



## Memorandum

**Date: 4/29/2019**  
**To: All Interested Parties**  
**From: Amber Blizinski, Principal Planner, Community Development Dept.**  
**Subject: Public Draft of the Design Guidelines for the Murphy Station Heritage Landmark District**

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The following document is the public review draft of the Design Guidelines for the Murphy Station Heritage Landmark District.

The following next steps will occur in adoption of the Design Guidelines:

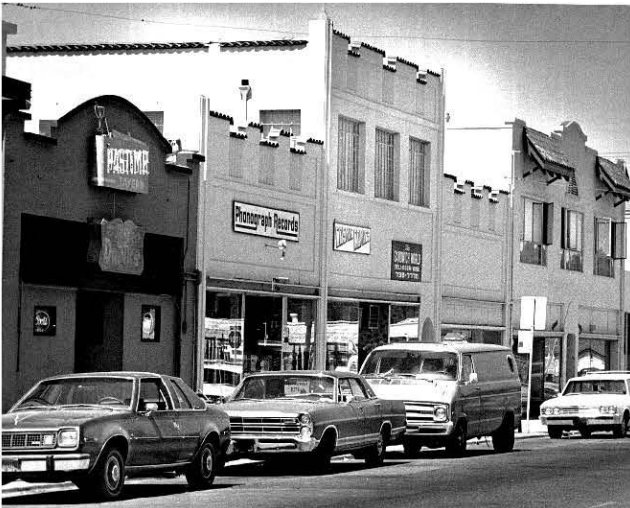
1. May 22, 2019 – Heritage Preservation Commission walking tour of the District.
  - a. Tour will begin at 6 p.m. at the SE corner of S. Murphy Avenue and E. Evelyn Avenue (near 100 S. Murphy Avenue (Il Postale)).
  - b. This walking tour will be for informational purposes only and no formal recommendations or decisions will be made at this meeting.
2. June 5, 2019 – Heritage Preservation Commission Public Hearing on the Design Guidelines for the Murphy Station Heritage Landmark District.
3. July 16, 2019 – City Council Public Hearing on the Design Guidelines for the Murphy Station Heritage Landmark District.

Comments on the document can be submitted to staff at any point up until the Council hearing in July. For more information, or to submit comments, please contact Amber Blizinski, Principal Planner, at [ablizinski@sunnyvale.ca.gov](mailto:ablizinski@sunnyvale.ca.gov) or (408) 730-2723.

# PUBLIC DRAFT VERSION



*DRAFT*  
DESIGN GUIDELINES  
FOR  
MURPHY STATION  
HERITAGE LANDMARK  
DISTRICT  
April 2019 Version



City of Sunnyvale

## **Foreword**

In 1980, the City of Sunnyvale commissioned Charles Hall Page and Associates, Inc. to prepare the first design guidelines for the Murphy Station Heritage Landmark District (District). The District represents the last structures of the old Sunnyvale downtown; however, many of the contributing buildings were in poor condition at that time. Several of the buildings had been “renovated” with cheap materials, employing designs that showed little sensitivity to the original architectural character of the District and, many of the businesses were struggling financially. Additionally, the District lacked landscaping and streetscape treatments, that would both improve the appearance of and draw patrons to Murphy Avenue.

The 1980 Murphy Design Guidelines were accompanied by a development plan that included significant public improvements to the street, and a commitment by the City of Sunnyvale to invest more than two million dollars in public improvements and provide low interest loans to property owners for private storefront improvements.

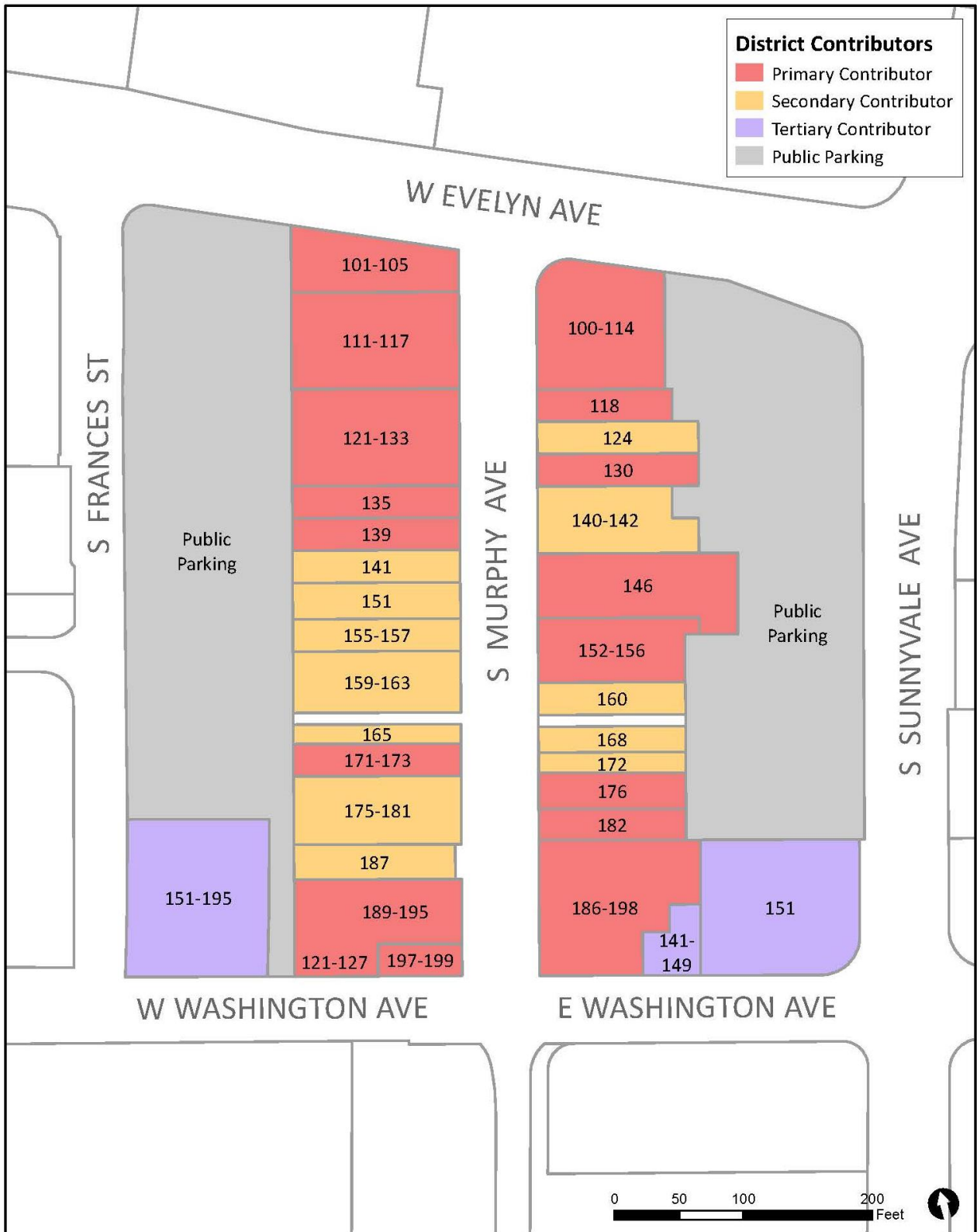
Public improvements and continued investments were made along Murphy Avenue in the 1980’s and although private reinvestment moved at a slower pace, by the summer of 1994, most of the buildings in the District had been rehabilitated. Additionally, a few new structures were built on the periphery of the area.

Since the original Murphy Avenue Design Guidelines document focused on significant upgrades or new construction, and most of the improvements had been completed by 1994, the City updated the Murphy Design Guidelines with help from a grant from the California Office of Historic Preservation in 1994.

The District is now a thriving commercial center within downtown Sunnyvale and an update to the guidelines is instrumental to continue the traditions and character of this important area. This 2019 update to the Design Guidelines for the Murphy Station Heritage Landmark District was sponsored as a Study Issue by the Sunnyvale Heritage Preservation Commission, and with City funding, has been completed by staff, along with assistance from the Sunnyvale Heritage Museum and selected consultants, architecture + history, llc and Johanna Street, Architect.



# MURPHY STATION HERITAGE LANDMARK DISTRICT





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## **Acknowledgements**

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***A special thank you and acknowledgement to the Sunnyvale Heritage Park Museum for help with historical content for the Introduction and many of the historical photographs used within the document.***

## **An Introduction to the Murphy Station Heritage Landmark District**

### **Murphy Avenue – Sunnyvale’s Main Street**

In 1850, Martin Murphy Jr. and his family settled in the Santa Clara Valley. Murphy purchased one half of the Pastoria de las Borregas Ranchero and called this property Bayview Ranch. In 1864, the Central Railroad (now Southern Pacific) constructed a railline between San Francisco and San Jose, which crossed the Bayview property through an easement from Murphy. In turn, the Murphys established a “Flag Stop” near their ranch and named it “Murphy’s Station.”

As a result, a commercial center developed at Murphy Station. Much of the growth and development around the train station can be attributed to W. E. Crossman, a savvy and farseeing real estate investor. In 1898, Crossman bought 200 acres of the Murphy Estate from Martin Murphy’s son and promoted the town, which he named Encinal. The town was renamed Sunnyvale in 1901, and finally incorporated in 1912.

The 100 block of South Murphy Avenue and surrounding parcels that make up the Heritage Landmark District are situated between the current major downtown thoroughfares of Washington, Evelyn, Sunnyvale and South Frances, and are within the City’s Downtown Specific Plan area. As Sunnyvale’s historic commercial core, the Murphy Station Heritage Landmark District developed along Evelyn Avenue and the railroad tracks at the intersection of Murphy Avenue (originally called Main Street). This historic Murphy Station Heritage Landmark District characterizes the heart of the fledgling City and preservation of this district began in 1979 with the first inventory of historic resources by the City of Sunnyvale.

Many of the very early wood-frame buildings that lined Murphy Avenue are gone, but an early commercial building remains at 101 S. Murphy Avenue, at the corner of Evelyn Avenue. This building, constructed in 1897, housed a general store and was the location of Sunnyvale’s first post office. By 1929, addresses were assigned to buildings along Murphy Avenue and around downtown. Prior to that, a business location was described simply as “On Murphy Avenue, Sunnyvale.”

The buildings along Murphy Avenue reflect typical commercial architectural styles and types for the period 1900-1950. This includes primarily one and two-story, wood-frame structures that reflect the character of an early twentieth-century American Main Street. One author has described the traditional American Main Street as having been “the face of a town, the expression of its identity...the rhythm of windows and walls...a singular expression of time and place.” Murphy Avenue weathered challenging times in the 1980’s, but as more investment was made by the City, and through private loans, the district and individual buildings have been upgraded and are thriving amid downtown Sunnyvale.

Several buildings within the Murphy Station Heritage Landmark District possess an architectural integrity which was dramatically enhanced by upgrades and investment executed



in the 1980's and 1990's. In the rare occasion where less characteristic materials and characterless signage remain, the circumstances are generally reversible.

The buildings within the District do not require restoration to a particular period of time, nor should they be reconstructed to an "antique" appearance. Each building has a particular style and appearance. Where there is a high level of architectural integrity, changes should be limited. Where past alterations have resulted in loss of historic materials, there is more flexibility in renovating when needed.

The Murphy Station Heritage Landmark District was historically a place to get your shoes fixed, eat lunch, and go to the movies. Traditionally the district was the hub of downtown Sunnyvale's social and retail activity. The stores and restaurants were small, but were oriented to personal service and offered a wide array of services and products. Today, these same spaces offer a wide-variety of local cuisine, and provide a lunch destination for Sunnyvale's workforce and a dinner destination for the residents. Additionally, the district offers a genuine, pleasant place to dine or shop, with an environment conducive to meeting people and enjoying the outdoor dining spaces.

Since the demolition of the Sunnyvale Town Center Mall, the redevelopment projects within the area have established downtown Sunnyvale as an exciting place to visit, work, and live. There are numerous offices, residential units and a variety of existing and future commercial and residential opportunities to bring people to the area. In this sense, the District provides a setting where people can gather to eat and socialize inserting new energy and patronage to Murphy Avenue.

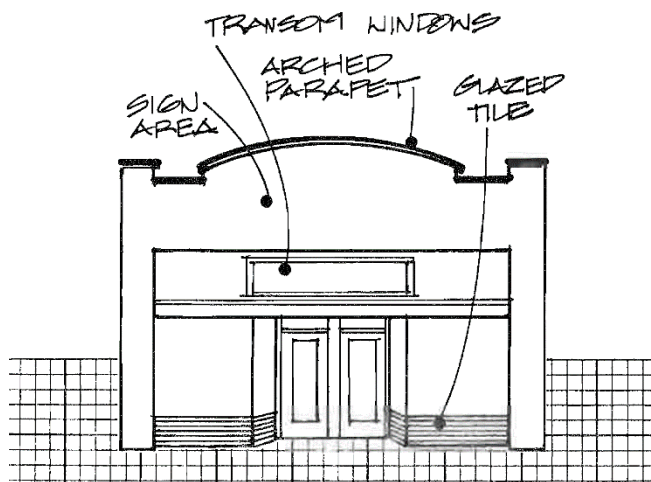
Historically, the Murphy Station Heritage Landmark District was surrounded by residences. While many of the adjacent single-family residences no longer remain in the area, redevelopment of the Sunnyvale Town Center has resulted in multi-family residential uses within the immediate area (with more on the way). In this respect, the District's small shops and restaurants are especially attractive to residents of this, modern, twenty-first century urban village.



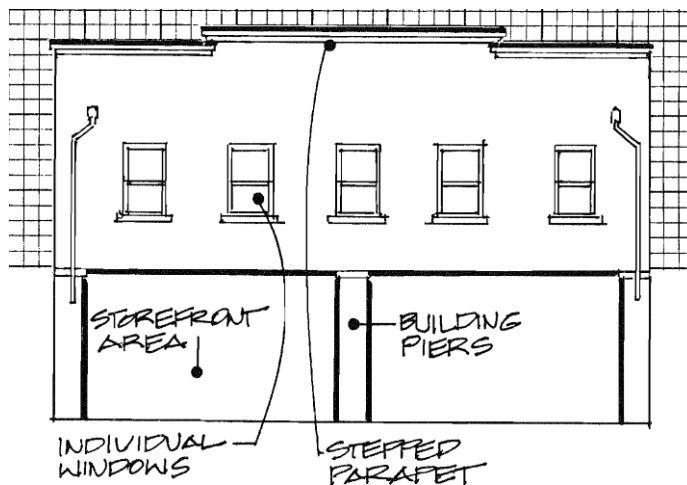
1943 Sanborn Maps of S. Murphy Avenue showing the former configuration of the rear lots, prior to parking areas being inserted where S. Francis and Arques Streets once aligned.

## General Design Guidelines for the Murphy Station Heritage Landmark District

The following are general guidelines for existing structures within the entire area that is known as the Murphy Station Heritage Landmark District (District). The District is comprised of the 100 Block of S. Murphy Avenue and a few buildings along Evelyn Avenue and Washington Avenue. Given the small size of the area, recommendations and guidelines for each individual building are provided in the next section of this document. This section is intended to provide overview or general guidelines for existing buildings. A separate section is provided for new construction or major renovation. Further, this section is intended to supplement and expand on the 1994 Guidelines.



*Typical one-story, commercial building found along Murphy Avenue. Some of the one-story buildings are two bays wide with two symmetrical storefront entries. The entry is often recessed somewhat from the front plane of the building. This sketch appeared in the previous version of the guidelines.*





## General Design Guidelines for Building Renovations

**Typical two-story, commercial building found along Murphy Avenue. Some of the two-story buildings also have a Murphy Avenue-facing door that accesses the second story. This sketch appeared in the previous version of the guidelines.**



**Above: An intact, recessed storefront from the late 1920s.**

**Below: A strong example of a two-story, commercial building with a storefront at the first floor and a pedestrian entry to the upper story unit. Historically, these would have housed a business below, such as a small grocery with the grocer living above. Today, the upper story spaces have often been converted to office.**



### Materials Introduction

Sanborn Maps of the 100 block of S. Murphy Avenue indicate that historically this collection of buildings was wood frame, often with a stucco finish. Photographic evidence indicates windows were either wood frame or steel sash and were frequently framed in wood. A solid, permanent material was often employed at the storefront base, also referred to as a bulkhead, such as tile, stone or brick. Storefront entries sometimes had special flooring, such as terrazzo or colorful tile.



*Above: Note the tile work at the storefront base, the stepped parapet, the signage area, and stucco finish at 121-133 S. Murphy Ave.*

### Materials General Guidelines

- Make removal of incompatible materials a priority, especially at the bulkhead, entry, or transom area of the storefront and at the building cornice or roofline.
- New materials should harmonize with existing or historic building materials. Materials should be limited to traditional materials such as brick, stucco, stone, terra-cotta, wood, tile and metal. Materials with a matte finish are preferred; polished or reflective surfaces are discouraged. Choose materials, as well as colors, that relate to the architectural style or character of the building being renovated or, if the building is not historic, to the style or character of the District. DO NOT choose materials that are user specific as they may not hold from merchant to merchant or reflect the traditional materials employed at storefronts.
- Retain or reintroduce transparent windows at the front façade; opaque, black, mirrored or heavily tinted glass should be avoided.
- Limit the number of materials employed on any single façade so the materials do not create an overly busy façade.
- Repair historic windows rather than replace them. However, if replacement is required, employ wood sash or anodized aluminum. For instance, steel window framing is appropriate on a Moderne style building, whereas natural wood trim would enhance a simple Spanish-inspired building.

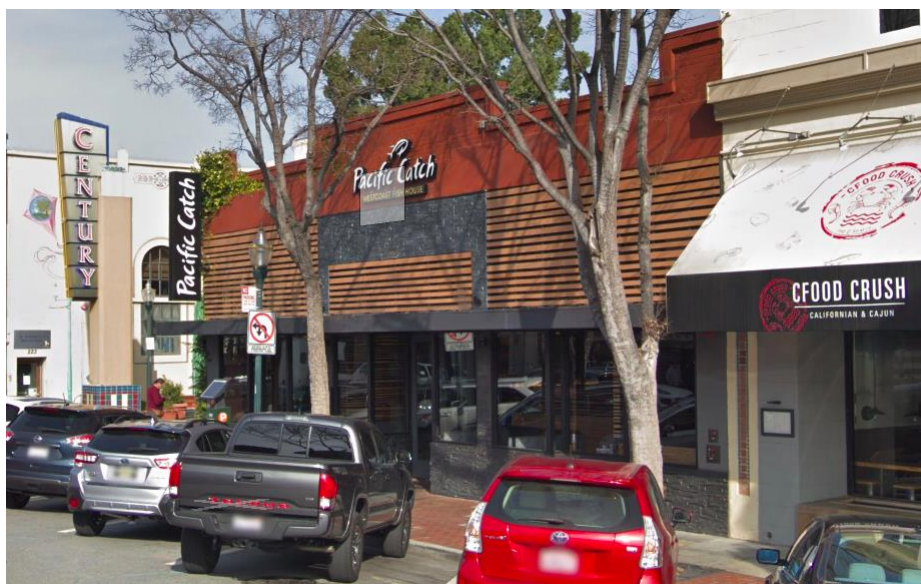
## General Design Guidelines for Building Renovations

- Reintroduce missing architectural features and decorative elements with compatible materials.
- Ensure that awnings and signage take into consideration the spacing of storefront bays.
- Maintain a consistent architectural style on all building elevations.
- Retain character-defining features and limit changes that would impact character-defining features.
- Encourage variation in tile base from building to building in the District.



***This one-story commercial building has many intact features including its two recessed storefront entries and the detailing enframing the storefront including the large openings for the transom windows. Some transom windows have been lost and the base materials have been changed but the shape, form, massing and major features of this storefront remain.***





***Above: This storefront, in another Peninsula downtown, was recently remodeled. The selection of wood slats for use at the clerestory area reflects the corporate image of this restaurant mini-chain, but does not reflect the traditional material or feature employed at this area of a 1920s-30s storefront.***

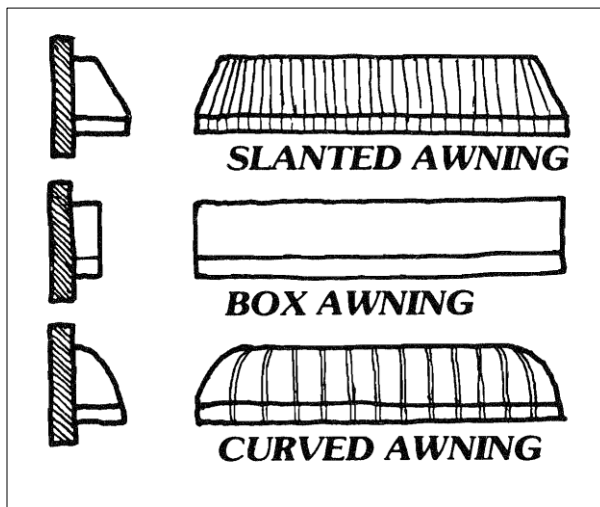
***Below: The storefront before it was altered; the clerestory windows were retained behind the wood slats shown above.***



### **Awnings Introduction**

Many of the buildings within the Murphy Station Heritage Landmark District were designed to have retractable 45-degree angle awning stretching the length of the storefront display windows or façade. Awnings are a colorful way to create an inviting pedestrian environment at the storefront, while also contributing to the distinctive image of the business. Brightly colored canvas awnings add character to the streetscape. Awnings can be designed to cover each individual storefront window band or entry, or span across the entire building front, if compatible with the individual building.

A commercial building with a very flat, undecorated façade benefits greatly from awnings. Second-story windows should also be considered as possible locations for awnings. Upper stories can be integrated effectively into the storefront area through the use of awnings.



*Typical awning types found along Murphy Avenue. This sketch appeared in the previous version of the guidelines.*

### **Awnings General Guidelines**

- Awnings should be compatible with the building architecture.
- The minimum clearance between the lowest point of the awning and the grade immediately below must be eight feet for pedestrian areas and fifteen feet for vehicular clearance.
- Retractable awnings may be considered if appropriately designed.
- Provide awnings that are simple in design, color and detail and that complement the building's established (or future) color palate.
- Select materials for awnings that will age, weather and fade slowly to maximize the investment, such as canvas and matte finish vinyl. Replace frayed, ripped, faded, or heavily soiled canvas awnings every five years.
- Use awnings creatively, to provide the main signage area or supplement wall signs and window graphics.

- Employ stenciling when business names and addresses when signage is placed onto awnings
- Employ awnings to compliment the commercial storefront's historic character and features.
- Use the overall character and architecture of the building to guide awning size, placement, materials, and colors.
- Choose awning shapes that relate to the shape of the entrances and contribute to the cumulative effect for the building as well as the streetscape.
- Consider how the spacing and size of awnings affect the appearance of the entire building as well as each individual storefront.



***Above: This is a good example of using several awnings of the same size and character along a corner storefront to break up the awning plane and highlight the individual elements of the building.***

## General Design Guidelines for Building Renovations



***Above: This small-scale, two-storefront corner building would benefit from restoration of the clerestory windows and consistently placed and sized awnings below the clerestory. Varying color of these awnings differentiates the two merchants which can be okay if done well.***

***Below: Using awnings at secondary elevations and at second story windows can further highlight the building features, while providing necessary sun shade for building users.***





### **Color Introduction**

American Main Streets have traditionally been colorful places. Every element along the streetscape contributes to an integrated and harmonious commercial environment. The colors of each building, the elements and colors of the window displays, the awnings and signage, as well as lighting contribute to the overall character of the streetscape. Along S. Murphy Avenue and within the Murphy Station Heritage Landmark District the proliferation of mature trees and plantings also contribute to the color of the streetscape, in some places softening the architecture.

### **Color General Guidelines**

- Employ a lighter shade color for the body of the building.
- Use bright, bold colors to highlight trim and for ornamentation, awnings, signs, and banners.
- Choose darker, contrasting colors for tiles or other materials employed at the base of the building.
- Consider the color of nearby buildings. Colors of adjacent buildings should complement one another. Maintain a balance of colors. For example, a minimum of three colors is recommended for use on building facades, with the third, and rare fourth, color used on accent items such as awnings, or doors and windows.
- Where limited decorative features exist, create visual interest by applying color in a pattern that resembles architectural elements such as pilasters, coursing, window lintels, or cornice lines. In some cases, slightly darker or lighter shades of the base color would “create” enough ornamentation to add visual interest. Employ color to manipulate large, unarticulated facade renovations. The use of paint breaks up the large unarticulated face of the building elevations.
- Make every effort to coordinate all the colors which comprise a building’s facade, including awnings and signage.
  - Awnings add an architectural element to the façade and serve a practical purpose as well. Colors selected for awnings should work with the overall signage and color scheme of the building. The awning color should pair well with one of the highlight trim colors or introduce another complementary color.
  - Signage should reflect the historic character of S. Murphy Avenue and be placed in locations that are appropriate and work well with the architectural features of each building.





***Above: This storefront, which is very intact at the upper level, would benefit from differing colors for trim and at the highly decorative cornice.***



***Above: This single building houses two storefronts. Different body paint colors, varying signage and use of awnings creates two distinct facades.***

## **Windows and Window Displays Introduction**

Storefront windows are a primary character-defining feature of these building types. The clerestory windows above also contribute to the overall character of the building and provide additional light into interior spaces. A well-designed window display should draw the pedestrian's attention to the major project or service of a business establishment. If the display windows are large, putting one of everything in the window will not necessarily draw shoppers to a store. Regulations for window signage can also be found in Sunnyvale Municipal Code Section 19.44.

## **Windows General Guidelines**

- Provide creative, colorful, organized, attractive and informative window displays that convey the type and style of the business and its associated merchandise.
- Create dramatic eye-catching displays through the use of lighting and color.
- Correct dropped ceilings or mezzanine floors installed and built directly against window glazing as these detract from the window display area.
- Locate interior mechanical equipment away from the storefront glazing
- Uncover clearstory windows that have been obscured.
- All glazing should be open and clear. Avoid the following:
  - Window covering;
  - Window film;
  - Obscure or spandrel glazing;
  - Security bars; or
  - Other similar materials that obscures views inside the building.



***Above: Using one color for the storefront works here as the raised, simple letter signage at the sign band and the creative use of the window display area provides plenty of color and variation.***

## **Lighting Introduction**

Historically, some of the facades along Murphy Avenue may have been lighted at night; certainly, this was the case along many California Main Streets. Most likely the former Sunnyvale Theater was brightly lit with dazzling colors each night. Neon is a particularly versatile signage material that was fashionable in the 1930's to 1950's and has returned to popularity. Neon is attractive during the day and also contributes to the ambiance of the street at night.

Storefront lighting is essential to a vibrant nighttime atmosphere. Storefronts or restaurant windows can be a primary source of illumination on the street. Often an entire storefront is flooded with light from down lights in display windows. Exterior wall-mounted-fixtures also cast light onto storefronts, illuminating signage after dark. Lighting also can highlight historic or key elements of buildings at the street level, washing bay columns or the underside of the storefront cornice with light, and drawing attention to the building and the streetscape.



*Above: A Los Angeles street lit at night in the 1940s.  
Neon signs are a common feature of historic downtowns.*

## **Lighting General Guidelines**

- Use lighting to highlight building elements of the surrounding storefront, such as columns, the glazed bulkhead, or the underside of the storefront cornice, to draw attention to a store.
- Design display windows and signage for nighttime appeal as well; consider how these elements will look when lighted at night.
- Use accent lighting to highlight storefront, restaurant and building entrances that is appropriate to the style of the building. Neon signage may be considered where historically appropriate.
- Employ consistent fixture styles at all building elevations, where feasible.



***Above: This commercial street has varying street lights, building lighting, storefront lighting and neon signage all of which contributes to the nighttime character and sense of safety.***

### Signage Introduction

Murphy Street signage was placed on the valance of awnings, within bands above or below transom windows, and almost always appeared on the storefront windows. It was designed carefully to reflect both the type and the quality of products or services offered by the business establishment. Cluttered, poorly designed signage projects a tacky, disorderly appearance and consequently is difficult to read.

### Signage General Guidelines

- Ensure proposed signage, including temporary signs and window graphics, complies with Sunnyvale Municipal Code Section 19.44 (Signs).
- Preserve historic signs; they are reminders of the area's history.
- Scale signs to fit within the boundaries of the storefront that it is advertising.
- Design storefront signage so that it is lightweight in appearance. Signs made up of individual letters, square signs hung away from the face of the building, and signs perpendicular to the face of the building all tend to appear lighter than square signs affixed to the face of the building.
- Encourage individual letters (e.g. channel, halo-lit), cabinet/box signs are not allowed on Murphy Avenue.



*A variety of signage including Projecting, hanging signs, lettering on awnings and affixed letter signs to sign bands add to the vibrancy of the streetscape.*





***This chain store used simple applied letters as signage, respecting the established sign band and clerestory windows.***

### **Pedestrian Breezeways Introduction**

Each side of the 100 block of S. Murphy Avenue has a mid-block pedestrian passageway or breezeway that leads to rear of the buildings and the associated parking area. These breezeways were likely created in the mid-1950s when the adjacent buildings that face Murphy Avenue were constructed. They feature Mid-Century elements such as low, fairly flat roofs, Roman brick bases and limited decorative details. Each breezeway has entrances or small storefronts that face the walkway. They have been somewhat modified over time and need more frequent maintenance.

### **Pedestrian Breezeway General Guidelines**

All the signage and landscaping encroaching upon the pedestrian promenades should be carefully designed to enhance the intimate, inviting pedestrian-scale. The applied elements such as signage, awnings, and planters should be colorful and well maintained.

- Refurbish the Murphy Station entry monuments. Consider consistency with the Murphy Ave entry sign at Washington Ave.
- Retain the Roman brick that appears at the Murphy Avenue entry of the breezeways.
- Select additional tile that compliments the Roman brick to extend through the breezeways for the lower wall area through the breezeway.
- Encourage redesign of window and door openings along the breezeway to achieve a more uniform or consistent architectural vocabulary. Many of these have been altered or completely changed and as a collection they have an ad hoc appearance.
- Design improvements along the breezeways will create a more inviting atmosphere and allow businesses to better relate to the thru-space.
- Select consistent light fixture for along the breezeway for improved nighttime safety and access.
- Provide similar treatments in tile, lighting, paint, window and door selections for each of the two breezeways.
- Consider studying the roof structure of these spaces and determine if slightly raising the roof might improve the pedestrian experience through the space.
- Consider removing the roof over the breezeways to make this an open air passage between Murphy Avenue and the rear parking areas; this could make these more inviting spaces.

## General Design Guidelines for Building Renovations



**Above: The east side breezeway.**

**Below: The west side breezeway.**



***Walkway in downtown San Mateo.***



***Walkway in Pasadena.***



***Open air connection to rear parking at this small scale commercial complex.***



**Rear Facades Introduction**

The rear facades of the buildings within the District face the public parking lots for the downtown area. These rear facades originally faced what were the back yards of residences facing S. Francis Street at the west and additional residences and the lumber yard to the east. As such, the rear facades were not originally intended to be accessed as an entry to the business or viewed formally. Therefore, many of the rear elevations of these buildings currently lack the historic continuity of the elevations along S. Murphy Avenue and may have originally consisted of blank walls. However, when the parking areas were added in the 1950s, these facades became significantly more public and some rear entries to businesses accessed directly from the parking areas were created.

**Rear Façade General Guidelines**

- Strive to make these rear areas attractive for semi-public uses or secondary entrances to shops and restaurants, with limited use of display windows, ornament and signage.
- Signage should be smaller scaled for the rear facades than for the front facades. The location of the signage should facilitate communication about the location of entrances and the identification of the business.
- Lighting of the rear areas of buildings is particularly important to create visual interest as well as a sense of security. Small white lights could outline the shape of a canvas canopy or could be incorporated into the landscaping.
- Carry the architectural design or a similar architectural vocabulary from the front of the building to the rear of the building (e.g. entries, windows, architectural details, colors and materials).
- Encourage active use of rear areas, such as outdoor dining.



**Rear Areas – Uses – Waste Management, Storage, Outdoor Dining / Seating and Parking**

Some of the buildings have ample space at the rear for ancillary uses. It is important to determine if there is adequate space for the desired uses; to avoid over programming an area, or trying to fit too many ancillary uses in too small of a space. The following guidelines should be considered for the rear area uses:

- Adequately separate outdoor seating / dining from storage and trash enclosures.
- Design trash enclosures to be compatible with the buildings they serve and blend with the existing architecture.
- Employ trash enclosures to screen trash receptacles.
- Ensure rear uses are safe in relation to adjacent parking; make sure uses do not spill into parking areas.



*This trash enclosure in another commercial area was designed to blend with the existing architecture.*



*A parking enclosure at the east parking area.*



***A sidewalk separates the parking spots from the buildings and rear use areas along the edge of the parking area.***



***These rear facades of the west side Murphy Avenue buildings have a sidewalk, which helps with pedestrian safety. They also do not have any trash storage at the rear.***

## Building Specific Guidelines

### 100-114 S. MURPHY AVENUE – DEL MONTE BUILDING

#### Summary Information

- Year Built: 1904/ Relocated in 1993 including a two-story addition
- Contribution Type: Primary Contributor to District
- Parcel Number: 209-06-075
- Stories: 3
- 2018 Tenants: Il Postale, Satellite Workspace, Salon, Coffee & More, office and banquet space on second and third floors
- Architectural Style: Vernacular

#### Past Alterations

- Most Recent Landmark Alteration Permit – 2015 (changes to windows, doors, awnings, and signs).
- Other alterations noted in field: Two-story stucco addition (1993); storefronts; dormers; exterior stair; and signage and lighting. This building was moved and rehabilitated.

#### Building Specific Character-Defining Features

- Two-story plus attic, former warehouse.
- Horizontal wood siding with light paint color.
- Double hung windows with wood trim.
- Gable roof.
- Gooseneck lighting fixtures.

#### Building Specific Guidelines

- Avoid changes to character-defining features (e.g. paint color, siding) in future upgrades or renovation or rehabilitation projects.
- Avoid rooftop additions, and maintain existing height, to avoid alteration of the overall character of the structure and its contribution to the District.
- Repair wood and re-paint, when needed, to match existing.
- Retain double hung windows. Repair and repaint regularly.
- Avoid the use of paint on the true masonry surfaces.
- Awnings are not appropriate on this building as they would not have been used historically.



**Overall building, Murphy Avenue elevation; circled area is later addition to the building.**



**Overall building, Evelyn Avenue elevation.**



**Corner of building, with double hung windows.**

***Building Specific Guidelines*****100-114 S. MURPHY AVENUE – DEL MONTE BUILDING****Recommendations for Priority Improvements (as of 12/13/18)**

- Extend horizontal wood siding onto two-story 1993 addition, but consider a slight variation in siding width to differentiate old from new.
- Obtain Sign Permit for existing signage (no permit history found for signage).
- Add gooseneck lights for all building signage.



## ***Building Specific Guidelines***

118 S. MURPHY AVENUE

### **Summary Information**

- Year Built: 1935
- Contribution Type: Primary Contributor to District
- Parcel Number: 209-06-070
- Stories: 2
- 2018 Tenants: Murphy Street Smoke Shop, Residential Unit (second level)
- Architectural Style: Spanish Eclectic

### **Past Alterations**

- Most Recent Landmark Alteration Permit: 1982 (minor modifications to building).
- Other alterations noted in field: exterior piping / conduit / meters at front façade.

### **Building Specific Character-Defining Features**

- Two-story commercial building with lower level storefront.
- Smooth stucco finish with light paint color.
- Recessed store entry.
- Multi-colored ceramic tile base.
- Original angled glass and metal storefront windows with ribbon of wood transom windows above.
- Single panel, glazed, wood double entry doors with transom above.
- Rectangular opening, wood door, and transom window at entry to upper story space.
- Red tile roof with gutter and exposed rafter ends at parapet.
- Recessed balcony at upper story with decorative metal railing.
- Multi-lite, glazed, wood double doors at balcony.
- Multi-lite, industrial sash, steel windows at upper story.
- Retractable awning.
- Rear entry door and transom at lower level.
- Rear windows and upper story cut out balcony.
- Rear parapet similar to front with roofing tile



***Two-story commercial building with tiled storefront.***



***View from about 1980 of the building.***



## Building Specific Guidelines

118 S. MURPHY AVENUE



**Above: Recessed store entry with original metal storefront windows, multi-colored tile base, and single-panel, glazed, wood double-entry doors with transom above.**



**Above: Entry to upper story. Note exposed conduit.**

**Below: Upper level balcony with railing and wood double doors and steel windows.**



## ***Building Specific Guidelines***

118 S. MURPHY AVENUE

### **Building Specific Guidelines**

- Limit changes to character-defining features in future upgrades or renovation or rehabilitation projects.
- Avoid roof top additions, as this would alter the overall character of the structure and its contribution to the District.
- Repair stucco, when needed, to match in texture and composition, spray stucco is not appropriate.
- Maintain light color of stucco.
- Retain recessed store entries in historic configuration.
- Retain storefront doors and over door transom windows.
- Do not apply paint or coating over original base tile. Match broken or missing tiles in size and color. Match grout in color and composition.
- Retain storefront windows and original configuration of window to tile base.
- Retain rectangular entry and wood door as access to upper story.
- Retain tile roof.
- Retain upper level balcony with railing and wood double doors.
- Clean and repair multi-paned steel windows at second floor. Maintain the paint coatings and repair glazing to match when needed.
- Avoid the use of paint on the true masonry surfaces such as ceramic tile or roofing tiles.

### **Recommendations for Priority Improvements (as of 12/13/18)**

- Conduit and meters should be minimized on the Murphy Avenue façade and priority given to relocating these (if possible).
- Remove unpermitted signage (State Farm) on the rear façade/gate of the building.
- Replace awning on front facade.



***Above: Rear elevation from parking lot***

***Below: Unpermitted State Farm sign on rear elevation***





## Building Specific Guidelines

124 S. MURPHY AVENUE

### Summary Information

- Year Built: 1926, substantially rebuilt in 1960 after fire damage.
- Contribution Type: Secondary Contributor to District
- Parcel Number: 209-06-038
- Stories: 1
- 2018 Tenant: ROK Restaurant
- Architectural Style: Contemporary Commercial

*Copyright 2018*



*Above: The one-story elevation facing Murphy Avenue.*

### Past Alterations

- Most Recent Landmark Alteration Permit – 2007 (modifications to the outdoor seating area)
- Other alterations noted in field: None.

### Building Specific Features Compatible with the District

- Due to the substantial rebuild of the building, the original character-defining features for this building no longer exist. However, the building is generally compatible with the district as a one-story, stucco-clad, commercial building with storefront windows and tile base.
- Roofline, transom windows compatible with district

### Building Specific Guidelines

- Limit changes to the building specific features that are compatible to the District in future upgrades or minor renovation or rehabilitation projects.
- Future upgrades, renovations or rehabilitation projects should strive to make the building more compatible with the District.

### Recommendations for Priority Improvements (as of 12/13/18)

- Relocate rooftop exhaust pipe so that it is less visible from Murphy Avenue.
- Correct awning alignment/signage, does not appear to be level.



*Above: Side walk seating at front of building*

## ***Building Specific Guidelines***

130 S. MURPHY AVENUE

### **Summary Information**

- Year Built: 1925, rear addition in 1998.
- Contribution Type: Primary Contributor to District
- Parcel Number: 209-06-037
- Stories: 1
- 2018 Tenant: Paul & Harvey Bar
- Architectural Style: Eclectic – Streamline Modern storefront with red tile roof parapet

### **Past Alterations**

- Most Recent Landmark Alteration Permit – 2002 (new doors, new windows, color modifications).
- Other alterations noted in field: Rear addition, exposed conduit and electrical box; storefront windows; entry doors; tile at recessed entry and tile base; and neon blade sign.



***Above: One-story commercial building with Streamline Modern detailing at storefront***

### **Building Specific Character-Defining Features**

- One-story commercial building.
- Smooth stucco finish.
- Location, angle, size and configuration of recessed store entry.
- Location, size and shape of ceramic tile base.
- Red tile capping at parapet.
- Recessed arch in stucco above awning.
- Stucco clad awning with curved corners
- Projecting wall sign



***Above: Detail of stucco-clad fixed awning with curved corners and historic neon sign.***



## ***Building Specific Guidelines***

130 S. MURPHY AVENUE

### **Building Specific Guidelines**

- Avoid changes to character-defining features in future upgrades or renovation or rehabilitation projects.
- Avoid roof top additions, as this would alter the overall character of the structure and its contribution to the District.
- Repair stucco, when needed, to match in texture and composition, spray stucco is not appropriate.
- Retain location, angle, size and configuration of recessed store entry, not including the style of the existing doors.
- Avoid painting on true masonry surfaces such as terra cotta, ceramic tile or roofing tiles.
- Avoid application of paint or coating over base tile. Match broken or missing tiles in size and color. Match grout in color and composition.
- Retain tile capping at parapet.
- Retain recessed arch in stucco above awning. If stucco repair is required match decorative stucco features.
- Retain stucco clad awning with curved corners.

### **Recommendations for Priority Improvements (as of 12/13/18)**

- Conduit and meters should be minimized at Murphy Avenue façade and priority given to relocating these (if possible).
- Consider enlarging (restoring) size, shape and configuration of storefront windows. Uncover door windows.
- Paint electrical panel on Murphy Avenue façade to match building.
- Remove ATM signs on the awning (not allowed).
- Replace entry doors with a door type that is more compatible with the building and the District.



***Above: Electrical box and conduit that distract from the buildings architectural features.***



***Above: Current entry doors are not historic and could be replaced with doors that are more in keeping with commercial buildings of this era***



## Building Specific Guidelines

140-142 S. MURPHY AVENUE

### Summary Information

- Year Built: 1990
- Contribution Type: Secondary Contributor to District
- Parcel Number: 209-06-081
- Stories: 2
- 2018 Tenants: Tarragon (restaurant use on both levels)
- Architectural Style: Contemporary



*Above: The Murphy Avenue façade is one-story with a second story set back from street.*

### Past Alterations

- Most Recent Landmark Alteration Permit – 2018 (awnings and signage for new tenant, Fuego).
- Other alterations noted in field: None.

### Building Specific Features Compatible with the District

- Due to its recent construction, character-defining features for this building are not warranted. However, the building is generally compatible with the district as a stucco-clad, commercial building with storefront windows and tile base.

### Building Specific Guidelines

- Future upgrades, renovations or rehabilitation projects should strive to make the building more compatible with the District.
- Retain the shape of the lower level front façade, as this was re-built to match the historic structure that was formerly on the site.

### Recommendations for Priority Improvements (as of 12/13/18)

- Future modifications to the building should strive to contribute more to the character of the overall District
- Remove the current awning and replace with one that is more compatible with the building and the District (e.g. an awning that spans across the front façade).
- Remove/reconfigure rear awning.
- Consider a change in color scheme by lightening the main paint color and using a darker color for the accents and trim.
- Consider removal of the tile from the second level roof to make the building more compatible with adjacent structures, and contribute better to the District.
- Ensure consistent building trim colors on front and rear facades.
- Replace marble base with a tile base that is more compatible with the District.



*Above: The rear façade has an awkwardly placed awning that should be reconfigured or removed.*

## Building Specific Guidelines

146 S. MURPHY AVENUE

### Summary Information

- Year Built: 1927
- Contribution Type: Primary Contributor to District
- Parcel Number: 209-06-034
- Stories: 2
- 2018 Tenants: Pure Lounge
- Architectural Style: Art Deco / Moderne  
"restoration"



**Above:** Two-story theater façade on Murphy Avenue.

**Below:** Ticket window and terrazzo sidewalk.



### Past Alterations

- This building has been significantly "restored." By the early 1980s the building had been extensively altered. It was remodeled in 1997 to more closely resemble, but not exactly reflect, the original design.
- Most Recent Landmark Alteration Permit – 1997 (exterior modifications, murals on front elevation).
- Other alterations noted in field:
  - A central box office was removed and a ticket window added; and neon signage.
  - Smaller arched side windows are covered.
  - Removal of belly band along top of building and ornate features at the roof line.
  - Removal of vertical signage.
  - "Pop-out" addition to the top center portion of the building; the wall plane appears flush in the historic photograph.



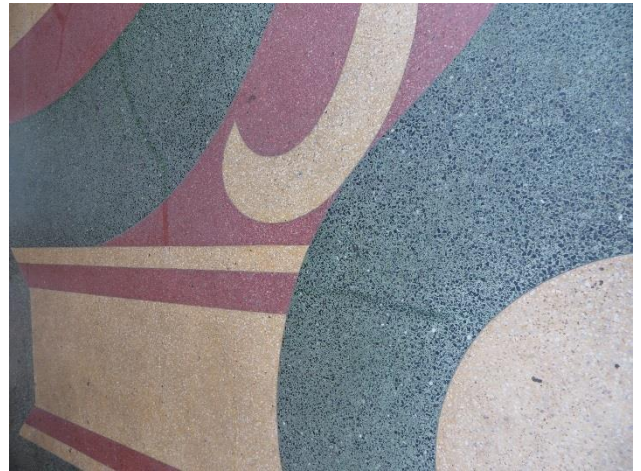
**Above:** View of the theater from 1947.



## ***Building Specific Guidelines***

146 S. MURPHY AVENUE

*Below: A view of the building circa 1980s.*

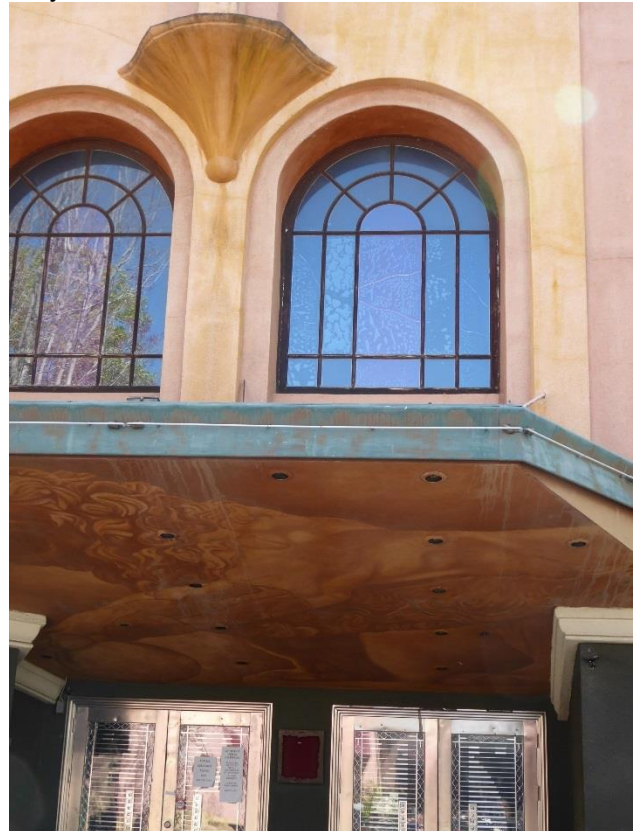


*Above: Detail of terrazzo flooring.*

### **Building Specific Character-Defining Features**

- Two-story theater.
- Recessed entry with elaborate terrazzo flooring pattern that extends into the sidewalk.
- Ceramic tile base.
- Four arched metal-framed, signage or display windows, two each on either side of the entry doors.
- Location and configuration of double entry doors (not style).
- Two large, multi-paned, arched, wood windows centered above entry.
- Stucco-clad awning with metal trim and neon lights.

*Below: Detail of multi-paned, arched, wood windows above entry*



## **Building Specific Guidelines**

146 S. MURPHY AVENUE

### **Building Specific Guidelines**

- Avoid changes to character-defining features in future upgrades and renovation or rehabilitation projects. However, effort should be made to restore original features to this building even if that results in modifications to character-defining features
- Avoid rooftop additions, as this would alter the overall character of the structure and its contribution to the District.
- Repair stucco, when needed, to match in texture and composition, spray stucco is not appropriate.
- Retain entry in original configuration.
- Retain terrazzo flooring.
- Avoid application of paint or coating over ceramic tile. Match broken or missing tiles in size and color. Match grout in color and composition.
- Retain arched metal-framed display windows unless modifying to create actual window spaces.
- Retain location and configuration of double entry doors, but not the door style.
- Retain arched wood windows. Repair and repaint wood regularly.
- Restore original character-defining features described further in recommended priority improvements.
- Avoid painting on true masonry surfaces.
- Implement a new color scheme that would have a lighter, more muted, base with darker or varied trim or accent colors.

### **Recommendations for Priority Improvements (as of 12/13/18)**

- Restore original character-defining features (see historic photo) on front facade:
  - Smaller arched side windows;
  - Belly band;
  - Vertical sign;
  - Removal of “pop-out” addition to the top center portion of the building;
  - Recreate the ornate features/columns extending beyond the roofline; and
  - Restore the original windows above the awning.
- Replace entry doors (in same configuration) with a style that is more compatible with the building.
- Remove “lion” paintings/images from front façade (and underside of the marquee band).
- Restore windows at lower level front façade in locations of display windows.
- Expand tile base and replace with a tile color/style that is more compatible with the building/District.
- Repaint the entire building base the same color (all sides appear to be different colors) with priority given to the rear of the building where the paint line stops about three feet from roofline and is not a consistent color. Use color for trim or accent in limited locations.
- If not already existing, construct a trash enclosure for the dumpster. It is often left out, adjacent to the parking lot.

## ***Building Specific Guidelines***

146 S. MURPHY AVENUE



***Above: Mural at front façade.***

***Below: Rear façade showing various paint schemes and patching.***



***Above: Side façade showing paint colors.***

***Below: Side façade with storage and mechanical equipment.***





## Building Specific Guidelines

152-156 S. MURPHY AVENUE

### Summary Information

- Year Built: 1920's
- Contribution Type: Primary Contributor to District
- Parcel Number: 209-06-079
- Stories: 1
- 2018 Tenants: Fibbar MaGee's, Isabella Boutique, Cleaners (rear façade)
- Architectural Style: Contemporary Commercial



**Above:** Current configuration of this one-story commercial building with two storefronts.

**Below:** Historic view 1947.



### Past Alterations

- Most Recent Landmark Alteration Permit – 1993 (heavy modifications to front façade, rear addition and new rear tenant space, for both tenant spaces).
- Other alterations noted in field: This building has been heavily modified and does not appear to retain original exterior elements.

### Building Specific Features Compatible with the District

- Although the building has been heavily modified and does not retain many original exterior elements, the following items are compatible with the district and should be retained:
  - Large windows;
  - Recessed store entries;
  - Clear transom windows;
  - Base tile (but not necessarily current color); and
  - Two separate storefronts.

## **Building Specific Guidelines**

152-156 S. MURPHY AVENUE



**Above: North storefront.**

**Below: South storefront.**



### **Building Specific Guidelines**

- Avoid changes to the building specific features that are compatible to the District in any future upgrade or minor renovation or rehabilitation project
- Future upgrades, renovations or rehabilitation projects should strive to make the building more compatible with the District, by employing more appropriate tile at the base of the north storefront and choosing a lighter base paint for the south storefront.
- Repair stucco, when needed, to match in texture and composition, spray stucco is not appropriate.
- Maintain light color of stucco (left tenant space).
- Retain recessed store entries.
- Retain transom windows over door. Although current tile base color/style is not a feature compatible with the district, the tile base should not be painted over and broken or missing tiles should be matched (or changed overall to a compatible tile) in size and color. Grout should also be matched in color and composition.
- Avoid painting on true masonry surfaces.

### **Recommendations for Priority Improvements (as of 12/13/18)**

- Utilize sign area / panel on north tenant space.
- Install more appropriate tile base on north tenant space (Murphy Avenue and rear façades) with a color/style more compatible with the district.
- Future modifications to either Murphy Avenue tenant space should be harmonious with the original character of the district.

***Building Specific Guidelines***

152-156 S. MURPHY AVENUE



***Above: Rear elevation of the north storefront.***



***Above: Rear elevation of the south storefront.***



## Building Specific Guidelines

160 S. MURPHY AVENUE

### Summary Information

- Year Built: 1956; modified in 1987
- Contribution Type: Secondary Contributor to District
- Parcel Number: 209-06-059
- Stories: 1
- 2018 Tenants: Juran's Salon, Evoke Beauty Salon, House of Kabobs
- Architectural Style: None



*Above: One-story commercial building with storefront*

### Past Alterations

- Most Recent Landmark Alteration Permit – 1987 (remodel of front and rear elevations, addition of stucco parapet and sidewall with decorative tile in conjunction with 168 S. Murphy).
- Other alterations noted in field: Awning and awning frame.

### Building Specific Features Compatible with the District

- This building represents Mid-Century infill onto Murphy Avenue and was then subsequently modified in the 1980s. The following building specific features are compatible with the character of the earlier commercial buildings represented in the District:
  - One-story commercial building with storefront.
  - Decorative base.
  - Wood-framed storefront windows.
  - Size, and shape of entry doors.



*Above: Brick base, wood storefront windows and location of entry doors.*

## ***Building Specific Guidelines***

160 S. MURPHY AVENUE

### **Building Specific Guidelines**

- Avoid changes to the building specific features that are compatible to the District in future upgrades or minor renovation or rehabilitation projects. Avoid rooftop additions, as this would alter the overall character of the structure and its contribution to the streetscape.
- Retain decorative base. Avoid application of paint or coating over brick. Match broken or missing bricks in size and color. Match grout in color and composition. Brick could be modified to a different base material.
- Retain size and shape of storefront entry doors.
- Retain wood-framed storefront windows and configuration of window to brick base. Repair and repaint wood regularly.

### **Recommendations for Priority Improvements (as of 12/13/18)**

- Strive to make the building more compatible with the character of the District with future modifications.
- Redesign façade and storefront doors to be consistent with the District (e.g. recessed entryway).
- Remove stucco parapet as it is not compatible with the building due to its height, material and use of triangular element. Replace with a parapet design that is more compatible with the District.
- Replace current awning with an awning that is more angular; curved awnings are not compatible with this type of storefront.
- Remove tile accents from wall.
- Remove and relocate air conditioning units from doorways along breezeway.
- Enhance and activate the breezeway through future modifications.



***Above: Overdoor AC unit in breezeway.***

***Below: Covered windows in breezeway.***





**Summary Information**

- Year Built: 1957; modified in the 1980s
- Contribution Type: Secondary Contributor to District
- Parcel Number: 209-06-031
- Stories: 1
- 2018 Tenants: Roberto's Cantina
- Architectural Style: Mid-Century Modern Commercial



**Above: One-story commercial building with storefront facing Murphy Avenue.**

**Past Alterations**

- Most Recent Landmark Alteration Permit – 2006 (awnings and paint color).
- Other alterations noted in field: 1987 front and rear façade modifications in conjunction with 160 S. Murphy (including stucco parapet), meter at front façade; awning and awning frame; metal entry door.

**Building Specific Features Compatible with the District**

This building represents Mid-Century infill onto Murphy Avenue and was then subsequently modified in the 1980s. The following building specific features are compatible with the character of the earlier commercial buildings represented in the District:

- One-story commercial building with storefront.
- Base and side wall cladding of Roman brick at both front and rear of store; this is original material to 1957.
- Wood-framed storefront windows.
- Location and size of entry door with wood transom above (not including door style).

**Building Specific Guidelines**

- Avoid changes to the building specific features that are compatible to the District in future upgrades or minor renovation or rehabilitation projects.
- Avoid rooftop additions, as this would alter the overall character of the structure and its contribution to the streetscape.
- Retain Roman brick base. Avoid application of paint or coating over Roman brick. Match broken or missing bricks in size and color. Match grout in color and composition.
- Retain over door transom window.
- Retain storefront windows and configuration of window to decorative base.

**Recommendations for Priority Improvements (as of 12/13/18)**

- Future modifications to the building should strive to maintain the character of the District.
- The gabled stucco parapet should be removed; it is not compatible with the building due to its height, material, and use of off-centered pediment. May be replaced with a parapet design that is more compatible with the District.
- Replace awning with an awning that is more angular; a curved awning is not compatible with this type of building.
- Remove utility box from Murphy Avenue façade (if possible).

## ***Building Specific Guidelines***

### **168 S. MURPHY AVENUE**

- Enhance and activate the breezeway with future modifications.
- Obtain a permit for the ATM in the walkway and related signage should be removed from Murphy Avenue façade.



***Above: Detail of Roman brick at rear façade of storefront.***



***Above: Detail of Roman brick at entry and side wall.***

***Below: Breezeway between storefronts.***



## ***Building Specific Guidelines***

168 S. MURPHY AVENUE



***Above: Detail of the Roman brick that carries through the breezeway.***



## ***Building Specific Guidelines***

172 S. MURPHY AVENUE

### **Summary Information**

- Year Built: 1965
- Contribution Type: Secondary Contributor to District
- Parcel Number: 209-06-030
- Stories: 1
- 2018 Tenants: Siam Taste Restaurant
- Architectural Style: Contemporary Mission Revival



***Above: One-story commercial storefront with scalloped parapet and curved awning.***

### **Past Alterations**

- Most Recent Landmark Alteration Permit – 1992 (signage)
- Other alterations noted in field: None.

### **Building Specific Character-Defining Features**

- This building represents Mid-Century infill onto Murphy Avenue. The following building specific features are compatible with the character of the earlier commercial buildings represented in the District:
  - One-story commercial building with storefront.
  - Tile base.
  - Large clear-glass storefront windows.

### **Building Specific Guidelines**

Avoid changes to the building specific features that are compatible to the District in future upgrades or minor renovation or rehabilitation projects.

### **Recommendations for Priority Improvements (as of 12/13/18)**

- Future modifications to the building should strive to contribute more to the character of the District.
- Replace faded awning.
- Restore transom window over doorway.
- Replace door with one that is more compatible with the District.
- Extend tile base across the entire front façade (except doorway).
- Minimize Conduit and meters on the Murphy Avenue façade and relocated (if possible).
- Per existing planning approval, remove existing rear structure and provide trash enclosure/storage that is consistent with the building and District.
- Remove potted trees on rear side of building, currently in plastic buckets from the nursery.

## Building Specific Guidelines

172 S. MURPHY AVENUE



*Above: Detail showing meters and conduit applied to exterior of building.*



*Above: Rear façade of storefront.*



## Building Specific Guidelines

176 S. MURPHY AVENUE

### Summary Information

- Year Built: 1923 (front portion of building), 1986 (rear portion of building)
- Contribution Type: Primary Contributor to District
- Parcel Number: 209-06-029
- Stories: 1
- 2018 Tenants: Gumba's Restaurant
- Architectural Style: Commercial "Western" Falsefront



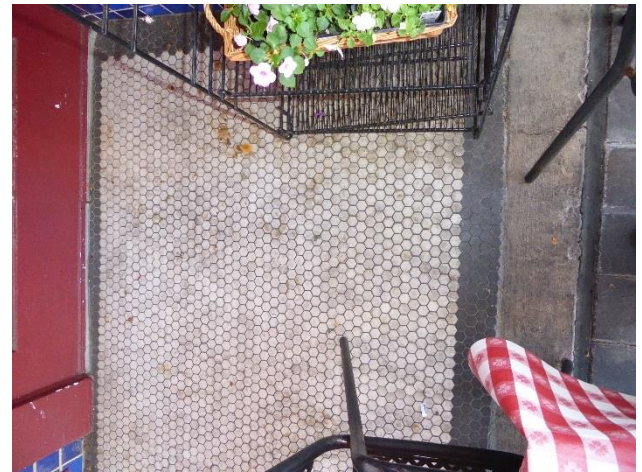
*Above: One-story commercial storefront with "Western" style stepped parapet.*

### Past Alterations

- Most Recent Landmark Alteration Permit – 1992 (replace awnings and signs).
- Other alterations noted in field: Awning and awning frame; large rear addition, tile base is new but generally compatible in location, size and shape.

### Building Specific Character-Defining Features

- One-story commercial building with storefront.
- Smooth stucco finish with light paint color.
- Recessed store entry with hexagonal tile entry flooring.
- Metal-frame storefront windows.
- Location, size, and shape of ceramic tile base.
- Single panel glazed wood entry doors.
- Stepped parapet.



*Above: Detail of hexagonal tile entry flooring.*

*Below: Detail of ceramic tile base and metal-frame storefront window.*



## Building Specific Guidelines

176 S. MURPHY AVENUE



Above: Detail of entry doors.

### Building Specific Guidelines

- Avoid changes to character-defining features in future upgrades or renovation or rehabilitation projects.
- Avoid rooftop additions, as this would alter the overall character of the structure and its contribution to the District.
- Repair stucco, when needed, to match in texture and composition, spray stucco is not appropriate.
- Maintain light color of stucco.
- Retain recessed store entry in historic configuration.
- Retain and repair single panel glazed wood entry doors, as needed.
- Avoid application of paint or coating over base tile. Match broken or missing tiles in size and color. Match grout in color and composition.
- Retain and repair metal-frame storefront windows and configuration of window to tile base, as needed.
- Retain stepped parapet.

### Recommendations for Priority Improvements (as of 12/13/18)

- Awning should be replaced as it is in poor condition.
- Modify the building base to better to contribute to the character of the building.



Above: Rear elevation.



## Building Specific Guidelines

182 S. MURPHY AVENUE

### Summary Information

- Year Built: 1913
- Contribution Type: Primary Contributor to District
- Parcel Number: 209-06-028
- Stories: 2
- 2018 Tenants: Ozone Cryotherapy, Sketch Deck
- Architectural Style: Spanish Eclectic



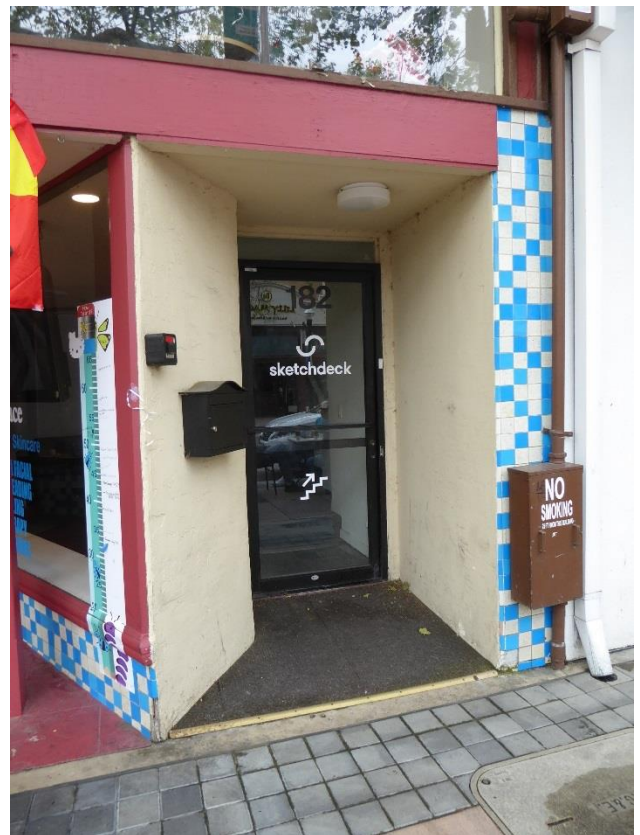
*Above: Two-story commercial building with storefront*

*Below: Tile base and storefront windows*



### Past Alterations

- Most Recent Landmark Alteration Permit – 1984 (exterior modifications, tile, addition of new recessed entry door on Murphy Avenue façade to second level, creation of second level tenant space within existing building).
- Other alterations noted in field: exterior piping / conduit / meters at front façade; boxed parapet; vertical addition; tiled wall at north and south side of the front façade; wood posts at front façade.



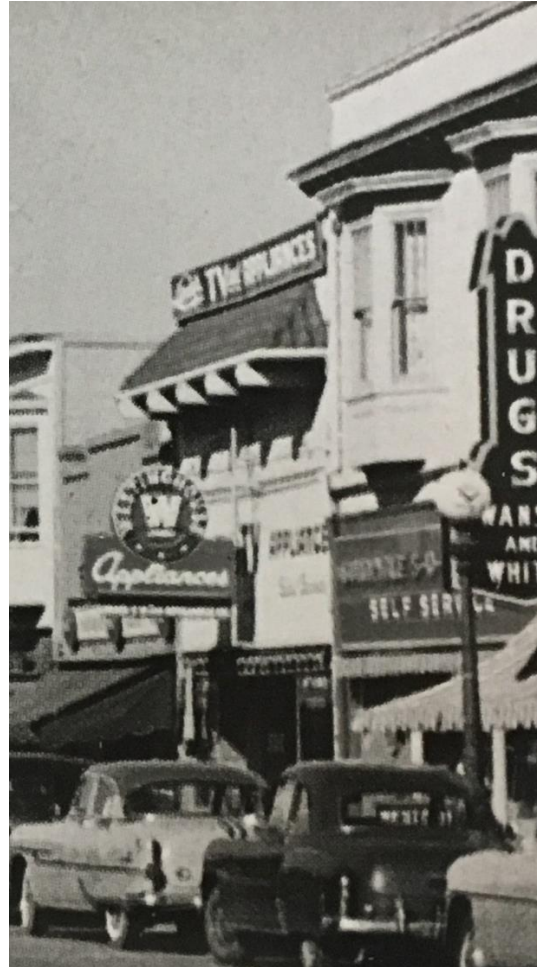
*Above: Side entry to upper level.*

***Building Specific Guidelines***

**182 S. MURPHY AVENUE**



*Above: View of the building in the early 1900s.*



*Above: View of building c.1950s*



## ***Building Specific Guidelines***

182 S. MURPHY AVENUE

### **Building Specific Character-Defining Features**

- Two-story commercial building with storefront.
- Textured stucco finish emulating adobe construction with light paint color.
- Deeply recessed and angled store entry with metal-framed storefront windows.
- Location, size and shape of ceramic tile base (excluding portion that extends up walls of front façade).
- Large metal-framed clerestory window flanked with simple wood pilasters.
- Faux-eave with five oversized wood rafter-ends supporting a sloped red tile roof.

### **Building Specific Guidelines**

- Avoid changes to character-defining features in future upgrades or renovation or rehabilitation projects.
- Avoid roof top additions.
- Repair stucco, when needed, to match in texture and composition, spray stucco is not appropriate.
- Maintain light color of stucco.
- Retain first floor recessed store entry.
- Avoid application of paint or coating over original base tile. Match broken or missing tiles in size and color. Match grout in color and composition.
- Retain storefront windows on first and second level and configuration of window to tile base.
- Avoid painting on true masonry surfaces.
- Maintain the use of red accent colors as they complement the red tile at the eave.

### **Recommendations for Priority Improvements (as of 12/13/18)**

- Remove tile from side walls and extend wood pilasters to ground.
- Minimize Conduit and meters at the Murphy Avenue façade and relocate these elements (if possible).
- Update tile color/style to be more compatible with the building/District.
- Consider bringing the upper level door closer to the sidewalk, but still maintain some set back. The entry door is more recessed than necessary.
- Rear structures should either be removed or updated so that they more readily fit the character of the District.



***Above: Rear of storefront showing outbuildings and garbage dumpster.***

## ***Building Specific Guidelines***

186-198 S. MURPHY AVENUE

### **Summary Information**

- Year Built: 1905
- Contribution Type: Primary Contributor to District
- Parcel Number: 209-06-026 & 027
- Stories: 2
- 2018 Tenants: DishDash, Bean Scene, Tattoo, Chung Photo, McMullen Marketing, Salon
- Architectural Style: Edwardian



***Above: Murphy Avenue elevation***

***Below: W. Washington Avenue elevation***



### **Past Alterations**

- Most Recent Landmark Alteration Permit – 1999 (new awning, paint updates, Murphy façade updates).
- Other alterations noted in field: Awnings and awning frames. This building has been restored. The cornice and storefronts have been rebuilt.



***Above: Detail of typical restored storefront***

***Below: Detail of bay windows and exterior finish***



**Building Specific Guidelines****186-198 S. MURPHY AVENUE****Building Specific Character-Defining Features**

- Two-story commercial building.
- Masonry exterior with smooth, and rough textured facing with light paint color.
- Decorative string course separating the first and second story.
- Profiled cornice (restored).
- Paired double-hung windows.
- Single panel glazed wood entry doors.
- Location, size and configuration of ceramic tile base.
- Location, size and configuration of storefront windows and recessed entries.
- Projecting bays at upper level.

**Building Specific Guidelines**

- Avoid changes to character-defining features in future upgrades or renovation or rehabilitation projects.
- Avoid rooftop additions, as this would alter the overall character of the structure and its contribution to the District.
- Assess masonry regularly. Look for areas where the paint may have failed and masonry deterioration may be occurring. Repair masonry carefully, when needed, to match in texture and repaint.
- Maintain light color of exterior.
- Retain recessed store entries.
- Retain wood storefront doors. Repair and repaint wood regularly.
- Avoid application of paint or coating over base tile. Match broken or missing tiles in size and color. Match grout in color and composition.
- Retain storefront windows and configuration of window to tile base.
- Retain double hung windows. Maintain the paint coatings and repair glazing to match when needed.

**Recommendations for Priority Improvements (as of 12/13/18)**

- Remove storage area next to salon on Murphy Avenue façade or incorporate it architecturally into the building, origin is unknown, but not original and no permits are found.
- Carry masonry exterior with smooth, and rough textured facing across entire building (modified around Salon tenant space).
- Minimize conduit and meters on the Murphy Avenue façade and relocate these elements (if possible).
- Remove the infill storage area at the corner where the second story overhangs the first creating a canted corner entry. This infill is not compatible with the historic character of the building and changes the corner entry. It is not of high quality material and is a highly visible, incompatible alteration.



## ***Building Specific Guidelines***

186-198 S. MURPHY AVENUE



***Above: View showing corner alteration***

***Below: Detail showing corner alteration***

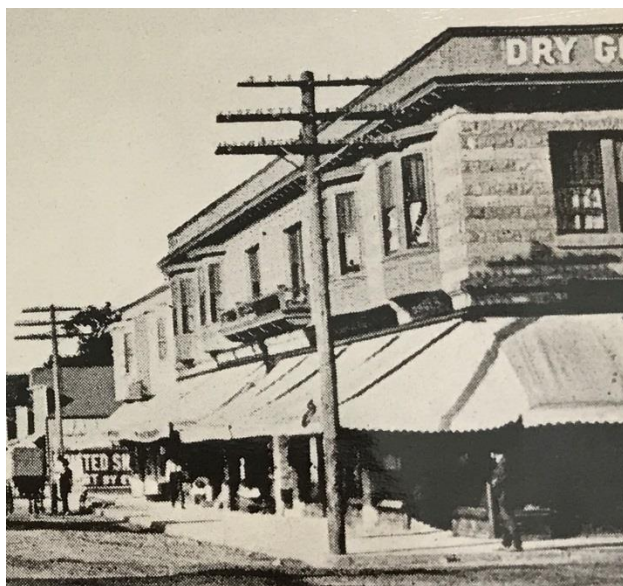


***Above: Detail showing corner alteration and incompatible materials and placement.***



## Building Specific Guidelines

186-198 S. MURPHY AVENUE



*Above: View of the building from 1912*

*Below: View of the building c. 1950s*



*Above: View of Murphy Street façade from 1983.*

## Building Specific Guidelines

141-149 E. WASHINGTON AVENUE

### Summary Information

- Year Built: 1956; modified in the 1980s.
- Contribution Type: Tertiary Contributor to District
- Parcel Number: 209-06-025
- Stories: 1
- 2018 Tenants: Salons, DishDash Kitchen Space, Universal Cuts, Goldfields' Jewelers
- Architectural Style: Commercial Mid-Century Modern



**Above: This is a one-story, Mid-Century Modern commercial building with continuous awning across several storefronts.**

### Past Alterations

- Most Recent Landmark Alteration Permit – 1987 (exterior modifications, new signage).
- Other alterations noted in field: Awning and awning frames; vinyl-frame storefront window at 141; Metal-frame storefront window and door at 149;

### Building Specific - Features Compatible with the District

This building represents Mid-Century infill onto Murphy Avenue. The following building specific features are compatible with the character of the earlier commercial buildings represented in the District:

- Recessed store entries with single panel glazed wood doors.
- Black ceramic tile base.
- Large storefront windows and doors with transoms above.



**Above: Detail of tile base at storefront.**

## ***Building Specific Guidelines***

141-149 E. WASHINGTON AVENUE

### **Building Specific Guidelines**

- This building was modified prior to the current Murphy Avenue Design Guidelines. Future modifications to the building should strive to contribute more to the character of the overall District.
- Avoid changes to the building specific features that are compatible to the district during future upgrades or minor renovation or rehabilitation projects.
- Avoid rooftop additions, as this would alter the overall character of the structure.
- Repair stucco, when needed, to match in texture and composition; spray stucco is not appropriate.
- Maintain light color of stucco.
- Retain recessed store entries.
- Retain style of storefront doors and over door transom windows.
- Avoid application of paint or coating over base tile. Match broken or missing tiles in size and color. Match grout in color and composition.
- Retain storefront windows (but may be enlarged) and configuration of window to tile base.
- Avoid painting on true masonry surfaces.



***Above: Recessed entry with single panel glazed wood doors into the storefronts.***

### **Recommendations for Priority Improvements (as of 12/13/18)**

- Eliminate air conditioning units placed in transoms above storefront doors and find other solutions to cooling interior spaces.
- Open up windows to DishDash catering kitchen as they are currently blocked.
- Removed outdated window signs that are not associated with current tenants.
- Paint sign band; the paint color around signage has been poorly matched and should be repainted using a consistent color across the sign band.
- Maintain paint coating on storefront doors.
- Remove unpermitted roof screen and replace with screening that is consistent with the building style and compatible with the District.



## Building Specific Guidelines

151 E. WASHINGTON AVENUE

### Summary Information

- Year Built: 1985 (front portion) / c.1940 (west portion)
- Contribution Type: Tertiary Contributor to District
- Parcel Number: 209-06-072
- Stories: 1
- 2018 Tenants: Goodwill
- Architectural Style: Contemporary / Moderne



*Above: Overall building showing corner location; circle indicates 1940s element of the building.*

*Below: E. Washington elevation.*



### Past Alterations

- Most Recent Landmark Alteration Permit – 2013 (murals, painting).
- Other alterations noted in field: the angled front bay and flanking side bays of the building were built in 1985 to match the c.1940 building at the west; exterior piping / conduit / meters; storefront windows; spray stucco; and awnings and awning frames.



*Above: S. Sunnyvale elevation.*

*Below: 1940s portion of the building along East Washington.*



### Building Specific Character-Defining Features

For 1940s portion only:

- One-story commercial storefront.
- Location and configuration of ceramic tile base.
- Location, size and shape of storefront windows.
- Slightly recessed (probable former entry) area flanked with fluted wood flat columns.
- Wood windows with transom above (probable former entry doors on Washington facade).
- Large fluted flat columns with decorative stepped top.
- Parapet with alternating vertical, chevron-like decorative panels and alternating tile capping.

### Building Specific Guidelines

- Avoid changes to character-defining features in future upgrades or renovation or rehabilitation projects.



## ***Building Specific Guidelines***

### **151 E. WASHINGTON AVENUE**

- Avoid rooftop additions, as this would alter the overall character of the structure.
- Retain wood fluted columns, wood windows and transom.
- Retain location, configuration and relationship between, tile and storefront windows.
- Avoid application of paint or coating over base tile. Match broken or missing tiles in size and color. Match grout in color and composition.
- Maintain similar color palate, light base and accent colors that are complimentary.
- Retain stepped parapet and fluted flat columns.
- Avoiding painting on true masonry surfaces.
- Maintain the existing murals.

### **Recommendations for Priority Improvements (as of 12/13/18)**

- Landscape planters should be maintained or removed.
- Maintain planted area along S. Sunnyvale.
- Low wall along Washington Avenue is in need of repair.
- Update rear gate/fence with a style that is more compatible with the building and the District.
- Keep stored items within fenced area at rear of building.
- Exposed conduit and pipes should be minimized and priority given to relocating these (if possible).



***Above: Detail of recessed area, tile base, and fluted wood columns.***

***Below: Detail of planters.***

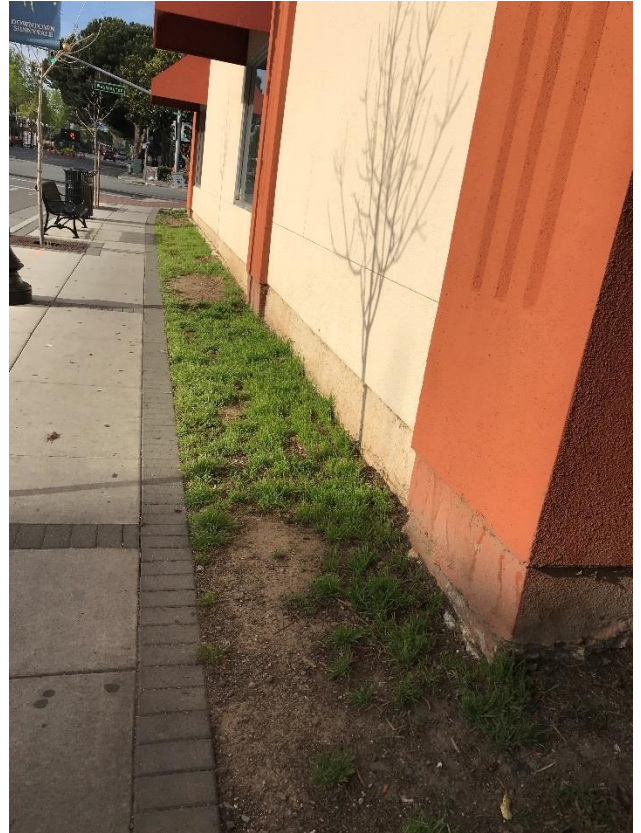


***Building Specific Guidelines***  
**151 E. WASHINGTON AVENUE**



***Above: Rear of building and parking lot.***

***Below: Detail of gates.***



***Above: S. Sunnyvale elevation showing planting area between building and sidewalk.***



## Building Specific Guidelines

151-189 W. WASHINGTON AVENUE

### Summary Information

- Year Built: 1976
- Contribution Type: Tertiary Contributor to District
- Parcel Number: 209-06-018
- Stories: 2
- 2018 Tenants: 1<sup>st</sup> Floor - Bamboo Garden, NK Trends, Bambu, Rokko; 2<sup>nd</sup> Floor - Office
- Architectural Style: Contemporary Commercial



*Above: The east end of the E. Washington elevation*

*Below: The west end of the E. Washington elevation*



### Past Alterations

- Last exterior alteration permit – 2011 (extensive façade modifications)
- Other alterations noted in field: no significant alterations since 2011.



*Above: The east end of the E. Washington elevation showing its relationship to the building at 127 E. Washington and the alley to the parking area behind.*



## **Building Specific Guidelines**

### **151-189 W. WASHINGTON AVENUE**

#### **Building Specific Features Compatible with the District**

Although this building is not historic, it contributes to the streetscape through its scale, massing and placement along Washington Avenue. Specifically, the following building specific features are compatible with the character of the District:

- Stucco finish;
- Varying rooflines to break up the larger scale and massing of this building;
- One-story structure with several storefronts;
- Similar setback as the other older buildings along the street;
- Sign band above storefronts;
- Decorative base;
- Large storefront windows; and
- Pilasters to break up the façade.



*Above: A detail of the tinted windows on Frances Street.*

#### **Building Specific Guidelines**

- Limit changes to the building specific features that are compatible to the District in future upgrades or minor renovation or rehabilitation projects.
- Avoid roof top additions, as this would alter the overall character of the structure and its contribution to the District.
- Avoid painting on true masonry surfaces.

#### **Recommendations for Priority Improvements (as of 12/13/18)**

- Conduit and meters should be minimized at Murphy Avenue façade and priority given to relocating these (if possible).
- Replace tinted windows at storefront with clear glass.

## Building Specific Guidelines

189-195 S. MURPHY AVENUE & 121-127 W. WASHINGTON AVENUE

### Summary Information

- Year Built: 1927; noted as the Edyth Hotel on the 1943 Sanborn Map.
- Contribution Type: Primary Contributor to District
- Parcel Number: 209-06-016
- Stories: 2; L-shaped footprint. Entries on both Murphy and Washington
- 2018 Tenants: The Oxford (Murphy) Lisa's Cuts and Poke Bowl (Washington); 2<sup>nd</sup> Floor Lucky Shot Billiards and Go Live Labs (Murphy), Piano Lessons and Office Space(s) (Washington)
- Architectural Style: Flat, False Front Commercial



*Above: Current view of the building.*

*Below: View from about 1980 looking south.*



### Past Alterations

- Last exterior alteration permit – 2013 (exterior modifications for Oxford restaurant)
- Other alterations noted in field: Alterations limited to storefront; upper façade fairly intact.



*Above: View from the 1980s of the projecting canopy at Murphy Avenue.*

*Below: The Washington Street elevation of the building.*



## **Building Specific Guidelines**

189-195 S. MURPHY AVENUE & 121-127 W. WASHINGTON AVENUE

### **Building Specific Character-Defining Features**

- L-shaped footprint that has entries at both Murphy Avenue and along Washington Street, wrapping around the original Bank of Sunnyvale building.
- Two stories with a subtle, stepped parapet at the roofline of both street elevations.
- Upper story smooth stucco finish.
- Upper story, double-hung, windows and wood surrounds and sills.
- Storefronts at lower stories and entry to upper story offices at Washington Street side.

### **Building Specific Guidelines**

- Limit changes to character-defining features in any future upgrade, renovation or rehabilitation project.
- Limit roof top additions, as this would alter the overall character of the structure and its contribution to the District.
- Avoid, painting on true masonry surfaces such as marble base or roof materials. The original brick surface at the rear of this building has been painted and at this point the painted surface should be maintained. Removing paint from brick can damage the brick.
- The building would benefit from a consistent color scheme instead of different colors on the Murphy and Washington facades.

### **Recommendations for Priority Improvements (as of 12/13/18)**

- Conduit and meters should be minimized at Murphy Avenue façade and priority given to relocating these (if possible).
- Consider unifying the color scheme for the Washington and the Murphy elevations of the building, currently all three are different colors; this will convey that this is one building.
- Provide a different, accent paint color for the stepped parapet detail at the roofline at both elevations.
- Consider placing the awning so that there is space between the upper story window sills and the awning top at the Murphy Avenue elevation.

- Maintain paint coatings at the upper story window surrounds and sills.
- Remove propane tank storage from alleyway off Washington Avenue.
- Replace windows on one-story Washington tenant space to a style that is more compatible with the District/building. The current windows are too contemporary.
- Remove gateway structure at rear of building.



*Above: Rear façade of building from alley*



## Building Specific Guidelines

189-195 S. MURPHY AVENUE & 121-127 W. WASHINGTON AVENUE



**Above:** A view showing both the one-story component at the Washington Street side.

**Below:** The side elevation at the alley. Note the propane tank storage which is not recommended to continue.



**Above:** Gateway to rear entrance.

## Building Specific Guidelines

### 197-199 S. MURPHY AVENUE

#### Summary Information

- Year Built: 1901, as Bank of Sunnyvale; extensively altered in the 1950s, and again in 1983.
- Contribution Type: Primary Contributor to District
- Parcel Number: 209-06-017
- Stories: 2
- 2018 Tenants: Vino Vino 1<sup>st</sup> Floor; Multiple Office Tenants 2<sup>nd</sup> Floor
- Architectural Style: Stripped Classicism



*Above: Historic image of the corner of Murphy and Washington showing the Bank of Sunnyvale.*

*Below: The rounded corner as it appears today.*



#### Past Alterations

- Most Recent Landmark Alteration Permit – 2014 (exterior modifications associated with Vino Vino).
- Other alterations noted in field: none



*Above: The Washington Street elevation.*

*Below: The Murphy Avenue elevation.*



## ***Building Specific Guidelines***

197-199 S. MURPHY AVENUE

### **Building Specific Character-Defining Features**

The building was significantly altered in the 1950s, so the following character-defining features reflect these later design changes:

- Two stories with a rounded corner;
- Corner entry;
- Smooth stucco finish;
- Second floor windows and awnings;
- Decorative banding differentiating stories;
- Decorative geometric figures below cornice band;
- Simple wood cornice;
- Light body paint color scheme with darker trim paint; and
- Tile base.

### **Building Specific Guidelines**

- Limit changes to character-defining features in any future upgrade, renovation or rehabilitation project.
- Avoid roof top additions, as this would alter the overall character of the structure and its contribution to the District.
- Avoid painting on true masonry surfaces such as ceramic tile.
- The light color of the building coupled with a darker trim color make the character defining features of the building stand out in a positive way. Maintain color light base color with a darker accent color(s).

### **Recommendations for Priority Improvements (as of 12/13/18)**

- Conduit and meters should be minimized at Murphy Avenue façade and priority given to relocating these (if possible).
- Consider modifying the current corner entry configuration to better reflect the historic arched opening.



## Building Specific Guidelines

187 S. MURPHY AVENUE

### Summary Information

- Year Built: 1997
- Contribution Type: Secondary Contributor to District
- Parcel Number: 209-06-013
- Stories: 2
- 2018 Tenants: Lily Mac's Restaurant; 2<sup>nd</sup> Floor Office
- Architectural Style: Mission



*Above: The front façade showing second story addition set back from the first story scalloped parapet.*

*Below: The building around 1980.*



### Past Alterations

- Last exterior alteration permit
- Other alterations noted in field: Front facade was rebuilt similar to historic structure, new construction included a second story also.



*Above: The front storefront.*

*Below: Rear elevation of this building.*



## ***Building Specific Guidelines***

187 S. MURPHY AVENUE

### **Building Specific Features Compatible with the District**

This building was rebuilt in 1997 with its historic front façade duplicated; however, the following building specific features are compatible with the character of the District:

- Single, centered, recessed storefront entry;
- Smooth stucco finish;
- Storefront configuration with windows above a base;
- Stepped, low arched, Mission Revival-inspired parapet; and
- Transom windows above storefront.

### **Building Specific Guidelines**

- Limit changes to the building specific features that are compatible to the District in future upgrades or minor renovation or rehabilitation projects. Avoid roof top additions, as this would alter the overall character of the structure and its contribution to the District.

### **Recommendations for Priority Improvements (as of 12/13/18)**

- Conduit and meters should be minimized at Murphy Avenue façade and priority given to relocating these (if possible).
- Install smaller tile at the base; the tiles currently employed are over-scaled for this feature.
- Carry compatible colors over from the first floor to the second floor/mezzanine.
- Consider exterior lighting (e.g. gooseneck lamps) on the second floor front façade (around sign).
- Improve rear doors and surrounding wall.
- Remove graffiti from trash enclosure at rear of building.
- Refrain from using the second story deck as a storage area: storage should be contained within the building.



***Above: Rear doors require repair and improvement.***

***Below: Storage on second floor deck.***





## Building Specific Guidelines

175-181 S. MURPHY AVENUE

### Summary Information

- Year Built: 1957; originally long, low, one story building, heavily modified in 2000 (false parapet added to existing flat roof).
- Contribution Type: Secondary Contributor to District
- Parcel Number: 209-06-013
- Stories: 1
- 2018 Tenants: Tao Tao Restaurant
- Architectural Style: None



*Above: Murphy Avenue elevation.*

*Below: Historic view of the building before significant alterations.*



### Past Alterations

- Last exterior alteration permit – 1999 (extensive remodeling of front and rear facades, false parapet added to existing flat roof)
- Other alterations noted in field: none.



*Above: Detail of overhang and roofline*

*Below: Detail of lanterns under canopy.*





## Building Specific Guidelines

175-181 S. MURPHY AVENUE



*Above: Detail of pedimented false parapet.*

### Building Specific Character-Defining Features

- Due to its extensive façade renovations in the past character-defining features for this building are not warranted. The building is not currently compatible with the District. The pedimented roof does not reflect the overall commercial character of the District.

### Building Specific Guidelines

- Future upgrades, renovations or rehabilitation projects should strive to make the building more compatible with the historic character of the District. Future modifications should strive to modify the storefront level to a glazed appearance typical of small-scale commercial structures in the District.
- Avoid roof top additions, as this would alter the overall character of the structure and its contribution to the District.

### Recommendations for Priority Improvements (as of 12/13/18)

- Future modifications to the building should strive to contribute to the character of the overall District.
- Replace opaque storefront glazing with transparent glass.
- Replace glass awning on front façade with something more compatible with the District.
- Remove horizontal banding on front façade.
- Recess entry doors and replace door style.
- Replace stone base with something more compatible (e.g. ceramic tile).
- Trellis structure at rear should be removed.
- Series of doors at south end of rear facade are unsightly and it is not clear why they are required. Remove if possible.
- Trash enclosure should be replaced with one that meets current regulations and is consistent with the building architecture (e.g. trash enclosure roof).



*Above: Detail of the rear trellis.*

## ***Building Specific Guidelines***

175-181 S. MURPHY AVENUE



***Above: Rear elevation with multiple doors.***

***Below: Current trash enclosure.***



## Building Specific Guidelines

171-173 S. MURPHY AVENUE

### Summary Information

- Year Built: 1924; extensively altered in early 1990s
- Contribution Type: Primary Contributor to District
- Parcel Number: 209-06-012
- Stories: 1
- 2018 Tenants: Ramen Seas Restaurant
- Architectural Style: Contemporary Mission Revival



*Above: The storefront in its present condition.*

*Below: A historic photograph of the building.*



### Past Alterations

- Last exterior alteration permit – 1991 (major exterior façade changes)
- Other alterations noted in field: When this building was renovated in the early 1990s, the roof line was retained, but the storefront was reconstructed.



*Above: The storefront glazing; note that this building does not have a tile base.*



## Building Specific Guidelines

171-173 S. MURPHY AVENUE

### Building Specific Features Compatible with the District

This building was heavily reconstructed and has lost a lot of its original character. However, the following building specific features are compatible with the character of the District:

- Single, centered, recessed storefront entry;
- Smooth stucco finish;
- Storefront configuration with windows above a base; and
- Stepped, low arched, Mission Revival-inspired parapet.



*Above: Detail of the north side of the storefront.*



*Above: At the rear of this building there is area for an outdoor patio space; the trash enclosure needs to be improved.*

### Building Specific Guidelines

- Limit changes to the building specific features that are compatible to the District in future upgrades or minor renovation or rehabilitation projects.
- Avoid roof top additions, as this would alter the overall character of the structure and its contribution to the District.

**Building Specific Guidelines**

171-173 S. MURPHY AVENUE

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**Recommendations for Priority Improvements (as of 12/13/18)**

- Conduit and meters should be minimized at Murphy Avenue façade and priority given to relocating these (if possible).
- Install tile or brick on the base of the Murphy facade to further contribute to the District character.
- Consider exterior lighting (e.g. gooseneck lamp) on indented band above storefront windows.
- Make improvements to front façade above storefront windows; area appears unfinished with visible nails and fasteners apparent.
- Modify the trash enclosure “roof” to make it more compatible with the building.
- Replace rear cabinet sign with a sign style that is compatible with the District; ensure current signage is property permitted.
- Opportunities exist for use of rear patio area to enhance the rear façade and engage uses at this side of the building.

## ***Building Specific Guidelines***

165 S. MURPHY AVENUE

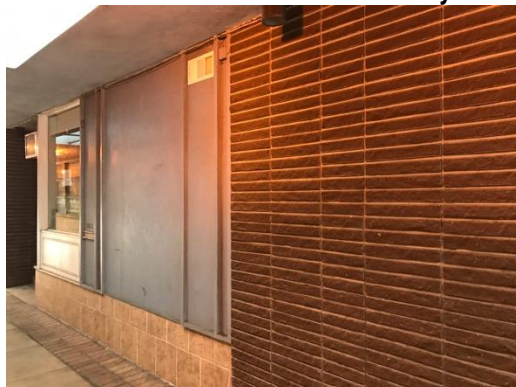
### **Summary Information**

- Year Built: 1956; modified 1990s.
- Contribution Type: Secondary Contributor to District
- Parcel Number: 209-06-011
- Stories: 1
- 2018 Tenants: Secret Closet, Realtor, Chocolatier, Shoe Repair (on parking lot/Frances façade)
- Architectural Style: Mid Century Strip Commercial



***Above: Front façade showing relationship to walkway to parking lot.***

***Below: Detail of Roman Brick in breezeway.***



### **Past Alterations**

Last exterior alteration permit – 1998 (new storefront glazing and modified base tile)

Other alterations noted in field: Originally, this building had a lower roofline; now there is a false parapet that forms a sign band.



***Above: Front façade before alterations.***



## Building Specific Guidelines

165 S. MURPHY AVENUE



**Above: Front façade showing original roman brick at façade.**

**Below: Wall within the breezeway.**



### Building Specific Features Compatible with the District

This building represents Mid-Century infill onto Murphy Avenue and was then subsequently modified in the 1990s. The following building specific features are compatible with the character of the earlier commercial buildings represented in the District:

- Entry door location;
- Assists in forming the open air passage way to the rear parking area.
- Roman brick carried throughout building (including walkway).

### Building Specific Guidelines

- Limit changes to the building specific features that are compatible to the District in future upgrades or minor renovation or rehabilitation projects. Avoid roof top additions, as this would alter the overall character of the structure and its contribution to the District.
- Retain entry location and style along Murphy Avenue facade.
- Do not paint over Roman brick

### Recommendations for Priority Improvements (as of 12/13/18)

- Future modifications to the building should strive to contribute more to the character of the overall District.
- Conduit and meters should be minimized at Murphy Avenue façade and priority given to relocating these (if possible).
- Relocate air conditioning units from transom window at the primary entry and above doorways in the breezeway.
- Activate breezeway.
- Consider continuing the Roman brick through the breezeway and front facade.
- Modify base material to be compatible with the brick wall or more compatible with the District.
- Modify the Murphy Avenue building façade so that it does not continue across the walkway.
- Select a new color scheme; the current color is overly bright for the District and a creamier white would be more appropriate for this building. Use

## ***Building Specific Guidelines***

### **165 S. MURPHY AVENUE**

darker or brighter colors to accent a lighter base color.

- Replace awnings on rear façade.



***Above: Breezeway windows to additional commercial spaces.***

***Below: Rear entry doors with air units above.***



## ***Building Specific Guidelines***

159-163 S. MURPHY AVENUE

### **Summary Information**

- Year Built: 1955
- Contribution Type: Secondary Contributor to District
- Parcel Number: 209-06-010
- Stories: 1
- 2018 Tenants: Chef Yu
- Architectural Style: None

### **Past Alterations**

Last exterior alteration permit – 1989 (significant exterior modifications to Mid Century Modern Commercial building)

Other alterations noted in field: none



***Above: Historic photograph showing original configuration of the front façade.***



***Above: The one-story front façade along Murphy Avenue.***

***Below: Detail of sign band across top of building.***







*Above: Detail of the north end of the front facade*

*Below: Detail of the building base.*



### **Building Specific Character-Defining Features**

- Due to its extensive façade renovations in the past character-defining features for this building are not warranted. The building is not currently compatible with the District. The roofline is simple and the storefront is too solid when compared to others in the District.

### **Building Specific Guidelines**

- Future upgrades, renovations or rehabilitation projects should strive to make the building more compatible with the historic character of the District. Future modifications should strive to modify the storefront level to a glazed appearance typical of small-scale commercial structures in the District.
- Avoid additional roof top additions, as this would alter the overall character of the structure and its contribution to the District.

### **Recommendations for Priority Improvements (as of 12/13/18)**

- Replace tile base so that is more compatible with tile in the District.
- Create more openings along the facades of the building, to create a more open, glazed storefront.
- Replace the entry door with one that is more compatible with the District.
- Remove tile from roof over the main entrance.
- Make modifications to the rear façade, consolidate multiple trash/equipment enclosures.
- Open up and repair windows that are covered in the breezeway and enhance the pedestrian experience in the breezeway.
- Replace roof awning in rear of building, or remove all together.

## Building Specific Guidelines

159-163 S. MURPHY AVENUE



*Above: Looking through the passage to parking area.*



*Above: Rear view showing trash area and adjacent parking.*

*Below: Detail of the building rear façade.*



## Building Specific Guidelines

155-157 S. MURPHY AVENUE

### Summary Information

- Year Built: 1955 (extensively remodeled in 1999 (floor area added to first and second floors))
- Contribution Type: Secondary Contributor to District
- Parcel Number: 209-06-009
- Stories: 2
- 2018 Tenants: River Rock Taproom 1<sup>st</sup> level; Seclere 2<sup>nd</sup> floor office space
- Architectural Style: Contemporary



*Above: The Murphy Avenue façade.*

*Below: The Murphy Avenue façade.*



### Past Alterations

- Last exterior alteration permit – 2015 (exterior paint, signage)
- Other alterations noted in field:
  - A two-story building is shown on this location in the 1943 Sanborn Map, but the building has been extensively altered and there is no remaining historic fabric.

### Building Specific Character-Defining Features

- Due to its recent façade renovation, character-defining features for this building are not warranted. The recent façade changes have resulted in a somewhat more compatible design within the District. However, the columns at the entry are not typical to the Murphy Avenue storefront architectural vocabulary.

### Building Specific Guidelines

- Future upgrades, renovations or rehabilitation projects should strive to further improve the compatibility with the District.
- Future modifications should strive to modify the storefront level to a glazed appearance typical of small-scale commercial structures in the District.
- Avoid additional roof top additions, as this would alter the overall character of the structure and its contribution to the District.

### Recommendations for Priority Improvements (as of 12/13/18)

- Future modifications to the building should strive to contribute more to the character of the overall district, especially removal of the out of character columns at the front façade.
- Modify the style of the second floor windows on front and rear elevation to be compatible with the District.
- Relocate or screen piping/mechanical equipment on Murphy Avenue façade.



## Building Specific Guidelines

151 S. MURPHY AVENUE

### Summary Information

Year Built: 1948

Contribution Type: Secondary Contributor to District

Parcel Number: 209-06-008

Stories: One-story fronting Murphy; 2 stories in rear

2018 Tenants: Metro City Restaurant; office 2<sup>nd</sup> floor (at rear)

Architectural Style: Commercial Modern



*Above: The building looking west at Murphy Avenue façade.*

### Past Alterations

- Previous exterior alteration permit – 2<sup>nd</sup> floor added at rear 1987; 2016 (new signage and exterior modifications for restaurant)
- Other alterations noted in field: Building is substantially new as of 2016.



*Above: Detail of the Murphy Avenue façade.*

*Below: Detail of the sidewalk seating area and building entry.*



## ***Building Specific Guidelines***

### **151 S. MURPHY AVENUE**

#### **Building Specific Character-Defining Features**

This building has been substantially rebuilt but it continues to contribute to the overall character of the street:

- Simple parapet with flanking pilasters
- Smooth stucco finish
- Tile paving at front facade
- Glazed storefront
- Use of awning

#### **Building Specific Guidelines**

- Limit changes to character-defining features in any future upgrade, renovation or rehabilitation project.
- Limit roof top additions, as this would alter the overall character of the structure and its contribution to the District.
- This building façade has been substantially remodeled, but is compatible with the other buildings in the District.

#### **Recommendations for Priority Improvements (as of 12/13/18)**

- Conduit and meters should be minimized at Murphy Avenue façade and priority given to relocating these (if possible).
- Consider variation in the form of the parapet, similar to other buildings in the District.
- Replace trash enclosure door (missing one door) in rear of building.
- No materials should be stored at outside area in rear of building. Storage of items related to restaurant use should be located inside the tenant space or within an existing screened storage area.



***Above: Rear façade showing two stories.***

***Below: Rear area showing oil storage that should be enclosed.***





## ***Building Specific Guidelines***

141 S. MURPHY AVENUE

### **Summary Information**

- Year Built: 1986
- Contribution Type: Secondary Contributor to District
- Parcel Number: 209-06-007
- Stories: 2
- 2018 Tenants: Vacant
- Architectural Style: Mediterranean Influenced

### **Past Alterations**

Last exterior alteration permit – 2001 (painting and exterior modifications)

Other alterations noted in field: none



***Above: Detail of parapet and fixed and canvas awning.***



***Above: View of front facade looking west.***



***Below: Detail of entry and canvas awning.***



## ***Building Specific Guidelines***

141 S. MURPHY AVENUE

### **Building Specific Features Compatible with the District**

This building was constructed in 1986 and is not the strongest compliment to the District. It's solid front façade is not representative of typical storefront design. However, the following building specific features are compatible with the character of the District:

- Single, recessed storefront entry
- Smooth stucco finish
- Tile base

### **Building Specific Guidelines**

- This building does not currently contribute to the overall character of the District, major modifications to this building could result in a more compatible façade within the District.
- Avoid roof top additions, as this would alter the scale of the streetscape.

### **Recommendations for Priority Improvements (as of 12/13/18)**

- Future modifications to the building should strive to make the building more compatible with the character of the District.
- Conduit and meters should be minimized at the Murphy Avenue façade and priority given to relocating these (if possible).
- Replace front awning with one that spans across the building.
- Re-paint building with a lighter color base with darker color(s) for trim and accent.
- Open up the front façade with additional windows or openings.
- Replace second story windows with a window design that is more compatible with the District
- Replace rear awnings.
- Cover the large utility opening at rear façade.
- Re-paint rear trash enclosure to remove graffiti and replace the roof of the structure.
- Power wash pavement at rear of building (adjacent to trash enclosure) regularly to ensure the area remains clean.



*Above: View of rear façade looking east.*

*Below: Detail of rear showing trash enclosure and opening for utilities.*



## Building Specific Guidelines

### 139 S. MURPHY AVENUE

#### Summary Information

- Year Built: 1913, rear two-story addition in 1993, Pash Building, Sunshine Grocery
- Contribution Type: Primary Contributor to District
- Parcel Number: 209-06-006
- Stories: 2
- 2018 Tenants: K-Tea Restaurant; upper story office
- Architectural Style: False Front Commercial



*Above: 139 S Murphy c. early 1980s, building along Evelyn under construction.*

*Below: Historic photograph dating to before the building next door had been constructed.*



#### Past Alterations

- Last exterior alteration permit – 1993 (first & second story additions in rear, exterior modifications for restaurant use).
- Other alterations noted in field: Substantially rebuilt in 1993, similar appearance to historic structure and some original features remain.



*Above: Front façade looking west.*

*Below: Detail of parapet.*







*Above: Front transom detail and conduit on façade.*

**Building Specific Character-Defining Features**

- Single, centered, recessed storefront entry
- Squared storefront windows
- Smooth stucco finish
- Tile base
- Band of windows above storefront
- False parapet with brackets

**Building Specific Guidelines**

- Limit changes to character-defining features in any future upgrade, renovation or rehabilitation project.
- Limit roof top additions, as this would alter the overall character of the structure and its contribution to the District.
- Avoid painting on true masonry surfaces.

**Recommendations for Priority Improvements (as of 12/13/18)**

- Conduit and meters should be minimized at Murphy Avenue façade and priority given to relocating these, if possible.
- Retain tile base, but replace existing tiles with a tile/style that is more appropriate to the building design and District.
- Rear elevation is in good condition; however, future modifications should strive to make it more compatible with the District by employing fewer materials and providing consistent door openings.



*Above: Rear elevation with varying materials that do not provide a uniform or consistent appearance.*



## Building Specific Guidelines

135 S. MURPHY AVENUE

### Summary Information

- Year Built: 1913; formerly Pastime Bar
- Contribution Type: Primary Contributor to District
- Parcel Number: 209-06-005
- Stories: 1
- 2018 Tenant: Murphy's Law
- Architectural Style: Contemporary Mission Revival

### Past Alterations

- Last exterior alteration permit – 1984 (exterior improvements, enlarged storefront windows, rear seating area)
- Other alterations noted in field: none



*Above: A photograph of the building, with the Pastime sign, and a much less glazed storefront dating to about 1981. The scalloped parapet is a similar configuration today.*



*Above: The storefront in its present condition.*

*Below: Detail of the signage at the arched parapet.*



## Building Specific Guidelines

135 S. MURPHY AVENUE

### Building Specific Character-Defining Features

- Single, centered, angled, recessed storefront entry.
- Smooth stucco finish.
- Ceramic tile base.
- Storefront configuration with windows above tile base and tiled entry floor
- Arched, Mission Revival-inspired parapet.
- Use of an awning.
- Simple color scheme.



*Above: The angled, recessed entry to the building.*



*Above: Detail of tile base with utility line at front façade.*

### Building Specific Guidelines

- Limit changes to character-defining features in future upgrades, or renovation or rehabilitation projects.
- Limit roof top additions, as this would alter the overall character of the structure and its contribution to the District.
- Retain a glazed storefront.
- Avoid painting on ceramic tile base.
- Avoid elimination of rear seating area as it activates the back of the property and contributes positively to the District.

### Recommendations for Priority Improvements (as of 12/13/18)

- Conduit and meters should be minimized at Murphy Avenue façade and priority given to relocating these, if possible.
- Consider use of a smaller-scaled awning to enhance the storefront.
- Replace missing tiles from ceramic tile base.
- Consider re-painting in a lighter, creamier color, with dark accents.
- Maintain the tile base along Murphy Avenue, but consider use of different colored tiles to better enhance the building character.



## Building Specific Guidelines

121-133 S. MURPHY AVENUE

### Summary Information

- Year Built: 1939, Seijo Bakery
- Contribution Type: Primary Contributor to District
- Parcel Number: 209-06-003
- Stories: 2 (center storefront only – sides have mezzanine)
- 2018 Tenants: Leigh's Favorite Books, Bookausaurus, Bella Roma Italian Ice Cream / Gelato, Taverna Bistro, second floor office space, Sunnyvale Family Chiropractic (rear tenant space)
- Architectural Style: Moderne, with Art Deco Influences

### Past Alterations

- Last exterior alteration permit – 1994 (awning modification).
- Other alterations noted in field: exterior piping / conduit / meters at front façade; and
- Awnings and awning frames (not original and inconsistent).



Above: Overall building front along S. Murphy Ave.



Above: Middle storefront with second story windows.

Below: South storefront



Below: North storefront





## Building Specific Guidelines

121-133 S. MURPHY AVENUE



*Above: An historic photograph showing the tile work below the window boxes.*

*Below: The building just after construction, note no red tile coping at roof line.*



*Above: A photograph of the building dating to about 1981, showing the addition of the red tile coping at parapet.*

### Building Specific Character-Defining Features

- Three-part, symmetrical commercial storefront with a center two-story portion and flanking one-story elements.
- Smooth stucco finish with light paint color.
- Individual recessed store entries.
- Black ceramic tile base.
- Original storefront windows and doors with transoms above.
- Arched opening, wood door, and transom window at entry to upper story space.
- Stepped parapet with alternating vertical, chevron-like decorative panels in stucco.
- Recessed signage bands in stucco above storefronts.
- Pyramidal capped pilasters at each sectional end and framing middle storefront.
- Multi-paned, industrial sash, steel windows and projecting sills at upper story.

## ***Building Specific Guidelines***

121-133 S. MURPHY AVENUE



***Above: Detail of recessed entry and tile work.***

***Below: Detail of upper story window and decorative stucco at roofline.***



***Above: Arched entry to upper story office space.***

## Building Specific Guidelines

121-133 S. MURPHY AVENUE

### Building Specific Guidelines

- Limit changes to character-defining features in future upgrades or renovation or rehabilitation projects.
- Limit roof top additions, as this would alter the overall character of the structure and its contribution to the District.
- Repair stucco, when needed, to match in texture and composition, spray stucco is not appropriate.
- Maintain light color of stucco. If re-painted, consider accent colors or materials appropriate with the Art Deco style (e.g. muted pastel or metals).
- Retain recessed store entries in historic configuration.
- Retain storefront doors and over door transom windows. Eliminate air conditioning units above storefront doors and find other solutions to cooling interior spaces.
- Do not apply paint or coating over original base tile. Match broken or missing tiles in size and color. Match grout in color and composition.
- Retain storefront windows and original configuration of window to tile base.
- Retain arched entry and wood door as access to upper story offices.
- Retain stepped parapet and signage panels. If stucco repair is required match decorative stucco features.
- Inspect and repair pyramidal capped pilasters that help frame the storefronts.
- Clean and repair multi-paned steel windows at second floor. Maintain the paint coatings and repair glazing to match when needed.
- Avoid painting on true masonry surfaces.



**Above: Piping and conduit that distracts from the buildings architectural features.**

**Below: This storefront has a window air conditioning unit in the transom above the door.**





## Building Specific Guidelines

### 121-133 S. MURPHY AVENUE

#### Recommendations for Priority Improvements (as of 12/13/18)

- Wall signage should be centered in stucco panel sign band.
- Conduit and meters should be minimized at Murphy Avenue façade and priority given to relocating these (if possible).
- Consider introducing awnings that are uniform in style, shape, size and materials at the three storefronts, colors may vary (if desirable).
- Remove tile roofing and restore to original configuration (see historic photos).
- Remove “Italian ice cream” signage at awning; replace with lettering on the awning, existing awning signage does not positively contribute to streetscape or building style.
- Remove cabinet signage at building rear; replace with signage that compliments the building style.
- Remove or replace directory sign board at rear, it is in need of significant repair.
- Replace the air duct at rear with a smaller duct and paint the new duct to match the existing building color, or relocate to an area that is out of the public view.
- Modify rear stairwell railing to a style that contributes to the character of the building.



**Above: The awnings on each storefront are different colors, sizes and materials. Uniformity of the awnings in shape, size and material could be considered.**

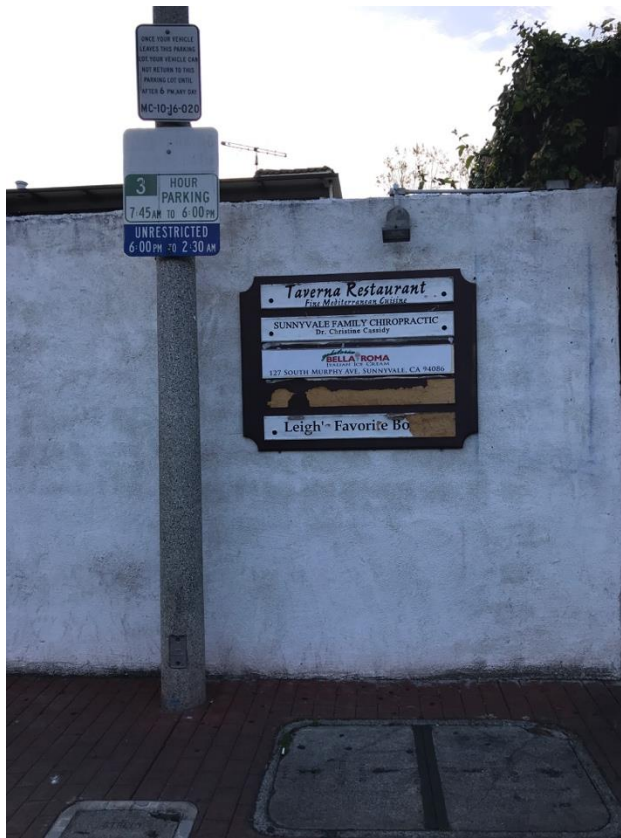
**Below: These planters distract from the historic tile at the base of the storefront.**



**Above: The light color stucco makes the colored details like the black tile, awnings, and red tile capping stand out.**

## Building Specific Guidelines

121-133 S. MURPHY AVENUE



**Above: The rear wall and rear façade of this building would benefit from repairs, signage improvements and fresh paint.**



**Above: The rear wing and garage are in need of repair, paint and on-going maintenance.**

**Below: The large, unsightly air ducts and venting at the building rear requires redesign.**





## Building Specific Guidelines

111-117 S. MURPHY AVENUE

### Summary Information

- Year Built: 1920s; one- and two-story elements
- Contribution Type: Primary Contributor to District
- Parcel Number: 209-06-077
- Stories: 1 and 2
- 2018 Tenants: Vacant
- Architectural Style: Mediterranean Revival

### Past Alterations

- Last exterior alteration permit: 1991 (enclosure of 2nd story rear deck, addition of false front parapet on one-story element of building)
- Other alterations noted in field: None



*Above: View of the two-part façade, one and two story elements.*

*Below: Detail of the northern one-story element of the building.*



*Above: An historic image of the building showing the one-story building adjacent.*

*Below: A view of the building around 1980-85; note the one-story portion had a flat roof at that time.*





## **Building Specific Guidelines**

111-117 S. MURPHY AVENUE

### **Building Specific Character-Defining Features**

- One and two-story elements.
- Smooth stucco finish with light-colored base paint.
- Upper story windows with fixed awnings.
- Stepped parapet with wood trim.
- Decorative vent centered above the middle window and below the stepped parapet.
- Recessed storefront entry at S. Murphy Ave.
- Dark-colored tile base along S. Murphy.
- Transom windows at S. Murphy elevation.



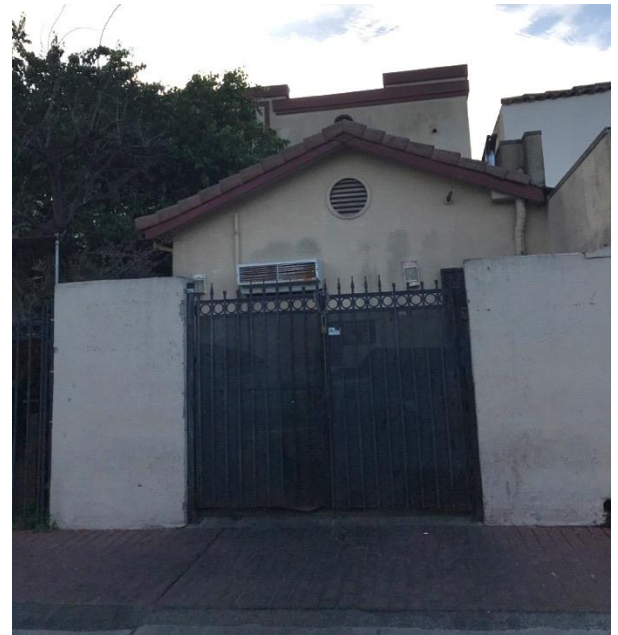
*Above: Detail of windows, awning and decorative vent.*

### **Building Specific Guidelines**

- Limit changes to character-defining features in future upgrades or renovation or rehabilitation projects.
- Limit roof top additions, as this would alter the overall character of the structure and its contribution to the District.
- Maintain the light color of the building body and use darker accent colors for trim and tile.
- Avoid painting on true masonry surfaces such as ceramic tile or roofing tiles.
- Avoid elimination of rear seating area as it activates the back of the property and contributes positively to the District.

### **Recommendations for Priority Improvements (as of 12/13/18)**

- Conduit and meters should be minimized at Murphy Avenue façade and priority given to relocating these (if possible).
- Replace arched window on the one-story component with a rectangular window and shaped, louvered vent above to match windows at two-story portion of building.



*Above: A view of the rear elevation showing the metal gate and lack of design details or interest to engage the pedestrian at this side of the building.*

## Building Specific Guidelines

101-105 S. MURPHY AVENUE & 148 W EVELYN AVENUE

### Summary Information

- Year Built: c. 1897, as Cornell's Country Emporium
- Contribution Type: Primary Contributor to District
- Parcel Number: 209-06-022
- Stories: 2
- 2018 Tenants: Thai Basil, 2<sup>nd</sup> level office located in two-story Murphy Avenue Building (extending to Evelyn Avenue); one-story tenant spaces on Evelyn Avenue include two vacant storefront spaces (formerly a packing warehouse and storefront, have been vacant since 1990's)
- Architectural Style: Mission Revival



*Above: View of corner building looking southwest showing the two-story and one-story elements.*

*Below: The W. Evelyn elevation of the building looking south and showing the two additions to the site.*



### Past Alterations

Last exterior alteration permit – 2007 (exterior modifications: paint, new awnings, tile on Murphy Avenue Building).

Other alterations noted in field: 1950s photograph shows building had been altered from its early appearance; building front has been restored to Mission Revival appearance.



*Above: The building at 101 – 105 S. Murphy circa 1950s; note that the earlier Mission Revival roofline was altered.*

*Below: An early view of this structure circa 1910 looking south down Murphy Avenue.*





## Building Specific Guidelines

101-105 S. MURPHY AVENUE & 148 W EVELYN AVENUE



*Above: View of this corner building looking west.*

### Building Specific Character-Defining Features

#### *Two-Story Murphy Avenue-facing element*

- Two stories in height.
- Smooth stucco finish with light paint color.
- Mission Style scalloped parapet, with bracketed cornice below.
- Gable roof behind front parapet.
- Deck above one story element at corner of S. Murphy and W. Evelyn.
- Recessed storefront entries.
- Tile base along S. Murphy that wraps the corner to W. Evelyn.
- Transom windows on S. Murphy elevation.
- Varying roof lines along W. Evelyn.
- Second story, centered tripartite window with wood trim.

### *One-Story Tenant Spaces Along Evelyn Avenue*

- Mission Style scalloped parapets.
- Varying roof lines along W. Evelyn.
- Tile base on one of the storefronts on W. Evelyn that matches base on Murphy Avenue building.
- Clear storefront windows with transom windows above along Evelyn Avenue.
- Recessed entry on storefront along Evelyn Avenue.



*Above: The building at the north (side) elevation.*

### *Below: Detail of the corner entry and tile.*





## Building Specific Guidelines

101-105 S. MURPHY AVENUE & 148 W EVELYN AVENUE



**Above: Detail of the scalloped parapet at the Murphy Avenue elevation.**

### Building Specific Guidelines

#### *Two-Story Murphy Avenue-Facing Element*

- Limit changes to character-defining features in future upgrades, renovation or rehabilitation projects.
- Limit roof top additions, as this would alter the overall character of the structure and its contribution to the District.
- Repair stucco, when needed, to match in texture and composition, spray stucco is not appropriate.
- Maintain light color of stucco.
- Maintain Mission Revival scalloped parapet.
- Retain tile base; actual tiles can be replaced if desired or needed, small tiles are most appropriate.
- Maintain paint coatings on upper story windows.
- Avoid painting on true masonry surfaces such as ceramic tile or roofing tiles.

#### *One-Story Tenant Spaces along Evelyn Avenue*

- Limit changes to character-defining features in future upgrades or renovation or rehabilitation projects.
- Provide improved maintenance to restore character.
- Maintain the roofline of the rear additions
- Maintain Mission Revival scalloped parapet.
- Avoid painting on true masonry surfaces such as ceramic tile or roofing tiles.

- Limit roof top additions, as this would alter the overall character of the structure and its contribution to the District.
- Repair stucco, when needed, to match in texture and composition, spray stucco is not appropriate.
- Maintain light color of stucco.
- Retain tile base; actual tiles can be replaced if desired or needed, small tiles are most appropriate.

### Recommendations for Priority Improvements (as of 12/13/18)

#### *Two-story Murphy Avenue Building (extending to Evelyn Avenue)*

- Conduit and meters should be minimized at Murphy Avenue façade and priority given to relocating these (if possible).
- A different color scheme could be implemented in the future. The base color of the building body should remain light cream in character. However, the blue tile and maroon colored awnings should be updated to colors that better reflect the Mission Revival style.
- Restore use of a tile base along the entire length of the Evelyn Avenue façade.
- Restoration and maintenance is needed on the Evelyn Avenue façade.
- Restore the second story dual windows on the S. Murphy Ave facade (see historic photo).
- Replace awnings with a style that is compatible with the building architecture.
- Open up windows along Evelyn Avenue façade (currently boarded up)
- Replace door to second level on Murphy Avenue with a door that is more compatible with the building architecture.
- Restore transom windows to transparent glazing on the Murphy elevation, and fix broken windows.
- Remove glazed window features from entryway.
- If major renovations occur, consider restoring the siding and making major changes to the Evelyn Avenue façade to enhance the style of the building.

## ***Building Specific Guidelines***

### **101-105 S. MURPHY AVENUE & 148 W EVELYN AVENUE**

#### ***One-Story Tenant Spaces on Evelyn Avenue***

- The rear structures on the lot require maintenance. The windows and doors on these structures appear to be in poor condition and should be restored, along with other architectural features.
- Consider extending the tile base from the two-story Murphy Avenue building along Evelyn Avenue into the one-story warehouse building to connect it with the storefront on Evelyn Avenue. A different tile color/style could be used.



***Above: Detail of utility boxes mounted at elevation.***



***Above: View of required repairs to stucco, windows and doors at the Evelyn Avenue façade.***

***Below: Evelyn Avenue showing missing tile and need for transom window restoration.***



## ***Building Specific Guidelines***

101-105 S. MURPHY AVENUE & 148 W EVELYN AVENUE



***Above: The door that accesses the second story.***

***Below: The rear elevation near the parking area.***





## **Design Guidelines for New Construction within the Murphy Station Heritage Landmark District**

Although most buildings in the Murphy Heritage Station Landmark District (referred to as “District”) are not candidates for redevelopment, there are a few sites with the opportunity for new construction or major façade alterations. The existing buildings within the District modestly express stylistic diversity, so while any new construction should harmonize with the existing blockfaces, creativity and contemporary stylistic expression are encouraged.

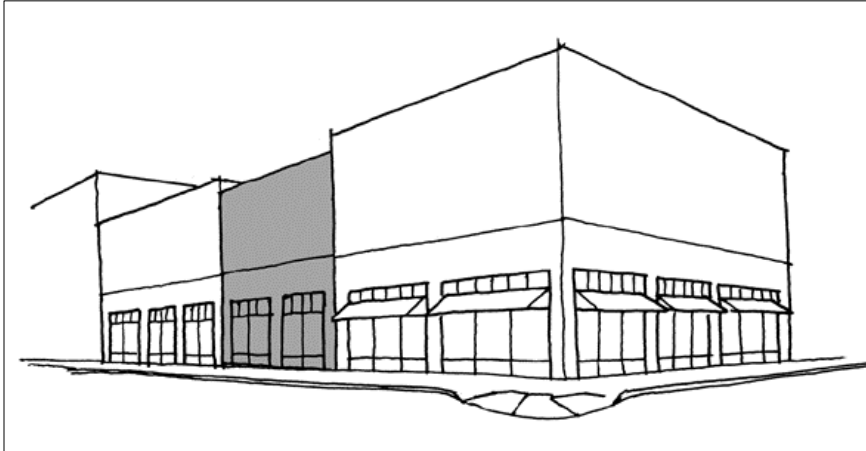
The character of the District stems in part from the representation of architectural styles popular from 1900-1950. The varying styles are generally compatible with each other because of their adherence to basic parameters such as complementary height, bulk and set back, fenestration patterning, and types of rooflines and materials. Some buildings have characteristics that may be considered intrusions within the District because they detract from the general character of the street. Buildings which have a strong horizontality created by low ceilings and flat roofs without parapets disturb the general character of verticality expressed by the high ceilings and false parapet fronts of most of the buildings.

Any new construction within the District should blend harmoniously with existing older buildings. New construction should not dominate or stand out in strong contrast with the blockfaces. The small-scale, “Main Street” character of the District is perhaps the area’s most expressive and resourceful quality. The coherent, intimate fabric of the District is dramatized by the contiguous redevelopment of properties within the Downtown Specific Plan. Large-scale additions to the District would compromise the area’s unique character, the quality which is the District’s most important asset for continued use, vitality, and success.

However, new buildings should not mimic the existing structures or copy earlier styles. The District’s character could be more effectively enhanced by innovative contemporary design solutions based on the identifiable design features of existing buildings.

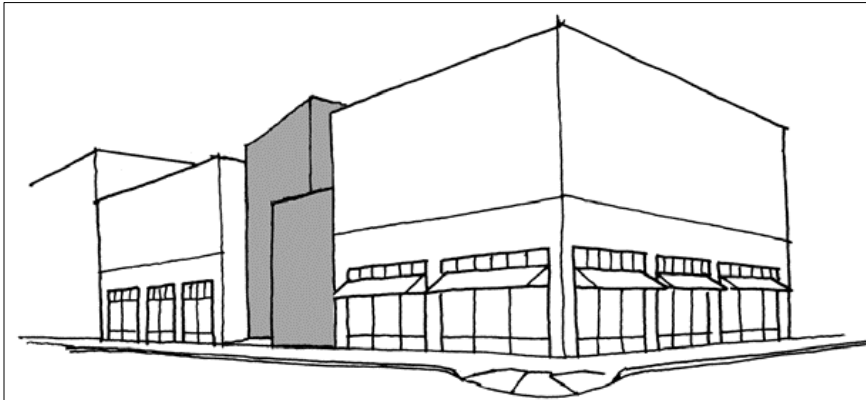
### **Height & Bulk**

- New buildings and additions should:
  - Generally, be 16 feet minimum and 25 feet maximum in height along Murphy Avenue (one-two story). Heights up to 36 feet, may be considered if the second story is set back from the Murphy Avenue frontage.
  - Respect the existing one and two-story buildings that exist within the District.
  - Continue to reinforce and call attention to the “entryways” and should be designed to provide visual variety along the street.
  - Provide a strong entry along Murphy Avenue to continue the invitation into each building along the street.
  - Respect adjacent building height.
  - Respect first floor heights of adjacent buildings.
- New two-story buildings, or second story additions, should have articulated fenestration and detailing, to provide a sense of scale, rhythm and proportion which is harmonious with the smaller buildings.



***Above: The shaded building is new infill, note the placement, scale, height, bulk and rhythm is in keeping with the two adjacent buildings.***

***Below: The new building deviates from the street wall and plane with an uneven setback and differing bulk to the neighbors.***



**Building Segments**

New buildings that are wider than 25 feet should be designed such that the width of the building is broken into segments not exceeding 25 feet wide each.

Another aspect of a building's height and bulk is the width or length of the structure. The existing buildings along Murphy Avenue are vertical and rectilinear in orientation and form. Ground level or storefront areas are accentuated by standing taller and appearing more distinctive than the upper floor or parapet. The definition between ground level and the second story is clearly marked with an architectural element, usually a band. Generally, the storefront areas are 10 feet high and most do not exceed 25 feet in width. Usually the building width is defined by structural piers that are expressed on the façade.

The rhythm of doors, windows and structural piers creates visual variety, contributing to Murphy Avenue's human scale. New buildings should continue the rhythm of articulated facades through the location and shape of openings, structural elements and decorative features.

**Continuous Street Wall**

- New buildings and additions shall maintain the "solid" wall of facades along the Murphy Avenue elevation and should not be set back at the ground level.

**Stylistic Details**

- New buildings and additions should:
  - Continue to employ distinct articulations of windows, doors and floor line locations.
  - Include elements which are consistent with the scale and design of the existing buildings and architectural types.
  - Create rooflines that maintain the existing sense of rhythm (e.g. flat roofs, false parapets or horizontal elements stepped up at the building center).
  - Create rooflines with materials compatible to the existing structures (e.g. red tile).
  - Include a distinctive, well-defined roofline that achieves harmony and compatibility with adjacent structures.





***This new building wedged between two much older structures could have done a better job of aligning with the roof heights along the street. While the building meets the street wall, had the roofline been more compatible, it would blend more with the adjacent structures even employing a modern aesthetic.***

## **Materials**

- Existing materials appropriate for new buildings and additions:
  - Stucco;
  - Wood Siding;
  - Red roofing tile;
  - Vitrolite, or pigmented glass;
  - Terra cotta;
  - Brick masonry;
  - Metals; or
  - Common building materials used in the early 1900's.
- Materials to avoid within the District:
  - Highly reflective materials (e.g. mirrored or heavily tinted or spandrel glass);
  - Untreated aluminum window sashes;
  - Rustic shingle siding;
  - Imitation lava rock, imitation brick or highly textured stucco;
  - Foam-based materials;
  - Engineered stone; or
  - Materials not commonly used between 1900 and 1950.

New buildings could achieve true and appropriate distinction by incorporating materials in a manner compatible to those commonly used during the early 1900's. The successful mixture of glass block, vitrolite, stainless steel, etc. is determined by a sensitivity to the unique character inherent in these materials. For instance, vitrolite should not be used in combination with brick, nor should it be integrated into a building with a Spanish style red-tiled parapet, or used as a complement to a carved wooden sign. Instead, it could be used with glass block, integrated into a "1950's modern" sleek style and could complement signage composed of chrome letters or neon script.

Additionally, red brick or wood could be used as new building materials, relating to nearby industrial buildings as well as contributing to the Murphy Avenue streetscape with the following considerations:

- Break up the façade mass with openings, awnings, signage and/or window boxes.
- These materials are best suited on a relatively small building rather than on a large new structure or major addition to the District.
- Evaluation of how the design blends these newer materials together with other materials more common to the District.



***Above: This storefront is clearly modern but by employing a solid base, clear glass, well-placed and designed awnings and a blade sign at the corner, it will blend well with its historic neighbors.***



***Above: This storefront was intact at the upper level but had been badly remodeled at the lower portion of the storefront. Recently, it was remodeled again with large panes of glass, a recessed entry with nicely designed gate, and a simple, but solid base. It blends well with the other historic storefronts on the street.***

## **Rear Areas**

New buildings and additions should:

- Recognize opportunities presented by the rear areas and semi-public spaces, such as easy to see entrances, and seating areas.
- Use materials and architectural elements consistent with the front façade of the building.
- Include (a secondary) rear access point to the building from the parking areas.
- Encourage outdoor uses (e.g. outdoor dining) in the rear of the building.
- Install (or enhance) landscaping at building rear.
- Hide trash enclosures from view via sealed enclosures.
- Coordinate signs and/or awnings with those on the front façade.
- Incorporate second story elements (e.g. outdoor decks, upper story windows, etc.) when feasible.