



# SAN FRANCISCO PLANNING DEPARTMENT

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## Executive Summary Conditional Use

HEARING DATE: JULY 7, 2016

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*Date:* June 30, 2016  
*Case No.:* 2015-010521CUA  
*Project Address:* 5644 Geary Boulevard  
*Zoning:* NC-3 (Neighborhood Commercial District, Moderate Scale)  
40-X Height and Bulk District  
*Block/Lot:* 1452/022  
*Project Sponsor:* Thomas Tunny  
Reuben, Junius & Rose LLP  
1 Bush Street, Suite 600  
San Francisco, CA 94104  
*Staff Contact:* Laura Ajello – (415) 575-9142  
[laura.ajello@sfgov.org](mailto:laura.ajello@sfgov.org)

### PROJECT DESCRIPTION

The applicant proposes to establish a 2,308 square foot Formula Retail use (a wireless retail store d.b.a. AT&T Authorized Dealer) in an existing commercial space formerly occupied by another Formula Retail use (d.b.a. RadioShack). AT&T is a multinational telecommunications corporation headquartered in Dallas with approximately ten San Francisco locations. The two sites nearest the project site are located in the Inner Richmond District at 918 Clement Street and 3555 Geary Boulevard. The project includes minor tenant improvements and new signage.

The proposal requires a Conditional Use Authorization pursuant to Planning Code Sections 303, 303.1, 703.4 and 712.40 to establish a Formula Retail use at the ground floor of a commercial building located in the NC-3, Neighborhood Commercial District and a 40-X Height and Bulk District.

The store offers products, accessories, services and support for AT&T customers. The proposed hours of operation will be from 9 a.m. to 9 p.m. weekdays; 10 a.m. to 6 p.m. Saturday; and 11 a.m. to 5 p.m. Sunday. The store will employ approximately six full-time employees.

### SITE DESCRIPTION AND PRESENT USE

The project site is located on the north side of Geary Boulevard, between 20<sup>th</sup> and 21<sup>st</sup> Avenues in the Outer Richmond neighborhood, Assessor's Block 1452, Lot 022. The subject property is located within the NC-3 Moderate-Scale Neighborhood Commercial District and the 40-X Height and Bulk District. The parcel is approximately 6,500 square feet in area and is occupied by a two-story commercial building

constructed circa 1931. The 13,000 square foot building has multiple commercial storefronts at the ground floor (including a US Post Office and a Subway sandwich eatery) with residential units above. The 2,308 square foot space intended for the project is currently vacant and was formerly occupied by a Formula Retail use (d.b.a. RadioShack), which closed in March 2015.

## SURROUNDING PROPERTIES AND NEIGHBORHOOD

The project site is located in the central portion of the Geary Boulevard commercial corridor which extends from the Western Addition to the Outer Richmond neighborhood. Adjacent properties on Geary Boulevard are also zoned NC-3. The scale of development in the area consists of an eclectic mix of one- to three-story structures constructed during the early to mid-1900s. The NC-3 zoning district is intended to offer a wide variety of comparison and specialty goods and services to a population greater than the immediate neighborhood.

Surrounding development consists of an assortment of commercial uses including a wide range of restaurants and retail stores. The surrounding zoning is primarily RM-1 (Residential, Mixed, Low Density) and RH-2 (Residential, Housing, Two Family) District zoning.

**Table 1. NC-3 Ground Floor Frontage Breakdown per Land Use<sup>1</sup>**

Land Use Type	NC-3 (Geary frontage from 14th to 28 <sup>th</sup> Avenues) Frontage Total (feet)	NC-3 %	¼ Mile Vicinity Frontage Total (feet)	Vicinity %
Automotive	132	2%	139	5%
Bar	124	2%	0	0%
Financial	534	7%	540	18%
Institutional	79	1%	0	0%
Grocery	713	8%	414	14%
Limited-Restaurant	572	8%	282	9%
Restaurant	1,177	16%	328	11%
Medical	273	4%	55	2%
Personal Service	1,392	19%	187	6%
Professional Service	1,017	14%	379	13%
Other Retail	1,012	14%	603	20%
Vacant	396	5%	69	2%
<b>Total</b>	<b>7,421</b>	<b>100%</b>	<b>2993</b>	<b>100%</b>

<sup>1</sup> The NC-3 Land Use table was developed using data collected by the project sponsor and reviewed by Planning Department Staff in 2016.

The Geary corridor is a bustling commercial district with a low vacancy rate and a high level of foot traffic. The commercial uses in the NC-3 District on Geary Boulevard between 14<sup>th</sup> and 28<sup>th</sup> Avenues are dominated by restaurants, personal services, and professional services. There are approximately 221 commercial ground floor storefronts within this area, 31 are Formula Retail, amounting to a concentration of approximately 14%. These include ten financial services, eight professional services, seven retail stores and five limited-restaurants. There are no other wireless communication stores similar to the proposed AT&T store in the NC-3 District between 14<sup>th</sup> and 28<sup>th</sup> Avenues.

The use mix is varied in the NC-3 District. Eating establishments (limited restaurants and restaurants combined) comprise 24% of the ground floor frontage, followed by personal services at 19%, other retail and professional services each comprising 14% of the ground floor frontage. These calculations do not include non-retail establishments, such as residences, institutions, parking, or public services.

## **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	June 15, 2016	June 17, 2016	22 days
Posted Notice	30 days	June 7, 2016	June 7, 2016	30 days
Mailed Notice	30 days	June 7, 2016	June 7, 2016	30 days

## **PUBLIC COMMENT/COMMUNITY OUTREACH**

- To date the Department has received one letter from the Greater Geary Boulevard Merchants and Property Owners Association in support of the project. The project sponsor held a pre-application community outreach meeting on July 27, 2015.

## **ISSUES AND OTHER CONSIDERATIONS**

- The proposed establishment is considered a Formula Retail use with over 2,200 company-owned retail stores nationwide. Formula Retail findings are included in the Draft Motion for the Commission to consider.
- There are approximately 31 existing Formula Retail establishments out of 221 commercial uses within this segment of Geary Boulevard zoned NC-3, amounting to a total concentration of approximately 14%.
- Of the 221 commercial uses within the studied portion of the subject NC-3 Zoning District, there are no existing stores similar to the proposed AT&T store. AT&T has no stores located in the Outer Richmond District.

## **REQUIRED COMMISSION ACTION**

In order for the project to proceed, the Commission must grant Conditional Use authorization to allow the establishment of a 2,308 square foot Formula Retail use d.b.a AT&T within the NC-3 District pursuant to Planning Code Sections 303, 303.1, 703.4 and 712.40.

## **BASIS FOR RECOMMENDATION**

- The subject tenant space is currently vacant and would not displace an existing tenant.
- The project would help contribute to the vitality of the overall District as a neighborhood.
- The proposed use would not have any effect on the Formula Retail concentration within the subject NC-3 District.
- The proposed project would not be expected to affect existing traffic patterns.
- The project site is well-served by public transit lines. Metered and non-metered parking spaces are provided on the streets.
- The Project meets all applicable requirements of the Planning Code.
- The project meets the requirements of the Planning Commission's Performance-Based Design Guidelines.
- The Project is desirable for and compatible with the surrounding neighborhood.

<b>RECOMMENDATION:</b>	<b>Approval with Conditions</b>
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### **Attachments:**

Block Book Map

Sanborn Map

Zoning Map

Aerial Photograph

Site Photographs

Project Sponsor Submittal, including:

- Letter to Commissioners
- Reduced Plans
- Map of AT&T Locations in San Francisco
- Correspondence in Support
- Formula Retail Map

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 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 type="checkbox"/> Check for legibility                                              |
| <input checked="" type="checkbox"/> Aerial Photo        | <input type="checkbox"/> Wireless Telecommunications Materials                             |
| <input 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 |

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

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LA  
Planner's Initials

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# SAN FRANCISCO PLANNING DEPARTMENT

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*Subject to: (Select only if applicable)*

- |                                                                  |                                                            |
|------------------------------------------------------------------|------------------------------------------------------------|
| <input type="checkbox"/> Affordable Housing (Sec. 415)           | <input type="checkbox"/> First Source Hiring (Admin. Code) |
| <input type="checkbox"/> Jobs Housing Linkage Program (Sec. 413) | <input type="checkbox"/> Child Care Requirement (Sec. 414) |
| <input type="checkbox"/> Downtown Park Fee (Sec. 412)            | <input type="checkbox"/> Other                             |

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## Planning Commission Draft Motion

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**ADOPTING FINDINGS RELATING TO THE APPROVAL OF CONDITIONAL USE AUTHORIZATION PURSUANT TO SECTIONS 303, 303.1, 703.4 and 712.40 OF THE PLANNING CODE TO ESTABLISH A FORMULA RETAIL STORE (D.B.A. AT&T AUTHORIZED RETAILER), WITHIN THE NC-3 (NEIGHBORHOOD COMMERCIAL DISTRICT, MODERATE SCALE), AND A 40-X HEIGHT AND BULK DISTRICT, AND ADOPTING FINDINGS UNDER THE CALIFORNIA ENVIRONMENTAL QUALITY ACT.**

### PREAMBLE

On August 14, 2015, Reuben, Junius & Rose LLP on behalf of Spring Communications Holding, Inc. (hereinafter "Project Sponsor") filed an application with the Planning Department (hereinafter "Department") for Conditional Use Authorization under Planning Code Sections 303, 303.1, 703.4 and 712.40 to establish a Formula Retail use (a wireless retailer d.b.a. AT&T Authorized Retailer) in the existing 2,308 square-foot tenant space previously occupied by a Formula Retail use (d.b.a. RadioShack) located within the NC-3 (Moderate Scale Neighborhood Commercial District) and a 40-X Height and Bulk District.

On July 7, 2016, the San Francisco Planning Commission (hereinafter "Commission") conducted a duly noticed public hearing at a regularly scheduled meeting on Conditional Use Application No. 2015-010521CUA.

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. 2015-010521CUA, 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.** The project site is located on the north side of Geary Boulevard, between 20<sup>th</sup> and 21<sup>st</sup> Avenues in the Outer Richmond neighborhood, Assessor's Block 1452, Lot 022. The subject property is located within the NC-3 Moderate-Scale Neighborhood Commercial District and the 40-X Height and Bulk District. The parcel is approximately 6,500 square feet in area and is occupied by a two-story commercial building constructed circa 1931. The 13,000 square foot building has multiple commercial storefronts at the ground floor (including a US Post Office and a Subway sandwich eatery) with residential units above. The 2,308 square foot space intended for the project is currently vacant and was formerly occupied by a Formula Retail use (d.b.a. RadioShack), which closed in March 2015.
3. **Surrounding Neighborhood.** The project site is located in the central portion of the Geary Boulevard commercial corridor which extends from the Western Addition to the Outer Richmond neighborhood. Adjacent properties on Geary Boulevard are also zoned NC-3. The scale of development in the area consists of an eclectic mix of one- to three-story structures constructed during the early to mid-1900s. The NC-3 zoning district is intended to offer a wide variety of comparison and specialty goods and services to a population greater than the immediate neighborhood.

Surrounding development consists of an assortment of commercial uses including a wide range of restaurants and retail stores. The surrounding zoning is primarily RM-1 (Residential, Mixed, Low Density) and RH-2 (Residential, Housing, Two Family) District zoning.

The Geary corridor is a bustling commercial district with a low vacancy rate and a high level of foot traffic. The commercial uses in the NC-3 District on Geary Boulevard between 14<sup>th</sup> and 28<sup>th</sup> Avenues are dominated by restaurants, personal services, and professional services. There are approximately 221 commercial ground floor storefronts within this area, 31 are Formula Retail, amounting to a concentration of approximately 14%. These include ten financial services, eight professional services, seven retail stores and five limited-restaurants. There are no other wireless communication stores similar to the proposed AT&T store in the NC-3 District between 14<sup>th</sup> and 28<sup>th</sup> Avenues.

The use mix is varied in the NC-3 District. Eating establishments (limited restaurants and restaurants combined) comprise 24% of the ground floor frontage, followed by personal services at 19%, other retail and professional services each comprising 14% of the ground floor frontage. These calculations do not include non-retail establishments, such as residences, institutions, parking, or public services.

4. **Project Description.** The applicant proposes to establish a 2,308 square foot Formula Retail use (a wireless retail store d.b.a. AT&T Authorized Dealer) in an existing commercial space formerly occupied by another Formula Retail use (d.b.a. RadioShack). AT&T is a multinational telecommunications corporation headquartered in Dallas with approximately ten San Francisco locations. The two sites nearest the project site are located in the Inner Richmond District at 918 Clement Street and 3555 Geary Boulevard. The project includes minor tenant improvements and new signage.

The proposal requires a Conditional Use Authorization pursuant to Planning Code Sections 303, 303.1, 703.4 and 712.40 to establish a Formula Retail use at the ground floor of a commercial building located in the NC-3, Neighborhood Commercial District and a 40-X Height and Bulk District.

The store offers products, accessories, services and support for AT&T customers. The proposed hours of operation will be from 9 a.m. to 9 p.m. weekdays; 10 a.m. to 6 p.m. Saturday; and 11 a.m. to 5 p.m. Sunday. The store will employ approximately six full-time employees.

5. **Public Comment.** To date the Department has received one letter from the Greater Geary Boulevard Merchants and Property Owners Association in support of the project. The project sponsor held a pre-application community outreach meeting on July 27, 2015.
6. **Planning Code Compliance:** The Commission finds that the Project is consistent with the relevant provisions of the Planning Code in the following manner:

**A. Street Frontage in Neighborhood Commercial Districts.** Planning Code Section 145.1 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.

*The first 25' of building depth on the Geary Boulevard frontage is devoted to an active retail use. The primary façade of the subject storefront is glazed and the proposed storefront design would respect the existing storefront transparency. No obscured glazing or other elements that would reduce the level of transparency will be used. The project does not propose any decorative railings or grillwork in front of or behind existing windows.*

- B. Off-Street Parking and Loading.** Section 151 requires retail stores to provide one parking space for every 500 square feet of occupied floor area, where the occupied floor area exceeds 5,000 square feet.

*The project does not occupy more than 5,000 square feet of floor area, and therefore does not require the provision of off-street parking.*

- C. Loading.** Section 152 requires off-street freight loading for uses above a certain size. Eating Retail uses up to 10,000 square feet in gross floor area are not required to provide off-street freight loading.

*The project is less than 10,000 square feet in gross floor area and is therefore not required to provide off-street freight loading.*

- D. Use Size.** Section 712.21 establishes size limits on nonresidential uses in the NC-3 District. Within the District, conditional use authorization is required for any nonresidential use that exceeds 5,999 square feet.

*The subject space occupies less than 6,000 square feet; therefore the Project does not require Conditional Use authorization for use size.*

- E. Hours of Operation.** Pursuant to Sections 712.27 of the Planning Code, this zoning district does not limit hours of operation.

*The proposed hours of operation are 9 a.m. to 9 p.m. Monday through Friday; 10 a.m. to 6 p.m. Saturday; and 11 a.m. to 5 p.m. Sunday.*

7. **Conditional Use Authorization.** Planning Code 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:

- 1) 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 proposed use would continue the Formula Retail use at the site. The project is desirable because it provides a centrally located retail service center for a widely used wireless service provider. The use is compatible with the surrounding commercial and residential uses.*

- 2) 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:

- a) 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 size, shape and arrangement of the building will not be altered as part of this project. The proposed work will not affect the building envelope.*

- b) 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;

*The Project will not affect public transit or overburden the existing supply of parking in the neighborhood. The Project will attract residents and visitors from outside of the neighborhood; however, this area is well serviced by transit.*

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

*The Project will not produce noxious or offensive emissions related to noise, glare and dust.*

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

*The project would not alter the site's landscaping, open spaces, parking and loading areas, service areas or lighting. New signage is required to comply with the requirements of the Planning Code and Formula Retail signage guidelines.*

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

*The 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.*

- f) 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 NC-3 District in that the intended use will provide a compatible service use for the immediately surrounding neighborhoods during daytime and evening hours, and is compliant with the limitations on certain uses within the NC-3 District.*

- 8. **Formula Retail.** Planning Code Section 303.1 provides additional criteria for the Planning Commission to consider when considering any conditional use pursuant Section 303.1, Formula Retail Uses:

- a. The existing concentrations of Formula Retail uses within the district.

*There are 31 existing ground story Formula Retail establishments out of 221 retail establishments within this segment Geary Boulevard zoned NC-3, including seven general retail locations and three restaurants. The existing intensity of Formula Retail uses is approximately 14% of all businesses within the district. The proposed establishment would increase the concentration of Formula Retail establishments by less than 1% and would nominally increase the Formula Retail commercial frontage in the district.*

*Based on an evaluation of the linear frontage of all retail locations located within a ¼ mile of the subject property, 25 of 71 retail establishments are Formula Retail. This comprises 35% of the businesses and 59% of the commercial street frontage at the ground floor. The proposed use would increase the concentration of Formula Retail businesses by less than 1%, and would nominally affect the ratio of formula street frontage.*

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

*The Geary Boulevard NC-3 District is one of the longest linear commercial streets in the City. Within the vicinity of the project site as shown on the Formula Retail Map, there are no existing wireless stores within the study area.*

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

*The project will occupy a vacant commercial space previously occupied by another Formula Retail use (d.b.a. RadioShack) and no exterior alterations are proposed. Therefore, the proposed use will have no effect on the architectural and aesthetic character of the district. Proposed signage will be limited to one pedestrian-scaled halo illuminated wall sign.*

- d. The existing retail vacancy rates within the district.

*According to the applicant there are currently 11 vacancies out of 221 commercial locations within the NC-3 District fronting on Geary Boulevard from 14th to 28<sup>th</sup> Avenues, creating a vacancy rate of approximately 5%. The vacancy rate within the ¼ mile vicinity is approximately 3%.*

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

*14% (31) of the occupied retail uses in this segment of Geary Boulevard zoned NC-3 are considered "Daily-Needs," or neighborhood-serving; of these, 18 are Formula Retail. The remaining 56% (40 locations) of locations which do not serve daily needs is composed of 11 restaurants, 5 other retail uses, 1 gas station, among other miscellaneous uses. The proposed retail use does not qualify as a "Daily-Needs" use.*

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

*Of the 221 commercial establishments within this segment of NC-3 zoned properties fronting on Geary Boulevard, there are 31 Formula Retail establishments amounting to 14% Formula Retail. The subject project would add an additional Formula Retail establishment to the district, increasing the intensity by less than 1%. There is a high concentration of commercial storefronts in the district, with no similar wireless communication stores.*

**Table 1. NC-3 Ground Floor Frontage Breakdown per Land Use <sup>1</sup>**

Land Use Type	Geary Blvd Frontage Total (feet)	Geary Blvd %	Vicinity %
Automotive	132	2%	5%
Bar	124	2%	0%
Financial	534	7%	18%
Institutional	79	1%	0%
Grocery	713	8%	14%
Limited-Restaurant	572	8%	9%
Restaurant	1,177	16%	11%
Medical	273	4%	2%
Personal Service	1,392	19%	6%

<sup>1</sup> The NC-3 Land Use table was developed using data collected by the project sponsor and reviewed by Planning Department Staff in 2016.

**Table 1. NC-3 Ground Floor Frontage Breakdown per Land Use <sup>1</sup>**

Land Use Type	Geary Blvd Frontage Total (feet)	Geary Blvd %	Vicinity %
Professional Service	1,017	14%	13%
Other Retail	1,012	14%	20%
Vacant	396	5%	2%
<b>Total</b>	<b>7,421</b>	<b>100%</b>	<b>100%</b>

*The use mix is diverse in the subject NC-3 district. Retail establishments comprise 22% of the frontage of this segment of Geary Boulevard, while eating establishments (limited restaurants and restaurants combined) comprise 24% of the ground floor frontage. These calculations do not include non-retail establishments, such as institutions, parking, or public services.*

- 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 this project.*

9. **General Plan Compliance.** The Project is, on balance, consistent with the Objectives and Policies of the General Plan.

## NEIGHBORHOOD COMMERCE

### Objectives and Policies

#### **OBJECTIVE 1:**

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

#### **Policy 1.1:**

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

#### **Policy 1.3:**

Locate commercial and industrial activities according to a generalized commercial and industrial land use plan.

*The proposed development will provide desirable services to the neighborhood and will provide resident employment opportunities to those in the community. Further, the Project Site is located within a*

*moderate scale Neighborhood Commercial District that runs along a heavily trafficked thoroughfare and is thus consistent with activities in the commercial land use plan.*

**OBJECTIVE 2:**

MAINTAIN AND ENHANCE A SOUND AND DIVERSE ECONOMIC BASE AND FISCAL STRUCTURE FOR THE CITY.

**Policy 2.1:**

Seek to retain existing commercial and industrial activity and to attract new such activity to the City.

*The Project will fill an existing vacancy with commercial activity similar to the one vacated from the subject project site in 2015, and will help maintain the diverse economic base of the City.*

**OBJECTIVE 6:**

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

**Policy 6.1:**

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 commercial tenant would be displaced and the project would not prevent the district from achieving optimal diversity in the types of goods and services available in the neighborhood. The project will provide the neighborhood with a retail store for a popular wireless service provider.*

**10. 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.

*No neighborhood-serving retail uses will be displaced by the project. The proposal would retain the previous mix of neighborhood-serving retail uses by replacing a Formula Retail use with a new Formula Retail use. The proposal would enhance the district by providing a convenient retail outlet for a popular wireless provider in an area that contains no similar stores. The project will provide desirable goods and will provide employment opportunities to those in the community.*

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

*The Project would not affect the character or diversity of the neighborhood.*

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

*The Project would not have any effect on the City's supply of affordable housing.*

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

*The Project would not adversely affect public transit or place a burden on the existing supply of parking in the neighborhood. The Project Site is well-served by 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.

*The Project will not displace any service or industry establishment. The project will not affect industrial or service sector uses or related employment opportunities. Ownership of industrial or service sector businesses will not be affected by this project.*

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

*This proposal will not affect the property's ability to withstand an earthquake.*

- G. That landmarks and historic buildings be preserved.

*The existing building is not a landmark and it is not historically rated.*

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

*The project will have no negative effect on existing parks and open spaces. The Project does not have an effect on open spaces.*

11. 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.
12. 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. 2015-0010521CUA** subject to the following conditions attached hereto as "EXHIBIT A" in general conformance with plans on file, dated April 15, 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 July 7, 2016.

Jonas Ionin  
Commission Secretary

AYES:

NAYS:

ABSENT:

ADOPTED: July 7, 2016



## EXHIBIT A

### AUTHORIZATION

This authorization is for a conditional use to allow a Formula Retail establishment (d.b.a. AT&T Authorized Retailer) located at 5644 Geary Boulevard , Block 1452, Lot 022 pursuant to Planning Code Sections 303, 303.1, 703.4 and 712.40 within the **NC-3 Neighborhood Commercial District**, and a **40-X** Height and Bulk District; in general conformance with plans, dated **March 9, 2016** and stamped "EXHIBIT B" included in the docket for Case No. **2015-0010521CUA** and subject to conditions of approval reviewed and approved by the Commission on **July 7 2016** 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.

### 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 **July 7, 2016** 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](http://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](http://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](http://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](http://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](http://www.sf-planning.org)*

## DESIGN

- 6) **Garbage, composting and recycling storage.** Space for the collection and storage of garbage, composting, and recycling shall be provided within enclosed areas on the property and clearly labeled and illustrated on the architectural addenda. Space for the collection and storage of recyclable and compostable materials that meets the size, location, accessibility and other standards specified by the San Francisco Recycling Program shall be provided at the ground level of the buildings.

*For information about compliance, contact the Case Planner, Planning Department at 415-558-6378, [www.sf-planning.org](http://www.sf-planning.org).*

- 7) **Signage.** The applicant will obtain a separate sign permits for one wall sign over the entry per plans submitted. No animated signs are permitted.

*For information about compliance, contact the Case Planner, Planning Department at 415-558-6378, [www.sf-planning.org](http://www.sf-planning.org)*

## OPERATION

- 8) **Sidewalk Maintenance.** The Project Sponsor shall maintain the main entrance to the tenant space 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/>*

- 9) **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](http://www.sf-planning.org)*

## MONITORING

- 10) **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.

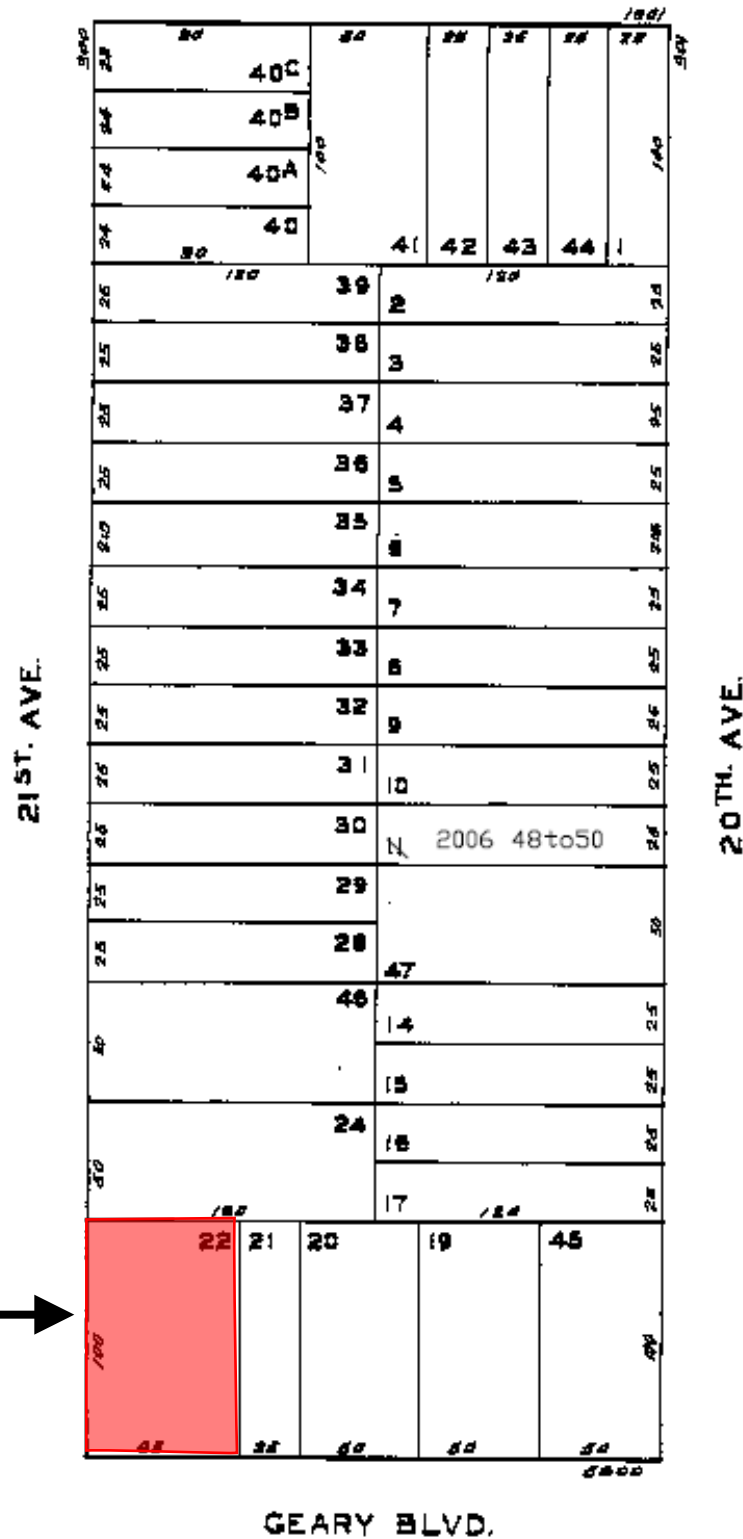
*For information about compliance, contact Code Enforcement, Planning Department at 415-575-6863, [www.sf-planning.org](http://www.sf-planning.org)*

- 11) **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](http://www.sf-planning.org)*

# Parcel Map

CLEMENT

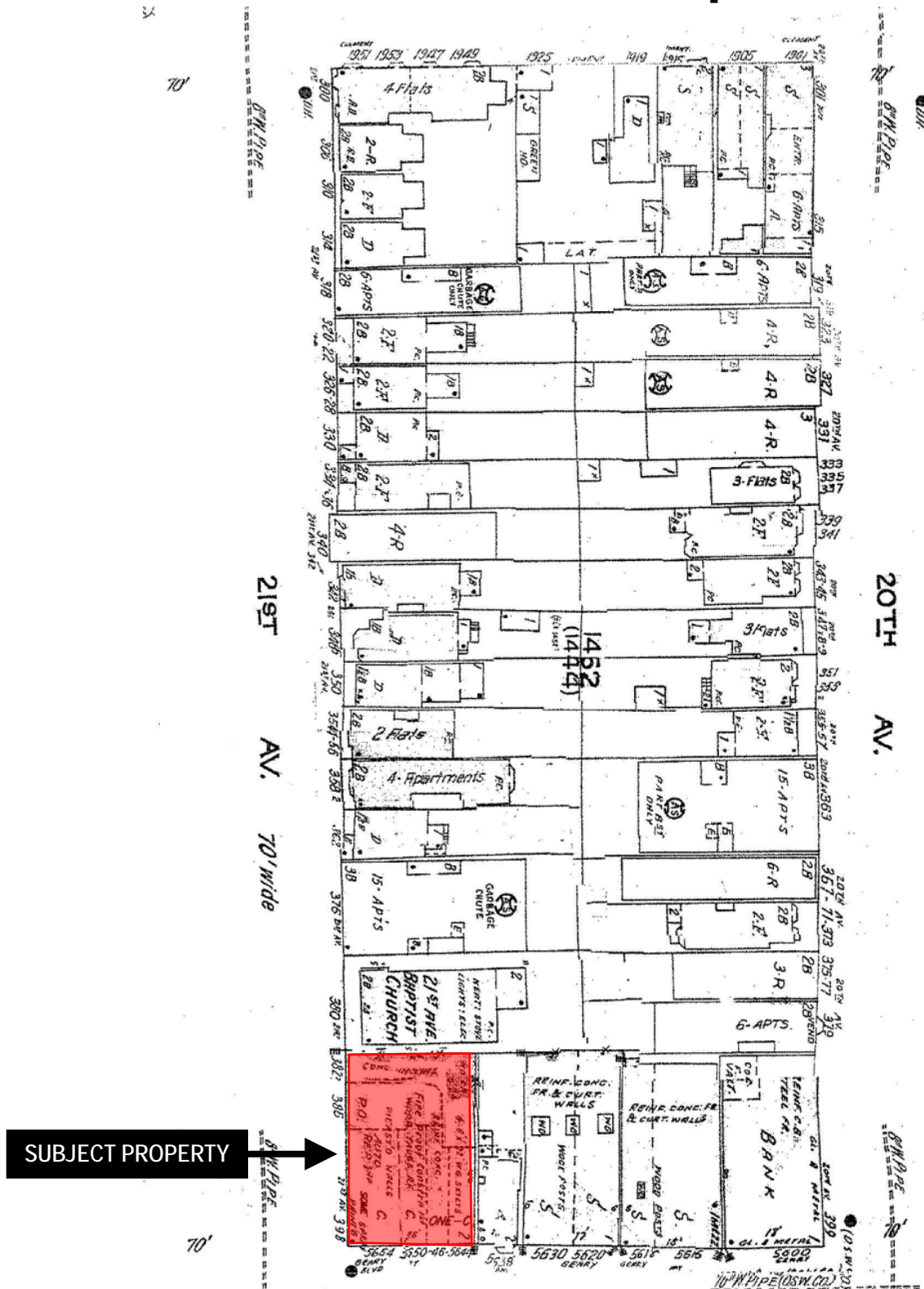


SUBJECT PROPERTY



Conditional Use Hearing  
Case Number 2015-010521CUA  
5644 Geary Boulevard

# Sanborn Map\*



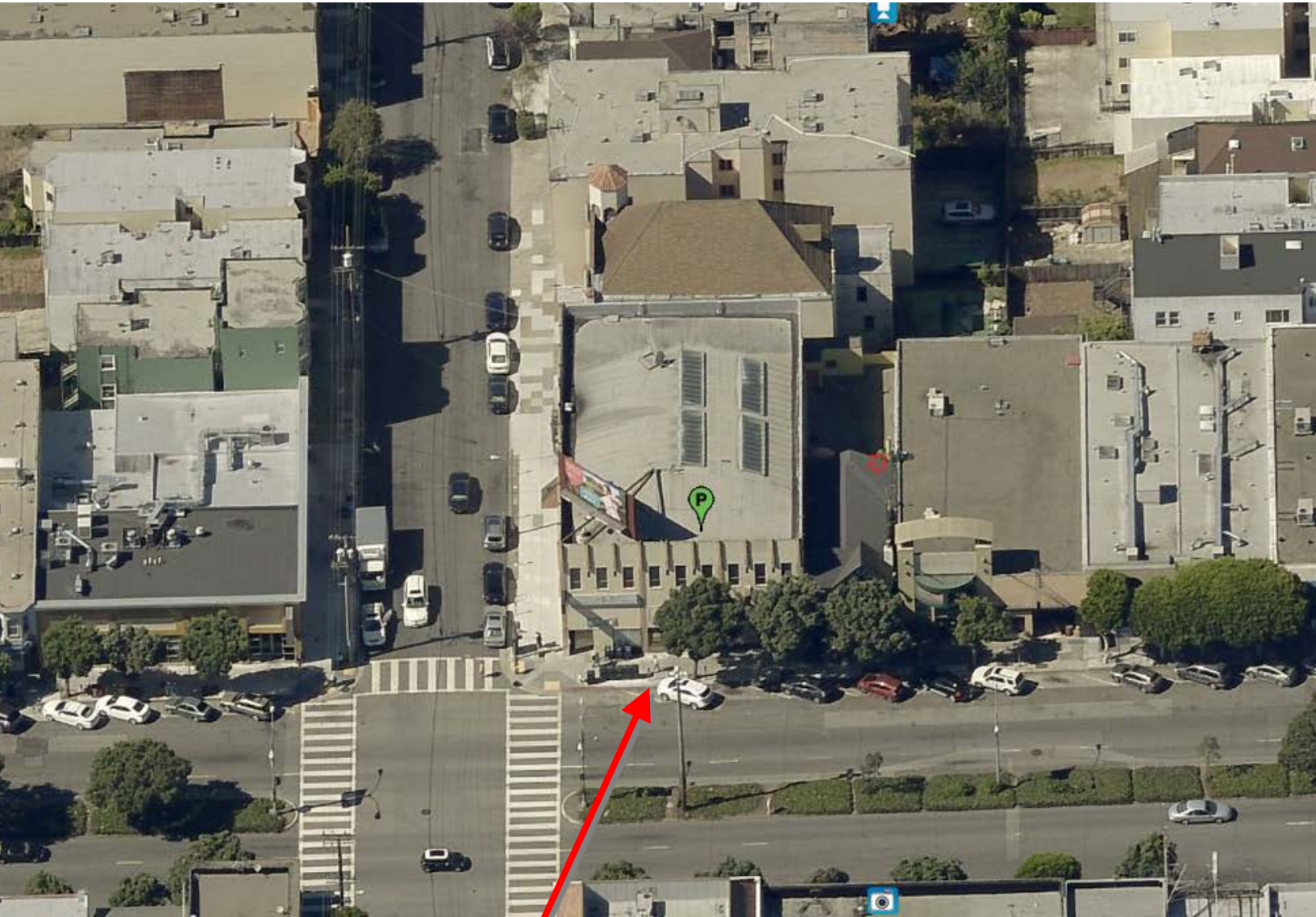
\*The Sanborn Maps in San Francisco have not been updated since 1998, and this map may not accurately reflect existing conditions.

Conditional Use Hearing  
Case Number 2015-010521CUA  
5644 Geary Boulevard





# Aerial Photo



SUBJECT PROPERTY



Conditional Use Hearing  
Case Number 2015-010521CUA  
5644 Geary Boulevard

# Zoning Map



Conditional Use Hearing  
Case Number 2015-010521CUA  
5644 Geary Boulevard



# Site Photo



Conditional Use Hearing  
Case Number 2015-010521CUA  
5644 Geary Boulevard

## Site Photo 2



## Subject Building

Conditional Use Hearing  
Case Number 2015-010521CUA  
5644 Geary Boulevard



# REUBEN, JUNIUS & ROSE, LLP

June 22, 2016

Rodney Fong, President  
San Francisco Planning Commission  
1650 Mission Street, 4th Floor  
San Francisco, California 94103

**Re: 5644 Geary Boulevard – AT&T Authorized Retailer  
Planning Department Case No. 2015-010521CUA  
Hearing Date: July 7, 2016  
Our File No.: 8901.01**

Dear President Fong and Commissioners:

On behalf of Spring Communications Holding, Inc., a Delaware limited liability company dba AT&T Authorized Retailer (“**Spring Communications**”), this office is the project sponsor of a proposed formula retail AT&T Authorized Retailer use (the “**Project**”) located in an existing vacant formula retail space at 5644 Geary Boulevard (the “**Property**”), on the corner of Geary Boulevard and 21st Avenue in the Outer Richmond neighborhood. Geary Boulevard is a major east-west thoroughfare that is well-served by public transit. Public transit services will be improved significantly with the planned Bus Rapid Transit service for Geary Boulevard.

The Property is an appropriate location for formula retail, and particularly for this AT&T Authorized Retailer, which does not have an adequate presence in this area for its customers. The Project seeks a conditional use authorization pursuant to Planning Code Section 703.4(b).

## **A. Project Description**

Spring Communications is the leading wireless solutions retailer for AT&T mobility products and services operating approximately 900 stores nationwide. Spring Communications will provide a full range of mobile products and services at the Property, including mobility devices, service plans and accessories.

Spring Communications proposes to occupy a vacant, approximately 2,308-square-foot retail space along Geary Boulevard that was most recently occupied by a RadioShack store. The Property has been vacant since March 2015. The Project will involve interior tenant improvements, but will not expand the size of the existing unit or involve any exterior improvements aside from the installation of new signage that is consistent with other uses along Geary Boulevard. A floor plan, elevations and signage for the Project are attached as **Exhibit A**.

James A. Reuben | Andrew J. Junius | Kevin H. Rose | Daniel A. Frattin | John Kevlin  
Tuija I. Catalano | Jay F. Drake | Lindsay M. Petrone | Sheryl Reuben<sup>1</sup> | Thomas Tunny  
David Silverman | Melinda A. Sarjapur | Mark H. Loper | Jody Knight | Stephanie L. Haughey  
Chloe V. Angelis | Louis J. Sarmiento | Jared Eigerman<sup>2,3</sup> | John McInerney III<sup>2</sup>

1. Also admitted in New York 2. Of Counsel 3. Also admitted in Massachusetts

One Bush Street, Suite 600  
San Francisco, CA 94104

tel: 415-567-9000  
fax: 415-399-9480

[www.reubenlaw.com](http://www.reubenlaw.com)

The Project, along with related Conditional Use Applications filed by Spring Communications for 1567 Sloat Boulevard and 2490 San Bruno Avenue, will result in 13 stores in San Francisco that provide AT&T mobility products and services. A map showing the locations of the existing 10 AT&T stores in San Francisco and the location of the proposed Project is attached as **Exhibit B**.

Spring Communications has conducted significant community outreach for the Project since July 2015. It held a community meeting for the Project on July 27, 2015. A letter in support of the Project from David Heller, President of the Greater Geary Boulevard Merchants & Property Owners Association is attached as **Exhibit C**.

## **B. Benefits of the Project**

The benefits of the Project will include:

- Renovating and re-activating an existing retail space that has been vacant for more than one year, in an area of the City that is especially hard hit with retail vacancies;
- Contributing to the viability of the Geary Boulevard corridor by offering a variety of AT&T mobility products and services not otherwise available in the area;
- Reducing the number of automobile trips made by Outer Richmond residents to existing AT&T stores throughout the City;
- Creating new construction jobs during unit remodeling;
- Creating at least six new jobs in the City; and
- Generating new economic activity and production of business tax revenue to the City.

## **C. Compliance with Conditional Use Criteria for a Formula Retail Use**

The Project meets and exceeds the requirements necessary to grant a conditional use authorization for a formula retail use at the Property.

The Property is located on Geary Boulevard, a major east-west thoroughfare which is well-served by retail uses. The Project will not displace any existing retail uses, as it will occupy one of Geary Boulevard's approximately 11 vacant retail spaces between 14th and 28th Avenues. The Project will counteract the increase in vacant storefronts that has occurred along Geary

Boulevard. By occupying one of these vacant spaces, the Project will help improve the retail market in the area, while also beautifying a storefront and keeping it clear of garbage and graffiti.

The Project will attract more customers to this part of Geary Boulevard – customers who are more likely to support nearby businesses while they are in the area. The Project will contribute to the overall viability of the Geary Boulevard corridor by offering AT&T mobility products and services that are not otherwise available in the area. There are currently no other retailers in the Outer Richmond neighborhood offering AT&T mobility products and services comparable to those provided by Spring Communications.

The Project will not result in a net increase in formula retail, and will provide a use that is appropriate for the Geary Boulevard corridor and compatible with the presence of other national retailers. The Project will not involve any exterior renovations and will not expand the existing commercial space. It will have no effect on Geary Boulevard's existing mix of Citywide and neighborhood-serving and retail uses.


#### **D. Conclusion**

The Project requires conditional use authorization to operate a formula retail AT&T Authorized Retailer store in a vacant retail unit along Geary Boulevard. An AT&T Authorized Retailer is a desirable new retail presence within the Outer Richmond neighborhood and will provide residents of the surrounding neighborhoods with access to a variety of AT&T mobility products and services not otherwise available. The Project will also create approximately six new jobs, most of which are anticipated to be filled by San Francisco residents. For all of these reasons and those described in the conditional use application, we respectfully request that this Commission grant this conditional use authorization.

We look forward to presenting the Project to you on July 7, 2016.

Very truly yours,

**REUBEN, JUNIUS & ROSE, LLP**

  
**Stephanie L. Haughey**

Enclosures

cc: Vice President Dennis Richards  
Commissioner Michael J. Antonini

Commissioner Rich Hillis  
Commissioner Christine D. Johnson  
Commissioner Kathrin Moore  
Commissioner Cindy Wu  
John Rahaim – Planning Director  
Scott Sanchez – Zoning Administrator  
Jonas P. Ionin – Commission Secretary  
Laura Ajello – Planning Department

## **Exhibit A**



LEGEND	
---	SUBJECT PROPERTY LINE
---	ADJOINER PROPERTY LINE
////	BUILDING LINE
DI	DRAIN INLET
FH	FIRE HYDRANT
GV	GAS VALVE
LP	LAMP POST
MB	MAILBOX
PP	POWER POLE
SC	SEWER CLEANOUT
TEL	TELEPHONE/CABLE
UB	UTILITY BOX
WM	WATER METER
○	PARKING METER

**BASIS OF MEASUREMENTS**

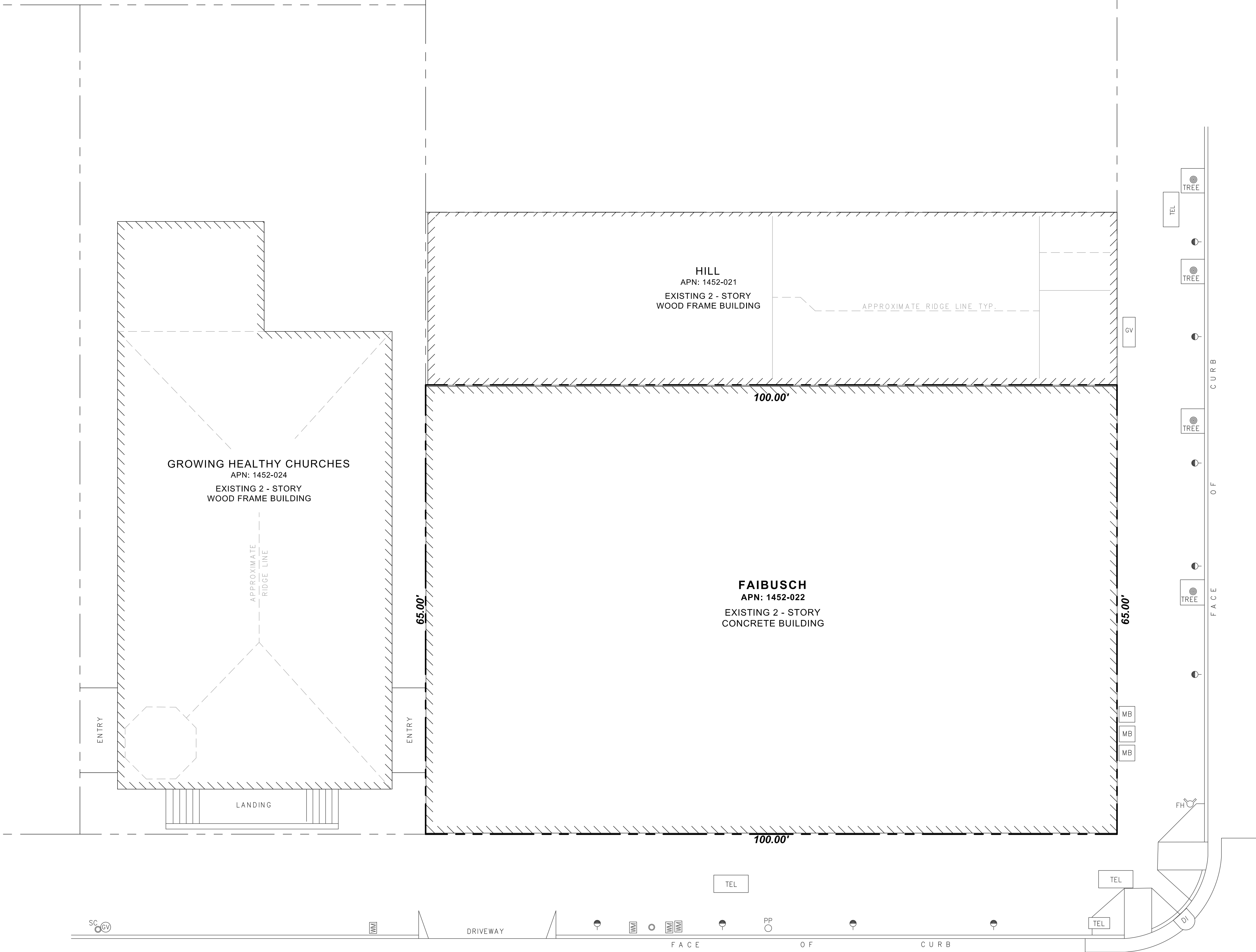
THIS BASIS OF MEASUREMENTS FOR THIS SURVEY IS BETWEEN FOUND STANDARD WELL MONUMENTS ALONG GEARY BLVD AND 20TH AVE PER MONUMENT MAP NO. 83 FILED IN OFFICE OF THE CITY & COUNTY OF SAN FRANCISCO ENGINEER.

**GENERAL NOTES**

- 1) REFERENCED MAPS PER COUNTY RECORDER.
- 2) ALL ANGLES ARE 90°00'UNLESS NOTED OTHERWISE.
- 3) DISTANCES SHOWN IN FEET AND DECIMALS THEREOF.
- 4) THIS IS NOT A COMPLETE & FINAL BOUNDARY SURVEY.

**UTILITY NOTE**

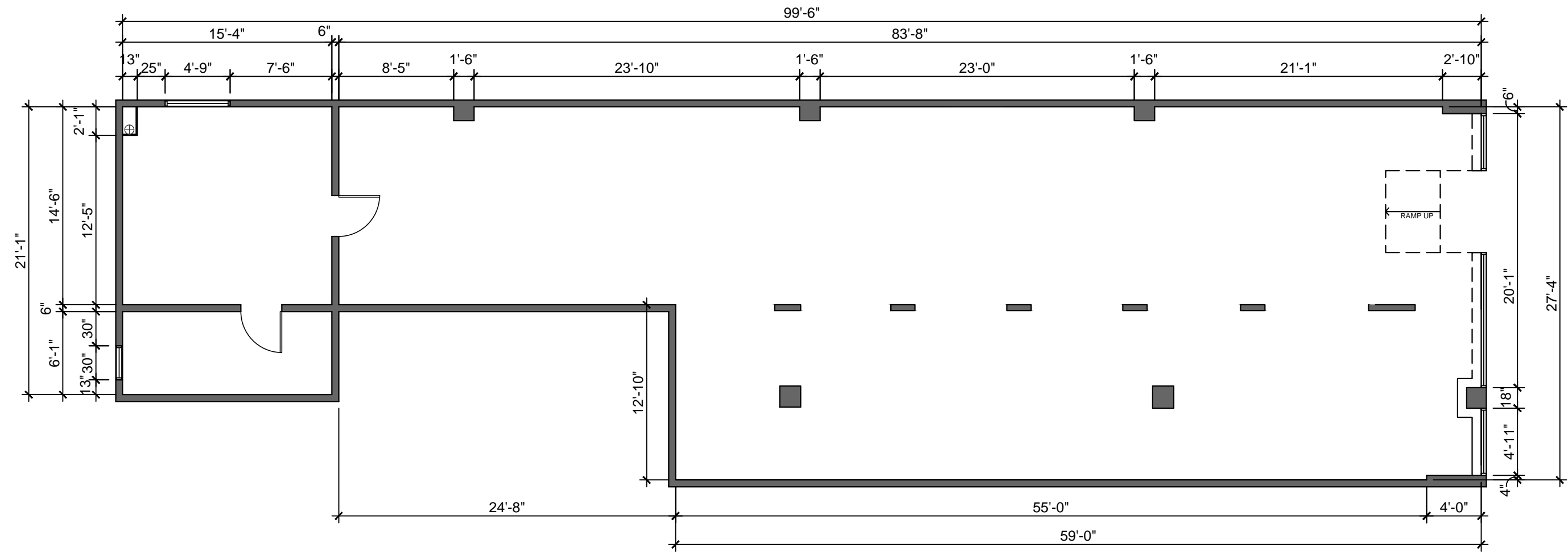
UNDERGROUND UTILITIES SHOWN WERE PLOTTED FROM A COMBINATION OF OBSERVED SURFACE EVIDENCE (CONDITIONS PERMITTING) AND RECORD INFORMATION OBTAINED FROM THE RESPECTIVE UTILITY COMPANIES, AND ARE NOT INTENDED TO REPRESENT ALL UTILITIES AND THEIR ACTUAL LOCATIONS. THUS,ALL UTILITIES MUST BE VERIFIED WITH RESPECT TO SIZES,HORIZONTAL AND VERTICAL LOCATIONS BY THE OWNER AND/OR CONTRACTOR PRIORTODESIGN OR CONSTRUCTION. NO RESPONSIBILITY IS ASSUMED BY THE SURVEYOR FOR THE LOCATION AN CAPACITY OF SAID UTILITIES.



2 1 S T                      A V E N U E                      (70.25' WIDE)

G E A R Y                      B O U L E V A R D                      (125.12' WIDE)





EXISTING FLOOR PLAN

AT&T Geary Street - 5644 Geary Street, CA, 94121

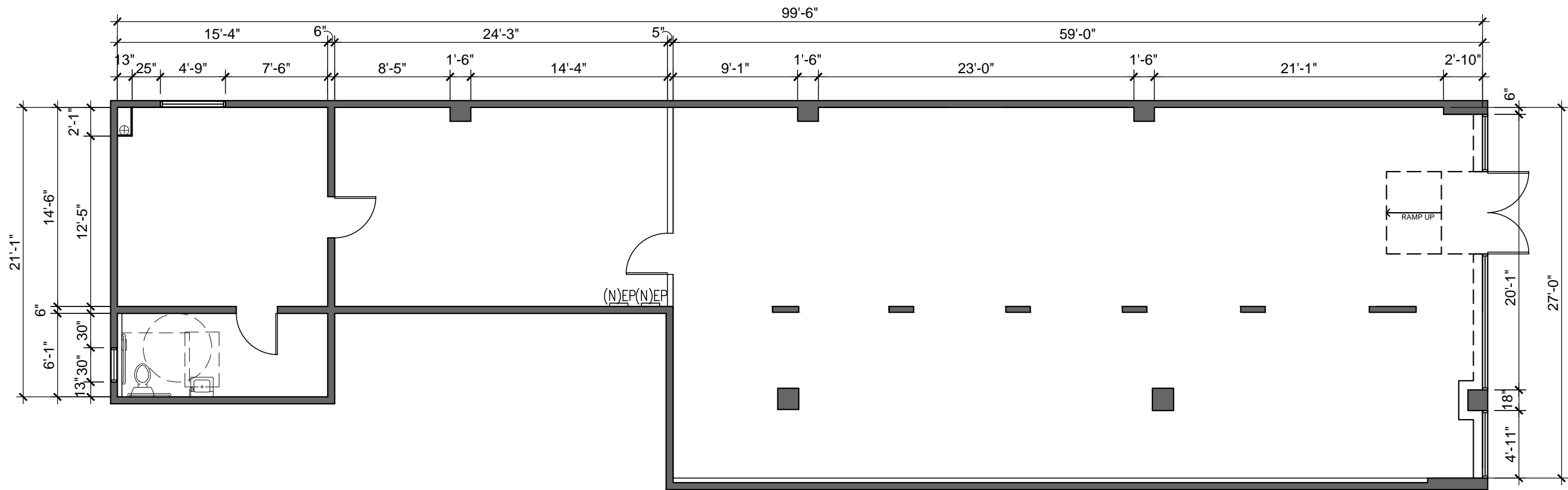
Drawing Date: 12.8.2015

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

WALL LEGEND

EXISTING WALL  
TO REMAIN.

NEW  
PARTITION.



PROPOSED FLOOR PLAN

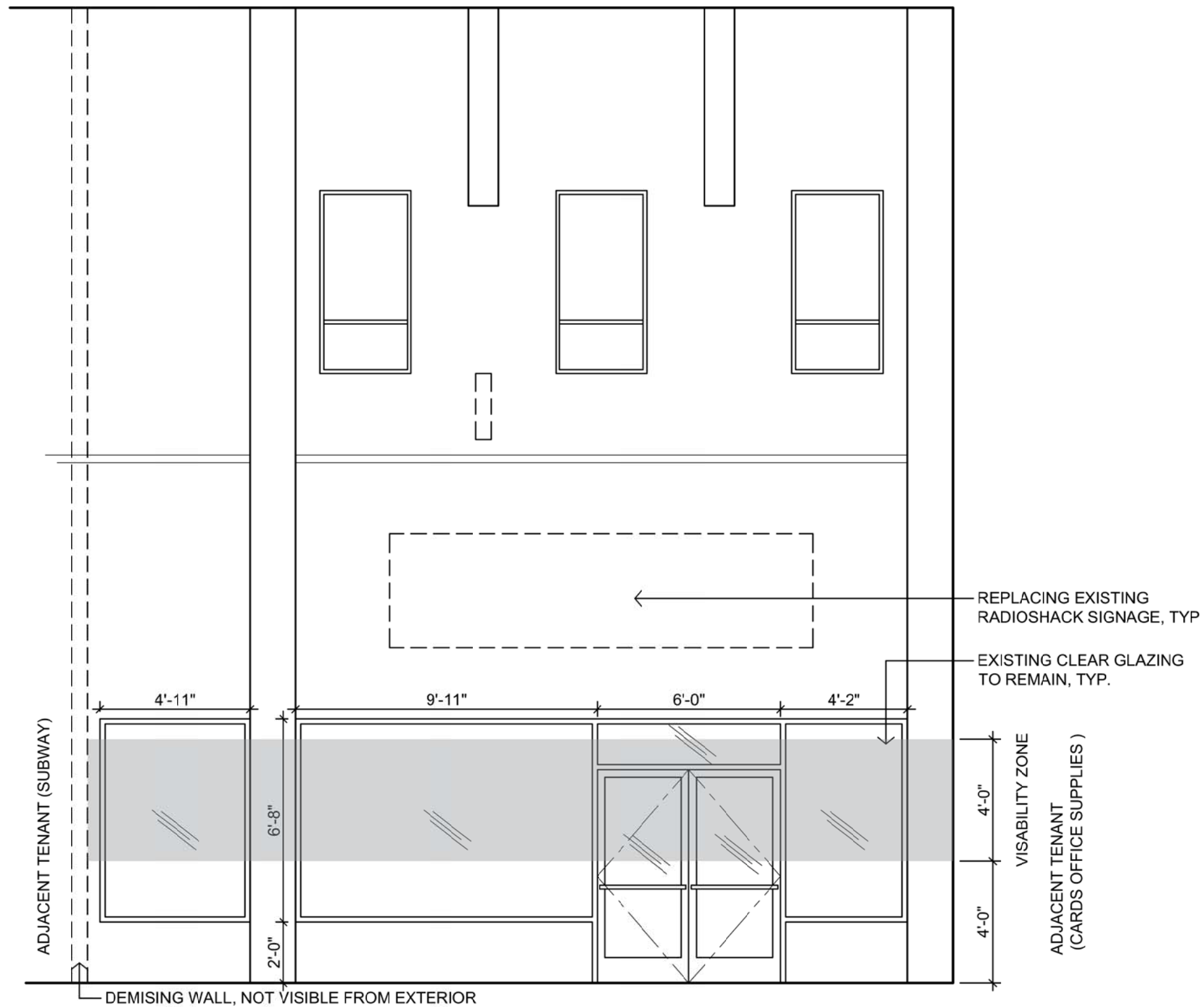
AT&T Geary Street - 5644 Geary Street, CA, 94121

Drawing Date: 12.8.2015

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

KAMUS + KELLER  
Interiors | Architecture

111 W. OCEAN BLVD.  
SUITE 1750  
LONG BEACH, CA  
90802  
P: 562.216.5244  
WWW.KKAIA.COM



## EXISTING STOREFRONT ELEVATION

AT&T Geary Street - 5644 Geary Street, CA, 94121

Drawing Date: 12.8.2015

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



# at&t

Authorized Retailer

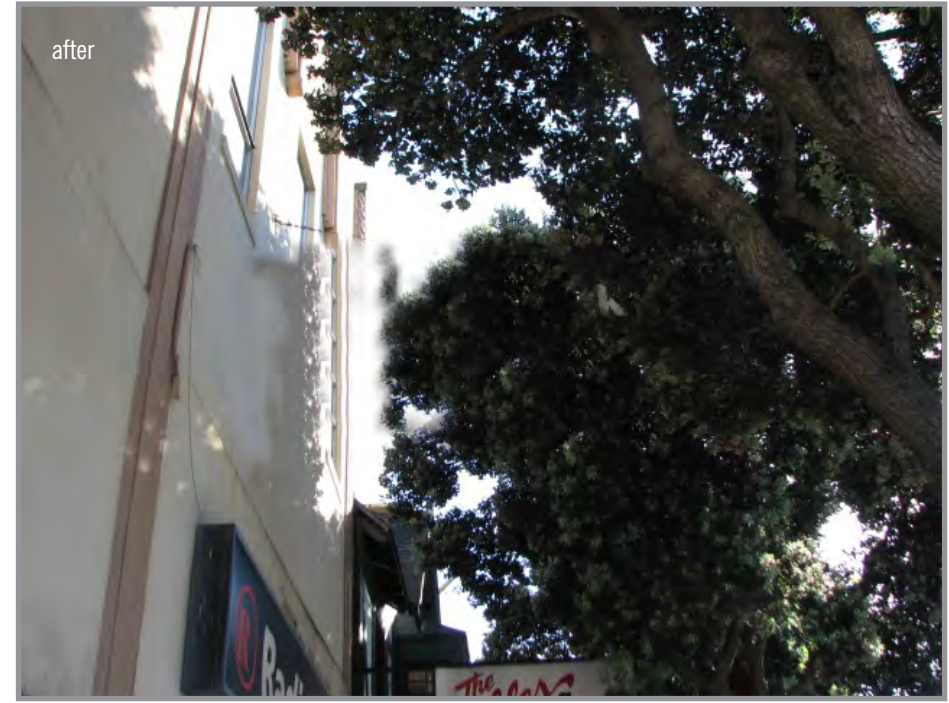


**City/State:** San Francisco CA  
**Address:** 5644 Geary Blvd  
**Creation Date:** 3-24-2015  
**Revised:** 12/2/2015, 3/9/2016

**C44459**

**S1****Remove Only**

Remove existing illuminated blade sign and all related mounting hardware. Patch and paint fascia to match existing. Cap electrical per UL regulations.

**Revisions:**

Added detail for permits / TD / 12.2.15  
changed to Remove Only - JMS - 3.9.16  
X

X  
X  
X  
X

File Location:  
ArtDept\CoreColors\AT&T

Date: 03-24-2015

Designer: TD PM: TK

City/State: San Francisco CA

Address: 5644 Geary Blvd

Drawing #

**C44459-S1**

Site Name

-



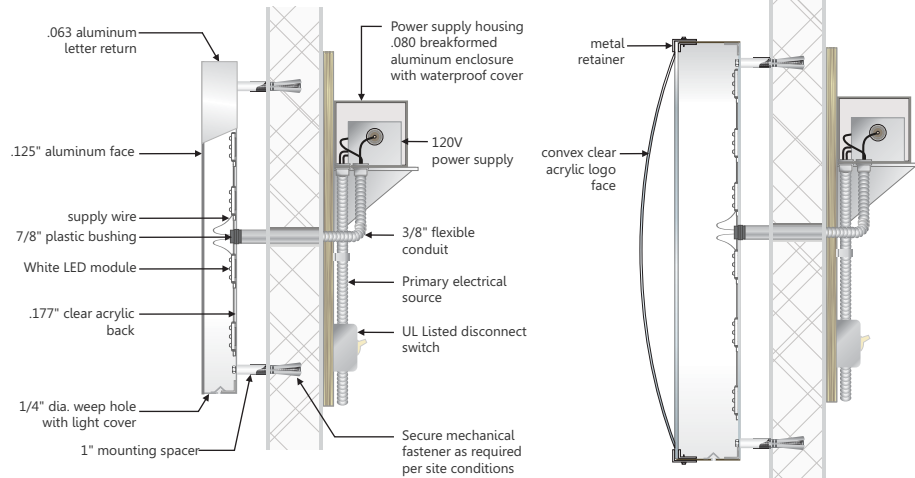
S2

## Reverse Channel Illuminated Letterset - Black Faces

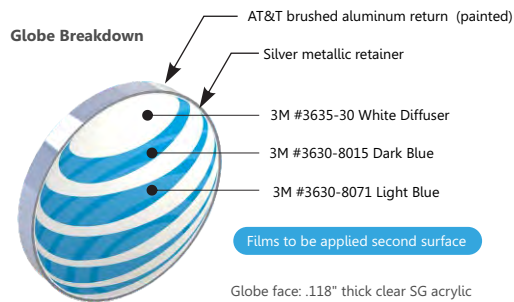
Remove existing letterset from elevation. Patch and paint facade as required. AT&T copy is halo illuminated reverse channel letters. "Authorized Retailer" to be non-illuminated plate letters, stud mounted flush to fascia.

"at&T" Letter Section Detail (typ.)

Globe Section Detail (typ.)



Globe Breakdown



Films to be applied second surface

Globe face: .118\"/>

Interior surfaces to be sprayed with Spray-Lat White Light enhancement paint.

"at&t" Breakdown



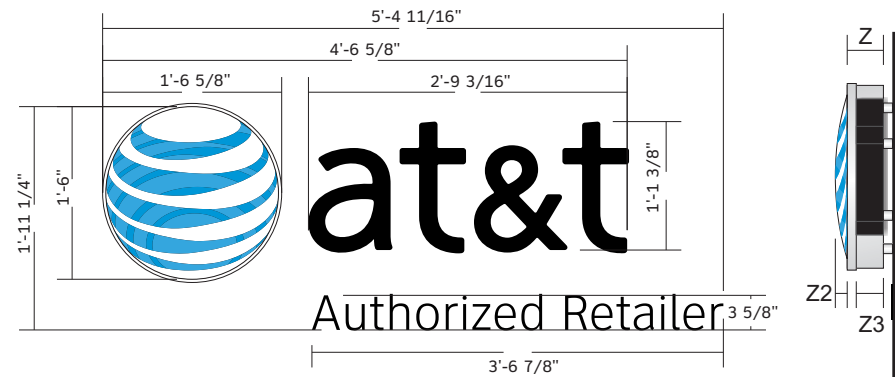
Letter faces: painted AT&T black, satin finish  
Letter returns: painted AT&T black, satin finish

Auth

1/4\"/>



Center over entrance doors



Scale 1:20

R	Z	Z2	Z3	Sq. Ft.
1/2"	4"	1 3/16"	3"	10.89'

Revisions:

Added detail for permits / TD / 12.2.15

Changed to LHP-AR-BLK-V - custom - JAS - 3.9.16

X

X

X

X

X

File Location:

ArtDept\ColorColors\AT&T

Date: 03-24-2015

Designer: TD PM: TK

City/State: San Francisco CA

Address: 5644 Geary Blvd

Drawing #

C44459-S2

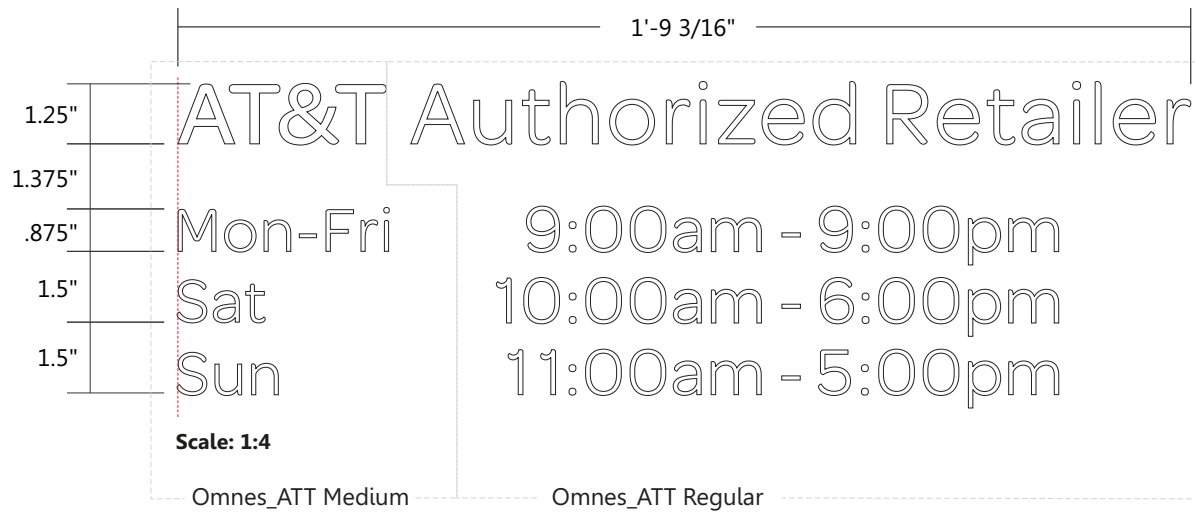
Site Name

-

S3

**Door Vinyl (First Surface)**

Apply new 3M #7725-10 White vinyl as shown. Store hours must be verified prior to manufacture. NOTE: Double door applications to be installed on right hand door only.



## Revisions:

X	X
X	X
X	X
X	X

File Location:  
ArtDept\CoreColors\AT&T

Date: 03-24-2015

Designer: TD PM: TK

City/State: San Francisco CA

Address: 5644 Geary Blvd

Drawing #

C44459-S3

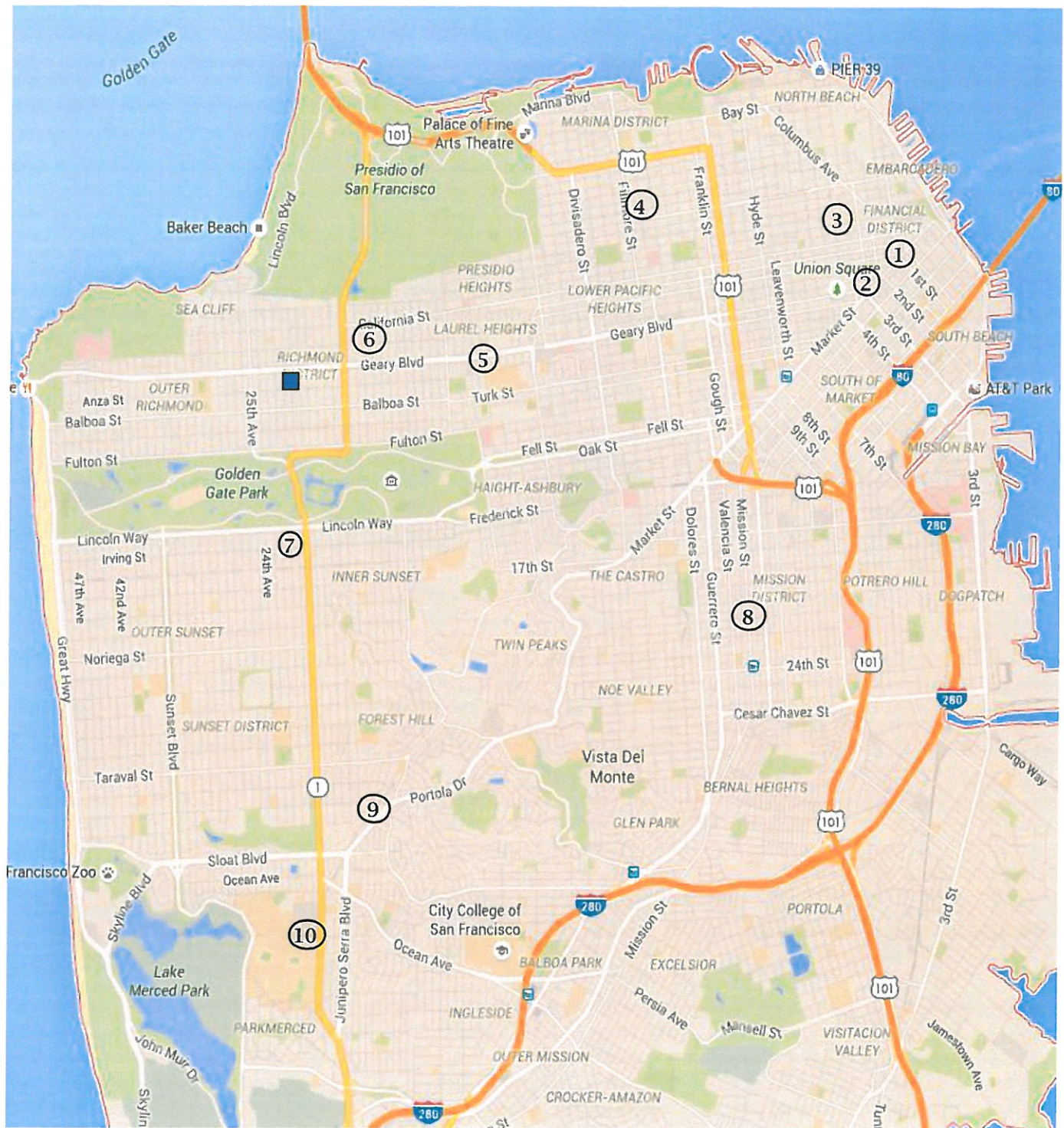
Site Name

-

**Exhibit B**



## AT&T Retail Stores and AT&T Authorized Retailers in San Francisco



### KEY

- 1 - 425 Market Street
- 2 - 701 Market Street
- 3 - 851 Clay Street
- 4 - 2135 Union Street
- 5 - 3555 Geary Boulevard
- 6 - 918B Clement Street
- 7 - 2025 Irving Street
- 8 - 2410 Mission Street
- 9 - 244 W Portal Avenue
- 10 - 3521 20th Avenue (Stonestown Mall)

 - 5644 Geary Boulevard (Project Site)

## **Exhibit C**





**greater  
Geary  
boulevard  
merchants  
& property owners  
association**

**PRESIDENT**  
DAVID HELLER  
BEAUTY NETWORK  
5748 GEARY BOULEVARD  
(415) 387-1477  
david@beautynetwork.com

**VICE PRESIDENT**  
ERIN LOUIS  
STATE FARM INSURANCE  
2209 CLEMENT STREET  
(415) 752-6119  
erin.louis.b96g@statefarm.com

**VICE PRESIDENT**  
TOM DOLAN  
TYPE & GRAPHICS/FAST STATS  
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tgrs@typesf.com

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DERMAL HYGIENE  
SKIN CARE CLINIC  
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shelomit@beautynetwork.com

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VANCE ECONOMIC SERVICES  
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rudyard@vancees.com

**DIRECTORS**  
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SFPD RICHMOND STATION  
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mgolmyan@aol.com

ANTONIO WHITE  
VZUPRE.COM  
5758 GEARY BOULEVARD, NO. 222  
(415) 377-3631  
antoniowhite@vzupre.com

COMMITTEE TO SAVE  
GEARY BOULEVARD  
PO BOX 210747  
SAN FRANCISCO, CA 94121  
www.savegearyblvd.com

August 3, 2015

San Francisco Planning Department  
1650 Mission Street, 4th Floor  
San Francisco, California 94103


**Re: 5644 Geary Boulevard Development Proposal**

Dear San Francisco Planning Department and Planning Commission:

I am pleased to write this letter on behalf of the Greater Geary Boulevard Merchants and Property Owners Association, one of the oldest and largest neighborhood associations in the City and County of San Francisco, in support of Spring Communications Holding's proposed operation of an AT&T Authorized Retailer store at 5644 Geary Boulevard, and the associated conditional use application under consideration.


Granting of the conditional use application would allow Spring Communications to move into a large, vacant site and provide excellent services to our community. The site was previously occupied by a RadioShack store which offered electronic goods to the community. Currently, the site is vacant and an eyesore to the community. Spring Communications will be a great resource of AT&T mobility products and services to residents of the Inner and Outer Richmond neighborhoods. Spring Communications has thoughtfully reached out to our community, and after discussing the project and reviewing the plans, we feel that the proposed project is well-designed and will greatly benefit our neighborhood. We urge you to approve the proposed project.

Sincerely,

  
David Heller, President

**5644 Geary Boulevard – Formula Retail Map**

**KEY**

-  - Project Site (5644 Geary Boulevard)  
Previous Use: RadioShack
- 1 - Grocery Outlet (6333 Geary Blvd.)
  - 2 - Ace Hardware (6122 Geary Blvd.)
  - 3 - Citibank (6100 Geary Blvd.)
  - 4 - Jiffy Lube (6099 Geary Blvd.)
  - 5 - Chevron (6000 Geary Blvd.)
  - 6 - First Republic Bank (6001 Geary Blvd.)
  - 7 - UPS Store (5758 Geary Blvd.)
  - 8 - Subway (5650 Geary Blvd.)
  - 9 - Chase Bank (5655 Geary Blvd.)
  - 10 - Aaron Brothers (5600 Geary Blvd.)
  - 11 - H&R Block (5550 Geary Blvd.)
  - 12 - Bank of America (5500 Geary Blvd.)
  - 13 - East West Bank (5501 Geary Blvd.)
  - 14 - Sterling Bank & Trust (5498 Geary Blvd.)
  - 15 - Wells Fargo (5455 Geary Blvd.)
  - 16 - Starbucks (5455 Geary Blvd.)
  - 17 - Benjamin Moore (5435 Geary Blvd.)
  - 18 - Cigarettes Cheaper (5300 Geary Blvd.)
  - 19 - Walgreens (5280 Geary Blvd.)
  - 20 - California Bank & Trust (5255 Geary Blvd.)
  - 21 - OneMain Financial (5221 Geary Blvd.)
  - 22 - Ross Dress for Less (5200 Geary Blvd.)
  - 23 - Peet's Coffee (5201 Geary Blvd.)
  - 24 - Pacific Western Bank (5160 Geary Blvd.)
  - 25 - State Farm (5108 Geary Blvd.)
  - 26 - 7-Eleven (5100 Geary Blvd.)
  - 27 - Re/Max Alliance (5059 Geary Blvd.)
  - 28 - Allstate Insurance (2136 Clement Street)
  - 29 - Farmers Insurance (2308 Clement Street)
  - 30 - Dominoes Pizza (5200 Geary Blvd.)
  - 31 - Royal Ground Coffee (5301 Geary Blvd.)
  - 32 - FTD Florist (5522 Geary Blvd.)
  - 33 - US Post Office (5654 Geary Blvd.)
  - 34 - Nationwide Insurance (6037 Geary Blvd.)

