



SAN FRANCISCO PLANNING DEPARTMENT

Executive Summary Conditional Use

HEARING DATE: JANUARY 11, 2018

Date Prepared: December 22, 2017
Case No.: **2017-009449CUA**
Project Address: **1974 Union Street**
Zoning: Union Street Neighborhood Commercial District (NCD)
40-X Height and Bulk District
Block/Lot: 0531/012
Project Sponsor: Sharon Cox, Plinth Architecture
58 West Portal Avenue, #328
San Francisco, CA 94127
cox@plintharch.com or (415) 260-6889
Staff Contact: Matt Dito at matthew.dito@sfgov.org or (415) 575-9164
Recommendation: **Approval with Conditions**

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PROJECT DESCRIPTION

The project sponsor proposes to establish a 1,670 square-foot Formula Retail Sales and Service use (outdoor apparel and gear, d.ba. The North Face, 122 locations worldwide), in a space previously occupied by a Formula Retail Sales and Service use (apparel, d.b.a. Lucy Activewear, 60 locations worldwide) on the ground floor of a two-story residential over commercial building within the Union Street Neighborhood Commercial District (Union Street NCD) and 40-X Height and Bulk District. The total floor area of the space will not change with this Project. The North Face is a worldwide outdoor product company headquartered in Alameda, California, with two (2) other San Francisco locations. The proposed project (Project) includes signage.

Although the existing use Formula Retail use did not receive Conditional Use authorization, it is considered a permitted Conditional Use under Planning Code Section 178(a)(2), as it was lawfully established prior to the Conditional Use requirement for Formula Retail uses in the Union Street NCD. Lucy Activewear has occupied the space since late 2006. As such, **Conditional Use Authorization** is also required pursuant to Planning Code Section 178(c)(3)(E), as an intensification of a pre-existing Formula Retail use that had not previously been authorized via a Conditional Use from the Commission.

The Project also requires **Conditional Use Authorization** pursuant to Planning Code Sections 303, 303.1, and 725 to establish a Formula Retail use within the Union Street NCD.

SITE DESCRIPTION AND PRESENT USE

The Project site is located on the north side of Union Street, between Buchanan and Laguna Streets, on Assessor's Block 0531, Lot 012. The subject property is located within the Union Street NCD, and a 40-X

Height and Bulk District. The property is developed with a two-story, mixed-use building, with one dwelling unit (1972 Union Street) over commercial on the ground floor. The subject parcel has a width of 25 feet and a depth of 137 feet.

The commercial space is currently occupied by Lucy Activewear, another Formula Retail Sales and Service use, specializing in athletic apparel for women.

SURROUNDING PROPERTIES AND NEIGHBORHOOD

The Union Street NCD extends along Union Street between Steiner Street and Van Ness Avenue, and along Fillmore Street between Union and Lombard Streets. Generally, the district is surrounded by low and medium density residential districts (RH-2, RH-3, and RM-1). The Union Street NCD has a mixed pattern of larger and smaller lots and businesses, as well as a sizeable number of upper story residential units. It serves a wide trade area with specialized retail outlets focusing on clothing, jewelry, and boutiques. Eating and drinking establishments also contribute to the street's mixed-use character and activity in the evening hours.

The surrounding properties on Union Street are two- to three-story mixed-use buildings with residential units over ground floor retail, with an occasional building fully occupied by commercial uses. Directly adjacent to the Project on the west is "Extreme Pizza", a Formula Retail restaurant, and "Lexington Place Hair Salon". Directly adjacent to the east is "Bonobos Guideshop", a Formula Retail clothing store. Several clothing retail stores, as well as eating and drinking establishments, are located on the block. The Project is surrounded by residential uses on Buchanan and Filbert Streets.

ENVIRONMENTAL REVIEW

This Conditional Use Authorization is "Not a Project" under the California Environmental Quality Act (CEQA).

HEARING NOTIFICATION

TYPE	REQUIRED PERIOD	REQUIRED NOTICE DATE	ACTUAL NOTICE DATE	ACTUAL PERIOD
Classified News Ad	20 days	December 22, 2017	December 20, 2017	22 days
Posted Notice	20 days	December 22, 2017	December 19, 2017	23 days
Mailed Notice	30 days	December 12, 2017	December 12, 2017	30 days

The required Planning Code Section 312 neighborhood notification process was conducted in conjunction with the Conditional Use notification, pursuant to Planning Code Section 303.1(g).

PUBLIC COMMENT/COMMUNITY OUTREACH

- The Planning Department has received a petition from 11 neighboring businesses in support of the Project, as well as a letter from the Marina Community Association commending the project sponsor on their outreach efforts and partnerships. The Marina Community Association does not

formally endorse or oppose commercial business projects along Union Street. No opposition to the Project has been received to date.

- The project sponsor conducted a pre-application community outreach meeting on July 20, 2017, at the subject property. The meeting had three attendees, with questions primarily focused on the timing of the project, and the difference between the proposed North Face store compared to what is already existing on Union Street.

ISSUES AND OTHER CONSIDERATIONS

- The current tenant, Lucy Activewear, is slated to close in January of 2018. Lucy Activewear is a subsidiary of VF Corporation, which also owns The North Face. Per the project sponsor, the Lucy Activewear brand is being phased out by VF Corporation.
- The Department has reviewed the proposed signage and found that it meets the Planning Commission's Performance-Based Design Guidelines, with minimal impact to the façade of the storefront.

With regard to Conditional Use Authorizations for Formula Retail Uses, the Planning Commission is required to consider the following additional criteria (Section 303.1(d)) in addition to the standard Conditional Use findings:

- The existing **concentration** of Formula Retail uses;
- The availability of **other similar Retail** uses;
- The **compatibility** of the proposed Formula Retail use **with the District's architectural and aesthetic character**;
- The existing Retail **vacancy** rates; and
- The existing mix of **Citywide-serving** and **Daily Needs-serving** Retail uses.
- The existing **concentration** of Formula Retail uses is approximately 17.19% (49/285) within a ¼ mile vicinity of the subject property and 14.19% (42/296) within the Union Street NCD. If the Project is approved, these numbers would not increase, as the subject property is currently occupied by a Formula Retail use.
- The existing **percentage of commercial linear frontage dedicated to Formula Retail uses** is approximately 20.73% (2,455/11,846) within a ¼ mile vicinity of the subject property and is 17.39% (1,687/9,699) within the Union Street NCD. If the Project is approved, these numbers would not increase, as the subject property is currently occupied by a Formula Retail use, and no alteration to the linear street frontage is proposed.
- The Project would not represent an increase or decrease in the availability of **other similar Retail** uses. Of the 296 businesses surveyed, approximately 43 (14.53%) are similar uses (classified as clothing or activewear), with nine (9) of those 43 being Formula Retail uses. As the subject property is currently occupied by a Formula Retail activewear business, there would be no change to either criterion.
- The Project will be located in a space currently occupied by a Formula Retail use. No exterior alterations are proposed other than signage. Therefore, the Project is **compatible within, and will**

have no adverse effect on, the architectural and aesthetic characters of the District. The signs will be required to have a permit and comply with the requirements of the Planning Code and the Formula Retail sign guidelines. Storefront Transparency guidelines are met, greater than 60% of ground floor street front allows visibility into the building with transparent glass. See images in Exhibit X.

- Per the Project Sponsor, the existing retail **vacancy** rate within the Union Street NCD is approximately 7.5%, as of August 2017. The Project will not affect the vacancy rate, as it would not occupy a currently vacant space.
- The Union Street NCD is a large district with a wide variety of **Citywide-serving and Daily Needs-serving** Retail uses. Approximately 37.2% (93 locations) of the existing Retail uses are neighborhood-serving uses; of these, 24 (25.81%) are Formula Retail uses.

The North Face will attract a citywide clientele, but will also focus on serving neighborhood shoppers by carrying products unique to the Marina and Cow Hollow neighborhoods.

REQUIRED COMMISSION ACTION

In order for the Project to proceed, the Commission must grant Conditional Use authorization to allow an intensification of an existing Formula Retail use, pursuant to Planning Code Sections 178, 303, 303.1, and 725.

RECOMMENDATION: Approval with Conditions
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BASIS FOR RECOMMENDATION

- The Project is necessary, desirable for, and compatible with the surrounding neighborhood in that it would continue to activate the ground floor tenant space of a two-story-over-basement commercial building.
- The Project would not displace any existing tenant, as the current tenant's brand is being phased out of market.
- As the Project is replacing an existing Formula Retail use, it would not result in an increase in the concentration of Formula Retail uses within the district, nor a ¼ mile vicinity.
- The Project meets the requirements of the Planning Commission's Performance-Based Design Guidelines.
- The Project meets all applicable requirements of the Planning Code.

Attachments:

Draft Motion
Parcel Map
Block Book Map
Sanborn Map
Zoning Map

Aerial Photograph

Public Comments

Project Sponsor Submittal including:

- Application

- Revised Formula Retail Findings

- Reduced Plans

- Site Photographs (within plan set)

- Revised Signage Proposal (renderings and elevation plan)

Attachment Checklist

- | | |
|---|---|
| <input checked="" type="checkbox"/> Executive Summary | <input checked="" type="checkbox"/> Project Sponsor submittal |
| <input checked="" type="checkbox"/> Draft Motion | <input type="checkbox"/> Brief |
| <input type="checkbox"/> Environmental Determination | <input checked="" type="checkbox"/> Letters in support |
| <input 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 | <input type="checkbox"/> RF Report |
| <input checked="" type="checkbox"/> Sanborn Map | <input type="checkbox"/> Community Meeting Notice |
| <input checked="" type="checkbox"/> Aerial Photo | <input type="checkbox"/> Inclusionary Affordable Housing Program:
Affidavit for Compliance |
| <input checked="" type="checkbox"/> Context Photos | |
| <input checked="" type="checkbox"/> Site Photos | |

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

MD

Planner's Initials

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SAN FRANCISCO PLANNING DEPARTMENT

Subject to: (Select only if applicable)

- | | |
|---|--|
| <input type="checkbox"/> Transportation Sustainability Fee (Sec. 411A) | <input type="checkbox"/> Affordable Housing (Sec. 415) |
| <input type="checkbox"/> Jobs Housing Linkage Program (Sec. 413) | <input type="checkbox"/> First Source Hiring (Admin. Code) |
| <input type="checkbox"/> Child Care Requirement (Sec. 414) | <input type="checkbox"/> Other |

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Planning Commission Draft Motion

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Recommendation: **Approval with Conditions**

ADOPTING FINDINGS RELATING TO THE APPROVAL OF CONDITIONAL USE AUTHORIZATION PURSUANT TO SECTIONS 178, 303, 303.1, AND 725 OF THE PLANNING CODE TO ALLOW A FORMULA RETAIL CLOTHING STORE (D.B.A. THE NORTH FACE) ON THE GROUND FLOOR OF THE TWO-STORY RESIDENTIAL OVER COMMERCIAL MIXED-USE BUILDING WITHIN THE UNION STREET NEIGHBORHOOD COMMERCIAL DISTRICT (NCD) AND 40-X HEIGHT AND BULK DISTRICT.

PREAMBLE

On July 25, 2017, Sharon Cox (hereinafter "Project Sponsor") filed an application with the Planning Department (hereinafter "Department") for Conditional Use Authorization under Planning Code Sections 178, 303, 303.1, and 725 to allow a Formula Retail Sales and Service use (d.b.a. The North Face) on the ground floor of the two-story residential over commercial mixed-use building within the Union Street Neighborhood Commercial District (hereinafter "Union Street NCD") and the 40-X Height and Bulk District.

The Planning Department Commission Secretary is the custodian of records; the file for Case No. **2017-009449CUA** is located at 1650 Mission Street, Suite 400, San Francisco, California.

On January 11, 2018, the San Francisco Planning Commission (hereinafter "Commission") conducted a duly noticed public hearing at a regularly scheduled meeting on Conditional Use Application No. **2017-009449CUA**.

The Project has been determined to be "Not a Project" under the California Environmental Quality Act ("CEQA").

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. **2017-009449CUA**, 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 is located on the north side of Union Street, between Buchanan and Laguna Streets, on Assessor's Block 0531, Lot 012. The subject property is located within the Union Street NCD, and a 40-X Height and Bulk District. The property is developed with a two-story, mixed-use building, with one dwelling unit (1972 Union Street) over commercial on the ground floor. The subject parcel has a width of 25 feet and a depth of 137 feet.

The commercial space is currently occupied by Lucy Activewear, another Formula Retail Sales and Service use, specializing in athletic apparel for women.

3. **Surrounding Neighborhood.** The Union Street NCD extends along Union Street between Steiner Street and Van Ness Avenue, and along Fillmore Street between Union and Lombard Streets. Generally, the district is surrounded by low and medium density residential districts (RH-2, RH-3, and RM-1). The Union Street NCD has a mixed pattern of larger and smaller lots and businesses, as well as a sizeable number of upper story residential units. It serves a wide trade area with specialized retail outlets focusing on clothing, jewelry, and boutiques. Eating and drinking establishments also contribute to the street's mixed-use character and activity in the evening hours.

The surrounding properties on Union Street are two- to three-story mixed-use buildings with residential units over ground floor retail, with an occasional building fully occupied by commercial uses. Directly adjacent to the Project on the west is "Extreme Pizza", a Formula Retail restaurant, and "Lexington Place Hair Salon". Directly adjacent to the east is "Bonobos Guideshop", a Formula Retail clothing store. Several clothing retail stores, as well as eating and

drinking establishments, are located on the block. The Project is surrounded by residential uses on Buchanan and Filbert Streets.

4. **Project Description.** The Project Sponsor proposes to establish a 1,670 square-foot Formula Retail Sales and Service use (outdoor apparel and gear, d.ba. The North Face, 122 locations worldwide), previously occupied by a Formula Retail Sales and Service (apparel, d.b.a. Lucy Activewear, 60 locations worldwide) on the ground floor of a two-story residential over commercial building within the Union Street NCD and 40-X Height and Bulk District. The total floor area of the space will not change with this Project. The North Face is a worldwide outdoor product company headquartered in Alameda, California, with two (2) other San Francisco locations. The proposed project (Project) includes signage.

Although the existing use has not received Conditional Use authorization, it is considered a permitted Conditional Use under Planning Code Section 178(a)(2), as the use lawfully existed prior to the Conditional Use requirement for Formula Retail uses in the Union Street NCD. Lucy Activewear has occupied the space since late-2006. As such, **Conditional Use Authorization** is also required pursuant to Planning Code Section 178(c)(3)(E), as an intensification of a pre-existing Formula Retail use that had not previously been authorized via a Conditional Use from the Commission.

The Project also requires **Conditional Use Authorization** pursuant to Planning Code Sections 303, 303.1, and 725 to establish a Formula Retail use within the Union Street NCD.

5. **Public Comment.** The Planning Department has received a petition from 11 neighboring businesses in support of the Project, as well as a letter from the Marina Community Association commending the project sponsor on their outreach efforts and partnerships. The Marina Community Association does not formally endorse or oppose commercial business projects along Union Street. No opposition to the Project has been received.
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. **Hours of Operation.** Planning Code Section 725 states that permitted hours of operation in the Union Street NCD are from 6:00AM to 2:00AM the following day, daily.

The proposed hours of operation will be from 10am-7pm Monday-Sunday.

- B. **Parking.** Pursuant to Planning Code Section 725, no off-street parking is required if the Occupied Floor Area is less than 5,000 square feet.

The occupied floor area is less than 5,000 square feet. There is no off-street parking as part of the existing property, and there will be no off-street parking added as part of this Project, as none is required.

- C. **Street Frontage in NC 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-feet of building depth along the Union Street frontage is devoted to an active retail use. The subject commercial space has approximately 25 feet of frontage on Union Street, where the majority is a transparent storefront. The windows will be clear and unobstructed. Signs will be required to have a sign permit and comply with the requirements of Article 6 of the Planning Code and the Formula Retail sign guidelines. There are no changes proposed to the commercial frontage other than the awning work described below.

7. **Conditional Use Authorization.** Planning Code Section 303(c) establishes criteria for the Planning Commission to consider when reviewing applications for Conditional Use Authorization. On balance, the Project complies with said criteria in that:
- a. The proposed use or feature, 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 Formula Retail use is compatible with and desirable for the surrounding community because it would allow the continued use of a ground floor retail tenant space in a commercial building in the Marina neighborhood. The use is at a similar intensity and provides services and goods similar to the existing use. The use will service a broader group by providing outdoor wear for both men and women. The previous use focused solely on activewear for women.

- 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:

Nature of proposed site, including its size and shape, and the proposed size, shape and arrangement of structures;

The Project allows the continued use of an existing ground floor commercial tenant space in a commercial building. The size and shape of the site and the size, shape, and arrangement of the building, e.g. height and bulk, will not be altered as part of this Project. The proposed Project will not affect the building envelope. The establishment of this Formula Retail Use is not anticipated to significantly affect the existing clothing stores within the District.

- c. 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 Planning Code does not require parking or loading for a 1,670 square-foot Formula Retail use. The Project should not generate an increased amount of vehicle trips from the immediate neighborhood or citywide. Existing metered street parking spaces will remain. The Project will not adversely affect public transit or overburden the existing supply of parking in the neighborhood.

- d. 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, dust, or odor. The Formula Retail activities would be within an enclosed building, providing ample sound insulation.

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

The Project will not alter the site's vehicle parking, loading areas, or service areas. Signs will require a permit and must comply with the requirements of Article 6 of the Planning Code and the Formula Retail sign guidelines.

- f. 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.

- g. That the use as proposed would provide development that is in conformity with the stated purpose of the District.

The Project is consistent with the stated purpose of the Union Street NCD in that it contributes to providing a selection of goods serving neighborhood needs and is part of a wider trade area with specialized retail outlets; the Formula Retail use will provide a compatible business for the immediately surrounding neighborhoods. The Planning Code Code allows for the full range of commercial uses provided that the use size generally is limited to 2,500 square feet; the proposed use is 1,670 square feet.

8. **Formula Retail Use.** Formula Retail uses within the Union Street NCD Zoning District require a Conditional Use Authorization. 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 concentration of Formula Retail uses within the District.

There are approximately 42 existing ground story Formula Retail establishments out of approximately 296 commercial establishments within the District. The existing intensity of Formula Retail uses is approximately 14.19% of all businesses within the District, and 17.39% of the total retail street frontage. If approved, these numbers would not increase, as the subject property is currently occupied by a Formula Retail use, and no alteration to the linear street frontage is proposed.

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

*The Project would not represent an increase or decrease in the availability of **other similar Retail** uses. Of the 296 businesses surveyed, approximately 43 (14.53%) are similar uses (classified as clothing or activewear), with nine (9) of those 43 being Formula Retail uses. As the subject property is currently occupied by a Formula Retail activewear business, there would be no change to either criteria.*

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

*The Project will be located in a space currently occupied by a Formula Retail use. No exterior alterations are proposed other than signage. Therefore, the Project is **compatible within, and will have no adverse effect on, the architectural and aesthetic characters of the District.** The signs will be required to have a permit and comply with the requirements of the Planning Code and the Formula Retail sign guidelines. Storefront Transparency guidelines are met, greater than 60% of ground floor street front allows visibility into the building with transparent glass. See images in Exhibit B.*

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

*The existing retail **vacancy** rate within the Union Street NCD is approximately 7.5%, as of August 2017. The Project will not affect the vacancy rate, as it would not occupy a currently vacant space.*

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

*The Union Street NCD is a large district with a wide variety of **Citywide-serving and Daily Needs-serving** Retail uses. Approximately 37.2% (93 locations) of the existing Retail uses are neighborhood-serving uses; of these, 24 (25.81%) are Formula Retail uses.*

The North Face will attract a citywide clientele, but will also focus on serving neighborhood shoppers by carrying products unique to the Marina neighborhood.

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

COMMERCE AND INDUSTRY

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 1.2:

Assure that all commercial and industrial uses meet minimum, reasonable performance standards.

Policy 1.3:

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

The Project will provide desirable goods and services to the neighborhood and will provide resident employment opportunities to those in the community. The Conditions of Approval will ensure that the use meets minimum, reasonable performance standards. Further, the Project Site is located within the Union Street NCD that is part of a heavily trafficked area and is thus consistent with activities allowed 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 allow continued use of a tenant space in a commercial building with commercial activity on the ground floor within the Marina and Cow Hollow neighborhoods, and will help maintain the diverse economic base of the City.

OBJECTIVE 3:

PROVIDE EXPANDED EMPLOYMENT OPPORTUNITIES FOR CITY RESIDENTS, PARTICULARLY THE UNEMPLOYED AND ECONOMICALLY DISADVANTAGED.

Policy 3.1:

Promote the attraction, retention, and expansion of commercial and industrial firms which provide employment improvement opportunities for unskilled and semi-skilled workers.

The Project will authorize a Formula Retail use to locate within the neighborhood, maintaining employment opportunities for unskilled and semi-skilled workers.

Policy 3.4:

Assist newly emerging economic activities.

The Project will allow an existing Formula Retail use to change to a Formula Retail use that specializes in outdoor wear and promotes such activity, and will enhance the diverse economic base of the City.

NEIGHBORHOOD COMMERCE

Objectives and Policies

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.

Policy 6.2:

Promote economically vital neighborhood commercial districts which foster small business enterprises and entrepreneurship and which are responsive to the economic and technological innovation in the marketplace and society.

Although the Project is a Formula Retail Use operated by The North Face at a corporate level, the business provides services to the neighborhood at all income levels and will provide products that reflect current technological trends.

Policy 6.3:

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 Project will 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 Formula Retail store for a popular clothing company.

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 complies 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 Project is not anticipated to significantly affect the existing mix of neighborhood-serving retail uses, and would provide future opportunities for resident employment. The Project would retain the previous mix of neighborhood-serving retail uses by replacing a similar Formula Retail use. 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 is not anticipated to adversely affect the character or diversity of the neighborhood. There are no changes proposed to the façade other than the signs and awnings. The existing upper floor residential use will not be altered.

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

The Project would not have any adverse 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.

There is no off-street parking as part of the existing property, and there will be no off-street parking added as part of this Project. 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 in a location well-served by transit. The majority of employees are anticipated to use the several available transportation options, including transit, to and from commuter destinations. The Project is within 1/4-mile walking distance of the 22, 28, 30, 30X, 43, 45, 47, and 49 MUNI bus lines. Given the ease and availability of several transportation options, a high level of use of automobiles by employees and visitors, for travel within the City, is not anticipated.

- 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 or adversely affect any service sector or industrial businesses as the Project will allow an intensification of an existing Formula Retail use on the ground floor of a commercial building.

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

The Project will not adversely affect the property's ability to withstand an earthquake. The Project will comply with the requirements of the San Francisco Building Code.

- G. That landmarks and historic buildings be preserved.

The Project is not located in a landmark or historic building, and will not adversely impact the City's stock of such buildings.

- 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, and will not adversely affect their access to sunlight, or vistas.

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. 2017-009449CUA** under Planning Code Sections 178, 303, 303.1, and 725 to authorize a 1,670 square-foot Formula Retail Sales and Service use (outdoor apparel and gear, d.b.a. The North Face), on the ground floor of the two-story residential over commercial building within the Union Street NCD, and 40-X Height and Bulk District. The Project is subject to the following conditions attached hereto as "EXHIBIT A" in general conformance with plans on file, dated **XXXXX**, 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 **January 11, 2018**.

Jonas P. Ionin
Commission Secretary

AYES:

NAYS:

ABSENT:

ADOPTED: January 11, 2018

EXHIBIT A

AUTHORIZATION

This authorization is for a conditional use to allow a formula retail use (d.b.a. **The North Face**) located at 1974 Union Street, Block 0531, Lot 012 pursuant to Planning Code Sections **178, 303, 303.1, and 725** within the **Union Street Neighborhood Commercial** District and a **40-X** Height and Bulk District; in general conformance with plans, dated **XXXXX**, and stamped "EXHIBIT B" included in the docket for Case No. **2017-009449CUA** and subject to conditions of approval reviewed and approved by the Commission on **January 11, 2018** 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 **January 11, 2018** 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.



SAN FRANCISCO PLANNING DEPARTMENT

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

DESIGN

1650 Mission St.
Suite 400
San Francisco,
CA 94103-2479

Reception:
415.558.6378

Fax:
415.558.6409

Planning
Information:
415.558.6377

6. **Signage.** Any signs on the property shall be made to comply with the requirements of Article 6 of the Planning Code.

MONITORING

7. **Enforcement.** Violation of any of the Planning Department conditions of approval contained in this Motion or of any other provisions of the 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 action under their jurisdiction.
For information about compliance, contact Code Enforcement, Planning Department at 415-575-6863, www.sf-planning.org.

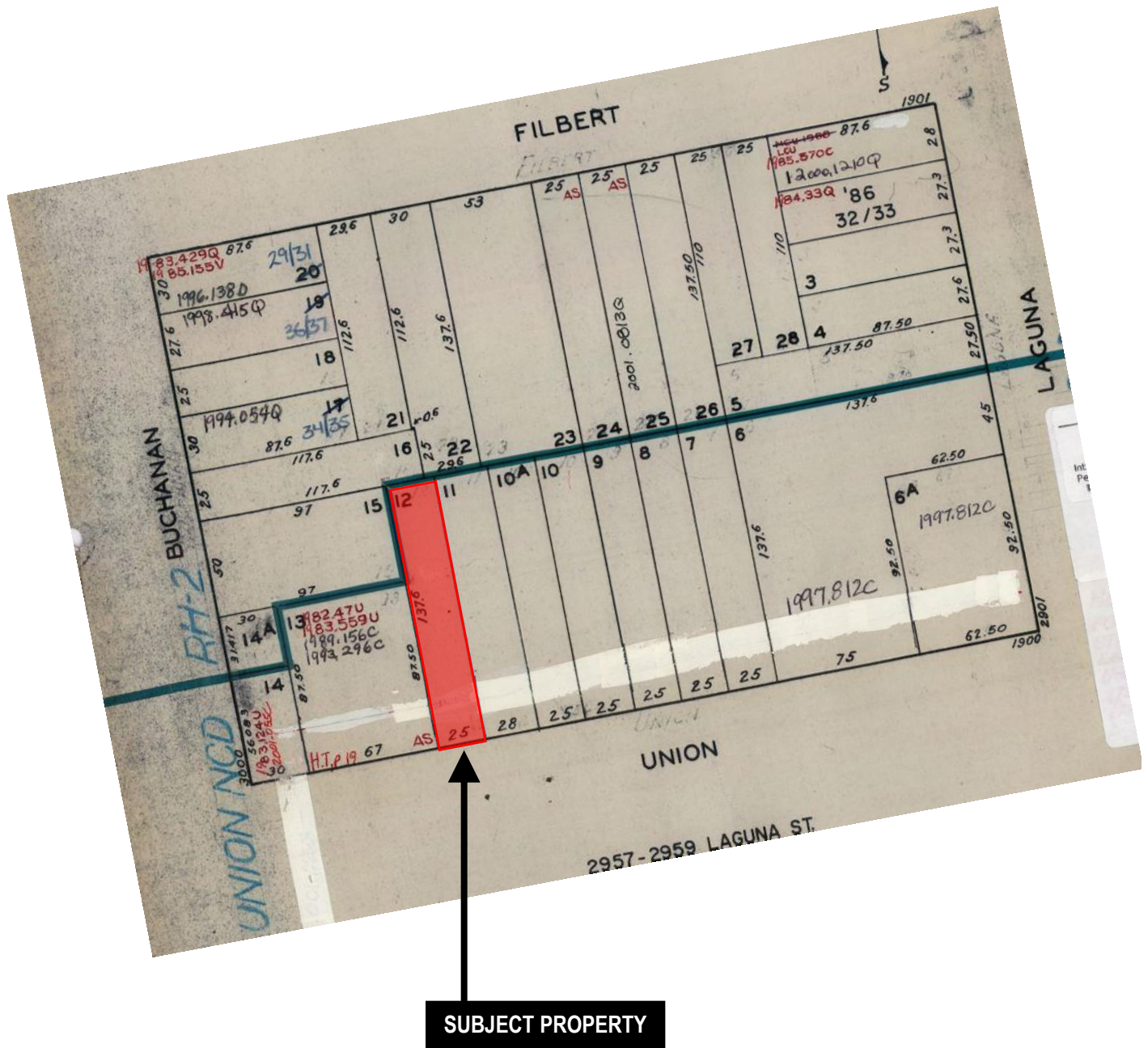
OPERATION

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

MONITORING – AFTER ENTITLEMENT

9. **Enforcement.** Violation of any of the Planning Department conditions of approval contained in this Motion or of any other provisions of the 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 action under their jurisdiction.
For information about compliance, contact Code Enforcement, Planning Department at 415-575-6863, www.sf-planning.org.
10. **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.

Parcel Map



Conditional Use Authorization Hearing
Case Number 2017-009449CUA
The North Face
1974 Union Street

Sanborn Map*



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

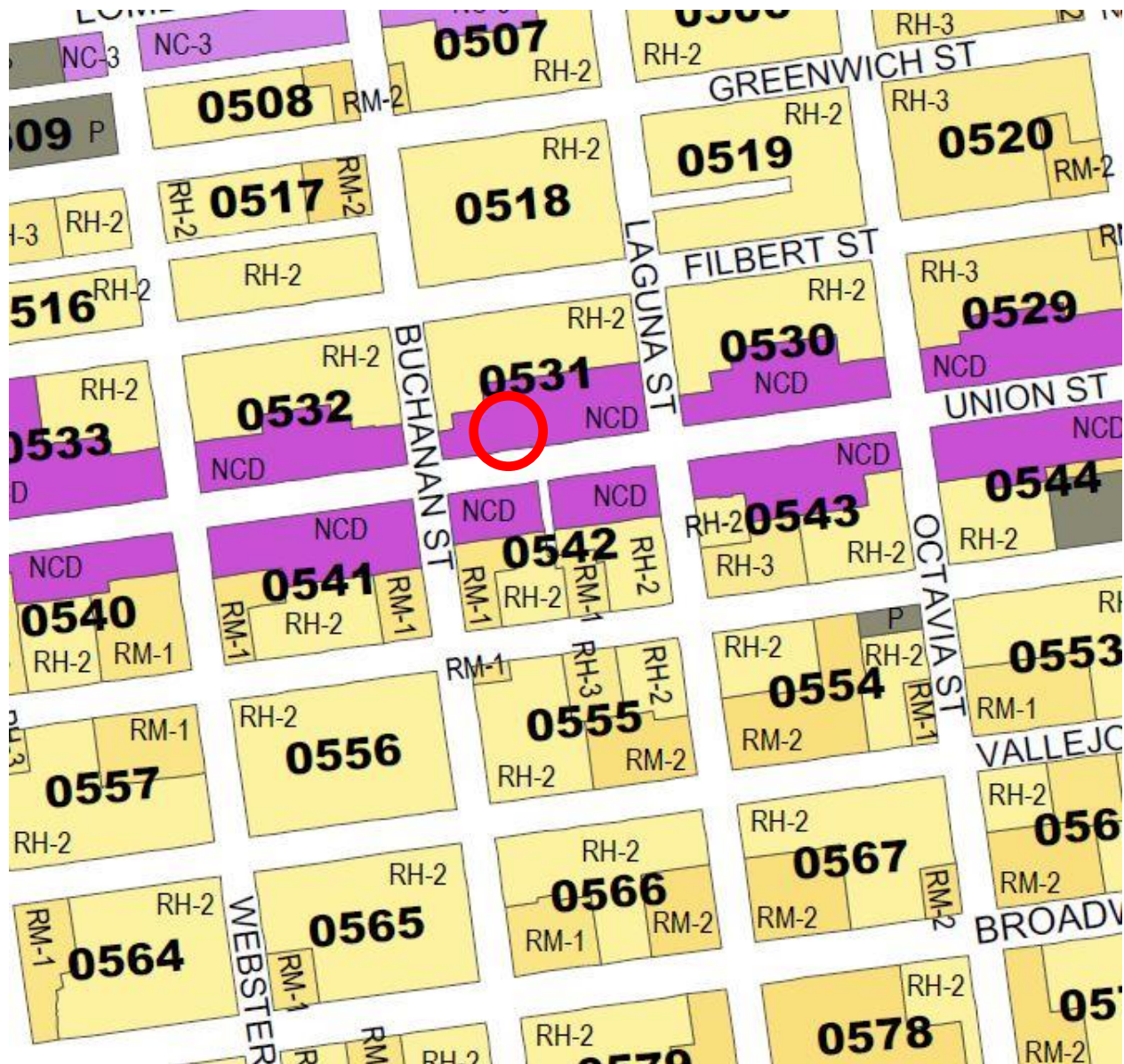


Aerial Photo

SUBJECT PROPERTY



Zoning Map



Conditional Use Authorization Hearing
Case Number 2017-009449CUA
The North Face
1974 Union Street

Site Photo



Conditional Use Authorization Hearing
Case Number 2017-009449CUA
The North Face
1974 Union Street

San Francisco Planning Commission
San Francisco, CA
12/11/2017

Dear President Hillis and members of the Planning Commission,

While the Marina Community Association does not formally endorse or oppose commercial business projects along Union Street at this time, I would like to personally confirm the community outreach efforts and partnerships of The North Face, which is currently applying for a conditional use permit for a new store at 1974 Union Street.

Since the beginning of this application process in July 2017, The North Face has remained in communication and has provided information regarding the details and status of the project. I had a chance to personally meet their development team and see the new store designs, which I think will be a great addition to the neighborhood.

Additionally, I would like to thank the North Face for partnering with the Marina Community Association by being a sponsor at the 2017 Marina Family Fest.

Sincerely,

A handwritten signature in blue ink, appearing to read "Cameron Crockett".

Cameron Crockett - Vice President
Marina Community Association

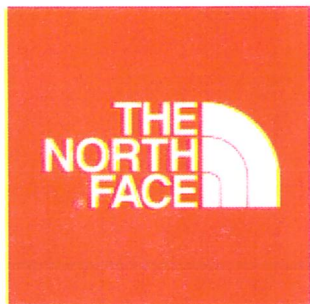


As a business owner/manager along the Union Street merchant corridor, I support The North Face's application to bring a new run and train-focused store to 1974 Union Street.

Please support this project, as it will add to the desirability and vibrancy of Union Street.

<u>Business</u>	<u>Contact Name</u>	<u>Address</u>	<u>Email/Phone</u>
Sprout SF	Whitney	1828 Union St.	415-359-9205
Dantore	Fanzal	1784 Union St	415 776 7008
Pink Bunny	Serene Martnez	1772 Union St.	415-441-7399
Current Clothing (veo optics)	Nancy Rooney	1738 union st	918-619-3212
Jesse Pascoe	Jesse Pascoe	1799 Union St	415 610 448
Gems & Stones	Linda Kne	1833 Union st	415 875-9427.
Marmalade	Jackie Prichard	1843 Union Street	415-757-8614

By signing above, you are consenting to Canyon Market submitting the information provided to the City and County of San Francisco and are also consenting to Canyon Market contacting you related to its application and for future marketing purposes.



As a business owner/manager along the Union Street merchant corridor, I support The North Face's application to bring a new run and train-focused store to 1974 Union Street.

Please support this project, as it will add to the desirability and vibrancy of Union Street.

Business

Contact Name

Address

Email/Phone

BECCA BOUTIQUE	ANNABEL GORDON	1947 UNION	415 346 9300 INFO@BECCABOUTIQUE SF.CA
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Firuze	Bryan Shepherd	2001 Union St	415-318-9969
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Bubble	Elizabeth Sandovsky	2163 Union St.	415-771-0570
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Juicy News	MO Salimi	2181 union st	415-441-3051
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Plinth

Architecture Urban Design Interiors

58 West Portal Ave #328
San Francisco
California 94127

(415) 260-6889
(415) 398-4096 Fax
cox@plintharch.com

APPLICATION FOR CONDITIONAL USE
AUTHORIZATION FOR A RETAIL STORE,

THE NORTH FACE 1974 UNION STREET
SAN FRANCISCO, CA 94123

25 JULY 2017

APPLICATION FOR Conditional Use Authorization

1. Owner/Applicant Information

PROPERTY OWNER'S NAME:	
Lamordia Development & Investment	
PROPERTY OWNER'S ADDRESS:	TELEPHONE:
89 Davis Road Suite 160	(415) 260-6889
Orinda CA 94563	EMAIL:
	cox@plintharch.com

APPLICANT'S NAME:	
Sharon Cox	Same as Above <input type="checkbox"/>
APPLICANT'S ADDRESS:	TELEPHONE:
58 West Portal #328	(415) 260-6889
	EMAIL:
	cox@plintharch.com

CONTACT FOR PROJECT INFORMATION:	
Same as Above <input checked="" type="checkbox"/>	
ADDRESS:	TELEPHONE:
	()
	EMAIL:

COMMUNITY LIAISON FOR PROJECT (PLEASE REPORT CHANGES TO THE ZONING ADMINISTRATOR):	
Taylor Jordan	Same as Above <input type="checkbox"/>
ADDRESS:	TELEPHONE:
Lighthouse Public Affairs	(415) 364-0000
857 Montgomery Street	EMAIL:
San Francisco CA 94133	taylor@lh-pa.com

2. Location and Classification

STREET ADDRESS OF PROJECT:		ZIP CODE:
1974 Union Street		94123
CROSS STREETS:		
Buchanan / Laguna		

ASSESSORS BLOCK/LOT:	LOT DIMENSIONS:	LOT AREA (SQ FT):	ZONING DISTRICT:	HEIGHT/BULK DISTRICT:
0531 / 012	87' x 25'	3,436	Union St. NCD	40-X

3. Project Description

(Please check all that apply)		PRESENT OR PREVIOUS USE:	
<input type="checkbox"/> Change of Use	ADDITIONS TO BUILDING:	Formula Retail, Lucy	
<input type="checkbox"/> Change of Hours	<input type="checkbox"/> Rear	PROPOSED USE:	
<input type="checkbox"/> New Construction	<input type="checkbox"/> Front	Formula Retail Store, The North Face	
<input type="checkbox"/> Alterations	<input type="checkbox"/> Height	BUILDING APPLICATION PERMIT NO.:	
<input type="checkbox"/> Demolition	<input type="checkbox"/> Side Yard	DATE FILED:	
<input checked="" type="checkbox"/> Other Please clarify: Formula Retail			

4. Project Summary Table

If you are not sure of the eventual size of the project, provide the maximum estimates.

	EXISTING USES:	EXISTING USES TO BE RETAINED:	NET NEW CONSTRUCTION AND/OR ADDITION:	PROJECT TOTALS:
PROJECT FEATURES				
Dwelling Units	1	1	0	1
Hotel Rooms	0	0	0	0
Parking Spaces	0	0	0	0
Loading Spaces	0	0	0	0
Number of Buildings	1	1	0	1
Height of Building(s)	35'	35'	0	35'
Number of Stories	2	2	0	2
Bicycle Spaces	0	0	0	0
GROSS SQUARE FOOTAGE (GSF)				
Residential	1,530	1,530	0	1,530
Retail	1,670	1,670	0	1,670
Office	0	0	0	0
Industrial/PDR <i>Production, Distribution, & Repair</i>	0	0	0	0
Parking	0	0	0	0
Other (Specify Use)	0	0	0	0
TOTAL GSF	3,200	3,200	0	3,200

Please describe any additional project features that are not included in this table:
(Attach a separate sheet if more space is needed)

Pursuant to Planning Code Section 303(c), before approving a conditional use authorization, the Planning Commission needs to find that the facts presented are such to establish the findings stated below. In the space below and on separate paper, if necessary, please present facts sufficient to establish each finding.

1. That the proposed use or feature, at the size and intensity contemplated and at the proposed location, will provide a development that is necessary or desirable for, and compatible with, the neighborhood or the community; and
2. That such use or feature as proposed will not be detrimental to the health, safety, convenience or general welfare of persons residing or working in the vicinity, or injurious to property, improvements or potential development in the vicinity, with respect to aspects including but not limited to the following:
 - (a) The nature of the proposed site, including its size and shape, and the proposed size, shape and arrangement of structures;
 - (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;
 - (c) The safeguards afforded to prevent noxious or offensive emissions such as noise, glare, dust and odor;
 - (d) Treatment given, as appropriate, to such aspects as landscaping, screening, open spaces, parking and loading areas, service areas, lighting and signs; and
3. That such use or feature as proposed will comply with the applicable provisions of this Code and will not adversely affect the Master Plan.

Priority General Plan Policies Findings

Proposition M was adopted by the voters on November 4, 1986. It requires that the City shall find that proposed projects and demolitions are consistent with eight priority policies set forth in Section 101.1 of the City Planning Code. These eight policies are listed below. Please state how the project is consistent or inconsistent with each policy. Each statement should refer to specific circumstances or conditions applicable to the property. Each policy must have a response. IF A GIVEN POLICY DOES NOT APPLY TO YOUR PROJECT, EXPLAIN WHY IT DOES NOT.

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

See Exhibit A

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

See Exhibit A

3. That the City's supply of affordable housing be preserved and enhanced;

See Exhibit A

4. That commuter traffic not impede Muni transit service or overburden our streets or neighborhood parking;

See Exhibit A

5. 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;

See Exhibit A

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

See Exhibit A

7. That landmarks and historic buildings be preserved; and

See Exhibit A

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

See Exhibit A

Estimated Construction Costs

TYPE OF APPLICATION: Conditional Use for Formula Retail	
OCCUPANCY CLASSIFICATION: Retail Store	
BUILDING TYPE: Wood Frame 2 stories	
TOTAL GROSS SQUARE FEET OF CONSTRUCTION: 1,670 SF	BY PROPOSED USES: Retail and Stock Room
ESTIMATED CONSTRUCTION COST: 183,700	
ESTIMATE PREPARED BY: Tenant Contractor	
FEE ESTABLISHED:	

Applicant's Affidavit

Under penalty of perjury the following declarations are made:

- a: The undersigned is the owner or authorized agent of the owner of this property.
- b: The information presented is true and correct to the best of my knowledge.
- c: The other information or applications may be required.

Signature: 

Date: 07/24/17

Print name, and indicate whether owner, or authorized agent:

Sharon Cox

Owner / Authorized Agent (circle one)

Application Submittal Checklist

Applications listed below submitted to the Planning Department must be accompanied by this checklist and all required materials. The checklist is to be completed and **signed by the applicant or authorized agent and a department staff person.**

APPLICATION MATERIALS	CHECKLIST
Application, with all blanks completed	<input checked="" type="checkbox"/>
300-foot radius map, if applicable	<input type="checkbox"/>
Address labels (original), if applicable	<input type="checkbox"/>
Address labels (copy of the above), if applicable	<input type="checkbox"/>
Site Plan	<input checked="" type="checkbox"/>
Floor Plan	<input checked="" type="checkbox"/>
Elevations	<input checked="" type="checkbox"/>
Section 303 Requirements	<input checked="" type="checkbox"/>
Prop. M Findings	<input checked="" type="checkbox"/>
Historic photographs (if possible), and current photographs	<input checked="" type="checkbox"/>
Check payable to Planning Dept.	<input checked="" type="checkbox"/>
Original Application signed by owner or agent	<input checked="" type="checkbox"/>
Letter of authorization for agent	<input checked="" type="checkbox"/>
Other: Section Plan, Detail drawings (ie. windows, door entries, trim), Specifications (for cleaning, repair, etc.) and/or Product cut sheets for new elements (ie. windows, doors)	<input type="checkbox"/>

NOTES:

- ☐ Required Material. Write "N/A" if you believe the item is not applicable, (e.g. letter of authorization is not required if application is signed by property owner.)
- ☒ Typically would not apply. Nevertheless, in a specific case, staff may require the item.
- ☐ Two sets of original labels and one copy of addresses of adjacent property owners and owners of property across street.

After your case is assigned to a planner, you will be contacted and asked to provide an electronic version of this application including associated photos and drawings.

Some applications will require additional materials not listed above. The above checklist does not include material needed for Planning review of a building permit. The "Application Packet" for Building Permit Applications lists those materials.

No application will be accepted by the Department unless the appropriate column on this form is completed. Receipt of this checklist, the accompanying application, and required materials by the Department serves to open a Planning file for the proposed project. After the file is established it will be assigned to a planner. At that time, the planner assigned will review the application to determine whether it is complete or whether additional information is required in order for the Department to make a decision on the proposal.

For Department Use Only

Application received by Planning Department:

By: _____

Date: _____

EXHIBIT A

CONDITIONAL USE FINDINGS

1. That the proposed use or feature, at the size and intensity contemplated, and at the proposed location, will provide a development that is necessary or desirable for, and compatible with, the neighborhood or the community.

The Union Street Neighborhood Commercial District encompasses a variety of neighborhood serving businesses and a variety of businesses with clientele that is City wide. Union Street is a magnet district for fashion, personal services, housewares, furniture, restaurants and bars. The fashion and personal service stores serve a variety of customer demographics, and the district provides a broad selection of women's and men's clothing from formal to casual.

The North Face started with a single outdoor outfitting storefront in San Francisco's North Beach. Fifty years later, The North Face is launching a new concept store with a focus on the run and train moments. They have chosen the first location for this new concept to be on Union Street, back in San Francisco where it all started.

This Union Street store will sell active wear to equip the Outdoor Explorer. This new location and store concept for The North Face will be the center of community building efforts in the northern end of San Francisco. There will be running events and meet-ups from this store to get people into the out-of-doors, whether that be through weekend bus shuttles to trail run in the Marin Headlands, or hosting workouts on the Marina greens. They will participate in the local Merchants' Association and are very interested in participating in The Marina Family Fest in September. They are investigating the possibility of sponsoring the climbing wall at the festival.

The existing building is two stories tall. The retail store will be about 1,590 square feet in size with an 80 square foot storage mezzanine. The store size is typical for a Union Street smaller scale store. The addition of this store does not affect the Formula Retail concentration since the current tenant in the space is a Formula Retail store, Lucy.

The existing storefront is traditional in design, typical of a neighborhood commercial street. The North Face is not making any changes to the storefront. They will paint the storefront and add new signage. The store and storefront treatment will be very compatible with the neighborhood.

2. That such use or feature as proposed will not be detrimental to the health, safety, convenience or general welfare of the persons residing or working in the vicinity or injurious to property, improvements or potential development in the vicinity with respect to aspects including but not limited to the following:

a. The nature of the proposed site, including its size and shape, and the proposed size, shape and arrangement of the structures.

The North Face plans to make no changes to the storefront, as noted above. The storefront will be painted and new signage installed. No additions to the building are proposed.

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 store is targeting neighborhood customers who walk and use transit. The North Face has identified nearby parking lots and garages for customers who drive.

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

There are no features that produce noxious emissions in this project.

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

The existing building has no front yard, parking, loading or service area and none are proposed or required. There is no exterior lighting.

3. That such use or feature as proposed will comply with the applicable provisions of this Code and will not adversely affect the Master Plan.

This business complies with the intent of the Neighborhood Commercial Zoning and will not adversely affect the City's Master Plan.

PRIORITY GENERAL PLAN POLICY FINDINGS

The project is consistent with the eight priority policies listed below:

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

The North Face has hired a store manager who lives walking distance from the store. The staff of 8-10 people will be hired locally. The Company plans to cooperate with other local businesses for Union Street events and for other promotions. Opening hours will be 7 days a week from 10 to 6 or 7 pm, typical hours for this area.

The addition of a store of the quality of the proposed enterprise will not affect the broad balance of businesses in the neighborhood.

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

The North Face will not change the building's storefront other than color and changing signage. The character of the building will remain very much as it is today. The character and scale of the business is comparable to others in that neighborhood. There will be no effect on the residential unit within this building.

3. That the City's supply of affordable housing be preserved and enhanced.

This new use has no effect on the supply of affordable housing.

4. That commuter traffic not impeded Muni transit service or overburden our streets or neighborhood parking.

This business has no effect on commuter traffic.

5. 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.

This building has been in neighborhood commercial use for many years. This store does not affect uses for the City's industrial or service sectors.

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

As a low rise wood frame building, the property has a low likelihood of damage in an earthquake. The store will implement an earthquake preparedness plan.

7. That Landmarks and historic buildings are preserved.

No changes to the exterior of the building are proposed other than new paint and signage.

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

No additions to the existing building envelope are proposed, and the building has no impact on parks or open space.

AFFIDAVIT FOR Formula Retail Establishments

1. Location and Classification

STREET ADDRESS OF PROJECT:		
1974 Union Street		
ASSESSORS BLOCK/LOT:	ZONING DISTRICT:	HEIGHT/BULK DISTRICT:
0531 / 012	Union Street NCD	40-X

2. Proposed Use Description

PROPOSED USE (USE CATEGORY PER ARTICLE 7 OR 8):	
790.104, Retail	
PROPOSED BUSINESS NAME:	
The North Face	
DESCRIPTION OF BUSINESS, INCLUDING PRODUCTS AND/OR SERVICES:	
Retail sales of men's and women's sportswear with emphasis on outdoor running and training.	
BUILDING PERMIT APPLICATION NO.: (if applicable)	CONDITIONAL USE CASE NO.: (if applicable)
NA	

3. Quantity of Retail Locations

		TOTAL
3.a	How many retail locations of this business are there worldwide? Please include any property for which a land use permit or entitlement has been granted.	122
3.b	How many of the above total locations are in San Francisco?	2

If the number entered on Line 3.a above is 11 or more, then the proposed use *may* be a Formula Retail Use. Continue to section 4 below.

If the number entered on Line 3.a above is 10 or fewer, no additional information is required. Proceed to section 5 on the next page and complete the Applicant's Affidavit.

4. Standardized Features

Will the proposed business utilize any of the following Standardized Features?

	FEATURES	YES	NO
A	Array of Merchandise	<input checked="" type="checkbox"/>	<input type="checkbox"/>
B	Trademark	<input checked="" type="checkbox"/>	<input type="checkbox"/>
C	Servicemark	<input type="checkbox"/>	<input checked="" type="checkbox"/>
D	Décor	<input type="checkbox"/>	<input checked="" type="checkbox"/>
E	Color Scheme	<input type="checkbox"/>	<input checked="" type="checkbox"/>
F	Façade	<input type="checkbox"/>	<input checked="" type="checkbox"/>
G	Uniform Apparel	<input type="checkbox"/>	<input checked="" type="checkbox"/>
H	Signage	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	TOTAL	3	

Enter the total number of Yes/No answers above.

If the total YES responses is **two (2) or more**, then the proposed use is a Formula Retail Use.

5. Applicant's Affidavit

NAME: Sharon Cox		<input type="checkbox"/> Property Owner	<input checked="" type="checkbox"/> Authorized Agent
MAILING ADDRESS: (STREET ADDRESS, CITY, STATE, ZIP) 58 West Portal Ave #328			
PHONE: (415) 260-6889		EMAIL: cox@plintharch.com	

Under penalty of perjury the following declarations are made:

- a: The undersigned is the owner or authorized agent of the owner of this property.
- b: The information presented is true and correct to the best of my knowledge.
- c: Other information or applications may be required.

Applicant's Signature:  Date: 07-25-2017

PLANNING DEPARTMENT USE ONLY			
PLANNING CODE SECTION(S) APPLICABLE:			
HOW IS THE PROPOSED USE REGULATED AT THIS LOCATION?			
<input type="checkbox"/> Principally Permitted <input type="checkbox"/> Principally Permitted, Neighborhood Notice Required (Section 311/312) <input type="checkbox"/> Not Permitted <input type="checkbox"/> Conditional Use Authorization Required (Please list Case Number below)			
CASE NO.	MOTION NO.	EFFECTIVE DATE	NSR RECORDED?
			<input type="checkbox"/> Yes <input type="checkbox"/> No
COMMENTS:			
VERIFIED BY:			
Signature: _____		Date: _____	
Printed Name: _____		Phone: _____	



FOR MORE INFORMATION:
Call or visit the San Francisco Planning Department

Central Reception
1650 Mission Street, Suite 400
San Francisco CA 94103-2479

TEL: **415.558.6378**
FAX: **415 558-6409**
WEB: **<http://www.sfplanning.org>**

Planning Information Center (PIC)
1660 Mission Street, First Floor
San Francisco CA 94103-2479

TEL: **415.558.6377**
*Planning staff are available by phone and at the PIC counter.
No appointment is necessary.*

Plinth

Architecture Urban Design Interiors

58 West Portal Ave #328
San Francisco
California 94127

(415) 260-6889
(415) 398-4096 Fax
cox@plintharch.com

THE NORTH FACE RETAIL STORE, 1974 Union Street 25 July 2017

FORMULA RETAIL CRITERIA FOR UNION STREET NCD**1. The existing concentration of formula retail within the district**

There are approximately 297 commercial businesses on the ground and second floor in the district. 48 of those, including The North Face, appear to be formula retail. There are 20 vacant stores. By percentage of businesses, the formula retail stores make up 16%.

Please note that The North Face is taking the place of an existing Formula Retail store so it does not change the overall concentration.

2. The availability of other similar uses within the district

Union Street is a magnet for local and citywide customers for its small contemporary and diverse fashion and accessory stores, personal service businesses and its bars and restaurants. This store complements the mix of stores. The 1,670 SF store is a small boutique setting with a very different character than the larger sportswear brands. This is the first store of its kind for The North Face and will emphasize outdoor running and training while other fitness retailers in the district focus on indoor activities, or studio-to-street fashion.

3. The compatibility of the proposed formula retail use within the existing architectural and aesthetic character of the district

The North Face is not making any changes to the existing storefront other than new color and signage. The existing storefront is in a traditional style, typical of this neighborhood commercial street. The store will retain the upper storefront clerestory windows.

The store is an excellent fit with the Union Street retailing character, being small in scale with the typical 25' street frontage and will neighborhood friendly.

4. Existing retail vacancy rates within the district

There are on the order of 297 businesses in the district. 20 vacancies were noted: this represents 7% of the businesses.

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

Union Street is a large district and has a wide variety of citywide and neighborhood-serving retail stores. The North Face will attract a citywide clientele but will also focus on serving neighborhood shoppers. The store will carry products unique to this district. The North Face is proposing a robust set of community initiatives as part of this Conditional Use application including setting up running events and meet-ups from this store to get people out into the out-of-doors. This may be through weekend bus shuttles to trail runs in the Marin Headlands, or hosting workouts on the Marina green.

**THE NORTH FACE 1974 UNION STREET
SAN FRANCISCO**

PRE-APPLICATION MEETING MATERIALS

- **Copy of letter mailed to neighbors and copy of envelope showing postmark**
- **Lists of people and community groups invited to the meeting**
- **Copy of the sign in sheet**
- **Summary of the meeting**
- **Affidavit**
- **Plans presented at the meeting are the same as those in the Conditional Use drawing set**

Notice of Pre-Application Meeting

29 June 2017

Date

Dear Neighbor:

You are invited to a neighborhood Pre-Application meeting to review and discuss the development proposal at 1974 Union Street, cross street(s) Buchanan / Laguna (Block/Lot#: 0531/012; Zoning: Union St. NCD), in accordance with the San Francisco Planning Department's Pre-Application procedures. The Pre-Application meeting is intended as a way for the Project Sponsor(s) to discuss the project and review the proposed plans with adjacent neighbors and neighborhood organizations before the submittal of an application to the City. This provides neighbors an opportunity to raise questions and discuss any concerns about the impacts of the project before it is submitted for the Planning Department's review. Once a Building Permit has been submitted to the City, you may track its status at www.sfgov.org/dbi.

The Pre-Application process serves as the first step in the process prior to building permit application or entitlement submittal. Those contacted as a result of the Pre-Application process will also receive a formal entitlement notice or 311 or 312 notification after the project is submitted and reviewed by Planning Department staff.

A Pre-Application meeting is required because this project includes (check all that apply):

- ☐ New Construction;
- ☐ Any vertical addition of 7 feet or more;
- ☐ Any horizontal addition of 10 feet or more;
- ☐ Decks over 10 feet above grade or within the required rear yard;
- ☒ All Formula Retail uses subject to a Conditional Use Authorization;
- ☐ PDR-I-B, Section 313;
- ☐ Community Business Priority Processing Program (CB3P).

The development proposal is to: Open a North Face store in the retail space currently occupied by Lucy Activewear at 1974 Union Street.

Existing # of dwelling units: <u>1</u>	Proposed: <u>No change</u>	Permitted: _____
Existing bldg square footage: <u>3,200 sf</u>	Proposed: <u>No change</u>	Permitted: _____
Existing # of stories: <u>2</u>	Proposed: <u>No change</u>	Permitted: _____
Existing bldg height: <u>35'</u>	Proposed: <u>No change</u>	Permitted: _____
Existing bldg depth: <u>87'</u>	Proposed: <u>No change</u>	Permitted: _____

MEETING INFORMATION:

Property Owner(s) name(s): Lamorinda Development & Investment

Project Sponsor(s): The North Face

Contact information (email/phone): Taylor Jordan <taylor@lh-pa.com> (415) 364-000

Meeting Address*: 1974 Union Street

Date of meeting: 20 July 2017

Time of meeting**: 6:00 PM

*The meeting should be conducted at the project site or within a one-mile radius, unless the Project Sponsor has requested a Department Facilitated Pre-Application Meeting, in which case the meeting will be held at the Planning Department offices, at 1650 Mission Street, Suite 400.

**Weeknight meetings shall occur between 6:00 p.m. - 9:00 p.m. Weekend meetings shall be between 10:00 a.m. - 9:00 p.m., unless the Project Sponsor has selected a Department Facilitated Pre-Application Meeting.

If you have questions about the San Francisco Planning Code, Residential Design Guidelines, or general development process in the City, please call the Public Information Center at 415-558-6378, or contact the Planning Department via email at pic@sfgov.org. You may also find information about the San Francisco Planning Department and on-going planning efforts at www.sfplanning.org.

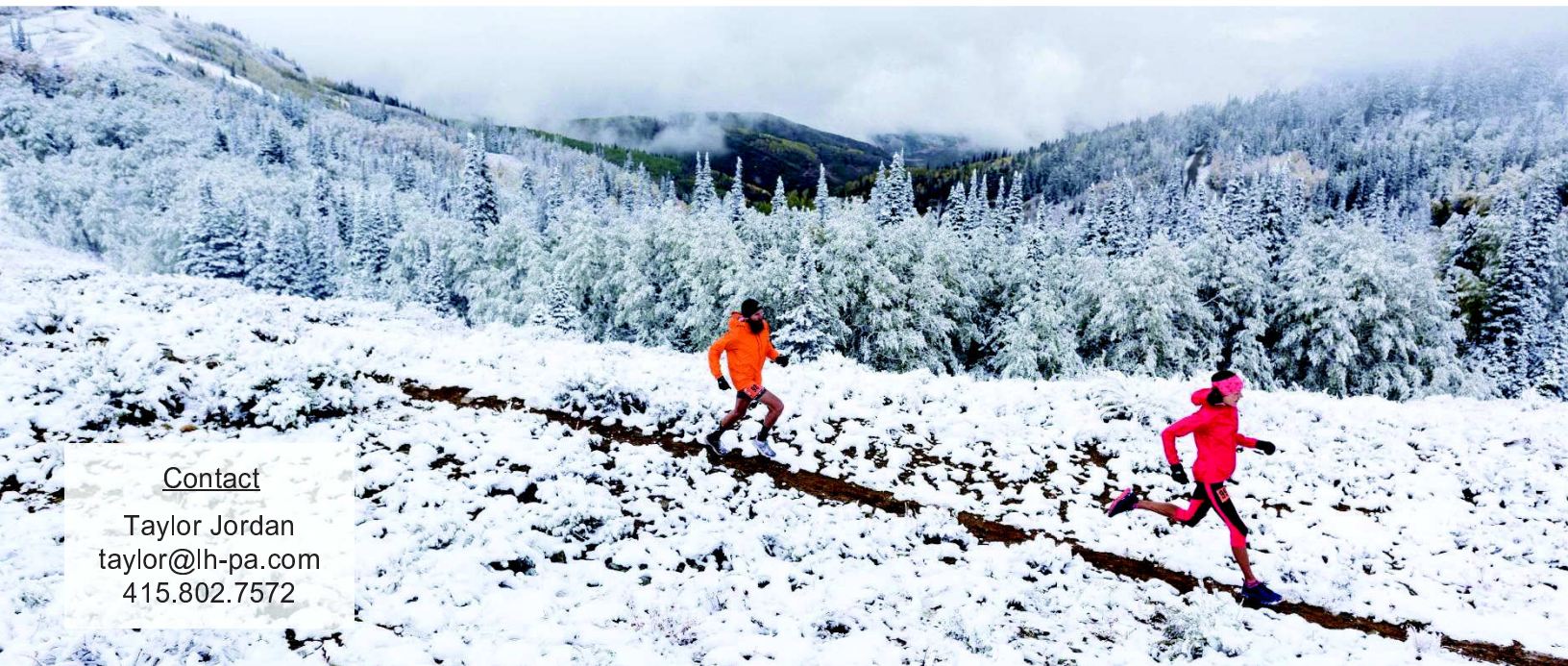


Community Meeting Invitation

Founded 50 years ago in San Francisco's very own North Beach, The North Face is now looking forward to bringing its famed high-performance outerwear, shirts, footwear and outdoor equipment to Union Street!

Please join us for an informational community meeting about our proposed new concept retail location at **1974 Union Street**. You can meet our team, learn more about The North Face and our products, view our renderings, and ask questions about us and this exciting project. Refreshments will be provided. We look forward to seeing you there!

WHEN: Thursday July 20th, 6PM
WHERE: Lucy Activewear
1974 Union St.



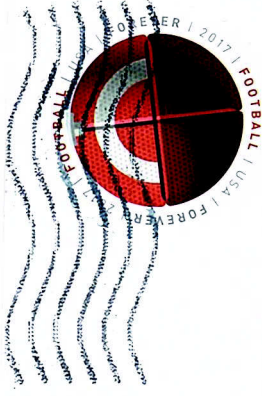
Contact

Taylor Jordan
taylor@lh-pa.com
415.802.7572

plinth
Architecture Urban Design Interiors
58 West Portal Ave #328
San Francisco CA 94127

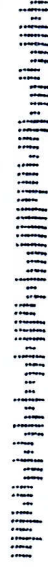
OAKLAND CA 946

01 JUL 2017 PMS 1



0001/004
PLINTH ARCHITECTURE
58 WEST PORTAL AVE #328
SAN FRANCISCO CA 94127

94127-130459



COMMUNITY GROUPS MAILING LIST

Brooke Sampson
Cow Hollow Association
2645 Filbert St
San Francisco, CA 94123

Geoff Wood
Cow Hollow Association
2760 Baker St
San Francisco, CA 94123

Ian Lewis
HERE Local 2
209 Golden Gate Avenue
San Francisco, CA 94102

Joan Girardot
Marina Civic Improvement & Property Owners
349 Marina Boulevard
San Francisco, CA 94123-1213

Lesley Leonhardt
Union Street Association
2036 Union Street
San Francisco, CA 94123

Gina Symczak
Cow Hollow Association
2770 Lyon Street
San Francisco, CA 94123

Mark Farrell
Board of Supervisors
1 Dr. Carlton B Goodlett Place, Room #244
San Francisco, CA 94102-4689

Patricia Vaughey
Marina/Cow Hollow Neighbors & Merchants
2742 Baker Street
San Francisco, CA 94123

Robert Bardell
Golden Gate Valley Neighborhood Association
1922 Filbert Street
San Francisco, CA 94123

Tanya Yrovsky
Aquatic Park Neighbors
792 Bay Street
San Francisco, CA 94109

Billy Lee
Oak Grove Group
2505 Oak Street
Napa, CA 94559

Moe Jamil
Middle Polk Neighborhood Association
PO Box 640918
San Francisco, CA 94164

Moe Jamil
Middle Polk Neighborhood Association
PO Box 640918
San Francisco, CA 94164

Elliot Robbins
Marina Community Association
1517 North Point Street, #465
San Francisco, CA 94123

OWNERS AND RESIDENTS MAILING LIST

BLOCK	LOT	OWNER	OADDR	CITY	STATE	ZIP
0001	001	RADIUS SERVICES NO 0531012T	1972-1974 UNION ST	PLINTH	17	0607
0001	002					
0001	003	RADIUS SERVICES	1221 HARRISON ST #18	SAN FRANCISCO	CA	94103
0001	004	PLINTH ARCHITECTURE	58 WEST PORTAL AVE #328	SAN FRANCISCO	CA	94127
0001	005					
0531	011	AP UNION LLC	411 THEODORE FREMD AV #400	RYE	NY	10580-1410
0531	011	OCCUPANT	1964 UNION ST	SAN FRANCISCO	CA	94123-4205
0531	011	OCCUPANT	1966 UNION ST	SAN FRANCISCO	CA	94123-4205
0531	012	LAMORINDA DEVELOPMENT & INVSTM	89 DAVIS RD #160	ORINDA	CA	94563-3032
0531	012	OCCUPANT	1972 UNION ST	SAN FRANCISCO	CA	94123-4205
0531	012	OCCUPANT	1974 UNION ST	SAN FRANCISCO	CA	94123-4205
0531	013	CENTRAL TRS	PO BOX 597004	SAN FRANCISCO	CA	94159-7004
0531	013	OCCUPANT	1980 UNION ST #1	SAN FRANCISCO	CA	94123-0000
0531	013	OCCUPANT	1980 UNION ST #2	SAN FRANCISCO	CA	94123-0000
0531	013	OCCUPANT	1980 UNION ST #3	SAN FRANCISCO	CA	94123-0000
0531	013	OCCUPANT	1980 UNION ST #4	SAN FRANCISCO	CA	94123-0000
0531	013	OCCUPANT	1980 UNION ST #5	SAN FRANCISCO	CA	94123-0000
0531	013	OCCUPANT	1980 UNION ST #6	SAN FRANCISCO	CA	94123-0000
0531	013	OCCUPANT	1980 UNION ST #7	SAN FRANCISCO	CA	94123-0000
0531	013	OCCUPANT	1980 UNION ST #8	SAN FRANCISCO	CA	94123-0000
0531	015	SONJA PERKINS	100 GREEN ST	SAN FRANCISCO	CA	94111-1302
0531	015	OCCUPANT	3010 BUCHANAN ST #1	SAN FRANCISCO	CA	94123-4232
0531	015	OCCUPANT	3010 BUCHANAN ST #2	SAN FRANCISCO	CA	94123-4232
0531	015	OCCUPANT	3010 BUCHANAN ST #3	SAN FRANCISCO	CA	94123-4232
0531	015	OCCUPANT	3010 BUCHANAN ST #4	SAN FRANCISCO	CA	94123-4232
0531	015	OCCUPANT	3010 BUCHANAN ST #5	SAN FRANCISCO	CA	94123-4232
0531	015	OCCUPANT	3010 BUCHANAN ST #6	SAN FRANCISCO	CA	94123-4232
0531	015	OCCUPANT	3010 BUCHANAN ST #7	SAN FRANCISCO	CA	94123-4232
0531	015	OCCUPANT	3010 BUCHANAN ST #8	SAN FRANCISCO	CA	94123-4232
0531	015	OCCUPANT	3010 BUCHANAN ST #9	SAN FRANCISCO	CA	94123-4232
0531	015	OCCUPANT	3010 BUCHANAN ST #10	SAN FRANCISCO	CA	94123-4232
0531	015	OCCUPANT	3010 BUCHANAN ST #11	SAN FRANCISCO	CA	94123-4232
0531	015	OCCUPANT	3010 BUCHANAN ST #12	SAN FRANCISCO	CA	94123-4232
0531	016	MEYER	3020 BUCHANAN ST	SAN FRANCISCO	CA	94123-4202
0531	022	ANDREW SELIGSON	1973 FILBERT ST	SAN FRANCISCO	CA	94123-3503
0542	022	A & C CONNOLLY	2100 VINE ST	BERKELEY	CA	94709-1524
0542	022	OCCUPANT	1981 UNION ST	SAN FRANCISCO	CA	94123-4224
0542	025	UNION ST GIRLS LLC	2269 CHESTNUT ST	SAN FRANCISCO	CA	94123-2600
0542	025	OCCUPANT	1957 UNION ST	SAN FRANCISCO	CA	94123-4224
0542	025	OCCUPANT	1957B UNION ST	SAN FRANCISCO	CA	94123-4224
0542	025	OCCUPANT	1959 UNION ST #1	SAN FRANCISCO	CA	94123-4224
0542	025	OCCUPANT	1959 UNION ST #2	SAN FRANCISCO	CA	94123-4224
0542	025	OCCUPANT	1959 UNION ST #3	SAN FRANCISCO	CA	94123-4224
0542	025	OCCUPANT	1959 UNION ST #4	SAN FRANCISCO	CA	94123-4224
0542	038	GENERATION-SKIPPING	3745 WEBSTER ST	SAN FRANCISCO	CA	94123-1203
0542	038	OCCUPANT	1969A UNION ST	SAN FRANCISCO	CA	94123-4224
0542	038	OCCUPANT	1969B UNION ST	SAN FRANCISCO	CA	94123-4224
0542	038	OCCUPANT	1977A UNION ST	SAN FRANCISCO	CA	94123-4224
0542	038	OCCUPANT	1977B UNION ST	SAN FRANCISCO	CA	94123-4224
0542	038	OCCUPANT	1979 UNION ST	SAN FRANCISCO	CA	94123-4224
0542	038	OCCUPANT	1979A UNION ST	SAN FRANCISCO	CA	94123-4224
9999	999					

The North Face
Pre-Application meeting
7/20/17

1974 Union St.

Name	Address	Email
Cameron Crockett	3249 Pierce St. SF 94133	ccrockett@sfmca.org
Lauren Kaplan	1990 Green St. #207 SF, 94123	LKaplan23@gmail.com
Lesly Leinhardt	Union Street Merchants	

The North Face
Pre-Application Meeting Summary
1974 Union Street
July 20th, 2017

In attendance representing the applicant

- Darice Sabella, Cara Williamson: The North Face
- Janet Crane, Sharon Cox: Freebairn-Smith and Crane
- Taylor Jordan, Lighthouse Public Affairs

The meeting had three attendees, including Lesley Leonhardt with the Union Street Association and Cameron Crockett with the Marina Community Association. The attendees asked the project sponsor several questions about the project, including:

1. How is this North Face store different from other similar retailers on Union Street?
 - This North face location will focus on outdoor running and training equipment. Most other fitness retailers focus on indoor activities, or studio-to-street fashion.
2. Isn't North Face for cold climates?
 - North Face products are for outdoor activities in all climates.
3. When, and why, is Lucy closing?
 - The Lucy brand, also owned by The North Face's parent company, is being phased out. This store will close in January 2018.
4. When will The North Face store open?
 - We expect this store to open in summer 2018, minimizing the amount of time the storefront is inactive.
5. How many employees will this store hire? Will they be hired locally?
 - The store will hire about 8-10 employees, with an emphasis on local hires. The store's manager lives in San Francisco.
6. Would The North Face be able to help support the upcoming Marina Family Fest?
 - The North Face is very interested in partnering to help support the Marina Family Fest, especially the rock wall. We will be speaking with neighborhood leadership in the coming weeks to finalize details.

The attendees were very satisfied with the answers they received, and excited for the project to be completed, and excited to partner with The North Face in the future?

Affidavit of Conducting a Pre-Application Meeting, Sign-in Sheet and Issues/Responses submittal

I, **Taylor Jordan**, do hereby declare as follows:

1. I have conducted a Pre-Application Meeting for the proposed new construction, alteration or other activity prior to submitting any entitlement (Building Permit, Variance, Conditional Use, etc.) in accordance with Planning Commission Pre-Application Policy.
2. The meeting was conducted at **1974 Union Street** (location/address) on **July 20th** (date) from **6PM** (time).
3. I have included the mailing list, meeting invitation and postmarked letter, sign-in sheet, issue/response summary, and reduced plans with the entitlement Application. I understand that I am responsible for the accuracy of this information and that erroneous information may lead to suspension or revocation of the permit.
4. I have prepared these materials in good faith and to the best of my ability.

I declare under penalty of perjury under the laws of the State of California that the foregoing is true and correct.

EXECUTED ON THIS DAY, **July 24th**, 20**17** IN SAN FRANCISCO.


Signature

Taylor Jordan

Name (type or print)

Consultant, Lighthouse Public Affairs

Relationship to Project (e.g. Owner, Agent)

(if Agent, give business name & profession)

1974 Union Street

Project Address

LAMORINDA
DEVELOPMENT &
INVESTMENT

July 7, 2107

89 Davis Road, Suite 160
Orinda, CA 94563
(925) 254-9400 fax (925) 254-9684

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


Re: 1974 Union Street
San Francisco, CA 94123

To Whom It May Concern:

This letter is to authorize Sharon Cox of Plinth Architecture Urban Design Interiors to apply for a Conditional Use approval for a prospective Formula Retail tenant, The North Face, for our property at 1974 Union Street, San Francisco, CA 94123

Sincerely,

Owner: Lamorinda Development & Investment

By 
Laura Odom
Vice President

Date 7/7/17

Plinth

Architecture Urban Design Interiors

58 West Portal Ave #328
San Francisco
California 94127

(415) 260-6889
(415) 398-4096 Fax
cox@plintharch.com

THE NORTH FACE RETAIL STORE, 1974 Union Street

**25 July 2017
revised 22 August 2017**

FORMULA RETAIL CRITERIA FOR UNION STREET NCD

1. The existing concentration of formula retail within the district

There are approximately 336 commercial business spaces on the ground floor in the district. 45 of those, including The North Face, appear to be formula retail. There are 27 vacant stores. Two of these vacant spaces are under construction for formula retail businesses (Bonobos and Sweaty Betty). Including these soon-to-be formula retail stores, the percentage of businesses that are formula retail make up 14% of the total businesses. Please note that The North Face is taking the place of Lucy, an existing formula retail store so it does not change the actual overall concentration of formula retail. Lucy does not have a CU on file. It occupied the space in 2006. At the time of occupancy it had 40 stores.

See the supporting Vicinity Survey for further information on the concentration of formula retail within the district.

2. The availability of other similar uses within the district

Union Street is a magnet for local and citywide customers for its small contemporary and diverse fashion and accessory stores, personal service businesses and its bars and restaurants. This store complements the mix of stores. The 1,670 SF store is a small boutique setting with a very different character than the larger sportswear brands. This is the first store of its kind for The North Face and will emphasize outdoor running and training while other fitness retailers in the district focus on indoor activities, or studio-to-street fashion.

3. The compatibility of the proposed formula retail use within the existing architectural and aesthetic character of the district

The North Face is not making any changes to the existing storefront other than new color and signage. The existing storefront is in a traditional style, typical of this neighborhood commercial street. The store will retain the upper storefront clerestory windows.

The store is an excellent fit with the Union Street retailing character, being small in scale with the typical 25' street frontage and will neighborhood friendly.

4. Existing retail vacancy rates within the district

There are on the order of 336 businesses in the district. 27 vacancies were noted. The vacancy rate, not including the two soon-to-be formula retail spaces under construction, is 7.5%.

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

Union Street is a large district and has a wide variety of citywide and neighborhood-serving retail stores. The North Face will attract a citywide clientele but will also focus on serving neighborhood shoppers. The store will carry products unique to this district. The North Face is proposing a robust set of community initiatives as part of this Conditional Use application including setting up running events and meet-ups from this store to get people out into the out-of-doors. This may be through weekend bus shuttles to trail runs in the Marin Headlands, or hosting workouts on the Marina green.

C:\Users\COX\Dropbox\PROJECTS\17NOR\1 Conditional Use\CU Package\Drawings\17NOR_CU_0_COVER.dwg

APPLICATION FOR SITE PERMIT FOR CONDITIONAL USE AUTHORIZATION FOR FORMULA RETAIL: THE NORTH FACE STORE

1974 Union Street
San Francisco, CA 94123

Project:
The North Face
Retail Store

1974 Union Street
San Francisco CA 94123

plinth
Architecture Urban Design Interiors

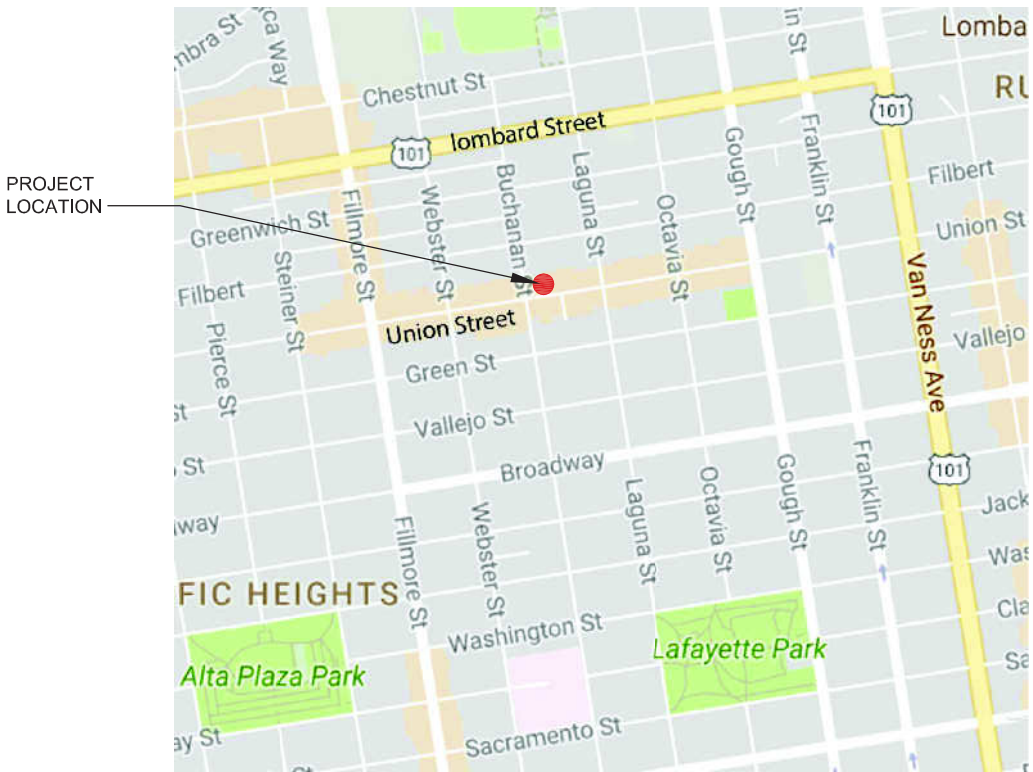
58 West Portal Ave. # 328
San Francisco CA 94127
(415) 260-6889

25 JULY 2017 CONDITIONAL USE SUBMISSION

DRAWING INDEX

0	COVER SHEET
1	ROOF / SITE PLAN
2	EXISTING FLOOR PLAN
3	EXISTING STORE FRONT ELEVATION
4	SITE PHOTOS
P-2	PROPOSED FLOOR PLAN
SE-1	PROPOSED EXTERIOR ELEVATION
I-1	INTERIOR CONCEPT

VICINITY MAP



Sheet Title:
COVER SHEET

Date:
25 July 2017

Issued For:
CU Submission

Scale: N.A.
File:
Project: 17NOR
Ref North:

Checked By: SC
Sheet No:





Project:
**The North Face
Retail Store**

1974 Union Street
San Francisco CA 94123

plinth
Architecture Urban Design Interiors

58 West Portal Ave. # 328
San Francisco CA 94127
(415) 260-6889

Sheet Title:
SITE / ROOF PLAN

Date:
25 July 2017

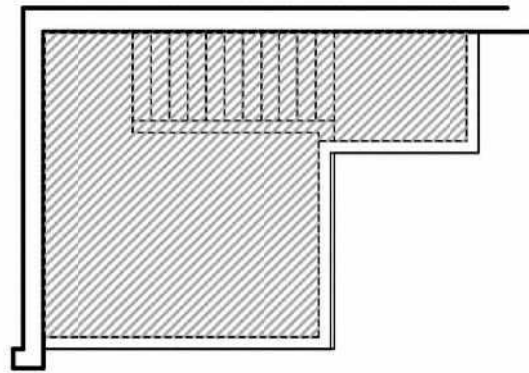
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CU Submission

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Project: 17NOR
Ref North:

Checked By: SC
Sheet No:

1

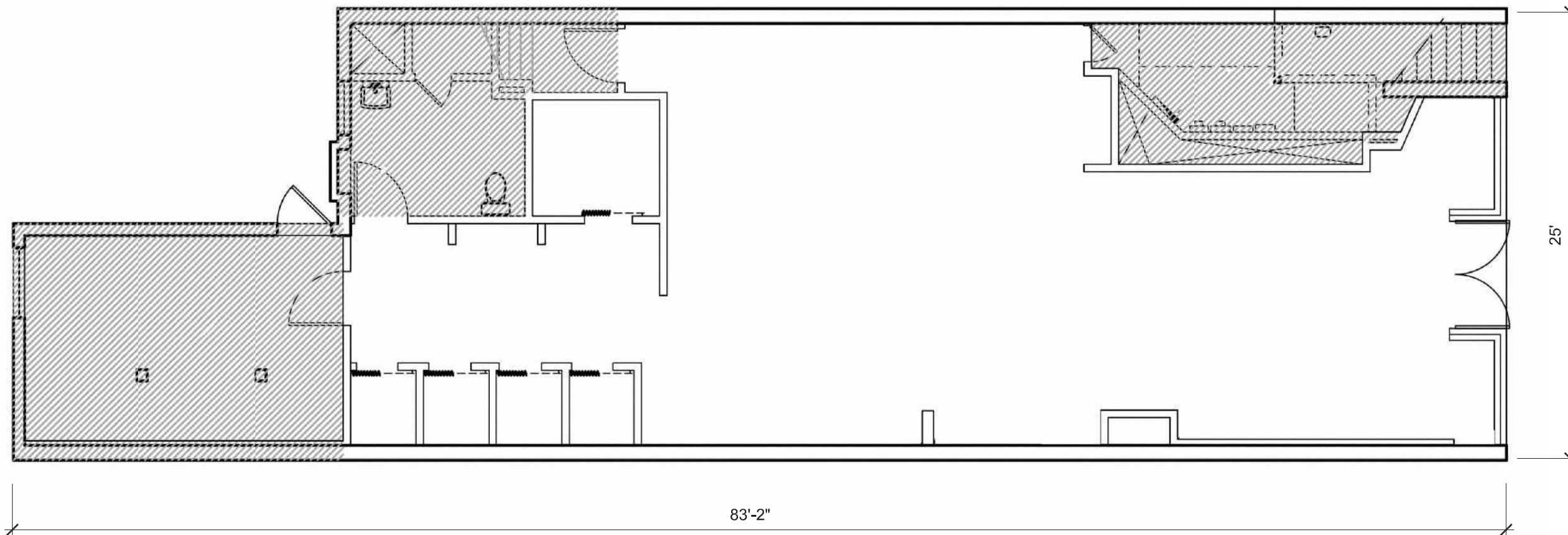
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2

EXISTING MEZZANINE FLOOR PLAN

1/8"=1'-0"



1

EXISTING FLOOR PLAN

1/8"=1'-0"

Project:

The North Face
Retail Store

1974 Union Street
San Francisco CA 94123

plinth

Architecture Urban Design Interiors

58 West Portal Ave. # 328
San Francisco CA 94127
(415) 260-6889

Sheet Title:

EXISTING
FLOOR
PLAN

Date:
25 July 2017

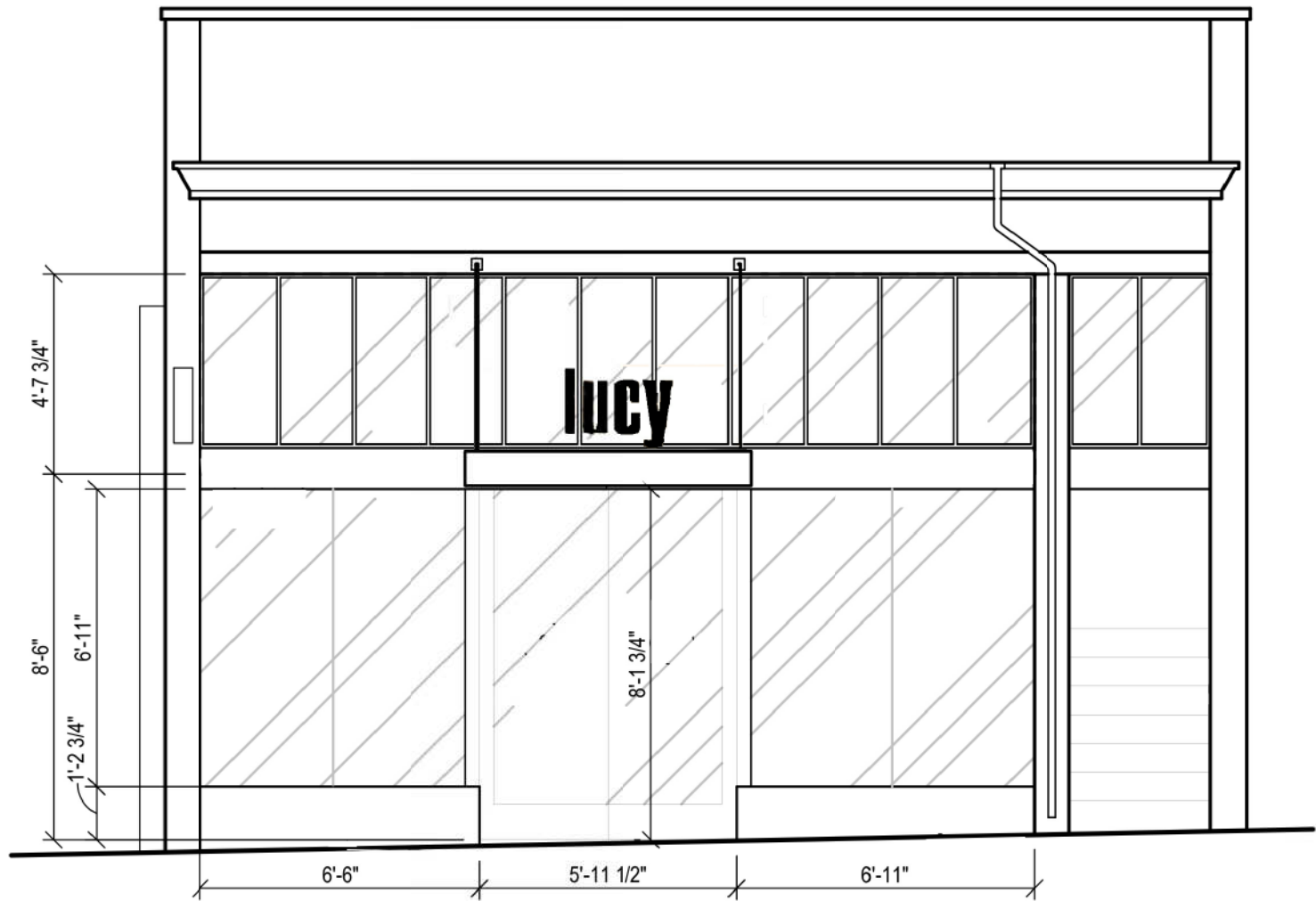
Issued For:
CU Submission

Scale:
File:
Project: 17NOR
Ref North:

Checked By: SC
Sheet No:



2



1

EXISTING STORE FRONT ELEVATION

3/8"=1'-0"



2

EXISTING STORE FRONT PHOTO

Project:

The North Face
Retail Store

1974 Union Street
San Francisco CA 94123

plinth

Architecture Urban Design Interiors

58 West Portal Ave. # 328
San Francisco CA 94127
(415) 260-6889

Sheet Title:

EXISTING
STOREFRONT
ELEVATION

EXISTING
STOREFRONT
PHOTO

Date:
25 July 2017

Issued For:
CU Submission

Scale:
File:
Project: 17NOR
Ref North:



Checked By: SC
Sheet No:

3



LAGUNA ST.

CONT'D BELOW



CONT'D ABOVE

BUCHANAN ST

1

EXISTING CONDITIONS SOUTH SIDE OF UNION STREET



BUCHANAN ST

SUBJECT PROPERTY

CONT'D BELOW

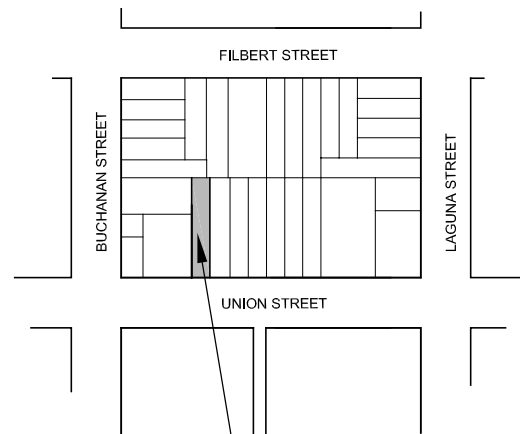


CONT'D ABOVE

LAGUNA ST.

2

EXISTING CONDITIONS NORTH SIDE OF UNION STREET



SUBJECT PROPERTY
1974 UNION STREET

3

VICINITY MAP

Project:

The North Face Retail Store

1974 Union Street
San Francisco CA 94123

plinth

Architecture Urban Design Interiors

58 West Portal Ave. # 328
San Francisco CA 94127
(415) 260-6889

Sheet Title:

EXISTING SITE PHOTOS UNION STREET

Date:
25 July 2017

Issued For:
CU Submission

Scale: N.A.
File:
Project: 17NOR
Ref North:

Checked By: SC
Sheet No:



SARGENTI
ARCHITECTS

NOTES:

1. (1) 36" x 36" PRIMARY HALO-LIT SIGN OVER ENTRY
2. (1) 24" x 24" NON-ILLUMINATED BLADE SIGN
3. (1) PAIR OF EXISTING ENTRY DOORS
4. EXISTING EXTERIOR LANDLORD FINISHES AND STOREFRONT TO REMAIN

[illegible]

PROJECT NAME



LOCATION

1974 UNION ST.
SAN FRANCISCO, CA
94123

PROJECT INFORMATION

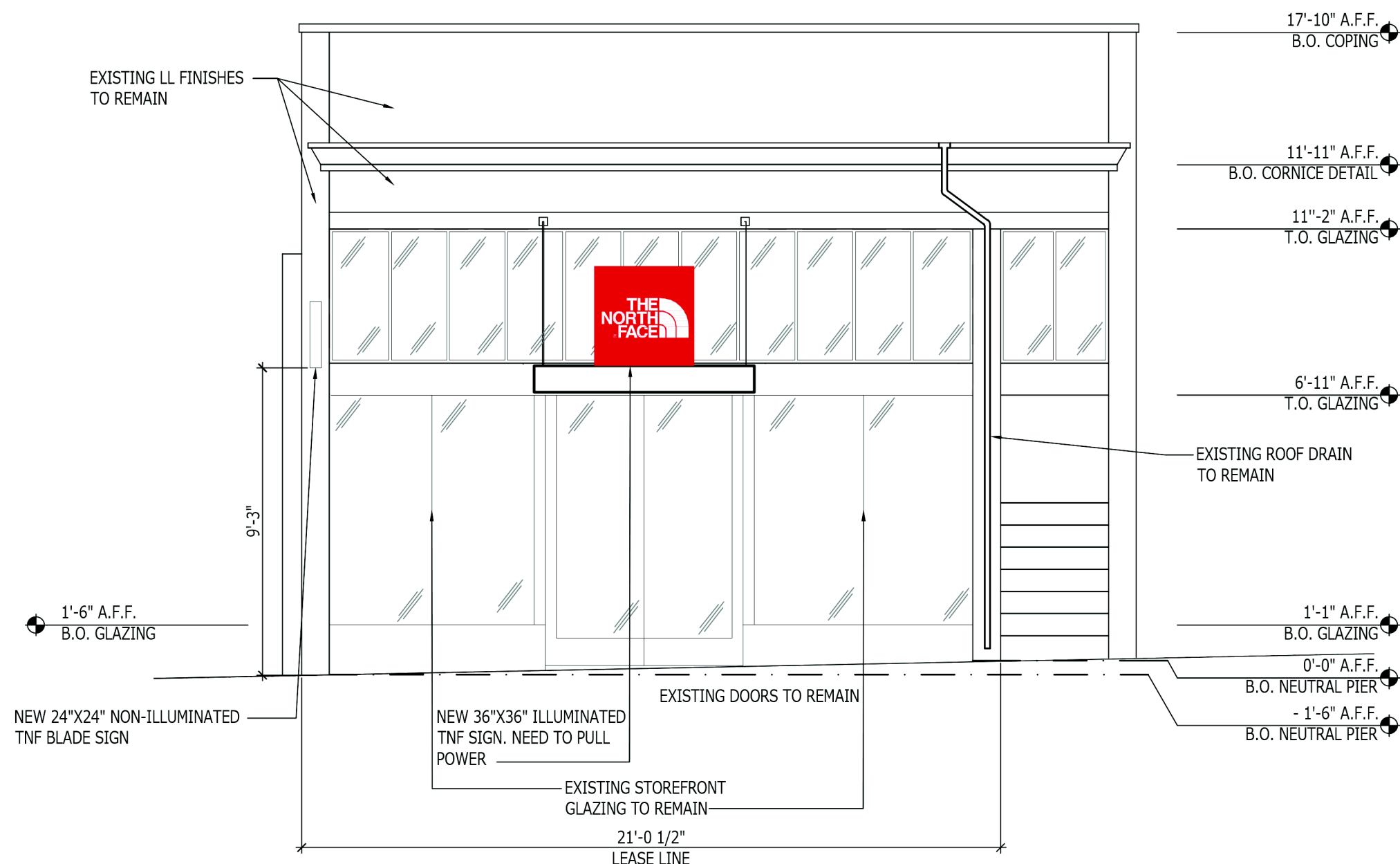
DATE 04/26/17
PROJECT NO. 1809-17
AREA: 1,853 SQ. FT.
DRAWN BY: SN
REVIEWED BY: SKS

SHEET TITLE

PRELIMINARY
STOREFRONT
ELEVATION

DESIGN NUMBER

SE-1



THE NORTH FACE
1974 UNION ST.
STOREFRONT ELEVATION

SCALE: 1/4" = 1'-0"

1 STOREFRONT ELEVATION
SE-1 SCALE: 1/4" = 1'-0"

3D VIEW: CONCEPT 1 (A)



7/11/2017 | THE NORTH FACE RUN + TRAIN STORE DESIGN

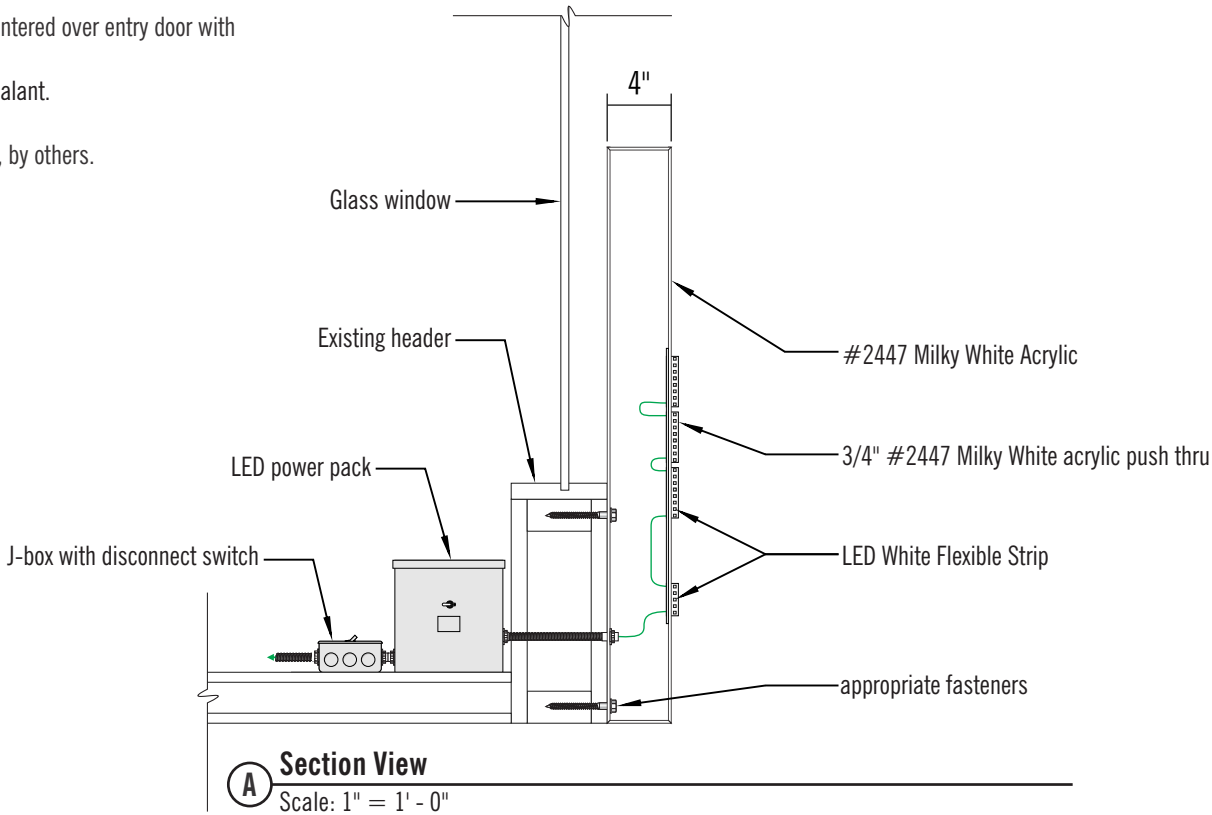
Starch
CREATIVE

INTERIOR CONCEPT I-1

A Exterior S/F Internally Illuminated box Cabinet Sign on Canopy

Manufacture and install one (1) S/F internally illuminated face-lit wall sign display.

- Cabinet
4" deep cabinet with all sides 2447 Milky White acrylic.
Face to be reverse-routed to receive acrylic push-thrus.
- Logo Graphics
3/4" thick 2447 Milky White acrylic push-thru Logo & UNION.
Apply 3M 7725-22 Matte Black 1st surface to "UNION"
- Illumination
White LED modules in push-thru letters to (edge-lit)
final connection made by others
- Installation
Mount sign to top of existing header centered over entry door with appropriate fasteners.
Fill all penetrations with water-tight sealant.
No visible attachments.
Final electrical connection behind wall, by others.



Vinyl Color Chart



3M 7725-22 Matte Black

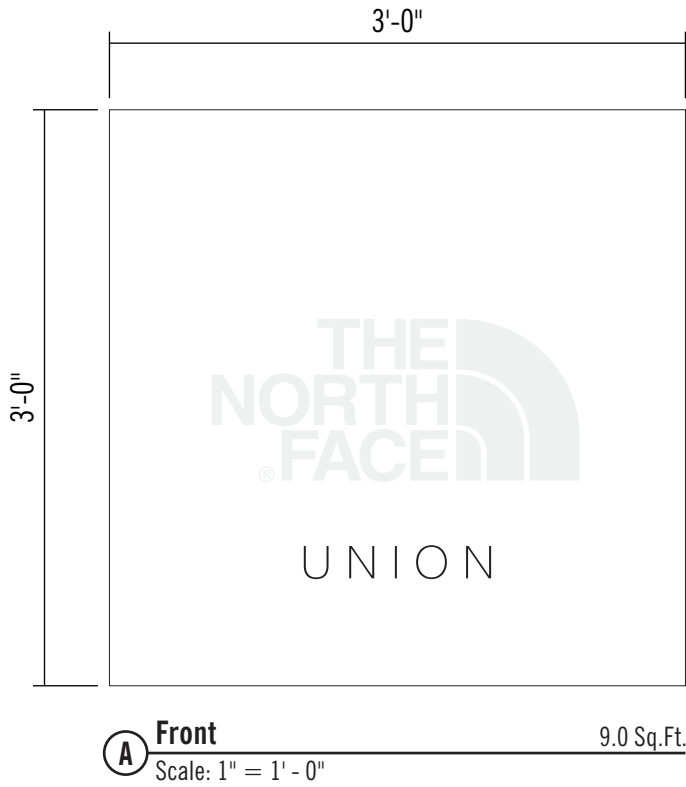


Photo Illustration - Photo representation is estimate. Actual size may vary.



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Portland OR 97206
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Fax 503.777.0220
ramsaysigns.com

Client:
The North Face
1974 Union Street
San Francisco, CA 94123

Date:
7/6/2017
Project Manager:
Kelly Reid/Patty Whalen
Designer:
Bob Shaw

Client Approval + Date
Landlord Approval + Date

Revisions:
R1) Delete pages 2-4 and add Blade sign 10/4/2017 (BS)
R2) Change to Chalk Concept 12/13/17 (BS)
R3) remove canopy, make A wall sign 12/20/17 (BS)



L73 Grounding and Bonding Statement for each permanently connected sign the following statement or equivalent "This sign is intended to be installed in the accordance with the requirements of Article 600 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign" should be either directly marked on the sign or label attached to the sign, included in the installation instructions, or provided on a separate sheet or tag shipped with the sign.

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In the event that such exhibition occurs, Ramsay Signs Inc. expects to be reimbursed 15% of total project value in compensation for time and effort entailed in creating these plans.

B Exterior D/F illuminated projecting blade sign

Manufacture and install one **(1)** D/F exterior illuminated blade sign.

Construction

3" deep cabinet with all sides 2447 Milky White acrylic.
Face to be reverse-routed to receive acrylic push-thrus.

Logo Graphics

3/4" thick 2447 Milky White acrylic push-thru Logo & UNION.
Apply 3M 7725-22 Matte Black 1st surface to "UNION"

Illumination

White LED modules in push-thru letters to (edge-lit)
final connection made by others

Attachment Brackets

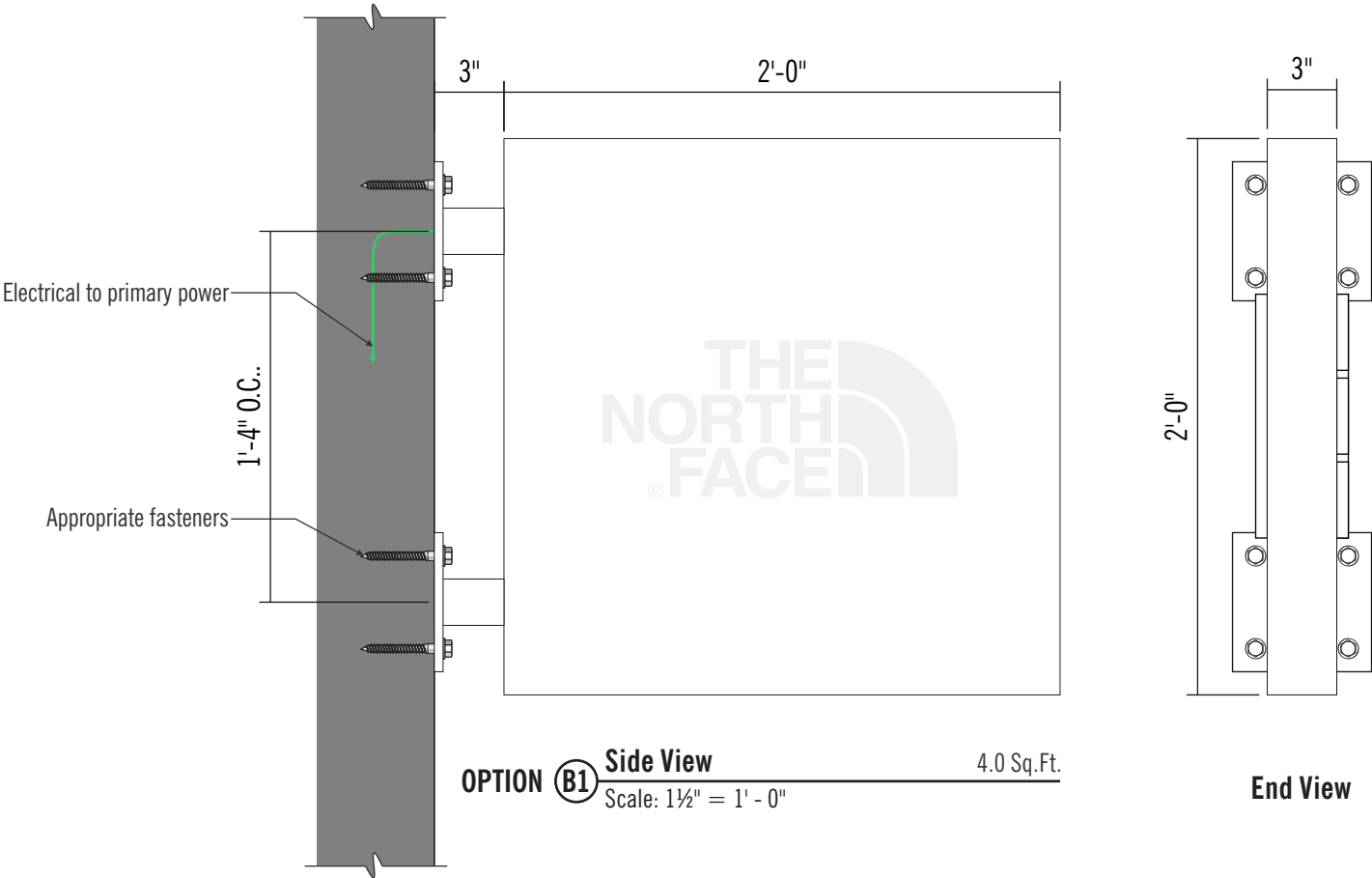
Two 2" aluminum sq. tube brackets welded to 3/8" x 6"x 6" mounting plates with
appropriate fasteners.
Paint White with Gloss finish.

Install


Mount blade sign to wall with wall appropriate hardware (min. 9'-0" A.F.F. to bottom of sign).

Verify minimum height to bottom of sign required by landlord.


Final electrical connection behind wall, by others.



Vinyl Color Chart

 3M 7725-22 Matte Black

Paint Color Chart

 **P1** Paint White with Gloss finish

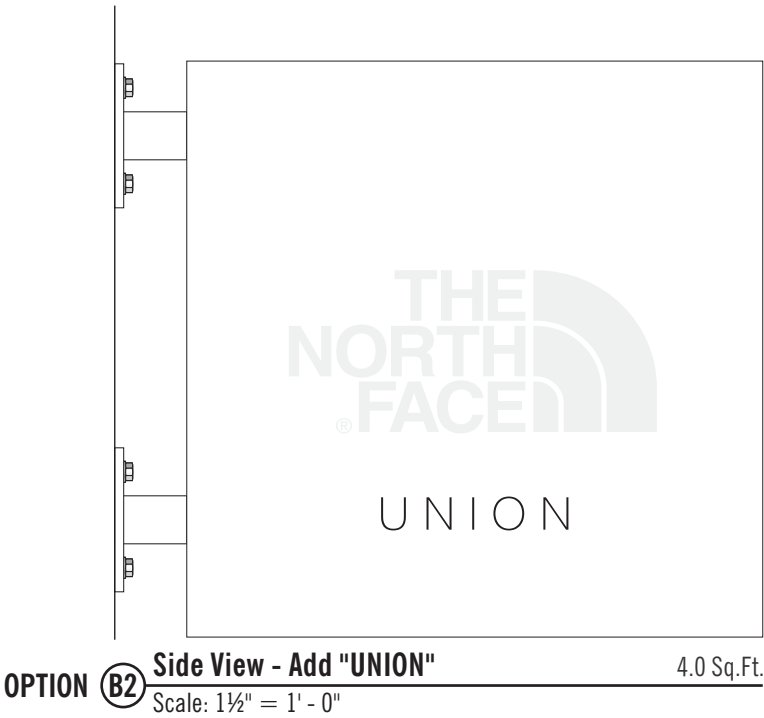


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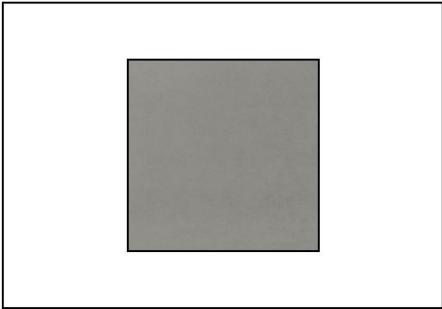
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NOTES

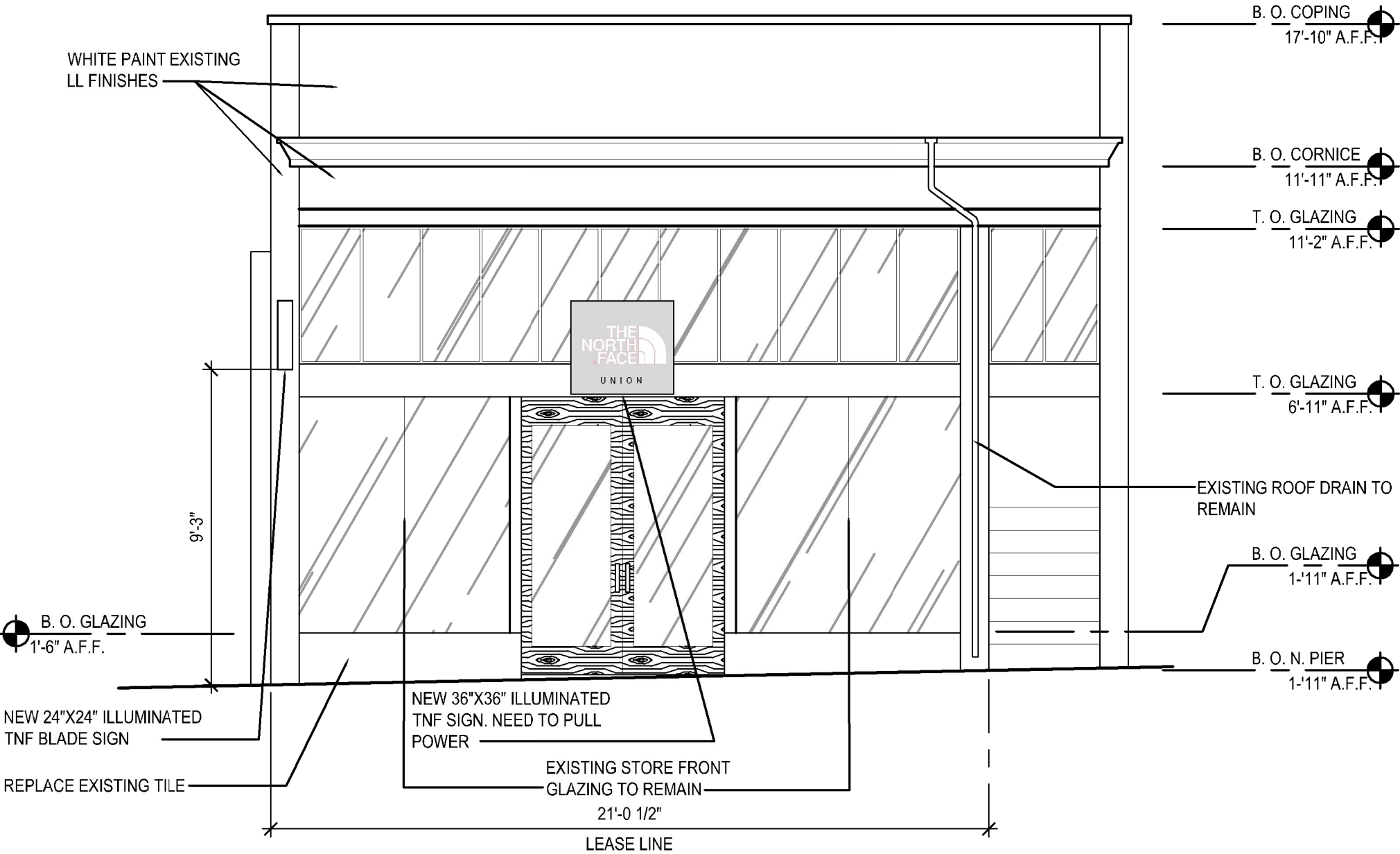
- 1. (1) 36"X36" ILLUMINATED SIGN OVER ENTRY
- 2. (1) 24"X24" ILLUMINATED BLADE SIGN
- 3. (1) PAIR OF WOOD ENTRY DOORS
- 4. EXISTING EXTERIOR LANDLORD FINISHES AND STOREFRONT TO REMAIN AND RECEIVE WHITE PAINT
- 5. REPLACE EXISTING TILE AT STOREFRONT
- 6. REMOVE EXISTING METAL CANOPY



CLOSE - UP PHOTO OF EXISTING TILE



CLOSE - UP PHOTO OF PROPOSED TILE
DAL TILE - 12X12 - PN98 GRAY FOG



1 STOREFRONT ELEVATION
FL-3
SCALE: 3/16" = 1'-0"

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TOTAL STOCK SHELVING AREA IN SF:	202	TOTAL SALES AREA IN SF:	1,069	61 %
		TOTAL NON-SALES AREA IN SF:	686	39 %
PERIMETER WAL. FIXTURE COUNT:	17	TOTAL FLOOR AREA:	1,755	SQFT
		TOTAL FLOOR AREA PER LOD:	1,843	SQFT



STORE #: TBD

UNION ST.
1974 UNION ST.
SAN FRANCISCO
CA, 94123

DRAWN BY	ISAAC PEREZ
DATE	12/15/17
JOB NUMBER	17-0528-01A
SHEET NAME	FL-3

