



SAN FRANCISCO PLANNING DEPARTMENT

Executive Summary Conditional Use Authorization

HEARING DATE: 09/13/2018

CONSENT CALENDAR

Date: August 31, 2018
Record No.: **2018-003878CUA**
Project Address: **3407 CALIFORNIA ST**
Zoning: NC-S (Neighborhood Commercial, Shopping Center District)
40-X Height and Bulk District
Block/Lot: 1034/001
Project Sponsor: Sharon Cox (agent / applicant)
58 West Portal #328
San Francisco, CA 94127
Property Owner: Feedbag – California, LLC
P.O. Box 15760
San Francisco, CA 94115
Staff Contact: Sharon M. Young – (415) 558-6346
sharon.m.young@sfgov.org
Recommendation: **Approval with Conditions**

1650 Mission St.
Suite 400
San Francisco,
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Planning
Information:
415.558.6377

PROJECT DESCRIPTION

The proposal is a request for Conditional Use Authorization pursuant to Planning Code Sections 303, 303.1, 703.4, and 713 to establish a Formula Retail Use within the NC-S (Neighborhood Commercial Shopping Center) District and a 40-X Height and Bulk District. The proposal is to convert a vacant ground floor commercial space with approximately 2,600 square feet of floor area (previously occupied by “Gymboree”, a Formula Retail Use) to another Formula Retail Use (d.b.a. Sephora Studio, retail store specializing in cosmetic sales with personal services) within the Laurel Village Shopping Center. The proposal will involve storefront and interior tenant improvements to the ground floor commercial tenant space. There will be no expansion of the existing building envelope.

According to the project sponsor, Sephora currently has approximately 2,500 stores worldwide (with four store locations in San Francisco). The proposed project will allow for the establishment of a new concept store d.b.a. Sephora Studio location in San Francisco which will provide more personalized services, a smaller inventory curated for the local market, and more emphasis on skin care services. The other Sephora Studio stores that have opened are under construction or are located in other cities in the United States in Boston MA, Hoboken NY, Capitol Hill DC, Williamsburg NY, and Pacific Palisades CA.

REQUIRED COMMISSION ACTION

In order for the Project to proceed, the Commission must grant Conditional Use Authorization to establish the proposed Formula Retail Use (d.b.a. Sephora Studio) within the NC-S (Neighborhood Commercial Shopping Center) District and a 40-X Height and Bulk District pursuant to Planning Code Sections 303, 303.1, 703.4, and 713.

ISSUES AND OTHER CONSIDERATIONS

- **Public Comment & Outreach.** The Planning Department has received no public comments on the Project as of the date of this Executive Summary. The project sponsors conducted a pre-application meeting on the proposed project on March 15, 2018; two persons other the project sponsors were present at the pre-application meeting. The project sponsors also conducted outreach efforts with the Laurel Heights Improvement Association, SFCDMA, Supervisor District 2 - Supervisor Stefani's office, Sacramento Street Merchants Association, Jordan Park Improvement Association, the Presidio Heights Association of Neighbors, and have a petition with over 100 signatures in public support of the Project.

- **Performance-Based Design Guidelines.** As a Formula Retail Use, the Project has been reviewed for compliance with the Performance-Based Design Guidelines. Storefront and interior tenant improvements are proposed, as well as signage alterations. The Project complies with the guidelines and does not have an adverse effect on the architectural and aesthetic character of the District. The proposed signage will be required to have a separate sign permit and comply with the requirement of the Planning Code and Formula Retail sign guidelines.

BASIS FOR RECOMMENDATION

The Department finds that the Project is, on balance, consistent with the Objectives and Policies of the General Plan. The Project will not change the amount of linear frontage dedicated to Formula Retail since it will replace another Formula Retail Use which vacated the project site and it will lower the commercial vacancy rate within the District. The Department also finds the Project to be necessary, desirable, and compatible with the surrounding neighborhood, and not to be detrimental to persons or adjacent properties in the vicinity.

ATTACHMENTS:

Draft Motion – Conditional Use Authorization
Exhibit A – Conditions of Approval
Exhibit B – Plans
Exhibit C – Environmental Determination
Exhibit D – Land Use Data
Exhibit E – Maps and Context Photos
Exhibit F – Project Sponsor Submittal



SAN FRANCISCO PLANNING DEPARTMENT

Planning Commission Draft Motion

HEARING DATE: SEPTEMBER 13, 2018

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ADOPTING FINDINGS RELATING TO THE APPROVAL OF CONDITIONAL USE AUTHORIZATION PURSUANT TO PLANNING CODE SECTIONS 303, 303.1, 703.4, AND 713 TO ESTABLISH A FORMULA RETAIL USE (D.B.A. SEPHORA STUDIO) AT 3407 CALIFORNIA STREET, LOT 001 IN ASSESSOR'S BLOCK 1034, WITHIN THE NC-S (NEIGHBORHOOD COMMERCIAL SHOPPING CENTER) DISTRICT AND A 40-X HEIGHT AND BULK DISTRICT.

PREAMBLE

On March 20, 2018, Sharon Cox (hereinafter "Project Sponsor") filed Application No. 2018-003878CUA (hereinafter "Application") with the Planning Department (hereinafter "Department") for Conditional Use Authorization under Planning Code Sections 303, 303.1, 703.4 and 713 to establish a Formula Retail Use (d.b.a. Sephora Studio) at 3407 California Street (hereinafter "Project"), Lot 001 within Assessor's Block 1034 (hereinafter "Project Site") in the Laurel Village Shopping Center.

The Planning Department Commission Secretary is the custodian of records; the File for Record No. 2018-003878CUA is located at 1650 Mission Street, Suite 400, San Francisco, California.

On September 13, 2018, the San Francisco Planning Commission (hereinafter "Commission") conducted a duly noticed public hearing at a regularly scheduled meeting on Conditional Use Authorization Application No. 2018-003878CUA.

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

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

MOVED, that the Commission hereby authorizes the Conditional Use Authorization as requested in Application No. 2018-003878CUA, 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. **Project Description.** The proposal is a request for Conditional Use Authorization pursuant to Planning Code Sections 303, 303.1, 703.4, and 713 to establish a Formula Retail Use within the NC-S (Neighborhood Commercial Shopping Center) District and a 40-X Height and Bulk District. The proposal is to convert a vacant ground floor commercial space with approximately 2,600 square feet of floor area (previously occupied by “Gymboree”, a Formula Retail Use) to another Formula Retail Use (d.b.a. Sephora Studio, retail store specializing in cosmetic sales with personal services) within the Laurel Village Shopping Center. The proposal will involve storefront and interior tenant improvements to the ground floor commercial tenant space. There will be no expansion of the existing building envelope.

According to the project sponsor, Sephora currently has approximately 2,500 stores worldwide (with four store locations in San Francisco). The proposed project will allow for the establishment of a new concept store d.b.a. Sephora Studio location in San Francisco which will provide more personalized services, a smaller inventory curated for the local market, and more emphasis on skin care services. The other Sephora Studio stores that have opened or are under construction are located in other cities in the United States in Boston MA, Hoboken NY, Capitol Hill DC, Williamsburg NY, and Pacific Palisades CA.

3. **Site Description and Present Use.** The project site at 3407 California Street is located on the south side of Laurel and Locust Street Streets, Assessor’s Block 1034, Lot 001. It is located within the NC-S (Neighborhood Commercial, Shopping Center District) Zoning District. The subject lot is 8,529 square feet (varying between 40 to 50 feet wide by 151 to 161 feet deep) in size and is occupied by a one-story commercial building built in 1950. The existing building is not listed individually in the National and California Registers as having architectural significance. However, the subject building is identified for its association with mid-century modern architecture and landscape design (1935-1970 - Laurel Village/Cal-Mart Market). The subject property at 3407 California Street is one of three commercial tenant spaces located on the ground floor of the commercial building. The subject vacant ground floor commercial space was previously occupied by a formula retail use established prior to the Formula Retail controls (d.b.a. Gymboree, a retail store specializing in children’s clothing and accessories) which vacated the premises in 2017.
4. **Surrounding Properties and Neighborhood.** The project site is located within an NC-S Zoning District in the Presidio Heights neighborhood. The NC-S Zoning District is intended to serve as a

small shopping center or supermarket hub for car-oriented shoppers. These districts are primarily occupied by buildings which are removed from the street edge and have access from a parking lot (both are features of the project site). The adjacent blocks on the south side of California Street, where the project site is located, are characterized by one- and two-story commercial buildings. The surrounding zoning is RM-1 (Residential - Mixed, Low-Density) to the north and east, NC-S (Neighborhood Commercial, Shopping Center District), and RH-2 (Residential, House Two-Family) to the south on California Street. The project site will be located within the Laurel Village Shopping Center which includes a mixture of restaurants, retail establishments, financial institutions, and grocery stores.

5. **Public Outreach and Comments.** The Planning Department has not received public comment on the Project as of the date of this Draft Motion. The project sponsors conducted a pre-application meeting on the proposed project on March 15, 2018; two persons other than the project sponsors were present at the pre-application meeting. The project sponsors also conducted outreach efforts with the Laurel Heights Improvement Association, SFCDMA, Supervisor District 2 - Supervisor Stefani's office, Sacramento Street Merchants Association, Jordan Park Improvement Association, the Presidio Heights Association of Neighbors, and have a petition with over 100 signatures in public support of the Project.
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. **Formula Retail Use.** A *Formula Retail Use* is defined under Planning Code Section 303.1 as a type of retail sales or service activity or retail sales or service establishment that has eleven or more other retail sales establishments in operation, or with local land use or permit entitlements already approved, located anywhere in the world. In addition to the eleven establishments either in operation or with local land use or permit entitlements approved for operation, the business maintains two or more of the following features: a standardized array of merchandise, a standardized facade, a standardized decor and color scheme, uniform apparel, standardized signage, a trademark or a servicemark.

Within the NC-S Zoning District, Formula Retail Uses require Conditional Use Authorization under Planning Code Section 703.4. Planning Code Section 303.1 provides additional criteria for the Planning Commission to consider when considering any conditional use pursuant to Section 303.1, Formula Retail Uses:

The current proposal is to allow the establishment of a Formula Retail Use (d.b.a. Sephora Studio, retail store specializing in cosmetic sales with personal services) in an approximately 2,600 square foot vacant ground floor commercial space on the project site. A Formula Retail Use may be conditionally permitted per Planning Code Sections 303, 303.1, and 703.4.

- B. **Retail Sales and Services Use within the NC-S Zoning District.** Section 713 of the Planning Code permits “retail sales and services uses” establishments (defined under Planning Code Sections 102, 202.2a, and 202.3) on the first and second stories.

The current proposal is to allow the continuation of an ‘retail sales and service use’ (also formula retail use d.b.a. Sephora Studio) on the ground (1st) floor of the one-story commercial building.

- C. **Hours of Operation.** Section 713 of the Planning Code allows hours of operation from 6 a.m. until 2 a.m. as of right and requires Conditional Use authorization to operate between the hours of 2 a.m. and 6 a.m. within the NC-S Zoning District.

The project sponsor has indicated that the proposed hours of operation of the proposed formula retail use d.b.a. Sephora Studio are 10 a.m. to 7 p.m., seven days a week.

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

The subject commercial tenant space, with approximately 2,600 square feet of floor area, will not require any off-street parking or loading spaces.

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

Approximately 90% (28 feet) of the street frontage of the commercial space at the ground level on California Street is fenestrated with transparent windows and doorways allowing for visibility to the inside of the building. The proposed project does not propose any decorative railings or grillwork in front of or behind existing windows.

F. **Signage.** Any proposed signage will be subject to the review and approval of the Planning Department and must comply with Article 6 of the Planning Code.

7. **Conditional Use Findings.** Planning Code Section 303 establishes criteria for the Planning Commission to consider when reviewing applications for Conditional Use approval. On balance, the project does comply with said criteria in that:

A. The proposed new uses and building, at the size and intensity contemplated and at the proposed location, will provide a development that is necessary or desirable, and compatible with, the neighborhood or the community.

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

B. The proposed project will not be detrimental to the health, safety, convenience or general welfare of persons residing or working in the vicinity. There are no features of the project that could be detrimental to the health, safety or convenience of those residing or working the area, in that:

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

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

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

Existing traffic patterns will not be significantly affected by the proposed project. Public transit (Muni Lines 1, 1BX) is located in front of the project site on the corner of Laurel Street and California Street. There is on-street parking in front of the subject property and in the surrounding neighborhood. There is also a parking lot with approximately 30 off-street parking spaces at the rear of the building of the Laurel Village Shopping Center.

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

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

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

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

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

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

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

The proposed project is consistent with the stated purpose of the NC-S (Neighborhood Commercial, Shopping Center) District in that the intended use is a neighborhood-serving business.

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

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

According to the project sponsor's survey, there are approximately 15 ground-story Formula Retail establishments out of approximately 40 commercial establishments within the NC-S Zoning District and within a 300-foot radius of the project site. This comprises approximately 37% of the businesses and approximately 28% of the commercial street frontage at the ground floor. Some of these existing formula retail businesses include Peet's Coffee & Tea, Wells Fargo, Union Bank, Gap Kids, Noah's Bagels, Papyrus, First Republic Bank, Ace Hardware, Bank of America, Starbucks, Walgreens, and Charles Schwab.

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

Within the NC-S Zoning District, there are a few similar retail establishments within the district which specialize in cosmetic products and services. The business includes Peninsula Beauty (3535 California Street) which is a salon and sells beauty products.

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

The proposed project is a formula retail use will occupy an existing location previously occupied by another retail use which vacated (d.b.a. Gymboree). The proposed project will include storefront improvements (new storefront windows and new entryway), interior tenant improvements (new interior partitions, fixtures, and shelving), and new business signage to the ground floor commercial space. There will be no expansion of the existing building envelope.

- d. The existing retail vacancy within the district.

According to the project sponsor, as of April 2018, the vacancy rate was approximately 5% (3 businesses) within the district.

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

The proposed formula retail use will be a neighborhood-servicing and City-wide serving use which will complement the mix of goods and services currently available within this portion of the NC-S Zoning District, which primarily includes a mixture restaurants, retail establishments, financial institutions, and grocery stores.

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

The proposed use is consistent with the existing character of the district, which is comprised of a wide variety of goods and services. Table 1 below represents the Formula Retail Concentration by Activities. The subject project would provide no change to the number of existing formula retail establishments or change in the existing formula retail commercial frontage within the district.

Table 1. Formula Retail Concentration in the 300' Radius plus NC-S by Business Type

TYPE OF BUSINESS	TOTAL STREET FRONTAGE IN SURVEY AREA (LF)	FR STORES FRONTAGE LF	PERCENTAGE OF TYPE THAT IS FR
Financial Services	250.00	250	100%
Retail	350.25	265	76%
Grocery	261.25	0	0%
Parking	468.57	0	0%
Limited Restaurant	255.00	128	50%
Restaurant	45.00	0	0%
Personal Services	25.00	0	0%
Professional Services	566.01	0	0%
Vacant	117.00	0	0%
Total	2338.07	643.00	100.00%
Vacancy Rate			5.0%

Note: The table above was developed using data collected and created by the project sponsor and reviewed by the Planning Department.

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

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

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

COMMERCE AND INDUSTRY ELEMENT

GENERAL/CITYWIDE

OBJECTIVE 1:

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

Policy 1:

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

The proposed project would be compatible with and complimentary to the types of uses characterizing this portion of the NC-S Zoning District, which includes a mixture of restaurants, retail establishments, financial institutions, and grocery stores.

Policy 3:

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

Approval of the proposed project would be consistent with the mixed commercial-residential character of this portion of the NC-S Zoning District along California Street. The proposed project would not adversely affect any affordable housing resources in the neighborhood.

NEIGHBORHOOD COMMERCE

Objectives and Policies

OBJECTIVE 6:

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

Policy 1:

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

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

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

Policy 3:

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

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

Policy 4:

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

The proposed project will be accessible to all residents in this portion of the NC-S Zoning.

Policy 8:

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

The proposal will involve storefront and interior tenant improvements to the ground floor commercial tenant space which is compatible with the building's existing architectural and aesthetic character. There will be no expansion of the existing building envelope.

Policy 9:

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

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

proposed project is well served by public transportation. There is on-street parking in the surrounding neighborhood.

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 proposed project will be complimentary to the existing commercial establishments within the immediate neighborhood. The proposed project will provide job opportunities to the City by employing approximately 11 people.

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

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

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

The proposed project will not displace any affordable housing.

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

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

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

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

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

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

- G. That landmarks and historic buildings be preserved.

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

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

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

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 Authorization Application No. 2018-003878CUA** subject to the following conditions attached hereto as "EXHIBIT A" in general conformance with plans on file, dated July 17, 2018, 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. 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 September 13, 2018.

Jonas P. Ionin
Commission Secretary

AYES:

NAYS:

ABSENT:

ADOPTED: September 13, 2018

EXHIBIT A

AUTHORIZATION

This authorization is for conditional use to allow the establishment of a Formula Retail Use (d.b.a. Sephora Studio, a retail store) on the ground floor of a one-story, commercial building at 3407 California Street in Assessor's Block 1034, Lot 001 pursuant to Planning Code Sections 303(c), 303(i), 703.4, and 713 within the NC-S (Neighborhood Commercial, Shopping Center District) and a 40-X Height and Bulk District in general conformance with plans, dated July 17, 2018, and stamped "EXHIBIT B" included in the docket for Case No. 2018-003878CUA and subject to conditions of approval reviewed and approved by the Commission on September 13, 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.

The proposal is to convert a vacant ground floor commercial space with approximately 2,600 square feet of floor area (previously occupied by "Gymboree", a Formula Retail Use) to another Formula Retail Use (d.b.a. Sephora Studio, retail store specializing in cosmetic sales with personal services) within the Laurel Village Shopping Center. The proposal will involve storefront and interior tenant improvements to the ground floor commercial tenant space. There will be no expansion of the existing building envelope.

RECORDATION OF CONDITIONS OF APPROVAL

Prior to the issuance of the building permit or commencement of use for the Project the Zoning Administrator shall approve and order the recordation of a Notice in the Official Records of the Recorder of the City and County of San Francisco for the subject property. This Notice shall state that the project is subject to the conditions of approval contained herein and reviewed and approved by the Planning Commission on **September 13, 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.

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

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

MONITORING

7. **Enforcement.** Violation of any of the Planning Department conditions of approval contained in this Motion or of any other provisions of Planning Code applicable to this Project shall be subject to the enforcement procedures and administrative penalties set forth under Planning Code Section 176 or Section 176.1. The Planning Department may also refer the violation complaints to other city departments and agencies for appropriate enforcement action under their jurisdiction.
For information about compliance, contact Code Enforcement, Planning Department at 415-575-6863, www.sf-planning.org

OPERATION

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

MONITORING - AFTER ENTITLEMENT

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

Administrator shall refer such complaints to the Commission, after which it may hold a public hearing on the matter to consider revocation of this authorization.

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

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

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

Exhibit B - Plans

Conditional Use Hearing
Case Number 2018-003878CUA
3407 California Street

APPLICATION FOR SITE PERMIT FOR CONDITIONAL USE AUTHORIZATION FOR FORMULA RETAIL: Sephora Studio

3407 California Street
San Francisco, CA 94118

20 March 2018 CONDITIONAL USE SUBMISSION
15 June 2018 Revision
6 July 2018 Revision 2
17 July 2018 Revision 3

DRAWING INDEX

0	COVER SHEET
1	ROOF / SITE PLAN
2	SITE PHOTOS
3	SITE PHOTOS
A00A	EXISTING FLOOR PLAN
A00B	EXISTING STOREFRONT
A001	PROPOSED FLOOR PLAN
A002	PROPOSED STOREFRONT
A003	PROPOSED REAR ELEVATION
A004	STOREFRONT RENDERING WITH EXISTING
A005	STOREFRONT RENDERING IN CONTEXT
A006	REAR ELEVATION RENDERING
A007	INTERIOR VIEWS

VICINITY MAP



Project:
Sephora Studio
3407 California Street
San Francisco, CA 94118

plinth
Architecture Urban Design Interiors

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

Sheet Title:
COVER SHEET

Date:	Issued For:
20 MAR 2018	CU Submission
15 JUNE 2018	REVISION
6 JULY 2018	REVISION 2
17 JULY 2018	REVISION 3

Scale: N.A.
 File:
 Project: 18SEP
 Drawn By:
 Ref North:

Checked By: SC
 Sheet No:



Project:
Sephora
3407 California Street
San Francisco, CA 94118

plinth
Architecture Urban Design Interiors

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

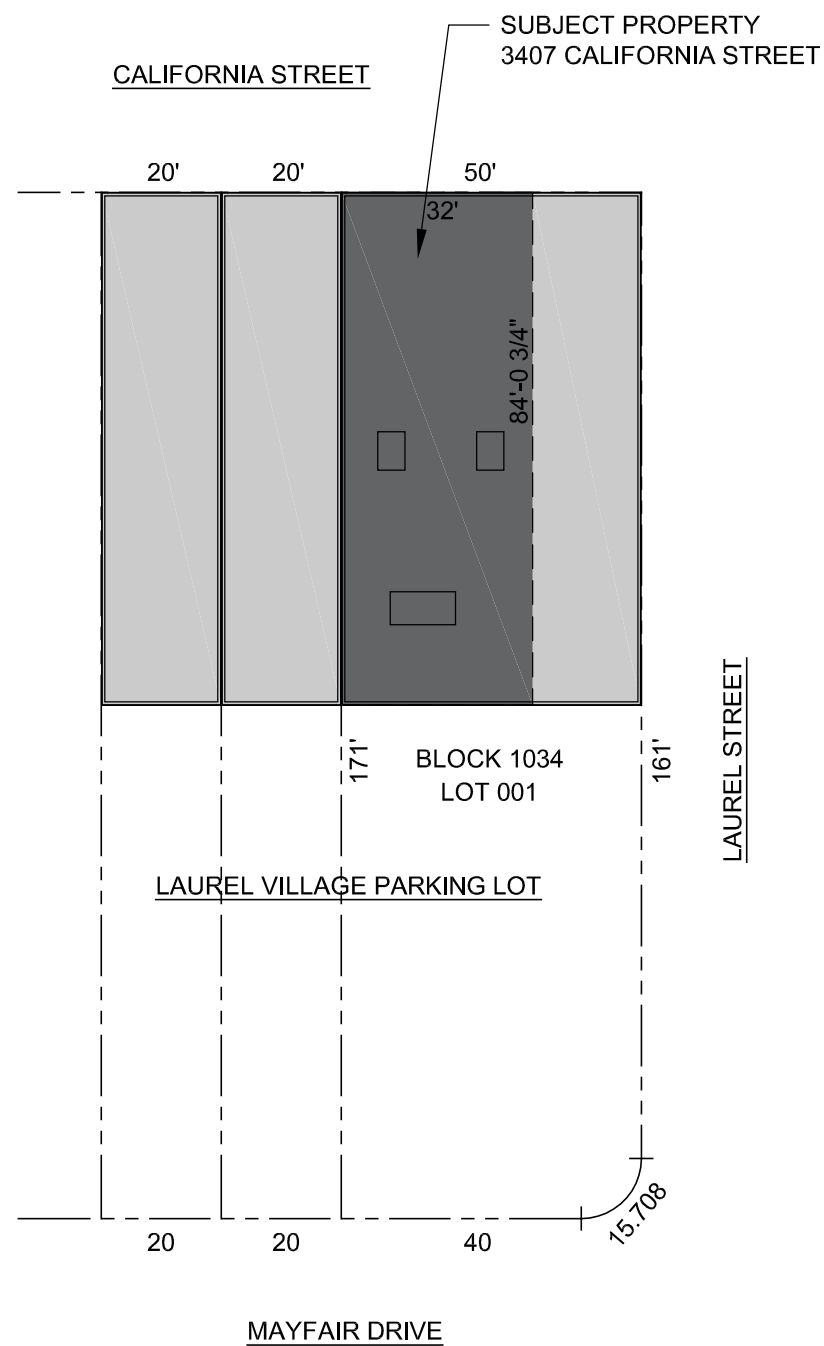
Sheet Title:
SITE / ROOF PLAN

Date: 20 MAR 2018 Issued For: CU Submission

Scale: 1/32" = 1'-0" @ 11X17
File:
Project: 18SEP
Drawn By: Checked By: SC
Ref North: Sheet No:



1



1 **SITE PLAN**
1/32" = 1'-0"



LAUREL ST.

SUBJECT
PROPERTY

CONT'D BELOW

Project:
Sephora
3407 California Street
San Francisco, CA 94118

plinth
Architecture Urban Design Interiors

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



CONT'D ABOVE

CONT'D BELOW

Sheet Title:
**SITE PHOTOS
CALIFORNIA STREET
SOUTH SIDE**



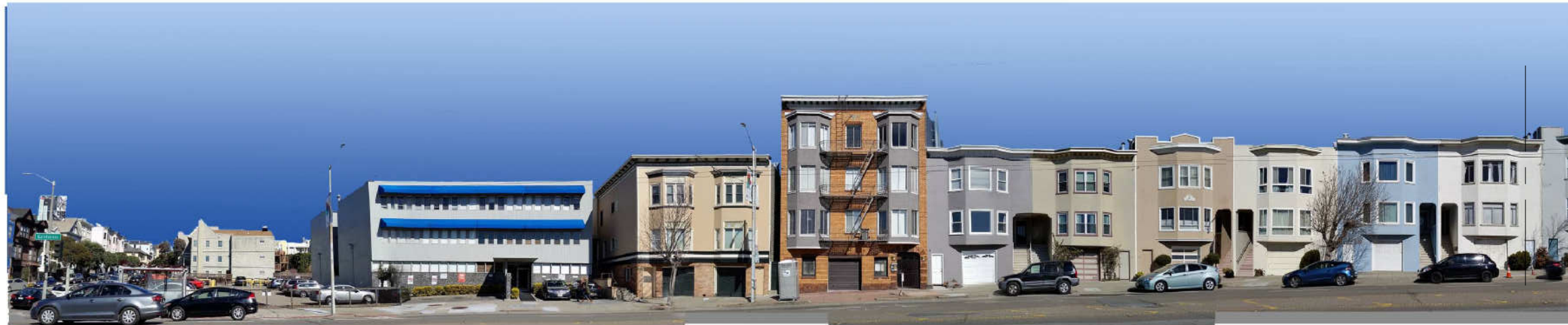
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SPRUCE ST.

1 CALIFORNIA STREET - SOUTH SIDE, EXISTING CONDITIONS
N.T.S.

Date: 20 MAR 2018 Issued For: CU Submission

Scale: NTS = 1'-0" @ 11X17
File:
Project: 18SEP
Drawn By:
Ref North:  Checked By: SC
Sheet No:



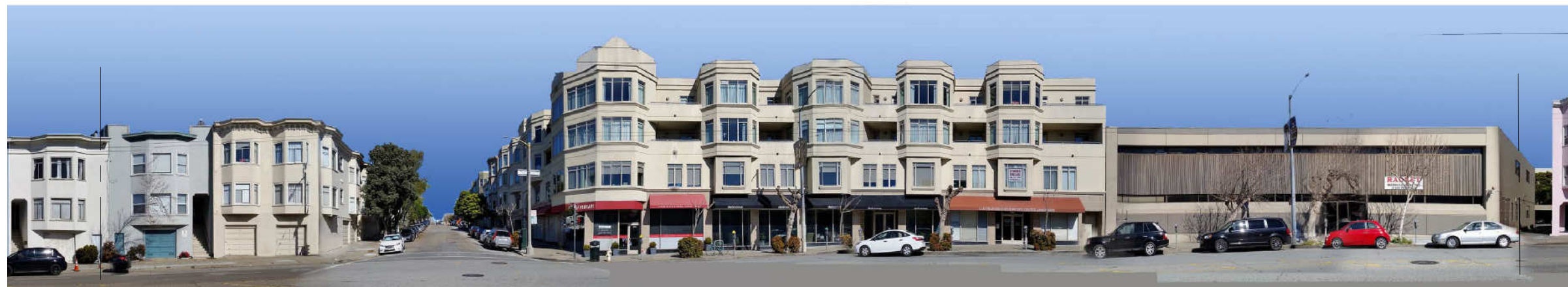
SPRUCE ST.

CONT'D BELOW →

Project:
Sephora
 3407 California Street
 San Francisco, CA 94118

plinth
 Architecture Urban Design Interiors

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



← CONT'D ABOVE

→ CONT'D BELOW

Sheet Title:
SITE PHOTOS
CALIFORNIA STREET
NORTH SIDE

Date: 20 MAR 2018 Issued For: CU Submission



← CONT'D ABOVE

LAUREL ST.

1 CALIFORNIA STREET - NORTH SIDE, EXISTING CONDITIONS
 N.T.S.

Scale: NTS = 1'-0" @ 11X17

File:
 Project: 18SEP
 Drawn By:
 Ref North: Checked By: SC
 Sheet No:

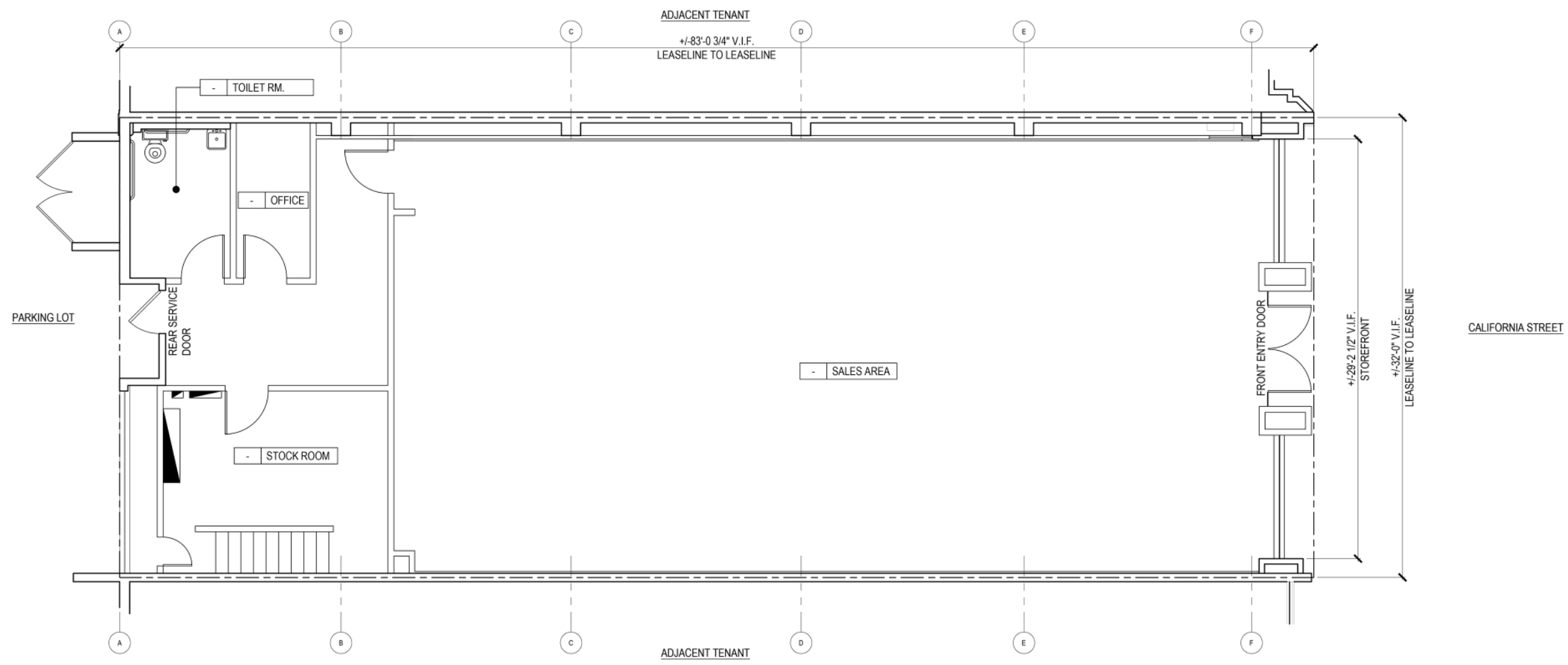


SEPHORA

525 MARKET STREET, 32ND FLOOR
SAN FRANCISCO, CA 94105

FRCH DESIGN WORLDWIDE

311 Elm Street Suite 600
Cincinnati, OH 45202
513 241 3000
www.frch.com



STAMP

△	DATE	ISSUE DESCRIPTION	BY	CHECK
	03.12.18	NEIGHBORHOOD PRE-APP		

PROJECT LOCATION:
LAUREL VILLAGE
3407 CALIFORNIA STREET
SAN FRANCISCO, CA 94118

AREA: 2,659 SF

SHEET TITLE:
EXISTING FLOOR PLAN

PROJECT NO. 34906

STORE NO. XXXX

SCALE:

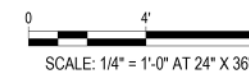
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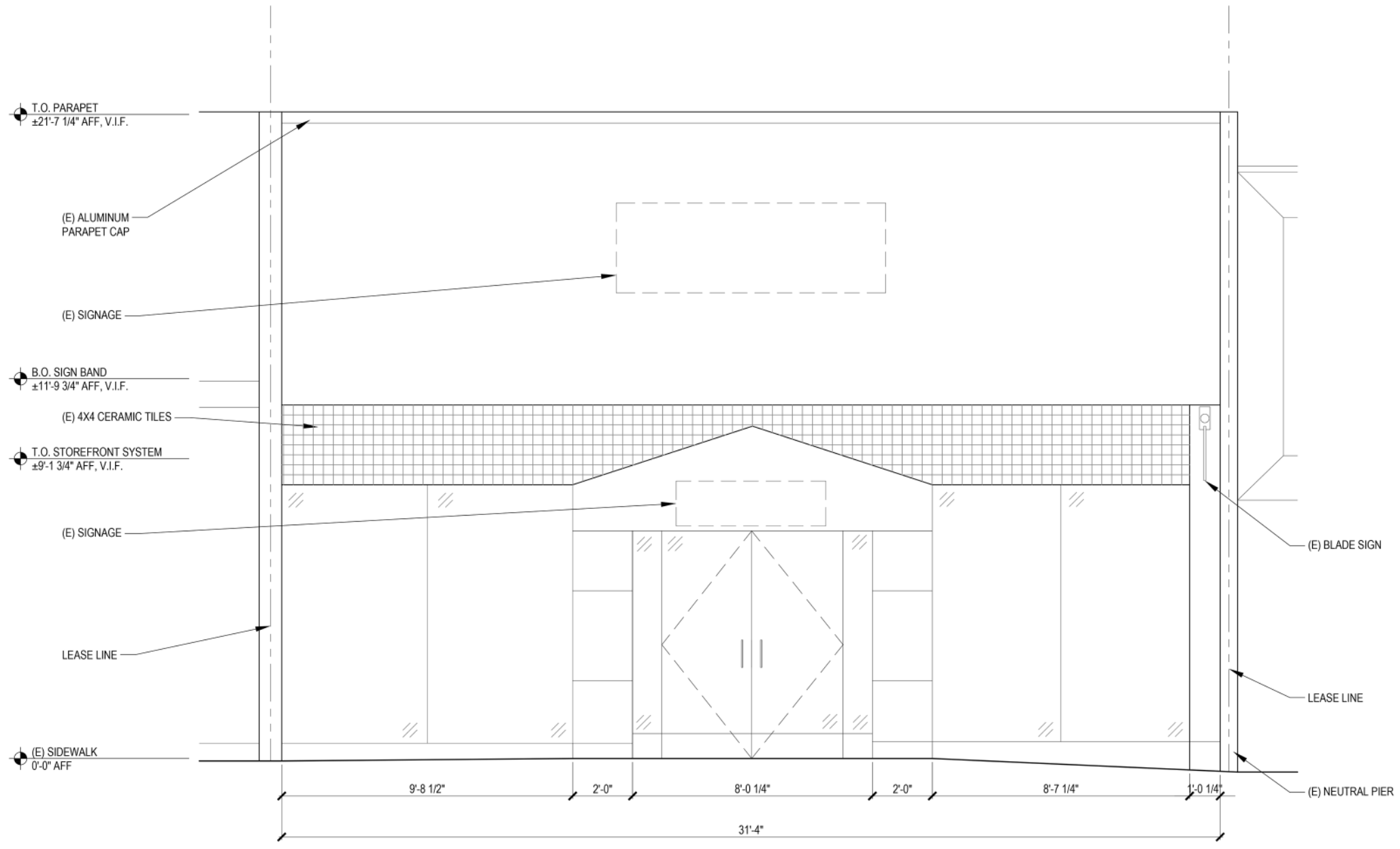
DRAWN BY: EH

REVIEWED BY: CB

SHEET NO.

A-000A





STAMP

△	DATE	ISSUE DESCRIPTION	BY	CHECK
	03.12.18	NEIGHBORHOOD PRE-APP		

PROJECT LOCATION:
LAUREL VILLAGE
3407 CALIFORNIA STREET
SAN FRANCISCO, CA 94118

AREA: 2,659 SF

SHEET TITLE:
EXISTING STOREFRONT

PROJECT NO. 34906

STORE NO. XXXX

SCALE:

DATE: 03.16.18

DRAWN BY: EH

REVIEWED BY: CB

SHEET NO.

A-000B

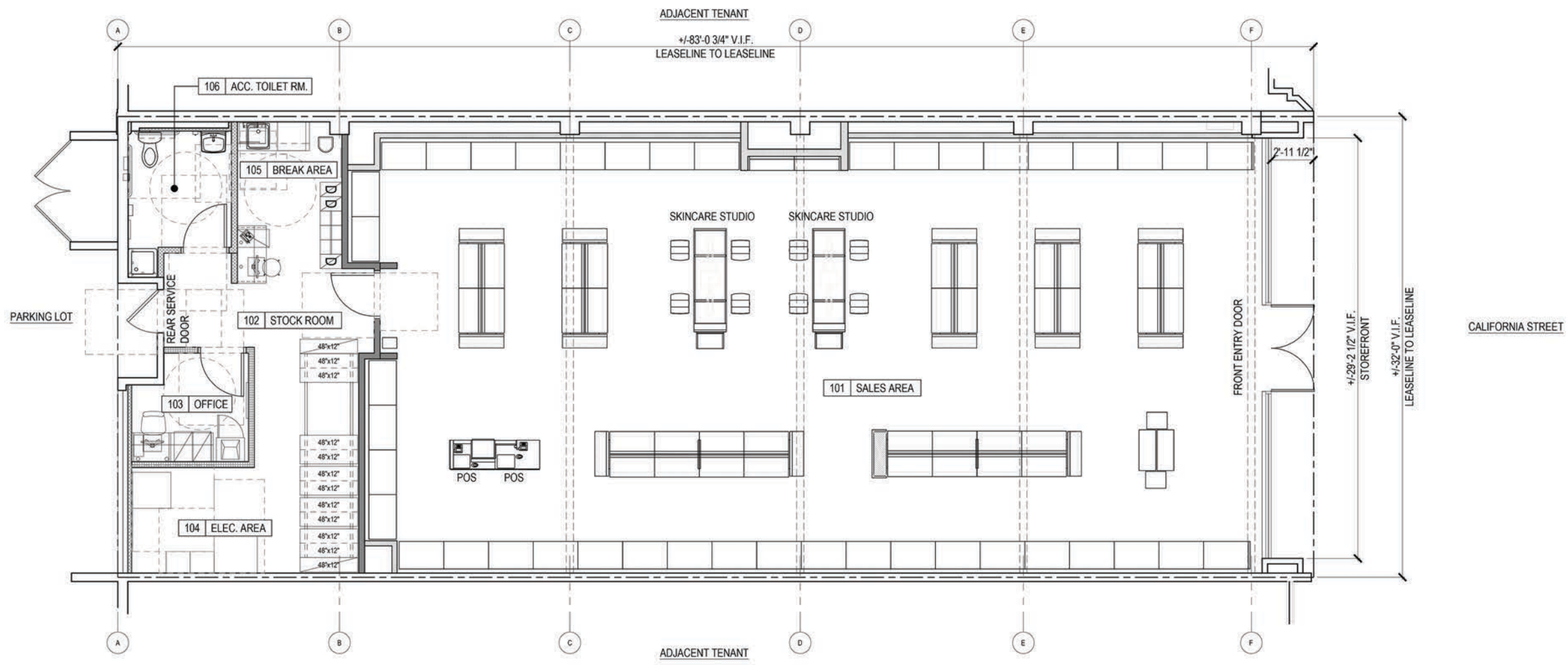


SEPHORA

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SAN FRANCISCO, CA 94105

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Cincinnati, OH 45202
513 241 3000
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CALIFORNIA STREET

STAMP

△	DATE	ISSUE DESCRIPTION	BY	CHECK
	03.12.18	NEIGHBORHOOD PRE-APP		

PROJECT LOCATION:
LAUREL VILLAGE
3407 CALIFORNIA STREET
SAN FRANCISCO, CA 94118

AREA: 2,659 SF

SHEET TITLE:
PROPOSED FLOOR PLAN

PROJECT NO. 34906

STORE NO. XXXX

SCALE:

DATE: 03.16.18

DRAWN BY: EH

REVIEWED BY: CB

SHEET NO.

A-001

SCALE: 1/4" = 1'-0" AT 24" X 36"



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SAN FRANCISCO, CA 94105

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Cincinnati, OH 45202
513 241 3000
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STAMP

△	DATE	ISSUE DESCRIPTION	BY	CHECK
	03.16.18	NEIGHBORHOOD PRE-APP		

PROJECT LOCATION:
LAUREL VILLAGE
3407 CALIFORNIA STREET
SAN FRANCISCO, CA 94118

AREA: 2,859 SF

SHEET TITLE:
PROPOSED STOREFRONT

PROJECT NO. 34906

STORE NO. XXXX

SCALE:

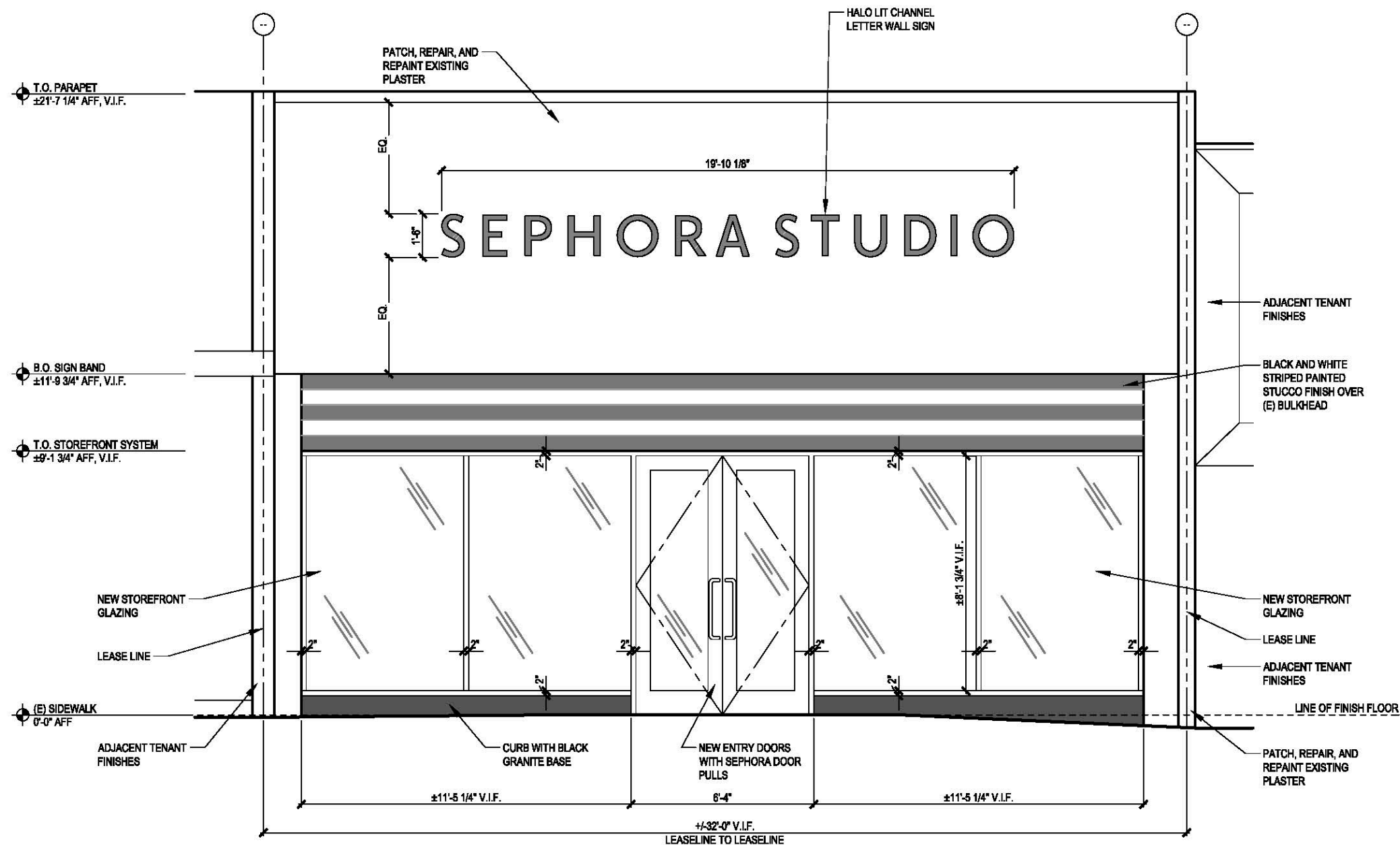
DATE: 03.16.18

DRAWN BY: EH

REVIEWED BY: CB

SHEET NO.

A-002



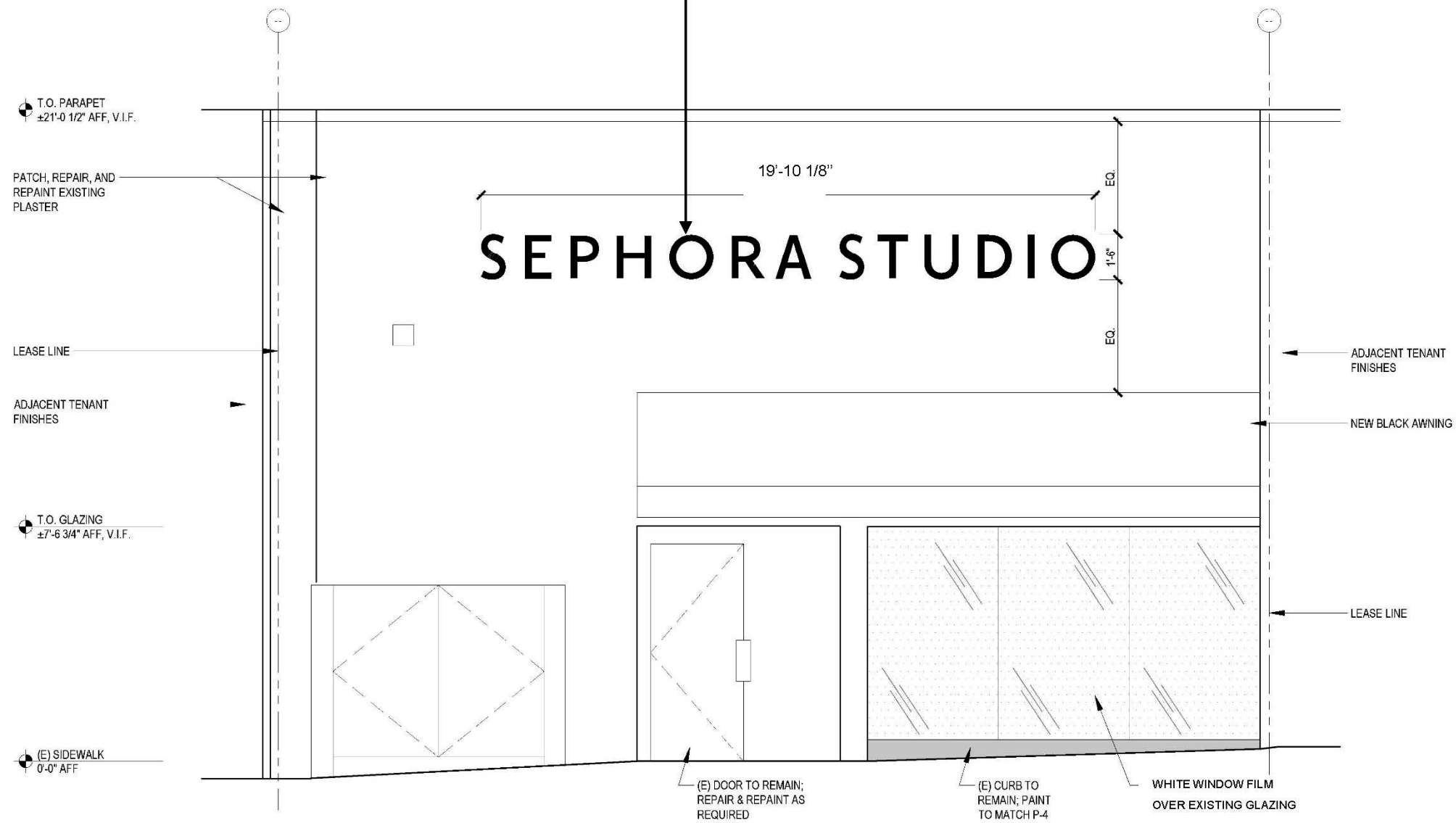
SEPHORA

525 MARKET STREET, 32ND FLOOR
SAN FRANCISCO, CA 94105

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311 Elm Street Suite 600
Cincinnati, OH 45202
513 241 3000
www.frch.com

HALO LIT CHANNEL LETTER WALL SIGN



STAMP

△	DATE	ISSUE DESCRIPTION	BY	CHECK
	03.12.18	NEIGHBORHOOD PRE-APP		

PROJECT LOCATION:
LAUREL VILLAGE
3407 CALIFORNIA STREET
SAN FRANCISCO, CA 94118

AREA: 2,659 SF

SHEET TITLE:
PROPOSED REAR ELEV.

PROJECT NO.: 34906

STORE NO.: XXXX

SCALE:

DATE: 03.16.18

DRAWN BY: EH

REVIEWED BY: CB

SHEET NO. **A-003**



EXISTING STOREFRONT PHOTO



PROPOSED NEW STOREFRONT DESIGN





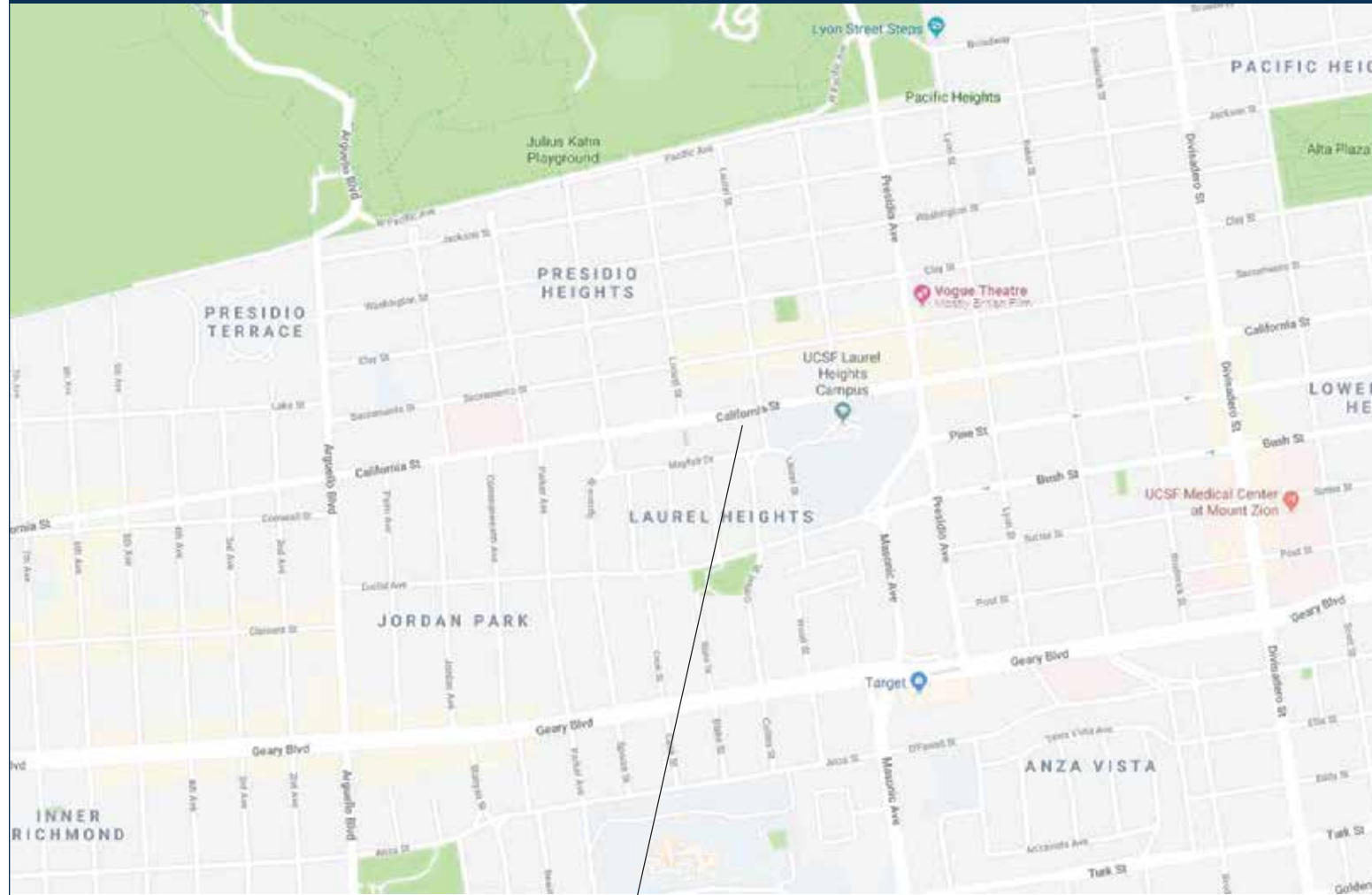
PROPOSED NEW STOREFRONT DESIGN

A-006



SEPHORA

VICINITY PLAN



SEPHORA

KEY PLAN



SEPHORA

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JOB #: **228618-R3**
DATE: 04.30.2018
DESIGNER: J Sotka
SALES REP: X. Xxxxxx
PROJ MGR: R Jensky

REV.	DATE	BY	DESCRIPTION
1	05.24.18	JS	FL-1-A1 - REVISED TO 20" CHANNEL LETTER SET
2	06.12.18	JS	UPDATE ELEVATION
3	07.06.18	JS	QTY: 2 18" CHNL LTRS / REMOVE 20" CHNL LTR / NON-LIT BLADE SIGN
4	07.13.18	JS	REMOVE BLADE FROM SOW / REMOVE COPY ON AWNING / UPDATE LOCATION ON KEY PLAN
5	00.00.00	XX	XXXX
6	00.00.00	XX	XXXX
7	00.00.00	XX	XXXX
8	00.00.00	XX	XXXX
9	00.00.00	XX	XXXX
10	00.00.00	XX	XXXX

CLIENT APPROVAL	DATE
LANDLORD APPROVAL	DATE
QC	



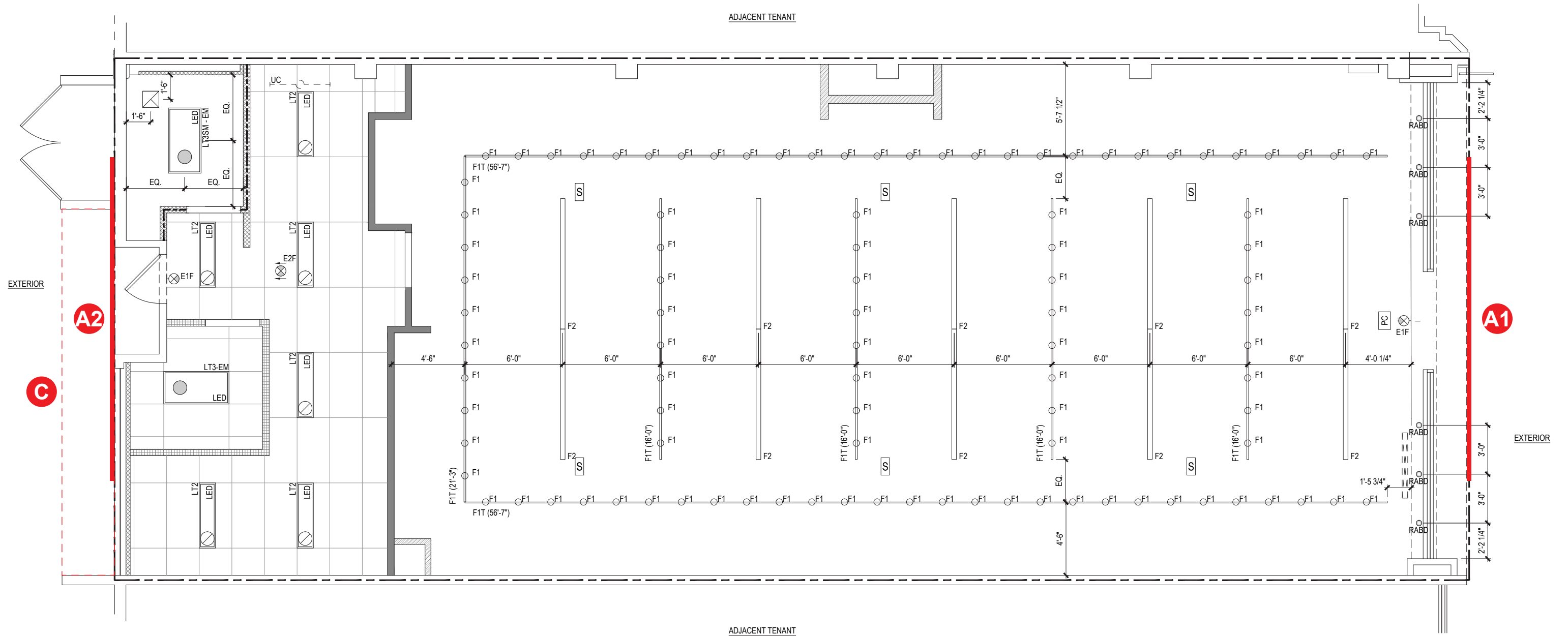
LAUREL VILLAGE
3407 CALIFORNIA STREET
SAN FRANCISCO, CA 94118

DESIGN PHASE: CONCEPTUAL

SHEET NUMBER
0.0

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LOCATION PLAN



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JOB #: **228618-R3**
DATE: 04.30.2018
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SALES REP: X. Xxxxxx
PROJ MGR: R Jensky

REV.	DATE	BY	DESCRIPTION
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6	00.00.00	XX	XXXX
7	00.00.00	XX	XXXX
8	00.00.00	XX	XXXX
9	00.00.00	XX	XXXX
10	00.00.00	XX	XXXX

CLIENT APPROVAL	DATE
LANDLORD APPROVAL	DATE
QC	

SEPHORA

LAUREL VILLAGE
3407 CALIFORNIA STREET
SAN FRANCISCO, CA 94118
DESIGN PHASE: CONCEPTUAL

SHEET NUMBER
1.0

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STOREFRONT ELEVATION



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JOB #: **228618-R3**
DATE: 04.30.2018
DESIGNER: J Sotka
SALES REP: X. Xxxxxx
PROJ MGR: R Jensky

REV.	DATE	BY	DESCRIPTION
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2	06.12.18	JS	UPDATE ELEVATION
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6	00.00.00	XX	XXXX
7	00.00.00	XX	XXXX
8	00.00.00	XX	XXXX
9	00.00.00	XX	XXXX
10	00.00.00	XX	XXXX

CLIENT APPROVAL	DATE
LANDLORD APPROVAL	DATE
QC	

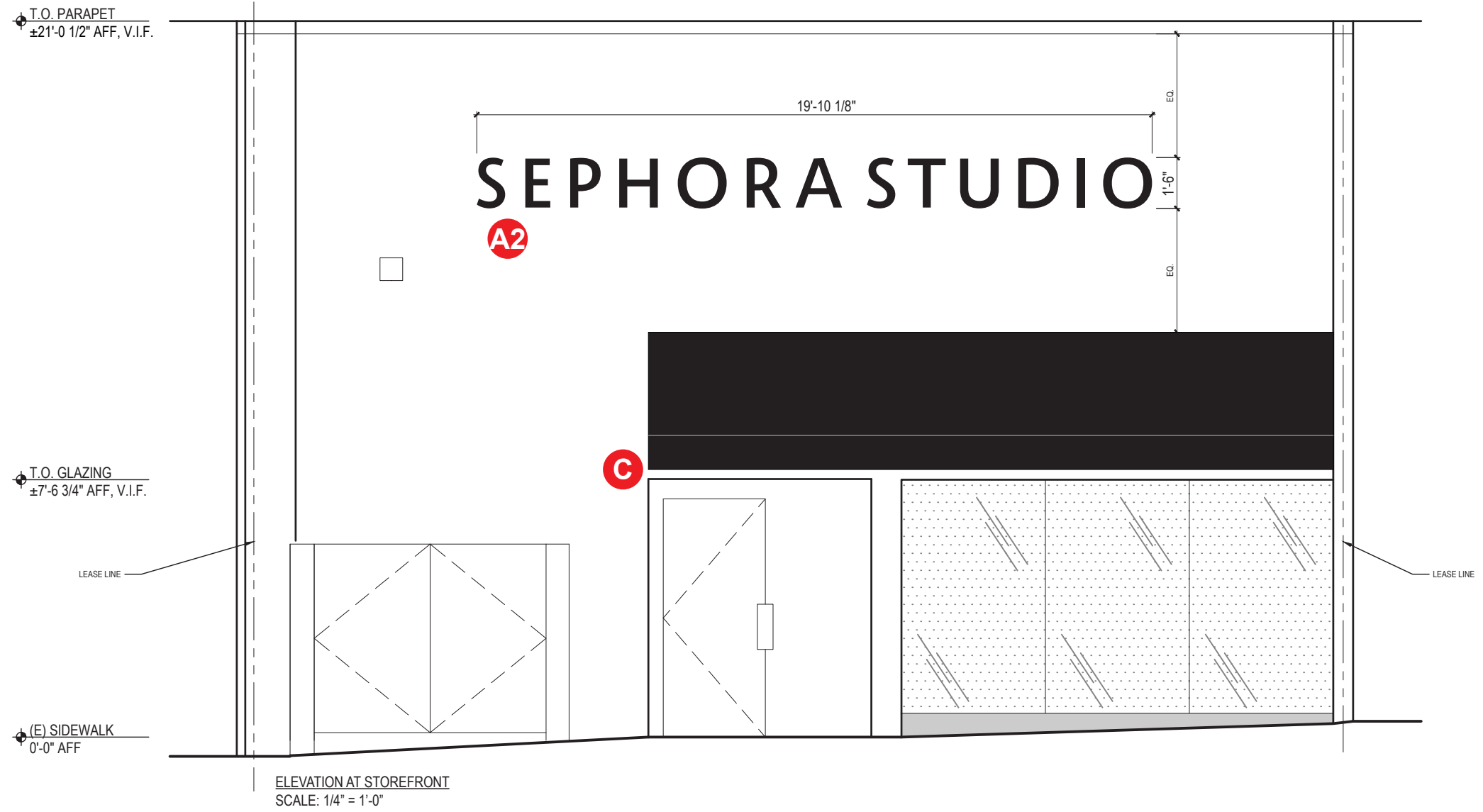


LAUREL VILLAGE
3407 CALIFORNIA STREET
SAN FRANCISCO, CA 94118
DESIGN PHASE: CONCEPTUAL

SHEET NUMBER
1.1

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STOREFRONT ELEVATION



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JOB #: **228618-R3**
DATE: 04.30.2018
DESIGNER: J Sotka
SALES REP: X. Xxxxxx
PROJ MGR: R Jensky

REV.	DATE	BY	DESCRIPTION
1	05.24.18	JS	FL-1-A1 - REVISED TO 20" CHANNEL LETTER SET
2	06.12.18	JS	UPDATE ELEVATION
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5	00.00.00	XX	XXXX
6	00.00.00	XX	XXXX
7	00.00.00	XX	XXXX
8	00.00.00	XX	XXXX
9	00.00.00	XX	XXXX
10	00.00.00	XX	XXXX

CLIENT APPROVAL	DATE
LANDLORD APPROVAL	DATE
QC	



LAUREL VILLAGE
3407 CALIFORNIA STREET
SAN FRANCISCO, CA 94118
DESIGN PHASE: CONCEPTUAL

SHEET NUMBER
1.2

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FL.2 FLAT SIDE LIT LETTERS - EXTERIOR (Qty 2)

SQUARE FOOTAGE: 29.77



A FRONT VIEW
SCALE: 1/2"=1'-0"



FRONT VIEW
SCALE: Not to Scale



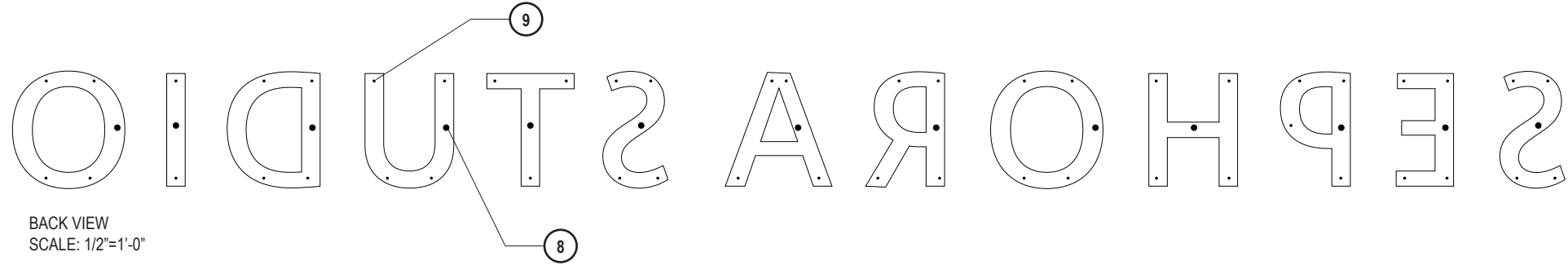
BACK VIEW
SCALE: Not to Scale



SIDE VIEW
SCALE: Not to Scale



ISOMETRIC VIEW
SCALE: Not to Scale



BACK VIEW
SCALE: 1/2"=1'-0"

SPECIFICATIONS

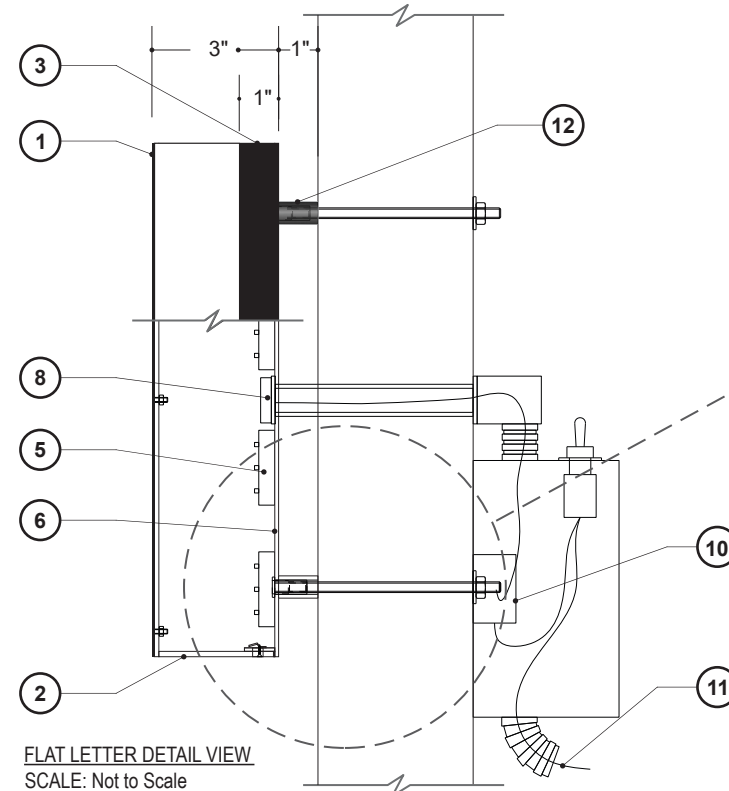
- .118" THICK EVONIK WRT31 ACRYLIC FACES w/ SECOND SURFACE V-2 / CHEMICALLY BONDED TO RETURNS / 1/8" FLAT CUT ALUMINUM MOUNTED TO ACRYLIC FACES w/ THREADED STUDS AS WELL AS ADHERED TO FACE w/ ADHESIVE / PAINTED P-1, P-2
- .118" EVONIK WRT31 WHITE ACRYLIC RETURNS ATTACHED TO BACKS w/ COUNTERSUNK SCREWS INTO .080" ALUMINUM STRIP
- VINYL BORDER APPLIED TO REAR OF RETURNS V-1
- CONTINUOUS .080" THK X 3/4" WIDE ALUMINUM STRIP WELDED TO LETTER BACKS, ACRYLIC RETURNS SLEEVE AROUND THE OUTSIDE
- BITRO BANTAM PLUS 4000K WHITE LEDs
- .080" ALUMINUM BACK, INSIDE PAINTED P-3, OUTSIDE PAINTED P-1, P-2
- RUBATEX GASKET
- POWER OUT (1 PER LETTER)
- 1/4" MOUNTING HARDWARE TBD BY SOFFIT CONSTRUCTION / ACCESS (4 PER LETTER)
- LED POWER SUPPLY INSIDE VENTED TRANSFORMER BOX w/ TOGGLE SWITCH (REMOTE)
- STANDARD 12' WHIP LENGTH UNLESS STATED OTHERWISE
- 1/2" OD x 1" PVC SPACERS PAINTED P-1
- EXISTING FACADE
- 1/4" DRAIN HOLE w/ LIGHT Baffle LOCATED IN BLACK OPAQUE STRIP TOWARD REAR OF LETTERS

COLORS/FINISHES

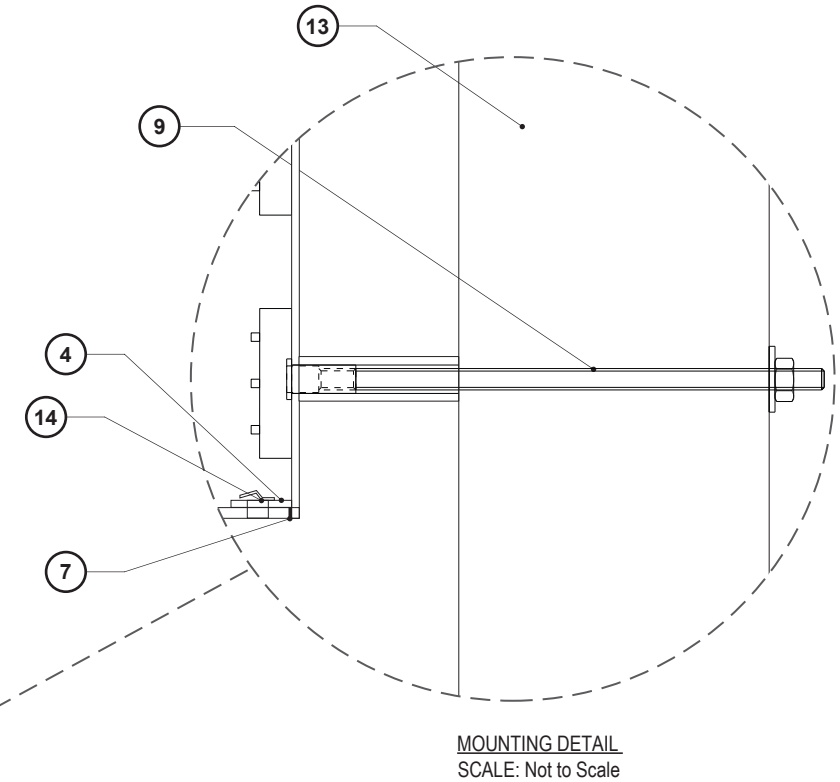
- P-1 MATTHEWS BLACK - SOA929SP
- P-2 GLOSS CLEAR TOP COAT - 42-208SP
- P-3 MATTHEWS WHITE
- V-1 GLOSS BLACK - 3M 7725-12
- V-2 WHITE LIGHT ENHANCEMENT - 3635-100

NOTES

- FACES DO NOT LIGHT
- THRU BOLTING CAN ONLY BE USED WHEN THERE IS ACCESS BEHIND WALL



FLAT LETTER DETAIL VIEW
SCALE: Not to Scale



MOUNTING DETAIL
SCALE: Not to Scale

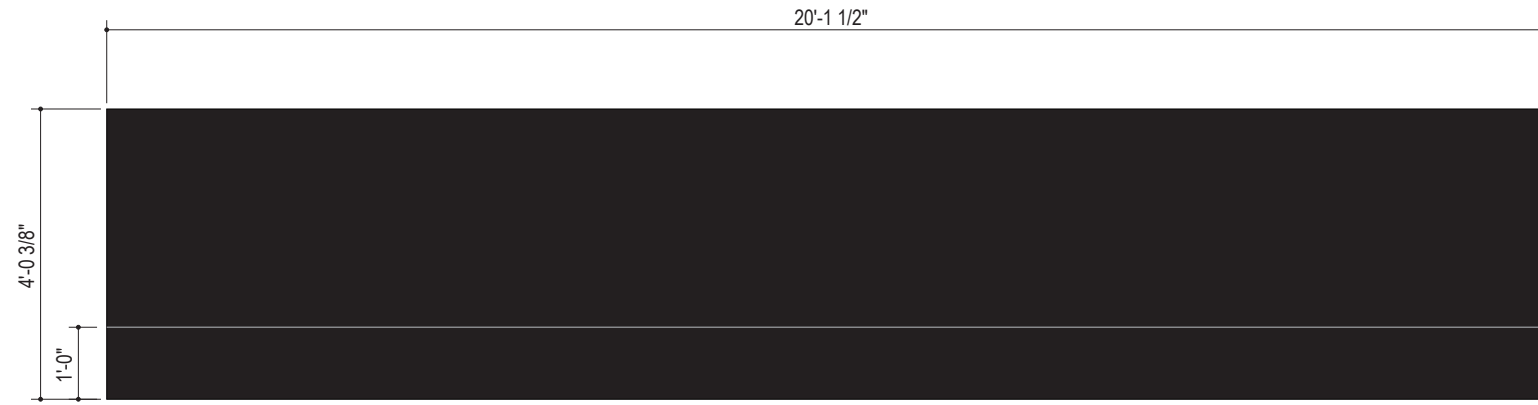
NIGHT VIEW
SCALE: Not to Scale



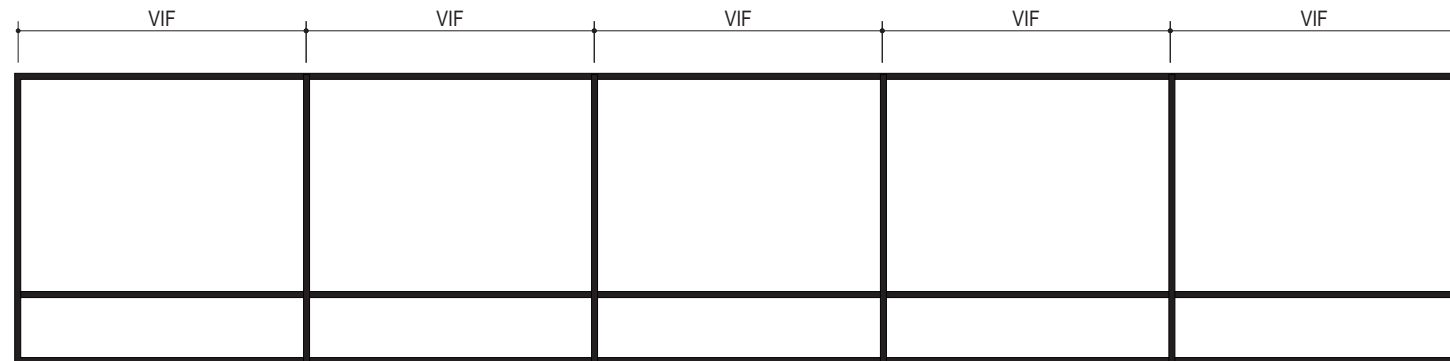
<p>JONES SIGN Your Vision. Accomplished. WWW.JONESSIGN.COM</p>	<p>JOB #: 228618-R3 DATE: 04.30.2018 DESIGNER: J Sotka SALES REP: X. Xxxxxx PROJ MGR: R Jensky</p>	<table border="1"> <thead> <tr> <th>REV.</th> <th>DATE</th> <th>BY</th> <th>DESCRIPTION</th> </tr> </thead> <tbody> <tr><td>1</td><td>05.24.18</td><td>JS</td><td>FL-1-A1 - REVISED TO 20" CHANNEL LETTER SET</td></tr> <tr><td>2</td><td>06.12.18</td><td>JS</td><td>UPDATE ELEVATION</td></tr> <tr><td>3</td><td>07.06.18</td><td>JS</td><td>QTY: 2 18" CHNL LTRS / REMOVE 20" CHNL LTR / NON-LIT BLADE SIGN</td></tr> <tr><td>4</td><td>07.13.18</td><td>JS</td><td>REMOVE BLADE FROM SOW / REMOVE COPY ON AWNING / UPDATE LOCATION ON KEY PLAN</td></tr> <tr><td>5</td><td>00.00.00</td><td>XX</td><td>XXXX</td></tr> <tr><td>6</td><td>00.00.00</td><td>XX</td><td>XXXX</td></tr> <tr><td>7</td><td>00.00.00</td><td>XX</td><td>XXXX</td></tr> <tr><td>8</td><td>00.00.00</td><td>XX</td><td>XXXX</td></tr> <tr><td>9</td><td>00.00.00</td><td>XX</td><td>XXXX</td></tr> <tr><td>10</td><td>00.00.00</td><td>XX</td><td>XXXX</td></tr> </tbody> </table>	REV.	DATE	BY	DESCRIPTION	1	05.24.18	JS	FL-1-A1 - REVISED TO 20" CHANNEL LETTER SET	2	06.12.18	JS	UPDATE ELEVATION	3	07.06.18	JS	QTY: 2 18" CHNL LTRS / REMOVE 20" CHNL LTR / NON-LIT BLADE SIGN	4	07.13.18	JS	REMOVE BLADE FROM SOW / REMOVE COPY ON AWNING / UPDATE LOCATION ON KEY PLAN	5	00.00.00	XX	XXXX	6	00.00.00	XX	XXXX	7	00.00.00	XX	XXXX	8	00.00.00	XX	XXXX	9	00.00.00	XX	XXXX	10	00.00.00	XX	XXXX	<p>CLIENT APPROVAL _____ DATE _____</p> <p>LANDLORD APPROVAL _____ DATE _____</p> <p>QC _____</p>		<p>LAUREL VILLAGE 3407 CALIFORNIA STREET SAN FRANCISCO, CA 94118</p> <p>DESIGN PHASE: CONCEPTUAL</p>	<p>SHEET NUMBER 2.0</p>
	REV.	DATE	BY	DESCRIPTION																																														
	1	05.24.18	JS	FL-1-A1 - REVISED TO 20" CHANNEL LETTER SET																																														
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10	00.00.00	XX	XXXX																																															

AW.1 AWNINGS (QTY 1)

FIELD SURVEY REQUIRED



C AWNING FACE
SCALE: 3/8"=1'-0"



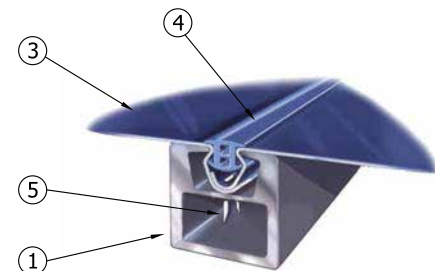
AWNING / FRAME DETAIL
SCALE: 3/8"=1'-0"

SPECIFICATIONS

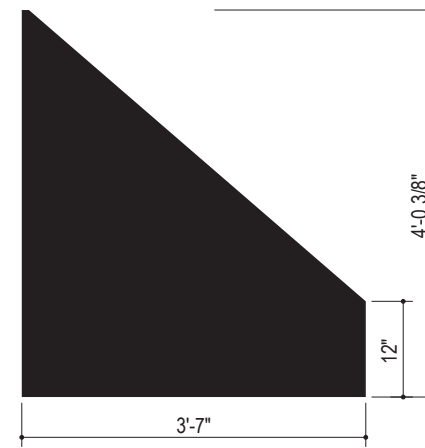
1. 1" x 1" x .125 WALL MILLIKEN TUBING / PAINTED P-1
2. 1" x 2" x .125 WALL ALLUMINUM TUBING / PAINTED P-1
3. BLACK SUNBRELLA FABRIC / 1ST SURFACE APPLIED VINYL GRAPHIC V-1 / HEAT TRANSFERRED
4. VINYL STRIP
5. MI-9G MILLIKEN STAPLES
6. .236" THK x 2"W FORMED ALUMINUM Z-CLIPS
7. MOUNTING HARDWARE (PER WALL CONDITIONS)
8. CLOSED ENDS

COLORS/FINISHES

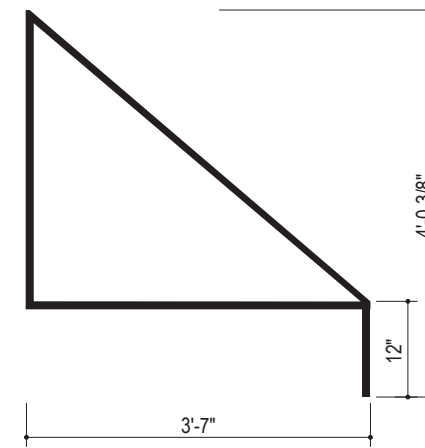
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- V-2 3M 7125-10 OPAQUE WHITE



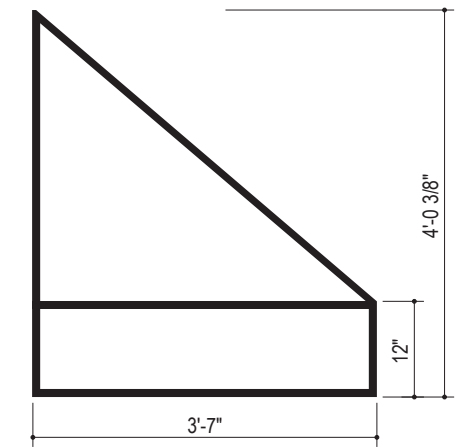
MILLIKEN EXTRUSION
SCALE: NTS



SIDE VIEW
SCALE: 1/2"=1'-0"



FRAME DETAIL @ MIDDLE SECTIONS
SCALE: 1/2"=1'-0"



FRAME DETAIL @ END SECTIONS
SCALE: 1/2"=1'-0"

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JOB #: **228618-R3**
DATE: 04.30.2018
DESIGNER: J Sotka
SALES REP: X. Xxxxxx
PROJ MGR: R Jensky

REV.	DATE	BY	DESCRIPTION
1	05.24.18	JS	FL-1-A1 - REVISED TO 20" CHANNEL LETTER SET
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7	00.00.00	XX	XXXX
8	00.00.00	XX	XXXX
9	00.00.00	XX	XXXX
10	00.00.00	XX	XXXX

CLIENT APPROVAL	DATE
LANDLORD APPROVAL	DATE
QC	



LAUREL VILLAGE
3407 CALIFORNIA STREET
SAN FRANCISCO, CA 94118

DESIGN PHASE: CONCEPTUAL

SHEET NUMBER

3.0

Exhibit C – Environmental Determination



SAN FRANCISCO PLANNING DEPARTMENT

CEQA Categorical Exemption Determination

PROPERTY INFORMATION/PROJECT DESCRIPTION

Project Address		Block/Lot(s)
3407 CALIFORNIA ST		1034001
Case No.		Permit No.
2018-003878PRJ		
<input type="checkbox"/> Addition/ Alteration	<input type="checkbox"/> Demolition (requires HRE for Category B Building)	<input type="checkbox"/> New Construction
<p>Project description for Planning Department approval. Conditional Use Authorization application to permit a formula retail establishment d.b.a. Sephora Studio.</p>		

STEP 1: EXEMPTION CLASS

Note: If neither class applies, an <i>Environmental Evaluation Application</i> is required.	
<input checked="" type="checkbox"/>	Class 1 - Existing Facilities. Interior and exterior alterations; additions under 10,000 sq. ft.
<input type="checkbox"/>	Class 3 - New Construction. Up to three new single-family residences or six dwelling units in one building; commercial/office structures; utility extensions; change of use under 10,000 sq. ft. if principally permitted or with a CU.
<input type="checkbox"/>	<p>Class 32 - In-Fill Development. New Construction of seven or more units or additions greater than 10,000 sq. ft. and meets the conditions described below:</p> <p>(a) The project is consistent with the applicable general plan designation and all applicable general plan policies as well as with applicable zoning designation and regulations.</p> <p>(b) The proposed development occurs within city limits on a project site of no more than 5 acres substantially surrounded by urban uses.</p> <p>(c) The project site has no value as habitat for endangered rare or threatened species.</p> <p>(d) Approval of the project would not result in any significant effects relating to traffic, noise, air quality, or water quality.</p> <p>(e) The site can be adequately served by all required utilities and public services.</p> <p>FOR ENVIRONMENTAL PLANNING USE ONLY</p>
<input type="checkbox"/>	Class _____

STEP 2: CEQA IMPACTS
TO BE COMPLETED BY PROJECT PLANNER

<p>If any box is checked below, an <i>Environmental Evaluation Application</i> is required.</p>	
<input type="checkbox"/>	<p>Air Quality: Would the project add new sensitive receptors (specifically, schools, day care facilities, hospitals, residential dwellings, and senior-care facilities within an Air Pollution Exposure Zone? Does the project have the potential to emit substantial pollutant concentrations (e.g., backup diesel generators, heavy industry, diesel trucks, etc.)? (refer to EP_ArcMap > CEQA Catex Determination Layers > Air Pollution Exposure Zone)</p>
<input type="checkbox"/>	<p>Hazardous Materials: If the project site is located on the Maher map or is suspected of containing hazardous materials (based on a previous use such as gas station, auto repair, dry cleaners, or heavy manufacturing, or a site with underground storage tanks): Would the project involve 50 cubic yards or more of soil disturbance - or a change of use from industrial to residential? If yes, this box must be checked and the project applicant must submit an Environmental Application with a Phase I Environmental Site Assessment. <i>Exceptions: do not check box if the applicant presents documentation of enrollment in the San Francisco Department of Public Health (DPH) Maher program, a DPH waiver from the Maher program, or other documentation from Environmental Planning staff that hazardous material effects would be less than significant (refer to EP_ArcMap > Maher layer).</i></p>
<input type="checkbox"/>	<p>Transportation: Does the project create six (6) or more net new parking spaces or residential units? Does the project have the potential to adversely affect transit, pedestrian and/or bicycle safety (hazards) or the adequacy of nearby transit, pedestrian and/or bicycle facilities?</p>
<input type="checkbox"/>	<p>Archeological Resources: Would the project result in soil disturbance/modification greater than two (2) feet below grade in an archeological sensitive area or eight (8) feet in a non -archeological sensitive area? (refer to EP_ArcMap > CEQA Catex Determination Layers > Archeological Sensitive Area)</p>
<input type="checkbox"/>	<p>Subdivision/Lot Line Adjustment: Does the project site involve a subdivision or lot line adjustment on a lot with a slope average of 20% or more? (refer to EP_ArcMap > CEQA Catex Determination Layers > Topography)</p>
<input type="checkbox"/>	<p>Slope = or > 20%: Does the project involve any of the following: (1) square footage expansion greater than 1,000 sq. ft. outside of the existing building footprint, (2) excavation of 50 cubic yards or more of soil, (3) new construction? (refer to EP_ArcMap > CEQA Catex Determination Layers > Topography) If box is checked, a geotechnical report is required.</p>
<input type="checkbox"/>	<p>Seismic: Landslide Zone: Does the project involve any of the following: (1) square footage expansion greater than 1,000 sq. ft. outside of the existing building footprint, (2) excavation of 50 cubic yards or more of soil, (3) new construction? (refer to EP_ArcMap > CEQA Catex Determination Layers > Seismic Hazard Zones) If box is checked, a geotechnical report is required.</p>
<input type="checkbox"/>	<p>Seismic: Liquefaction Zone: Does the project involve any of the following: (1) square footage expansion greater than 1,000 sq. ft. outside of the existing building footprint, (2) excavation of 50 cubic yards or more of soil, (3) new construction? (refer to EP_ArcMap > CEQA Catex Determination Layers > Seismic Hazard Zones) If box is checked, a geotechnical report will likely be required.</p>
<p>If no boxes are checked above, GO TO STEP 3. If one or more boxes are checked above, an <i>Environmental Evaluation Application</i> is required, unless reviewed by an Environmental Planner.</p>	
<p>Comments and Planner Signature (optional): Alexandra Kirby</p>	

**STEP 3: PROPERTY STATUS - HISTORIC RESOURCE
TO BE COMPLETED BY PROJECT PLANNER**

PROPERTY IS ONE OF THE FOLLOWING: (refer to Parcel Information Map)	
<input type="checkbox"/>	Category A: Known Historical Resource. GO TO STEP 5.
<input checked="" type="checkbox"/>	Category B: Potential Historical Resource (over 45 years of age). GO TO STEP 4.
<input type="checkbox"/>	Category C: Not a Historical Resource or Not Age Eligible (under 45 years of age). GO TO STEP 6.

**STEP 4: PROPOSED WORK CHECKLIST
TO BE COMPLETED BY PROJECT PLANNER**

Check all that apply to the project.	
<input checked="" type="checkbox"/>	1. Change of use and new construction. Tenant improvements not included.
<input type="checkbox"/>	2. Regular maintenance or repair to correct or repair deterioration, decay, or damage to building.
<input type="checkbox"/>	3. Window replacement that meets the Department's <i>Window Replacement Standards</i> . Does not include storefront window alterations.
<input type="checkbox"/>	4. Garage work. A new opening that meets the <i>Guidelines for Adding Garages and Curb Cuts</i> , and/or replacement of a garage door in an existing opening that meets the Residential Design Guidelines.
<input type="checkbox"/>	5. Deck, terrace construction, or fences not visible from any immediately adjacent public right-of-way.
<input type="checkbox"/>	6. Mechanical equipment installation that is not visible from any immediately adjacent public right-of-way.
<input type="checkbox"/>	7. Dormer installation that meets the requirements for exemption from public notification under <i>Zoning Administrator Bulletin No. 3: Dormer Windows</i> .
<input type="checkbox"/>	8. Addition(s) that are not visible from any immediately adjacent public right-of-way for 150 feet in each direction; does not extend vertically beyond the floor level of the top story of the structure or is only a single story in height; does not have a footprint that is more than 50% larger than that of the original building; and does not cause the removal of architectural significant roofing features.
Note: Project Planner must check box below before proceeding.	
<input checked="" type="checkbox"/>	Project is not listed. GO TO STEP 5.
<input type="checkbox"/>	Project does not conform to the scopes of work. GO TO STEP 5.
<input type="checkbox"/>	Project involves four or more work descriptions. GO TO STEP 5.
<input checked="" type="checkbox"/>	Project involves less than four work descriptions. GO TO STEP 6.

**STEP 5: CEQA IMPACTS - ADVANCED HISTORICAL REVIEW
TO BE COMPLETED BY PROJECT PLANNER**

Check all that apply to the project.	
<input checked="" type="checkbox"/>	1. Project involves a known historical resource (CEQA Category A) as determined by Step 3 and conforms entirely to proposed work checklist in Step 4.
<input type="checkbox"/>	2. Interior alterations to publicly accessible spaces.
<input type="checkbox"/>	3. Window replacement of original/historic windows that are not "in-kind" but are consistent with existing historic character.
<input checked="" type="checkbox"/>	4. Façade/storefront alterations that do not remove, alter, or obscure character-defining features.
<input type="checkbox"/>	5. Raising the building in a manner that does not remove, alter, or obscure character-defining features.
<input type="checkbox"/>	6. Restoration based upon documented evidence of a building's historic condition, such as historic photographs, plans, physical evidence, or similar buildings.

<input type="checkbox"/>	7. Addition(s) , including mechanical equipment that are minimally visible from a public right-of-way and meet the <i>Secretary of the Interior's Standards for Rehabilitation</i> .
<input checked="" type="checkbox"/>	8. Other work consistent with the <i>Secretary of the Interior Standards for the Treatment of Historic Properties</i> (specify or add comments): New storefront and signage within (e) openings.
<input type="checkbox"/>	9. Other work that would not materially impair a historic district (specify or add comments): (Requires approval by Senior Preservation Planner/Preservation Coordinator)
<input type="checkbox"/>	10. Reclassification of property status. (Requires approval by Senior Preservation Planner/Preservation <input type="checkbox"/> Reclassify to Category A <input type="checkbox"/> Reclassify to Category C a. Per HRER dated (attach HRER) b. Other (specify):
Note: If ANY box in STEP 5 above is checked, a Preservation Planner MUST check one box below.	
<input type="checkbox"/>	Further environmental review required. Based on the information provided, the project requires an <i>Environmental Evaluation Application</i> to be submitted. GO TO STEP 6.
<input checked="" type="checkbox"/>	Project can proceed with categorical exemption review. The project has been reviewed by the Preservation Planner and can proceed with categorical exemption review. GO TO STEP 6.
Comments (optional):	
Preservation Planner Signature: Alexandra Kirby	

**STEP 6: CATEGORICAL EXEMPTION DETERMINATION
TO BE COMPLETED BY PROJECT PLANNER**

<input type="checkbox"/>	Further environmental review required. Proposed project does not meet scopes of work in either (check all that apply): <input type="checkbox"/> Step 2 - CEQA Impacts <input type="checkbox"/> Step 5 - Advanced Historical Review STOP! Must file an <i>Environmental Evaluation Application</i>.	
<input type="checkbox"/>	No further environmental review is required. The project is categorically exempt under CEQA. There are no unusual circumstances that would result in a reasonable possibility of a significant effect.	
	Project Approval Action: Commission Hearing	Signature: Sharon Young
	If Discretionary Review before the Planning Commission is requested, the Discretionary Review hearing is the Approval Action for the project.	08/29/2018
	Once signed or stamped and dated, this document constitutes a categorical exemption pursuant to CEQA Guidelines and Chapter 31 of the Administrative Code. In accordance with Chapter 31 of the San Francisco Administrative Code, an appeal of an exemption determination can only be filed within 30 days of the project receiving the first approval action. Please note that other approval actions may be required for the project. Please contact the assigned planner for these approvals.	

STEP 7: MODIFICATION OF A CEQA EXEMPT PROJECT

TO BE COMPLETED BY PROJECT PLANNER

In accordance with Chapter 31 of the San Francisco Administrative Code, when a California Environmental Quality Act (CEQA) exempt project changes after the Approval Action and requires a subsequent approval, the Environmental Review Officer (or his or her designee) must determine whether the proposed change constitutes a substantial modification of that project. This checklist shall be used to determine whether the proposed changes to the approved project would constitute a "substantial modification" and, therefore, be subject to additional environmental review pursuant to CEQA.

PROPERTY INFORMATION/PROJECT DESCRIPTION

Project Address (If different than front page)		Block/Lot(s) (If different than front page)
3407 CALIFORNIA ST		1034/001
Case No.	Previous Building Permit No.	New Building Permit No.
2018-003878PRJ		
Plans Dated	Previous Approval Action	New Approval Action
	Commission Hearing	
Modified Project Description:		

DETERMINATION IF PROJECT CONSTITUTES SUBSTANTIAL MODIFICATION

Compared to the approved project, would the modified project:	
<input type="checkbox"/>	Result in expansion of the building envelope, as defined in the Planning Code;
<input type="checkbox"/>	Result in the change of use that would require public notice under Planning Code Sections 311 or 312;
<input type="checkbox"/>	Result in demolition as defined under Planning Code Section 317 or 19005(f)?
<input type="checkbox"/>	Is any information being presented that was not known and could not have been known at the time of the original determination, that shows the originally approved project may no longer qualify for the exemption?
If at least one of the above boxes is checked, further environmental review is required.	

DETERMINATION OF NO SUBSTANTIAL MODIFICATION

<input type="checkbox"/>	The proposed modification would not result in any of the above changes.
If this box is checked, the proposed modifications are categorically exempt under CEQA, in accordance with prior project approval and no additional environmental review is required. This determination shall be posted on the Planning Department website and office and mailed to the applicant, City approving entities, and anyone requesting written notice.	
Planner Name:	Signature or Stamp:

Exhibit D - Land Use Data

Conditional Use Hearing
Case Number 2018-003878CUA
3407 California Street



SAN FRANCISCO PLANNING DEPARTMENT

Land Use Information

PROJECT ADDRESS: 3407 CALIFORNIA ST
RECORD NO.: 2018-003878CUA

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

Reception:
415.558.6378

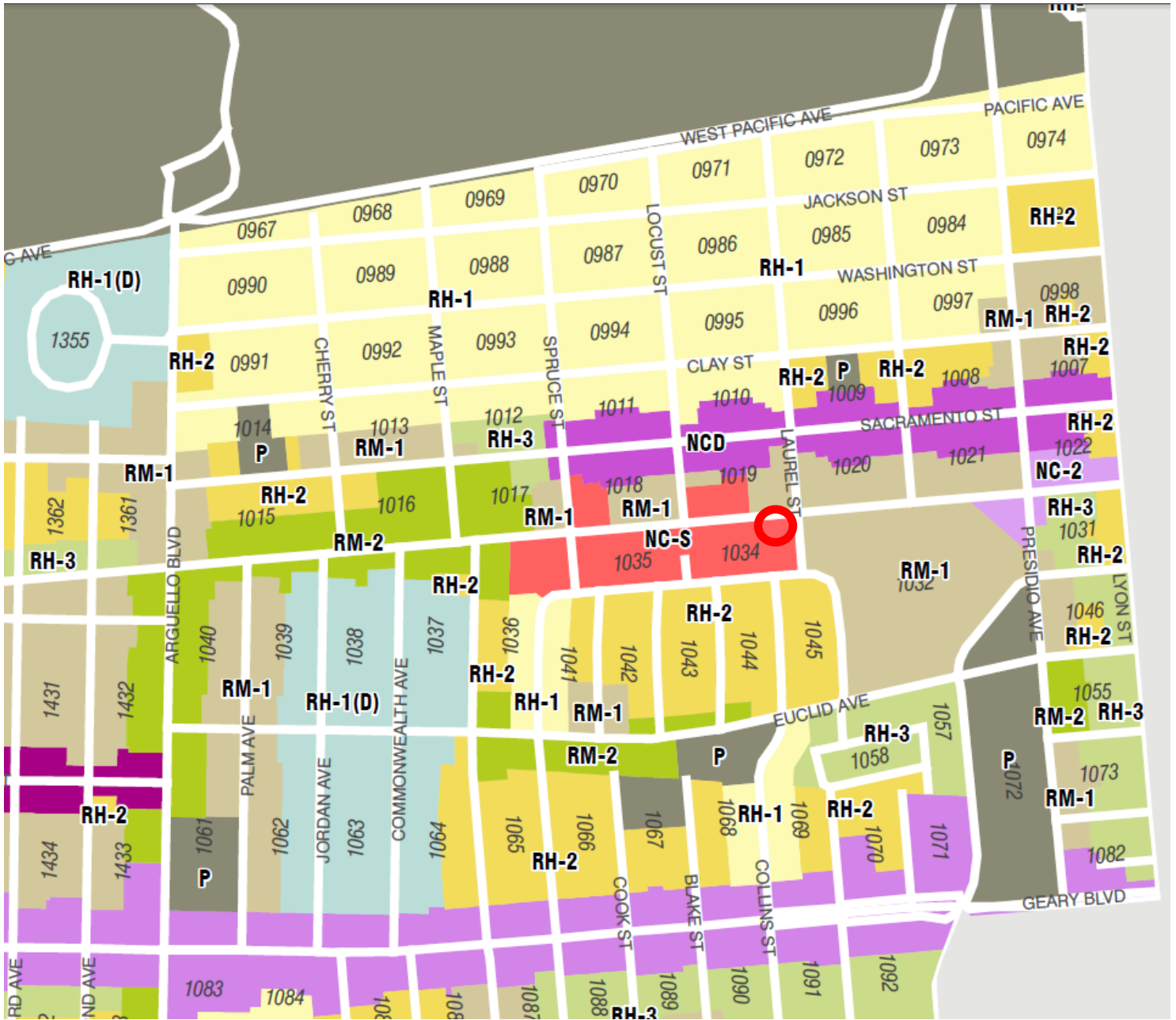
Fax:
415.558.6409

Planning
Information:
415.558.6377

	EXISTING	PROPOSED	NET NEW
GROSS SQUARE FOOTAGE (GSF)			
Lot Area	8,529	8,529	0
Residential	--	--	--
Commercial/Retail	2,600	2,600	--
Office	--	--	--
Industrial/PDR <i>Production, Distribution, & Repair</i>	--	--	--
Parking	--	--	--
Usable Open Space	--	--	--
Public Open Space	--	--	--
Other ()			
TOTAL GSF	2,600	2,600	0
	EXISTING	NET NEW	TOTALS
PROJECT FEATURES (Units or Amounts)			
Dwelling Units - Market Rate	--	--	--
Dwelling Units - Affordable	--	--	--
Hotel Rooms	--	--	--
Parking Spaces	--	--	--
Loading Spaces	--	--	--
Car Share Spaces	--	--	--
Bicycle Spaces	--	--	--
Number of Buildings	1	1	0
Number of Stories	1	1	1
Height of Building(s)	20 feet	20 feet	No Change
Other ()			

Exhibit E - Maps and Context Photos

Zoning Map



Conditional Use Hearing
Case Number 2018-003878CUA
3407 California Street



Parcel Map

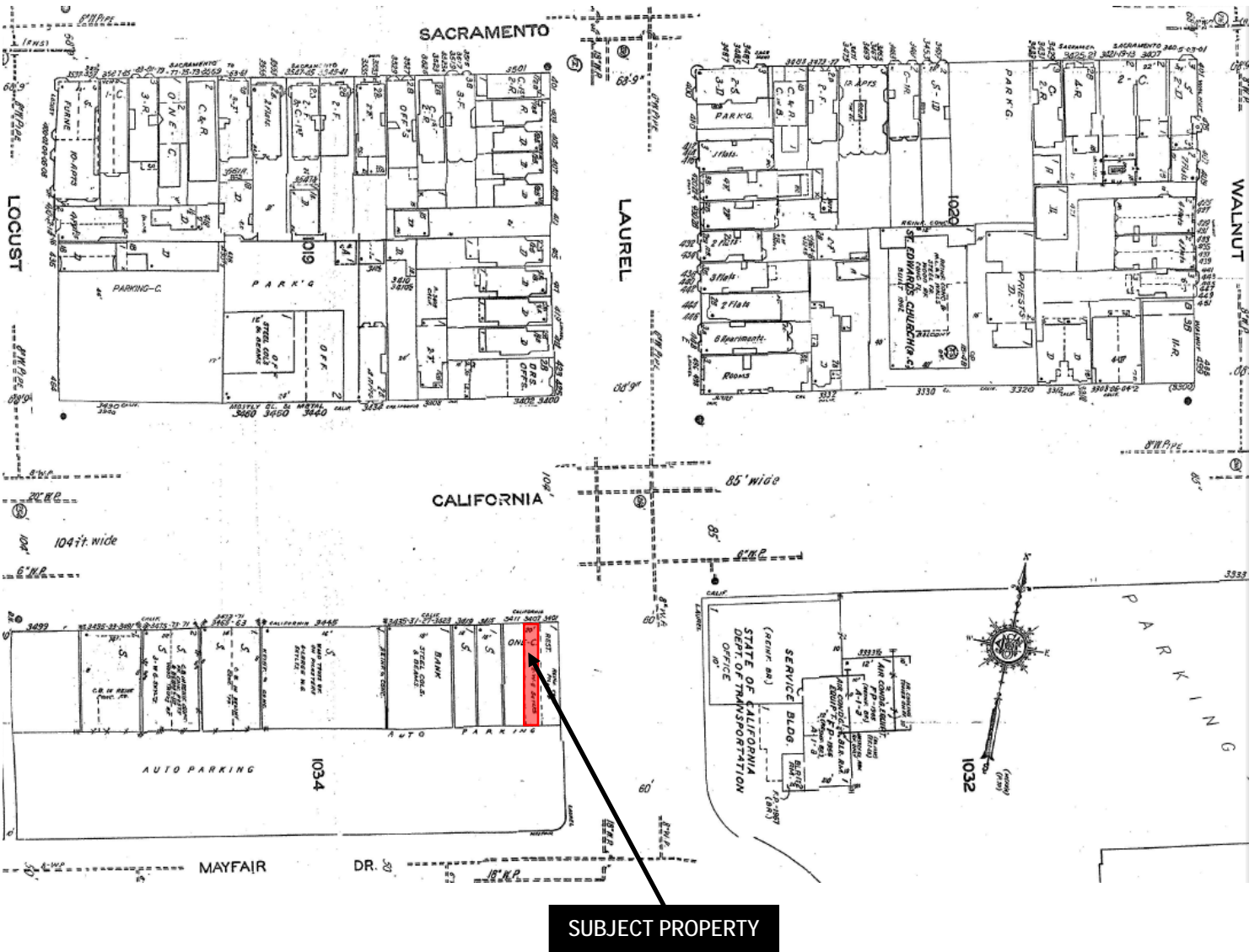


SUBJECT PROPERTY



Conditional Use Hearing
Case Number 2018-003878CUA
3407 California Street

Sanborn Map*



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

Conditional Use Hearing
 Case Number 2018-003878CUA
 3407 California Street



Aerial Photo



SUBJECT PROPERTY



Conditional Use Hearing
Case Number 2018-003878CUA
3407 California Street

Site Photo

AERIAL PHOTO



SUBJECT PROPERTY



Conditional Use Hearing
Case Number 2018-003878CUA
3407 California Street

Site Photo



LAUREL ST.



SUBJECT
PROPERTY

Site Photo

PORTION OF SUBJECT BLOCK



SUBJECT PROPERTY



Conditional Use Hearing
Case Number 2018-003878CUA
3407 California Street

Site Photo

OPPOSITE BLOCK



Conditional Use Hearing
Case Number 2018-003878CUA
3407 California Street

Exhibit F – Project Sponsor Submittal

3407 California Street Vicinity Survey

Supporting Conditional Use Permit Application for Sephora Studio at
3407 California Street, San Francisco, CA

April 15, 2018

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3	Methodology.....	2
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Figure 2	% Formula Retail Frontage.....	4

Exhibit B Block/Lot List, Business Names, Addresses and Commercial Frontage

1 Executive Summary

Sephora Studio is seeking a discretionary approval from San Francisco Planning to open a Cosmetics Sales and Personal Services Store at 3407 California Street.

As part of Sephora Studio's Conditional Use application, a characterization of the 300' radius area and the Laurel Village Neighborhood Commercial Shopping Center District (NC-S) was requested to assess the Formula Retail concentration in the area.

Based on the survey carried out and described in the sections below, the concentration of all Formula Retail establishments in the 300' radius plus the NC-S district is 28% of total commercial frontage.

The category Personal Services accounts for 1% of the total commercial frontage and 0% of the Formula Retail frontage in the combined areas.

The vacancy rate for the 300' plus NC-S district is 5% vacant linear footage of storefront to total commercial storefront.

2 Background

As part of the Sephora Studio application for Conditional Use Authorization for Formula Retail Establishments in the Laurel Village NC-S, SF Planning requested a characterization of the immediate vicinity of the proposed establishment location. In particular, an analysis of the Formula Retail (FR) concentration as a percentage of all ground floor commercial uses in the 300' radius area around the proposed store and the Laurel Village Neighborhood Commercial Shopping Center District (NC-S) was requested.

3 Methodology

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

1. Calculation shall include all parcels that are wholly or partially located within the selected radius (300') and the NC-S area that are also zoned commercial or contain commercial uses.
2. Concentration is based on the Neighborhood Commercial District methodology, adopted as policy by the Planning Commission on April 11, 2013 per Resolution No. 18843.
3. For each property, including the subject property, the total linear frontage of the lot facing a public right-of-way is divided by the number of storefronts. The linear frontage shall include the corner parcels.
4. Storefronts at second or higher floors are not considered. Split level floors, resulting in a basement and a raised first floor, are included in the calculations.
5. Formula Retail storefronts and their linear frontage are separated from the non-Formula Retail establishments and their linear frontage.
6. The final calculations are the percentages (%) of Formula Retail and non-Formula Retail frontages (half or higher of a percentage point shall be rounded up).

4 Data Sources

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

- a. 300' radius and Laurel Village Neighborhood Commercial Shopping Center District area are based on the San Francisco Property Information Map GIS system.
- b. Assessor's block maps were consulted via the San Francisco Property Information Map system for lot widths.
- c. Google Street View (Oct 2017 Imagery) was consulted.
- d. An internet search was then conducted to confirm street addresses, business names and Formula Retail status.
- e. A site visit was carried out on March 16th 2018 to inspect the survey area and subsequently validate findings.

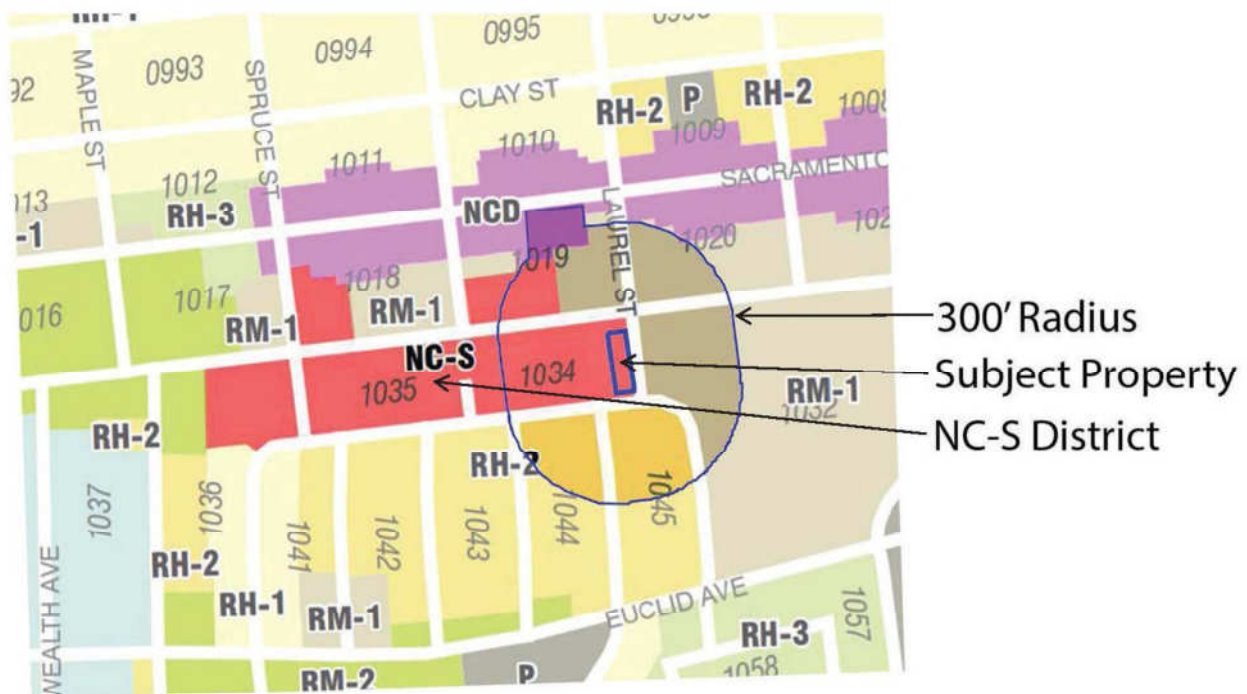
5 Survey Findings

Figure 1 below shows the spatial context of this Vicinity Survey.

The proposed Sephora Studio at 3407 California Street falls at the east end of the Laurel Village Neighborhood Commercial Shopping Center District. The lots that have been surveyed for the purpose of this analysis are either falling within the 300' radius or in the NC-S. Commercial lots that are partially in the 300' are included in their entirety in the survey.

The list of blocks and lots surveyed is attached in Exhibit B.

Figure 1 Vicinity Survey Area Map



Area Surveyed: 300' radius plus complete Laurel Village NC-S

As presented in Table 1 and below, the FR concentration recorded for the 300' radius around 3407 California Street and the totality of the Laurel Village Neighborhood Commercial Shopping Center District is 27.7% of total commercial frontage. The vacancy rate is 5%.

Table 1 Formula Retail Concentration in the 300' radius plus NC-S by Business Type

3407 California Street % FR Frontage			
Type of Business	Commercial Frontage Total LF	FR Stores Frontage LF	% of Type that is FR
Financial Services	250.00	250	100%
Retail	350.25	265	76%
Grocery	261.25	0	0%
Parking	468.57	0	0%
Limited Restaurant	255.00	128	50%
Restaurant	45.00	0	0%
Personal Services	25.00	0	0%
Professional Services	566.01	0	0%
Vacant	117.00	0	0%
Total	2338.07	643.00	27.7%
Vacancy Rate			5.0%

Figure 2 below shows the % of Formula Retail frontage to the total commercial frontage categorized by Formula Retail business type in the combined 300' radius and the NC-S district. Personal Services occupy approximately 1% of the total commercial frontage and 0% of the Formula Retail frontage.

Figure 2 Formula Retail Frontages

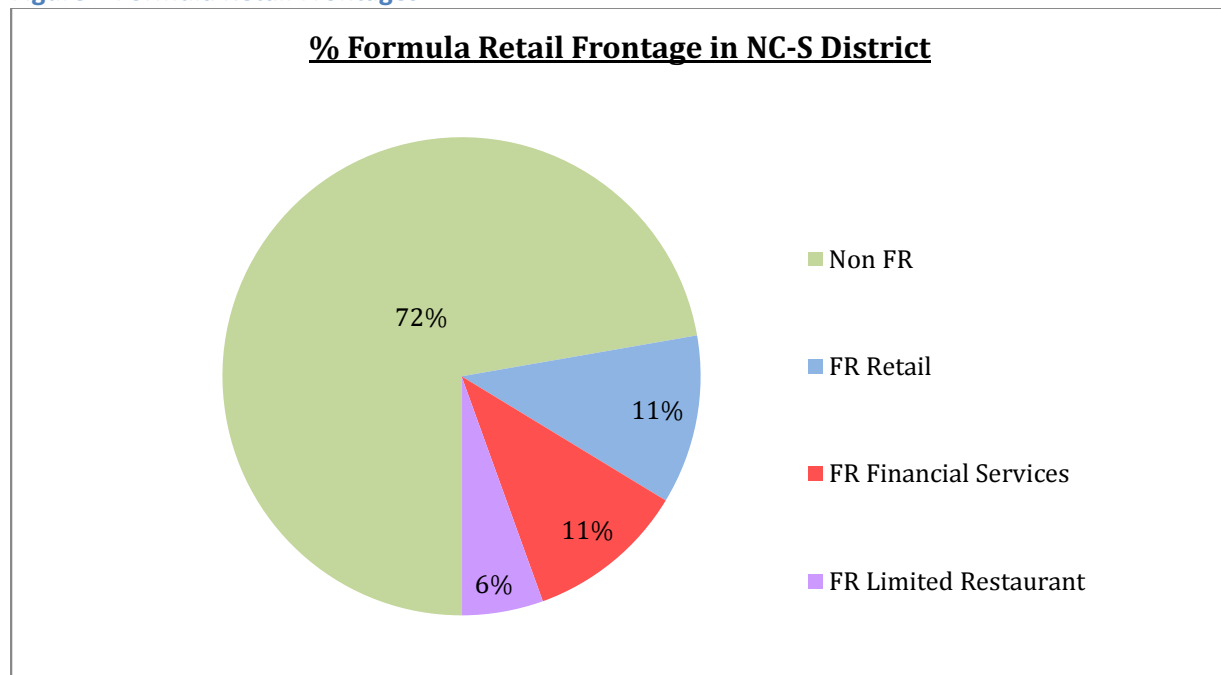


Exhibit B : 3407 California Street , Sephora Studio - Conditional Use Formula Retail Survey

Block	Lot	Address #	Street	Business Name	Formula Retail?	Total Commercial Frontage (ft)	Use
1034	1	3401	California	Beautiful!		18	Limited Restaurant
1034	1	n/a	Laurel	Beautiful!		84	Limited Restaurant
1034	1	n/a	Laurel	Laurel Village Parking		77	Parking
1034	1	3407	California	Vacant (Subject property)		32	Vacant
1034	2	3415	California	Artesano		20	Restaurant
1034	2A	3419	California	Peet's Coffee & Tea	Y	20	Limited Restaurant
1034	2B	3431	California	Wells Fargo	Y	30	Financial Services
1034	3	3431	California	Wells Fargo	Y	30	Financial Services
1034	4	3445	California	Bryan's Grocery		96.25	Grocery
1034	5	3461	California	Wine Impressions		25	Grocery
1034	5	3465	California	Rigolo		25	Limited Restaurant
1034	6	3473	California	Union Bank	Y	40	Financial Services
1034	6	3475	California	Chandler Properties		10	Professional Services
1034	7	3491	California	Gap Kids	Y	50	Retail
1034	8	3505	California	Chico's		27	Retail
1034	8	3501	California	Laurel Village Realtors		8	Professional Services
1034	8	3509	California	Closing (Pop-Up store)		15	Vacant
1035	1	3515	California	Books Inc		23.25	Retail
1035	1	3519	California	Noah's Bagels	Y	23	Limited Restaurant
1035	1	3525	California	Papyrus	Y	20	Retail
1035	4	3533	California	First Republic Bank	Y	55	Financial Services
1035	4	3535	California	Peninsula Beauty		25	Personal Services
1035	5	3545	California	Ace	Y	60	Retail
1035	6	3555	California	Stan's Kitchen		15	Retail
1035	6	3565	California	Bank of America	Y	35	Financial Services
1035	6	3585	California	Cal-Mart		140	Grocery
1035	3	n/a	Spruce	Starbucks	Y	35	Limited Restaurant
1035	3	3595	California	Starbucks	Y	50	Limited Restaurant
1035	3	n/a	Spruce	Laurel Village Parking		81	Parking
1035	3	500	Spruce	Medical Offices		45	Professional Services
1036	44	3601	California	Walgreens	Y	50	Retail
1036	44	n/a	Spruce	Walgreens	Y	85	Retail
1036	43	3611	California	Vixi		25	Restaurant
1036	42	3619	California	Presidio Way Veterinary		25	Professional Services
1036	41	3625	California	Breall & Breall		25	Professional Services
1036	40	3633	California	Saburo Kami Dental		25	Professional Services
1036	39	3635-43	California	Golden Gate Pediatrics		44.062	Professional Services
1036	38	n/a	California	Parking		36.512	Parking
1036	2	515	Spruce	Medical Office		135.646	Professional Services
1036	51	n/a	Spruce	Parking		51.459	Parking
1019	11	3440	California	RADNET Medical Imaging CA		110	Professional Services
1019	65	3468	California	San Francisco Endoscopy Center		47.6	Professional Services
1019	64	3478	California	Charles Schwab	Y	60	Financial Services
1019	63	3490	California	vacant (previously Ag Ferrari)		30	Vacant
1019	62	n/a	Locust	vacant (previously Ag Ferrari)		40	Vacant
1019	62	n/a	Locust	UCSF Primary Care Laurel Village		23.2	Professional Services

Exhibit B: 3407 California Street, Sephora Studio Conditional Use Formula Retail Survey (cont'd)

Block	Lot	Address #	Street	Business Name	Formula Retail?	Total Commercial Frontage (ft)	Use
1019	62	n/a	Locust	3490 California St Garage		20	Parking
1019	62	n/a	Locust	Residential			
1019	32-34		Sacramento	Residential			
1019	30	3525	Sacramento	The Designer Consigner		20	Retail
1019	29		Sacramento	Residential			
1019	28		Sacramento	Residential			
1019	27		Sacramento	Residential			
1019	26		Sacramento	Residential			
1018	5a	n/a	California	Parking		70	Parking
1018	5a	n/a	Spruce	Parking		92.594	Parking
1018	19	3580	California	Medical offices		67.5	Professional Services
1018	19	n/a	Spruce	Parking		40	Parking

SEPHORA STUDIO
3407 California Street

Community Outreach Summary

Laurel Heights Improvement Association: Kathy Devincenzi and MJ Thomas with the LHIA attended our pre application meeting and were both explicitly supportive of the project, noting that they thought it was a good fit for the neighborhood and that they looked forward to our opening.

Lighthouse followed up with Kathy and MJ of LHIA via email twice in April, as well as in May and June to see if the LHIA would like a presentation on the project. We did not receive any replies or other follow up contact after the pre app meeting.

SFCDMA: Lighthouse contacted Vas Kiniris with the CDMA to update them on the project and to see if they knew of any merchant associations connected to Laurel Village that would be interested in additional outreach. The CDMA did not have any questions about the project, and did not think there was a merchant association for Laurel Village.

D2 Supervisor Stefani's office: Lighthouse has remained in regular contact with Ellie Miller Hall from Supervisor Stefani's office, reaching out in April, May, June and July to provide progress updates and to make sure we were contacting all of the critical neighborhood organizations in the district.

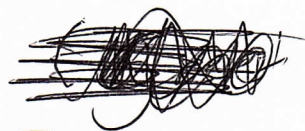
Sacramento Street Merchant Association: Email sent in June describing the project and asking if the organization would like a presentation. President Traci Teraoka responded that she was a fan of Sephora, but did not have any additional questions.

Jordan Park Improvement Association: Email sent in June describing the project and asking if the organization would like a presentation. Did not receive a response.

Presidio Heights Association of Neighbors: Email sent in June describing the project and asking if the organization would like a presentation. Did not receive a response.

- In addition, there is a merchant support petition walk scheduled for early August

(Cashwrap)



SEPHORA

Would you like to see a **SEPHORA** store open in **Laurel Village**?
Sign below to have a new **SEPHORA** to serve the **Laurel Heights** community.

Name: ~~Wendy~~ Alyssa Wernar

Name: ~~[Scribble]~~

Name: ~~[Scribble]~~

Name: ~~[Scribble]~~

Name: Deonni

Name: Mai

Name: Max Kim

Name: Sham Gambrell

Name: ~~[Scribble]~~

Name: ERIN FUSCO ~~[Scribble]~~

Name: Kayla Pitchon - Otanez

Name: M. Jacquis

Name: ~~[Scribble]~~

Name: ~~[Scribble]~~

Name: ~~[Scribble]~~

Name: ~~[Scribble]~~

Name: Vanessa Kuong

Name: ~~[Scribble]~~

Name: Denise Yee

Name: Claren San Juan

Name: Andrea Reedle 100%!!!

Name: Emily Tran ~~[Scribble]~~ hell yes!

Name: _____

This Has to Stay on

SEPHORA

CASH
WRAP!!!

Would you like to see a **SEPHORA** store open in **Laurel Village**?
Sign below to have a new **SEPHORA** to serve the **Laurel Heights** community.

Name: Hannah Bagby

Name: Abbey Kaneub

Name: Maria Lukens

Name: Kristen Nesbit

Name: Kayla Pitehon-Otanez

Name: Angel Junio

Name: ~~Margaret Lee~~

Name: Anne Toy

Name: ~~[blacked out]~~

Name: ~~[blacked out]~~

Name: Emily Zhou

Name: Amy Tan

Name: Rosalee Camingne

Name: Justine Danab

Name: Kimberly Mohammad

Name: Casey Kelly

Name: Christina Tung

Name: Amy TOA

Name: Monica tein

Name: Cori Montezano

Name: Elizabeth Morris

Name: JAYNE GRIFFIN

(Cashwrap)

SEPHORA

Would you like to see a **SEPHORA** store open in **Laurel Village**?
Sign below to have a new **SEPHORA** to serve the **Laurel Heights** community.

Name: Jo Chang

Name: _____

Name: Aue Kwon

Name: _____

Name: Sandra Mark

Name: Liliana Rodriguez

Name: Kim Chrysanthe

Name: Keara McTerney

Name: [Signature]

Name: Christina Yermanov

Name: Cara Chronis

Name: Alani Mar

Name: Maria Gianotti

Name: Teresa Tam

Name: [Signature]

Name: Admjin Montoya

Name: Juliana Duperron

Name: Catlin Ougel

Name: Monika Young

Name: SOOYOUNG CHO

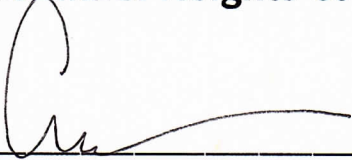
Name: Vanessa Shiro

Name: [Signature]

SEPHORA

Would you like to see a **SEPHORA** store open in **Laurel Village**?

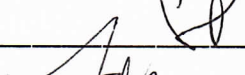
Sign below to have a new **SEPHORA** to serve the **Laurel Heights** community.

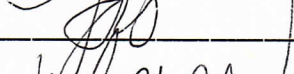
Name: Anne Ryan 

Name: Lindsay Cobb


Name: 

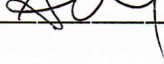
Name: Gyasi Spence

Name: SEMA GENSTL 

Name: Tamm McHitt 

Name: Whitney Sanger 

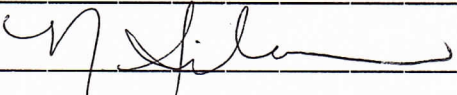
Name: ERIN Hagan 

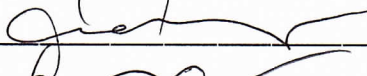
Name: ARIANE MEREL 

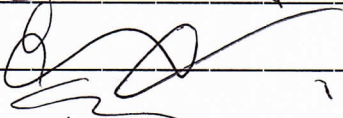
Name: Daniel Liu

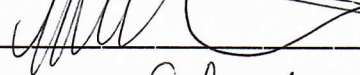
Name: Jennifer Beerline

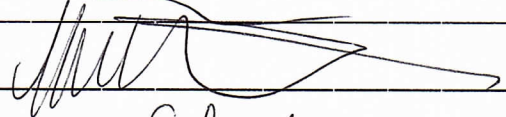
Name: Shelley Graw

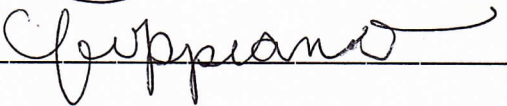
Name: Nicole Silvers 

Name: Jody Mathew 

Name: Cristina Nathan 

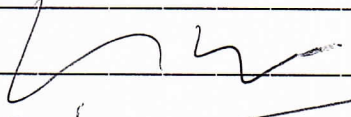
Name: Sarah Wilke 

Name: Kelly Stinger 

Name: Connie Foppiano 

Name: Cheryl Fong

Name: Rebekah Harlan

Name: Claire Beery 

Name: ISABEL LIA 

(Cashwrap)

SEPHORA

Would you like to see a **SEPHORA** store open in **Laurel Village**?
Sign below to have a new **SEPHORA** to serve the **Laurel Heights** community.

Name: Elisa Brasil

Name: Cathy Vu

Name: Nayda Olson

Name: Mendes Brilla

Name: Helena Moun

Name: Le Ann Shea

Name: Temi Sadeissian

Name: Glaine Fajardo

Name: Steph Wang

Name: Choyal On

Name: Rohsen Bandyopadhyay

Name: Monica Banub

Name: Anne Dudley

Name: Alexandra Fontana

Name: Anissa Chitour

Name: Barbie Ortiz

Name: [Signature]

Name: [Signature]

Name: [Signature]

Name: [Signature]

Name: [Signature]

Name: Sandria Wong

Name: Chenna Rubeni

(Cashwrap)

SEPHORA

Would you like to see a **SEPHORA** store open in **Laurel Village**?
Sign below to have a new **SEPHORA** to serve the **Laurel Heights** community.

Name: Edith Garcia

Name: Cara Parlo

Name: Michelle Johnson

Name: Julia Bergman

Name: Jenna Krausky

Name: Victoria von Stein

Name: Chelsea Miriss

Name: Jay Aak

Name: Doris Pesquerin

Name: DEIRA LATORRE

Name: Stephanie Wong

Name: Sandra

Name: Kelsey Harsh

Name: Jenny Chun

Name: Kate Zikelli

Name: Keishia Arce

Name: Emily Jung

Name: Jacquie Grindl

Name: Jenise Breaker

Name: KATHRYN WARREN

Name: Joune Hall

Name: Jennifer

(Greet)

SEPHORA

Would you like to see a **SEPHORA** store open in **Laurel Village**?
Sign below to have a new **SEPHORA** to serve the **Laurel Heights** community.

Name: LARRY CALLAGHAN Jr. P.C.

Name: Michelle Healy

Name: Shanti Collety

Name: Ai Hiruma

Name: MARIA GORDIC

Name: _____

Name: _____

Name: _____

Name: _____

Name: _____

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Name: _____

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(Cashwrap)

SEPHORA

Would you like to see a **SEPHORA** store open in **Laurel Village**?
Sign below to have a **new SEPHORA** to serve the **Laurel Heights** community.

Name: Jackie Ayala

Name: _____

Name: _____

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Name: _____

Name: _____

Name: _____

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Name: _____


(Cashwrap)

SEPHORA

Would you like to see a **SEPHORA** store open in **Laurel Village**?

Sign below to have a new **SEPHORA** to serve the **Laurel Heights** community.

Name: Jenn V. Kennedy 

Name: Adriane DeLuero  Yes!

Name: NaKeisha Henderson → Hella badly!

Name: Yes yes yes!! JWB

Name: _____

Name: _____

Name: _____

Name: _____

Name: _____

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Name: _____

(Cashwrap) SEPHORA

Would you like to see a **SEPHORA** store open in **Laurel Village**?
Sign below to have a new **SEPHORA** to serve the **Laurel Heights** community.

Name: Amy Nguyen

Name: [Signature]

Name: Rachel

Name: Roxanne Hokoma

Name: Elizabeth Margold

Name: Ama Tenes

Name: _____

Name: _____

Name: _____

Name: _____

Name: _____

Name: _____

Name: _____

Name: _____

Name: _____

Name: _____


SEPHORA

Would you like to see a **SEPHORA** store open in **Laurel Village**?
Sign below to have a new **SEPHORA** to serve the **Laurel Heights** community.

- Name: Alyssa Perry
- Name: Vanessa Gomez
- Name: Bella Shilman @ptz
- Name: Sugeet Manchanda
- Name: Brooke Bonime
- Name: Carolyn Feibleman
- Name: Paige Dillenuth
- Name: Josh Lee
- Name: Sophie Thaler
- Name: [Signature]
- Name: Amber Boney
- Name: Nicholas Aquirre
- Name: Sandra Burns
- Name: Richie King
- Name: Maria Garcia
- Name: [Signature]
- Name: [Signature]
- Name: _____
- Name: _____
- Name: _____
- Name: _____
- Name: _____


SEPHORA

Would you like to see a **SEPHORA** store open in **Laurel Village**?
Sign below to have a new **SEPHORA** to serve the **Laurel Heights** community.

Name: 

Name: 

Name: *Kyrstin Gust*

Name: *Aurora* 

Name: *Maura Cohen*

Name: *Julia Perkins*

Name: *Serena Perkins*

Name: _____

Name: _____

Name: _____

Name: _____

Name: _____

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SEPHORA

Would you like to see a **SEPHORA** store open in **Laurel Village**?
Sign below to have a new **SEPHORA** to serve the **Laurel Heights** community.

Name: Leanna Pepercorn

Name: Tamara Peña

Name: Kathya Pineda

Name: Ramon Flores

Name: [Signature]

Name: Jarina Samera

Name: Claudette Arguello

Name: Kimberly Bean

Name: Astrana Cobos

Name: Francesca De Stefano

Name: Stacy L. Abbot

Name: [Signature]

Name: [Signature]

Name: Megan Moran

Name: Bethany Silva

Name: Kelly Porpora Kelly

Name: [Signature]

Name: Brenda Anakanya

Name: Janeysa Wiggins

Name: Karilonea Thompsen

Name: Susan MADAMBA

Name: _____

SEPHORA

Would you like to see a **SEPHORA** store open in **Laurel Village?**
Sign below to have a new **SEPHORA** to serve the **Laurel Heights** community.

- Name: J.P. Boney
- Name: Michelle Deans ML
- Name: Caitriona Concoran
- Name: Emma Sticker
- Name: Baylee Ragsdill
- Name: Lisa Cantwell
- Name: Elaina Lima
- Name: Kelly Keutmann
- Name: Katie Warmuth
- Name: Ellie Shephard
- Name: Alex Eisler
- Name: Hoya Jadallah
- Name: Jessica Eisler
- Name: Ava Reichman
- Name: Ruba Khadra
- Name: Sophie Madfeld
- Name: Katy Brown
- Name: Ali Hurrell
- Name: Madeline Davis
- Name: Nae Sami
- Name: Ellie Schatz

SEPHORA

Would you like to see a **SEPHORA** store open in **Laurel Village**?
Sign below to have a new **SEPHORA** to serve the **Laurel Heights** community.

Name: Abi

Name: Wanda

Name: ~~Abi~~

Name: Julia H. Nelson

Name: Jacki Thompson

Name: ~~Julia~~

Name: ~~Julia~~

Name: Kimberly

Name: Sydney DeLeon

Name: Ashley Zlotnicki

Name: Ana Nuy

Name: Rachelle Watson

Name: Alexa Ellwein

Name: Clia Ellwein

Name: Lilla Jabellian

Name: Grace Johnson

Name: Maggie Hoff

Name: Connor O'Brien

Name: Lily Holm

Name: Hana Mattingly

Name: Emily Coulas

Name: UNDA TRON

u

SEPHORA

Would you like to see a **SEPHORA** store open in **Laurel Village**?
Sign below to have a new **SEPHORA** to serve the **Laurel Heights** community.

Name: Zoe Chang

Name: Kara Olegan

Name: Laura Hayes

Name: Diane Wynn

Name: Katie Albright

Name: Daniella Resch

Name: Izzie Ballon

Name: Bosa Boelofs

Name: Sara Colwin

Name: Annie Stepan

Name: Alex Eisler

Name: Berit Sandvig

Name: Pamela Brady

Name: Porter Rucilla

Name: Haley Castro

Name: Bridget Behrens

Name: Margan Epstein

Name: Yessenia Garcia

Name: Sachi Popov

Name: Bella Mahoney

Name: Denise Dames

Name: MARISSA SIMON

SEPHORA

Laurel Heights Merchants Support Sephora Studio

Yes, I support bringing Sephora Studio to 3407 California Street!

As a business owner/operator in the Laurel Heights neighborhood, I strongly support Sephora's plans to bring a new Sephora Studio to the Laurel Village Shopping Center. Sephora Studio will provide the kinds of goods and services that residents and shoppers most want, and I believe their presence in the area will be a benefit to the entire merchant corridor.

<u>BUSINESS</u>	<u>CONTACT NAME</u>	<u>ADDRESS</u>	<u>EMAIL</u>
Reinora	CHRISTO GARCIA	3707 Sacramento St. SF CA 94118	garcia@reinora.com
de Courvay	Daniel Schneider	3681A Sacramento St.	—
Blene	Kristen Byrne	3615 Sec. St.	SF@blenebros.com
Setona and Lily	Emily Petro	3457 Sacramento St.	designshop@setonandlily.com
Theoni Collection	Roxanne Mein	3435 Sacramento St.	—
THOS. ROSE FURNITURE	Jennifer Conyers	3395 Sacramento St	JENNIFERC@THOSROSE.COM
MONSIEUR MONSIEUR	Dede Lewis	3385 Sacramento St	dede@monsieur.com
Laurel Day Clearer	Milga	3375 Sacramento	SF-94118
Beautiful Orchids Inc.	Angelica Reyes	3319 Sacramento St.	angelicabeautifulorchids@gmail.com

SEPHORA

Laurel Heights Merchants Support Sephora Studio

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BUSINESS	CONTACT NAME	ADDRESS	EMAIL
Essence Home	Valerie	1827 3095 Sacramento	
MARST	Katharine Lange	3075 Sacramento	info@marst.com
Svc Fisher King Co,	Kristina Gale	3067 Sacramento	kristina@suffolk.com
KARL THE STORE	DENNIS GREEN	3234 SACRAMENTO ST	DENNIS@KARLTHESTORE.COM
Mabel Giong	hyle Elder	3009 3342 Sacramento St	info@mabelgiong.com
ANTHONY	Alexandra Reese	3274 Sacramento St.	alexandra@interiors.com
Bright on Presidio	Elben Calles	344 Presidio Ave	elben.calles@brightonpresidio.com
WALTER ARMAN'S	CHRISTINA STANLEY	355 PRESIDIO AVE	christina@stanleyford.com
Cobbles bend	ZAVEN	3108 SACRAMENTO ST	

SEPHORA

Laurel Heights Merchants Support Sephora Studio

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BUSINESS

CONTACT NAME

ADDRESS

EMAIL

Golden Gate Needlepoint Reiko Berger 3310 Sacramento St. ggnedlepoint@att.net

Baboo SF, Inc. Galit Chay 3356 Sacramento babooSF@gmail.com
