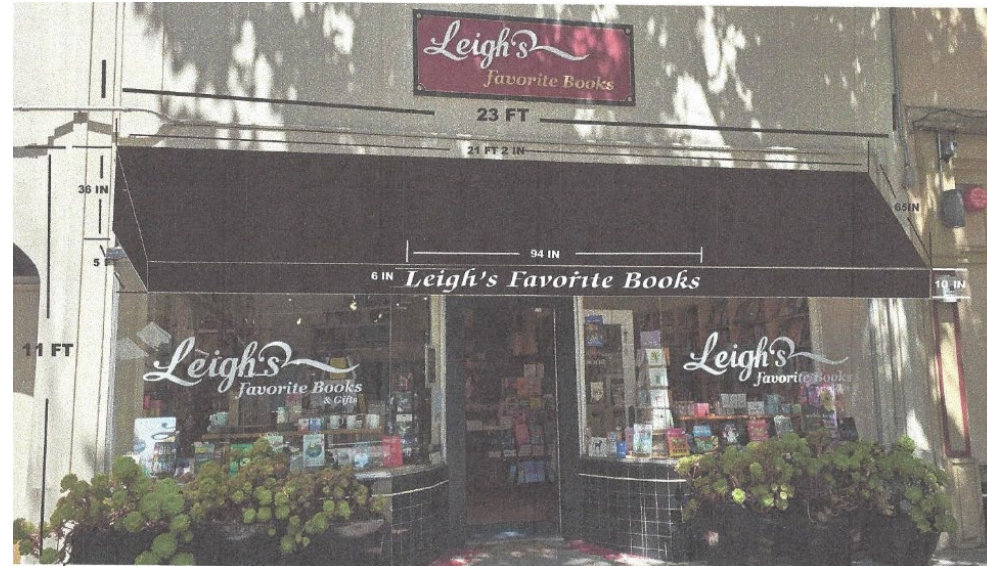
125

121

Proposed Awnings



125 S Murphy Ave

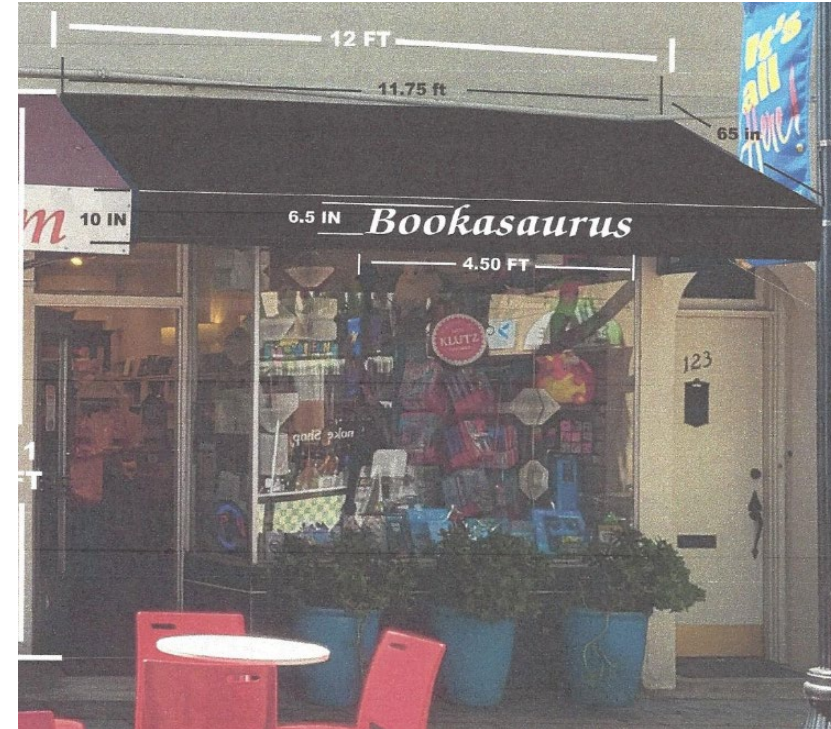


121 S Murphy Ave

Proposed Awnings



131 S Murphy Ave



127 S Murphy Ave

Design Guidelines

- Murphy Station Heritage Landmark District Design Guidelines
 - Consider introducing awnings that are uniform in style, shape, size and materials at the three storefronts, colors may vary (if desirable).
 - Remove “Italian ice cream” signage at awning; replace lettering on the awning, existing awning signage does not positively contribute to streetscape or building style

Recommendations:

ALTERNATIVES

1. Approve the Landmark Alteration Permit based on the Findings in Attachment 2 and subject to the Conditions of Approval in Attachment 3.
2. Approve the Landmark Alteration Permit with modified conditions.
3. Deny the Landmark Alteration Permit and provide direction to staff and the applicant where changes should be made.

STAFF RECOMMENDATION

Alternative 1: Approve the Landmark Alteration Permit based on the Findings in Attachment 2 and subject to the Conditions of Approval in Attachment 3.