



SAN FRANCISCO PLANNING DEPARTMENT

Executive Summary Conditional Use

HEARING DATE: NOVEMBER 19, 2015

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Date: November 9, 2015
Case No.: **2015-008233CUA**
Project Address: **2157 UNION STREET**
Zoning: Union Street Neighborhood Commercial District
40-X Height and Bulk District
Block/Lot: 0540/022
Project Sponsors: Janet Crane (agent) Jo Malone London (applicant)
Freebairn – Smith & Crane 28 W. 23rd Street, 9th Floor
442 Post Street, 6th Floor New York, NY 10010
San Francisco, CA 94102
Gina Best (property owner)
2368 Vallejo Street
San Francisco, CA 94123
Staff Contact: Sharon M. Young – (415) 558-6346
sharon.m.young@sfgov.org
Recommendation: **Approval with Conditions**

PROJECT DESCRIPTION

The proposal is a request for Conditional Use Authorization pursuant to Planning Code Sections, 303(c), 303(i), 703.3(c), and 703.4 to establish a Formula Retail Use within the Union Street Neighborhood Commercial District and a 40-X Height and Bulk District. The proposal is to convert a vacant ground floor commercial space with approximately 1,500 gross square feet of floor area (previously occupied by “Paparazzi”, a retail store use) into a Formula Retail Use (d.b.a. Jo Malone London) specializing in selling British fragrances for the home, bath and body, and related products. The proposal will involve interior tenant improvements to the ground floor commercial tenant space. There will be no expansion of the existing building envelope.

SITE DESCRIPTION AND PRESENT USE

The project site at 2157 Union Street is located on the south side of Union Street between Fillmore and Webster Streets, Assessor’s Block 0540, Lot 022. It is located within the Union Street Neighborhood Commercial District (NCD) and a 40-X Height and Bulk District. The subject lot is 2,500 square-feet (25 feet wide by 100 feet deep) in size and is occupied by a three-story mixed use building built in 1904. The existing building is not listed in the Planning Department’s 1976 Architectural Survey or the National and California Registers as having architectural significance. The subject vacant commercial space was previously occupied by a retail store specializing in women’s clothing d.b.a. Paparazzi on the ground floor of the building. There are existing medical service (psychotherapist) offices on the second floor and a residential unit on the third floor of the building.

SURROUNDING PROPERTIES AND NEIGHBORHOOD

The surrounding development consists of a variety of multi-story residential, commercial and mixed-use buildings. The scale of development in the area consists of a mix of low-and mid-rise buildings (one- to four-story structures), some of which were built in the early 1900s and the 1970s. A mix of food establishments, personal and professional service establishments, and small retail establishments defines the Union Street NCD corridor in the immediate vicinity. Some of the commercial establishments on the subject block include Union Street Coffee Roastery, Eyes in Disguise, Descend Nail Salon, Nice Cuts, Juicy News, Old & New Estates, Bio Union Street, Sui Generis Nail Today Atys, The Mason Jar, AT&T, Istanbul Collection Koza Gifts, Mimi’s on Union, Be Good Clothing, Lash Lab, Joy Joy Nail, and Hill & Co Real Estate Samsara. Some of the commercial establishments on the opposite block include Michael Wine & Spirits, Krimsa Fine Rugs & Décor, Umami Burger Marina, American Apparel, Twig Gallery, Pressed Juicery, Union Street Papery, Fan Clothing, Z Gallery, Van Galen Upholstery, Artistic Designs for Living, The Brixton, Vivo, Lush Cosmetics, and See’s Candy. The surrounding zoning is RH-3 (Residential, House, Three-Family) to the west, RM-1 (Residential, Mixed, Low Density) District to the east, and RH-2 (Residential, House Two-Family) to the south.

ENVIRONMENTAL REVIEW

The Project is exempt from the California Environmental Quality Act (“CEQA”) as a Class 1 categorical exemption.

HEARING NOTIFICATION

TYPE	REQUIRED PERIOD	REQUIRED NOTICE DATE	ACTUAL NOTICE DATE	ACTUAL PERIOD
Classified News Ad	20 days	October 29, 2015	October 29, 2015	20 days
Posted Notice	20 days	October 29, 2015	October 20, 2015	30 days
Mailed Notice	30 days	October 20, 2015	October 20, 2015	30 days

The proposal requires Section 312-neighborhood notification, which was conducted in conjunction with the conditional use authorization process.

PUBLIC COMMENT

- As of November 9, 2015, the Department has not received any letters or phone calls in opposition to the proposed project. The Department received one letter of support of the proposed project from the Union Street Association.

ISSUES AND OTHER CONSIDERATIONS

- According to the project sponsor, Jo Malone London currently has 57 stores worldwide (with no existing stand-alone store locations located in San Francisco). The proposed project will allow for the establishment of the first Jo Malone London independent retail store location in San Francisco.
- Formula Retail findings are included in the Draft Motion for the Commission to consider.
- There are approximately 41 existing formula retail establishments out of approximately 240 ground floor retail establishments within the Union Street NCD, including retail, restaurants, and personal,

professional, and financial service establishments. The existing intensity of formula retail uses is approximately 17% of all businesses within the district, and approximately 20% of the total commercial retail street frontage.

- Based on an evaluation of the linear frontage of all retail locations located within a 300-foot radius of the project site, 7 of the 32 retail establishments are formula retail. This comprises approximately 22% of the businesses and approximately 21% of the commercial street frontage at the ground floor. The proposed use concentration would increase the concentration of formula retail businesses to approximately 25% and would nominally affect the ratio of formula retail street frontage.
- Within the Union Street NCD, there are a few similar retail establishments within the district which specialize in selling cosmetic, fragrance, and related bath, body, and home products. They include the retail uses, Lush, Sephora, and Black Pearl, two of which are also considered formula retail uses.
- According to the project sponsor, as of June 2015, the vacancy rate was approximately 6% (14 businesses) within the Union Street NCD.
- Of the approximately 240 ground floor commercial establishments in the Union Street NCD, there are approximately 41 formula retail establishments, some of which include Wells Fargo, Chase Bank ATM, Fedex, Taco Bell / KFC, Papyrus, Extreme Pizza, Lucy, Nine West, American Apparel, Z Gallerie, Lush, Sur La Table, AT&T, Sephora, Nike, Equinox Gym, EarthBar, Espressamente Illy, Comerica Bank, Bank of America, Starbucks, Sunglass Hut, BCBG Max Azria, and Crunch Gym. The subject project would add an additional formula retail establishment to the district, increasing the concentration of formula retail establishments to approximately 18% and would nominally increase the formula retail commercial frontage in the district.

Table1. Formula Retail Concentration by Activities

Type of Business	Commercial Frontage Total LF	FR Stores Frontage LF	% FR Frontage
Bar	123	0	0%
Cleaners	89	0	0%
Financial Services	313	313	100%
Grocery	313	0	0%
Hotel	117	0	0%
Limited Restaurant	793	209	26%
Other Entertainment	57	0	0%
Personal Services	1269	199	16%
Pet Services	97	0	0%
Professional Services	1023	308	30%
Restaurant	1065	25	2%
Retail	3006	689	23%
Vacant	429	0	0%
Total	8694	1743	20.0%
Total exc. Financial Services	8381	1430	17%

Note: The Union Street NCD Land Use Table was developed using data collected by the project sponsor and reviewed by the Planning Department.

The use mix is varied in the subject NCD. According to the project sponsor, retail represents approximately 40% of the commercial frontage, followed by professional and financial services combined for 36% of the commercial frontage, followed by restaurant and personal services comprising most of the remaining commercial frontage. In addition, cosmetic store use (which will include the proposed Jo Malone London store) will comprise approximately 4% of the commercial frontage within the subject NCD.

REQUIRED COMMISSION ACTION

This proposal requires **Conditional Use** authorization pursuant to Sections 303(c), 303(i), 703.3, and 703.4 of the Planning Code to establish a Formula Retail Use (d.b.a. Jo Malone London) by converting a vacant ground floor commercial space with approximately 1,500 gross square feet of floor area (previously occupied by "Paparazzi", a retail store use) and continuing as a retail store use within the Union Street Neighborhood Commercial District and a 40-X Height and Bulk District.

BASIS FOR RECOMMENDATION

- The proposed project will occupy a vacant commercial tenant space on the subject block which will be complimentary to the mix of existing neighborhood-serving uses within the neighborhood. It will also provide new job opportunities to the City. The proposed project meets all applicable requirements of the Planning Code.
- The proposed use would nominally increase the overall concentration of Formula Retail establishments within the Union Street NCD.
- The Department believes that this project is necessary and/or desirable for the following reasons:
 - a) The proposed project will enhance the economic diversity of the neighborhood by allowing a new business (which replaces a retail store use which vacated) offering both daytime and evening services) in the area.
 - b) The proposed project is a neighborhood-serving use which residents can access by walking or taking public transit.
 - c) The proposed project would be consistent with the mixed commercial-residential character of this portion of the Union Street NCD.

RECOMMENDATION: Approval with Conditions
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Attachments:

Zoning District Map
Parcel Map
Sanborn Map
Aerial Photographs
Site and Context Photographs
Reduced Plans

Attachment Checklist

- | | |
|---|--|
| <input checked="" type="checkbox"/> Executive Summary | <input checked="" type="checkbox"/> Project sponsor submittal |
| <input checked="" type="checkbox"/> Draft Motion | Drawings: <u>Existing Conditions</u> |
| <input type="checkbox"/> Environmental Determination | <input checked="" type="checkbox"/> Check for legibility |
| <input checked="" type="checkbox"/> Zoning District Map | Drawings: <u>Proposed Project</u> |
| <input checked="" type="checkbox"/> Height & Bulk Map | <input checked="" type="checkbox"/> Check for legibility |
| <input checked="" type="checkbox"/> Parcel Map | 3-D Renderings (new construction or significant addition) |
| <input checked="" type="checkbox"/> Sanborn Map | <input checked="" type="checkbox"/> Check for legibility |
| <input checked="" type="checkbox"/> Aerial Photo | <input type="checkbox"/> Wireless Telecommunications Materials |
| <input checked="" type="checkbox"/> Context Photos | <input type="checkbox"/> Health Dept. review of RF levels |
| <input checked="" type="checkbox"/> Site Photos | <input type="checkbox"/> RF Report |
| | <input type="checkbox"/> Community Meeting Notice |
| | <input type="checkbox"/> Housing Documents |
| | <input type="checkbox"/> Inclusionary Affordable Housing Program: Affidavit for Compliance |

SMY

Exhibits above marked with an "X" are included in this packet

Planner's Initials



SAN FRANCISCO PLANNING DEPARTMENT

Subject to: (Select only if applicable)

- Affordable Housing (Sec. 415)
- Jobs Housing Linkage Program (Sec. 413)
- Downtown Park Fee (Sec. 412)
- First Source Hiring (Admin. Code)
- Child Care Requirement (Sec. 414)
- Other

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Planning Commission Draft Motion

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Recommendation: **Approval with Conditions**

ADOPTING FINDINGS RELATING TO THE APPROVAL OF A CONDITIONAL USE AUTHORIZATION PURSUANT TO PLANNING CODE SECTIONS 303(c), 303(i), 703.3(c), AND 703.4 TO ALLOW THE ESTABLISHMENT OF A FORMULA RETAIL USE (D.B.A. JO MALONE LONDON) AT 2157 UNION STREET WITHIN THE UNION STREET NEIGHBORHOOD COMMERCIAL DISTRICT AND A 40-X HEIGHT AND BULK DISTRICT.

PREAMBLE

On July 3, 2015, Janet Crane acting agent on behalf of Jo Malone London and Gina Best (hereinafter “Project Sponsor”) made an application for Conditional Use authorization for the property at **2157 Union Street, Lot 022 in Assessor’s Block 0540** (hereinafter “Subject Property”), pursuant to Planning Code Section 303(c), 303(i), and 704.3 to establish a Formula Retail Use (d.b.a. Jo Malone London) within the Union Street Neighborhood Commercial District and a 40-X Height and Bulk District, in general conformity with plans dated June 24, 2015 and labeled “Exhibit B” (hereinafter “Project”).

The proposal is to convert a vacant ground floor commercial space with approximately 1,500 gross square feet of floor area (previously occupied by “Paparazzi”, a retail store use) into a Formula Retail Use (d.b.a.

Jo Malone) and continuing as a retail store use, specializing in selling British style fragrances for the home, bath and body, and related products. The proposal will involve interior tenant improvements to the ground floor commercial tenant space. There will be no expansion of the existing building envelope.

On November 19, 2015, the San Francisco Planning Commission (hereinafter "Commission") conducted a duly noticed public hearing at a regularly scheduled meeting on Conditional Use Application No. 2015-008233CUA.

The Project is exempt from the California Environmental Quality Act ("CEQA") as a Class 1 categorical exemption.

The Commission has heard and considered the testimony presented to it at the public hearing and has further considered written materials and oral testimony presented on behalf of the applicant, Department staff, and other interested parties.

MOVED, that the Commission hereby authorizes the Conditional Use requested in Application No. 2015-008233CUA, subject to the conditions contained in "EXHIBIT A" of this motion, based on the following findings:

FINDINGS

Having reviewed the materials identified in the preamble above, and having heard all testimony and arguments, this Commission finds, concludes, and determines as follows:

1. The above recitals are accurate and constitute findings of this Commission.
2. **Site Description and Present Use.** The project site at 2157 Union Street is located on the south side of Union Street between Fillmore and Webster Streets, Assessor's Block 0540, Lot 022. It is located within the Union Street Neighborhood Commercial District (NCD) and a 40-X Height and Bulk District. The subject lot is 2,500 square-feet (25 feet wide by 100 feet deep) in size and is occupied by a three-story mixed use building built in 1904. The existing building is not listed in the Planning Department's 1976 Architectural Survey or the National and California Registers as having architectural significance. The subject vacant commercial space was previously occupied by a retail store specializing in women's clothing d.b.a. Paparazzi on the ground floor of the building. There are existing medical service (psychotherapist) offices on the second floor and a residential unit on the third floor of the building.
3. **Surrounding Properties and Neighborhood.** The surrounding development consists of a variety of multi-story residential, commercial and mixed-use buildings. The scale of development in the area consists of a mix of low-and mid-rise buildings (one- to four-story structures), some of which were built in the early 1900s and the 1970s. A mix of food establishments, personal and professional service establishments, and small retail establishments defines the Union Street NCD corridor in the immediate vicinity. Some of the commercial establishments on the subject block include Union Street Coffee Roastery, Eyes in Disguise, Descend Nail Salon, Nice Cuts, Juicy News, Old & New Estates, Bio Union Street, Sui Generis Nail Today Atys, The Mason Jar, AT&T,

Istanbul Collection Koza Gifts, Mimi's on Union, Be Good Clothing, Lash Lab, Joy Joy Nail, and Hill & Co Real Estate Samsara. Some of the commercial establishments on the opposite block include Michael Wine & Spirits, Krimsa Fine Rugs & Décor, Umami Burger Marina, American Apparel, Twig Gallery, Pressed Juicery, Union Street Papery, Fan Clothing, Z Gallery, Van Galen Upholstery, Artistic Designs for Living, The Brixton, Vivo, Lush Cosmetics, and See's Candy. The surrounding zoning is RH-3 (Residential, House, Three-Family) to the west, RM-1 (Residential, Mixed, Low Density) District to the east, and RH-2 (Residential, House Two-Family) to the south.

4. **Project Description.** The proposal is a request for Conditional Use Authorization pursuant to Planning Code Sections, 303(c), 303(i), 703.3(c), and 703.4 to establish a Formula Retail Use within the Union Street Neighborhood Commercial District and a 40-X Height and Bulk District. The proposal is to convert a vacant ground floor commercial space with approximately 1,500 gross square feet of floor area (previously occupied by "Paparazzi", a retail store use) into a Formula Retail Use (d.b.a. Jo Malone London) specializing in selling British fragrances for the home, bath and body, and related products. The proposal will involve interior tenant improvements to the ground floor commercial tenant space. There will be no expansion of the existing building envelope.
5. **Issues and Other Considerations.**
 - According to the project sponsor, Jo Malone London currently has 57 stores worldwide locations (with no existing stand-alone store locations located in San Francisco). The proposed project will allow for the establishment of the first Jo Malone London independent retail store location in San Francisco.
6. **Public Comment.** As of November 9, 2015, the Department has not received any letters or phone calls in opposition to the proposed project. The Department received one letter of support of the proposed project from the Union Street Association.
7. **Use District.** The project site is within the Union Street Neighborhood Commercial District (NCD). The Union Street NCD, located in northern San Francisco between the Marina and Pacific Height neighborhoods, provides convenience goods and services to the residents of the Cow Hollow, Golden Gate Valley, and Pacific Heights neighborhoods. The district has a very active and continuous commercial frontage along Union Street, while the side streets have a greater proportion of residences. The Union Street NCD controls are designed to encourage a wide variety of uses, with special emphasis on eating and drinking establishments and specialty shops whose clientele comes from a wide trade area. This is in addition to a significant number of professional, realty, and business offices. Most commercial development is permitted at the first two stories of new buildings, while retail service uses are monitored at the third story and above. The zoning controls are designed to provide sufficient growth opportunities for commercial development that is in keeping with the existing scale and character, promote continuous retail frontage, and protect adjacent residential livability.

8. **Planning Code Compliance:** The Commission finds that the Project is consistent with the relevant provisions of the Planning Code in the following manner:

- A. **Formula Retail Use.** A *Formula Retail Use* is defined under Planning Code Section 303.1 as a type of retail sales or service activity or retail sales or service establishment that has eleven or more other retail sales establishments in operation, or with local land use or permit entitlements already approved, located anywhere in the world. In addition to the eleven establishments either in operation or with local land use or permit entitlements approved for operation, the business maintains two or more of the following features: a standardized array of merchandise, a standardized facade, a standardized decor and color scheme, uniform apparel, standardized signage, a trademark or a servicemark.

The current proposal is to allow the establishment of a Formula Retail Use (d.b.a. Jo Malone London) in an approximately 1,500 gross square foot vacant ground floor commercial space on the project site.

Planning Code Section 703.3 provides additional criteria for the Planning Commission to consider when considering any discretionary review pursuant to Section 703.3, Formula Retail Uses:

- a. The existing concentrations of formula retail uses within the district.

There are approximately 41 existing formula retail establishments out of approximately 240 ground floor retail establishments within the Union Street NCD, including retail, restaurants, and personal, professional, and financial service establishments. The existing intensity of formula retail uses is approximately 17% of all businesses within the district, and approximately 20% of the total commercial retail street frontage.

Based on an evaluation of the linear frontage of all retail locations located within a 300-foot radius of the project site, 7 of the 32 retail establishments are formula retail. This comprises approximately 22% of the businesses and approximately 21% of the commercial street frontage at the ground floor. The proposed use concentration would increase the concentration of formula retail businesses to approximately 25% and would nominally affect the ratio of formula retail street frontage.

- b. The availability of other similar retail uses within the district.

Within the Union Street NCD, there are a few similar retail establishments within the district which specialize in selling cosmetic, fragrance, and related bath, body, and home products. They include the retail uses, Lush, Sephora, and Black Pearl, two of which are also considered formula retail uses.

- c. The compatibility of the proposed formula retail use with the existing architectural and aesthetic character of the district.

The proposed project is a formula retail use will occupy an existing location previously occupied by another retail use (d.b.a. Paparazzi). The proposed project will not involve significant modifications (other than new landscape planters, awning, and signage) to the building's existing architectural and aesthetic character. There will be no expansion of the existing building envelope.

- d. The existing retail vacancy within the district.

According to the project sponsor, as of June 2015, the vacancy rate was approximately 6% (14 businesses) within the Union Street NCD.

- e. The existing mix of Citywide-serving retail uses and neighborhood-serving retail uses within the district.

The proposed formula retail use will complement the mix of goods and services currently available within this portion of the Union Street NCD, which include a mixture restaurants, personal and professional service establishments, and small retail establishments.

- f. Additional data and analysis set forth in the Performance-Based Design Guidelines adopted by the Planning Commission.

Of the approximately 240 ground floor commercial establishments in the Union Street NCD, there are approximately 41 formula retail establishments, some of which include Wells Fargo, Chase Bank ATM, Fedex, Taco Bell / KFC, Papyrus, Extreme Pizza, Lucy, Nine West, American Apparel, Z Gallerie, Lush, Sur La Table, AT&T, Sephora, Nike, Equinox Gym, EarthBar, Espressamente Illy, Comerica Bank, Bank of America, Starbucks, Sunglass Hut, BCBG Max Azria, and Crunch Gym. The subject project would add an additional formula retail establishment to the district, increasing the concentration of formula retail establishments to approximately 18% and would nominally increase the formula retail commercial frontage in the district.

Table1. Formula Retail Concentration by Activities

Type of Business	Commercial Frontage Total LF	FR Stores Frontage LF	% FR Frontage
Bar	123	0	0%
Cleaners	89	0	0%
Financial Services	313	313	100%
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Limited Restaurant	793	209	26%
Other Entertainment	57	0	0%
Personal Services	1269	199	16%
Pet Services	97	0	0%
Professional Services	1023	308	30%

Restaurant	1065	25	2%
Retail	3006	689	23%
Vacant	429	0	0%
Total	8694	1743	20.0%
Total exc. Financial Services	8381	1430	17%

Note: The Union Street NCD Land Use Table was developed using data collected by the project sponsor and reviewed by the Planning Department.

The use mix is varied in the subject NCD. According to the project sponsor, retail represents approximately 40% of the commercial frontage, followed by professional and financial services combined for 36% of the commercial frontage, followed by restaurant and personal services comprising most of the remaining commercial frontage. In addition, cosmetic store use (which will include the proposed Jo Malone London store) will comprise approximately 4% of the commercial frontage within the subject NCD.

- g. For formula retail uses of 20,000 square feet or more, except for General or Specialty Grocery stores as defined in Articles 2, 7, 8 of this Code, the contents of an economic impact study prepared pursuant to Section 303(i) of the Planning Code.

As the subject retail use is less than 20,000 square feet, an economic impact study is not required for the proposed project.

- B. **Other Retail Sales and Services Use within the Union Street NCD.** Section 725.40 of the Planning Code permits “other retail sales and services” establishments on the first and second stories.

The current proposal is to allow the continuation of an ‘other retail sales and service use’ (also formula retail use d.b.a. Jo Malone London) on the ground (1st) floor of the three-story mixed-use building.

- C. **Hours of Operation.** Section 725.27 allows hours of operation from 6 a.m. until 2 a.m. as of right and requires Conditional Use authorization to operate between the hours of 2 a.m. and 6 a.m.

The project sponsor has indicated that the proposed hours of operation of the proposed formula retail use d.b.a. Jo Malone London are Sunday through Thursday 10 a.m. to 7 p.m., Friday and Saturday 10 a.m. to 8 p.m.

- D. **Off-Street Parking and Loading.** Section 151 of the Planning Code requires off-street parking for every 200 square feet of occupied floor area, where the occupied floor area exceeds 5,000 square feet. Section 152 of the Planning Code requires one off-street loading space for retail stores between 10,001 and 60,000 gross square feet.

The subject commercial tenant space, with approximately 1,500 gross square feet of floor area, will not require any off-street parking or loading spaces.

- E. **Street Frontage in Neighborhood Commercial Districts.** Section 145.1 of the Planning Code requires that within NC Districts space for active uses shall be provided within the first 25 feet of building depth on the ground floor and 15 feet on floors above from any facade facing a street at least 30 feet in width. In addition, the floors of street-fronting interior spaces housing non-residential active uses and lobbies shall be as close as possible to the level of the adjacent sidewalk at the principal entrance to these spaces. Frontages with active uses that must be fenestrated with transparent windows and doorways for no less than 60 percent of the street frontage at the ground level and allow visibility to the inside of the building. The use of dark or mirrored glass shall not count towards the required transparent area. Any decorative railings or grillwork, other than wire mesh, which is placed in front of or behind ground floor windows, shall be at least 75 percent open to perpendicular view. Rolling or sliding security gates shall consist of open grillwork rather than solid material, so as to provide visual interest to pedestrians when the gates are closed, and to permit light to pass through mostly unobstructed. Gates, when both open and folded or rolled as well as the gate mechanism, shall be recessed within, or laid flush with, the building facade.

Approximately 70% (18 feet) of the street frontage at the ground level on Union Street is fenestrated with transparent windows and doorways allowing for visibility to the inside of the building. In addition, two removable landscape planters are proposed underneath the storefront window sills but will not obstruct visibility to the inside of the building. The proposed project does not propose any decorative railings or grillwork in front of or behind existing windows.

- F. **Signage.** Any proposed signage will be subject to the review and approval of the Planning Department and must comply with Article 6 of the Planning Code.
9. **Section 303(c)** establishes criteria for the Planning Commission to consider when reviewing applications for Conditional Use approval. On balance, the project does comply with said criteria in that:
- A. The proposed new uses and building, at the size and intensity contemplated and at the proposed location, will provide a development that is necessary or desirable, and compatible with, the neighborhood or the community.

The size and shape of the site and the arrangement of the structures on the site are adequate for the proposed project. There will be no physical expansion of the existing building.

- B. The proposed project will not be detrimental to the health, safety, convenience or general welfare of persons residing or working in the vicinity. There are no features of the project that could be detrimental to the health, safety or convenience of those residing or working the area, in that:
- i. Nature of proposed site, including its size and shape, and the proposed size, shape and arrangement of structures;

The size and shape of the site and the arrangement of the structures on the site are adequate for the proposed project. There will be no physical expansion of the existing building.

- ii. The accessibility and traffic patterns for persons and vehicles, the type and volume of such traffic, and the adequacy of proposed off-street parking and loading;

Existing traffic patterns will not be significantly affected by the proposed project. Public transit (Muni Lines 41-Union and 45-Union/Stockton) is located within walking distance of the project site; a bus stop is located at the corner of Union and Fillmore Streets. There is on-street parking in front of the subject property and in the surrounding neighborhood. A parking garage (Union Street Plaza garage) is located within a few blocks of the project site at 2001 Union Street.

- iii. The safeguards afforded to prevent noxious or offensive emissions such as noise, glare, dust and odor;

No noxious or offensive emissions such as glare, dust, or odor are expected to be produced by the proposed project.

- iv. Treatment given, as appropriate, to such aspects as landscaping, screening, open spaces, parking and loading areas, service areas, lighting and signs;

There will be no addition of off-street parking spaces, loading facilities, open space or service areas. All project signage and projections will be consistent with the controls of the Planning Code.

- C. That the use as proposed will comply with the applicable provisions of the Planning Code and will not adversely affect the General Plan.

The proposed project complies with all relevant requirements and standards of the Planning Code and is consistent with objectives and policies of the General Plan as detailed below.

- D. That the use as proposed would provide development that is in conformity with the purpose of the applicable Neighborhood Commercial District.

The proposed project is consistent with the stated purpose of the Union Street NCD in that the intended use is a neighborhood-serving business.

- 10. **General Plan Compliance.** The Project is consistent with the Objectives and Policies of the General Plan in that:

COMMERCE AND INDUSTRY ELEMENT

GENERAL/CITYWIDE

OBJECTIVE 1:

MANAGE ECONOMIC GROWTH AND CHANGE TO ENSURE ENHANCEMENT OF THE TOTAL CITY LIVING AND WORKING ENVIRONMENT.

Policy 1:

Encourage development which provides substantial net benefits and minimizes undesirable consequences. Discourage development, which has substantial undesirable consequences that cannot be mitigated.

The proposed project would be compatible with and complimentary to the types of uses characterizing this portion of the Union Street NCD, which includes a mixture of restaurants, personal and professional service establishments, and small retail establishments.

Policy 3:

Preserve and promote the mixed commercial-residential character in neighborhood commercial districts. Strike a balance between the preservation of affordable housing and the needed expansion of commercial activity.

Approval of the proposed project would be consistent with the mixed commercial-residential character of this portion of the Union Street NCD. The proposed project would not adversely affect any affordable housing resources in the neighborhood.

NEIGHBORHOOD COMMERCE

Objectives and Policies

OBJECTIVE 6:

MAINTAIN AND STRENGTHEN VIABLE NEIGHBORHOOD COMMERCIAL AREAS EASILY ACCESSIBLE TO CITY RESIDENTS.

Policy 1:

Ensure and encourage the retention and provision of neighborhood-serving goods and services in the city's neighborhood commercial districts, while recognizing and encouraging diversity among the districts.

No existing commercial tenant will be displaced. The proposed project will not prevent the district from achieving optimal diversity in the types of goods and services available in the neighborhood.

The following guidelines, in addition to others in this objective for neighborhood commercial districts, should be employed in the development of overall district zoning controls as well as in the review of individual permit applications, which require case-by-case review and City Planning Commission approval. Pertinent guidelines may be applied as conditions of approval of individual permit applications. In general, uses should be encouraged which meet the guidelines; conversely, uses should be discouraged which do not.

Policy 3:

Preserve and promote the mixed commercial-residential character in neighborhood commercial districts. Strike a balance between the preservation of existing affordable housing and needed expansion of commercial activity.

The proposed project will help maintain the existing commercial-residential character in the neighborhood by occupying a vacant ground floor commercial space in the neighborhood with another retail use.

Policy 4:

Encourage the location of neighborhood shopping areas throughout the city so that essential retail goods and personal services are accessible to all residents.

The proposed project will be accessible to all residents in this portion of the Union Street NCD.

Policy 8:

Preserve historically and/or architecturally important buildings or groups of buildings in neighborhood commercial districts.

The proposed project will primarily involve interior tenant improvements to the commercial space. The proposal will not involve major facade alterations to the exterior of the building or change in building envelope.

Policy 9:

Regulate uses so that traffic impacts and parking problems are minimized.

The proposed project would not adversely affect public transit or place a burden on the existing supply of parking in the neighborhood since it will replace a retail store use (Paparazzi) which previously existed on the project site. Many patrons would be able to walk from their residences or places of employment, and the proposed project is well served by public transportation. There is on-street parking in the surrounding neighborhood.

11. **Planning Code Section 101.1(b)** establishes eight priority-planning policies and requires review of permits for consistency with said policies. On balance, the project does comply with said policies in that:

- A. That existing neighborhood-serving retail uses be preserved and enhanced and future opportunities for resident employment in and ownership of such businesses be enhanced.

The proposed project will be complimentary to the existing commercial establishments within the immediate neighborhood. The proposed project will provide job opportunities to the City by employing approximately 6 people. The project sponsor has indicated 5 positions will be full-time and 1 position will be part-time.

- B. That existing housing and neighborhood character be conserved and protected in order to preserve the cultural and economic diversity of our neighborhoods.

The proposed project will preserve and enhance the cultural and economic diversity of the neighborhood by helping to establish a retail store use in the area. Existing housing will not be affected by the proposed project.

- C. That the City's supply of affordable housing be preserved and enhanced,

The proposed project will not displace any affordable housing.

- D. That commuter traffic not impede MUNI transit service or overburden our streets or neighborhood parking.

The proposed project would not significantly increase the automobile traffic congestion and parking problems in the neighborhood. The proposal is a neighborhood-serving use which residents can access by walking or taking public transit.

- E. That a diverse economic base be maintained by protecting our industrial and service sectors from displacement due to commercial office development, and that future opportunities for resident employment and ownership in these sectors be enhanced.

There is no commercial office development associated with the proposed project and there would be no displacement of any existing industrial or service businesses in the area.

- F. That the City achieve the greatest possible preparedness to protect against injury and loss of life in an earthquake.

The proposed project will comply with all applicable earthquake safety standards and built to the current standards of the California Building Code.

- G. That landmarks and historic buildings be preserved.

The proposed project will not significantly affect any landmarks or historic buildings.

- H. That our parks and open space and their access to sunlight and vistas be protected from development.

The proposed project will not affect any city-owned park or open space.

12. The Project is consistent with and would promote the general and specific purposes of the Code provided under Section 101.1(b) in that, as designed, the Project would contribute to the character and stability of the neighborhood and would constitute a beneficial development.
13. The Commission hereby finds that approval of the Conditional Use authorization would promote the health, safety and welfare of the City.

DECISION

That based upon the Record, the submissions by the Applicant, the staff of the Department and other interested parties, the oral testimony presented to this Commission at the public hearings, and all other written materials submitted by all parties, the Commission hereby **APPROVES Conditional Use Application No. 2015-008233CUA** subject to the following conditions attached hereto as "EXHIBIT A" in general conformance with plans on file, dated June 24, 2015, and stamped "EXHIBIT B", which is incorporated herein by reference as though fully set forth.

APPEAL AND EFFECTIVE DATE OF MOTION: Any aggrieved person may appeal this Conditional Use Authorization to the Board of Supervisors within thirty (30) days after the date of this Motion No. XXXXX. The effective date of this Motion shall be the date of this Motion if not appealed (After the 30-day period has expired) OR the date of the decision of the Board of Supervisors if appealed to the Board of Supervisors. For further information, please contact the Board of Supervisors at (415) 554-5184, City Hall, Room 244, 1 Dr. Carlton B. Goodlett Place, San Francisco, CA 94102.

Protest of Fee or Exaction: You may protest any fee or exaction subject to Government Code Section 66000 that is imposed as a condition of approval by following the procedures set forth in Government Code Section 66020. The protest must satisfy the requirements of Government Code Section 66020(a) and must be filed within 90 days of the date of the first approval or conditional approval of the development referencing the challenged fee or exaction. For purposes of Government Code Section 66020, the date of imposition of the fee shall be the date of the earliest discretionary approval by the City of the subject development.

If the City has not previously given Notice of an earlier discretionary approval of the project, the Planning Commission's adoption of this Motion, Resolution, Discretionary Review Action or the Zoning Administrator's Variance Decision Letter constitutes the approval or conditional approval of the development and the City hereby gives **NOTICE** that the 90-day protest period under Government Code Section 66020 has begun. If the City has already given Notice that the 90-day approval period has begun for the subject development, then this document does not re-commence the 90-day approval period.

I hereby certify that the Planning Commission ADOPTED the foregoing Motion on November 19, 2015.

Jonas P. Ionin
Commission Secretary

AYES:

NAYS:

ABSENT:

ADOPTED:

EXHIBIT A

AUTHORIZATION

This authorization is for conditional use to allow the establishment of a Formula Retail Use (d.b.a. Jo Malone London) on the ground floor of a three-story, mixed-use building at 2157 Union Street in Assessor's Block 0540, Lot 022 pursuant to Planning Code Sections 303(c), 303(i), 703.3(c), and 703.4 within the Union Street Neighborhood Commercial District and a 40-X Height and Bulk District in general conformance with plans, dated June 24, 2015, and stamped "EXHIBIT B" included in the docket for Case No. 2015-008233CUA and subject to conditions of approval reviewed and approved by the Commission on November 19, 2015 under Motion No. XXXXX. This authorization and the conditions contained herein run with the property and not with a particular Project Sponsor, business, or operator.

The proposal is to convert a vacant ground floor commercial space with approximately 1,500 gross square feet of floor area (previously occupied by "Paparazzi", a retail store use) into a Formula Retail Use (d.b.a. Jo Malone London) and continuing as a retail store use, specializing in selling British style fragrances for the home, bath and body, and related products. The proposal will involve interior tenant improvements to the ground floor commercial tenant space. There will be no expansion of the existing building envelope.

RECORDATION OF CONDITIONS OF APPROVAL

Prior to the issuance of the building permit or commencement of use for the Project the Zoning Administrator shall approve and order the recordation of a Notice in the Official Records of the Recorder of the City and County of San Francisco for the subject property. This Notice shall state that the project is subject to the conditions of approval contained herein and reviewed and approved by the Planning Commission on XXXXX under Motion No. XXXXX.

PRINTING OF CONDITIONS OF APPROVAL ON PLANS

The conditions of approval under the 'Exhibit A' of this Planning Commission Motion No. XXXXX shall be reproduced on the Index Sheet of construction plans submitted with the site or building permit application for the Project. The Index Sheet of the construction plans shall reference to the Conditional Use authorization and any subsequent amendments or modifications.

SEVERABILITY

The Project shall comply with all applicable City codes and requirements. If any clause, sentence, section or any part of these conditions of approval is for any reason held to be invalid, such invalidity shall not affect or impair other remaining clauses, sentences, or sections of these conditions. This decision conveys no right to construct, or to receive a building permit. "Project Sponsor" shall include any subsequent responsible party.

CHANGES AND MODIFICATIONS

Changes to the approved plans may be approved administratively by the Zoning Administrator. Significant changes and modifications of conditions shall require Planning Commission approval of a new Conditional Use authorization.

Conditions of Approval, Compliance, Monitoring, and Reporting

PERFORMANCE

1. **Validity.** The authorization and right vested by virtue of this action is valid for three (3) years from the effective date of the Motion. The Department of Building Inspection shall have issued a Building Permit or Site Permit to construct the project and/or commence the approved use within this three-year period.

For information about compliance, contact Code Enforcement, Planning Department at 415-575-6863, www.sf-planning.org

2. **Expiration and Renewal.** Should a Building or Site Permit be sought after the three (3) year period has lapsed, the project sponsor must seek a renewal of this Authorization by filing an application for an amendment to the original Authorization or a new application for Authorization. Should the project sponsor decline to so file, and decline to withdraw the permit application, the Commission shall conduct a public hearing in order to consider the revocation of the Authorization. Should the Commission not revoke the Authorization following the closure of the public hearing, the Commission shall determine the extension of time for the continued validity of the Authorization.

For information about compliance, contact Code Enforcement, Planning Department at 415-575-6863, www.sf-planning.org

3. **Diligent pursuit.** Once a site or Building Permit has been issued, construction must commence within the timeframe required by the Department of Building Inspection and be continued diligently to completion. Failure to do so shall be grounds for the Commission to consider revoking the approval if more than three (3) years have passed since this Authorization was approved.

For information about compliance, contact Code Enforcement, Planning Department at 415-575-6863, www.sf-planning.org

4. **Extension.** All time limits in the preceding three paragraphs may be extended at the discretion of the Zoning Administrator where implementation of the project is delayed by a public agency, an appeal or a legal challenge and only by the length of time for which such public agency, appeal or challenge has caused delay.

For information about compliance, contact Code Enforcement, Planning Department at 415-575-6863, www.sf-planning.org

5. **Conformity with Current Law.** No application for Building Permit, Site Permit, or other entitlement shall be approved unless it complies with all applicable provisions of City Codes in effect at the time of such approval.

For information about compliance, contact Code Enforcement, Planning Department at 415-575-6863, www.sf-planning.org

MONITORING - AFTER ENTITLEMENT

6. **Enforcement.** Violation of any of the Planning Department conditions of approval contained in this Motion or of any other provisions of Planning Code applicable to this Project shall be subject to the enforcement procedures and administrative penalties set forth under Planning Code Section 176 or Section 176.1. The Planning Department may also refer the violation complaints to other city departments and agencies for appropriate enforcement action under their jurisdiction.
For information about compliance, contact Code Enforcement, Planning Department at 415-575-6863, www.sf-planning.org
7. **Revocation due to Violation of Conditions.** Should implementation of this Project result in complaints from interested property owners, residents, or commercial lessees which are not resolved by the Project Sponsor and found to be in violation of the Planning Code and/or the specific conditions of approval for the Project as set forth in Exhibit A of this Motion, the Zoning Administrator shall refer such complaints to the Commission, after which it may hold a public hearing on the matter to consider revocation of this authorization.
For information about compliance, contact Code Enforcement, Planning Department at 415-575-6863, www.sf-planning.org

DESIGN

8. **Signage.** Any signs on the property shall be made to comply with the requirements of Article 6 of the Planning Code.
For information about compliance, contact Code Enforcement, Planning Department at 415-575-6863, www.sf-planning.org

OPERATION

9. **Garbage, Recycling, and Composting Receptacles.** Garbage, recycling, and compost containers shall be kept within the premises and hidden from public view, and placed outside only when being serviced by the disposal company. Trash shall be contained and disposed of pursuant to garbage and recycling receptacles guidelines set forth by the Department of Public Works.
For information about compliance, contact Bureau of Street Use and Mapping, Department of Public Works at 415-554-.5810, <http://sfdpw.org>
10. **Sidewalk Maintenance.** The Project Sponsor shall maintain the main entrance to the building and all sidewalks abutting the subject property in a clean and sanitary condition in compliance with the Department of Public Works Streets and Sidewalk Maintenance Standards.
For information about compliance, contact Bureau of Street Use and Mapping, Department of Public Works, 415-695-2017, <http://sfdpw.org>

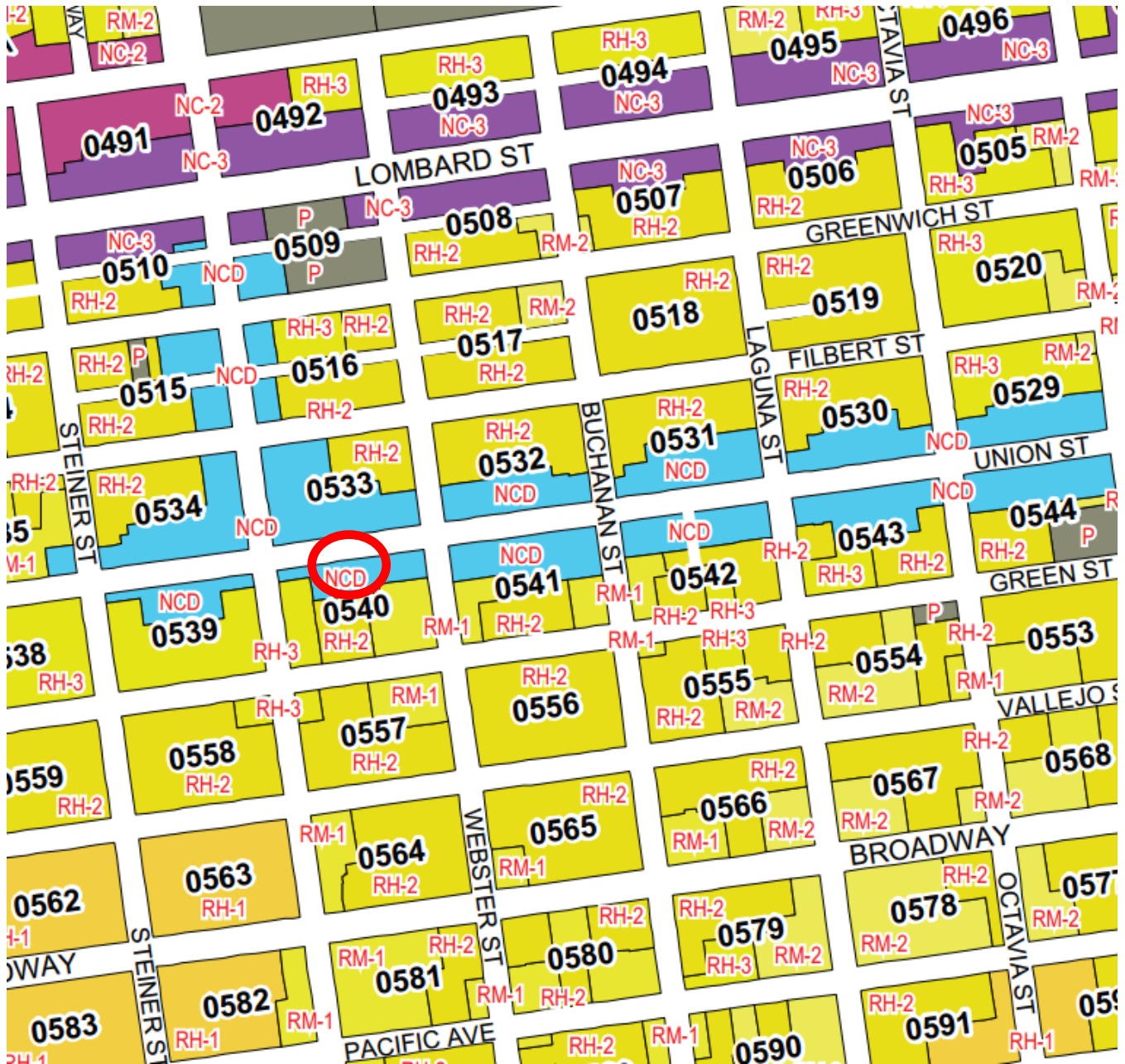
11. **Community Liaison.** Prior to issuance of a building permit to construct the project and implement the approved use, the Project Sponsor shall appoint a community liaison officer to deal with the issues of concern to owners and occupants of nearby properties. The Project Sponsor shall provide the Zoning Administrator with written notice of the name, business address, and telephone number of the community liaison. Should the contact information change, the Zoning Administrator shall be made aware of such change. The community liaison shall report to the Zoning Administrator what issues, if any, are of concern to the community and what issues have not been resolved by the Project Sponsor.

For information about compliance, contact Code Enforcement, Planning Department at 415-575-6863, www.sf-planning.org

12. **Lighting.** All Project lighting shall be directed onto the Project site and immediately surrounding sidewalk area only, and designed and managed so as not to be a nuisance to adjacent residents. Nighttime lighting shall be the minimum necessary to ensure safety, but shall in no case be directed so as to constitute a nuisance to any surrounding property.

For information about compliance, contact Code Enforcement, Planning Department at 415-575-6863, www.sf-planning.org

Zoning Map



Conditional Use Hearing
Case Number 2015-008233CUA
2157 Union Street



Parcel Map

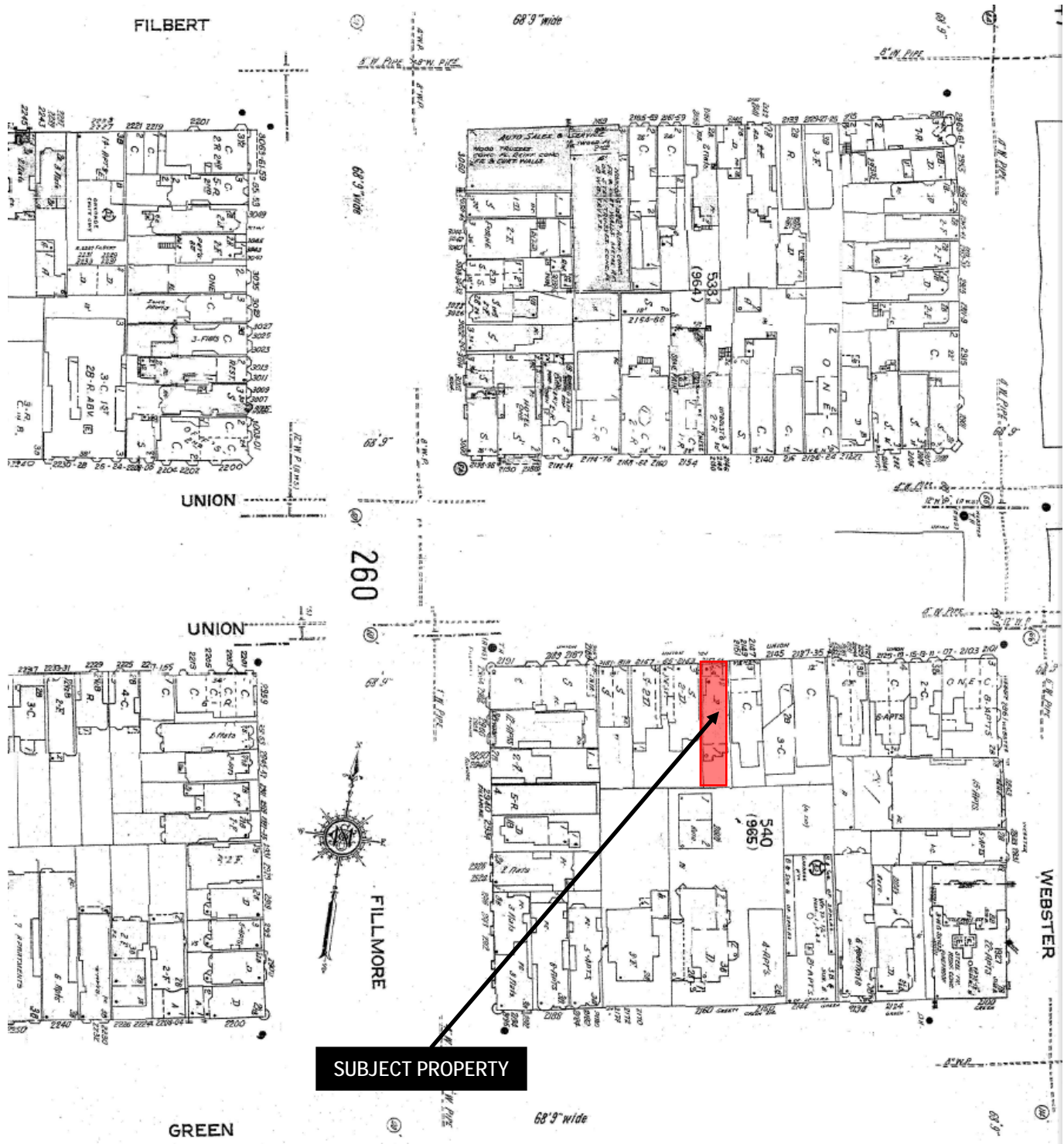


SUBJECT PROPERTY



Conditional Use Hearing
Case Number 2015-008233CUA
2157 Union Street

Sanborn Map*



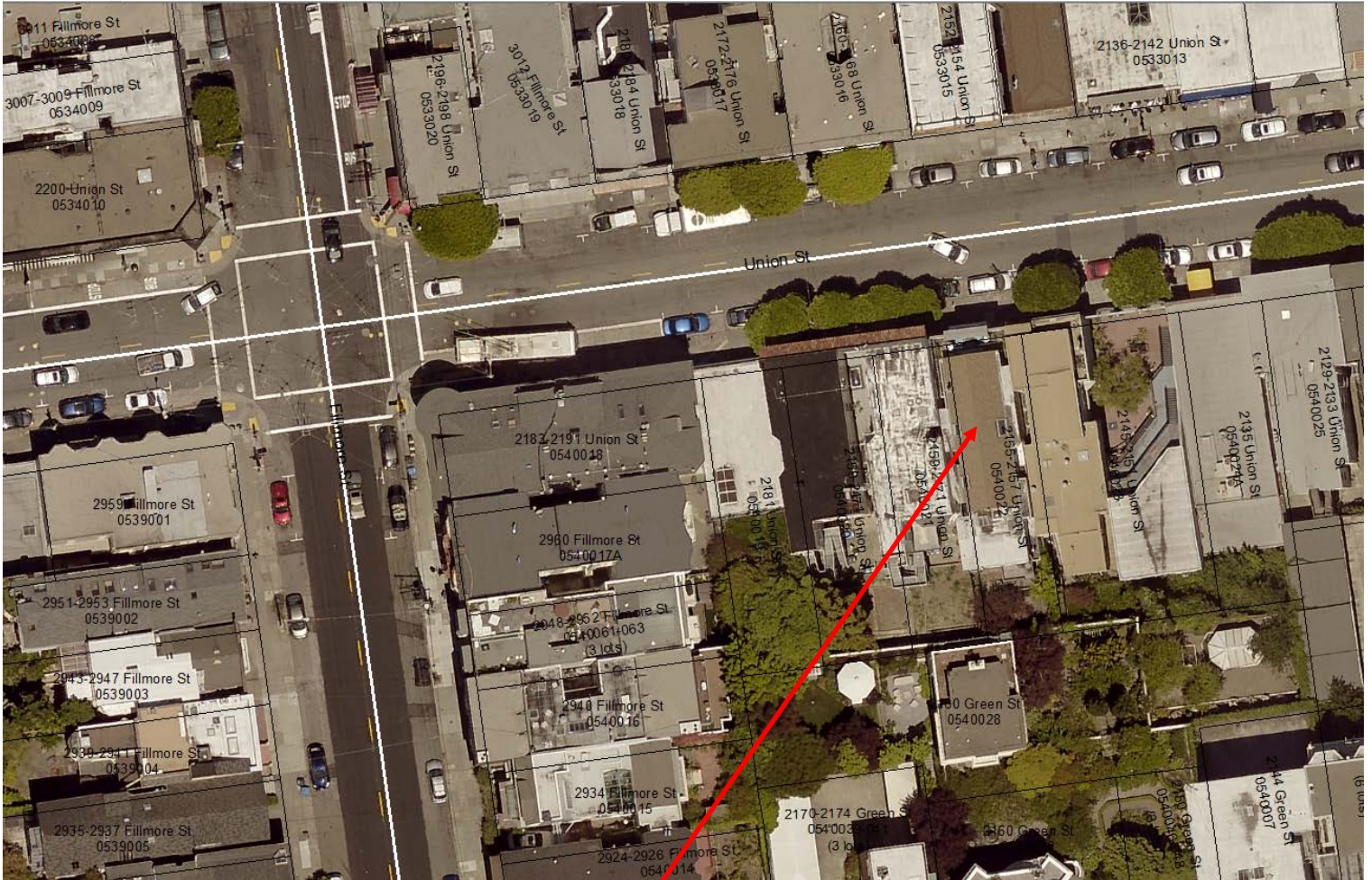
SUBJECT PROPERTY

*The Sanborn Maps in San Francisco have not been updated since 1998, and this map may not accurately reflect existing conditions.

Conditional Use Hearing
 Case Number 2015-008233CUA
 2157 Union Street



Aerial Photo



SUBJECT PROPERTY



Conditional Use Hearing
Case Number 2015-008233CUA
2157 Union Street

Site Photo

SUBJECT PROPERTY ON UNION STREET

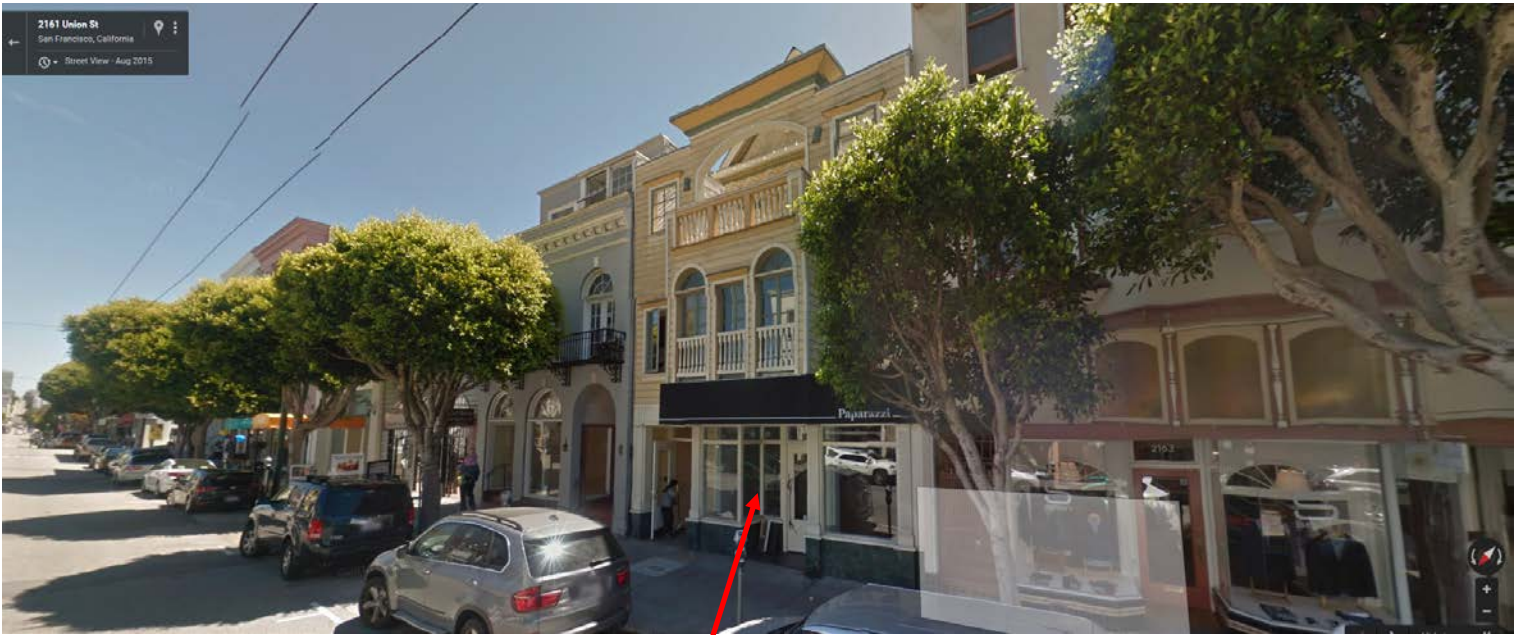


SUBJECT PROPERTY

Conditional Use Hearing
Case Number 2015-008233CUA
2157 Union Street

Site Photo

SUBJECT BLOCK ON UNION STREET



SUBJECT PROPERTY

Conditional Use Hearing
Case Number 2015-008233CUA
2157 Union Street

Site Photo

OPPOSITE BLOCK ON UNION STREET



Conditional Use Hearing
Case Number 2015-008233CUA
2157 Union Street

2157 Union Street Vicinity Survey

Supporting Conditional Use Permit Application for a Jo Malone Store at
2157 Union Street, San Francisco, CA

October 16, 2015

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APPENDIX A Block/Lot List and Related Commercial Frontage

1 Executive Summary

Jo Malone, a British lifestyle brand known for its unique fragrance portfolio and luxury products for the bath, body and home, is planning to open its first self-contained store in San Francisco at 2157 Union Street.

As part of Jo Malone's Conditional Use application, a characterization of the Union Neighborhood Commercial District was requested by SF Planning to assess the Formula Retail concentration in the area.

Based on the survey carried out and described in the sections below, the concentration of Formula Retail establishments in the Union NCD is 20 per cent of total commercial frontage.

Retail accounts for 40 per cent of the FR concentration, mostly related to clothing, jewelery and home décor (61 per cent combined). Formula Retail cosmetics, Jo Malone's business, only accounts for 3 per cent of the total retail sector, and less than 1 per cent of total commercial frontage.

2 Background

As part of Jo Malone's application for Conditional Use Authorization for Formula Retail Establishments on 2157 Union Street, SF Planning requested a characterization of the immediate vicinity of the proposed establishment location. In particular an analysis of the Formula Retail (FR) concentration, as a percentage of all ground floor commercial uses, of the Union Neighborhood Commercial District (NCD) was requested.

3 Methodology

The vicinity survey carried out to support Jo Malone's application followed the methodology indicated in the SF Planning Commission Guide to Formula Retail, which is summarized below:

1. Calculation shall include all parcels that are wholly or partially located within the selected radius (NCD area) that are also zoned commercial or contain commercial uses.
2. Concentration is based on the Upper Market Neighborhood Commercial District methodology, adopted as policy by the Planning Commission on April 11, 2013 per Resolution No. 18843.
3. For each property, including the subject property, the total linear frontage of the lot facing a public right-of-way is divided by the number of storefronts. The linear frontage shall include the corner parcels.
4. Storefronts at second or higher floors are not considered. Split level floors, resulting in a basement and a raised first floor, are included in the calculations.
5. Formula retail storefronts and their linear frontage are separated from the non-formula retail establishments and their linear frontage.
6. The final calculations are the percentages (%) of formula retail and non-formula retail frontages (half of a percentage shall be rounded up).

4 Data Sources

A number of data sources were used and consulted to carry out this Vicinity Survey and are listed below.

- a. SF planning provided a block map of the Union NCD area indicating all the block/lots to be surveyed.
- b. Assessor's block maps were consulted via the San Francisco Property Information Map system.
- c. Google Street view (Feb 2015 imagery) was consulted.
- d. Site visit was carried out on September 23rd and 29th, 2015 to inspect the survey area and subsequently validate findings.

5 Survey Findings

Figure 1 shows the spatial context of this Vicinity Survey. The Union Street NCD covers the vast majority of commercial store fronts within a 1/4 miles radius of the proposed Jo Malone store.

The area within the 1/4 mile radius not part of the Union NCD is mostly residential in nature and few commercial activities were found. The block map provided by SF Planning (Figure 2 below) indicated the lots to be surveyed as falling under the Union NCD.

The final list of blocks and lots surveyed is attached in appendix A.

Figure 1 Vicinity Survey Area Map

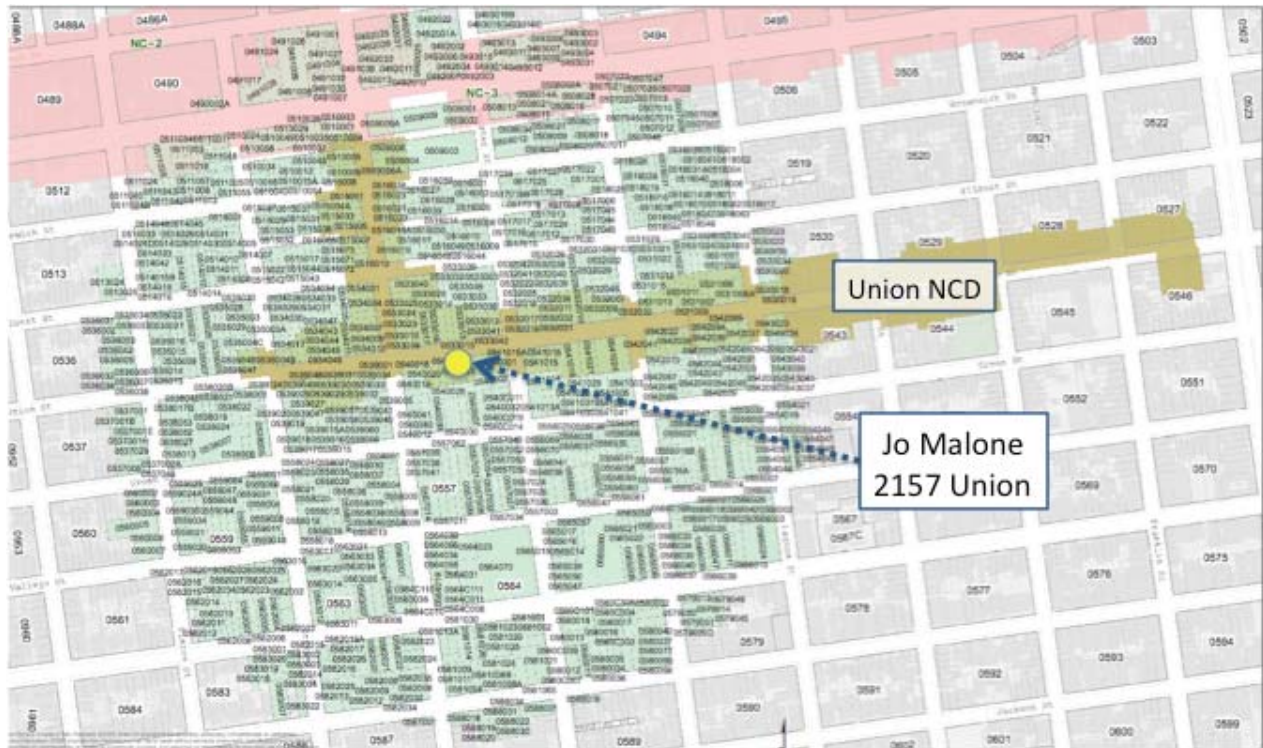


Figure 2 SF Planning Block Map

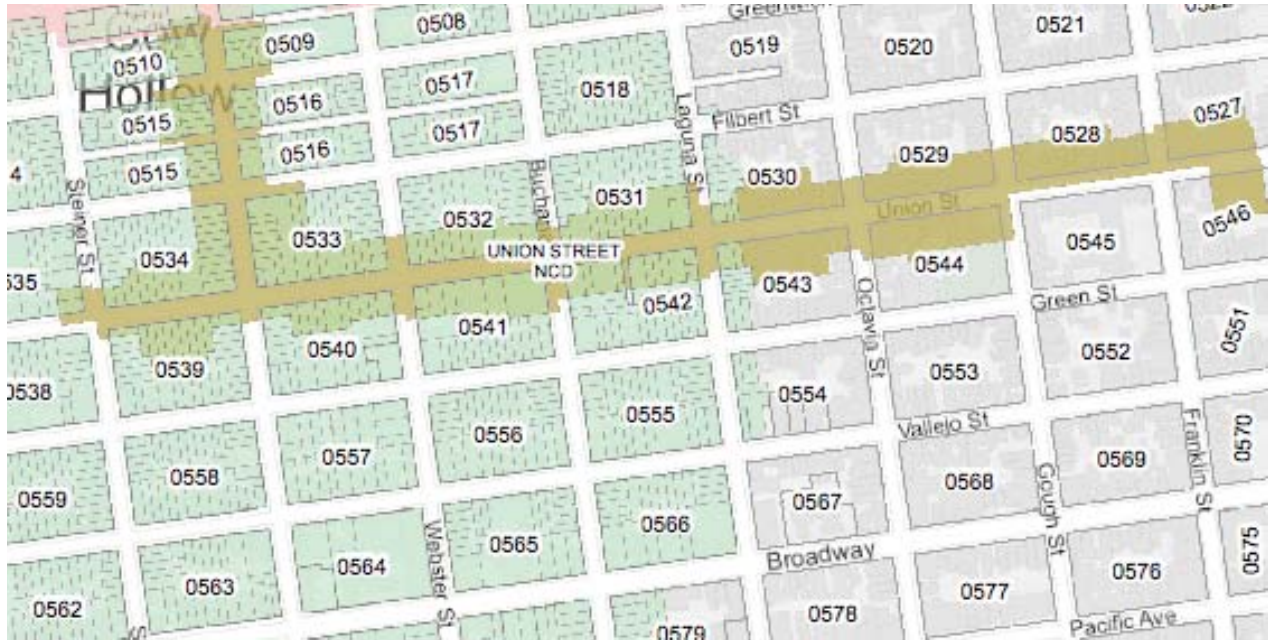


Figure 3 below shows the FR concentration recorded in the Union NCD.

The overall FR concentration for the area surveyed is 20 per cent of which 4 per cent are financial services (banks, insurance companies).

Figure 3 Formula Retail Concentration

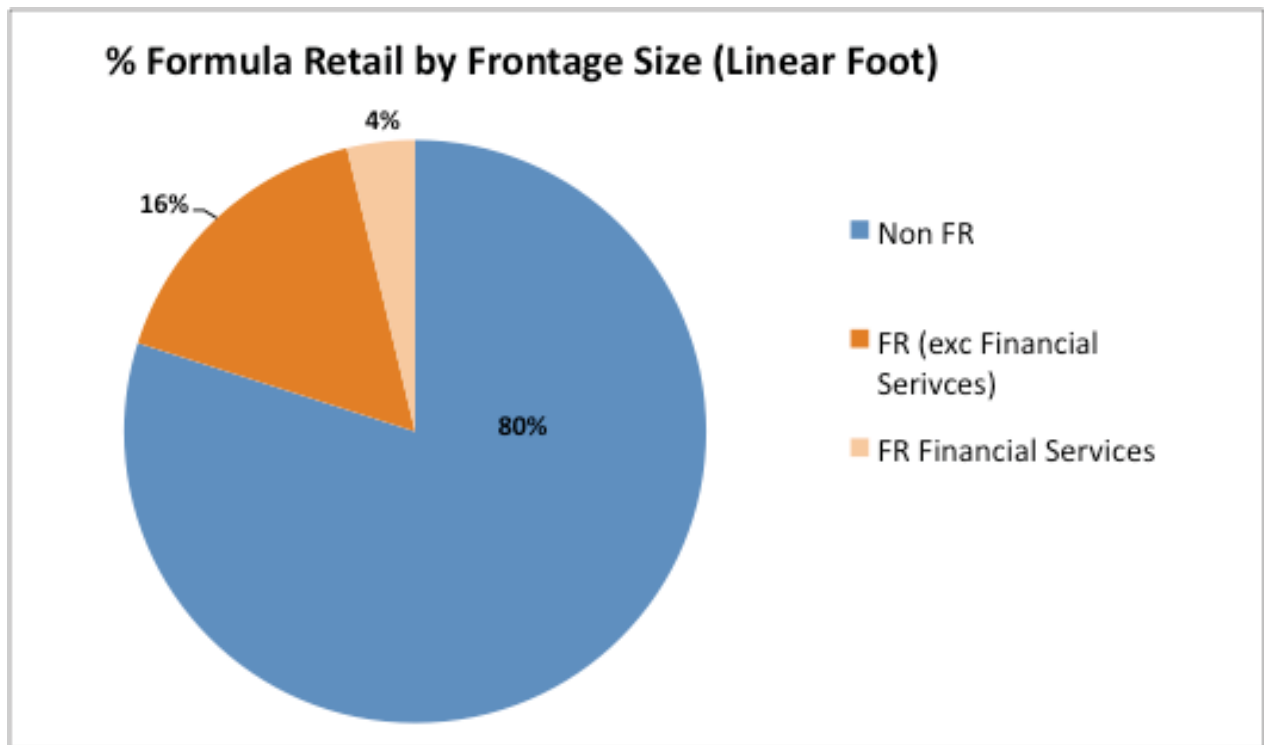


Table 1 below shows the commercial frontage surveyed and the percentage of FR based on the activities carried out.

Total commercial frontage was estimated at 8,694 linear feet of which about 1/3 is for retail use. Formula Retail frontage at 1,743 linear feet represents 20 per cent of total commercial frontage.

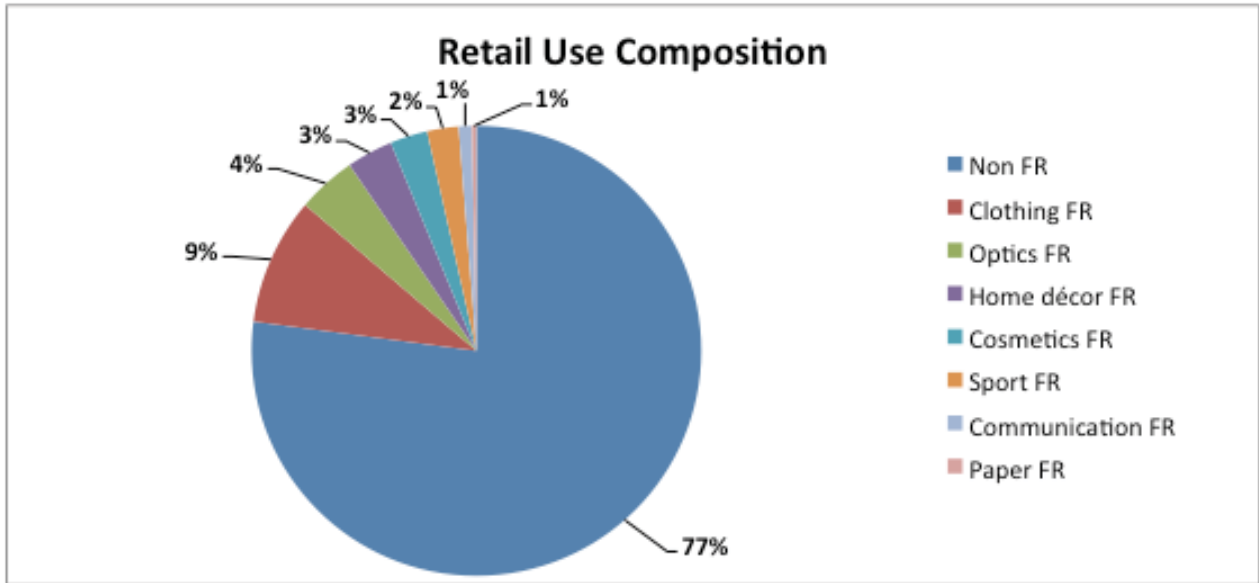
Retail represents 40 per cent of the total FR frontage in the area surveyed. Professional and financial services combined account for 36 per cent of total FR. Limited restaurant and personal services for most of the remaining FR.

Of the 3,006 linear feet of total retail frontage in the Union NCD, 23 per cent is Formula Retail (just under 700 linear feet). The cosmetics specification, which is Jo Malone's category, represents about 4 per cent of total retail frontage. Whilst most of the cosmetic stores are Formula Retail (81 out of 106 linear feet) they represent only 2.7 per cent of total retail frontage (Figure 4) and less than 1 per cent of total commercial frontage.

Table 1 Formula Retail Concentration by Activities

Type of Business	Union NCD		
	Commercial Frontage Total LF	FR Stores Frontage LF	% FR Frontage
Bar	123	0	0%
Cleaners	89	0	0%
Financial Services	313	313	100%
Grocery	313	0	0%
Hotel	117	0	0%
Limited Restaurant	793	209	26%
Other Entertainment	57	0	0%
Personal Services	1269	199	16%
Pet Services	97	0	0%
Professional Services	1023	308	30%
Restaurant	1065	25	2%
Retail	3006	689	23%
Vacant	429	0	0%
Total	8694	1743	20.0%
<i>Total exc. Financial Services</i>	<i>8381</i>	<i>1430</i>	<i>17%</i>

Figure 4 Retail Frontages by Activity



Appendix A - Block/Lot List and Related Commercial Frontage

Block/ Lot	Address #	Street	Business Name	Formula Retail?	Total Commercial Frontage*	Use	Specification	Corner Lot?
509/6	2184	Greenwich	Sweat Republic	N	25	Personal Services	Fitness	N
509/5	2120	Greenwich	Mina Test Kitchen	N	20	Restaurant		N
509/4	2118	Greenwich	The Dry Dock	N	25	Personal Services	Counselling	N
509/8	3220	Fillmore	Fillmore Dental Spa	N	17	Personal Services	Dentistry	N
509/8	3222	Fillmore	Marina Card & Stationary	N	17	Retail	Paper	N
509/7	3214	Fillmore	Wells Fargo Home Mortgage	Y	25	Professional Services	Financial	N
509/6A	3200	Fillmore	Sabrosa	N	115	Restaurant		Y
510/6	3201	Fillmore	PlumpJack Wine Spirits	N	40	Retail	Liquor	N
510/6	3207	Fillmore	Chase Bank ATM	Y	20	Financial Services	Bank	N
510/5	3225	Fillmore	Fedex	Y	140	Professional Services	Postal	Y
510/4	3231	Fillmore	Jaxson Bar	N	24	Bar		N
510/1	2101	Fillmore	Taco Bell/KFC	Y	90	Limited Restaurant		Y
515/33	2235	Greenwich	Silver Fox Cleaner	N	34	Cleaners		N
515/10	3101	Fillmore	Vacant (ex Caffè Dolci)	N	45	Limited Restaurant		Y
515/9	3111	Fillmore	Comet Club	N	25	Other Entertainment		N
515/8	3115	Fillmore	Tacko	N	17	Restaurant		N
515/8	3117	Fillmore	Dre Hoider	N	8	Personal Services	Salon	N
515/7	3127	Fillmore	Atelier Crenn	N	25	Restaurant		N
515/6	3131	Fillmore	Cellar Door SF	N	25	Bar		N
515/5	3141	Fillmore	Clean Image Cleaner	N	25	Cleaners		N
515/4	3145	Fillmore	Lasan Indian Cuisine	N	25	Restaurant		N
515/3	3151	Fillmore	Work Happy	N	25	Personal Services	Co-working	N
515/2	3157	Fillmore	Pizza Orgasmica	N	17	Restaurant		N
515/2	3161	Fillmore	Wells Fargo ATM	Y	8	Financial Services	Bank	N
515/1	3159	Fillmore	Balboa Café	N	125	Limited Restaurant		Y
515/10	2208	Filbert	Belle de Soir	N	20	Personal Services	Salon	N
516/19	3106	Fillmore	Kerner Chiropractor	N	18	Professional Services	Physio Therapy	N
516/19	3108	Fillmore	Bubble	N	18	Retail	Clothing	N
516/19a	3108b	Fillmore	Kit and Ace	Y	77	Retail	Clothing	Y
516/20	3130	Fillmore	Espresso Roma Café	N	116	Limited Restaurant		Y

Block/ Lot	Address #	Street	Business Name	Formula Retail?	Total Commercial Frontage*	Use	Specification	Corner Lot?
516/21	3138	Fillmore	Matrix	N	32	Other Entertainment		N
516/22	3154	Fillmore	Eastside West	N	25	Restaurant		Y
516/23	3154	Fillmore	Eastside West	N	113	Restaurant		Y
516/19	2198	Filbert	Rapha Cycle	N	74	Retail	Sport	Y
530/18	1898	Union	Stuart Moor	N	105	Retail	Jewelry	Y
530/17	1888	Union	Papyrus	Y	10	Retail	Paper	N
530/17	1888a	Union	Perfect Fit	N	10	Personal Services	Fitness	N
530/16	1878	Union	Laser Away	Y	20	Personal Services	Salon	N
530/15	1872	Union	David Clay Jewelers	N	26	Retail	Jewelry	N
530/50	1870	Union	LF Stores	N	25	Retail	Clothing	N
530/13	1858	Union	Ambiance	N	25	Retail	Clothing	N
530/12	1864	Union	Ambiance	N	30	Retail	Clothing	N
530/32	1850	Union	1850	N	8	Retail	Clothing	N
530/31	1846	Union	Chronicle Books	N	20	Retail	Books	N
530/31	1840	Union	Itoya Top Drawer	N	20	Retail	Paper	N
530/31	1838	Union	Ottimista	N	20	Restaurant		N
530/11	1832	Union	Ibar threading	N	15	Personal Services	Salon	N
530/11	1830	Union	Café Union	N	15	Limited Restaurant		N
530/10	1828	Union	Sprout	N	18	Retail	Toys	N
530/10	1824	Union	Addiction Lingerie	N	37	Retail	Clothing	N
530/9	1814	Union	Vacant	N	25	Vacant		N
530/8	1810	Union	Bare	N	33	Personal Services	Salon	N
530/39	1800	Union	Getzwell Pediatrics	N	47	Professional Services	Medical	Y
531/14	3006	Buchanan	La Canasta	N	19	Limited restaurant		N
531/14	1998	Union	Vacant	N	49	Vacant		Y
531/14	1996	Union	Still Point Wellness & Juice Shop	N	10	Personal Services	Salon	N
531/13	1980	Union	The Shop	N	11	Retail	Clothing	N
531/13	1980	Union	Chubbies	N	11	Retail	Clothing	N
531/13	1980	Union	Marengo	N	11	Limited Restaurant		N
531/13	1980	Union	Bar None	N	11	Bar		N
531/13	1980	Union	Extreme Pizza	Y	11	Limited Restaurant		N
531/12	1974	Union	Lucy	Y	25	Retail	Clothing	N
531/11	1964	Union	Artisans	N	28	Retail	Framing	N
531/10	1954	Union	Lashfully	N	25	Retail	Home décor	N

Block/ Lot	Address #	Street	Business Name	Formula Retail?	Total Commercial Frontage*	Use	Specification	Corner Lot?
531/10	1954	Union	Vacant (ex Bjorn Eyewear)	N	25	Retail	Optics	N
531/8	1944	Union	Perry's	N	25	Restaurant		N
531/7	1934	Union	Sotheby's	Y	25	Professional Services	Real estate	N
531/6a	1900	Union	Wells Fargo	Y	89	Financial Services	Bank	Y
531/6a	1906	Union	Vacant	N	20	Vacant		N
532/17	2090	Union	Lorna Jane	Y	87	Retail	Clothing	Y
532/16	2086	Union	Nine West	Y	26	Retail	Clothing	N
532/15	2078	Union	Contrada Bike	N	25	Retail	Sport	N
532/14	2070	Union	Collector's Cave Toy	N	13	Retail	Toys	N
532/14	2072	Union	Vacant	N	13	Vacant		N
532/13	2066	Union	Le Marcel	N	25	Pet Services	Food	N
532/13	2064	Union	Bungalow Event Planning	N	25	Professional Services	Event Planning	N
532/31	2060	Union	Fog City Leather	N	11	Retail	Clothing	N
532/10	2040	Union	Milvali	N	35	Personal Services	Salon	N
532/10	2042	Union	Covet	N	17	Retail	Clothing	N
532/10	2036	Union	Images of the north	N	17	Retail	Art	N
532/10	2032	Union	Palm House	N	35	Restaurant		N
532/9	2030	Union	Adam Neeley	N	21	Retail	Jewelry	N
532/9	2030	Union	Marcello Watches	N	21	Professional Services	Watch	N
532/9	2030	Union	Betelnut	N	41	Restaurant		N
532/30	2000	Union	Belga	N	135	Restaurant		Y
533/20	2198	Union	Michaelis Wine	N	50	Retail	Liquor	Y
533/19	2190	Union	Krimsa	N	37	Retail	Home décor	N
533/18	2184	Union	Umami Burger	Y	25	Restaurant		N
533/17	2174	Union	American Apparel	Y	40	Retail	Clothing	N
533/16	2162	Union	Twig	N	13	Retail	Home décor	N
533/16	2162	Union	Pressed Juicery	Y	13	Limited Restaurant		N
533/16	2164	Union	Union St Papery	N	13	Retail	Paper	N
533/15	2154	Union	Z gallerie	Y	30	Retail	Home décor	N
533/14	2150	Union	Van Galen	N	25	Retail	Home décor	N
533/13	2140	Union	Brixton	N	30	Restaurant		N
533/13	2136	Union	Vacant	N	30	Vacant		N
533/12	2124	Union	Hint & Reid Tailoring & Alterations	N	10	Retail	Flavoured Water	N
533/12	2124	Union	Vivo	N	20	Retail	Clothing	N

Block/ Lot	Address #	Street	Business Name	Formula Retail?	Total Commercial Frontage*	Use	Specification	Corner Lot?
533/41	2120	Union	Dryanski	N	25	Retail	Art	N
533/41	2120	Union	Vacant (ex Union St Goldsmith)	N	25	Retail	Jewelry	N
533/10	2116	Union	Lush	Y	25	Retail	Cosmetics	N
533/37	2102	Union	Vacant	N	50	Vacant		N
533/37	2100	Union	See	Y	100	Retail	Optics	Y
533/19	3012	Fillmore	Mercer Street	N	30	Personal Services	Salon	N
533/22	3024	Fillmore	Cabana Home	N	25	Retail	Home décor	N
533/23	3030	Fillmore	Liv Fashion	N	25	Retail	Clothing	N
533/24	3038	Fillmore	Simply Chic	N	30	Retail	Clothing	N
533/25	3044	Fillmore	My Roomate's Closet	N	30	Retail	Clothing	N
533/26	3048	Fillmore	Motion Wireless	N	22	Retail	Communication	N
533/40	3060	Fillmore	Real Food Company	N	193	Grocery		N
533/30	2159	Fillmore	Taylor Fit Studio	N	24	Personal Services	Fitness	N
533/36	2909	Webster	Umami	N	50	Restaurant		N
534/21	2298	Union	Rose's Café	N	96	Restaurant		Y
534/20	2286	Union	Great Tan	N	29	Personal Services	Salon	N
534/20	2284	Union	Bamboo Salon	N	29	Personal Services	Salon	N
534/19	2278	Union	Danielle	N	25	Retail	Clothing	N
534/18	2274	Union	Modica Home	N	25	Retail	Home décor	N
534/17	2266	Union	Two Sisters	N	13	Personal Services	Salon	N
534/17	2266	Union	Lovely	N	13	Retail	Clothing	N
534/15	2254	Union	Jute Interior Design	N	25	Professional Services	Interiors	N
534/14	2250	Union	Wanderlust	N	25	Personal Services	Salon	N
534/14	2250	Union	Union St Dental Care	N	25	Professional Services	Dentistry	N
534/13	2238	Union	Pilates Prowork	N	10	Personal Services	Fitness	N
534/11	2224	Union	Sur La Table	Y	70	Retail	Home décor	N
534/10	2208	Union	All State	Y	25	Financial Services	Insurance	N
534/10	2206	Union	1887 Dance Shop	N	25	Retail	Clothing	N
534/10	2200	Union	The Bud Stop	N	25	Retail	Florist	N
534/10	2200	Union	Mason McDuffie	Y	50	Professional Services	Real estate	Y
534/10	3001	Fillmore	Insite	N	12	Retail	Antique	N
534/9	3009	Fillmore	Mauna Loa Club	N	25	Limited Restaurant		N
534/8	3011	Fillmore	Spa Radiance	N	25	Personal Services	Salon	N
534/7	3027	Fillmore	Bleu Marketing	N	14	Professional Services	Marketing	N
534/7	3027	Fillmore	Alley Cuts & Colors	N	14	Personal Services	Salon	N

Block/ Lot	Address #	Street	Business Name	Formula Retail?	Total Commercial Frontage*	Use	Specification	Corner Lot?
534/6	3029	Fillmore	Fredericksen	N	25	Retail	Hardware	N
534/5	3029	Fillmore	Fredericksen	N	25	Retail	Hardware	N
534/4	3031	Fillmore	Fredericksen - Benjamin Moore	N	25	Retail	Hardware	N
534/2	3053	Fillmore	The Postal Chase	N	25	Professional Services	Postal	N
534/1	3063	Fillmore	Warm Things	N	36	Retail	Home décor	N
534/1	2211	Filbert	Lucky Dogs	N	33	Pet Services	Grooming	N
534/1	2219	Filbert	Zazen	N	33	Personal Services	Salon	N
535/4B	3001	Steiner	City Cycle	N	63	Retail	Sport	Y
535/4A	3011	Steiner	Terzo	N	18	Restaurant		N
539/25	2277	Union	Gala Boutique	N	21	Retail	Clothing	N
539/25	2285	Union	Neja Cosmetics Salon	N	21	Personal Services	Salon	N
539/25	2299	Union	Marina Submarine	N	21	limited restaurant		Y
539/26	2271	Union	Wrecking Ball Coffee	N	25	limited restaurant		N
539/30	2245	Union	Teevan	N	25	Professional Services	Construction	N
539/47	2263	Union	Green Twig	N	25	Personal Services	Salon	N
539/34	2223	Union	Gamine	N	25	restaurant		N
539/1a	2217	Union	Sofa u love	N	30	Retail	Furniture	N
539/1	2213	Union	Nails 2001	N	21	Personal Services	Salon	N
539/1	2205	Union	Le bouquet	N	21	Retail	Florist	N
539/1	2203	Union	Images for Hair	N	21	Personal Services	Salon	N
539/1	2201	Union	Pacific Puffs	N	40	limited restaurant		Y
540/18	2191	Union	Coffee Roastery	N	22	limited restaurant		N
540/18	2189	Union	Eyes in Disguise	N	22	Personal Services	Optometry	N
540/18	2187	Union	Nice cuts	N	22	Personal Services	Salon	N
540/18	2185	Union	Descend	N	22	Personal Services	Salon	N
540/19	2181	Union	Juicy News	N	14	Retail	Newspapers	N
540/19	2181A	Union	Prince Estate Jewelry	N	14	Retail	Jewelry	N
540/20	2167	Union	Blo	Y	15	Personal Services	Salon	N
540/20	2165	Union	West Coast	N	15	Grocery	Wine& Cheese	N
540/21	2163	Union	Sean	N	25	Retail	Clothing	N
540/22	2157	Union	Jo Malone	Y	25	Retail	Cosmetics	N
540/23	2149	Union	Anomie	N	13	Retail	Clothing	N
540/23	2149B	Union	Atys	N	13	Retail	Home décor	N
540/23	2147	Union	Nail today	N	13	Personal Services	Salon	N
540/23	2145	Union	Sui Generis	N	13	Retail	Clothing	N

Block/ Lot	Address #	Street	Business Name	Formula Retail?	Total Commercial Frontage*	Use	Specification	Corner Lot?
540/24A	2135	Union	AT&T	Y	28	Retail	Communication	N
540/25	2133	Union	Koza	N	30	Retail	Handicraft	N
540/26	2127	Union	BeGood	N	33	Retail	Clothing	N
540/27	2113	Union	Lash Lab	N	25	Personal Services	Salon	N
540/27	2113	Union	Joy Joy nail	N	25	Personal Services	Salon	N
540/1	2107	Union	Vacant	N	17	Vacant		N
540/1	2103	Union	Vacant	N	17	Vacant		N
540/1	2101	Union	Vacant	N	27	Vacant		Y
541/15a	2095	Union	Soul Cycle	Y	53	Personal Services	Fitness	Y
541/15	2087	Union	The Bendy Bulldog	N	16	Personal Services	Fitness	N
541/15	2083	Union	Sephora	Y	31	Retail	Cosmetics	N
541/16	2071	Union	Nike	Y	40	Retail	Sport	N
541/18	2055	Union	Equinox Gym	Y	61	Personal Services	Fitness	N
541/18	2055A	Union	EarthBar	Y	30	limited restaurant		N
541/18	2055B	Union	Espressamente Illy	Y	30	limited restaurant		N
541/21	2033	Union	Vacant	N	41	Vacant		N
541/21	2035	Union	Lama's Boutique	N	21	Retail	Clothing	N
541/24	2001	Union	Firuze	N	33	Retail	Clothing	N
541/24	2001	Union	Hunan's Empire	N	33	restaurant		N
541/24	2001	Union	Shaw	N	33	Retail	Shoes	N
541/24	2001	Union	Comerica Bank	Y	43	Financial Services	Bank	Y
542/41	1995	Union	Bank of America	Y	128	Financial Services	Bank	Y
542/41	1981	Union	Lulu Lemon	Y	28	Retail	Sport	N
542/22	1979	Union	The Blu Light	N	25	Bar		N
542/38	1977B	Union	Black Pearl	N	25	Retail	Cosmetics	N
542/38	1969	Union	High Society	N	25	Retail	Clothing	N
542/38	1969	Union	Vimala	N	25	Retail	Jewelry	N
542/25	1957	Union	Urban Remedy	N	25	limited restaurant		N
542/39	1951	Union	Closet 1951	N	13	Retail	Clothing	N
542/39	1949	Union	Mabel Chong	N	13	Retail	Jewelry	N
542/39	1947	Union	Bella Boutique	N	13	Retail	Jewelry	N
542/39	1943	Union	Dreamy Angel	N	13	Retail	Clothing	N
542/35	1933	Union	Zen Beauty	N	25	Personal Services	Salon	N
542/36	1931	Union	La Bijouterie	N	25	Retail	Jewelry	N

Block/ Lot	Address #	Street	Business Name	Formula Retail?	Total Commercial Frontage*	Use	Specification	Corner Lot?
542/94	1919	Union	Vacant (ex American Cupcake)	N	25	limited restaurant		N
542/37	1909	Union	Vacant (ex La Boulange)	N	25	limited restaurant		N
542/37	1909	Union	Vacant (ex Glenda Queen)	N	25	Retail	Jewelry	N
542/1	1901	Union	Bus Stop Saloon	N	38	Bar		N
542/1B	2833	Laguna	Barton Joseph Law Offices	N	26	Professional Services	Legal	N
542/26	2	Charlton Ct	Union Gent Haircutter	N	27	Personal Services	Salon	N
543/20	1898	Green	Green Street Market	N	35	Grocery		Y
543/23	1889	Union	Starbucks	Y	35	limited restaurant		Y
543/23	1895	Union	Vacant	N	25	Vacant		N
543/23	2860	Laguna	EBW Builders	N	26	Professional Services	Construction	N
543/24	1887	Union	Sunglass Hut	Y	27	Retail	Optics	N
543/25	1877	Union	A Valente & Sons	N	24	Professional Services	Plumbing	N
543/26	1875	Union	Lightning Tavern	N	25	Restaurant		N
543/26A	1869	Union	Jest Jewels	N	25	Retail	Jewelry	N
543/27	1861	Union	Eurasian	N	25	Retail	Home décor	N
543/28	1853	Union	Vacant	N	25	Vacant		N
543/29	1849	Union	Tamashi	N	22	Restaurant		N
543/30	1843	Union	Marmalade	N	22	Retail	Clothing	N
543/30	1837	Union	Sugarfina	N	22	Retail	Sweets	N
543/31	1833	Union	Vacant	N	23	Vacant		N
543/32	1829	Union	Vacant	N	20	Vacant		N
543/33	1825	Union	Skin	N	10	Personal Services	Salon	N
543/33	1823	Union	BCBG Max Azria	Y	20	Retail	Clothing	N
543/34	1815	Union	Sophia Rebeca	N	14	Retail	Clothing	N
543/34	1809	Union	Capannina	N	27	Restaurant		N
543/1	1803	Union	B&A Estate	N	15	Retail	Jewelry	N
543/1	1801	Union	Fenzi Uomo	N	52	Retail	Clothing	Y
543/1	2767	Octavia	Pacific Real Estate Co	Y	37	Professional Services	real estate	N
527/11	1528	Union	Body Work	N	25	Personal Services	Fitness	N
527/11	1530	Union	Frame123	N	25	Retail	Framing	N
527/12	1540	Union	Sweet Asylum	N	12	Personal Services	Salon	N
527/12	1540	Union	Headquarters	N	12	Pet Services	Grooming	N
527/13	1550	Union	Union Garage	N	50	Professional Services	Auto Repair	N
527/17	1592	Union	Post Box Inc	N	25	Professional Services	Mail	N

Block/ Lot	Address #	Street	Business Name	Formula Retail?	Total Commercial Frontage*	Use	Specification	Corner Lot?
527/18	1598	Union	Sherman's Market	N	45	Grocery		Y
528/2A	1600	Union	Lindamood-Bell	Y	31	Professional Services	Education	N
528/2B	1606	Union	Foundation for Deep Ecology	N	18	Professional Services	Education	N
528/2B	1610	Union	The Lotus Collaborative	N	18	Professional Services	Counseling	N
528/2C	1614	Union	Union Retreat	N	19	Personal Services	Salon	N
528/4	1632	Union	Core Care Center	N	27	Professional Services	Counseling	N
528/5	1638	Union	Tulips	N	32	Professional Services	Speech Therapy	N
528/27	1650	Union	Maxxini	N	28	Retail	Clothing	N
528/7	1654	Union	The Fitting Room	N	30	Professional Services	Tailoring	N
528/9B	1690	Union	The Pad Yoga	N	142	Personal Services	Fitness	Y
528/9D	1668	Union	Corsagna Deli	N	25	Grocery		N
528/9E	2722	Gough	Aunt Ann's Daycare	N	25	Professional Services	Education	N
528/23	1626	Union	On Union Chiropractor	N	28	Professional Services	Physio Therapy	N
529/2A	1700	Union	Chiomedica	N	103	Professional Services	Physio Therapy	Y
529/2B	1712	Union	Guzel Design	N	30	Retail	Clothing	N
529/2B	1714	Union	Union French Cleaners	N	30	Cleaners		N
529/4	1728	Union	Canyon Beachwear	N	25	Retail	Clothing	N
529/5	1738A	Union	Current Clothing	N	25	Retail	Clothing	N
529/7	1750	Union	Moulin Pooch	N	27	Pet Services	Day Care	N
529/9	1764	Union	Stript	N	13	Personal Services	Salon	N
529/10	1766	Union	Cassidy Real Estate	N	13	Professional Services	Real Estate	N
529/11	1772	Union	Pink Bunny	N	13	Retail	Clothing	N
529/11	1772B	Union	Chic Nail Salon	N	13	Personal Services	Salon	N
529/12	1782	Union	Lotus Within	N	25	Retail	Home Décor	N
529/13	1784	Union	Dantone Milano	N	25	Retail	Clothing	N
529/89	1796	Union	Lite Bite	N	45	Limited Restaurant		Y
544/1A	1715	Union	Pane & Vino	N	28	Restaurant		N
544/1B	1725	Union	Crunch Gym	Y	50	Personal Services	Fitness	N
544/11	1775	Union	The Lotus Method	N	30	Personal Services	Fitness	N
544/11	1785	Union	Roam Burger	N	30	Restaurant		N
544/11B	1763	Union	Marina Dental Care	N	22	Professional Services	Dentistry	N
544/11B	1771	Union	Vacant	N	22	Vacant		N
544/12	1757	Union	Salon Macias	N	31	Personal Services	Salon	N
544/13	1749	Union	Vacant	N	25	Vacant		N
544/14	1745	Union	V.W Nail Care	N	13	Personal Services	Salon	N

Block/ Lot	Address #	Street	Business Name	Formula Retail?	Total Commercial Frontage*	Use	Specification	Corner Lot?
544/14	1747	Union	Cow Hollow Shoe Repair	N	13	Professional Services	Shoe Repair	N
544/15	1737	Union	City Living	N	10	Professional Services	Real Estate	N
544/15	1739A	Union	TC Jewelers	N	10	Retail	Jewelry	N
544/15	1739	Union	Bossa	N	10	Retail	Bags	N
544/16	2806	Octavia	Elite Off Union Salon	N	22	Personal Services	Salon	N
544/17	1787	Union	The Brick Yard	N	25	Restaurant		N
544/18	1799	Union	VEO	N	51	Retail	Optics	Y
544/18	2764	Octavia	Vapor Den	N	18	Retail	E-Cigarettes	N
544/18	2760	Union	Brick Yard Kitchen	N	18	Restaurant		N
546/1A	1525	Union	Ruby Living Design	N	50	Retail	Home décor	N
546/1B	1555	Union	Pacific Heights Inn	N	117	Hotel	Motel	N

* Includes secondary frontage on corner

UNION STREET ASSOCIATION
2036 UNION STREET
SAN FRANCISCO, CA. 94123
415-441-7055
unionstreetsf.com

August 12, 2015

Sharon Young
San Francisco City Planning Department
1650 Mission Street, #400
SF CA 94103

Re: 2157 Union Street 2015-008233CU

Dear Ms. Young,

The Union Street Association has met with the project sponsors for Jo Malone London applying for a conditional use permit under the Formula Use conditions set forth by the City.

Those in attendance were in complete agreement that the proposed retail use of the space would be appropriate and desirable for our neighborhood. We all believe that this business will be a popular and positive addition to the retail mix in Cow Hollow.

We know of no objections from the merchants and businesses in our neighborhood. The Association respectfully requests that the CU be permitted.

Thank you,

Lesley Leonhardt
Executive Director

APPLICATION FOR CONDITIONAL USE AUTHORIZATION FOR FORMULA RETAIL: JO MALONE STORE

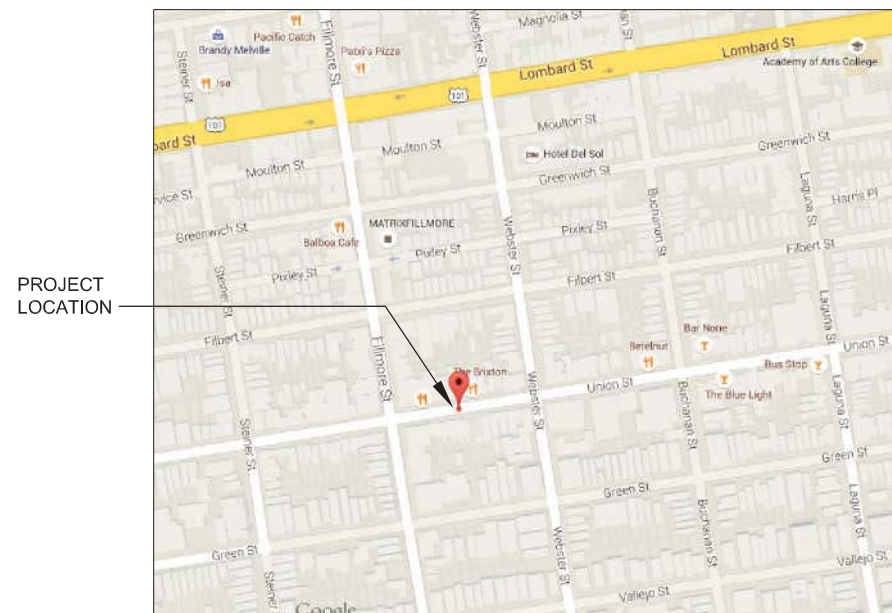
2157 Union Street
San Francisco, CA 94123

JUNE 24, 2015 CONDITIONAL USE SUBMISSION

DRAWING INDEX

0	COVER SHEET
1	SITE / ROOF PLAN
2	EXISTING SITE PHOTOS
3	EXISTING PLAN
4	FLOOR PLAN
5	EXISTING FACADE
6	PROPOSED FACADE
7	EXISTING FACADE PHOTO
8	EXISTING FACADE PHOTO
9	EXTERIOR RENDERING
10	FORMULA RETAIL SITE DIAGRAM

VICINITY MAP



Project:
Jo Malone

2157 Union Street
San Francisco, CA 94123

Freebairn-Smith & Crane
Planning Urban Design Architecture
442 Post Street
San Francisco CA 94102
(415) 398-4094
(415) 398-4096 Fax

Consultants:

Sheet Title:
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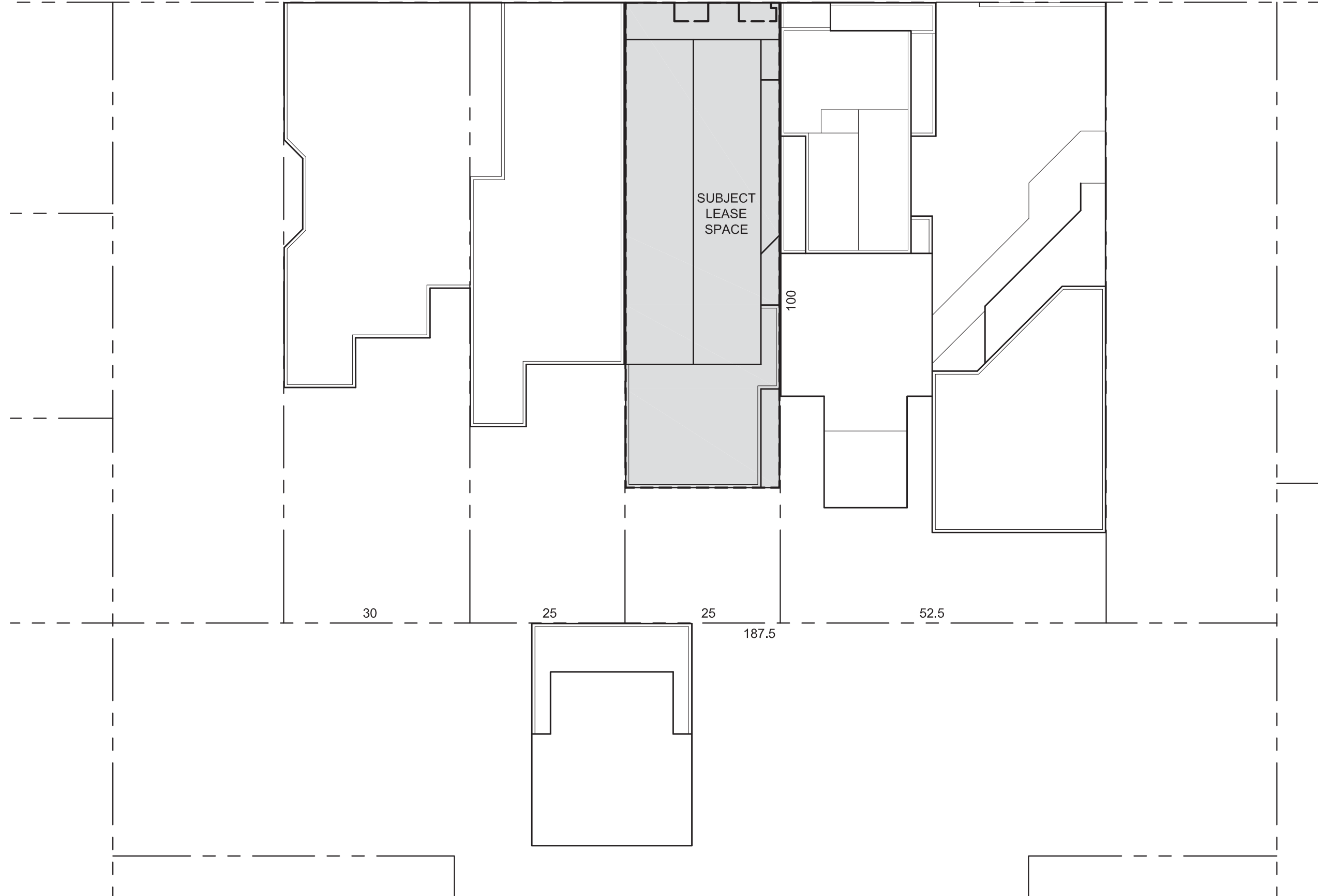
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0

UNION STREET



Project:
Jo Malone

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SITE / ROOF PLAN

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1

1 ROOF / SITE PLAN
1/16" = 1'-0"

Project:
Jo Malone

2157 Union Street
San Francisco, CA 94123

Freebairn-Smith & Crane
Planning Urban Design Architecture
442 Post Street
San Francisco CA 94102
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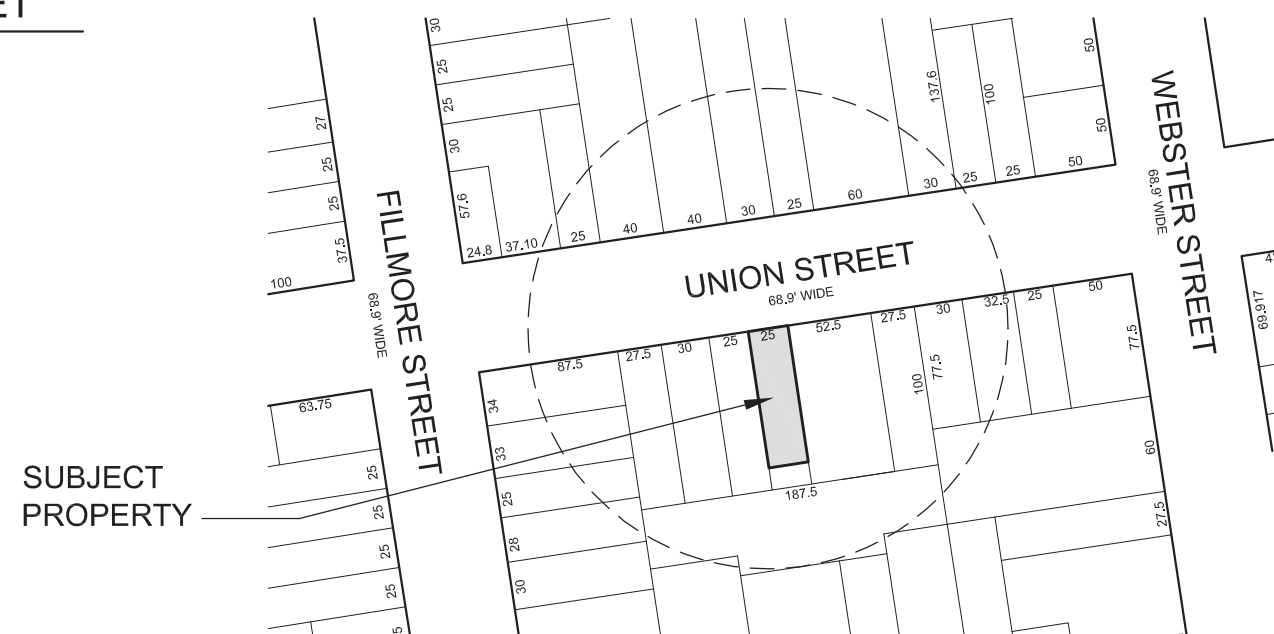


SUBJECT
PROPERTY

1 EXISTING CONDITIONS NORTH SIDE OF UNION STREET



2 EXISTING CONDITIONS SOUTH SIDE OF UNION STREET



SUBJECT
PROPERTY

3 VICINITY MAP

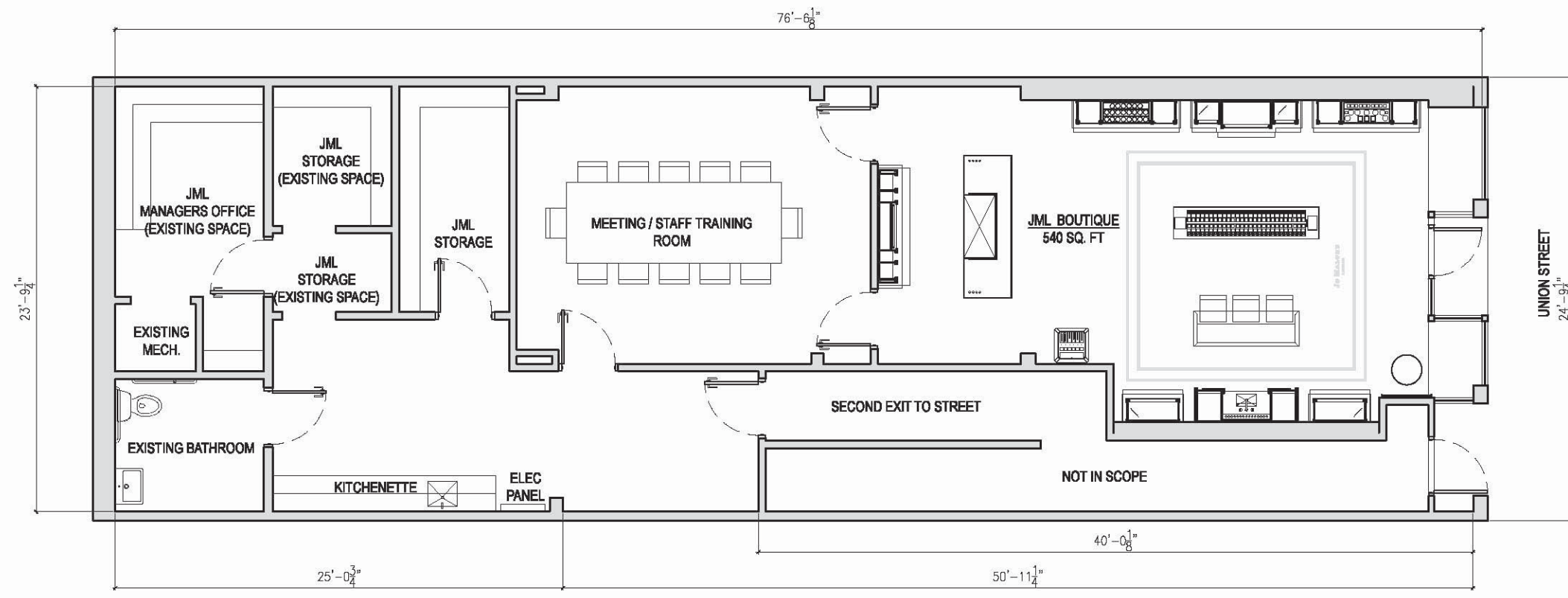
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**EXISTING SITE PHOTOS
UNION STREET
NORTH SIDE &
SOUTH SIDE**

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1 PLAN STUDY
1/8" = 1'-0"

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SF UNION
STREET

FLOOR PLAN

DATE: 6.17.15

SCALE: 1/8" = 1'-0"

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4



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JO MALONE
LONDON

STORE DESIGN
130 PRINCE STREET, 4TH FLOOR
NEW YORK, NEW YORK 10012 USA
T: 212 613 6446 F: 212 613 0321

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STREET

EXISTING
FACADE
PHOTO

DATE: 6.17.15	DWG NO. 7
SCALE:	7
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JO MALONE
LONDON

STORE DESIGN

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STREET

EXISTING
FACADE
PHOTO

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JO MALONE
LONDON

STORE DESIGN

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NEW YORK, NEW YORK 10012 USA
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NO.	REVISIONS	DESCRIPTION	DATE

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STREET

EXTERIOR
RENDERING

DATE: 6.17.15

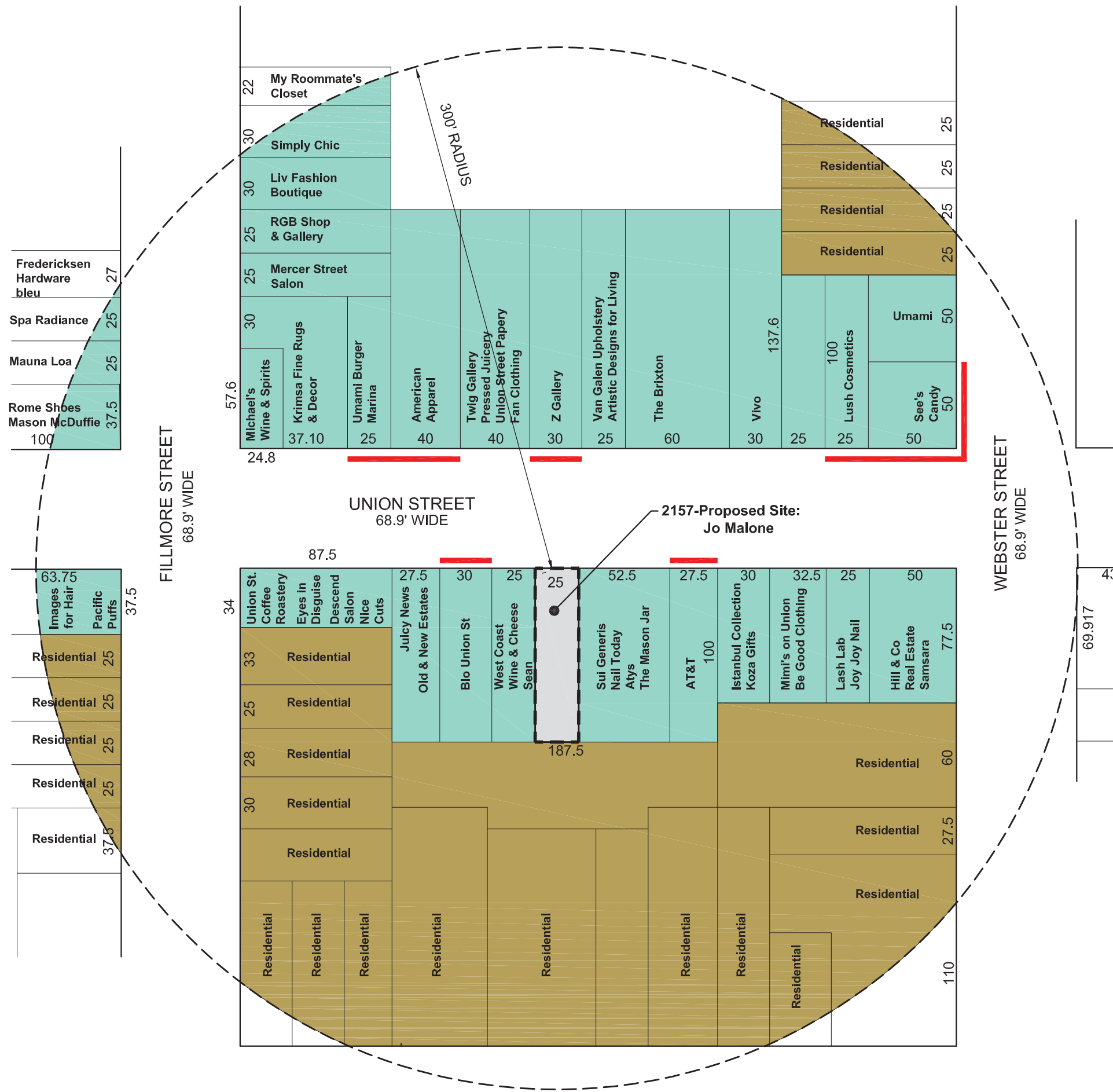
DWG NO.

SCALE:

DRAWN BY: J.FERRARI

FILED:

9



LEGEND

- RESIDENTIAL PROPERTIES
- COMMERCIAL PROPERTIES
- FORMULA RETAIL STOREFRONTS
- PROPOSED SITE

FORMULA RETAIL = 14%

PERCENTAGE OF FORMULA RETAIL FRONTAGE COMPARED TO ALL FRONTAGE ON BOTH SIDES OF UNION STREET WITHIN A 300' RADIUS.

LINEAR FOOTAGE OF ALL STOREFRONT	1,335'-6"
LINEAR FOOTAGE OF FORMULA RETAIL STOREFRONT	277'-6"
LINEAR FOOTAGE OF NON-FORMULA RETAIL STOREFRONT	1,058'-0"
PERCENTAGE OF FORMULA RETAIL STOREFRONT LINEAR FOOTAGE TO OVERALL STOREFRONT.	21%

Project:
Jo Malone
 2157 Union Street
 San Francisco, CA 94123

Freebairn-Smith & Crane
 Planning Urban Design Architecture
 442 Post Street
 San Francisco CA 94102
 (415) 398-4094
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Consultants:

Sheet Title:
Formula Retail Site Diagram

Date: 24 JUNE 2015 Issued For: CU Submission

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