



SAN FRANCISCO PLANNING DEPARTMENT

Discretionary Review Full Analysis

HEARING DATE: APRIL 2, 2015

Date: March 26, 2015
Case No.: 2013.1431DRP, 2013.1431DRP_2, 2013.1431DRP_3
Project Address: 1512 20th Street
Permit Application: 2013.10.29.0519
Zoning: NC-2 (Small-Scale Neighborhood Commercial) Zoning District
40-X Height and Bulk District
Block/Lot: 4067/012
Project Sponsor: Cary Bernstein
2325 3rd Street, Studio 341
San Francisco, CA 94107
Staff Contact: Richard Sucre – (415) 575-9108
Richard.Sucre@sfgov.org
Recommendation: **Do Not Take DR & Approve the Project As Proposed.**

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

Reception:
415.558.6378

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415.558.6409

Planning
Information:
415.558.6377

PROJECT DESCRIPTION

The project includes a change in use from retail/personal service to restaurant on the first floor and personal service on the second floor/mezzanine. The project also includes construction of a one-story vertical addition (to increase the overall height of the second floor and accommodate the new mezzanine level), and a one- and two-story horizontal addition with a second-story rear roof deck. The project would also alter the exterior façades.

SITE DESCRIPTION AND PRESENT USE

Currently, 1512 20th Street is a two-story wood-frame building located on the north side of 20th Street between Connecticut and Missouri Streets in San Francisco's Potrero Hill neighborhood. The existing building is vacant, and was formerly occupied by a retail and personal service use on the first and second floors.

SURROUNDING PROPERTIES AND NEIGHBORHOOD

The surrounding neighborhood consists primarily of smaller-scale commercial use on the ground floor and residential uses on the second floor. Along 20th Street, the NC-2 Zoning District runs along the north side of 20th Street between Connecticut and Missouri Streets, and along the south side of 20th Street between Missouri and Kansas Streets. Directly abutting this small-scale commercial district are several residential properties, which are located within the RH-2 Zoning District. The subject property is located next to a three-story, two-family residence to the east and two-story, single-family residence to the west. Further down from the subject property on the north side of 20th Street is a small-scale grocer (d.b.a Good Life Grocery), a barber shop, an insurance office, and a real estate office. Across from the subject property is a nail salon, dry cleaner, and a pre-school. Along with the small-scale commercial uses, the

surrounding block contains several single and two-family residences. The surrounding area around the subject property is primarily within the RH-2 (Residential, House, Two-Family) Zoning District or the P (Public).

BUILDING PERMIT APPLICATION NOTIFICATION

TYPE	REQUIRED PERIOD	NOTIFICATION DATES	DR FILE DATE	DR HEARING DATE	FILING TO HEARING TIME
312 Notice	30 days	December 1 – December 31, 2014	December 31, 2014	April 2, 2015	92 days

HEARING NOTIFICATION

TYPE	REQUIRED PERIOD	REQUIRED NOTICE DATE	ACTUAL NOTICE DATE	ACTUAL PERIOD
Posted Notice	10 days	March 23, 2015	March 23, 2015	10 days
Mailed Notice	10 days	March 23, 2015	March 23, 2015	10 days

PUBLIC COMMENT

	SUPPORT	OPPOSED	NO POSITION
Adjacent Neighbor(s)	0	3	1
Other Neighbors on the block or directly across the street	See Below	See Below	-
Neighborhood Groups	2	0	-

Support: (See attached correspondence)

- Art Agnos, 641 Connecticut Street
- Jan M. Bojiage, 550 Utah Street
- Jessie Bunn, 555 Missouri Street
- Janet Carpinelli, 934 Minnesota Street
- Florindo Camino, Flo's Barbershop, 1532 20th Street
- Audrey Cole
- Jennifer Durrant
- Sharon Evoy
- Laura Fraser
- David Glober, 624 Carolina Street
- Carl Hangee-Bauer
- Sister Kathleen Healy
- Allison Heath and Rick Salazar, 333 Mississippi Street

- Carlin Holden, 631 Mississippi Street
- Richard Hutson, 347 Mississippi Street
- Margaret Keyes, 613 Wisconsin Street
- Frank and Rhonda Kingman, 701 Minnesota Street #226
- Tanja Kor, 1119 Rhode Island Street
- John Mazotta, 653 Connecticut Street
- Cigdem Michalski
- Ron Miguel, 600 De Haro Street
- Judy Minton, 447 Connecticut Street
- Charles A. Murray, 1639b Kirkwood Avenue
- Micky Ostler, 671 Carolina Street
- Lael Robertson, 512 Missouri Street
- Amy Scanlon and John Dinsmore, 534 Connecticut Street
- Mauri Schwartz
- Rose Marie Sicoli-Ostler, 671 Carolina Street
- Valerie Wade
- Peter Walbridge
- C. Sundell and G. Yuthok, 771 Wisconsin Street
- Potrero Boosters Neighborhood Association, neighborhood group
- Potrero Dogpatch Merchants Association, neighborhood group
- (17) Signed Support Letters
- Petition Signed by 97 individuals (some of which have sent individual letters of support)

Opposed: (See attached correspondence)

- None Received

DR REQUESTOR

Jeffrey Tucker and Bridget O'Rourke, 466 Missouri Street, neighbor (to north).

Dana Loof, 1506 20th Street, neighbor (to east).

Milind Paranjpe and Chitra Phatak, 1508 20th Street, neighbor (to east).

DR REQUESTORS' CONCERNS AND PROPOSED ALTERNATIVES

Issue #1: 312 Notification - The DR Requestors note that the public notification was not conducted according to the requirements specified in Planning Code Section 312.

Issue #2: Dwelling Unit Removal/2nd Floor Residence – The DR Requestors note that conversion of a second-story dwelling unit is prohibited, per Planning Code Section 317. The DR Requestors note that the second floor is a residence.

Issue #3: Outdoor Activity – The DR Requestors note that Conditional Use Authorization is required for outdoor activity areas for commercial activities in the NC-2 Zoning District.

Issue #4: New Commercial Development – The DR Requestors note that the proposed three-story commercial development is not consistent with a single-family residential neighbor. The DR Requestors note that this is the only three-story building within a four square block radius.

Issue #5: Privacy – The DR Requestors note that the proposed second floor roof deck would adversely impact the privacy of the adjacent neighbor at 466 Missouri Street. Specifically, the DR Requestor notes that the roof deck “will allow for potentially hundreds of strangers looking directly into our teenage daughter’s bedroom.”

Issue #6: Noise, Traffic/Safety and Lighting – The DR Requestors expressed concern over the proposed project and its impact on noise, traffic/safety, parking and lighting within the surrounding neighbor. The DR Requestors have also expressed concern about the noise and air quality associated with the proposed ground floor restaurant.

Issue #7: Impact on Light and Air – The DR Requestors expressed concern over the 5-ft deep overhang/trellis and the privacy screen along the entire length of the building, which would reduce the amount of light and air into the adjacent building at 1506-1508 20th Street. In addition, the DR Requestor expressed concern over the proposed 8-ft privacy screen along the side property line, which would also reduce the amount of light and air into the adjacent building at 1506-1508 20th Street.

Issue #8: Mezzanine – The DR Requestors are opposed to the characterization of the proposed mezzanine. The DR Requestors contend that this level should be noted as a third floor.

Issue #9: Lightwell – The DR Requestors expressed concern over the proposed lightwell, and requested that the project maintain the existing lightwell in place.

Issue: #10: Off-Street Parking – The DR Requestors expressed concern over the lack of off-street parking within the proposed project, and the characterization of the existing parking.

Issue #11: Building Height – The DR Requestors expressed concern about the overall height of the proposed project. The DR Requestors also note that the proposed height is out of context with the surrounding neighborhood.

Issue #12: Proposed Alternatives – The DR Requestors requests the following modifications to the project plans:

- Limit construction activity to 9 to 5;
- Removal of the third floor/decrease the building height to match the neighboring two buildings;
- Eliminate the privacy wall along the proposed deck;
- Eliminate the overhang trellis and privacy screen;
- Add off-street parking;
- Remove the curb cut along 20th Street to add an on-street parking space;
- Decrease the size of the proposed deck;

- Removal of the second floor roof deck and/or outdoor activity area;
- Provide a matching light well from the second floor upward;
- Change the use of the ground floor to restaurant and add a dwelling unit on the second floor (Tucker and O'Rourke);
- Change the use of the ground floor to café, as opposed to a restaurant (Loof);
- Change the use of the ground floor to personal service, as opposed to a restaurant (Paranjpe and Phatak);
- Move the south-facing window of 466 Missouri Street to the west façade of the subject building; and,
- Installation of a planted screening on the roof deck and a mature tree in the garden at the northeast corner of the subject lot.

Please refer to the *Discretionary Review Application* for additional information (See Attached).

PROJECT SPONSOR'S RESPONSE

Issue #1: 312 Notification – No Response.

Issue #2: Dwelling Unit Removal/2nd Floor Residence – The Project Sponsor states:

The DR Requestors claim that the existing second story was used as a dwelling unit, requiring the Project to be receive conditional use approval under Sections 711.36 and 317. However, the second story has been vacant for several years and is not a legal dwelling unit.

Issue #3: Outdoor Activity – The Project Sponsor has noted that the restaurant/café would only occur on the first floor, and there is no pending application for an outdoor activity area.

Issue #4: New Commercial Development – The Project Sponsor states:

The proposed restaurant/café and personal service uses are principally permitted at the first and second story in the NC-2 district. This two-block stretch of 20th Street contains a variety of small-scale commercial uses, which are interspersed with fully residential buildings or residential uses above ground floor commercial. Elimination of the permitted NC-2 uses, as sought by the DR Requestors, would be contrary to the spirit and intent of the NC-2 zoning.

Issue #5: Privacy – The Project Sponsor states that privacy concerns were addressed by modifying the proposed project as follows:

- Ground floor pulled 25 feet back from property line
- Ground floor yard surrounded by up to 10' tall fence
- No approval being sought for yard or second deck to be used for commercial "outdoor activities"

In addition, the Project Sponsor states:

Due to the many multi-story buildings in the surrounding neighborhood, there are already existing upper story windows that provide views into neighboring properties' yards and windows, like in any San Francisco neighborhood. For DR Requestors Paranjpe/Phatak, the Project will provide an 8-foot tall privacy screen and the trellis to create a visual barrier between the properties.

DR Requestors Tucker/O'Rourke's house has a side yard south-facing bedroom window about 10 feet north of the subject property's rear property line. The window is over 50 feet distant from the rear wall of the second floor and mezzanine (see Exhibit A). In addition, as noted above, the second floor deck is not proposed to be an "outdoor activity" use open to the public or patrons of either the restaurant/café or yoga studio. They can remedy their privacy concern by providing drapes, shades or opaque window coverings on the bedroom window and/or landscaping in their side yard. The bedroom in question also has a west window facing away from the Sponsor's property so that, even if the south-facing window is screened, the bedroom has alternative access to full sunlight. Thus, any privacy concern can be remedied by the DR Requestor's own actions.

Issue #6: Noise, Traffic/Safety and Lighting – No Response

Issue #7: Impact on Light and Air – The Project Sponsor states that impacts upon light and air concerns were addressed by modifying the proposed project as follows:

- First floor originally extended to rear property line; reduced to 75% lot coverage (25' rear yard provided)
- 8' tall privacy screen at deck proposed to provide privacy for 1508-20th.
- Light well matching the width of the 1506-1508 light well added to mezzanine level

Issue #8: Mezzanine – The Project Sponsor states:

Under the Planning Code and the Building Code, the 383-square foot mezzanine is deemed part of the floor below, such that there is no third floor in the Project, and use of the mezzanine for personal services uses is allowed.

Issue #9: Lightwell – The DR Requestors expressed concern over the proposed lightwell, and requested that the project maintain the existing lightwell in place.

There is an existing roofed stairwell in the 1512 building opposite the lightwell at 1506-1508 20th Street. (see photographs at Exhibit F). To construct a Code-compliant stairway to the second floor and mezzanine, the Project fills in the rest of the stairwell at the second floor and incorporates a full width lightwell at the new mezzanine level, as requested by Planning staff. DR Requestors Loof and Paranjpe/Phatak instead want the new lightwell to be expanded down to the first and second floor, actually removing building area from the 1512 building. This request is infeasible. A three-story lightwell would require the stair from the second floor to the mezzanine to be relocated towards the center of the space, intruding into the middle of the yoga studio space. The stairs as

currently proposed are designed to comply with the Building Code and provide the most logical path of travel from the existing street entry level door to the second floor and mezzanine.

DR Requestor's units have light from multiple directions. Both units have full front and rear exposure at the second and third floor and Unit 1508 also opens onto its rear yard on the first level. Bringing the lightwell down to the first and second level by removing building area from the existing 1512 building is not needed to provide light and air to 1506-1508 20th Street. The Sponsors will, however, use light-colored material in the mezzanine level lightwell to reflect light into DR Requestor's lightwell.

Issue: #10: Off-Street Parking – The Project Sponsor states:

No existing off-street parking currently exists on the site and none is proposed. Although there is a curb cut to a narrow passageway (historically used for loading), the passageway is not wide enough to accommodate a modern car and that space will be incorporated into the ground floor restaurant/café space. Off-street parking is not required because there will be less than 5,000 sf of retail use on the site. The Project includes Class 2 sidewalk bike racks.

Issue #11: Building Height – The Project Sponsor states:

The proposed height of 32'8" is well below the permitted 40' height limit. The height is consistent with the prevailing height on both sides of this block, where most buildings are two- to three-stories in height. The building will be only slightly higher than 1506-1508 20th Street, DR Requestors Loof and Paranjpe/Phatak's building.

Issue #12: Proposed Alternatives – The Project Sponsor has provide a chart to demonstrate the modifications undertaken in response to the DR Requestors' concerns:

DR REQUESTOR	CONCERN	MODIFICATION
Dana Loof and Milind Paranjpe/ Chitra Phatak, adjacent neighbors to east at 1506-1508 20 th Street	Loss of light and air due to rear addition	<ul style="list-style-type: none">• First floor originally extended to rear property line; reduced to 75% lot coverage (25' rear yard provided)• 8' tall privacy screen at deck proposed to provide privacy for 1508-20th.
	Loss of light and air to existing light well	<ul style="list-style-type: none">• Light well matching the width of the 1506-1508 light well added to mezzanine level
Jeff Tucker/ Bridget O'Rourke	Loss of privacy due to rear addition and commercial use of deck	<ul style="list-style-type: none">• Ground floor pulled 25 feet back from property line• Ground floor yard surrounded by up to 10' tall fence• No approval being sought for yard or second deck to be used for commercial

		"outdoor activities"
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Please refer to the *Response to Discretionary Review* for additional information (See Attached).

PROJECT ANALYSIS

Department staff reviewed the DR Requestor's concerns with the proposed project and presents the following comments:

Issue #1: 312 Notification - The Department conducted the public notification according to Planning Code Section 312. The 312 Notification period occurred from December 1, 2014 to December 31, 2014. In addition, the Project Sponsor undertook a pre-application meeting according to the Department's guidelines and procedures.

Issue #2: Dwelling Unit Removal/2nd Floor Residence – The Department does not have a record of a second-floor dwelling unit at 1512 20th Street. Historical records of the subject property have consistently shown the subject property as possessing commercial use. Historically maps, including the Sanborn Fire Insurance Maps, indicate the building's use as a store. Furthermore, the Department of Building Inspection (DBI) has no record of a legal dwelling unit at the subject property.

Issue #3: Outdoor Activity – The Project Sponsor has not specified the proposed rear yard or second floor roof deck as an outdoor activity area, as defined in Planning Code Section 790.70. If these areas were to be used by the future businesses, Conditional Use Authorization from the Planning Commission would be required.

Issue #4: New Commercial Development – The subject property is located within the NC-2 Zoning District. As noted in Planning Code Section 711.1, the NC-2 Zoning District is described as:

The NC-2 District is intended to serve as the City's Small-Scale Neighborhood Commercial District. These districts are linear shopping streets which provide convenience goods and services to the surrounding neighborhoods as well as limited comparison shopping goods for a wider market. The range of comparison goods and services offered is varied and often includes specialty retail stores, restaurants, and neighborhood-serving offices. NC-2 Districts are commonly located along both collector and arterial streets which have transit routes.

These districts range in size from two or three blocks to many blocks, although the commercial development in longer districts may be interspersed with housing or other land uses. Buildings typically range in height from two to four stories with occasional one-story commercial buildings.

The small-scale district controls provide for mixed-use buildings which approximate or slightly exceed the standard development pattern. Rear yard requirements above the ground story and at residential levels preserve open space corridors of interior blocks.

Most new commercial development is permitted at the ground and second stories. Neighborhood-serving businesses are strongly encouraged. Eating and drinking and entertainment uses, however, are confined to the ground story. The second story may be used by some retail stores, personal services, and medical, business and professional offices. Parking and hotels are monitored at all stories. Limits on late-night activity, drive-up facilities, and other automobile uses protect the livability within and around the district, and promote continuous retail frontage.

Housing development in new buildings is encouraged above the ground story. Existing residential units are protected by limitations on demolition and upper-story conversions.

The project includes a restaurant use on the ground floor and a personal service use on the second floor. Both of these uses are principally permitted within the NC-2 Zoning District. The Department finds that the proposed project and the intended uses are consistent with the Planning Code.

Issue #5: Privacy – The Department finds that the proposed project would not cause a severe impact to the privacy of the neighboring buildings, given the configuration of the existing buildings on the subject block, which include several one- and two-story rear decks, which currently face directly onto the adjacent property and the mid-block open space. Further, the proposal includes the required rear yard (25-ft), which provides additional distance between the abutting properties and the proposed project. Finally, the DR Requestor's property is set back further from the property, thus providing more distance from the proposed roof deck.

Issue #6: Noise, Traffic/Safety and Lighting – The proposed project is required to comply with the San Francisco Noise Ordinance, which is outlined in Article 20 of the San Francisco Police Code. With regard to construction noise, construction work is prohibited between 8:00pm and 7:00am, and certain impact tools (jackhammers, hoe-rammers, impact wrenches, etc.) are required to have intake and exhaust mufflers to the satisfaction of the Department of Public Works. In addition, the proposed project underwent environmental review and no additional issues were identified regarding traffic, safety, parking or lighting (See Attached).

Issue #7: Impact on Light and Air – The Department supports the project as proposed. Currently, the project includes a matching lightwell at the third floor, which matches the width of the lightwell on the adjacent property at 1506-1508 20th Street. At the rear, the proposed project aligns at the second and third floor to the neighboring property at 1506-1508 and 1518 20th Street. At the first floor, the project includes a one-story horizontal addition (approximately 15-ft long), which is approximately 11-ft tall. This new addition would not impact the access to light and air for the neighboring properties given the existing building configurations and two-story rear deck of the neighboring property.

Issue #8: Mezzanine – The Department has characterized the proposed vertical addition as an additional story, as noted in the 312 Notification. Per Planning Code Section 102.23, a story is defined as: That portion of a building, except a mezzanine as defined in the Building Code, included between the surface of any floor and the surface of the next floor above it, or if there is no floor above it, then the space between the surface of the floor and the ceiling next above it.

Issue #9: Lightwell – The Department supports the current configuration of the lightwell. Currently, the existing building has a partially infilled lightwell on the second floor. The Department requested modifications to the original proposal to provide a matching lightwell at the third floor.

Issue: #10: Off-Street Parking – The Department supports the project’s lack of off-street parking given the City’s transit first policies. Currently, the proposed project is not required to provide any off-street parking.

Issue #11: Building Height – The Department is in support of the overall height, scale and form of the proposed project, since it is in alignment with the underlying zoning district and height/bulk limits. In addition, the subject block has several other examples of three-story buildings, including the two neighboring properties to the east.

Issue #12: Proposed Alternatives – The Department is in general support of the proposed project. The Project Sponsor has conducted outreach appropriately and has attempted to address comments from the community. The Project Sponsor has presented a code-complying project, which addresses the requirements of the Planning Code.

ENVIRONMENTAL REVIEW

On May 22, 2014, the Project was determined to be exempt from the California Environmental Quality Act (“CEQA”) as a Class 1 Categorical Exemption under CEQA as described in the determination contained in the Planning Department files for this Project (Case No. 2013.1431E).

RESIDENTIAL DESIGN TEAM REVIEW

Since the proposed project is not located within a residential zoning district, it is not subject to the Residential Design Guidelines; therefore, the proposed project was not reviewed by the Residential Design Team.

URBAN DESIGN ADVISORY TEAM REVIEW

The Planning Department’s Urban Design Advisory Team (UDAT) provides design review for projects not subject to the Residential Design Guidelines.

UDAT found the overall massing, form and scale to be appropriate given the underlying zoning and height/bulk limits. The proposed project is consistent with the scale and height of nearby properties. This section of 20th Street has a number of buildings that are three-stories tall. The proposed project provides a rear yard at grade, and does not appear to impede the access to light and air within the surrounding residences. The project incorporated the UDAT’s recommendation for a matching lightwell at the third floor level. The building is oriented to respect the mixed-use character of 20th Street, which includes commercial and residential development. Overall, the project reuses the existing façade to better fit within the context of the surrounding neighborhood, while also providing for a contemporary addition, which is reflective of today.

Under the Commission's pending DR Reform Legislation, this project would be referred to the Commission, as this project involves new construction.

BASIS FOR RECOMMENDATION

- The overall architectural expression of the project is in keeping with the mixed-use character of this portion of 20th Street.
- The proposed project fully respects the adjacent residential neighborhood and mid-block open space by providing a code-complying rear yard.
- The proposed three-story massing is compatible with the surrounding neighborhood in height, scale and form.
- The proposed project is supportive of the City's transit first policies by providing no off-street parking and the appropriate number of bicycle parking spaces.
- The proposed project meets the requirements of the San Francisco Planning Code, and does not seek any additional entitlements or exceptions.
- The proposed height and use are consistent with the underlying zoning and the Eastern Neighborhoods Area Plan, which encourages and supports small-scale commercial districts.
- The project is an appropriately designed urban intervention upon the built environment.

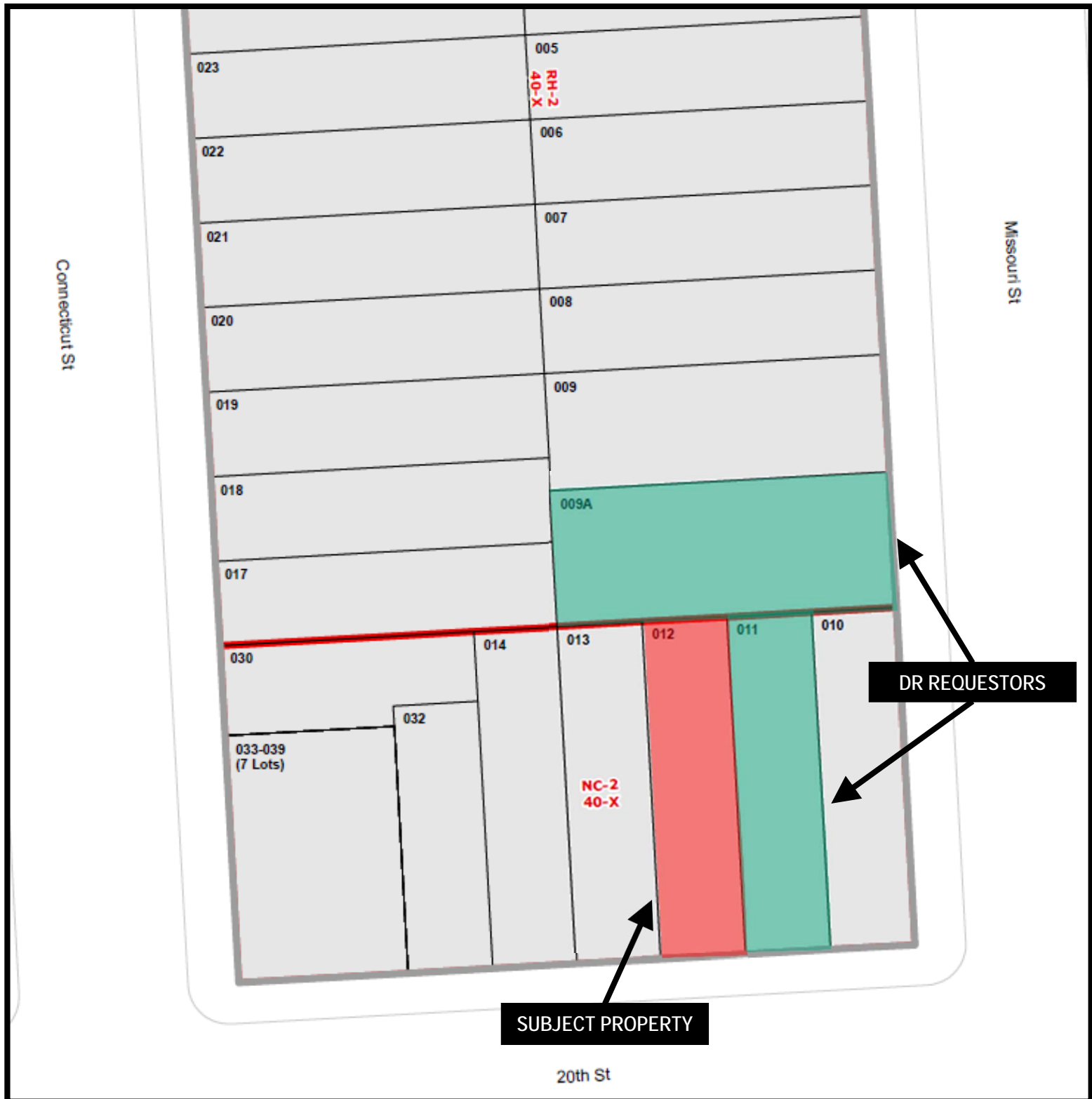
RECOMMENDATION:	Do Not Take DR and Approve the Project As Proposed.
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Attachments:

Block Book Map
Sanborn Map
Zoning Map
Aerial Photographs
Site Photos
Section 311 Notice
DR Application-Jeffrey Tucker and Bridget O'Rourke
DR Application-Dana Loof
DR Application-Milind Paranjpe and Chitra Phatak
Response to DR Application
Environmental Determination
Public Correspondence

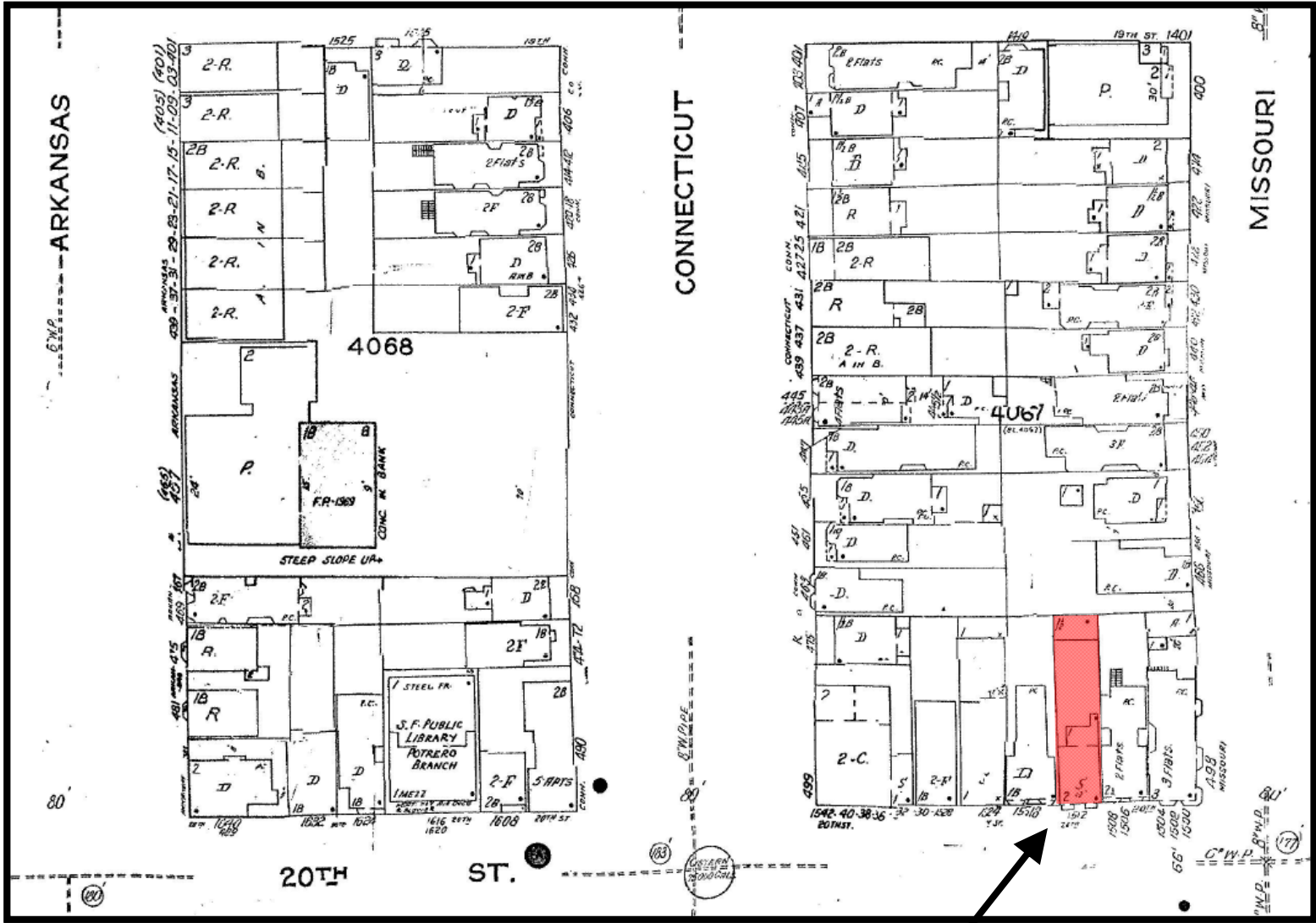
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Parcel Map



Discretionary Review Hearing
Case Number 2013.1431DRP, -DRP_2, -DRP_3
1512 20th Street

Sanborn Map*

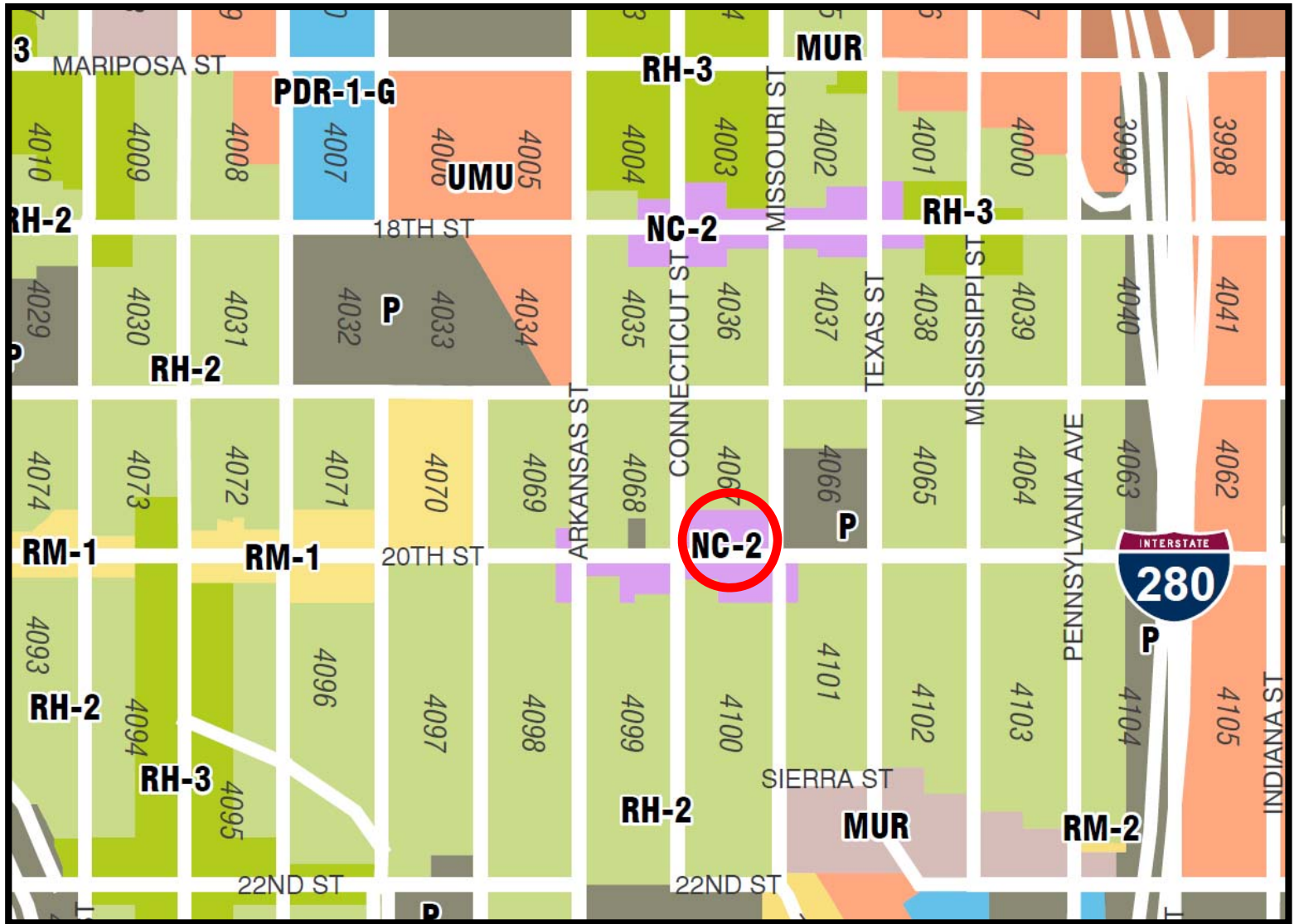


**The Sanborn Maps in San Francisco have not been updated since 1998, and this map may not accurately reflect existing conditions.*



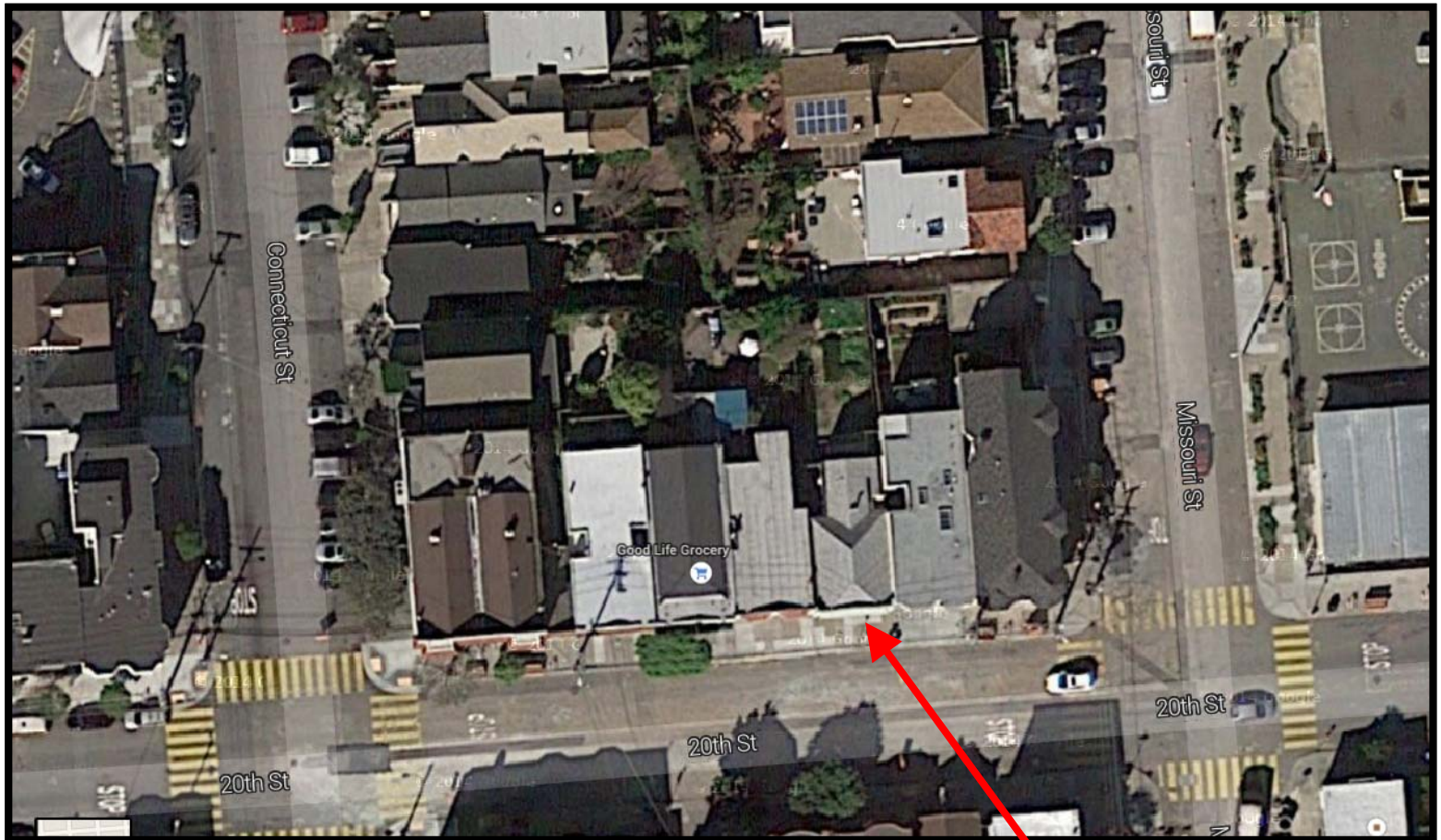
Discretionary Review Hearing
Case Number 2013.1431DRP, -DRP_2, -DRP_3
1512 20th Street

Zoning Map



Discretionary Review Hearing
Case Number 2013.1431DRP, -DRP_2, -DRP_3
1512 20th Street

Aerial Photo



SUBJECT PROPERTY



Discretionary Review Hearing
Case Number 2013.1431DRP, -DRP_2, -DRP_3
1512 20th Street

Site Photo

SUBJECT PROPERTY

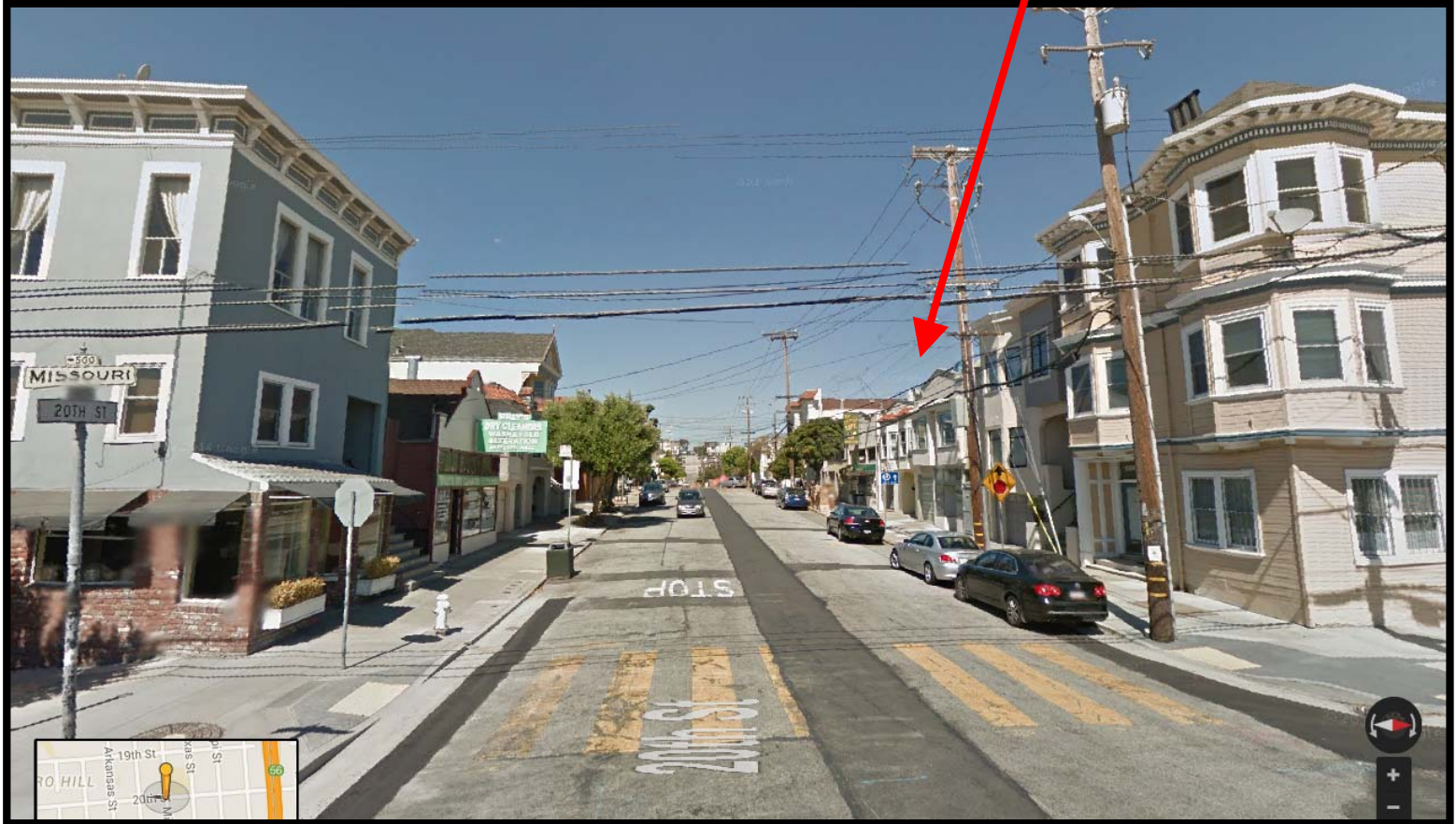


1512 20th Street, June 2014
(Source: Google Maps; Accessed March 21, 2015)

Discretionary Review Hearing
Case Number 2013.1431DRP, -DRP_2, -DRP_3
1512 20th Street

Site Photo

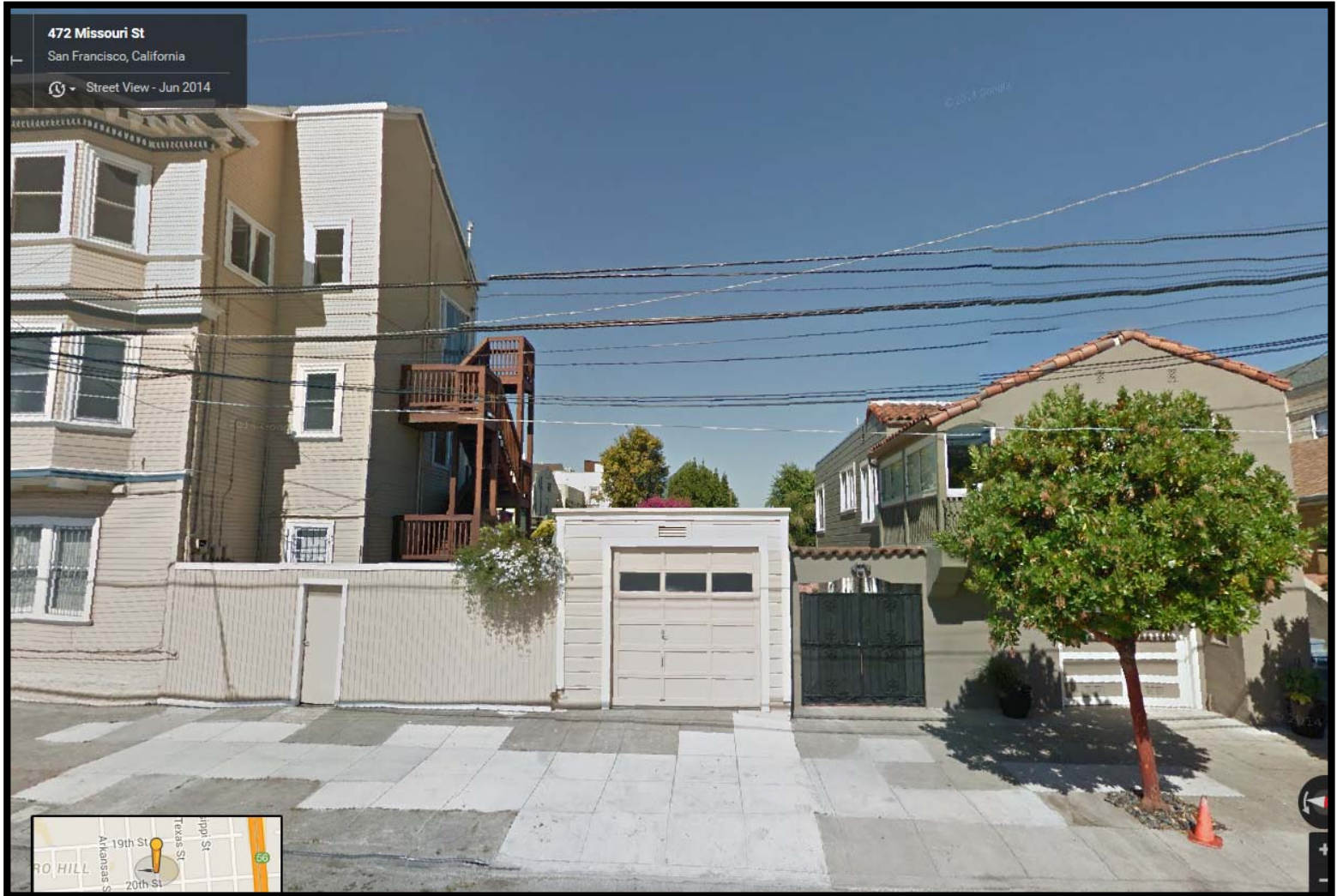
SUBJECT PROPERTY



20th Street between Missouri and Connecticut Streets
(Source: Google Maps; Accessed March 21, 2015)

Discretionary Review Hearing
Case Number 2013.1431DRP, -DRP_2, -DRP_3
1512 20th Street

Site Photo



**Missouri Street looking towards 1512 20th Street (Not Visible)
(Source: Google Maps; Accessed March 21, 2015)**

Discretionary Review Hearing
Case Number 2013.1431DRP, -DRP_2, -DRP_3
1512 20th Street



SAN FRANCISCO PLANNING DEPARTMENT

1650 Mission Street Suite 400 San Francisco, CA 94103

NOTICE OF BUILDING PERMIT APPLICATION (SECTION 312)

On **October 29, 2013**, the Applicant named below filed Building Permit Application No. **2013.10.29.0519** with the City and County of San Francisco.

PROPERTY INFORMATION		APPLICANT INFORMATION	
Project Address:	1512 20th Street	Applicant:	Cary Bernstein
Cross Street(s):	Missouri and Connecticut Streets	Address:	2325 3rd Street, Studio 341
Block/Lot No.:	4067/012	City, State:	San Francisco, CA 94107
Zoning District(s):	NC-2 / 40-X	Telephone:	(415) 522-1907

You are receiving this notice as a property owner or resident within 150 feet of the proposed project. You are not required to take any action. For more information about the proposed project, or to express concerns about the project, please contact the Applicant listed above or the Planner named below as soon as possible. If you believe that there are exceptional or extraordinary circumstances associated with the project, you may request the Planning Commission to use its discretionary powers to review this application at a public hearing. Applications requesting a Discretionary Review hearing must be filed during the 30-day review period, prior to the close of business on the Expiration Date shown below, or the next business day if that date is on a week-end or a legal holiday. If no Requests for Discretionary Review are filed, this project will be approved by the Planning Department after the Expiration Date.

Members of the public are not required to provide personal identifying information when they communicate with the Commission or the Department. All written or oral communications, including submitted personal contact information, may be made available to the public for inspection and copying upon request and may appear on the Department's website or in other public documents.

PROJECT SCOPE		
<input type="checkbox"/> Demolition	<input type="checkbox"/> New Construction	<input checked="" type="checkbox"/> Alteration
<input checked="" type="checkbox"/> Change of Use	<input checked="" type="checkbox"/> Façade Alteration(s)	<input type="checkbox"/> Front Addition
<input checked="" type="checkbox"/> Rear Addition	<input type="checkbox"/> Side Addition	<input checked="" type="checkbox"/> Vertical Addition
PROJECT FEATURES	EXISTING	PROPOSED
Building Use	Retail/Personal Service	Restaurant/Personal Service
Front Setback	None	No Change
Side Setbacks	None	No Change
Building Depth	52 feet 2 inches	75 feet
Rear Yard	43 feet 11 inches	25 feet
Building Height	23 feet 7 inches	32 feet 8 inches
Number of Stories	2	3
Number of Dwelling Units	0	0
Number of Parking Spaces	0	0
PROJECT DESCRIPTION		
The project includes a change in use from retail/personal service to restaurant on the first floor and personal service on the second floor/mezzanine. The project also includes construction of a one-story vertical addition (to increase the overall height of the second floor and accommodate the new mezzanine level), a one-story horizontal addition with a second-story rear roof deck, and a two-story horizontal addition. The project would also alter the exterior façades.		
The issuance of the building permit by the Department of Building Inspection or the Planning Commission project approval at a discretionary review hearing would constitute as the Approval Action for the project for the purposes of CEQA, pursuant to Section 31.04(h) of the San Francisco Administrative Code.		

For more information, please contact Planning Department staff:

Planner: Rich Sucre
Telephone: (415) 575-9108
E-mail: richard.sucre@sfgov.org

Notice Date: 12/1/14
Expiration Date: 12/31/14

中文詢問請電: (415) 575-9010

Para información en Español llamar al: (415) 575-9010

GENERAL INFORMATION ABOUT PROCEDURES

Reduced copies of the proposed project plans have been included in this mailing for your information. If you have questions about the plans, please contact the project Applicant listed on the front of this notice. You may wish to discuss the plans with your neighbors or neighborhood association, as they may already be aware of the project. If you have general questions about the Planning Department's review process, please contact the Planning Information Center at 1660 Mission Street, 1st Floor (415/ 558-6377) between 8:00am - 5:00pm Monday-Friday. If you have specific questions about the proposed project, you should contact the planner listed on the front of this notice.

If you believe that the impact on you from the proposed project is significant and you wish to seek to change the project, there are several procedures you may use. **We strongly urge that steps 1 and 2 be taken.**

1. Request a meeting with the project Applicant to get more information and to explain the project's impact on you.
2. Contact the nonprofit organization Community Boards at (415) 920-3820, or online at www.communityboards.org for a facilitated discussion in a safe and collaborative environment. Community Boards acts as a neutral third party and has, on many occasions, helped reach mutually agreeable solutions.
3. Where you have attempted, through the use of the above steps or other means, to address potential problems without success, please contact the planner listed on the front of this notice to discuss your concerns.

If, after exhausting the procedures outlined above, you still believe that exceptional and extraordinary circumstances exist, you have the option to request that the Planning Commission exercise its discretionary powers to review the project. These powers are reserved for use in exceptional and extraordinary circumstances for projects which generally conflict with the City's General Plan and the Priority Policies of the Planning Code; therefore the Commission exercises its discretion with utmost restraint. This procedure is called Discretionary Review. If you believe the project warrants Discretionary Review by the Planning Commission, **you must file a Discretionary Review application prior to the Expiration Date shown on the front of this notice.** Discretionary Review applications are available at the Planning Information Center (PIC), 1660 Mission Street, 1st Floor, or online at www.sfplanning.org. You must submit the application in person at the Planning Information Center (PIC) between 8:00am - 5:00pm Monday-Friday, with all required materials and a check payable to the Planning Department. To determine the fee for a Discretionary Review, please refer to the Planning Department Fee Schedule available at www.sfplanning.org. If the project includes multiple building permits, i.e. demolition and new construction, a **separate request for Discretionary Review must be submitted, with all required materials and fee, for each permit that you feel will have an impact on you.**

Incomplete applications will not be accepted.

If no Discretionary Review Applications have been filed within the Notification Period, the Planning Department will approve the application and forward it to the Department of Building Inspection for its review.

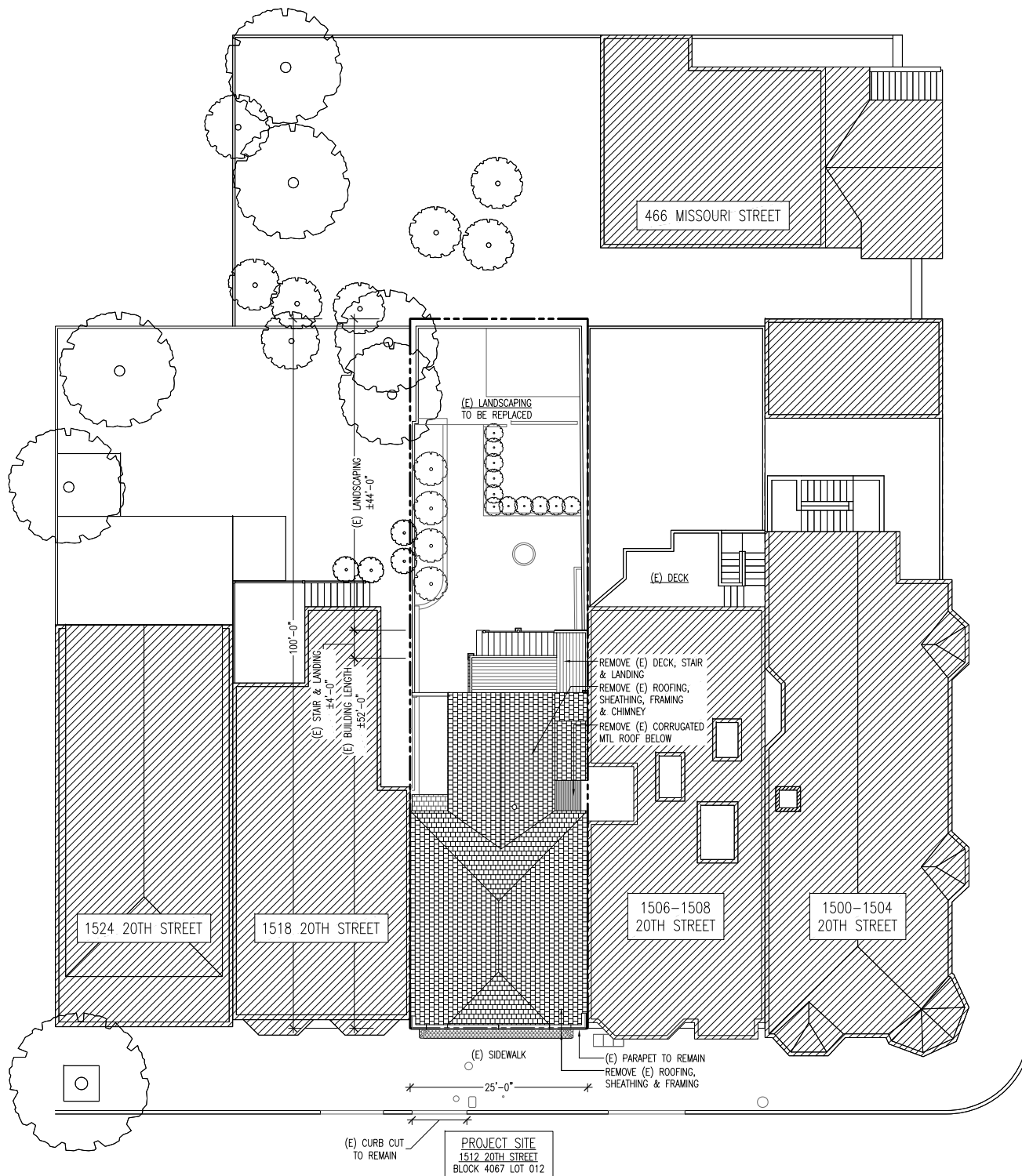
BOARD OF APPEALS

An appeal of the Planning Commission's decision on a Discretionary Review case may be made to the **Board of Appeals within 15 calendar days after the building permit is issued** (or denied) by the Department of Building Inspection. Appeals must be submitted in person at the Board's office at 1650 Mission Street, 3rd Floor, Room 304. For further information about appeals to the Board of Appeals, including current fees, contact the Board of Appeals at (415) 575-6880.

ENVIRONMENTAL REVIEW

This project has undergone preliminary review pursuant to California Environmental Quality Act (CEQA). If, as part of this process, the Department's Environmental Review Officer has deemed this project to be exempt from further environmental review, an exemption determination has been prepared and can be obtained through the Exemption Map, on-line, at www.sfplanning.org. An appeal of the decision **to exempt the proposed project from CEQA may be made to the Board of Supervisors within 30 calendar days** after the project approval action identified on the determination. The procedures for filing an appeal of an exemption determination are available from the Clerk of the Board at City Hall, Room 244, or by calling (415) 554-5184.

Under CEQA, in a later court challenge, a litigant may be limited to raising only those issues previously raised at a hearing on the project or in written correspondence delivered to the Board of Supervisors, Planning Commission, Planning Department or other City board, commission or department at, or prior to, such hearing, or as part of the appeal hearing process on the CEQA decision.



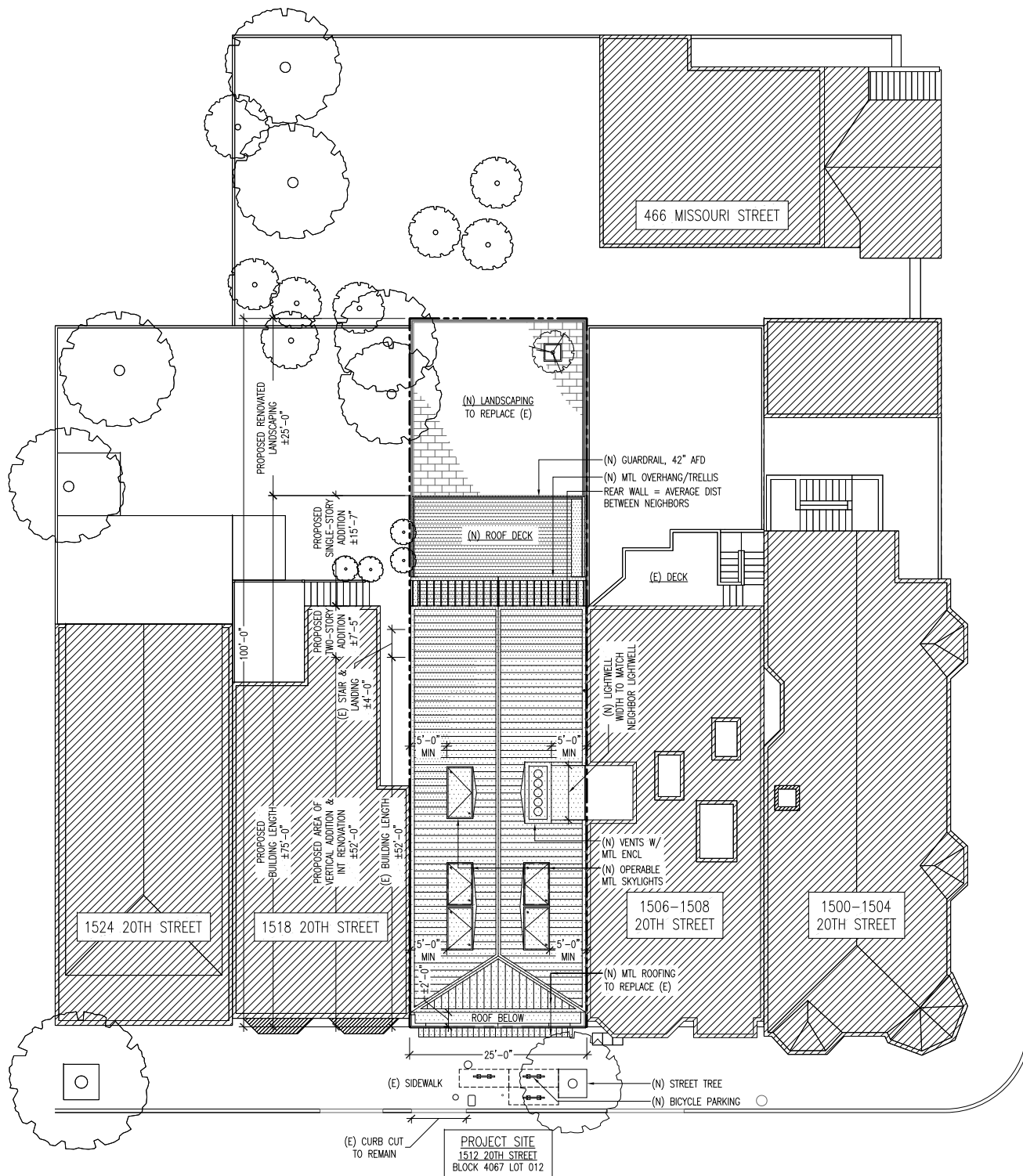
EXISTING SITE PLAN
1512 20TH STREET

20TH STREET

DRAWING KEY

---	PROPERTY LINE
---	EXISTING CONSTRUCTION
///	NEIGHBORS' BUILDINGS





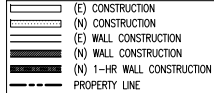
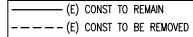
DRAWING KEY

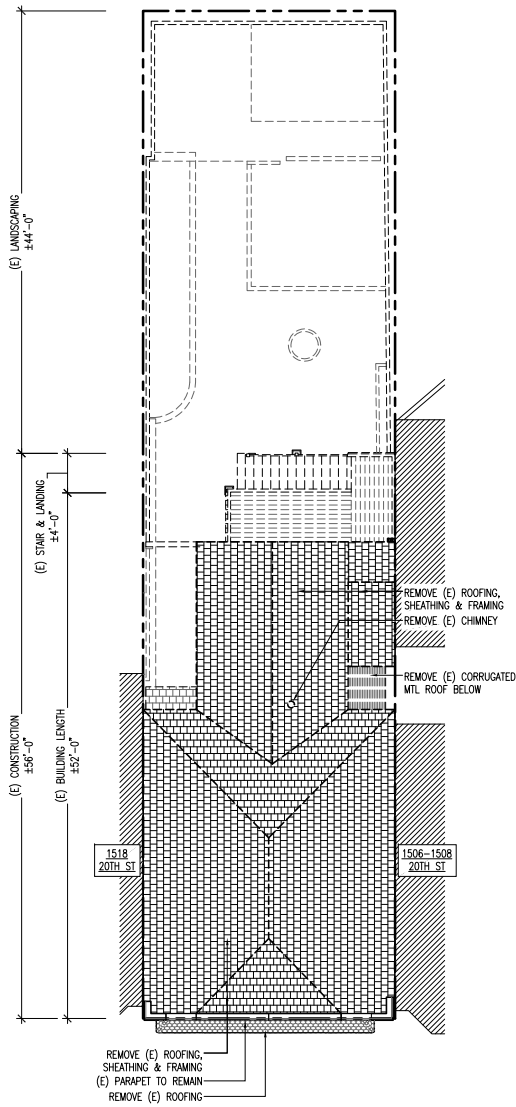
	PROPERTY LINE
	(N) HORIZ ADDITION
	(E) BUILDING RENOVATED/ VERTICAL ADDITION
	NEIGHBORS' BUILDINGS

PROPOSED SITE PLAN
1512 20TH STREET

20TH STREET



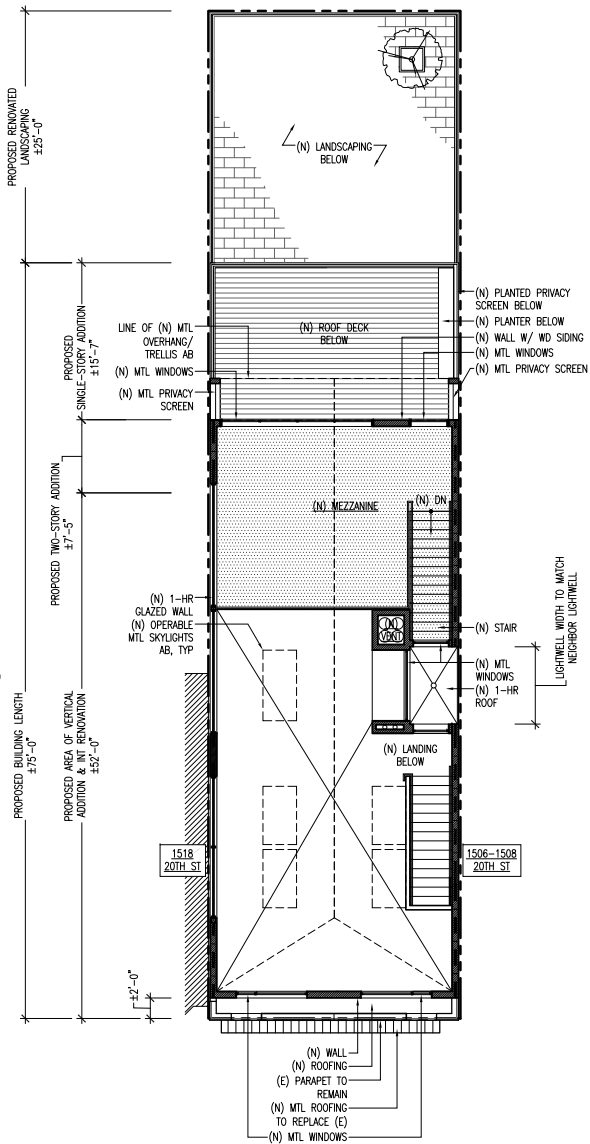




EXISTING ROOF PLAN
1512 20TH STREET

EXISTING CONSTRUCTION DRAWING KEY

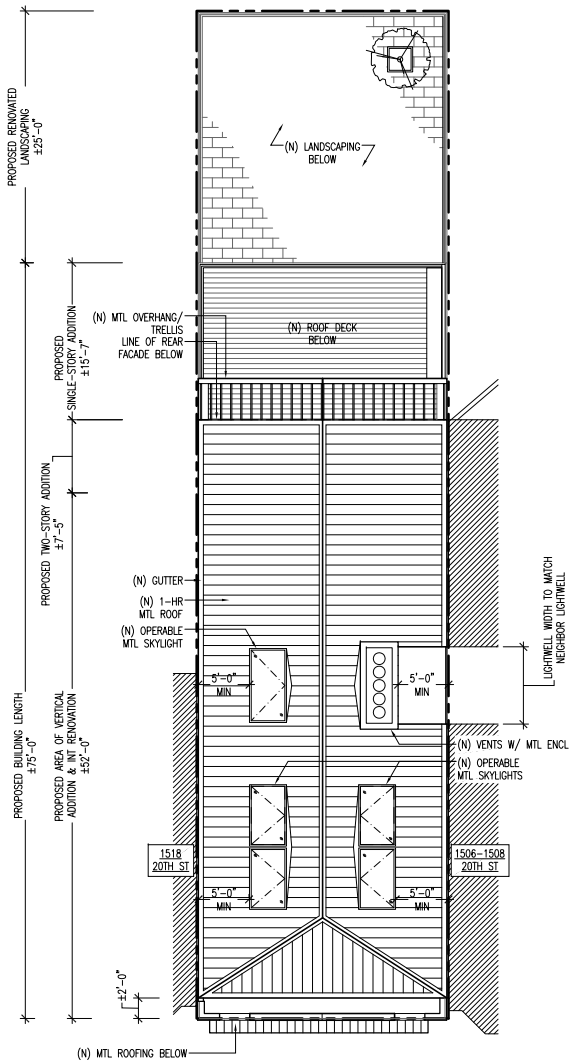
- (E) CONST TO REMAIN
- (E) CONST TO BE REMOVED
- PROPERTY LINE



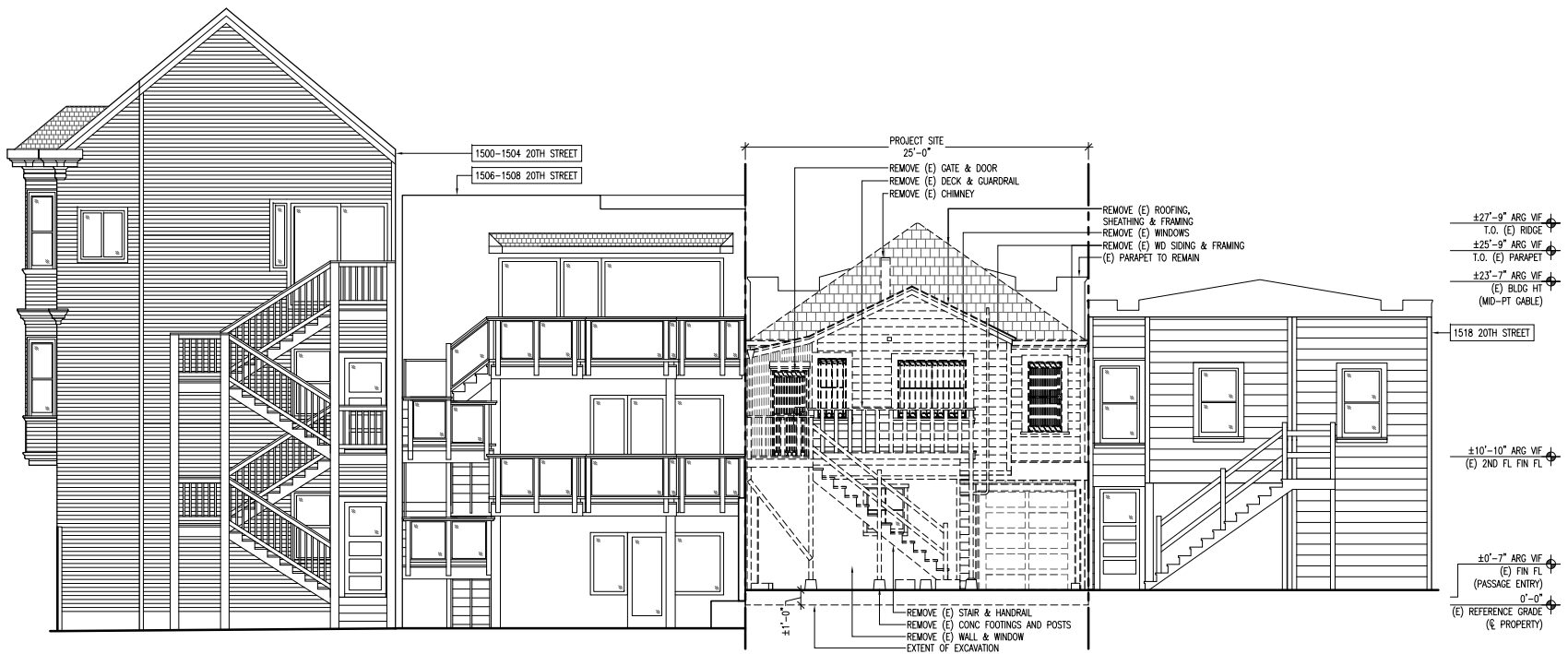
PROPOSED MEZZANINE PLAN
1512 20TH STREET

PROPOSED CONSTRUCTION DRAWING KEY

- (E) CONSTRUCTION
- (N) CONSTRUCTION
- (E) WALL CONSTRUCTION
- (N) WALL CONSTRUCTION
- (N) 1-HR WALL CONSTRUCTION
- PROPERTY LINE



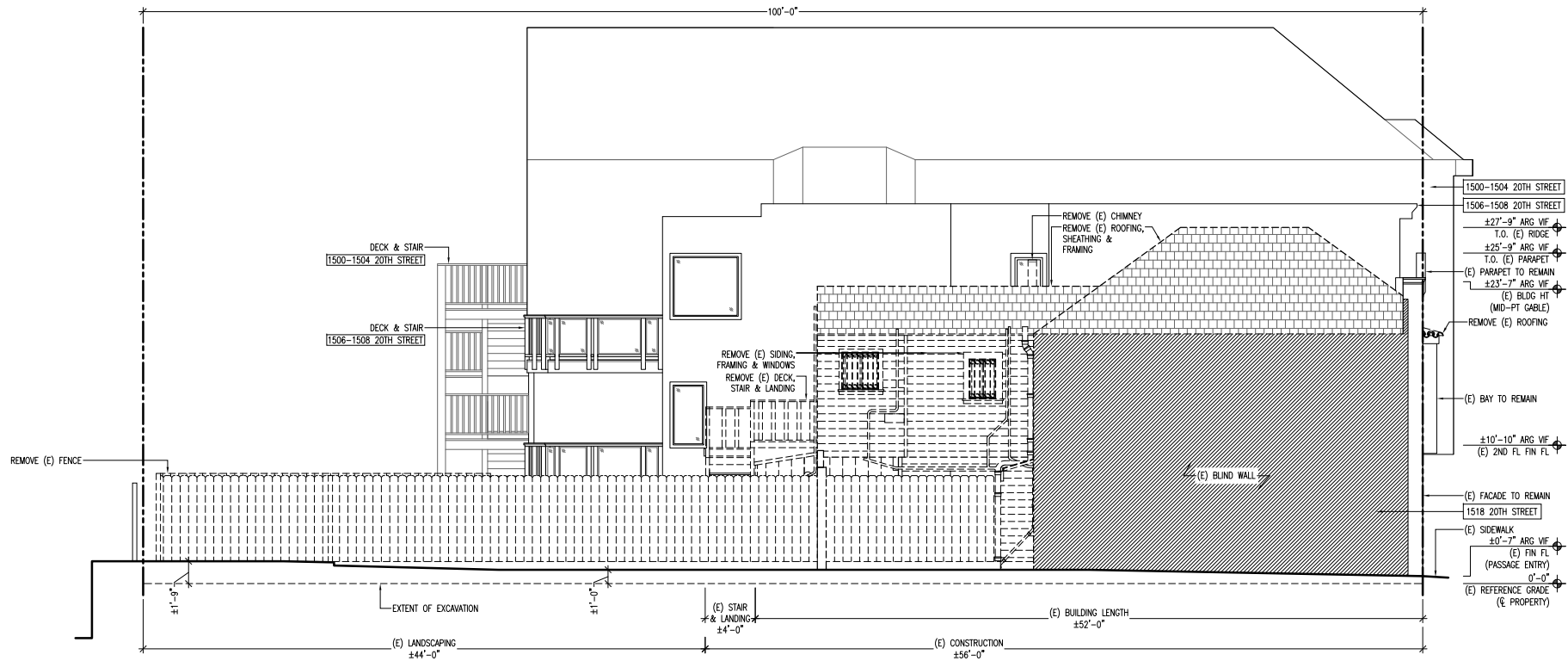
PROPOSED ROOF PLAN
1512 20TH STREET



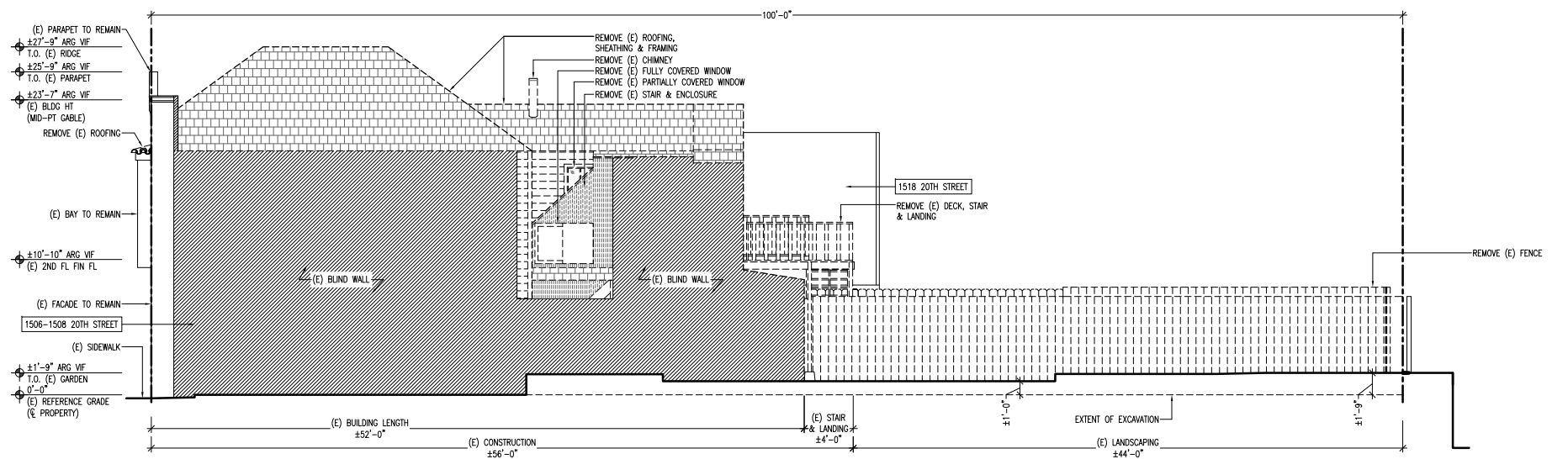
EXISTING NORTH ELEVATION (REAR FACADE)
1512 20TH STREET



EXISTING SOUTH ELEVATION (FRONT FACADE)
1512 20TH STREET

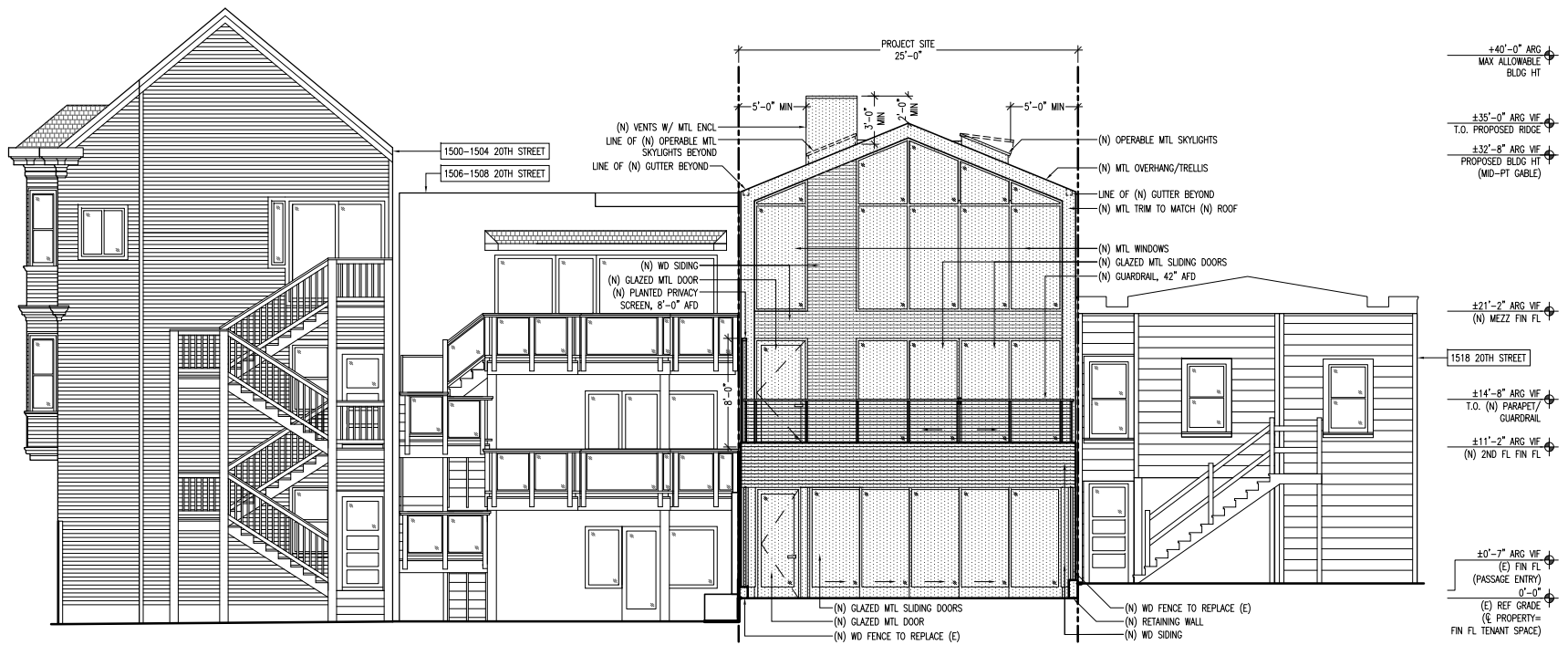


EXISTING WEST ELEVATION
1512 20TH STREET

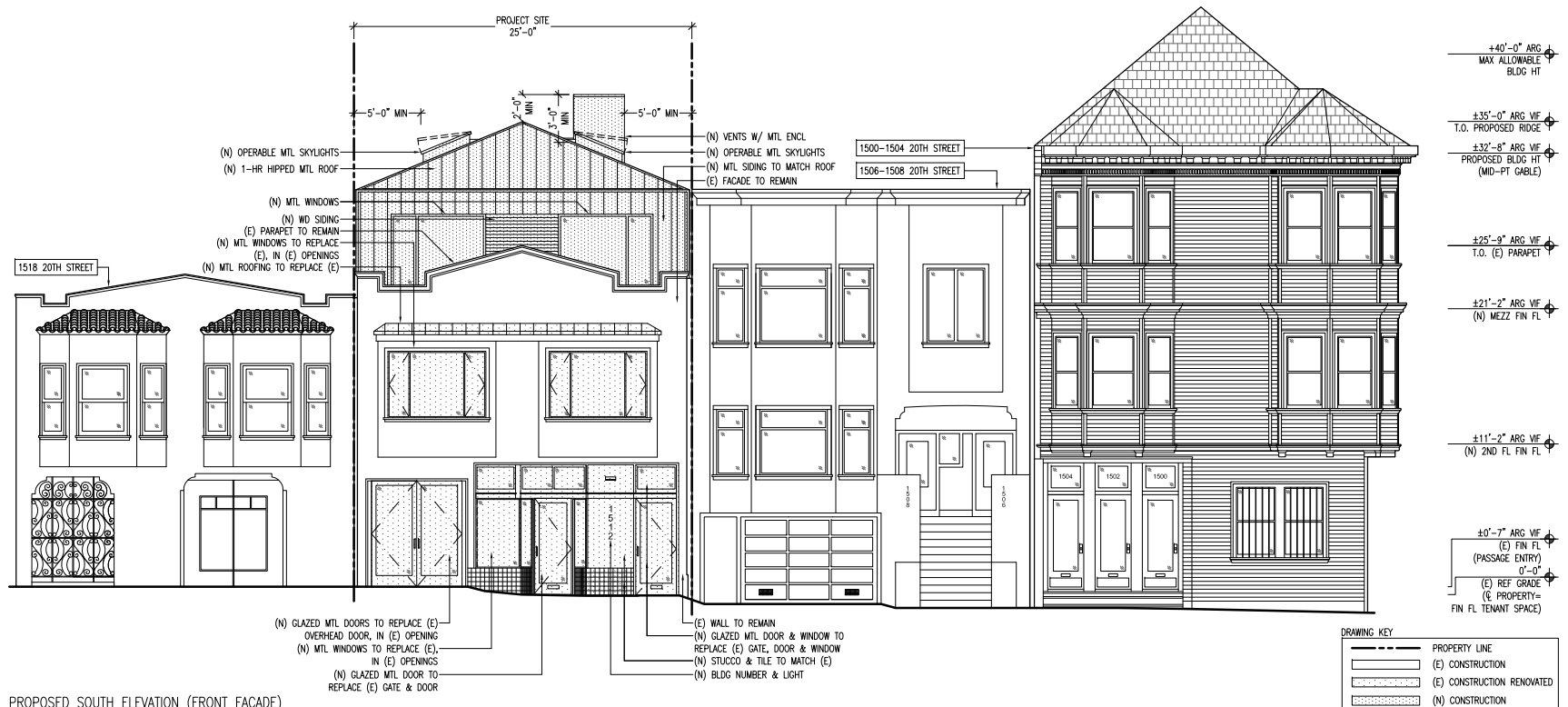


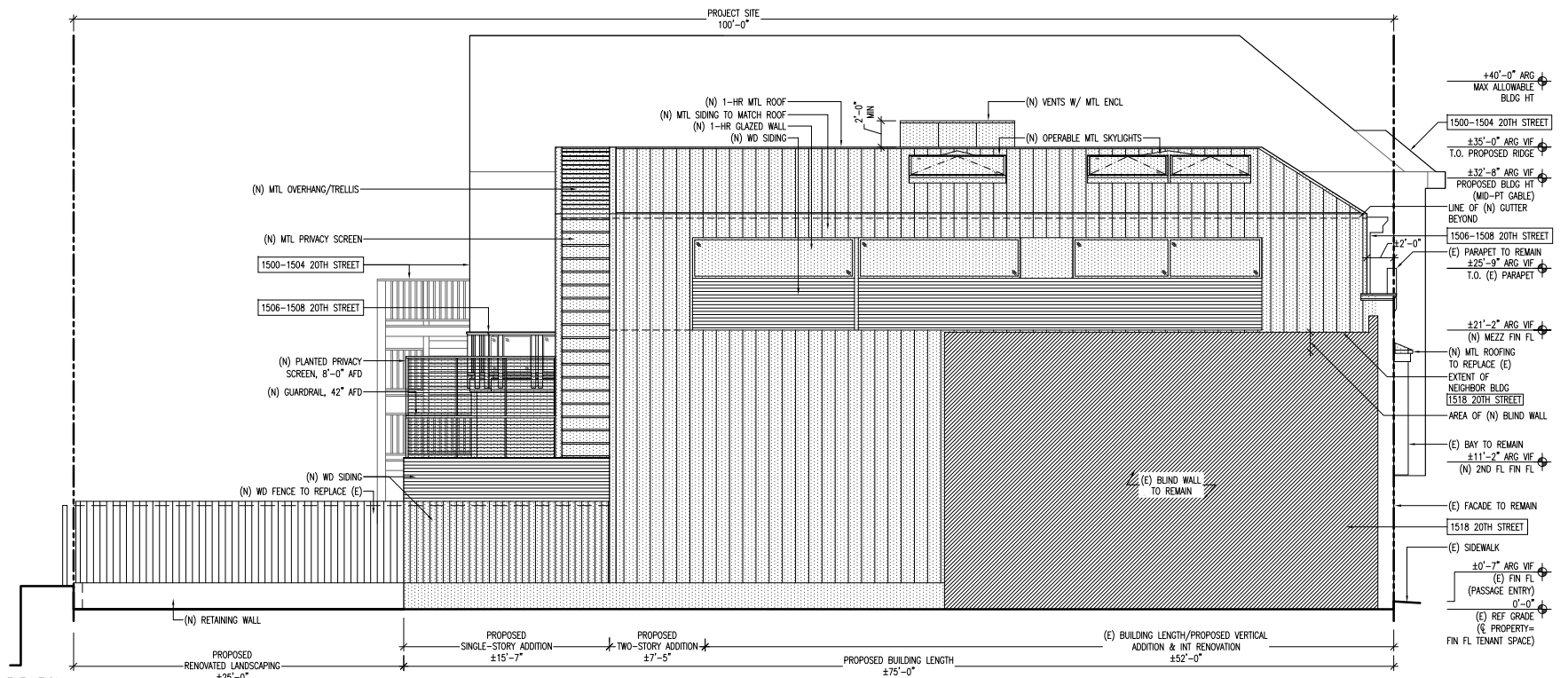
EXISTING EAST ELEVATION
1512 20TH STREET

DRAWING KEY	
	PROPERTY LINE
	(E) CONSTRUCTION TO REMAIN
	(E) CONSTRUCTION TO BE REMOVED

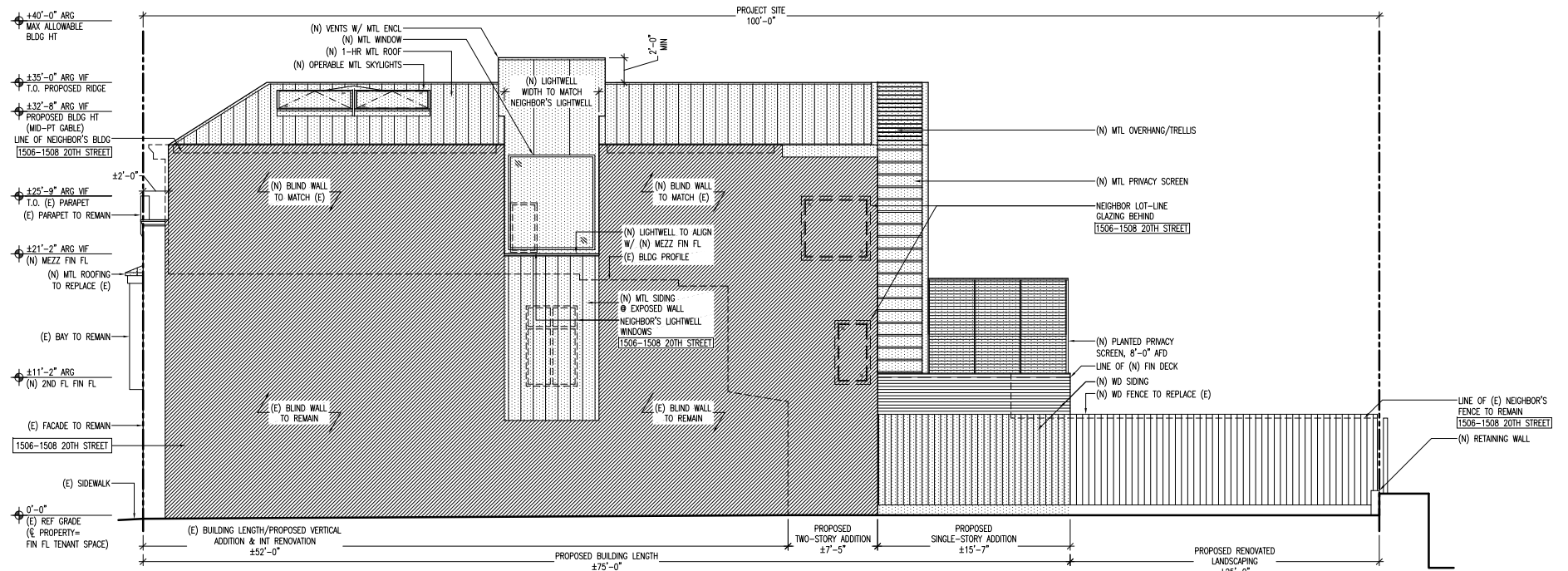


PROPOSED NORTH ELEVATION (REAR FACADE)
1512 20TH STREET





PROPOSED WEST ELEVATION
1512 20TH STREET



PROPOSED EAST ELEVATION
1512 20TH STREET

DRAWING KEY

---	PROPERTY LINE
▬	(E) CONSTRUCTION
▨	(E) CONSTRUCTION RENOVATED
▩	(N) CONSTRUCTION

APPLICATION FOR Discretionary Review

1. Owner/Applicant Information

DR APPLICANT'S NAME:

Jeffrey Tucker and Bridget O'Rourke

DR APPLICANT'S ADDRESS:

466 Missouri Street, San Francisco, CA

ZIP CODE:

94107

TELEPHONE:

(415) 260-8888

PROPERTY OWNER WHO IS DOING THE PROJECT ON WHICH YOU ARE REQUESTING DISCRETIONARY REVIEW NAME:

Hudaharrah Holdings

ADDRESS:

701 Carolina St., San Francisco, CA

ZIP CODE:

94107

TELEPHONE:

(415) 522-1907

CONTACT FOR DR APPLICATION:

Same as Above ☒

ADDRESS:

ZIP CODE:

TELEPHONE:

()

E-MAIL ADDRESS:

2. Location and Classification

STREET ADDRESS OF PROJECT:

1512 20th St, San Francisco, CA

ZIP CODE:

94107

CROSS STREETS:

Between Missouri St and Connecticut St

ASSESSORS BLOCK/LOT:

4067 / 012

LOT DIMENSIONS:

25ft x 100ft

LOT AREA (SQ FT):

2500 sq ft

ZONING DISTRICT:

NC-2

HEIGHT/BULK DISTRICT:

40-x

3. Project Description

Please check all that apply

Change of Use ☒ Change of Hours ☒ New Construction ☐ Alterations ☒ Demolition ☐ Other ☐

Additions to Building:

Rear ☒Front ☐Height ☒Side Yard ☐

Residential second floor, hair salon on first floor

Present or Previous Use:

Restaurant on first floor, personal service on second & third floors

Proposed Use:

Building Permit Application No. 2013.10.29.0519

Date Filed: October 29, 2013

4. Actions Prior to a Discretionary Review Request

Prior Action	YES	NO
Have you discussed this project with the permit applicant?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Did you discuss the project with the Planning Department permit review planner?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Did you participate in outside mediation on this case?	<input type="checkbox"/>	<input checked="" type="checkbox"/>

5. Changes Made to the Project as a Result of Mediation

If you have discussed the project with the applicant, planning staff or gone through mediation, please summarize the result, including any changes there were made to the proposed project.

See attached

Discretionary Review Request

In the space below and on separate paper, if necessary, please present facts sufficient to answer each question.

1. What are the reasons for requesting Discretionary Review? The project meets the minimum standards of the Planning Code. What are the exceptional and extraordinary circumstances that justify Discretionary Review of the project? How does the project conflict with the City's General Plan or the Planning Code's Priority Policies or Residential Design Guidelines? Please be specific and site specific sections of the Residential Design Guidelines.

See attached

2. The Residential Design Guidelines assume some impacts to be reasonable and expected as part of construction. Please explain how this project would cause unreasonable impacts. If you believe your property, the property of others or the neighborhood would be adversely affected, please state who would be affected, and how:

See attached

3. What alternatives or changes to the proposed project, beyond the changes (if any) already made would respond to the exceptional and extraordinary circumstances and reduce the adverse effects noted above in question #1?

See attached

Applicant's Affidavit

Under penalty of perjury the following declarations are made:

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

Signature: Bridget O'Rourke Jeff Tucker Date: 12/31/14

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

Bridget O'Rourke ; Jeff Tucker
Owner / Authorized Agent (circle one)

Attachment- Discretionary Review Form
Project: 1512 20th Street
Block/Lot No: 4067/012
Application No. 2013.10.29.0519

By: Jeffrey Tucker and Bridget O'Rourke
12/31/14

Dear Planning Department and Members of the Planning Commission;

We are requesting that you deny the permit for and/or conduct a hearing for discretionary review on the application for construction of a second and third story at 1512 20th Street (the Project).

First, the notification for this project was sent to our home during the holiday season and when we tried to contact the planner, we were informed he has been on vacation and thus unable to answer our questions or provide us with file documents. Because of this, we have not had adequate time to review the Planning Code standards and findings for Design Review and other requirements. We believe this is unfair and does not comply with San Francisco Planning Code requirements (including those in Sections 311 and 312) for notice.

Second, our home at 466 Missouri is immediately behind the Project. We have lived here for 6 years and on Potrero Hill for more than 40 years and enjoy the residential nature of our home and neighborhood. While we understand 20th street has a commercial zoning, it has always been small scale and intrusive. However, the Development would have significant impacts on our privacy, views and quality of life as set out below. Importantly, a Conditional Use Permit is required for the intrusive 2nd/3rd story rear deck that will be used for business purposes.

Issues

1.
 - a. **The Project does not meet San Francisco's Planning Code minimum requirements.**

Loss of Residential Dwelling Unit Through Conversion. Planning Code Section 317 of the Planning Code **prohibits loss of a dwelling unit** through conversion. The second story dwelling unit will be lost to conversion and thus the Project is prohibited.

Outdoor Activities CUP. The Development includes a rear facing roof deck, which will completely eliminate privacy in many parts of our home. For good reason, the San Francisco Planning Code Section 145.2(a) requires a Conditional Use Permit for outdoor activity areas for commercial activities in districts zoned NC-2. Subsection (1) permits outdoor activity areas in front of the building at street level but Subsection (2) requires a CUP: "An outdoor activity area which does not comply with the provisions of Paragraph 1 of this

Attachment- Discretionary Review Form
Project: 1512 20th Street
Block/Lot No: 4067/012
Application No. 2013.10.29.0519

By: Jeffrey Tucker and Bridget O'Rourke
12/31/14

Subsection is permitted as a conditional use, subject to the provisions set forth in Sections 316 through 316.8 of this Code."

The outdoor activity area will be for Personal Services use which under Planning Code Section 790.70 can include: "An area, not including primary circulation space or any public street, located outside of a building or in a courtyard which is provided for the use or convenience of patrons of a commercial establishment including, but not limited to, sitting, eating, drinking, dancing, and food-service activities." The Planning Department claims that no restaurant activities will be allowed but this is not clear at all from the application. Further, the other activities are potentially just as busy and noisy and intrusive.

Planning Code Section 316 requires additional notice and a hearing for a CUP. It is possible that this project application was rushed through and this was not noticed. In any case, the City is required to hold a hearing and we suggest that the application be denied and the applicant be instructed to comply with the CUP application requirements.

- b. **The Project has extraordinary circumstances that justify Discretionary Review.** First, all other neighbors contacted object to the project and are filing a separate application for Discretionary Review. The circumstances are that this is mainly a quiet single family residential neighbor where a three story commercial development is not appropriate. There are neighborhood-wide impacts and neighborhood-wide interest in the Project that conflict with General Plan standards for residential neighborhoods.

- 2. **Impacts to our home and the neighborhood are not contemplated by the Design Review rules and are unreasonable and significant.** The impacts of this three story commercial development project impacts include inconsistent character with the rest of the neighborhood, loss of privacy, noise, traffic/safety, parking and light on all neighboring properties. We plan to submit additional evidence that shows that project is not consistent with the San Francisco General Plan and the Design Review Standards.

These inconsistencies include that the Project has adverse impacts on our privacy due to the Project's second-floor, business-use (personal service) roof deck. These impacts include that the roof deck will allow for potentially hundreds of strangers looking directly into our teenage daughter's bedroom.

Attachment- Discretionary Review Form
Project: 1512 20th Street
Block/Lot No: 4067/012
Application No. 2013.10.29.0519

By: Jeffrey Tucker and Bridget O'Rourke
12/31/14

We believe the applicant and the City have not met the San Francisco General Plan and Planning Code requirements for findings for change of use, loss of privacy and light, setbacks, or other requirements for design review (including those in Planning Code Sections 311 and 312.).

3. **Alternatives that would respond to and mitigate the circumstances and adverse impacts.** First, we had suggested that the applicant not install a deck and/or outdoor activity area at all. In fact, an alternative would be to develop what is allowed by the San Francisco Municipal Code, a first floor restaurant and a second story residential unit.

Second, as an alternative to the privacy screen and tree, which had limited effectiveness, we proposed moving the south-facing window in our daughter's bedroom to the west-facing side as this is our critical privacy issue. We are proposing to permanently change the structure of our home to find a way help this project move forward. Owner/his counsel have not responded at the time of this filing.


Third, we had proposed a planted screening on the roof deck along with a mature tree in the garden in the northeast corner. Response from owner was not reasonable; the proposed solution was not permanent (only for 6 years) and did not reasonably address privacy impact (only 1/3 of deck was covered by screening, height was too low to provide privacy, and would not provide reasonable details for the tree). No accommodations or changes were put into place.

Conclusion

The project is not compliant and is prohibited by the San Francisco Planning Code. Further, the Project has extraordinary circumstances due to impacts to the neighborhood character and to loss of privacy to neighbors including us. The Project will have significant adverse effects on the neighbors and ourselves, including loss of light and privacy, noise, congestion.

We respectfully urge you to start this planning process over and/or grant our request for Discretionary Review.

Sincerely,


Jeff Tucker
Bridgett O'Rourke



Discretionary Review Application Submittal Checklist

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

REQUIRED MATERIALS (please check correct column)	DR APPLICATION
Application, with all blanks completed	<input type="checkbox"/>
Address labels (original), if applicable	<input type="radio"/>
Address labels (copy of the above), if applicable	<input type="radio"/>
Photocopy of this completed application	<input type="checkbox"/>
Photographs that illustrate your concerns	<input checked="" type="checkbox"/>
Covenant or Deed Restrictions	<input checked="" type="checkbox"/>
Check payable to Planning Dept.	<input type="checkbox"/>
Letter of authorization for agent	<input type="checkbox"/>
Other: Section Plan, Detail drawings (i.e. windows, door entries, trim), Specifications (for cleaning, repair, etc.) and/or Product cut sheets for new elements (i.e. windows, doors)	<input checked="" type="checkbox"/>

NOTES:

☐ Required Material.

☒ Optional Material.

☐ Two sets of original labels and one copy of addresses of adjacent property owners and owners of property across street.

For Department Use Only

Application received by Planning Department:

By: _____

Date: _____

Bridget O'Rourke and Jeff Tucker

**View from existing property into daughter's
bedroom**

Note: Distance is further away than proposed roof
deck and slightly lower elevation than proposed deck.





Text from Property Sale listing indicating dwelling unit exits. Proposed project removes dwelling unit in favor of a high traffic business.

Official property, sales, and tax information from county (public) records as of 08/2014:

Multi-Family Dwellings (Generic, any combination 2+)

Lot Size: 2,495 sqft

2 Units

County: San Francisco

2 Bathrooms

Stories: 2 story

Construction: Wood

Tax Rate Code Area: 1-000

1,390 sqft

7 Rooms

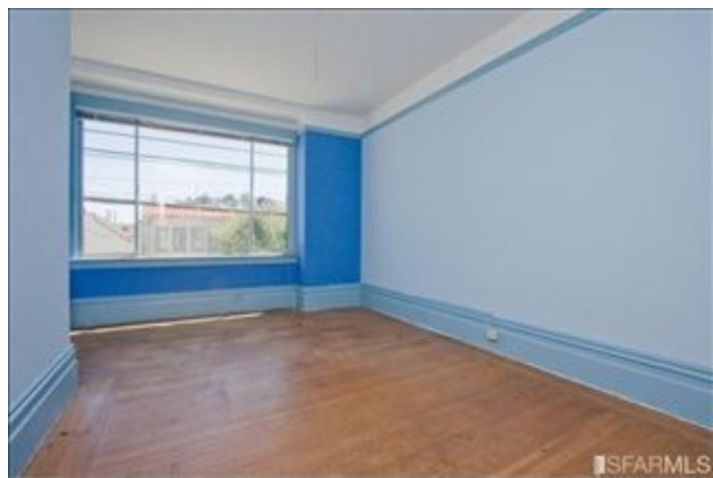
Subdivision: POTRERO NUEVO

Rare Potrero Hill North Slope Mixed-Use Duplex Ready For A New Owner's Creativity And Passion. The Property Consists of A 2Bd/1Ba Flat Up With Rear Deck And Peek-A-Boo Views, And A Second Flat/Store Down That Was Used A Beauty Parlor Until The 1970's (And Does Not Have Residential Unit Features). The Property, Which Appears Larger Than The Tax Records Imply, Is Located In An Nc2 (Neighborhood Commercial 2) Zoning Area. A Large Rear Yard And Wonderful Potrero Location Near Markets, Freeway Access And The 18th Street Shopping District Complete This Rare Offering.

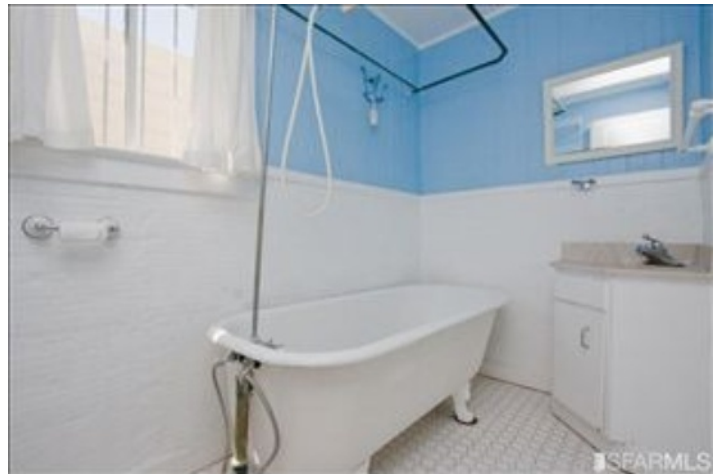
. CaliforniaSan FranciscoPotrero Hill 1512 20th St



















Sources:

http://www.zillow.com/homedetails/1512-20th-St-San-Francisco-CA-94107/15149692_zpid/

http://www.trulia.com/homes/California/San_Francisco/sold/7107130-1512-20th-St-San-Francisco-CA-94107

2013.1431 DRP_2

Application for **Discretionary Review**

CASE NUMBER:

For Staff Use only

APPLICATION FOR Discretionary Review

1. Owner/Applicant Information

DR APPLICANT'S NAME: DANA LOOF		
DR APPLICANT'S ADDRESS: 1506 20TH STREET, SAN FRANCISCO	ZIP CODE: 94107	TELEPHONE: (415) 244-7863

PROPERTY OWNER WHO IS DOING THE PROJECT ON WHICH YOU ARE REQUESTING DISCRETIONARY REVIEW NAME: LESTER ZEIDMAN (CARY BERNSTEIN IS THE ARCHITECT)		
ADDRESS: 1512 20th STREET, SAN FRANCISCO	ZIP CODE: 94107	TELEPHONE: (415) 522-1907

232-9204

CONTACT FOR DR APPLICATION: Same as Above <input checked="" type="checkbox"/> CARY BERNSTEIN		
ADDRESS: 2325 3RD STREET, SUITE 341, SF	ZIP CODE: 94107	TELEPHONE: (415) 522-1907
E-MAIL ADDRESS: DANA LOOF@GMAIL.COM		

2. Location and Classification

STREET ADDRESS OF PROJECT: 1512 20TH STREET, SAN FRANCISCO	ZIP CODE: 94107
CROSS STREETS: MISSOURI / CONNECTICUT	

ASSESSORS BLOCK/LOT: 4067 / 012	LOT DIMENSIONS: 25x100	LOT AREA (SQ FT): 2500 2500	ZONING DISTRICT: NC-2 / HO-X	HEIGHT/BULK DISTRICT: 23 40-X
---	----------------------------------	--	---	--

3. Project Description

Please check all that apply

Change of Use ☒ Change of Hours ☐ New Construction ☐ Alterations ☒ Demolition ☐ Other ☒Additions to Building: Rear ☒ Front ☐ Height ☒ Side Yard ☐Present or Previous Use: **ABANDONED RESIDENTIAL / PERSONAL SERVICE BLDG. (1ST FLOOR)**Proposed Use: **RESTAURANT (FIRST FLOOR) / PERSONAL USE (2ND FLOOR) / PERSONAL USE (3RD FLOOR)**Building Permit Application No. **2013.10.29.0519**Date Filed: **10/29/2013**

587895

4. Actions Prior to a Discretionary Review Request

Prior Action	YES	NO
Have you discussed this project with the permit applicant?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Did you discuss the project with the Planning Department permit review planner?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Did you participate in outside mediation on this case?	<input checked="" type="checkbox"/>	<input type="checkbox"/>

5. Changes Made to the Project as a Result of Mediation

If you have discussed the project with the applicant, planning staff or gone through mediation, please summarize the result, including any changes there were made to the proposed project.

PLEASE SEE ATTACHED FOR DESCRIPTION

Answer to: 5.

Changes Made to the Project as a result of Mediation:

I didn't go through a formalized mediation process (if there is one), however I did communicate and receive feedback on the following to the architect Cary Bernstein, whom I believe is acting as mediator. (Cary communicated that we work directly with her rather than with Lester Zeidman, the property owner).

1. **Light well** - I asked that they keep the existing light well in place. It is currently a partially covered which is not in compliance, nor had it been built to code. The original building had a light well. See pictures. They had suggested closing it up in their original renderings.
 - a. They are claiming that the existing building did not have a second floor light well, which is incorrect, so they are closing up the existing light well up to the third floor, which is stated as a Mezzanine. Additionally that third floor will impede the original light well that is currently in place on the third floor.
2. **Parking** - I mentioned concern about the lack of parking proposed, especially if they were intending to increase the building by one additional story and turn the entire building into commercial property. I mentioned the concern as a fairly large issue, due to the current shortage of parking on the block as a result of delivery trucks and shoppers at the Good Life Grocery store, also owned by the permit applicant, Lester Zeidman, two doors down. The current property has a drive in car port as well as a driveway curb.
 - a. They did not accommodate for parking in the current permit renderings, and are eliminating any parking that exists with the building. They are also not planning on filling in the driveway curb that exists to allow for parking on the street.
3. **Light and Air Flow** - I mentioned concern about the elimination of light coming into my building due to their expansion into the backyard.
 - a. They extenuated the problem by adding a five foot deep overhang/trellis and a privacy screen along the entire height of the building, which substantially cuts down light and air flow into my building.

Answer to: 5 Continued:

Changes Made to the Project as a result of Mediation:

4. **Building Height** - I mentioned the height of the building being an issue as it will also eliminate light from both my building and the neighboring buildings behind the property and on the west side property, which is also owned by the permit applicant. I asked that they survey the surrounding properties and take the average of those two properties to determine the height of the new property, as was done by the developers on my building. This would help with lighting issues and ensure that the existing housing and neighborhood character are conserved and protected.
 - a. They did nothing to accommodate.

Discretionary Review Request

In the space below and on separate paper, if necessary, please present facts sufficient to answer each question.

1. What are the reasons for requesting Discretionary Review? The project meets the minimum standards of the Planning Code. What are the exceptional and extraordinary circumstances that justify Discretionary Review of the project? How does the project conflict with the City's General Plan or the Planning Code's Priority Policies or Residential Design Guidelines? Please be specific and cite specific sections of the Residential Design Guidelines.

PLEASE SEE ATTACHED

2. The Residential Design Guidelines assume some impacts to be reasonable and expected as part of construction. Please explain how this project would cause unreasonable impacts. If you believe your property, the property of others or the neighborhood would be adversely affected, please state who would be affected, and how:

PLEASE SEE ATTACHED

3. What alternatives or changes to the proposed project, beyond the changes (if any) already made would respond to the exceptional and extraordinary circumstances and reduce the adverse effects noted above in question #1?

PLEASE SEE ATTACHED

Answers to Question 1:

What are the reasons for requesting Discretionary Review?

1. **The depth of the back deck and it's overhang/trellis** severely impacts the light and airflow into my property. See photo. This large deck depth suggests that the proposed personal service business on the second floor (which has been promoted as a yoga studio) will be using that space for commercial activities, IE... yoga classes on the deck, which will infringe upon my privacy and that of my neighbors.
2. **The proposed 8 foot privacy screen along the side of the property** shared with my building severely impacts the light and air flowing into my building. This also suggests that business will be taking place on the deck.
3. **The height of the building.** According to the permit application renderings, they are building a third floor - named a mezzanine - which is not in accordance to the NC-2 guidelines. This so-called mezzanine will available for commerce, which is not in accordance with the guidelines and However, they are to the building available for commerce. This is named "Mezzanine" on the renderings, however it is actually a third floor added to the existing second floor severely impacts the light coming into my building in addition to changing the dynamics and scope of the neighborhood. See Photo.
4. **Three stories of commercial units.** This will be the only building within a four square block radius (which includes the more commercialized 18th street blocks) on Potrero Hill that is comprised of three stories accommodating commerce. All commercial businesses within this four square blocked area only take place on the first floor, with residences on the second and/or third floors, with the exception of Bloom's bar, on 18th Street, which includes a lawyer's office (personal service) on the second floor. Adding a three story commercial building - which is being billed as two stories plus a mezzanine, that reaches higher than my existing three story residence only building - will not protect or conserve the existing housing and neighborhood character, which is not in line with priority policies stated in Sec 101.1(2) that are required of this permit application. Additionally, the existing property was a commercial unit on the first floor and a residential unit on the second floor, prior to its sale to the permit holder. This is not represented correctly in the Permit. See Photos.

Answers to Question 1 continued:

What are the reasons for requesting Discretionary Review?

5. Parking - Under the project features section of the permit application, the existing number of parking spaces claims 0 parking spaces. That is also misrepresented. There is a carport and curb opening that was originally built into the house to accommodate for vehicles. We are currently in a deficit on street parking due to the Good Life Grocery store, also owned by the permit applicant and the dry cleaning business across the street. With the proposed restaurant, yoga studio and additional personal service business, parking will become non-existent, and commuter traffic will impede and overburden neighborhood parking. As such, 20th street is at the top of a hill, so even neighborhood folks tend to drive versus walk to 20th Street. Additionally, there is no muni service that reaches the top of the hill, which exacerbates the situation. This is inconsistent with Priority Policies established in Sec. 101.1 (4). See Photo.

6. Misrepresentations in the Permit Application –

- a. Parking space issue as stated in #5 above.
- b. The existing Dwelling Units under project features in the permit application indicates 0. This is not true. The existing property is actually a two level property with a beauty shop (including car port) on the first level and a residence on the second level, unoccupied for several years. Again, the proposed dwelling will be the first of it's kind at three stories for commercial use.
- c. In the renderings of the existing property, the second floor does not show a light well, however there is an existing structure not built to code partially covering the original light well.

7. Noise and Air Quality - We have major concerns about the noise and air quality(exhaust from a commercial kitchen) of the proposed restaurant due to our existing experience with the Good Life Grocery store two doors down. We were notified that the bottom floor would be a café without commercial kitchen, however they are now planning a restaurant.

Answers to Question 2:

The Residential Design Guidelines assume some impacts to be reasonable and expected as part of construction.

Since the construction will be in an adjoining wall, the noise element will be fierce, I am suggesting that they accommodate an only 5 business day work schedule with the hours of 9 to 5. I also work from home, so that noise will affect my ability to work.

Answers to Question 3:

What alternatives or changes to the proposed project, beyond the changes (if any) already made?

1. Decrease the building height – I suggest they decrease the building height to the average of the two buildings surrounding it. Eliminating that third story will help with the following:

- Preserve the existing housing and neighborhood character, culture and economic diversity. This will make the building consistent with all other residential/commercial buildings within a four square block area.
- This will help to reduce the lighting issues with my building because the light well will be closed up due to their structure rising above mine. If it is the same size or only slightly higher, that will help provide appropriate light into my structure. See pictures. This will also help improve light to the backyards of our neighbors behind the structure.

2. Decrease the depth of the deck and eliminate the privacy wall on the deck.

- This will be a substantial improvement on providing as much light as possible with my existing structure.

3. Eliminate the overhang Trellis and privacy screen.

- This is a huge impediment to light. This is a major concern as this trellis and privacy screen on a three level building will eliminate a large majority of light from entering my main living space, in addition to my neighbors. I also get a breeze from that side of the building only because the structure on the opposite side runs deeper back than my building. As such, the light comes from the east side. See Photos.

4. Add Parking

- Either by working the car port/garage back into the first floor, or at the very least ensuring there is curbside parking space in the front of the building.

5. Allow only a café versus a working professional kitchen restaurant on the first floor.

- This would eliminate noise and smells directly abutting my bedroom and home office.

Answers to Question 3 continued:

What alternatives or changes to the proposed project, beyond the changes (if any) already made?

6. Provide a light well from the second floor up.

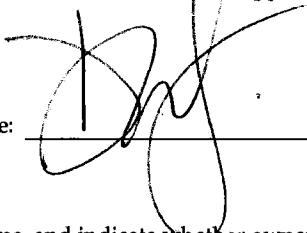
- I am suggesting they keep the light well, as originally built starting at the 2nd floor. This will be in line with the original proposed lighting and air between the two buildings, and bring the light well back to code. Especially if they intend to build a third story, which will completely eliminate the air flow into my building. See pictures.

Applicant's Affidavit

Under penalty of perjury the following declarations are made:

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

Signature: _____



Date: _____

12/30/14

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

DANA LOOP

☒ Owner ☐ Authorized Agent (circle one)







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2013.1431DRP-3

Application for **Discretionary Review**CASE NUMBER:
For Staff Use only

APPLICATION FOR Discretionary Review

1. Owner/Applicant Information

DR APPLICANT'S NAME:

Milind Paranjpe and Chitra Phatak

DR APPLICANT'S ADDRESS:

1508 20th St, San Francisco, CA

ZIP CODE:

94107

TELEPHONE:

(650) 269-1803

PROPERTY OWNER WHO IS DOING THE PROJECT ON WHICH YOU ARE REQUESTING DISCRETIONARY REVIEW NAME:

Hudaharrah Holdings

ADDRESS:

701 Carolina St, San Francisco, CA

ZIP CODE:

94107

TELEPHONE:

(415) 522-1907

CONTACT FOR DR APPLICATION:

Same as Above ☒

ADDRESS:

ZIP CODE:

TELEPHONE:

()

E-MAIL ADDRESS:

2. Location and Classification

STREET ADDRESS OF PROJECT:

1512 20th St, San Francisco, CA

ZIP CODE:

94107

CROSS STREETS:

Between Missouri St and Connecticut St

ASSESSORS BLOCK/LOT:	LOT DIMENSIONS:	LOT AREA (SQ FT):	ZONING DISTRICT:	HEIGHT/BULK DISTRICT:
4067 /012	25 ft x 100 ft	2500 sq ft	NC-2	40-X

3. Project Description

Please check all that apply

Change of Use ☒ Change of Hours ☒ New Construction ☐ Alterations ☒ Demolition ☐ Other ☐Additions to Building: Rear ☒ Front ☐ Height ☒ Side Yard ☐

Hair salon on first floor, residential second floor

Present or Previous Use:

Proposed Use: Restaurant on first floor, personal service on second and third floors

Building Permit Application No. 2013.10.29.0519

Date Filed: October 29, 2013

H 587896

4. Actions Prior to a Discretionary Review Request

Prior Action	YES	NO
Have you discussed this project with the permit applicant?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Did you discuss the project with the Planning Department permit review planner?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Did you participate in outside mediation on this case?	<input checked="" type="checkbox"/>	<input type="checkbox"/>

5. Changes Made to the Project as a Result of Mediation

If you have discussed the project with the applicant, planning staff or gone through mediation, please summarize the result, including any changes there were made to the proposed project.

1. Light Well was added to match the width of the light well at 1508 20th St
2. Depth of additions was reduced from extending the full depth of lot to extending 75 ft into lot

Discretionary Review Request

In the space below and on separate paper, if necessary, please present facts sufficient to answer each question.

1. What are the reasons for requesting Discretionary Review? The project meets the minimum standards of the Planning Code. What are the exceptional and extraordinary circumstances that justify Discretionary Review of the project? How does the project conflict with the City's General Plan or the Planning Code's Priority Policies or Residential Design Guidelines? Please be specific and site specific sections of the Residential Design Guidelines.

PLEASE SEE ATTACHMENT

2. The Residential Design Guidelines assume some impacts to be reasonable and expected as part of construction. Please explain how this project would cause unreasonable impacts. If you believe your property, the property of others or the neighborhood would be adversely affected, please state who would be affected, and how:

PLEASE SEE ATTACHMENT

3. What alternatives or changes to the proposed project, beyond the changes (if any) already made would respond to the exceptional and extraordinary circumstances and reduce the adverse effects noted above in question #1?

PLEASE SEE ATTACHMENT

Applicant's Affidavit

Under penalty of perjury the following declarations are made:

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

Signature: _____



Date: _____

12/31/2014

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

MILIND PARANJPE

☒ Owner / ☐ Authorized Agent (circle one)

Reasons for requesting Discretionary Review

The following proposed alterations considerably impact the **light, air and privacy** of our property at 1506-1508 20th St

1. The depth as well as height of the proposed building is considerably more than the existing depth and height. The depth and height are both greater than that of our property at 1506-1508 20th St, which was completely rebuilt two years ago.
2. The proposed 8 ft privacy screen along the side of the deck, and the 5 ft wide privacy screen and trellis along the entire side and top of the proposed new building.
3. The lack of a light-well to match the current light-well adjoining the light-well at 1506-1508 20th St.
4. Proposed commercial use of the deck.
5. Proposed commercial kitchen on the first floor.
6. Parking - Under the project features section of the Permit application, the existing number of parking spaces claims 0 parking spaces. This is inaccurate. There is a carport and curb opening that was originally built into the house.

Impact on our property and the neighborhood

1. Commercial use of space above the first level and on the deck overlooking the neighbors' yards - The existing property has a commercial unit on the first floor and a residential unit on the second floor (this is mis-represented in the Permit Application). None of the other limited-commercial use properties on 20th St use a level above the first floor for commercial purposes. None of the other limited-commercial use properties on 20th St use the outdoor patio or deck for commercial purposes. This changes the dynamics and scope of the neighborhood.
2. Parking - Under the project features section of the Permit application, the existing number of parking spaces claims 0 parking spaces. That is not true. There is a carport and curb opening that was originally built into the house.
3. Restaurant on the first floor: In the previous meeting in March 2014, we were assured that there will NOT be a commercial kitchen. The use communicated at that time was an ice-cream parlor or a deli, but not a restaurant. This will impact the air quality (exhaust, noisy refrigerators) and noise levels.
4. The proposed privacy screens will severely limit the light available on the ground floor bedroom at 1508 20th St.

Alternatives or changes to proposed project

1. Only allow commercial use on the first floor of 1512 20th Street. The first floor should be used for personal service, and not for a restaurant.
2. Add a light-well to match the current light-well adjoining the one at 1506-1508 20th St starting from the bottom of the second floor.
3. Eliminate both the privacy screens for the deck or the side of the building.
4. Limit the depth of the deck to 70 ft from the street. Angle it (just as 1506/08) so that the deck does not extend all the way to the fence adjoining 1506-1508 20th St.
5. Remove the curb opening to add one parking space on 20th Street.
6. Remove the 3rd level from the proposal such that the height of the proposed construction is an average of the height of the neighboring two buildings.

Additional Notes

1. All of these concerns have been communicated to the permit applicant and his architect, with no engagement from their end after the meeting in March 2014
2. The neighboring property at 1518 20th St belongs to the permit applicant. The existing plan for this property in the Permit Application does not reflect the "existing" plan, but rather the "proposed" plan for 1518 20th St.
3. Were the neighboring property at 1518 20th St owned by somebody other than the permit applicant for 1512 20th St, the different owners would very likely object the scale (depth and height) of the proposed additions.
4. It is unclear from the provided plans in the Permit Application where the fire exit for the upper levels of the proposed project. The existing structure has a stairway in the back.

Discretionary Review Application Submittal Checklist

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

REQUIRED MATERIALS (please check correct column)	DR APPLICATION
Application, with all blanks completed	<input checked="" type="checkbox"/>
Address labels (original), if applicable	<input checked="" type="checkbox"/>
Address labels (copy of the above), if applicable	<input checked="" type="checkbox"/>
Photocopy of this completed application	<input checked="" type="checkbox"/>
Photographs that illustrate your concerns	<input type="checkbox"/>
Covenant or Deed Restrictions	<input type="checkbox"/>
Check payable to Planning Dept.	<input checked="" type="checkbox"/>
Letter of authorization for agent	<input type="checkbox"/>
Other: Section Plan, Detail drawings (i.e. windows, door entries, trim), Specifications (for cleaning, repair, etc.) and/or Product cut sheets for new elements (i.e. windows, doors)	<input type="checkbox"/>

NOTES:

☐ Required Material.☒ Optional Material.☐ Two sets of original labels and one copy of addresses of adjacent property owners and owners of property across street.

For Department Use Only

Application received by Planning Department:

By: _____

Date: _____

The following pages contain several photographs supporting the claims in the discretionary review submitted by 1508 20th St in December 2014 regarding the proposed construction at 1512 20th St.

Pages 2, 3, 4, and 5 show the loss of light and air from the proposed privacy screens.

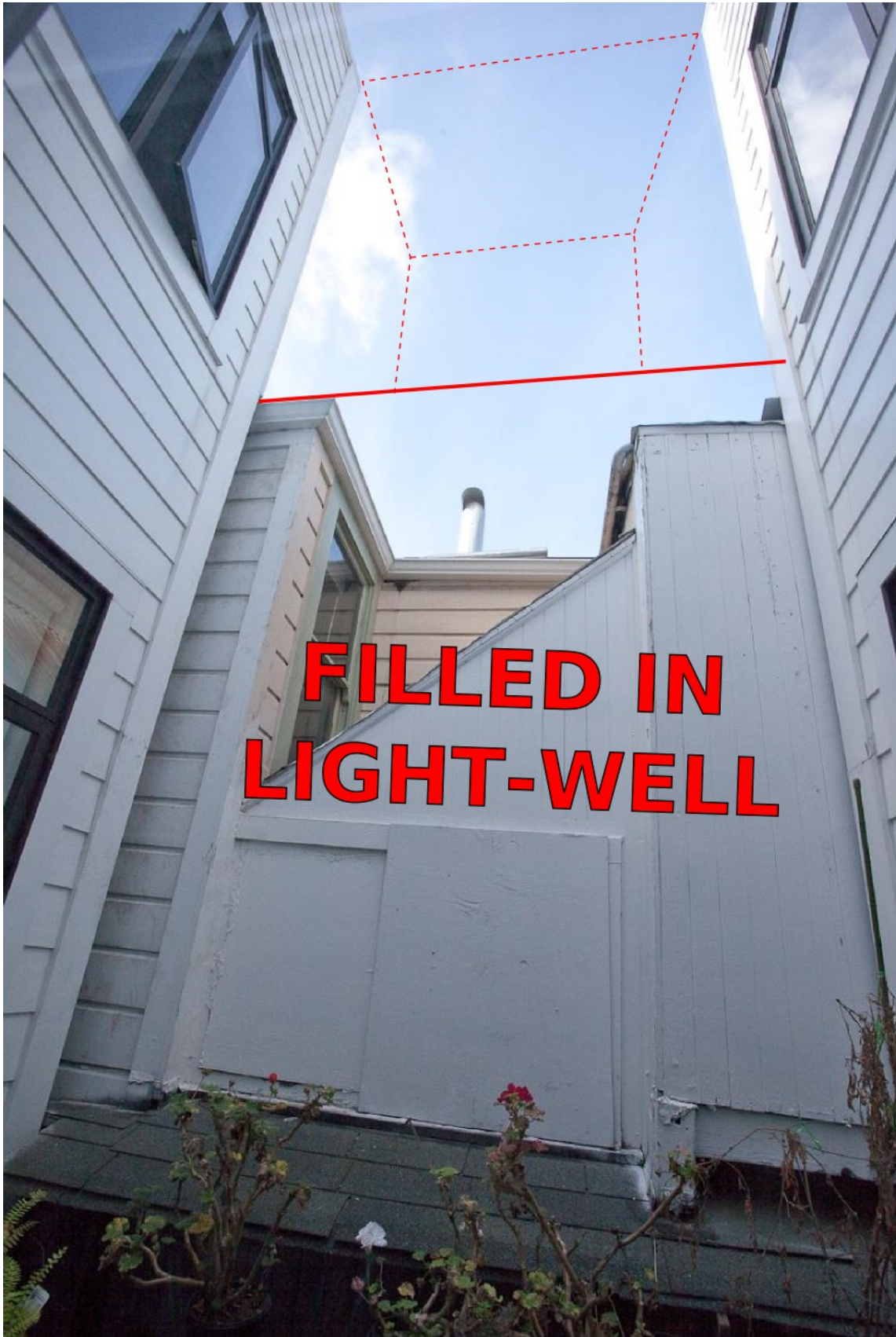
Page 6 shows the loss of light and air by filling in the light-well below the mezzanine level.











March 24, 2015

Hon. Rodney Fong, President
San Francisco Planning Commission
1650 Mission Street, Suite 400
San Francisco, CA 94103

Re: 1512-20th Street: Case Nos. 2013.1431DDD
Project Sponsor's Response to Discretionary Review (DR) requests
Hearing Date: April 2, 2015

Dear President Fong and Commissioners:

We represent Lester Zeidman and Kayren Hudiburgh and their company Hudaharrah Holdings (the "Sponsors"). They recently purchased the dilapidated long vacant commercial building at 1512-20th Street, between Connecticut and Missouri Streets, within the 20th Street commercial corridor on Potrero Hill. The property is zoned NC-2 (Small Scale Neighborhood Commercial District) and is within a 40-X height and bulk district. Lester and Kayren have lived on Potrero Hill and owned and operated The Good Life Grocery for over 40 years. It is located on the same block as 1512-20th Street.

The Sponsors' objective is to bring a blighted building back to life with active commercial uses, as envisioned by NC-2 zoning. They propose to retain the existing non-historic façade and build behind it a two-story plus mezzanine, Planning and Building Code-compliant commercial building. The Project will accommodate two small-scale commercial uses—a restaurant/café on the first floor and a personal services use (likely, a yoga studio) on the second floor and mezzanine. Photographs of the existing building and plans and renderings of the Project, designed by Cary Bernstein Architect, are at Exhibit A.

Support for the project in the neighborhood and the larger Potrero Hill community is broad and deep. The Potrero Boosters Neighborhood Association, the Potrero Dogpatch Merchants Association, the Potrero Hill Neighborhood House, former Mayor Art Agnos and former Planning Commission President Ron Miguel, both Potrero Hill residents, among many others, unconditionally support the project.¹ Patrons of The Good Life Grocery, who know the

¹ See Letters and Petitions in Support at Exhibit B.

high quality of Lester and Kayren's operations and their commitment to the neighborhood, are also in support.

Rather than taking this moderate path to reusing the site, the Sponsors could have sought approval to replace the existing building (including its façade) and build a much larger 4-story code-complying building with commercial uses on the ground floor covering 100% of the lot and several residences above. They chose the modest approach proposed in the Project application instead. The drawing at Exhibit C demonstrates how much smaller the proposed Project is than the building envelope permitted by the Planning Code.

DR Requestors Dana Loof and Milind Paranjpe/Chitra Phatak reside directly east of the Project in the two unit building at 1506-1508 20th Street. DR Requestors Jeff Tucker/Bridget O'Rourke reside in a single-family home at 466 Missouri Street, around the corner from 1512-20th Street. The Sponsors have held multiple meetings with each of the DR Requestors and made significant modifications to the Project to address their concerns. Exhibit D is a chronology of those meetings. Despite these concessions, the DR Requestors continue to assert that the Project merits Discretionary Review. However, there is nothing about the proposed Project that is exceptional or extraordinary. As noted on the Planning Department website:

Discretionary Review is a special power of the Planning Commission, however, outside the normal building permit application approval process. It is supposed to be used only when there are exceptional and extraordinary circumstances associated with a proposed project. The Commission has been advised by the City Attorney that the Commission's discretion is sensitive and must be exercised with utmost constraint. (Emphasis added).²

The Planning Department agrees that the Project does not satisfy the standard for DR and is recommending that you do not take DR and approve the Project as proposed. We respectfully request that you adopt the staff's recommendation at the April 2, 2015 hearing.

PROJECT DESCRIPTION

The site is within the 20th Street NC-2 linear commercial strip on Potrero Hill that extends two blocks from Arkansas to Missouri Streets. NC-2 zoning districts are "linear shopping streets which provide convenience goods and services to the surrounding neighborhoods as well as limited comparison shopping goods for a wider market" (Planning Code Section 711.1) In this NC-2 district, there is currently only one café (which does not serve dinner), Lester and Kayren's grocery store, medical and professional services, a dry cleaner, two hair salons, a nail salon, a liquor store, convenience store, a day-care center and the Potrero Hill Library. The existing buildings on this block are generally two and three stories in height.

The existing building was built circa 1905 as a two-story commercial building with various outbuildings in the current rear yard.³ The last use of the ground floor was as a hair

² <http://www.sf-planning.org/index.aspx?page=2754#drapp>

³ Exhibit E, Carey & Co., Inc., Supplemental Information Form, September 18, 2013.

salon known as “The Hair Fair.” The outbuildings were removed some time ago. Hair Fair ceased operations and the space has been vacant since 1982. The building is now decrepit and in a completely unusable condition (see photographs as Exhibit A). The second floor is not a legal dwelling unit. Planning staff has confirmed that there is no legal residential use in the building, such that Planning Commission review for conversion of a dwelling unit under Sections 711.34 and 317 is not required. The building has also been determined NOT to be an historic resource, as detailed in the Categorical Exemption determination in your packet and the Carey & Co. report at Exhibit E.

The Project consists of retaining and rehabilitating the exterior street façade, a horizontal addition in the rear, and a vertical mezzanine addition set back slightly from the non-historic front facade. The project will allow a change of use on the ground floor from personal service (a vacant hair salon) to a restaurant/cafe and a double-height personal service use on the second story and mezzanine. The second floor mezzanine is limited to 383 square feet. The Project results in a building height of 32’8”, an increase of approximately 9 feet from the existing building and well below the permitted 40’ height limit.

At the first floor, the project proposes a one-story horizontal addition of 23’, leaving the rear 25’ of the lot intact as a rear yard, even though no rear yard is required at the first floor in NC-2 districts.⁴ At the second floor and mezzanine, the horizontal addition is only 7’5”, providing a rear yard setback of 40’7”, whereas only a 25-foot rear yard is required at the second floor and above. A new second floor deck of approximately 220 sf (which will be accessible only to the staff of the yoga studio, not patrons⁵) will be located on the roof of the first floor horizontal addition. An open trellis, which will serve as a solar screen for the yoga studio space, extends 4 feet from the rear wall of the second floor and mezzanine, only 1/3 the depth of the large multi-story deck structure at 1506-1508 20th Street. Even counting that trellis as building area, the rear yard setback would be 36’7”, which is substantially more than the required 25 feet. To provide a privacy barrier between the deck and the neighbors to the east (DR Requestors Paranjpe/Phatak), the Sponsors propose to construct an 8’ high privacy screen along the east face of the deck. No rear yard variance or modification is required for the proposed horizontal addition.

The site’s current FAR is 0.87. The maximum FAR allowed is 2.5:1, which would allow up to 6,250 sf of commercial development on this site, plus residential space. In contrast, the Project will result in a 3,716 sf building, an increase of only 1,550 sf and a resulting FAR of 1.49.

⁴ The Sponsors originally proposed a first floor horizontal addition that would have occupied all of the lot, except for a mid-lot courtyard. In response to concerns expressed by the DR Requestors and others, that proposal was withdrawn and the current 25-foot rear yard scheme proposed instead.

⁵ Under Planning Code Section 711.24, a commercial “outdoor activity” area requires conditional use approval; the Sponsors are not seeking such an approval here. It is possible a future tenant could seek conditional use approval for outdoor activities in the rear yard or deck, in which case the Commission would consider whether that request was “necessary and desirable” and warranted approval at a separate hearing.

DISCRETIONARY REVIEW SHOULD NOT BE TAKEN AND THE PROJECT SHOULD BE APPROVED AS PROPOSED.

A. The Project's Uses And Configuration Comply With The Planning Code With No "Exceptional Or Extraordinary Circumstances" Warranting Discretionary Review.

The Project's uses are principally permitted in the NC-2 district, the building is far smaller than permitted, it is consistent with the character of the neighborhood, and will not significantly impact the DR Requestors' properties. The DR Requestors cannot show that the Project has any "exceptional or extraordinary circumstances."

1. There is no loss of a residential unit, and commercial uses are limited to the first two stories.

The DR Requestors claim that the existing second story was used as a dwelling unit, requiring the Project to be receive conditional use approval under Sections 711.36 and 317. However, the second story has been vacant for several years and is not a legal dwelling unit. The Planning Department correctly determined the existing building is strictly commercial. NC-2 zoning allows retail and personal services uses on the first and second story of a structure. Under the Planning Code and the Building Code, the 383-square foot mezzanine is deemed part of the floor below, such that there is no third story in the Project, and use of the mezzanine for personal services uses is allowed.⁶

2. The proposed uses are principally permitted by the site's NC-2 zoning.

The DR Requestors oppose the proposed uses. The proposed restaurant/café and personal service uses are principally permitted at the first and second story in the NC-2 district. This two-block stretch of 20th Street contains a variety of small-scale commercial uses, which are interspersed with fully residential buildings or residential uses above ground floor commercial. Elimination of the permitted NC-2 uses, as sought by the DR Requestors, would be contrary to the spirit and intent of the NC-2 zoning. When they moved into their homes, they should have been aware that 20th Street is zoned NC-2, not residential.⁷

⁶ Planning Code Section 102.23 defines a story as "That portion of a building, except a mezzanine as defined in the Building Code, included between the surface of any floor and the surface of the next floor above it, or if there is no floor above it, then the space between the surface of the floor and the ceiling next above it." San Francisco Building Code Chapter 2 defines a "mezzanine" as "[a]n intermediate level or levels between the floor and ceiling of any story."

⁷ DR Requestors Tucker/O'Rourke speculate that the second floor deck will become an "outdoor activity area" under Section 790.70. If the deck was the outdoor seating area of a restaurant, they argue, then conditional use authorization under Section 145.2 would be required. However, the Project Sponsor have consistently stated that the restaurant/café would occur on the first floor, which has no direct access to the second floor deck, and there is no pending outdoor activity area conditional use application.

B. The Sponsors have reasonably addressed the DR Requestors concerns.

The chart below shows the DR Requestors' concerns and the modifications that the Sponsors have made to address them.

DR REQUESTOR	CONCERN	MODIFICATION
Dana Loof and Milind Paranjpe/ Chitra Phatak, adjacent neighbors to east at 1506- 1508 20 th Street	Loss of light and air due to rear addition	<ul style="list-style-type: none">• First floor originally extended to rear property line; reduced to 75% lot coverage (25' rear yard provided)• 8' tall privacy screen at deck proposed to provide privacy for 1508-20th.
	Loss of light and air to existing light well	<ul style="list-style-type: none">• Light well matching the width of the 1506-1508 light well added to mezzanine level
Jeff Tucker/ Bridget O'Rourke	Loss of privacy due to rear addition and commercial use of deck	<ul style="list-style-type: none">• Ground floor pulled 25 feet back from property line• Ground floor yard surrounded by up to 10' tall fence• No approval being sought for yard or second deck to be used for commercial "outdoor activities"

C. The DR Requestors Remaining Concerns Cannot Feasibly Be Addressed And Still Allow The Proposed Code-Compliant Project To Be Built.

The DR Requestors claim the Project is not consistent with the neighborhood character. Even though the Project is expanding the existing envelope, the building envelope could have been expanded much further without requiring any discretionary approvals.⁸ The Project Sponsor chose not to build into the full buildable area in order to maintain the pattern of mid-block rear yards and two- and three story building on this block. Thus, the height and rear yard addition are well within permitted limits and are consistent with the neighborhood character.

Below is the list of modifications sought by the DR Requestors that could not feasibly be accommodated by the Project Sponsor for the reasons stated.

1. Lightwell

There is an existing roofed stairwell in the 1512 building opposite the lightwell at 1506-1508 20th Street (see photographs at Exhibit F). To construct a Code-compliant stairway to the second floor and mezzanine, the Project fills in the rest of the stairwell at the second floor and

⁸ See Exhibit C, showing the buildable envelope of the Project in contrast to the proposed envelope.

incorporates a full width lightwell at the new mezzanine level, as requested by Planning staff. DR Requestors Loof and Paranjpe/Phatak instead want the new lightwell to be expanded down to the first and second floor, actually removing building area from the 1512 building. This request is infeasible. A three-story lightwell would require the stair from the second floor to the mezzanine to be relocated towards the center of the space, intruding into the middle of the yoga studio space. The stairs as currently proposed are designed to comply with the Building Code and provide the most logical path of travel from the existing street entry level door to the second floor and mezzanine.

DR Requestor's units have light from multiple directions. Both units have full front and rear exposure at the second and third floor and Unit 1508 also opens onto its rear yard on the first level. Bringing the lightwell down to the first and second level by removing building area from the existing 1512 building is not needed to provide light and air to 1506-1508 20th Street. The Sponsors will, however, use light-colored material in the mezzanine level lightwell to reflect light into DR Requestor's lightwell.

2. Off-Street parking should be required

No existing off-street parking currently exists on the site and none is proposed. Although there is a curb cut to a narrow passageway (historically used for loading), the passageway is not wide enough to accommodate a modern car and that space will be incorporated into the ground floor restaurant/café space. Off-street parking is not required because there will be less than 5,000 sf of retail use on the site. The Project includes Class 2 sidewalk bike racks.

3. Proposed height is too great

The proposed height of 32'8" is well below the permitted 40' height limit. The height is consistent with the prevailing height on both sides of this block, where most buildings are two- to three-stories in height. The building will be only slightly higher than 1506-1508 20th Street, DR Requestors Loof and Paranjpe/Phatak's building.

4. Proposed depth is extreme

Under the Planning Code, no rear yard is required at the first floor and a 25-foot rear yard is required at upper floors. The project provides a 25' rear yard at the first floor and a 40'7" rear yard at the second and mezzanine levels. The modest horizontal addition proposed does not compromise the mid-block open space pattern on this block or interfere substantially with DR Requestor's light and air.

5. Loss of privacy

Due to the many multi-story buildings in the surrounding neighborhood, there are already existing upper story windows that provide views into neighboring properties' yards and windows, like in any San Francisco neighborhood. For DR Requestors Paranjpe/ Phatak, the

Project will provide an 8-foot tall privacy screen and the trellis to create a visual barrier between the properties.

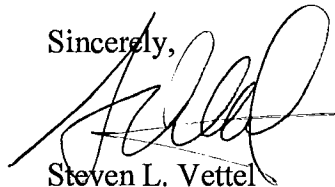
DR Requestors Tucker/O'Rourke's house has a side yard south-facing bedroom window about 10 feet north of the subject property's rear property line. The window is over 50 feet distant from the rear wall of the second floor and mezzanine (see site plan at Exhibit A). In addition, as noted above, the second floor deck is not proposed to be an "outdoor activity" use open to the public or patrons of either the restaurant/café or yoga studio. They can remedy their privacy concern by providing drapes, shades or opaque window coverings on the bedroom window and/or landscaping in their side yard. The bedroom in question also has a west window facing away from the Sponsor's property so that, even if the south-facing window is screened, the bedroom has alternative access to full sunlight. Thus, any privacy concern can be remedied by the DR Requestor's own actions.

CONCLUSION

Based on the above, we urge the Commission to deny all three DR requests. The DR Requestors have not established "exceptional or extraordinary circumstances." The Sponsors have addressed the concerns of the DR Requestors that could be feasibly addressed and still fulfill the basic objectives of the Project. This code-compliant Project rehabilitates a blighted vacant space in an NC-2 corridor and replaces it with a vibrant, appropriately scaled 2-story plus mezzanine commercial building. It enjoys widespread support in the neighborhood.

Please do not hesitate to contact me at (415) 954-4902 or at svettel@fbm.com if you have any additional questions or concerns or would like to tour the property prior to the hearing.

Sincerely,



Steven L. Vettel

Enclosures

cc: Dana Loof
Milind Paranjpe and Chitra Phatak
Jeff Tucker and Bridget O'Rourke
John Rahaim, Planning Director
Rich Sucre, Planner
Lester Zeidman and Kayren Hudiburgh, Project Sponsors
Cary Bernstein, Project Architect

LIST OF EXHIBITS

- A. Project photographs, plans and renderings
- B. Letters and Petitions in Support
- C. Comparison of proposed project with allowable Planning Code envelope
- D. Chronology of neighborhood meetings
- E. Carey & Co., Inc. Supplemental Historic Information Form
- F. Stairwell/lightwell photographs and drawings

EXHIBIT A

PROJECT SITE

1506-1508 20TH ST



1512 20TH STREET

03.23.15

EXISTING SOUTH ELEVATION (FRONT FACADE)

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1506-1508 20TH ST

PROJECT SITE



1512 20TH STREET

03.23.15

EXISTING REAR YARD - FACING SOUTH

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1512 20TH STREET

03.23.15

EXISTING REAR YARD - FACING SOUTHEAST

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466 MISSOURI ST



PROJECT SITE

1506-1508 20TH ST

1512 20TH STREET

03.23.15

EXISTING REAR YARD - FACING NORTH

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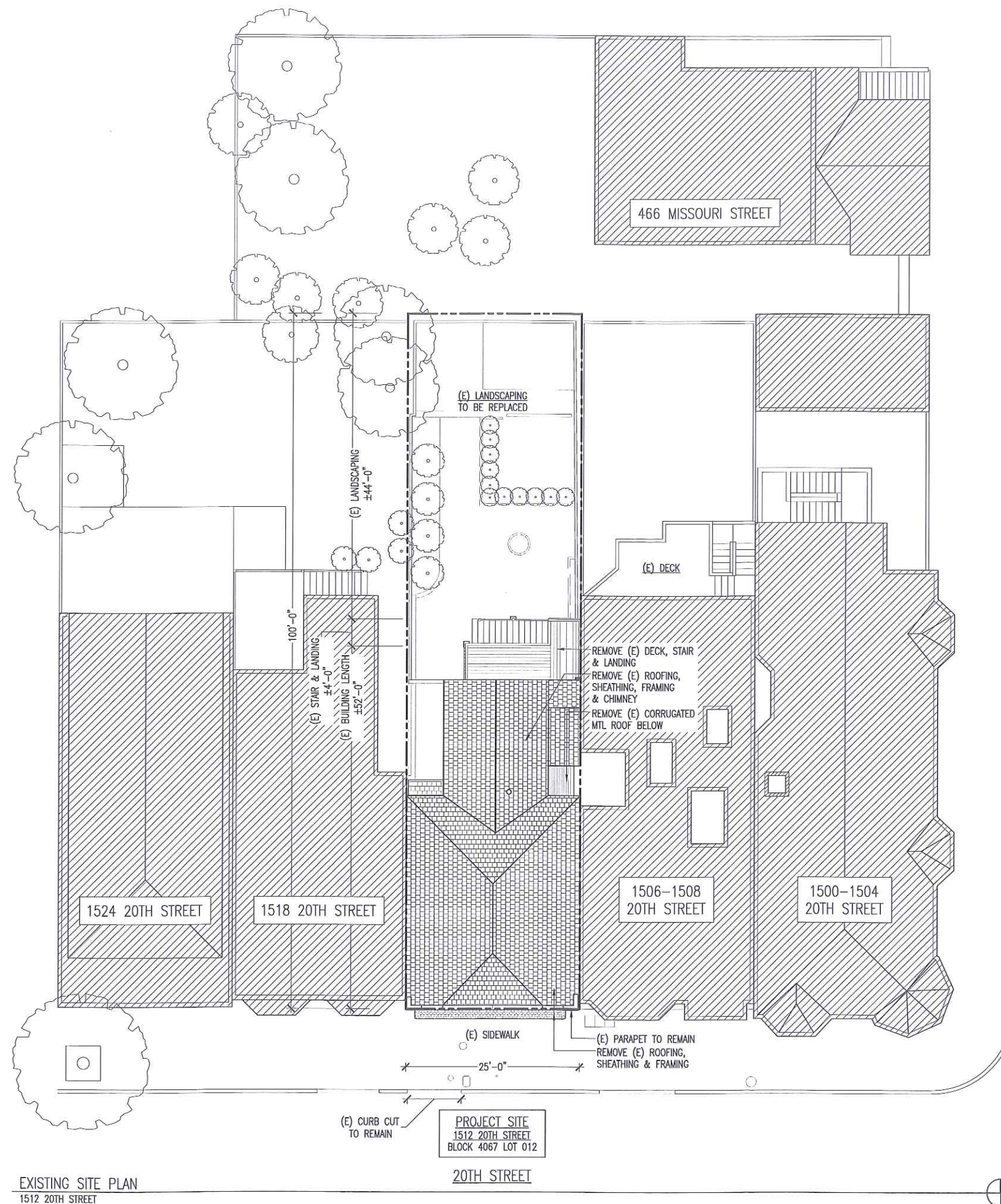
1512 20TH STREET

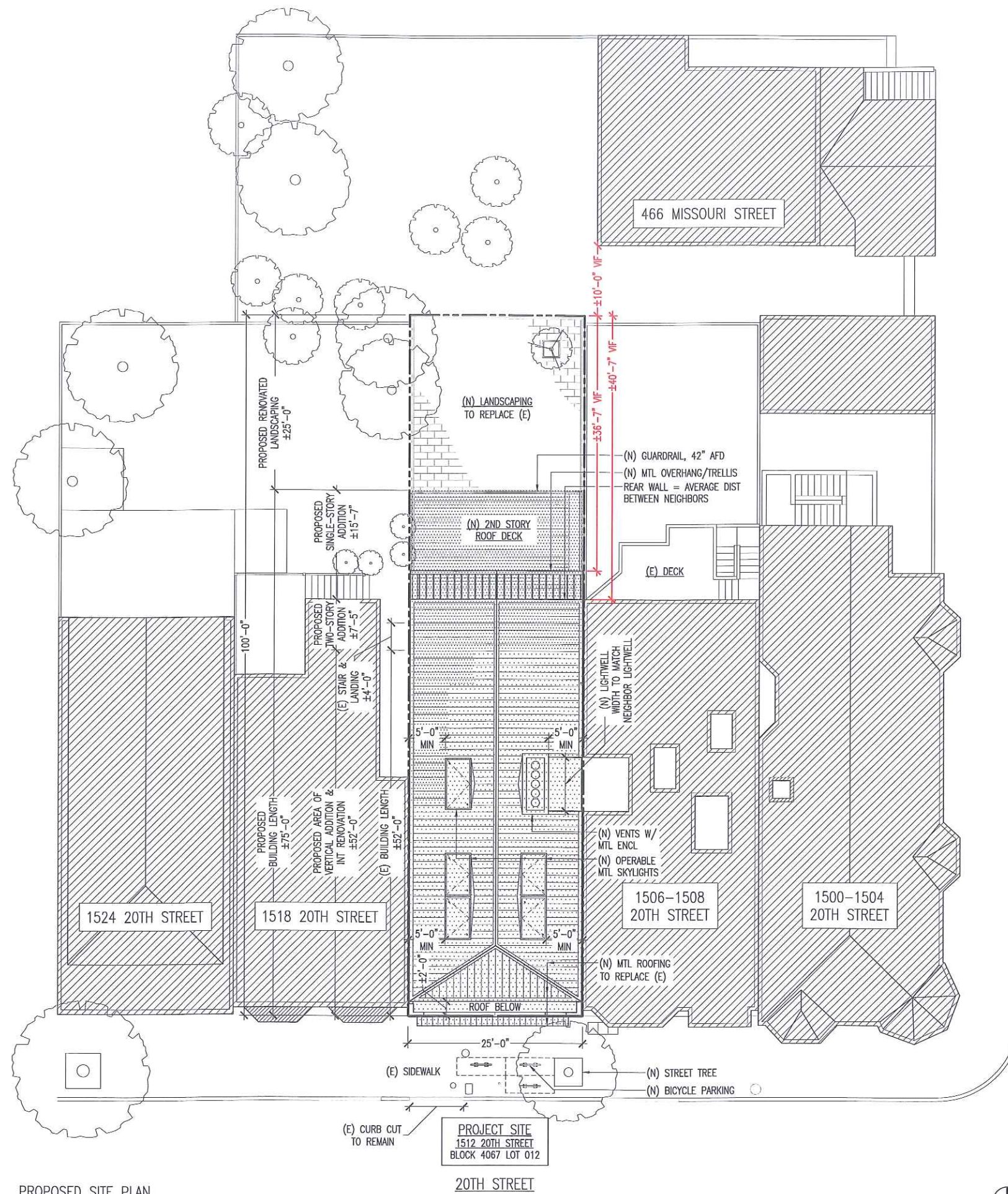
03.23.15

EXISTING INTERIOR CONDITION

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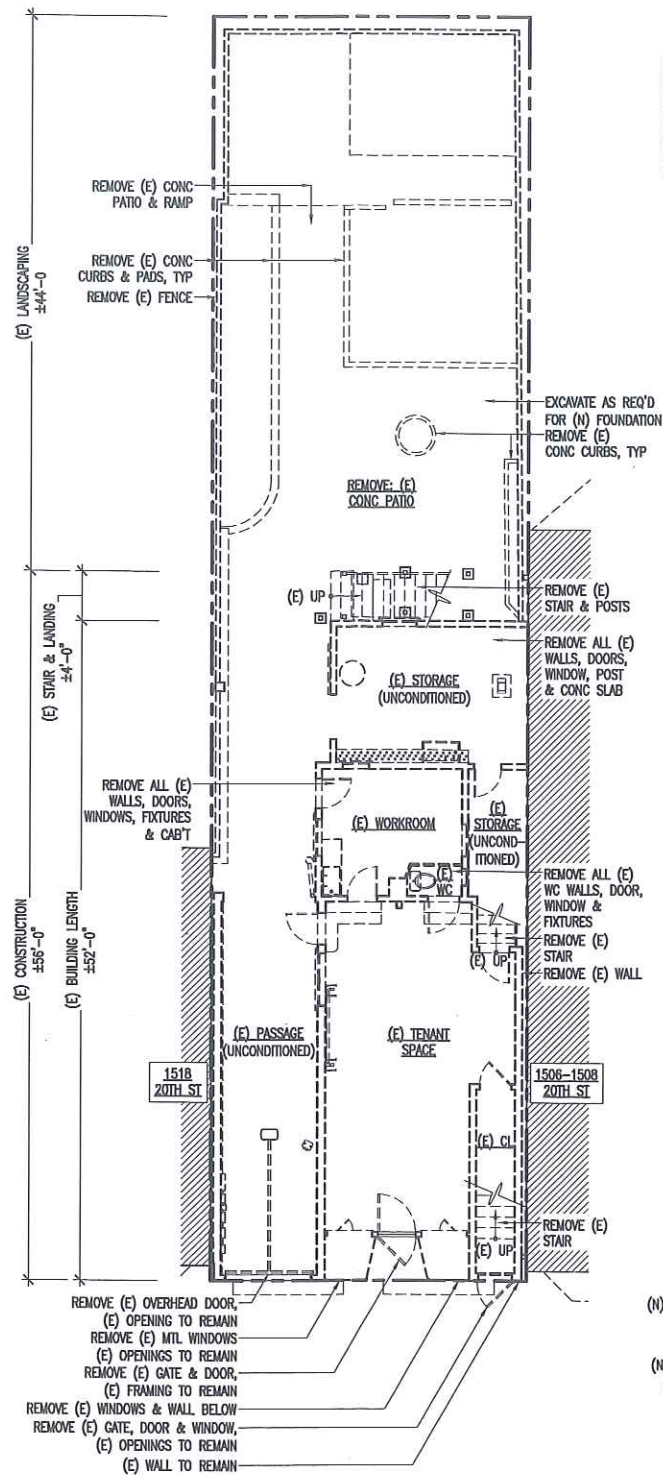




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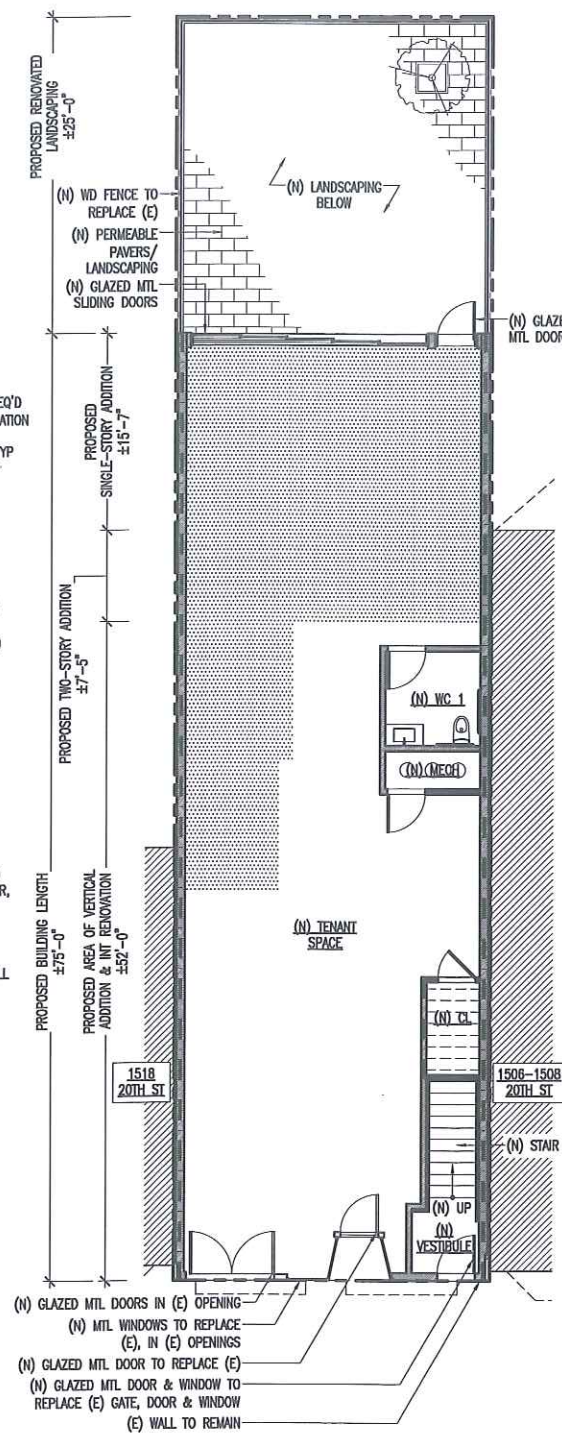
---	PROPERTY LINE
(N) HORIZ ADDITION	
(E) BUILDING RENOVATED/VERTICAL ADDITION	
NEIGHBORS' BUILDINGS	





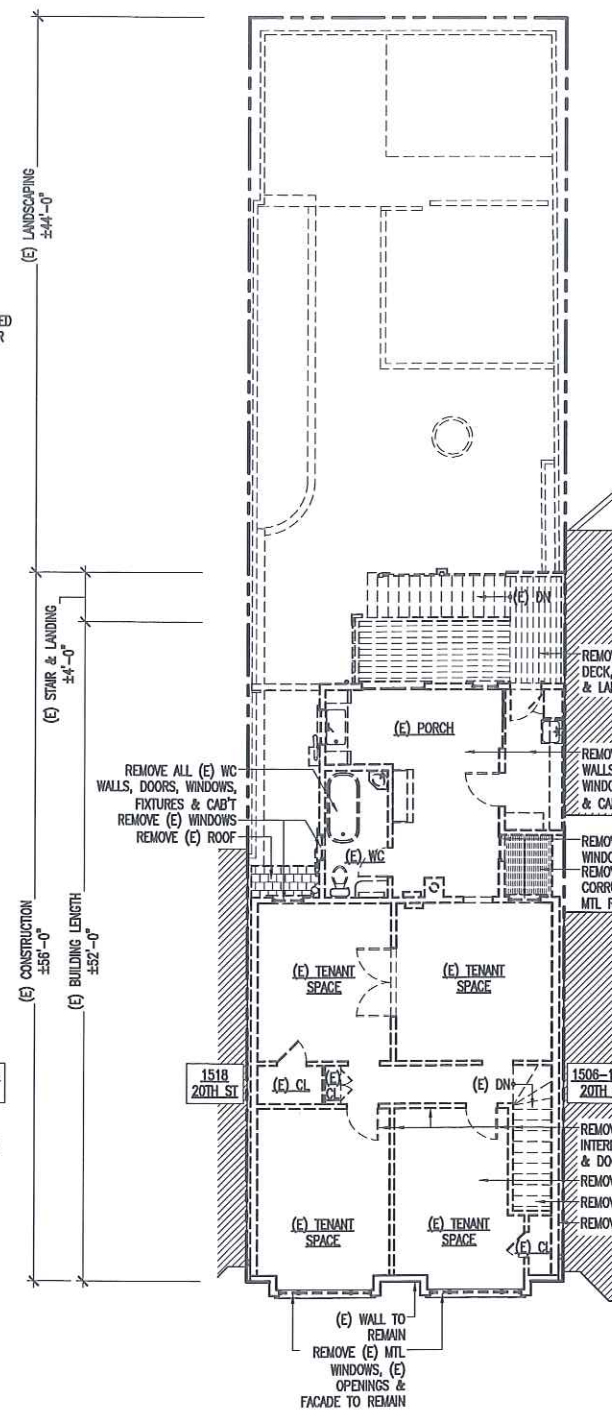
EXISTING FIRST FLOOR PLAN
1512 20TH STREET

EXISTING CONSTRUCTION DRAWING KEY
 (E) CONST TO REMAIN
 (E) CONST TO BE REMOVED
 PROPERTY LINE

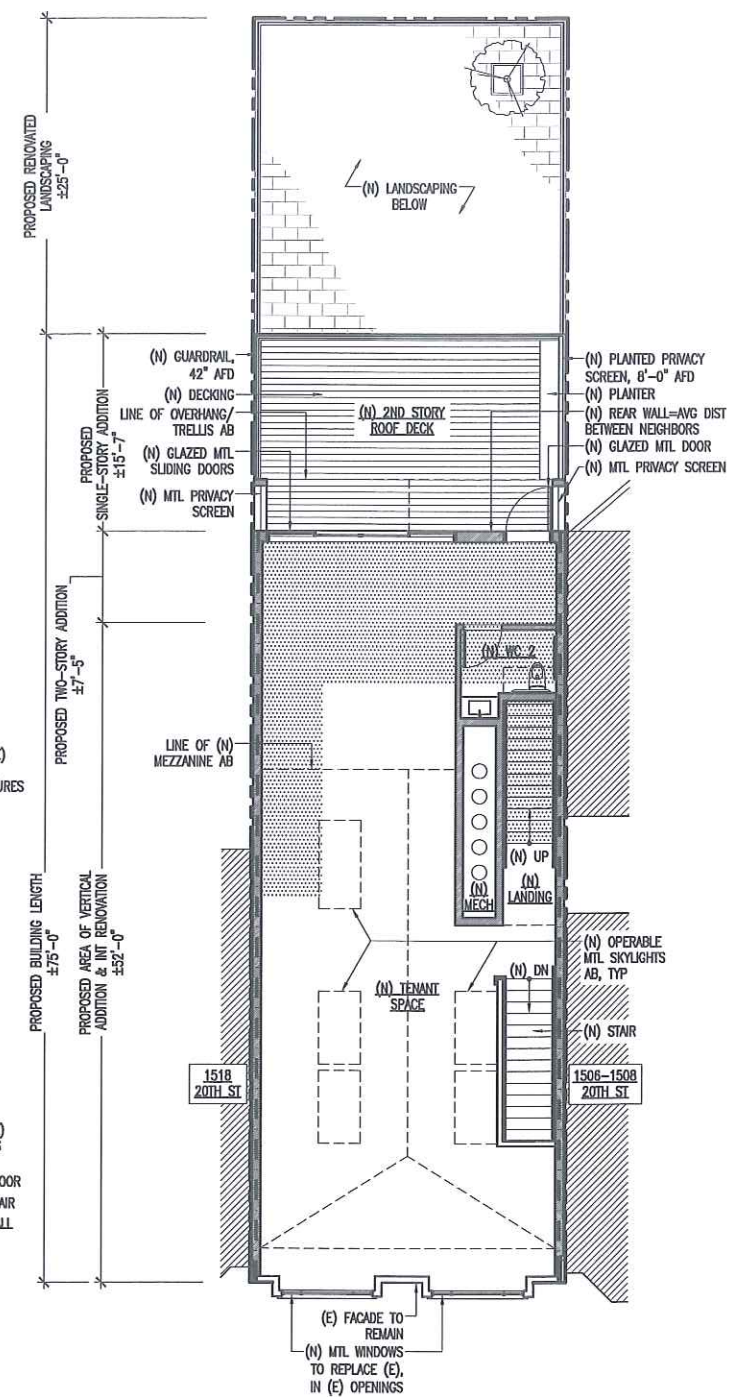


PROPOSED FIRST FLOOR PLAN
1512 20TH STREET

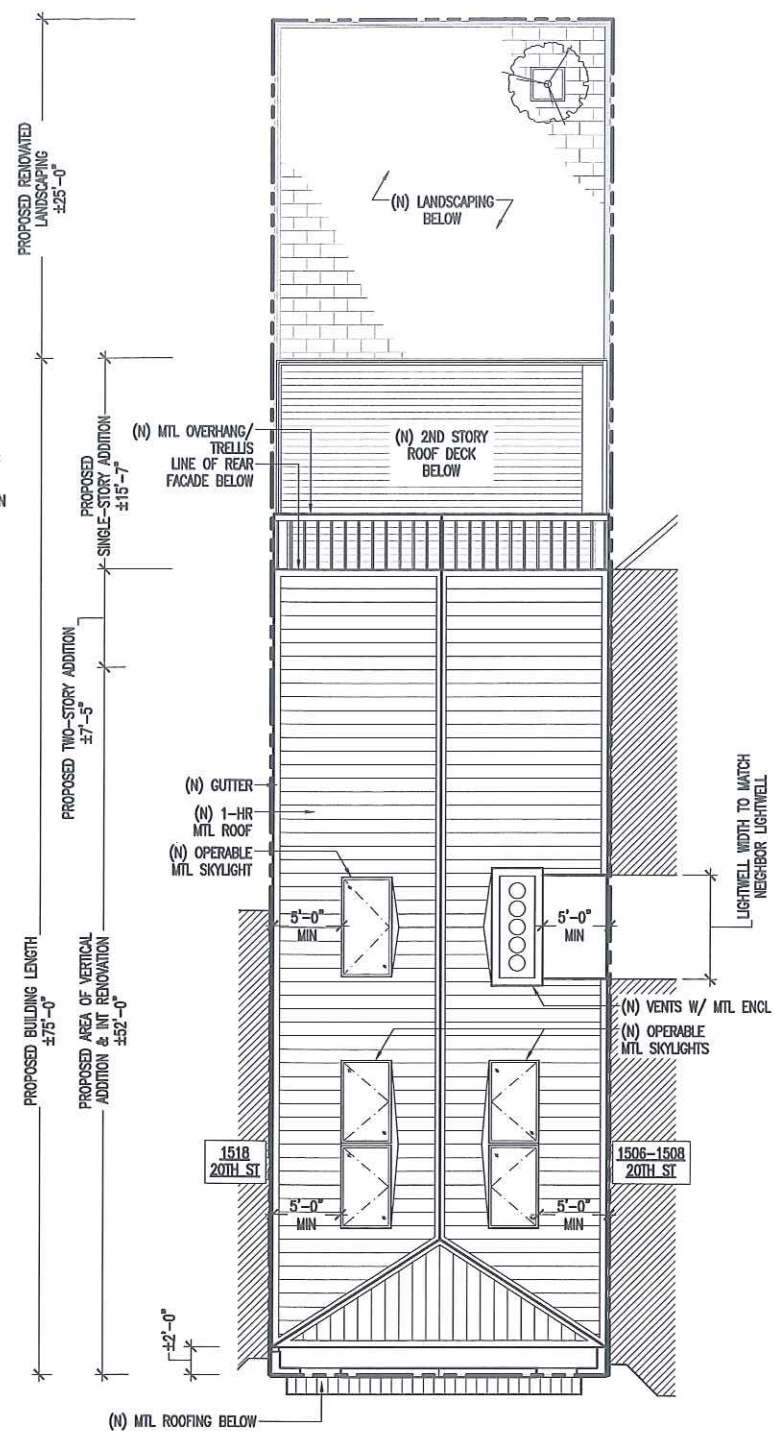
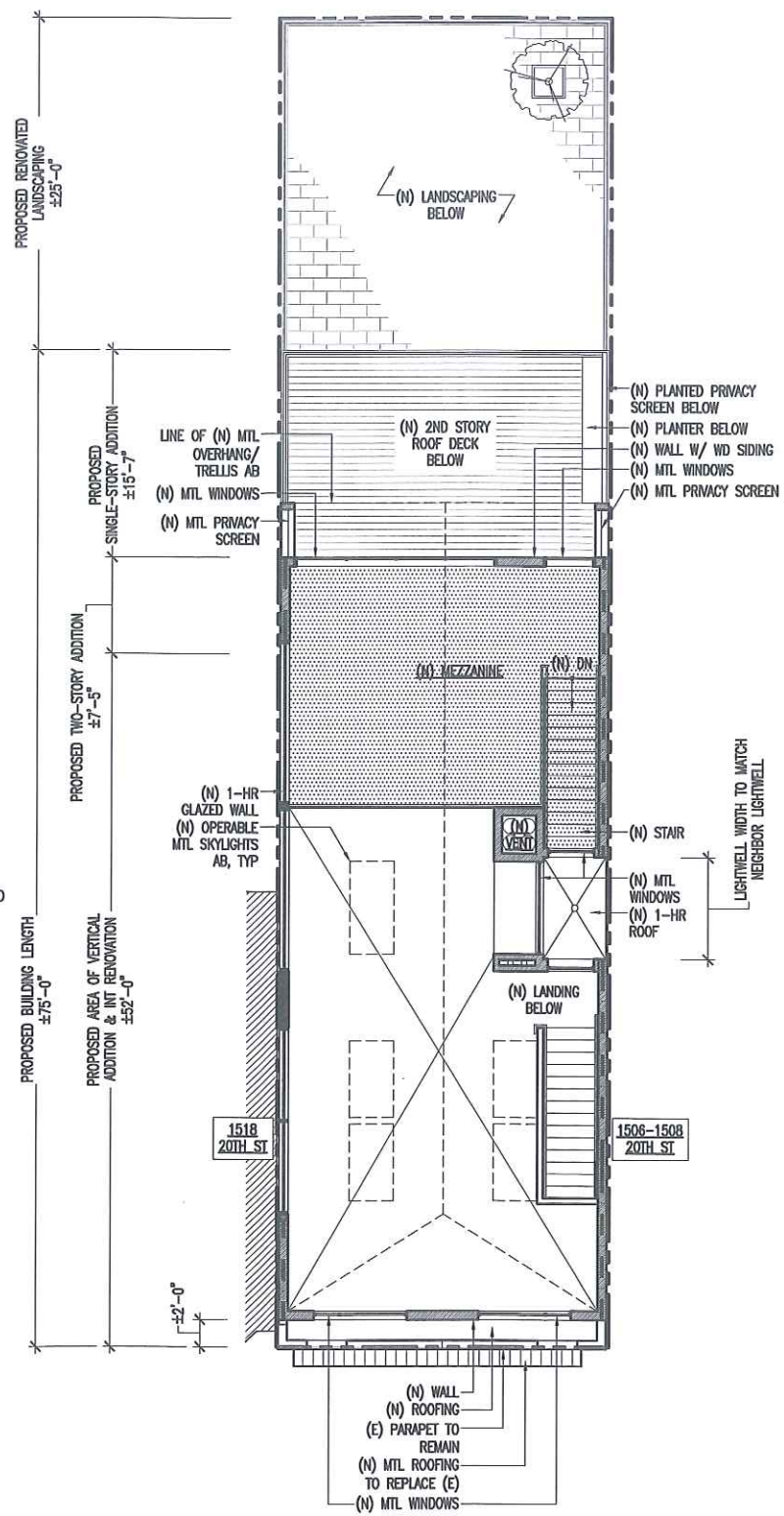
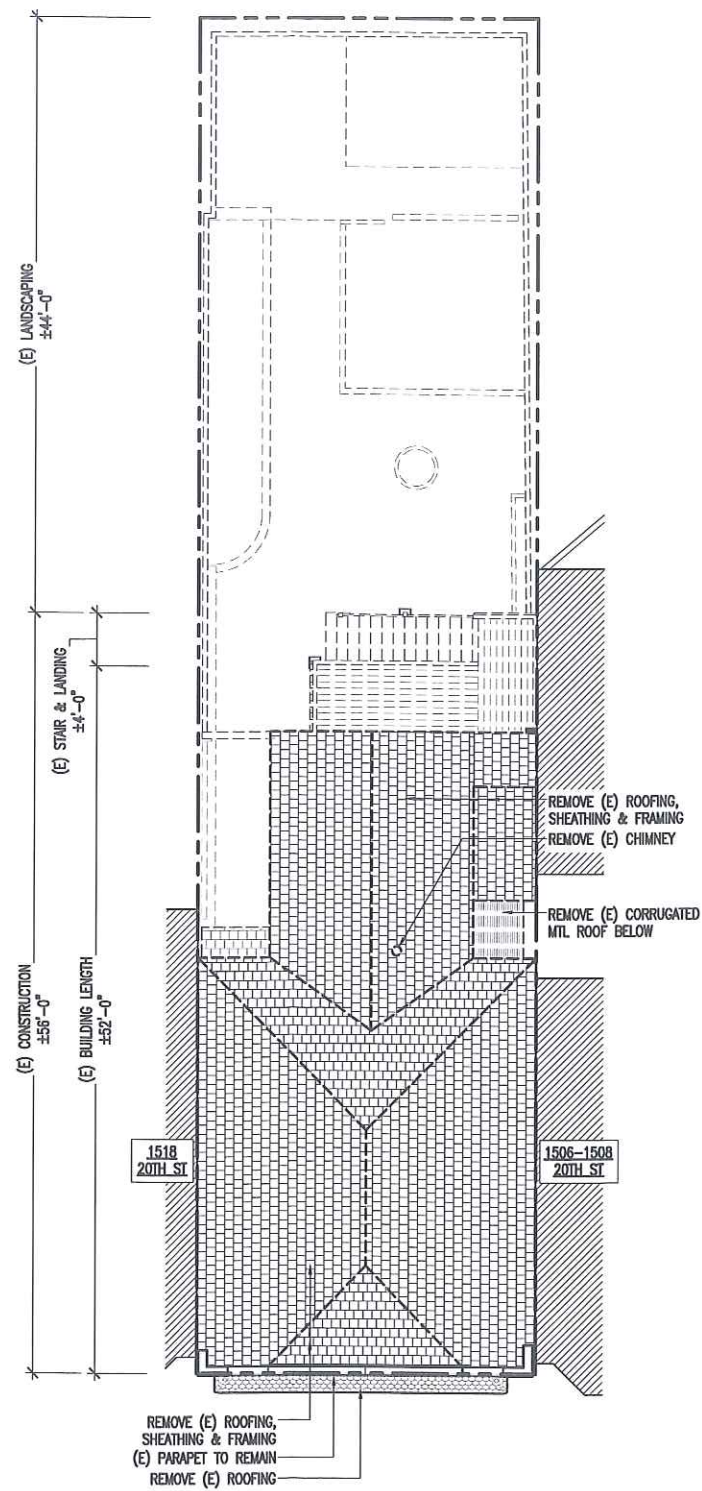
PROPOSED CONSTRUCTION DRAWING KEY
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 (N) CONSTRUCTION
 (E) WALL CONSTRUCTION
 (N) WALL CONSTRUCTION
 (N) 1-HR WALL CONSTRUCTION
 PROPERTY LINE

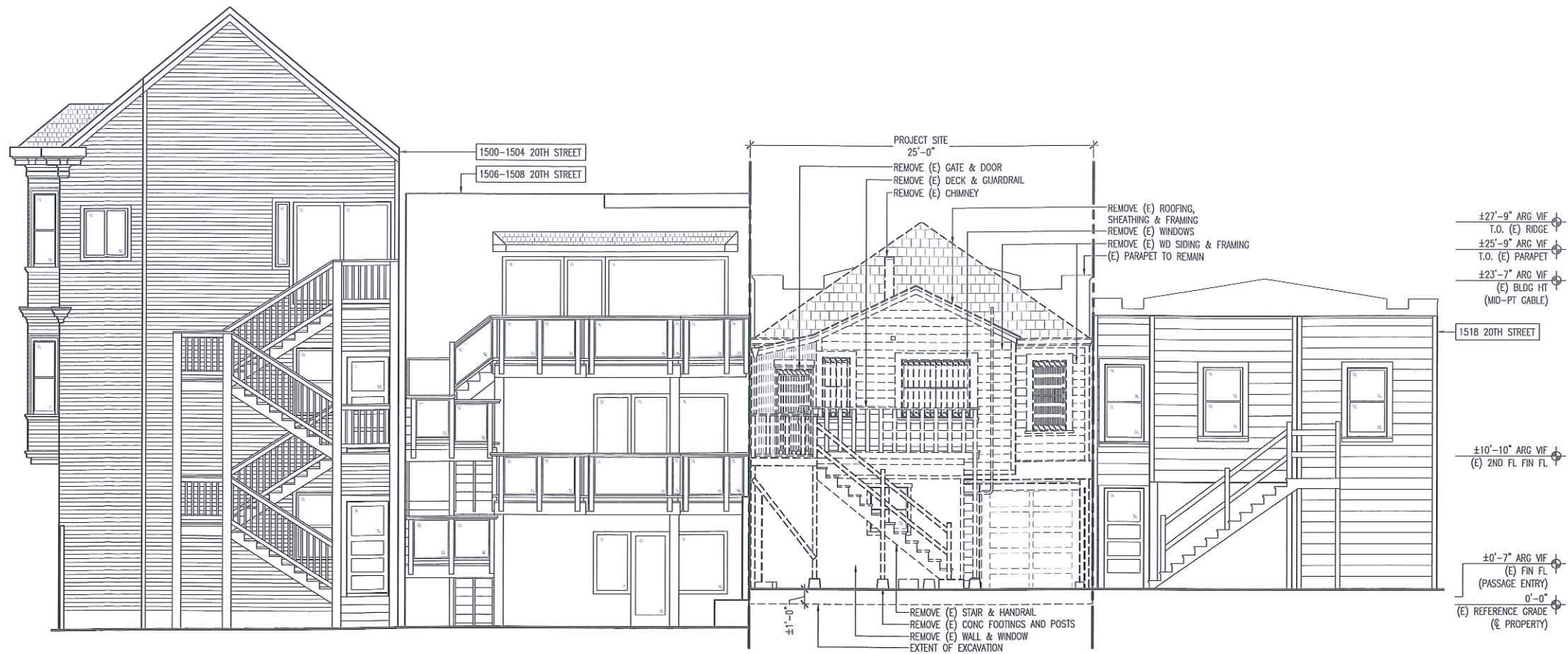


EXISTING SECOND FLOOR PLAN
1512 20TH STREET

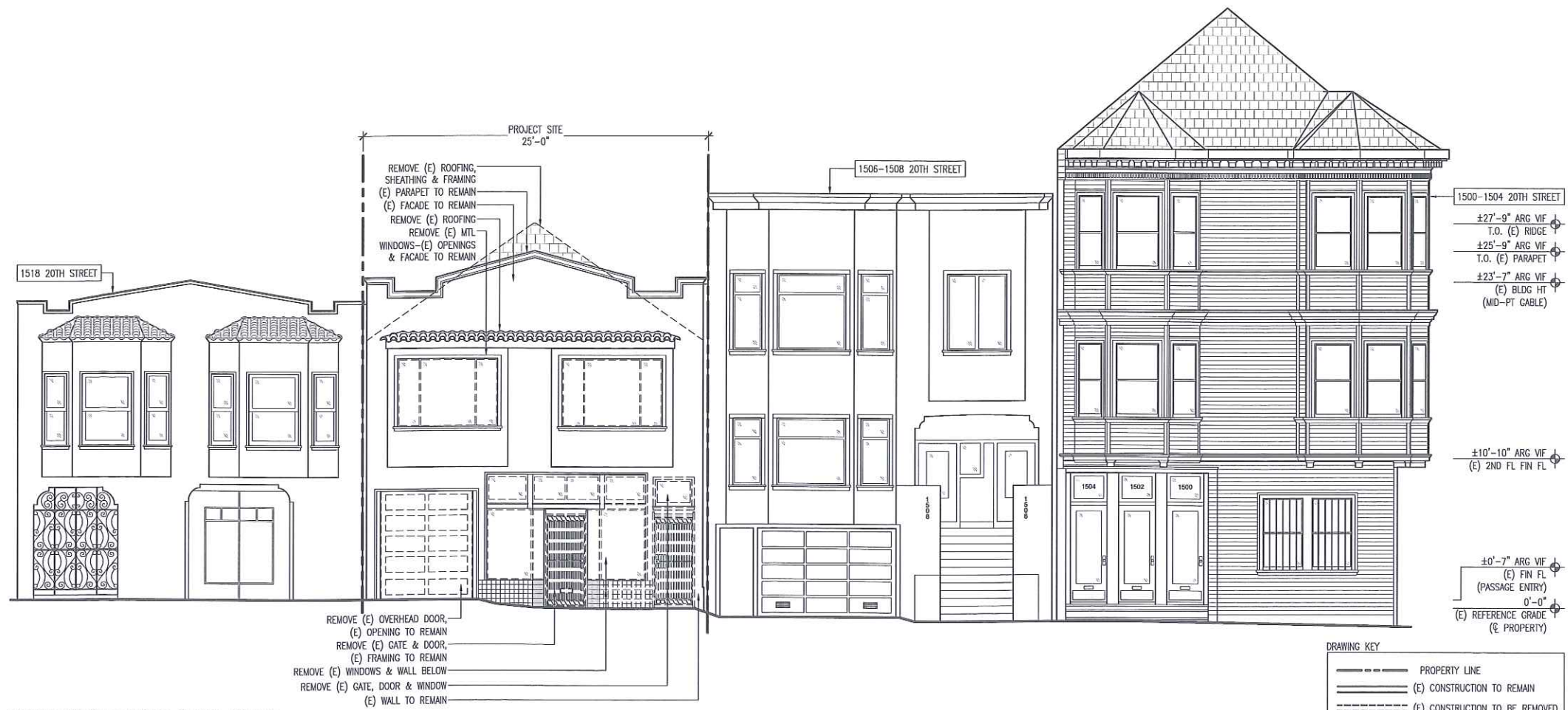


PROPOSED SECOND FLOOR PLAN
1512 20TH STREET

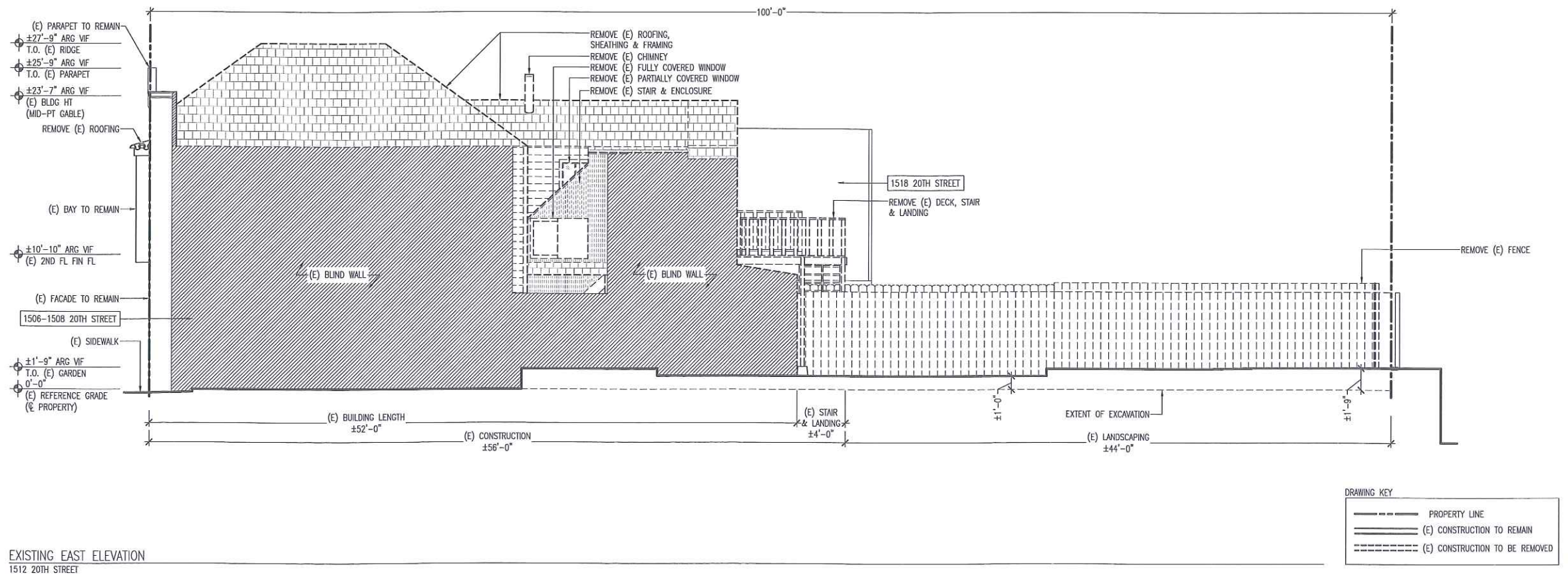
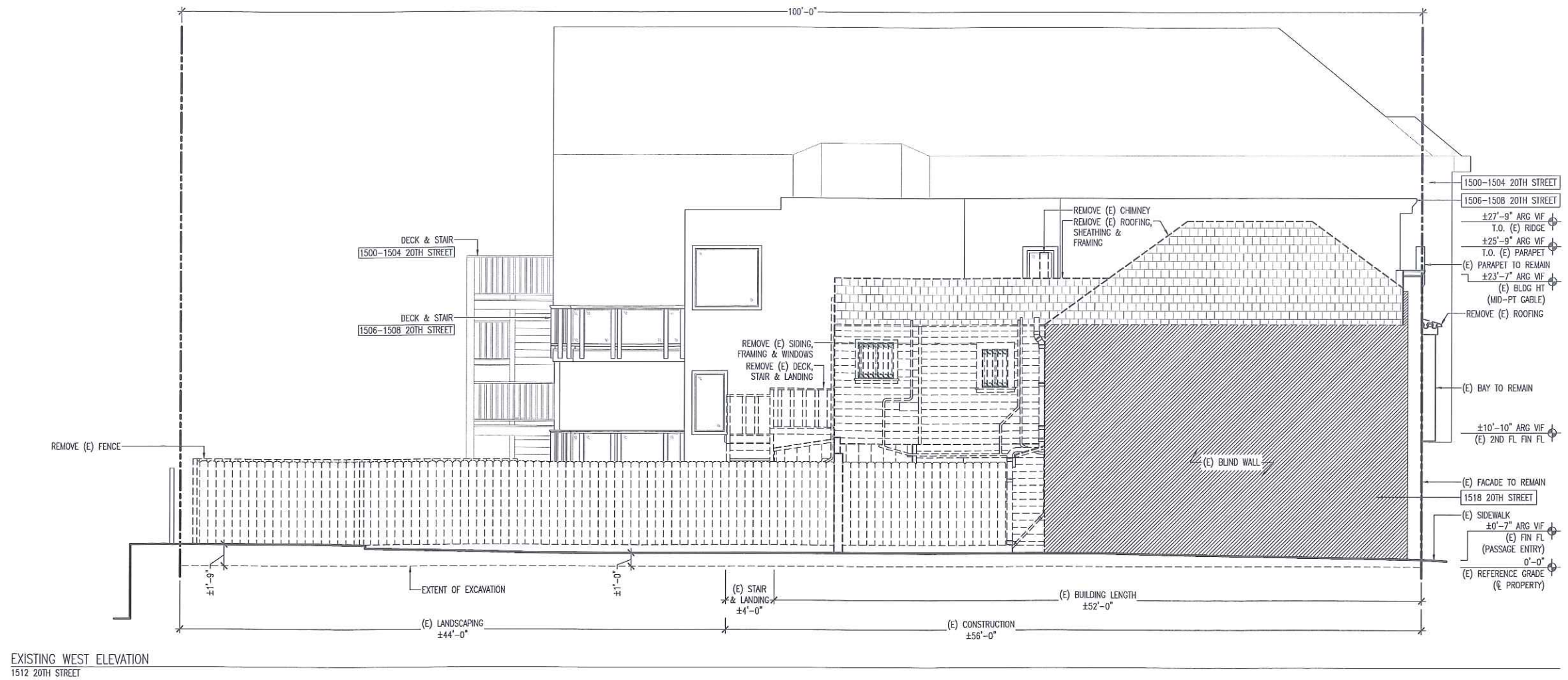


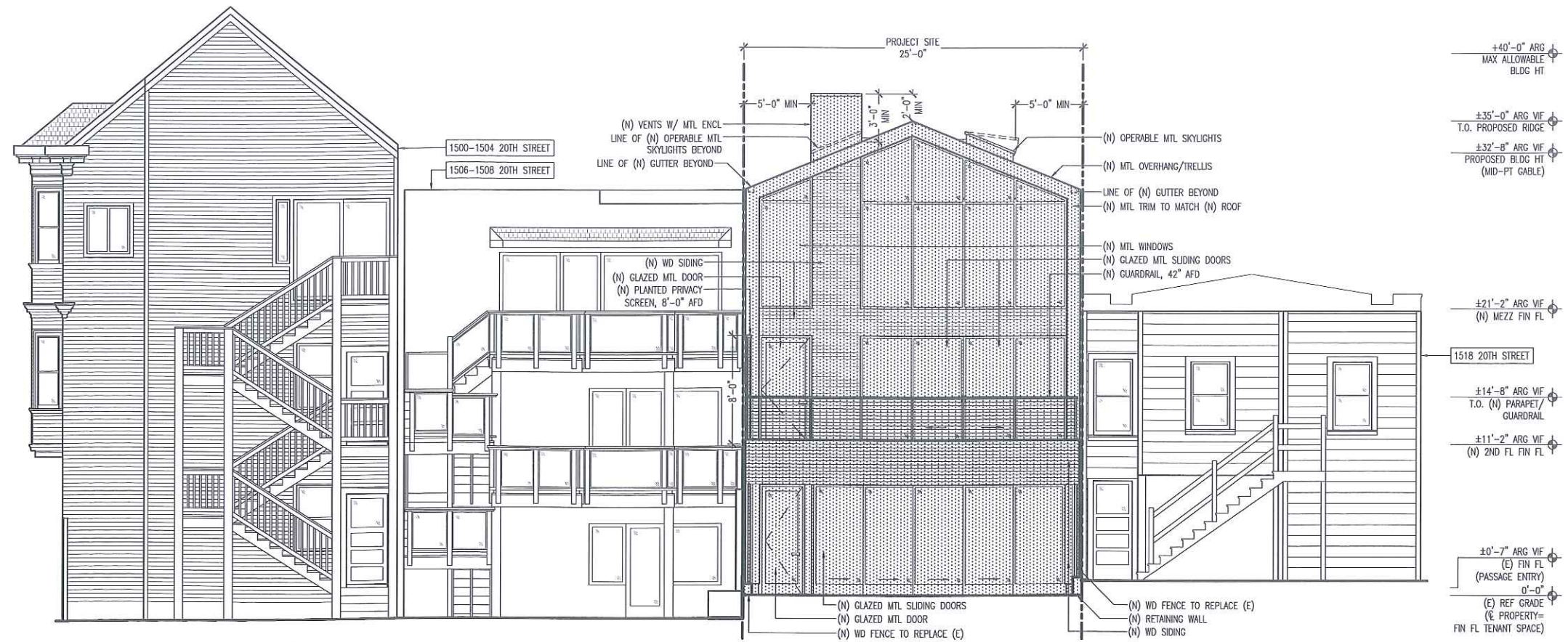


EXISTING NORTH ELEVATION (REAR FACADE)
1512 20TH STREET



EXISTING SOUTH ELEVATION (FRONT FACADE)
1512 20TH STREET

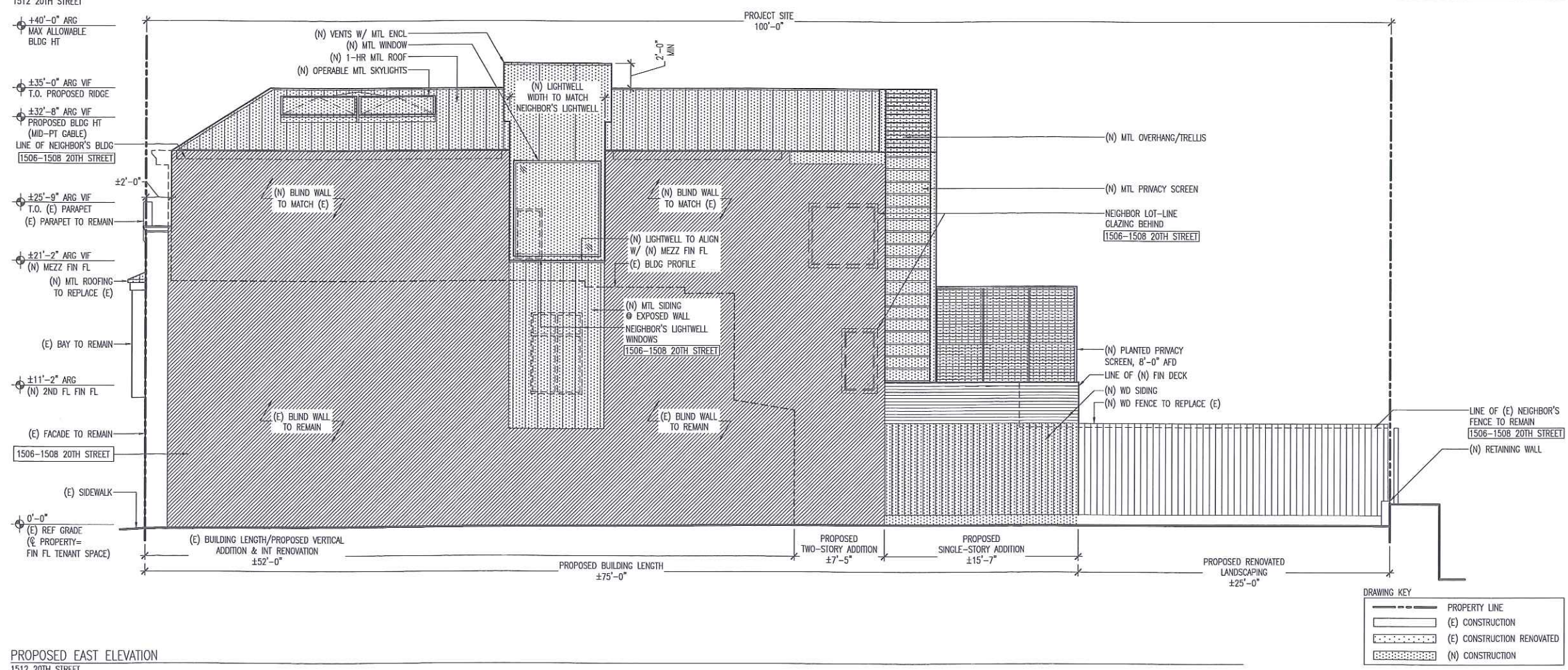
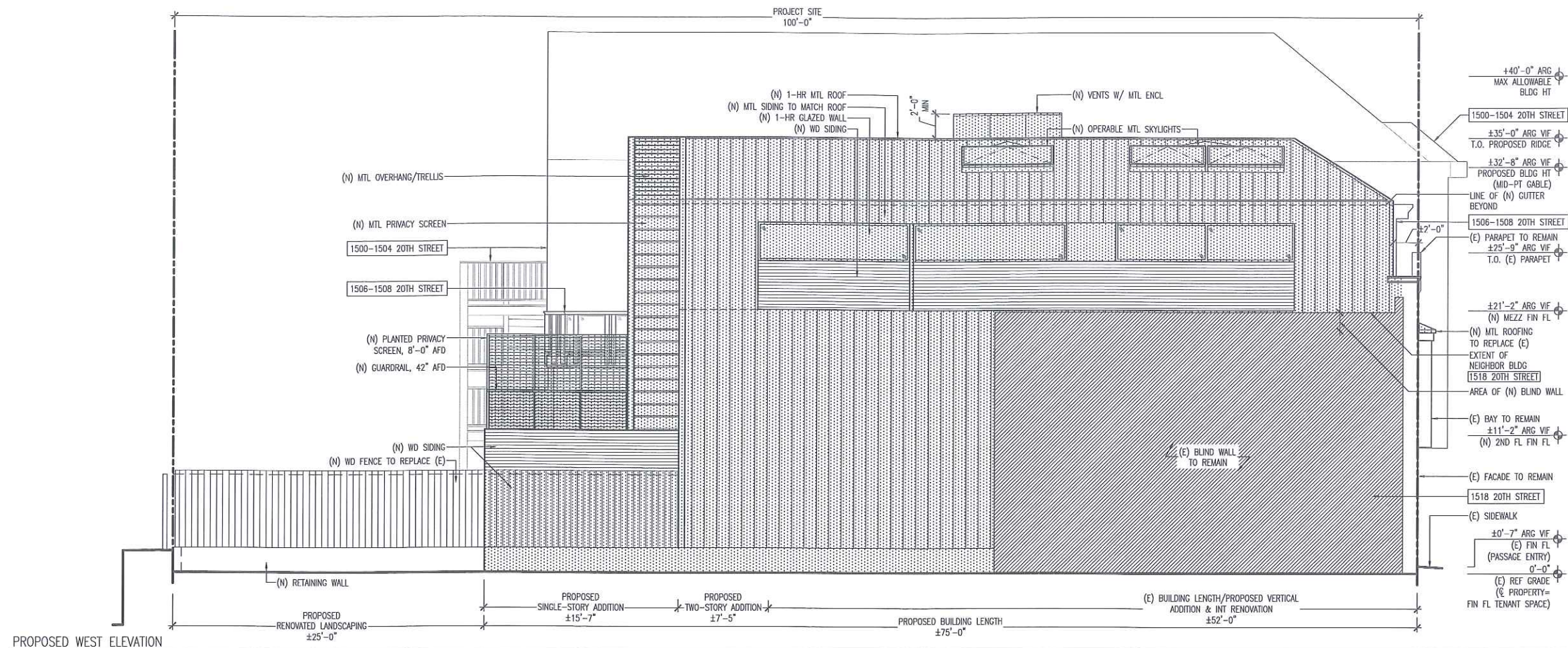




PROPOSED NORTH ELEVATION (REAR FACADE)
1512 20TH STREET



PROPOSED SOUTH ELEVATION (FRONT FACADE)
1512 20TH STREET



PROJECT SITE



1542-1536

1532

1530-1528

1524

1518

1512

1506-1508

1500-1504

PROPOSED STREET ELEVATION

PROJECT SITE



1542-1536

1532

1530-1528

1524

1518

1512

1506-1508

1500-1504

EXISTING STREET ELEVATION

1512 20TH STREET
STREET ELEVATIONS

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03.23.15



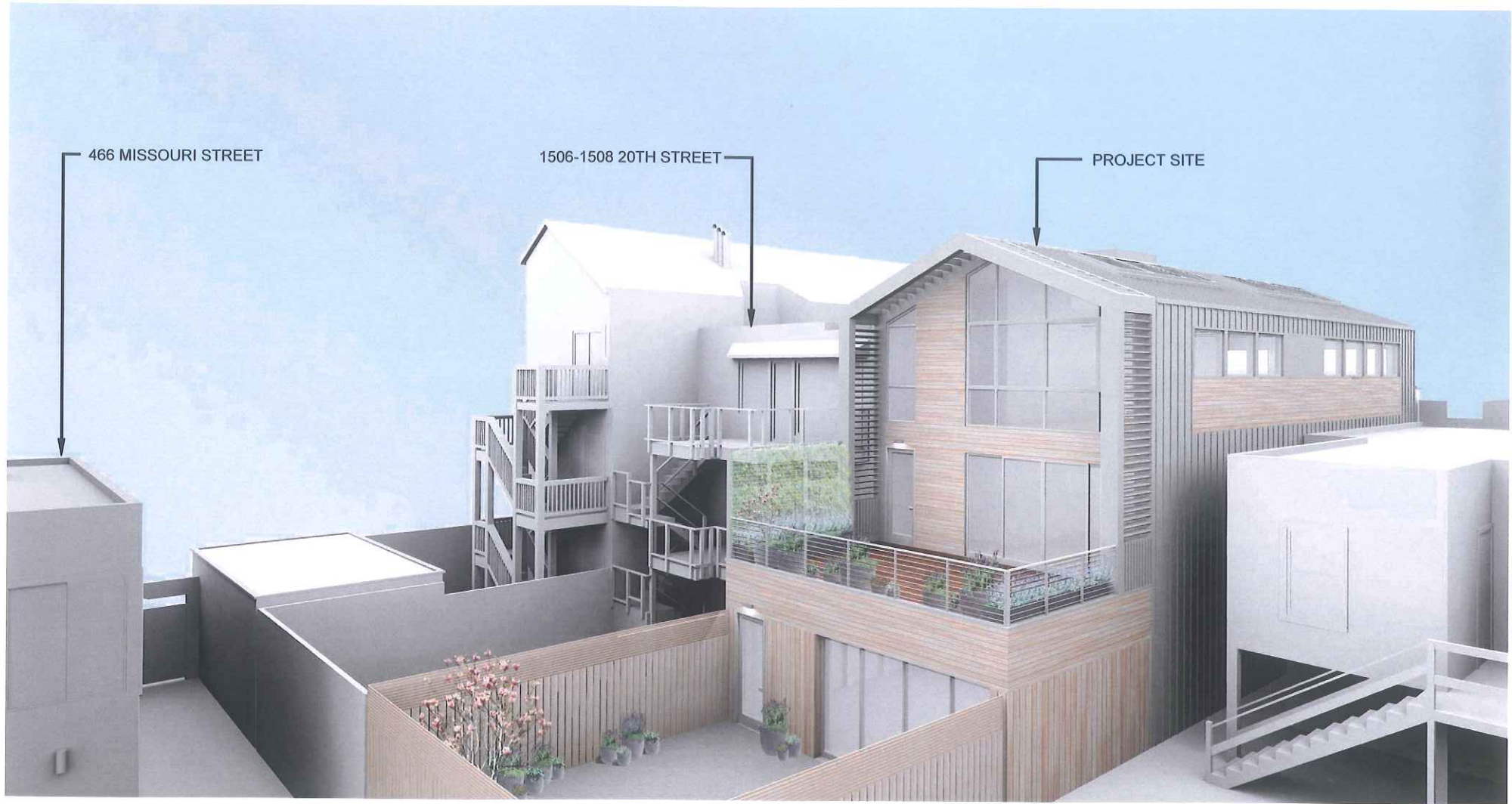
1512 20TH STREET

PROPOSED ADDITION (FRONT FACADE)

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03.23.15



1512 20TH STREET

REAR ELEVATION - FACING SOUTHEAST

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03.23.15



1512 20TH STREET

REAR ELEVATION - FACING SOUTHWEST

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03.23.15

EXHIBIT B

POTRERO BOOSTERS
NEIGHBORHOOD ASSOCIATION
SERVING THE HILL SINCE 1926

March 4, 2015

Richard Sucre
San Francisco Planning Department
1650 Mission Street
Fourth Floor
San Francisco, California 94103
Via email

Dear Mr. Sucre:

The Potrero Boosters Neighborhood Association unanimously endorsed the renovation of 1512 20th Street at our February meeting, and have no objections whatsoever to this project.

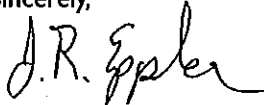
20th Street serves as a neighborhood hub for Potrero Hill, anchored with the library on one end and Daniel Webster on the other. With zoning for neighborhood commercial use, this area is home to The Good Life Grocery and Thinker's Cafe, among others. The last decade has seen this street quiet down, however, as favorites like Klein's Deli have moved out. 1512, in particular, has been abandoned for over 37 years, and it is time to bring it back to productive use.

Lester Zeidman and Kayren Hudiburgh, the owners of 1512 and the project sponsors, have a long history of involvement in Potrero Hill and an enviable record of neighborhood stewardship as the owner/operators of The Good Life. They have a unique understanding of 20th Street's unique character. Their efforts to bring back neighborhood serving businesses to 1512 would help revitalize this commercial district while remaining sensitive to other residents on the block.

Lester and Kayren have been nothing but the best of neighbors, and their plan for 1512 is keeping with that spirit. The Boosters request that you approve the renovation of 1512 20th Street.

Please do not hesitate to contact me at president@potreroboosters.org if you have any questions regarding this letter.

Sincerely,



J.R. Eppler
President

Cc: Lester Zeidman

Potrero Hill Neighborhood House

953 DeHaro Street • San Francisco, California 94107 • (415) 826-8080 • FAX (415) 826-5252



San Francisco Planning Department
1650 Mission Street – 4th Floor
San Francisco, CA 94103
Attn: Richard Sucre

Project: 1512 20th Street

Dear Mr. Sucre,

I support the renovation of 1512 20th Street.

This building has been abandoned for over 37 years and it is time to bring it back to a productive use.

I have no objections to this project.

As our principal grocers and neighbors, Lester Zeldman and Kayren Hudlburgh are great stewards of Potrero Hill and I have faith in their understanding of 20th Street's unique character. We want to encourage them to bring back an appropriate, and much-needed, business.

Additional businesses, including a restaurant, would be beneficial to the Potrero Hill neighborhood.

The design of the proposed project is also great for the neighborhood, bringing us exciting new spaces while still being sensitive to the scale of the existing block.

Respectfully:



Member agency of the United Way of the Bay Area • Related to the United Presbyterian Church, U.S.A.

San Francisco Planning Department
1650 Mission Street - 4th Floor
San Francisco, CA 94103
Attn: Richard Sucre

Project: 1512 20th Street

Dear Mr. Sucre,

I support the renovation of 1512 20th Street.

This building has been abandoned for over 37 years and it is time to bring it back to a productive use.

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Additional businesses, including a restaurant, would be beneficial to the Potrero Hill neighborhood.

The design of the proposed project is also great for the neighborhood, bringing us exciting new spaces while still being sensitive to the scale of the existing block.

Respectfully:

ANIKO PASTERNAK
363 ARKANSAS ST
SF CA 94107
415. 377. 2160
Aniko Pasternek
2/23/2015

ED HORTZ
1242 19th ST
SF 94107
Edward Hartz
2/24/2015

February 14, 2015

Mr. Richard Sucre, Planner in Charge
San Francisco Planning Department
1650 Mission Street, Suite 400
San Francisco, CA 94103
Richard.Sucre@sfgov.org

RE: 1512 20th Street

Dear Mr. Sucre:

Your records will show that I do not do this sort of thing very often...but I am writing to offer my unqualified support for the proposed project at 1512 20th Street.

As a resident and property owner of Potrero Hill since 1966 who has walked by this abandoned storefront on a regular basis for many years, I am delighted that Lester Zeidman and Karyn Hudiburg will bring this long neglected building back to life with a unique new restaurant that will be a welcome, needed addition to 20th Street and our community.

I first came to know Lester and Karyn as a State Assemblyman in 1984 when I was asked by the neighborhood to mediate a rent increase dispute that threatened the future of Good Life Grocery when it was located on 18th street. We worked out an arrangement that allowed them to stay in business until they found their current site on 20th Street.

As business people, who also live in the neighborhood a couple of blocks from the store, Lester and Karyn have kept every promise they have ever made to the community beginning with their fresh, organic meats and produce... contributing to neighborhood schools and other community endeavors...paying living wages...and ultimately making Good Life an employee run business today.

Good Life Grocery is a great story that has grown in a manner consistent with its original value with is superb work on Bernal Heights and now seeks to grow again on 20th Street. Indeed, in the 50 years that I have been a part of the Potrero Hill community, the only mistake either of them ever made occurred when Karyn decided to run against me as Peace and Freedom Party candidate for the State Assembly 40 years ago.

But as business people and neighbors they have created a design, created with community engagement, shows great consideration for the block in preserving the best parts of an older building while updating it in an appropriate fashion.

It is my judgment that business partners Lester Zeidman and Karyn Hudiburg offer a wonderful, progressive model for every San Francisco neighborhood as to how to do development that adds to the unique culture of our city while adding good jobs, services and products.

Thus, I have every confidence that they will manage their new building next door to their current site superbly with the neighborhood and respectfully urge that you and the Department approve this project so that Potrero Hill can once again benefit from the amenities that it will provide to our community.

If you have any questions, please feel free to contact me at 415-970-0071.

Sincerely,

Art Agnos
641 Connecticut Street

RON MIGUEL

600 De Haro St., San Francisco, CA 94107
T-415.285.0808 F-415.641.8621 E-rm@well.com C-415.601.0708

February 27, 2015

San Francisco Planning Dept.

Rich Sucre

richard.sucre@sfgov.org

RE: 1512-20th St.

Dear Mr. Sucre:

I have thoroughly reviewed the plans for the proposed renovation at 1512-20th Street. In my opinion it is in total conformity with the planning code; will remove a nearly forty-year blight from the neighborhood; is scaled to the surrounding area, and will invigorate this small neighborhood commercial enclave. The former commercial tenant left about forty years ago and the location has been vacant ever since. This is disastrous to a neighborhood of small businesses.

There is absolutely no legitimate basis for anyone to file for a Discretionary Review on this project. Changes to the building envelope do not create any negative impacts on other properties. This opinion was also voiced by a presentation and affirmative vote of the Potrero Boosters, one of the oldest neighborhood groups in San Francisco. They are in total support of the project as proposed.

From my 30-year experience in land use, both as a neighborhood activist and former member of the Planning Commission, this DR filing is what gives the process a bad reputation. There are often legitimate reasons for DR. As a former president of a large neighborhood association and as an individual, I have availed myself of DR in the past. But I have always considered the real legitimacy of my action. That consideration is absent in this instance.

Creating roadblocks to good development is costly, not only to the small developer, but to San Francisco. This project should be given the green light to proceed without further delay.

Thank you for your consideration,

Ron Miguel

San Francisco Planning Department
1650 Mission Street - 4th Floor
San Francisco, CA 94103
Attn: Richard Sucre

Project: 1512 20th Street

Dear Mr. Sucre,

I support the renovation of 1512 20th Street.

This building has been abandoned for over 37 years and it is time to bring it back to a productive use.

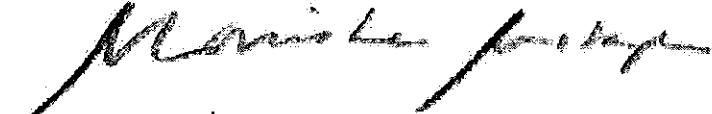
I have no objections to this project.

As our principal grocers and neighbors, Lester Zeidman and Kayren Hudiburn are great stewards of Potrero Hill and I have faith in their understanding of 20th Street's unique character. We want to encourage them to bring back an appropriate, and much-needed, business.

Additional businesses, including a restaurant, would be beneficial to the Potrero Hill neighborhood.

The design of the proposed project is also great for the neighborhood, bringing us exciting new spaces while still being sensitive to the scale of the existing block.

Respectfully:



Monisha mustapha

San Francisco Planning Department
1650 Mission Street - 4th Floor
San Francisco, CA 94103
Attn: Richard Sucre

Project: 1512 20th Street

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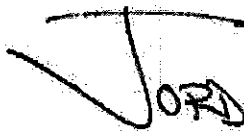
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Respectfully:

 JORDAN LANGER

415.559-8532
JLanger@gmail.com

San Francisco Planning Department
1650 Mission Street - 4th Floor
San Francisco, CA 94103
Attn: Richard Sucre

Project: 1512 20th Street

Dear Mr. Sucre,

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Respectfully:

John De Castro
Past President Potrero Booster (1999-2003)

San Francisco Planning Department
1650 Mission Street - 4th Floor
San Francisco, CA 94103
Attn: Richard Sucre

Project: 1512 20th Street

Dear Mr. Sucre,

I support the renovation of 1512 20th Street.

This building has been abandoned for over 37 years and it is time to bring it back to a productive use.

I have no objections to this project.

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Respectfully:



Tony Kaur

280 Connecticut St. #6

SF CA 94107

415 341 8040

San Francisco Planning Department
1650 Mission Street - 4th Floor
San Francisco, CA 94103
Attn: Richard Sucre

Project: 1512 20th Street

Dear Mr. Sucre,

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Respectfully:

Breda McDonald
695 Connecticut Street

Jeanette McDonald
946 Rhode Island

San Francisco Planning Department
1650 Mission Street - 4th Floor
San Francisco, CA 94103
Attn: Richard Sucre

Feb 24, 2015

Project: 1512 20th Street

Dear Mr. Sucre,

I support the renovation of 1512 20th Street.

This building has been abandoned for over 37 years and it is time to bring it back to a productive use.

I have no objections to this project, in fact I heartily support it!

As our principal grocers and neighbors, Lester Zeidman and Kayren Hudiburn are great stewards of Potrero Hill and I have faith in their understanding of 20th Street's unique character. We want to encourage them to bring back an appropriate, and much-needed, business.

Additional businesses, including a restaurant, would be beneficial to the Potrero Hill neighborhood.

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Respectfully:

Connie Sawyer
594 Wisconsin St.
San Francisco, CA 94107

TO: The San Francisco Planning Commission

We ask for your immediate approval of this project.

Jordan@Pick10Partners.com
E-mail

tori@pier70partners.com
E-mail

Sarah @ nextspace.us
E-mail

E-mail philip@goathill.com

deborah@lardie.com
E-mail: lardie.com

E-mail elena@goathall.com

E-mail acatherinevidal@gmail.com

E-mail

E-mail: shirley@shirley.comE-mail: shirley@shirley.com

Petition In Support of the Revitalization of 1512 - 20th Street

TO: The San Francisco Planning Commission

We, the undersigned, as members of the Potrero Dogpatch Merchants Association support the letter written to the Planning Department from our Executive Committee asking the Department to approve the renovation of the long abandoned storefront at 1512 - 20th St. This storefront has been vacant for 38 years. It is a blight to the neighborhood and to the vitality of our small business district on 20th Street. There has been no new business, no jobs created, no payroll or gross receipts taxes paid to the city. The submitted plan calls for a restaurant or a café on the first floor and a yoga studio on the second floor, both would add much needed foot traffic and help to re-energize the street with two new small and unique ventures.

We ask for your immediate approval of this project.

PAUL TERRY
Name

PTA Assoc
Business

pta@paulterry.com
E-mail

Jennifer Durrant
Name

J. Durrant Design
Business

info@jenniferdurrant.com
E-mail

JERRY MEYER
Name

CONSULTANT
Business

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E-mail

Collette Sinker Krauss
Name

Events by Collette
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Olivia Kiclik
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Skool Restaurant
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E-mail

Cathe Connelio
Name

Atten Images
Business

Sustainability Success @gmail.com
E-mail

Masoud Mastofi
Name

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Business

chatscoffee@gmail.com
E-mail

Babs - Babs-Love
Name

UCSF for I.D. Academy
Business

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E-mail

Josh Smith
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Business

jsmith@waldendevlpment.com
E-mail

Mark Dwight
Name

Rickshaw Bagworks
Business

mark@rickshawbags.com
E-mail

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We ask for your immediate approval of this project.

Steven Moss
Name

Potrero View
Business

editor@potreroview.net
E-mail

PAUL MCDONALD
Name

FLUID FLOORING
Business

PMCDON@COCOA.AOL
E-mail

Michelle Hanger-Bauer
Name

Nat Med
Business

Michelle@SFNatmed.com
E-mail

Kelsey Klausmeyer
Name

SF Nat Med
Business

kelsey@SFNatmed.com
E-mail

J. B. Eppler
Name

Eppler Legal
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JB@epplerlegal.com
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J. B. Eppler
Name

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Neighborhood Ass'n.
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president@potreroboosters.org
E-mail

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Name

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Name

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E-mail

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Menendez
Name

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Warehouse
Business

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mackenziewarehouse.com
E-mail

Tim Brier
Name

Crowdfire
Theater
Business

t.brier@comcast.net
E-mail

TO: The San Francisco Planning Commission

We ask for your immediate approval of this project.

2024 11/11 (1) 15:20:00, 15:21:00	
E-mail	

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E-mail

E-mail

March 18, 2015

San Francisco Planning Department
1650 Mission Street – 4th Floor
San Francisco, CA 94103
Attn: Richard Sucre
richard.sucre@sfgov.org

Re: **2013.1431E – 1512 20th Street**
312 Reduced Plans 111014
Letter of Support for Project

Greetings,

I have some bias in favor of Good Life Grocery—I've been a satisfied customer for over 25 years. However, I have also experienced a neighbor wanting to build up next to where I live enough to block out light and air in a very big way. This proposal does not seem to do that; the roof at 1512 20th Street (a) does not exceed neighboring elevation and (b) will be peaked not flat. A triangle is less opaque than a filled-in rectangle. This roof design will decrease any light and air impacts.

Having reviewed the eight pages of **312 Reduced Plans 111014**, seeing that the roof is peaked, and that the rear yard has been pulled in a bit, the proposal seems in scale. Reviewing the South Elevation, we lose a little of the façade on each side, and gain a slight elevation at the highest point, all well below 1500-1504 20th Street and just below 1506-1508 20th Street. It basically just evens out.

Regarding privacy impacts, the City is becoming denser, and sometimes we draw our shades and sometimes leave our windows open. If I understand correctly, there are new residents filing DR's. But they were aware, assuming disclosures were handled properly, when they purchased the residential property next door to the project site, that development would likely take place there, and that increased height would be a possibility, for development that would be commensurate with the sight lines of the street including their new homes. And with that in mind, they moved forward with their purchases. They must have calculated that their homes will be livable and good with their financial investments regardless of outcome. While we wish to welcome new members of our community, we have perhaps had enough of new residents buying property and then trying to dictate terms to neighbors.

The Hair Place has been abandoned for decades, even though 20th Street is our second business district on Potrero Hill. To have it activated would be a very big plus. And who better than Lester and Kayren, who have been doing business on Potrero Hill, plus are also residents of Potrero Hill and of 20th Street (just a few blocks further down), and who have established their reputations as committed and involved community members. They donate food at events and never make a big deal out of doing so, and Lester's articles about Potrero Hill history in the local newspaper, the *Potrero View*, can only be written by some one who is interested in the past and future well-being and dynamics of the neighborhood. I was a customer when I worked on "the Hill" in 1987 before I took up residence in 1995. I have always considered them to be fair and honest in their business practices.

I am also a long time member of the Potrero Boosters Neighborhood Association, and also of the Dogpatch Neighborhood Association, though I am writing this letter entirely on my own. *I have attended many presentations by developers at multiple scales, and to me this project meets the criteria of a good project.*

Please move forward with the **312 Reduced Plans 111014** for **1512 20th Street Project 2013.1431E**.

Thank you,



David Guber
624 Carolina Street
San Francisco, CA 94107-2726

Petition In Support of the Revitalization of 1512 - 20th Street

TO: The San Francisco Planning Commission

We, the undersigned, as community members and customers of Potrero Hill and Dogpatch support the Planning Department approval of the renovation of the long abandoned storefront at 1512 - 20th St.

This storefront has been vacant for 38 years!

It is a blight to the neighborhood and to the vitality of our small business district on 20th Street.

There has been no new business, no jobs created, no city taxes paid in support of schools and infrastructure.

The submitted plan calls for a restaurant or a café on the first floor and a yoga studio on the second floor, both would add much needed foot traffic and help to re-energize the street with two new small and unique ventures.

We ask for your immediate approval of this project.

Alison Heath

Name

333 Mississippi St

Address

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E-mail or Text#

Rick Salazar

Name

333 Mississippi

Address

rick@ricksalazar.com

E-mail or Text#

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E-mail or Text#

Cristi Lannuzzi

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cristiann@yahoo.com

E-mail or Text#

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Sandra Seibel

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E-mail or Text#

Carol Pappalardo

Name

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Address

E-mail or Text#

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Daniela Lopez

Name

Mawkeen Lopez

Name

Marcie Elias

Name

Alex Malbet

Name

Leah

Name

Christina

Name

Lisa

Name

DR. DAVE MATSUDA

Name

FRANK PATI

Name

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Address

1250 Delta St

Address

431 Arkansas

Address

840 Wisconsin

Address

554 Mississippi

Address

656 Mississippi

Address

698 Connecticut

Address

904 Kansas

Address

607 Texas St

Address

893 Wisconsin

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drunk4dave@comcast.net

E-mail or Text#

E-mail or Text#

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David Biesemeyer
Name

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E-mail or Text#

Cherry
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660 Connecticut
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Jack R. De Witte
Name

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E-mail or Text#

Cheryl Agnaso
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Miroslav Dochal
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<u>Jonathan French</u> Name	<u>764 Arkansas St</u> Address	<u>djrfrench@gmail.com</u> E-mail or Text#
<u>Heather MacDougall</u> Name	<u>1089 Kansas St.</u> Address	<u>ahmart11@yahoo.com</u> E-mail or Text#
<u>Connie Yannacou</u> Name	<u>440 Mission</u> Address	<u>Connieyann@gmail.com</u> E-mail or Text#
<u>Debra Sigel</u> Name	<u>740 Arkansas</u> Address	<u>Sigelsf@gmail.com</u> E-mail or Text#
<u>Jeanne Le...</u> Name	<u>612 Wisconsin</u> Address	<u>jeannele@jeannele.com</u> E-mail or Text#
<u>Janis</u> Name	<u>426 Utah Street</u> Address	<u>(415) 424-6665</u> E-mail or Text#
<u>Bremelhylova</u> Name	<u>1524 20th St. SF</u> Address	<u>gelaga69@yahoo.com</u> E-mail or Text#
<u>Michelle</u> Name	<u>1012 Delbert + 14102</u> Address	 E-mail or Text#
<u>Don Heffernan</u> Name	<u>840 De Haro</u> Address	 E-mail or Text#
<u>Wbyrne</u> Name	<u>541 Mission</u> Address	<u>wbyrne@tsreness.com</u> E-mail or Text#

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<u>A.K.R.</u> Name	<u>418 MISSISSIPPI ST.</u> Address	<u>AREND @ VERIZON.NET</u> E-mail or Text#
<u>Ruth Sepulveda</u> Name	<u>765 Wisconsin</u> Address	<u>IV1@Comcast.net</u> E-mail or Text#
<u>E Klein</u> Name	<u>902 Rhode Island</u> Address	 E-mail or Text#
<u>Susi Brennan</u> Name	<u>533 Missouri</u> Address	<u>susibrennan@gmail.com</u> E-mail or Text#
<u>William Goldman</u> Name	<u>407 Connecticut St.</u> Address	<u>williamsgoldman</u> E-mail or Text#
<u>Mary Goosett</u> Name	<u>464 San Bruno</u> Address	<u>GIANTS@THEBAY@YAHOO.COM</u> E-mail or Text#
<u>Udit Nagar</u> Name	<u>612A Missouri</u> Address	<u>Udit.Nagar@gmail.com</u> E-mail or Text#
<u>Dick Wilkin</u> Name	<u>506 Pennsylvania</u> Address	<u>RWIKSF@Comcast.net</u> E-mail or Text#
<u>Matt Becker</u> Name	<u>893 Rhode Island St.</u> Address	<u>Matthewbbecke@gmail.com</u> E-mail or Text#
<u>Deb Linton</u> Name	<u>893 Rhode Island St.</u> Address	<u>deborah.linton@gmail.com</u> E-mail or Text#

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<u>Justin RAABE</u>	<u>867 Vermont St,</u>	<u>510-693-7116</u>
Name	Address	E-mail or Text#
<u>Kayne Doumani</u>	<u>615 Connecticut</u>	<u>sub50k1@earthlink.net</u>
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Name	Address	E-mail or Text#
<u>Anjal Chande</u>	<u>458 Arkansas</u>	
Name	Address	E-mail or Text#
<u>Apri Padula</u>	<u>1067 KANSAS ST</u>	<u>415-517-3916</u>
Name	Address	E-mail or Text#
<u>JAMES A HANSEN</u>	<u>317 ARKANSAS ST</u>	
Name	Address	E-mail or Text#
<u>Juan / Escobar</u>	<u>1067 KANSAS</u>	<u>(415) 517 3916</u>
Name	Address	E-mail or Text#
<u>Debbie Findling</u>	<u>2325 Third St, Suite 349</u>	<u>415.595.0997</u>
Name	Address	E-mail or Text#
<u>Lee Poolen</u>	<u>1336 20th</u>	<u>lee.poolen@volcanoware.com</u>
Name	Address	E-mail or Text#
<u>Lisa Goldschmid</u>	<u>247 Missouri</u>	
Name	Address	E-mail or Text#

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ELIZABETH FINE
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Address

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E-mail or Text#

Name

Address

E-mail or Text#

Name

Address

E-mail or Text#

Name

Address

E-mail or Text#

Name

Address

E-mail or Text#

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E-mail or Text#

E-mail or Text#

E-mail or Text#

E-mail or Text#

E-mail or Text#

E-mail or Text#

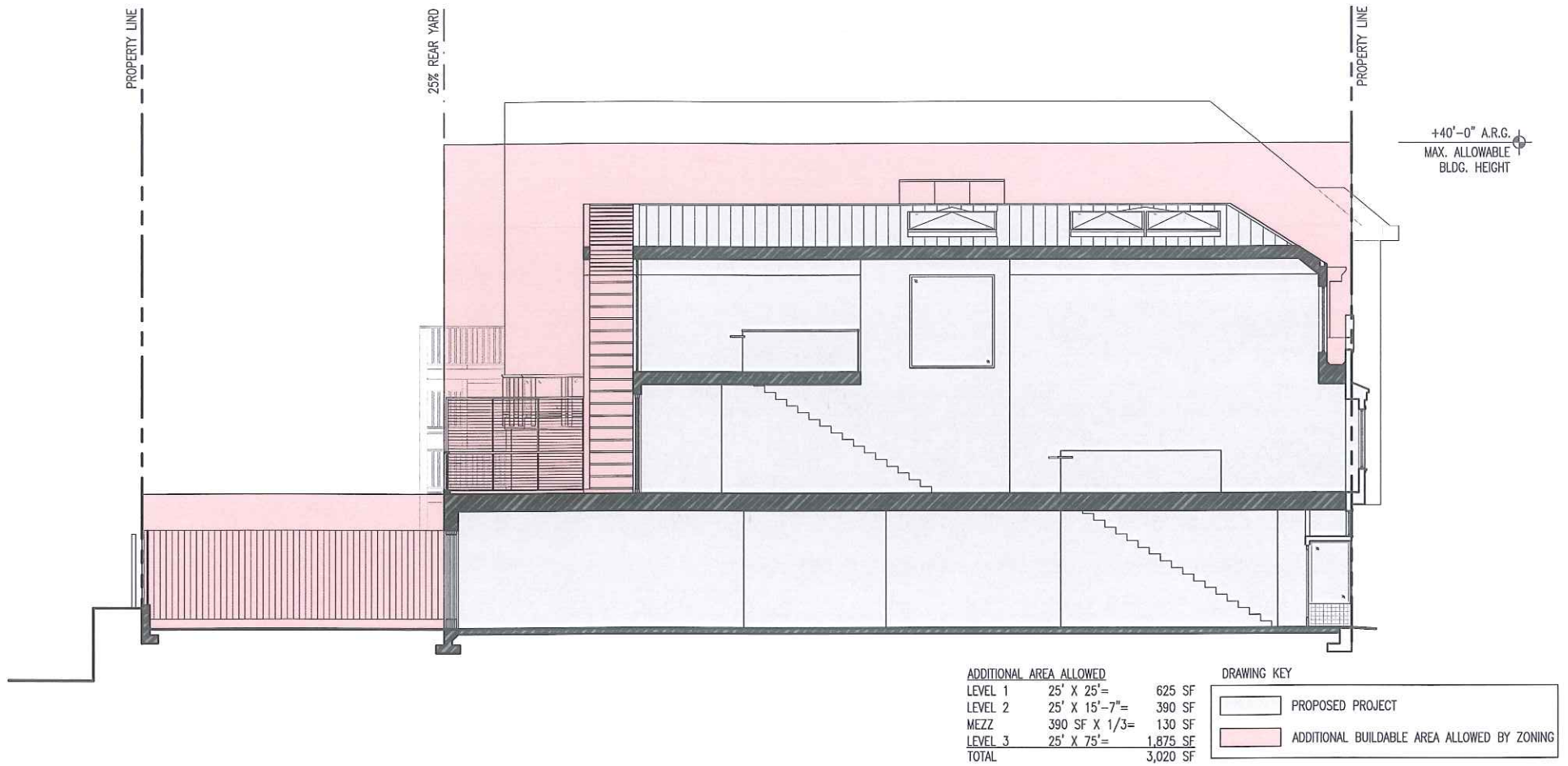
E-mail or Text#

E-mail or Text#

E-mail or Text#

E-mail or Text#

EXHIBIT C



BUILDING SECTION FACING EAST

1512 20TH STREET - DR - BUILDING SECTION

ALLOWABLE BUILDING ENVELOPE DIAGRAM

FOR REVIEW ONLY - NOT FOR REPRODUCTION, DISTRIBUTION OR PUBLICATION

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03.23.15

N.T.S.

EXHIBIT D

Exhibit D

1512 20th Street – Neighbor Meeting Chronology

1. Oct. 17, 2013. Pre-Application Meeting

DR applicants Jeff Tucker, Bridget O'Rourke, and Dana Loof were in attendance. Drawings send to Tucker, Loof & Paranjpe per their request.
2. Dec. 4, 2013. Meeting with DR Applicants Miland Paranjpe and Chitra Phatak

Loof was invited but unable to attend
3. Feb. 3, 2014. Presentation of revised plans to DR Requestors and other neighbors
4. Planning Department Approval of current plans
 - Site Permit Revisions with adjustments made for neighbor accommodation submitted to Planning Department 3.11.14.
 - NOPDR #1 received 4.29.14.
 - Categorical Exemption issued 5.22.14.
 - Response to NOPDR #1 with revisions submitted 8.15.14.
 - Planning notified Sponsor to give Section 312 notice on 10.17.14.
 - Section 312 notification period: Dec. 1-31, 2014
5. Dec. 23, 2014. Phone meeting with Jeff Tucker and architect
6. Dec. 23-30, 2014. Tucker and Lester Zeidman negotiations of potential privacy landscape measure. No agreement reached and DR filed.
7. Jan. 12, 2015. Meeting with Paranjpe and Phatak
8. Jan. 28, 2015. Meeting with Loof
9. Feb. 10, 2015. Meeting with Tucker/O'Rourke (no agreement reached)
10. Feb. 13, 2015. Meeting with Paranjpe and Loof (no agreement reached)

EXHIBIT E

SUPPLEMENTAL INFORMATION FOR
Historic Resource Determination

1. Current Owner / Applicant Information

PROPERTY OWNER'S NAME: Hudaharrah Holdings	
PROPERTY OWNER'S ADDRESS: 701 Carolina Street San Francisco, California 94107	TELEPHONE: (415) 648-2144 EMAIL:

APPLICANT'S NAME: Cary Bernstein		Same as Above <input type="checkbox"/>
APPLICANT'S ADDRESS: Cary Bernstein, Architect 2325 Third Street Studio 341 San Francisco, California 94107	TELEPHONE: (415) 522- 1907 EMAIL: cary@cbstudio.com	

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

2. Location and Classification

STREET ADDRESS OF PROJECT: 1512 20th Street		ZIP CODE: 94107		
CROSS STREETS: 20th Street and Missouri Street				
ASSESSORS BLOCK/LOT: 4067 / 012	LOT DIMENSIONS: 25' X 100"	LOT AREA (SQ FT): 2,495 sq. ft.	ZONING DISTRICT: NC-2	HEIGHT/BULK DISTRICT: 40-x
OTHER ADDRESS / HISTORIC ADDRESS: (if applicable)		ZIP CODE:		

3. Property Information

DATE OF CONSTRUCTION: c. 1905	ARCHITECT OR BUILDER: unknown	
IS PROPERTY INCLUDED IN A HISTORIC SURVEY? Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>	SURVEY NAME:	SURVEY RATING:

DESIGNATED PROPERTY: Article 10 or Article 11 ☐ CA Register ☐ National Register ☐

4. Permit History Table

Please list out all building permits issued from the date of construction to present. Attach photocopies of each.

PERMIT:	DATE:	DESCRIPTION OF WORK:
1.	28 March 1927	A building permit to stucco front and lower store floor, rat proof and lay new floor of
2.		wood, make a hip on the front slope of the roof and eighteen inch Cornish for front
3.		of building for an estimated cost of \$400. The building was to be used as a shoe
4.		repairing shop. The owner is listed as Theo De Marchi. The builder is listed as R.L.
5.		Rintoul.
6.		
7.		
8.		

Please describe any additional projects or information about a particular project(s) that is not included in this table:

For additional construction chronology history, see attached.

(Attach a separate sheet if more space is needed)

5. Ownership History Table

Please list out all owners of the property from the date of construction to present.

OWNER:	DATES (FROM - TO):	NAME(S):	OCCUPATION:
1.	1907-1917	Emery A. Crosby	teamster, wood and coal
2.	1917-1918	Frederick M. Simpson	
3.	circa 1918	Blanche Flynn	
4.	1918-1921	Mary Philpot	
5.	1921-1924	W.M. Dodd	
6.	1924-1960	Theo & Elvira DeMarchi	shoe repair
7.	1960-1961	Lena Banchemo, Louis Bonfiglio, etc.	
8.	1961-2012	Mike & Virginia Samaduroff	

Please describe any additional owners or information about a particular owner(s) that is not included in this table:

For additional ownership history, see attached.

(Attach a separate sheet if more space is needed)

6. Occupant History Table

Please list out all occupants/tenants of the property from the date of construction to present.

OCCUPY:	DATES (FROM - TO):	NAME(S):	OCCUPATION:
1.	1907-1917	Emery Crosby and family	teamster, wood and coal
2.	1924-1957	Theo DeMarchi and family	shoe repair
3.	1958-1960	Bea's Beauty Shop	
4.	1961-1982	The Hair Fair	
5.			
6.			
7.			
8.			

Please describe any additional occupants or information about a particular occupant(s) that is not included in this table:

For additional occupant history, see attached.

(Attach a separate sheet if more space is needed)

7. Property / Architecture Description

Please provide a detailed narrative describing the existing building and any associated buildings on the property. Be sure to describe the architectural style and include descriptions of the non-visible portions of the building. Attach photographs of the building and property, including the rear facade.

The subject property (APN 4067/12) is located on the north side of 20th Street between Connecticut and Missouri Street on a 25' wide X 100' deep lot. The primary façade of the two-story, wood frame, gable and hipped roof building faces south onto 20th Street and is flush with the sidewalk. The east and west facades abut neighboring buildings and the northern façade opens into a large rear yard, which is not visible from the public right of way. The south (front) elevation features a garage and storefront on the first floor, with two projecting rectangular bay windows on the second floor, and a shaped parapet at its top. The garage door is a fairly recent paneled overhead door, and occupies the west side of the façade. The commercial storefront occupies most of the remainder of the façade. It features a recessed trapezoidal entry bay, with metal-framed shop windows over a tiled bulkhead on either side. Applied signage on the western portion of the storefront reads "The Hair Fair." Transom windows framed in wood top the storefront. The entry bay features a hexagonal tile floor surrounded by a border of one-inch square tiles. The door to the ground floor shop space is wood, single panel with a mail slot. A metal security gate covers the door. To the east of the storefront is the door to the unit above.... For the complete architectural description, see attached.

(Attach a separate sheet if more space is needed)

8. Adjacent Properties / Neighborhood Description

Please provide a detailed narrative describing the adjacent buildings and the buildings on the subject block and the block directly across the street from the subject property. Be sure to describe the architectural styles. Attach photographs of all properties.

The Potrero Hill neighborhood is largely composed of residential buildings with mixed-use and neighborhood serving commercial and institutional buildings, such as schools, churches, and libraries, included. There are thirteen buildings, including the subject building, located on the north and south sides of 20th Street between Missouri and Connecticut, encompassing Block 4067/Lots 10-14 and 32-39 and Block 4100/Lots 1, 30B, 32-34, and 86-88. Three of these buildings date to 1900 and, therefore, survived the 1906 earthquake. The remaining buildings located within the subject and opposite blockface date to between 1907 and 1930, with the majority having been rebuilt between 1912 and 1914. The buildings within the subject and opposite blockface are between one and three stories in height and serve residential and mixed-use purposes. The architectural styles of these buildings include Italianate, Spanish Mission Revival, Edwardian, and Queen Anne. The buildings on the subject and opposite blocks surrounding 1512 20th Street include the following...
For a complete description of the surrounding neighborhood, see attached.

(Attach a separate sheet if more space is needed)

Applicant's Affidavit

Under penalty of perjury the following declarations are made:

- The undersigned is the owner or authorized agent of the owner of this property.
- The information presented is true and correct to the best of my knowledge.
- I understand that other applications and information may be required.


Signature of Applicant

September 18, 2013

Date

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

Nancy Goldenberg

Owner / Authorized Agent (circle one)

Submittal Checklist

The Supplemental Information for Historic Resource Determination must be complete before the Planning Department will accept it and begin review. Please submit this checklist along with the required materials.

CHECKLIST	REQUIRED MATERIALS	NOTES
<input checked="" type="checkbox"/>	Form, with all blanks completed	
<input checked="" type="checkbox"/>	Photograph(s) of subject property: Front facade	
<input checked="" type="checkbox"/>	Photograph(s) of subject property: Rear facade	
<input checked="" type="checkbox"/>	Photograph(s) of subject property: Visible side facades	
<input checked="" type="checkbox"/>	Building Permit History (Question 4), with copies of all permits	
<input checked="" type="checkbox"/>	Historic Sanborn Fire Insurance Maps	
<input checked="" type="checkbox"/>	Ownership History (Question 5)	
<input checked="" type="checkbox"/>	Occupant History (Question 6)	
<input checked="" type="checkbox"/>	Descriptive narrative of subject building (Question 7)	
<input checked="" type="checkbox"/>	Photos of adjacent properties and properties across the street along with a descriptive narrative of adjacent properties and the block (Question 8)	
<input type="checkbox"/>	Historic photographs, if applicable	
<input type="checkbox"/>	Original building drawings, if applicable	
<input type="checkbox"/>	Other: Periodical articles related to the property, for example, articles on an owner or occupant of the building or of the architect; historic drawings of the building; miscellaneous material that will assist the Preservation Planner make the historical resource determination under CEQA.	

NOTE: Please note that some applications will require additional materials not listed above. The above checklist does not include material needed for CEQA review of other impacts and is solely limited to historic resource analysis. For further information about what must be submitted for CEQA review, please refer to the *Environmental Evaluation Application*.

For Department Use Only

Application received by Planning Department:

By: _____

Date: _____



**SAN FRANCISCO
PLANNING
DEPARTMENT**

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

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

TEL: **415.558.6378**
FAX: **415.558.6409**
WEB: <http://www.sfplanning.org>

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



CAREY & CO. INC.
ARCHITECTURE

1512 20th Street
San Francisco, California

Supplemental Information Form

September 18, 2013

INTRODUCTION

A proposed project will impact the property at 1512 20th Street (Block 4067, Lot 012) and the owners have engaged Carey & Co. to prepare a Supplemental Information Form. The building is a mixed-use structure located in the Potrero Hill neighborhood of San Francisco. It was constructed circa 1905, and has been altered in form since its initial construction. (Figure 1).

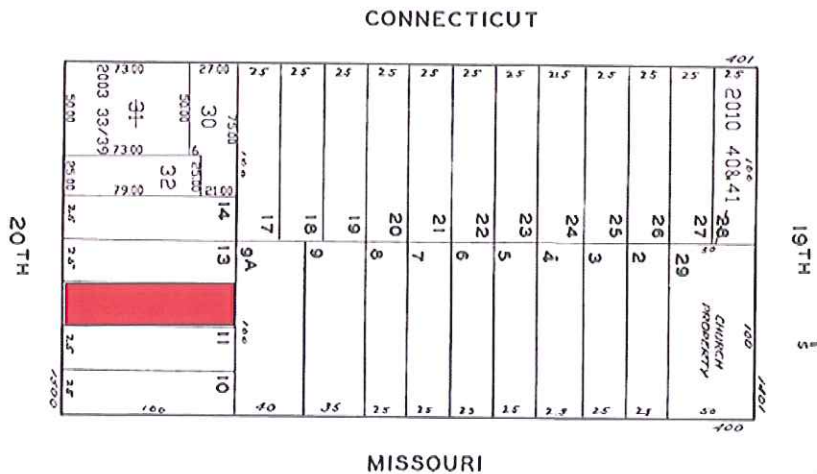


Figure 1. 1512 20th Street is located between Connecticut and Missouri Streets, the subject lot is shown in red.

Source: San Francisco Assessor's Block Book Map; edited by author.

PROPERTY / ARCHITECTURAL DESCRIPTION

The subject property (APN 4067/12) is located on the north side of 20th Street between Connecticut and Missouri Streets on a 25' wide by 100' deep lot. The primary façade of the two-story, wood frame, gable and hipped roof building faces south onto 20th Street and is flush with the sidewalk. The east and west facades abut neighboring buildings and the northern façade opens into a large rear yard, which is not visible from the public right of way. (Figure 2)



Figure 2. 1512 20th Street indicated by the red arrow.

Source: Bing Maps, Bird's eye view, Image date 2012; edited by author.

Exterior

South (Front) Façade

The south (front) elevation features a garage and storefront on the first floor, with two projecting rectangular bay windows on the second floor, and a shaped parapet at its top. The garage door is a fairly recent paneled overhead door, and occupies the west side of the façade. The commercial storefront occupies most of the remainder of the façade. It features a recessed trapezoidal entry bay, with metal-framed shop windows over a tiled bulkhead on either side. Applied signage on the western portion of the storefront reads "The Hair Fair." Transom windows framed in wood top the storefront.

The entry bay features a hexagonal tile floor surrounded by a border of one-inch square tiles. The door to the ground floor shop space is wood, single panel with a mail slot. A metal security gate covers the door. To the east of the storefront is the door to the unit above. This is a flush wood door, and also features a metal security gate. The two projecting square bays at the second floor are joined by a clay-tiled pent roof. Each bay contains a non-original three-part aluminum window, with a central fixed pane and sliders at each side. Earlier wood frames and trim surround the aluminum units. (Figure 3)



Figure 3. 1512 20th Street.

Source: Architect Cary Bernstein, 10 April 2013.

East and West Facades

The east and west facades of the property about the neighboring buildings and are not visible. (Figure 4)

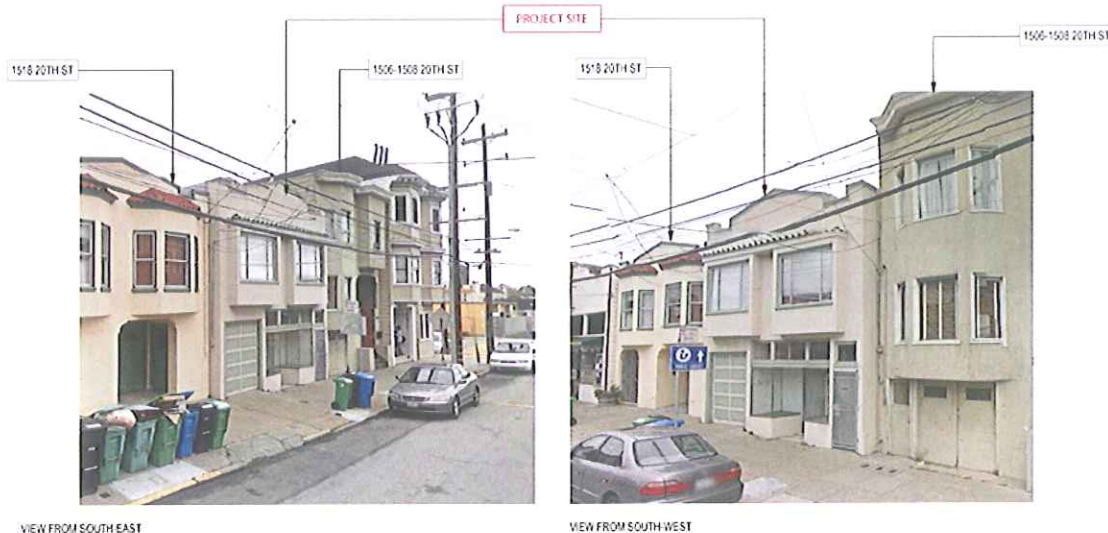


Figure 4. 1512 20th Street, view from the southeast and southwest.
Source: Architect Cary Bernstein, 10 April 2013.

North (Rear) Façade

The north (rear) elevation is also two stories, and displays two distinct masses. The earlier, original building mass is visible at the west. This portion of the building has a hipped roof. A gable-roofed addition projects south from this earlier building mass, and a wooden staircase and porch projects from the rear of this addition. Both portions are clad with horizontal wood siding. All of the windows here are wood, and all are covered by security screens. The garage space, at the western side of the building and within the earlier portion of the building, is open to the rear yard. A sliding barn-type door, on the west elevation of the addition, accesses a utility space, and a personnel door just south of this door enters the rear of the lower level commercial space. (Figure 5)

Interior

The first floor includes the commercial space and a garage at the front of the building. At the rear, beneath the addition, is a very crude utility space, accessed from the exterior via a sliding barn-type door.

The garage is unfinished, with exposed wood structure on the west side and tongue and groove cladding on the east. The ceiling is also wood-clad, and the floor is concrete. To the east of this space, the commercial space includes both plaster and wood tongue and groove finishes. The floor finish has been removed. Interior stairs connect this space with the second floor. A second staircase connects the exterior to the street.

The second story includes four rooms off of a central east-west corridor in the front portion of the building, with a kitchen and bathroom in the rear addition. The kitchen wing is clearly an add-on, since exterior wood siding clads the kitchen's south wall.



Figure 5. The rear (north) façade of 1512 20th Street, looking south.
Source: Architect Cary Bernstein, 10 April 2013.

ADJACENT PROPERTIES / NEIGHBORHOOD DESCRIPTION

The Potrero Hill neighborhood is largely composed of residential buildings with mixed-use and neighborhood serving commercial and institutional buildings, such as schools, churches, and libraries, included. There are thirteen buildings, including the subject building, located on the north and south sides of 20th Street between Missouri and Connecticut, encompassing Block 4067/Lots 10-14 and 32-39 and Block 4100/Lots 1, 30B, 32-34, and 86-88. Three of these buildings date to 1900 and, therefore, survived the 1906 earthquake. The remaining buildings located within the subject and opposite blockface date to between 1907 and 1930, with the majority having been rebuilt between 1912 and 1914. The buildings within the subject and opposite blockface are between one and three stories in height and serve residential and mixed-use purposes. The architectural styles of these buildings include Italianate, Spanish Mission Revival, Edwardian, and Queen Anne. (Figure 6) The buildings on the subject and opposite blocks surrounding 1512 20th Street include the following:



Figure 6. Subject and opposite blockfaces.
Source: Architect Cary Bernstein, 10 April 2013.

PROPERTY HISTORY

The 1900 Sanborn Map shows the subject lot and block largely undeveloped, with the exception of the property at the northeastern corner of 20th and Connecticut Streets (1532-1542 20th Street). Although there is a building in the vicinity of the subject building, it is not the subject building (Figure 7).

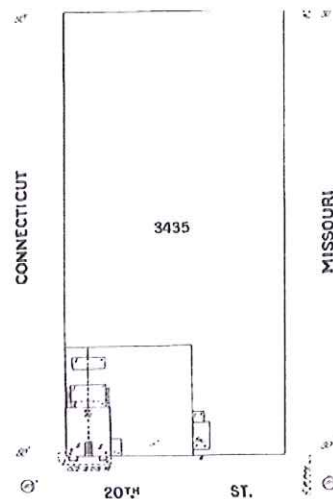


Figure 7. Subject Block, 1900 Sanborn Map.
Source: 1900 Sanborn Fire Insurance Map, San Francisco,
Volume 5, Sheet 548.

Though there is no original building permit available, it is likely that 1512 20th Street was built sometime circa 1904, by property owner, Emery A. Crosby, as indicated by City Directory and Sanborn Map information. The subject property appears on the 1905 Sanborn Map, as a two-story frame store, possibly with a residential unit on the second level, with a one-story frame projection off of the rear of the building, and a covered driveway to access the rear of the property. At the far northeastern corner of the property boundary there is a one-story frame stable. It is the only other property developed on the north side of 20th Street between Connecticut and Missouri Streets besides 1532-1542 20th Street. (Figures 8, 9)

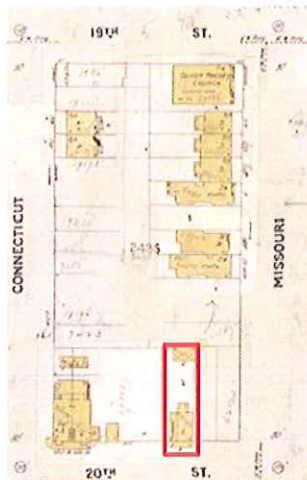


Figure 8. Subject Block, 1905 Sanborn Map.
Source: 1905 Sanborn Fire Insurance Map,
San Francisco, Volume 5, 548.

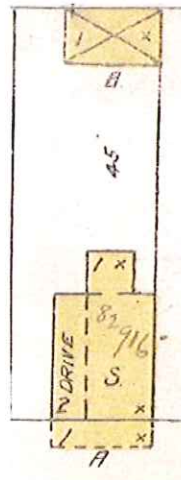


Figure 9. Detail of subject property, 1905.
Source: 1905 Sanborn Fire Insurance Map,
San Francisco, Volume 5, 548.

The subject building first appears in the April 1910 Block Book, which first surveyed the area known as Potrero Nuevo in February 1910. The subject lot is depicted as having a 25' front on 20th Street and owned by Emery Crosby.¹

An application with the Spring Valley Water Company indicates that service connection for water tap was placed at the property on 12 August 1910 at the request of the listed owner, E. Crosby. The building is described as being 720 square feet and two stories and containing one store, two wash trays, one bath, one water-closet, and four horses.

The subject building appears on the 1915 Sanborn Map as a two-story office structure with a one-story rear shed roof projection on the site. There are several outbuildings in the rear yard, including a frame building labeled as coal storage, a two-story stable, and a one-and-one-half-story frame stable running the width of the property boundary at the far northern end. The property to the immediate west is likely associated with 1512 20th Street as it is identified as coal and wood related. (Figures 10, 11)

¹ San Francisco Block Book, 1909, Volume 4, 357.

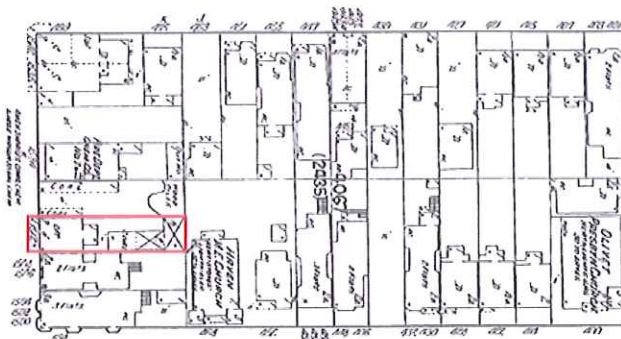


Figure 10. 1915 Sanborn Map, 1512 20th Street is outlined in red.

Source: 1915 Sanborn Fire Insurance Map, San Francisco, Volume 6, Sheet 572; edited by author.

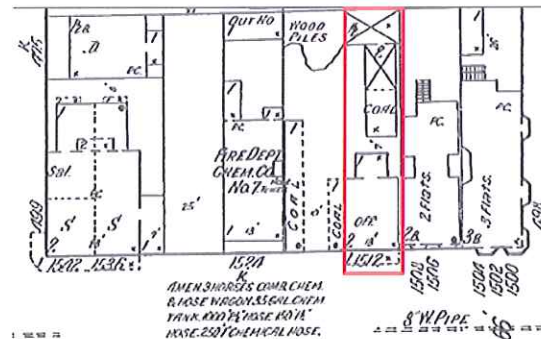


Figure 11. 1915 Sanborn Map, 1512 20th Street is outlined in red.

Source: 1915 Sanborn Fire Insurance Map, San Francisco, Volume 6, Sheet 572; edited by author.

The only available building permit for the subject property dates to 28 March 1927. At this time the front of the building and the exterior of the ground level commercial space were stuccoed, the building was rat proofed, new wood floors were installed, and a hip at the front slope of the roof was added along with an eighteen inch cornice at the front of the building. The commercial space was used as a shoe repair shop by the owner Theo DeMarchi.

The 1938 aerial photographs by Harrison Ryker indicate that by this point in time the entire north side of 20th Street, between Connecticut and Missouri Streets, was fully developed. The footprints and rooflines of these buildings in 1938 align with the modern footprints and rooflines. (Figures 12, 13)

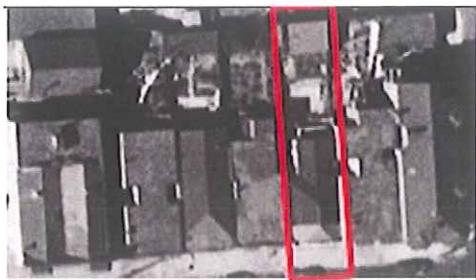


Figure 12. Subject Block 4067, Lots 10-14 and 32-39 (1938). The boundary of 1512 20th Street is outlined in red.

Source: Harrison Ryker Aerial Photographs, 1938, David Rumsey Historical Map Collection; edited by author.



Figure 13. Subject Block 4067, Lots 10-14 and 32-39 (2013). The boundary of 1512 20th Street is outlined in red.

Source: Bing Maps, Aerial View, Image Date 2013; edited by author.

The subject building appears on the 1950 Sanborn Map as a two-story store with a one-story rear projection. At the very rear of the property boundary are three attached buildings: a one-story unit, a two-story frame unit, and a one-and-a-half story building running the width of the property at the far northern end. The two-story and one-and-a-half story units were shown on the 1914 Sanborn Map. By this time, the property immediately adjacent to the western boundary of the subject property, used for wood and coal storage, according to the 1914 Sanborn Map, has been developed as a one-story over basement dwelling with projecting bay windows (1518 20th Street). (Figure 14)

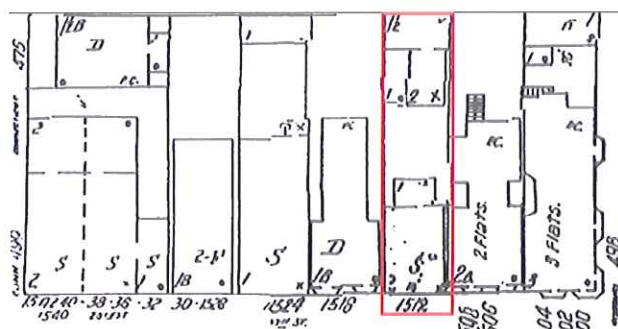


Figure 14. 1950 Sanborn Map. Boundary of 1512 20th Street outlined in red.

Source: 1950 Sanborn Fire Insurance Map, San Francisco, Volume 6, Sheet 572; edited by author.

The 1998 Sanborn Map shows the subject property as a two-story store with a one story projection off of the rear of the main building and a one-and-one-half story building at the far northern property line. At this point in time, the outbuildings have been altered from their latest and original form. The one-story rear projection has been extended on the eastern side to an L-shaped unit. The primary façade of the house now includes two projecting bay windows. (Figure 15)

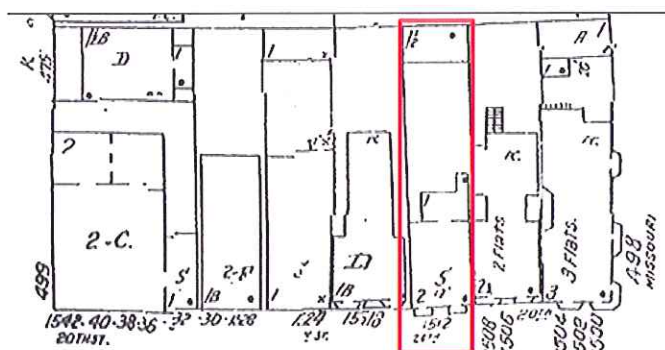


Figure 15. 1998 Sanborn Map. Boundary of 1512 20th Street outlined in red.

Source: 1998 Sanborn Fire Insurance Map, San Francisco, Volume 6, Sheet 572; edited by author.

OWNERS AND OCCUPANTS

Emery Crosby, the likely commissioner of the subject building, lived at the subject property with his family from circa 1904 to 1917. The 1903 City Directory shows Emery A. Crosby as a renter at 2021 17th Street and working as a fruit dealer. The 1904 City Directory lists Emery A. Crosby as residing on 20th Street near Missouri and by the 1905 City Directory, Crosby is shown as the owner of 1512 20th Street; he works as a fruit dealer. Based on this information, it appears that the building at 1512 20th Street was constructed sometime between 1904 and 1905. In 1907, Emery was employed as a teamster; in 1908, he was employed with wood and coal, which relates to the usage of the property immediately to the west of the subject property; and in 1909, he was employed as an expressman, a profession which relates to internal transportation of goods.

The 1910 Census shows Emery living at 1512 20th Street with his wife, Annie, and his son, Clarence, who was born in California in 1902. Emery was born in Maine in 1865 and worked as a coal dealer. In 1900, he married Annie, who was born in Ireland, of Scotch-Irish descent, and immigrated to the United States in 1899. The Crosby family lived at the subject building until circa 1917. According to the 1917 City Directory, Emery Crosby is still employed as a coal dealer living at 1512 20th Street with his second wife, Kathryn (who was born in Ireland in 1883 and immigrated to the United States in 1900), his son, Clarence, and Kathryn's children: Joseph, John, and Mary. By the 1920 Census, the family has moved out of the subject building and San Francisco and is living and working on a farm in Stanislaus County.

The DeMarchi and Bonfiglio family is associated with the subject building beginning in 1924 through 1961. According to the 1924 to 1926 City Directories, Theo (Teodorico) and Elvira (Elvita) DeMarchi lived at 1512 20th Street; Theo was employed in shoe repair. The 1930 Census shows Teodorica and his wife, Elvira, living at the subject building with their children, Lena (1910), Louis (1912-1995), and Laura (1915) Bonfiglio, children from Elvira's first marriage to Eligio Bonfiglio, and Francesca (1926). (Figure 16) Teodorico (1877-1956) and Elvira (1889-1960, nee Celsi) were both born in Italy; Teodorico immigrated to the United States in 1903 and Elvira followed in 1907 and they were married in 1923. When Teodorico died in 1956 the subject property was willed to his wife. In 1960, upon the death of Elvira DeMarchi, the ownership of the subject property was transferred to her children, Lena Banchemo, Louis Bonfiglio, Laura Hallquist, and Frances(ca) Holl.



Figure 16. Elvira Bonfiglio, with her children Lou and Lena, in 1922. Elvira was associated with the subject property beginning in 1924 and Lou and Lena owned the property in 1960. Lou and Lena were born in an earthquake refugee shack at 303 Pennsylvania and would later move to the subject building where the family constructed a bridge to a roof garden on the nearby barn.

Source: Peter Lilenthal, *Images of America: San Francisco's Potrero Hill*, 79.

In 1961, the DeMarchi and Bonfiglio children sold the subject property to Mike and Virginia Samaduroff. The Samaduroff's likely owned the subject property as a rental building as they continued to inhabit 906 1/2 Rhode Island Street until Mike's death in 1993.

In 1958, the commercial space at the subject property was given a separate address; 1512A 20th Street. From Elvira DeMarchi's death in 1960 through to the present the unit at 1512 20th Street was listed as vacant or no return in City Directories, with the exception of 1964 to 1965 where the unit was occupied by Patricia Johannsen. The ground floor commercial space at 1512A 20th Street was occupied by Bea's Beauty Shop from 1958-1960 and The Hair Fair from 1961 to at least 1982.

Owners

1907-1917: Emery Crosby (teamster, wood and coal, expressman)²
1917-1918: Frederick M. Simpson³
1918: Blanche Flynn⁴
1918-1921: Mary Philpot⁵
1921-1924: W.M. Dodd⁶
1924-1956: Theo De Marchi (shoe repairing shop)⁷
1956-1960: Elvira De Marchi⁸
1960-1961: Lena Banchemo, Louis Bonfiglio, Laura Hallquist, Frances Holl
1961-1993: Mike & Virginia F. Samaduroff
1993-2012: Virginia F. Samaduroff⁹
2012-present: Hudaharrah Holdings-Zeidman¹⁰

Occupants

1904-1917: Emery A. Crosby and family
1924-1957: Teodorico & Elvira De Marchi and family
*In 1958, the building was divided into two units with the address 1512 20th Street being retained for the residential portion and 1512A 20th Street utilized for the commercial space.¹¹
1958-1960: Elvira DeMarchi (1512 20th Street), Bea's Beauty Shop (1512A 20th Street)
1961-1963: Vacant (1512 20th Street), The Hair Fair (1512A 20th Street)
1964-1965: Patricia Johannsen (1512 20th Street), The Hair Fair (1512A 20th Street)
1966-1982: Vacant (1512 20th Street), The Hair Fair (1512A 20th Street)

Construction Chronology

Circa 1905: As indicated by Sanborn Map and City Directory information, the two-story frame building with rear outbuildings was likely commissioned or designed by owner Emery A. Crosby in 1905.

12 August 1910: Spring Valley Water Works Co. application by owner Emery Crosby for his 20th Street property. The two story building is listed as being 720 square feet. One store is identified on the agreement. Other features mentioned are two wash trays, a bath, a water closet and four horses.¹²

28 March 1927: A building permit to stucco the front and lower store floor, rat proof and lay a new floor of wood, make a hip on the front slope of the roof and an eighteen inch cornice for the front of the building for an estimated cost of \$400. The building was to be used as a shoe repairing shop. The owner is listed as Theo De Marchi. The builder is listed as R.L. Rintoul.¹³

² Crocker-Langley's San Francisco City Directory, October 1907, 1908, 1909-1911, 1913, 1917, San Francisco, California.

³ San Francisco County Assessor's Office, Sales Ledgers.

⁴ San Francisco County Assessor's Office, Sales Ledgers.

⁵ San Francisco County Assessor's Office, Sales Ledgers.

⁶ San Francisco County Assessor's Office, Sales Ledgers.

⁷ San Francisco County Assessor's Office Sales Ledgers and Crocker-Langley's San Francisco City Directory, October 1924, San Francisco, California.

⁸ San Francisco County Assessor's Office, Sales Ledgers.

⁹ San Francisco County Assessor's Office Sales Ledgers.

¹⁰ San Francisco County Assessor's Office Sales Ledgers.

¹¹ San Francisco County Assessor's Office Sales Ledgers.

¹² Spring Valley Water Works, Application and Agreement, August 12, 1910.

¹³ San Francisco Department of Building Inspection, Records Department, Permit # 159582.

IV. References

Published Works

Peter Linenthal, Abigail Johnston, and the Potrero Hill Archives Project, *Images of America: San Francisco's Potrero Hill*, San Francisco: Arcadia Publishing, 2005.

Peter Linenthal, Abigail Johnston, *Then & Now: Potrero Hill*, San Francisco: Arcadia Publishing, 2009.

Public Records

Potrero Hill Archives Project Albums, San Francisco Public Library.

Sanborn Fire Insurance Maps

San Francisco Block Book Maps

San Francisco County Assessor's Office, Sales Ledgers.

San Francisco City Directories

San Francisco Department of Building Inspection Records

Spring Valley Water Works Application

Spring Valley Water Company Application, 18 August 1910.

The following Regulations have been duly adopted by resolution of the Board of Trustees of the Spring Valley Water Works. They are to be strictly observed by consumers of Spring Valley Water, and considered a part of this agreement.

1. In all cases of non-payment of the water rent within three days after the presentation of the bill, the supply will be cut off, and the water shall not again be let on, either for the present, or any subsequent supply, except upon the payment of the amount due, together with the sum of two dollars, provided, that in case of specific supplies, or for the fractional part of the month, where the water has been let on, it may be cut off immediately, after notice given at the place that the rent is not paid, and may be let on again upon the condition before mentioned.
2. No person or family supplied with Spring Valley Water, will be permitted to use the water for any other purpose than that stated in this agreement, nor to supply water in any way to other persons or families.
3. Consumers shall prevent all unnecessary waste of water, and shall make no recirculation of the water for which it is used.
4. No person shall be made in any water-pipe or fixture without first giving notice of the intended alteration at the office of the Company.
5. In all cases where water is to be supplied to several parties or persons from one connection or tap, the Company connects only with one of said several parties, and in the event of their regulations and pay the rates, will cut off the connection.
6. Whenever any of these regulations shall be violated, the supply of water will be discontinued and not resumed until all charges and expenses are paid.
7. All persons taking water shall keep the service pipe in good shape, at their own expense, and they will be held liable for all damages which may result from their failure to do so.
8. Street sprinkling with hose and standing firetriggers will not be allowed under any circumstances.
9. The taxpayer, or other properly authorized officer of the Company, shall be allowed at all reasonable hours to all parts of any premises supplied with water, to see that these regulations are observed.
10. The Company does not guarantee to deliver water under this application more than ten feet above the street.

No

Date of Supply,

APPLICATION AND AGREEMENT.

I hereby agree to take water from the Spring Valley Water Works, at the Rate of per month, payable monthly in advance, in U. S. Gold Coin. For

1512 Twentieth St. S. E. 1850 W. Missouri

and in default of such payment punctually made in advance, or if the above regulations are in any respect violated, the said Spring Valley Water Works may disconnect the water at my own cost and charges, according to the above regulations, of which I have been duly notified.

GENERAL RATE	45	Size Building	720	Sq Feet	2	Stones
"		"		"		"
"		"		"		"
"		"		"		"
"		"		"		"
SPECIAL RATES.						
Stores @	109					
Wash Trays						
Wash Basins						
Boards and Lodgers						
Baths	32					
Water Closets	22					
Urinals						
Cons						
Horse Trough	3/10					
Sq Yds Irrigation						
Total	480					

Bill, \$ 480 AUG 18 1910.

And I hereby covenant and agree that I will protect and save harmless the said corporation from all claims for damage occasioned by the bursting of any of the pipes used for the supply of water under this application.

E. Crosby

San Francisco, Jan 27 1904

E. Crosby

Service Connection 10 Paid

81 70 151

1909 Block Book Map

100	120
Real Est. & Dev. Co.	Thos. J. Lovett
122	
Paul & Mrs. Clappett	
Ang. L. Schuster	124
Ang. L. Schuster	Ing. Strahl
Ang. L. Schuster	W. & Emily Price
Real Est. & D. Co.	Ind. Collins
245	Frank Lovett
	Chas. H. Lovett
	Jas. D. Lovett
Lucy Clark	
Real Est. & D. Co.	
Roman Cath. Archbp of I.R.	128
	Paul & Maria Regen
	May J. Davitt
	G. A. Shipley
130	130

192	57
<div> <div> <div>100</div> <div>Real Est. & D. Co.</div> <div>100</div> </div> <div> <div>100</div> <div>Alfred S. Gunn</div> <div>100</div> </div> <div> <div>100</div> <div>Christina Bannister</div> <div>100</div> </div> <div> <div>100</div> <div>Real Est. & D. Co.</div> <div>100</div> </div> <div> <div>100</div> <div>J. H. H. H. H. H.</div> <div>100</div> </div> </div>	<div> <div>100</div> <div>Olive & Freda Miller</div> <div>100</div> </div> <div> <div>100</div> <div>Geo. & Freda Miller</div> <div>100</div> </div> <div> <div>100</div> <div>Geo. & Freda Miller</div> <div>100</div> </div> <div> <div>100</div> <div>Geo. & Freda Miller</div> <div>100</div> </div> <div> <div>100</div> <div>Geo. & Freda Miller</div> <div>100</div> </div>
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100	100

202	57
Western Pac. Ry. Co.	1
Joe Melroe	2
John H. Melroe	3
Thos. J. Dornig	4
Thos. E. Greenway	5
John C. Glavin	6
Harry Kirtland	7
John C. Glavin	8
Western Pac. Ry. Co.	9
Edw. J. Juchacz	10
Paul Anderson	11
Edw. J. Juchacz	12
Edw. J. Juchacz	13
Western Pacific Ry. Co.	14
247	15
Wm. L. Williams	16
F. A. Sullivan	17
John H. Edwards	18
Helena C. Ellis	19
Py. H. Downing	20
Donald Lacey	21
V. F. Esvert	22
East. Ind. & Dev. Co.	23
248	24
A. L. Tubbs Co.	25
203	58

OFFICIAL COPY



No. 157987

APPLICATION

OF

W. E. Mendenhall

To make additions, alterations or repairs to existing

Location 513 22nd St.

Street

Estimated Cost, \$

Plan 28 77

Referred to Inspector *Reilly* for report

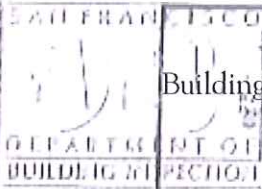
W. E. Mendenhall

Approved

By Building Inspector

Reilly

OFFICIAL COPY



Building Permit Application, 28 March 1927.

ALTERATION BLANKS

WRITE IN INK — FILE TWO COPIES

TO THE HONORABLE

THE BOARD OF PUBLIC WORKS

OF THE CITY AND COUNTY OF SAN FRANCISCO

Certificate:

The undersigned respectfully petition your Honorable Board for permission to do the following work at corner

side of 1512 20th
at North side

WRITE PLAINLY FULL DESCRIPTION OF WORK TO BE DONE

Re stucco front and lower store
floor rat proof and lay new
floor of wood
Make a hip on the front slope
of the roof and eighteen inch cornice
on front of building

Estimated cost of work, \$ 4,000⁰⁰/₁₀₀

Building to be used as

shoe repairing shop

I hereby agree to save, indemnify and keep harmless the City and County of San Francisco and its officials against all liabilities, judgments, costs and expenses which may in anywise accrue against said city and county in consequence of the granting of this permit, and all costs and damages which may accrue from the use or occupancy of any sidewalk, street or subsidewalk placed by virtue thereof and will in all things strictly comply with the conditions of this permit.

Name of Architect

T. De Marchi

Owner

Address

1512 20th

Address

Name of Builder

R. L. Rintoul

Address 522 Commercial

Per

Report favorably

By George H. H. H. on sidewalk
Rollin D. Rintoul

George H. H. H.
Inspector

Inspector

(12)

548

547

VERMONT

2428

KANSAS

536

19TH ST.

2429

RHODE ISLAND

2430

547

DE HARO

20TH ST.

552

538

19TH ST.

547

ARKANSAS

2434

CONNECTICUT

3435

MISSOURI

3436

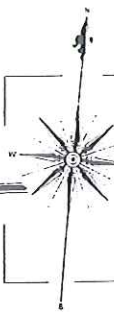
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TEXAS

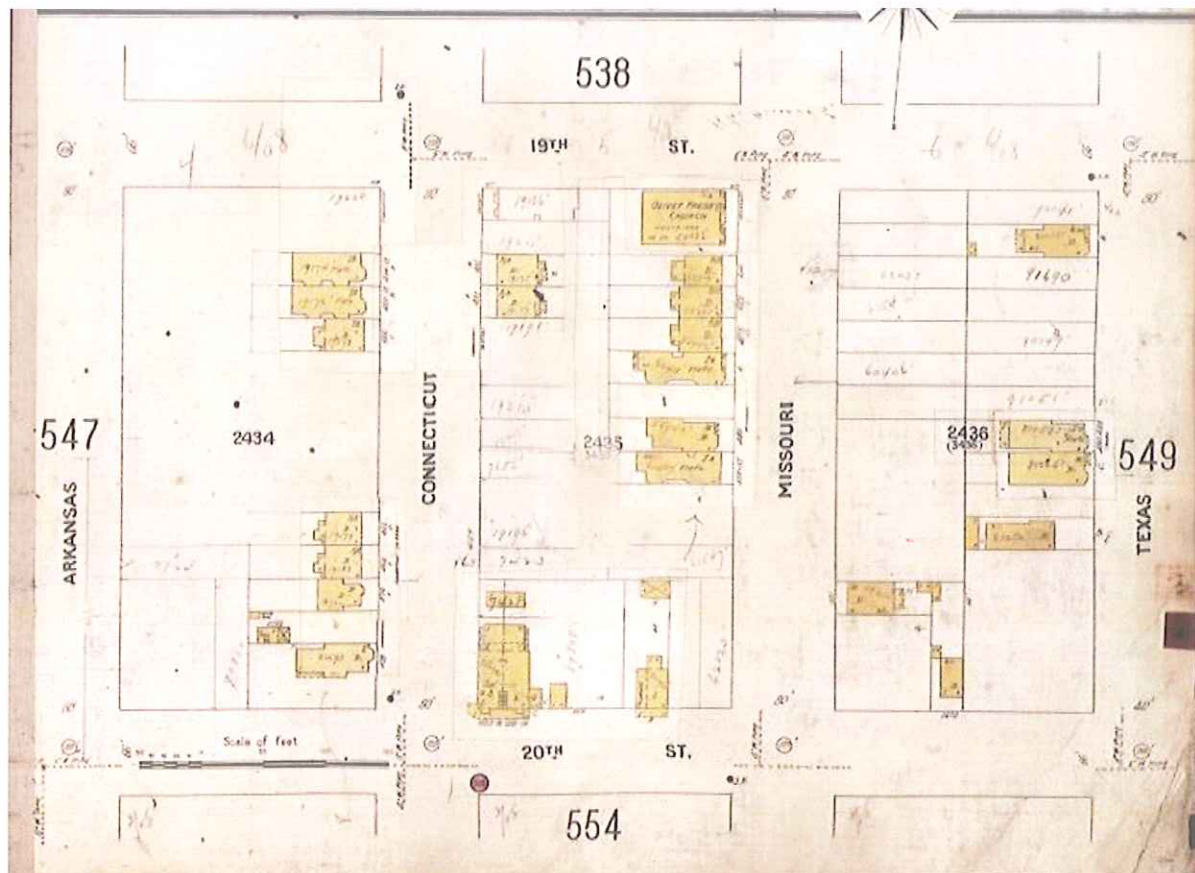
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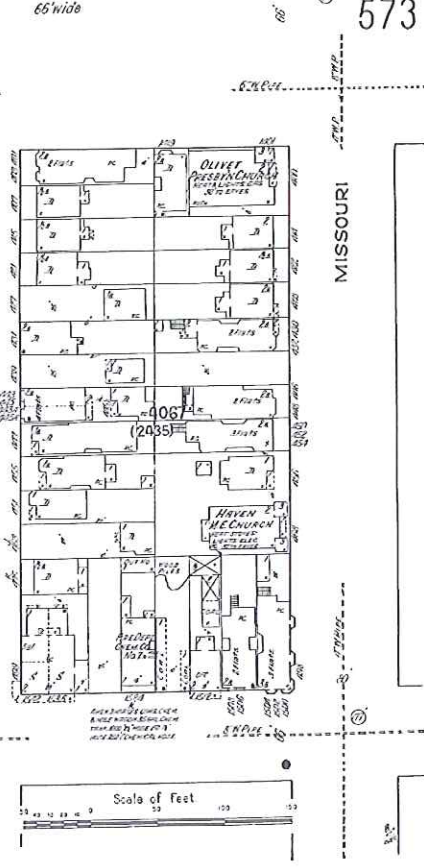
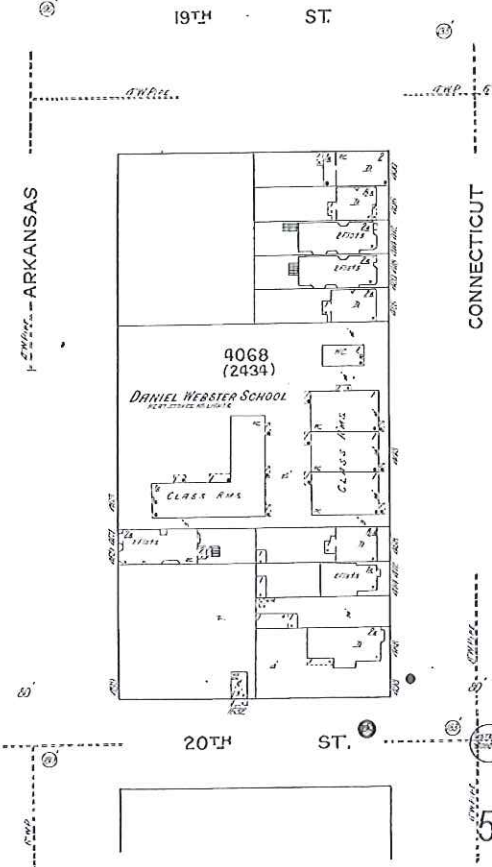
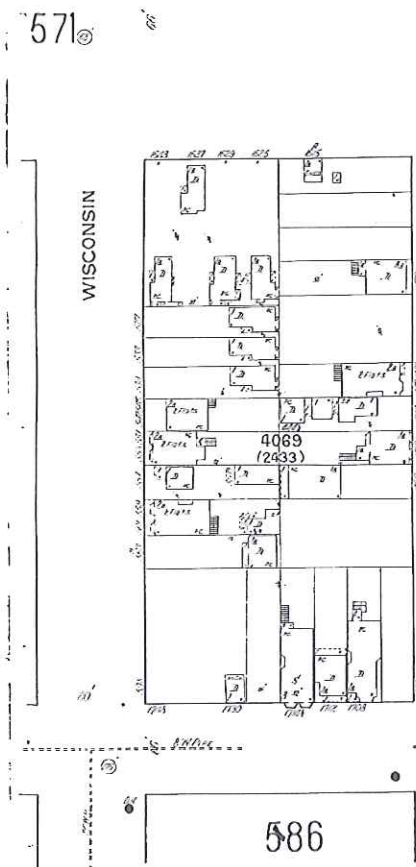
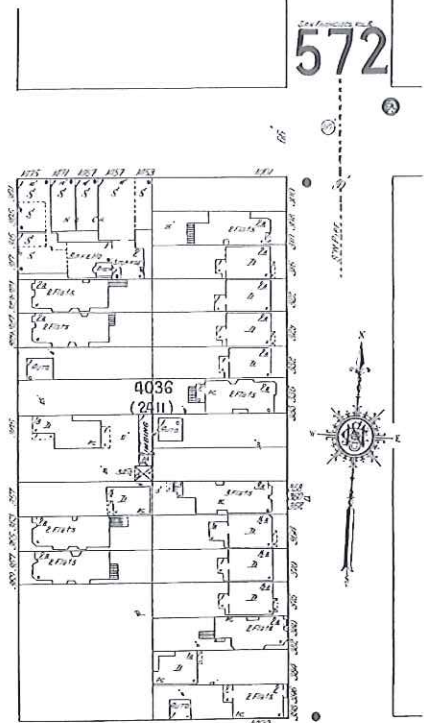
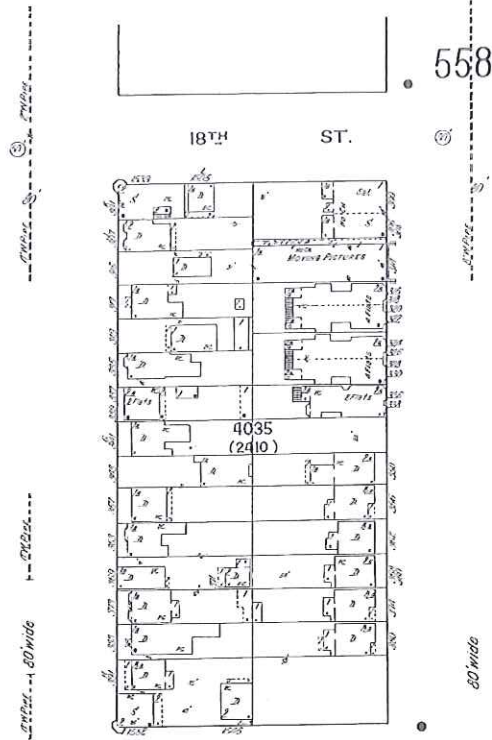
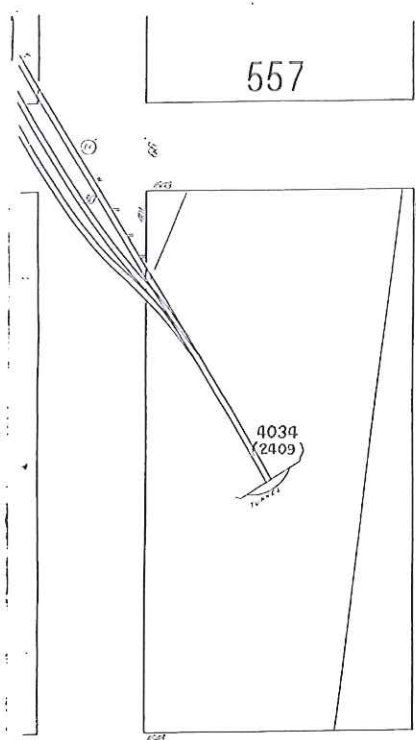
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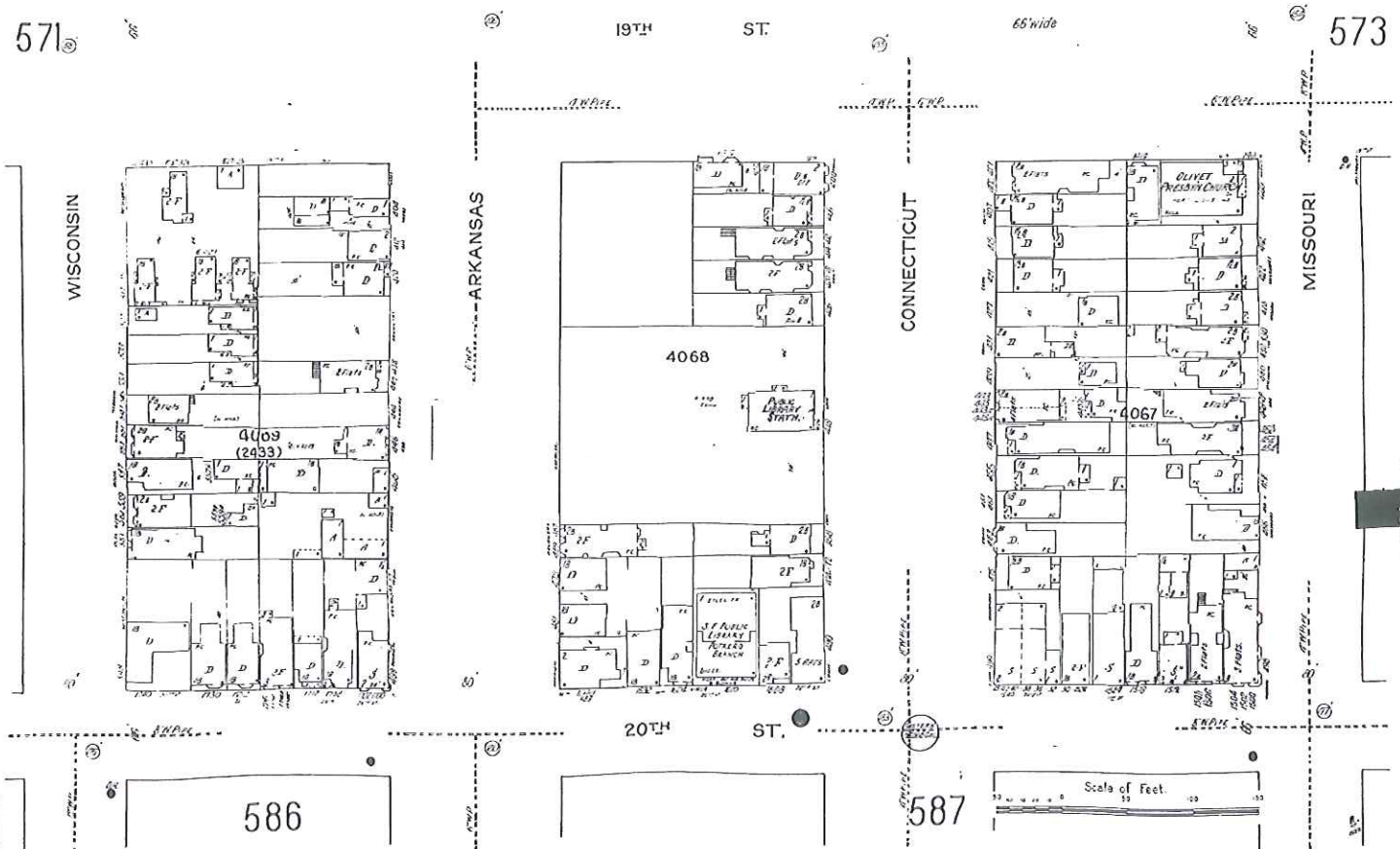
Scale of Feet



1905 Sanborn Map, Volume 5, Sheet 548.

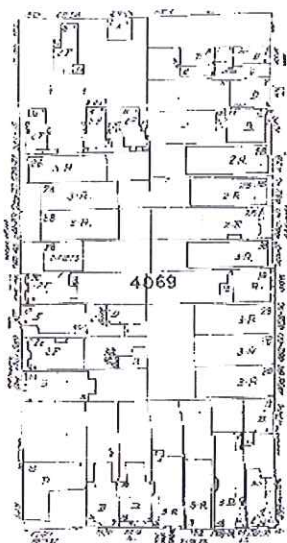






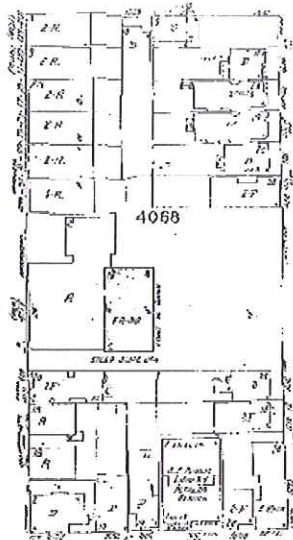
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WISCONSIN



ARKANSAS

19TH ST.



CONNECTICUT

20TH ST.

573

MISSOURI

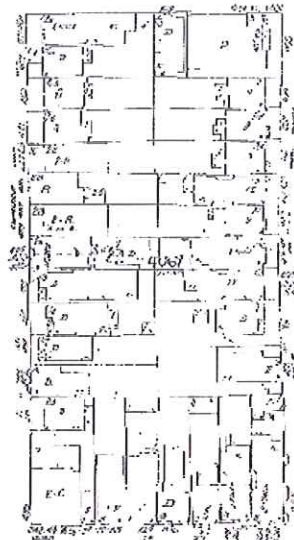
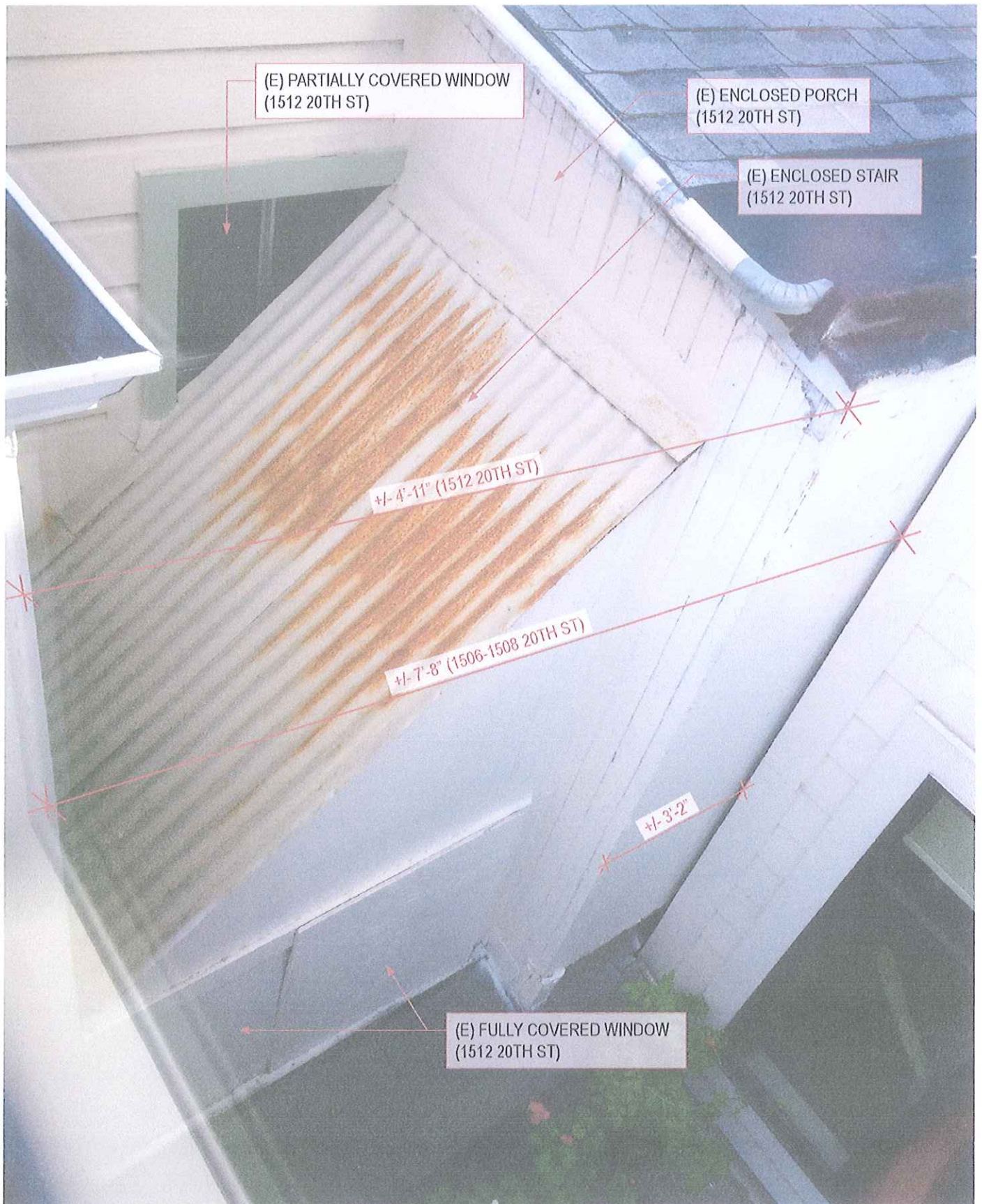
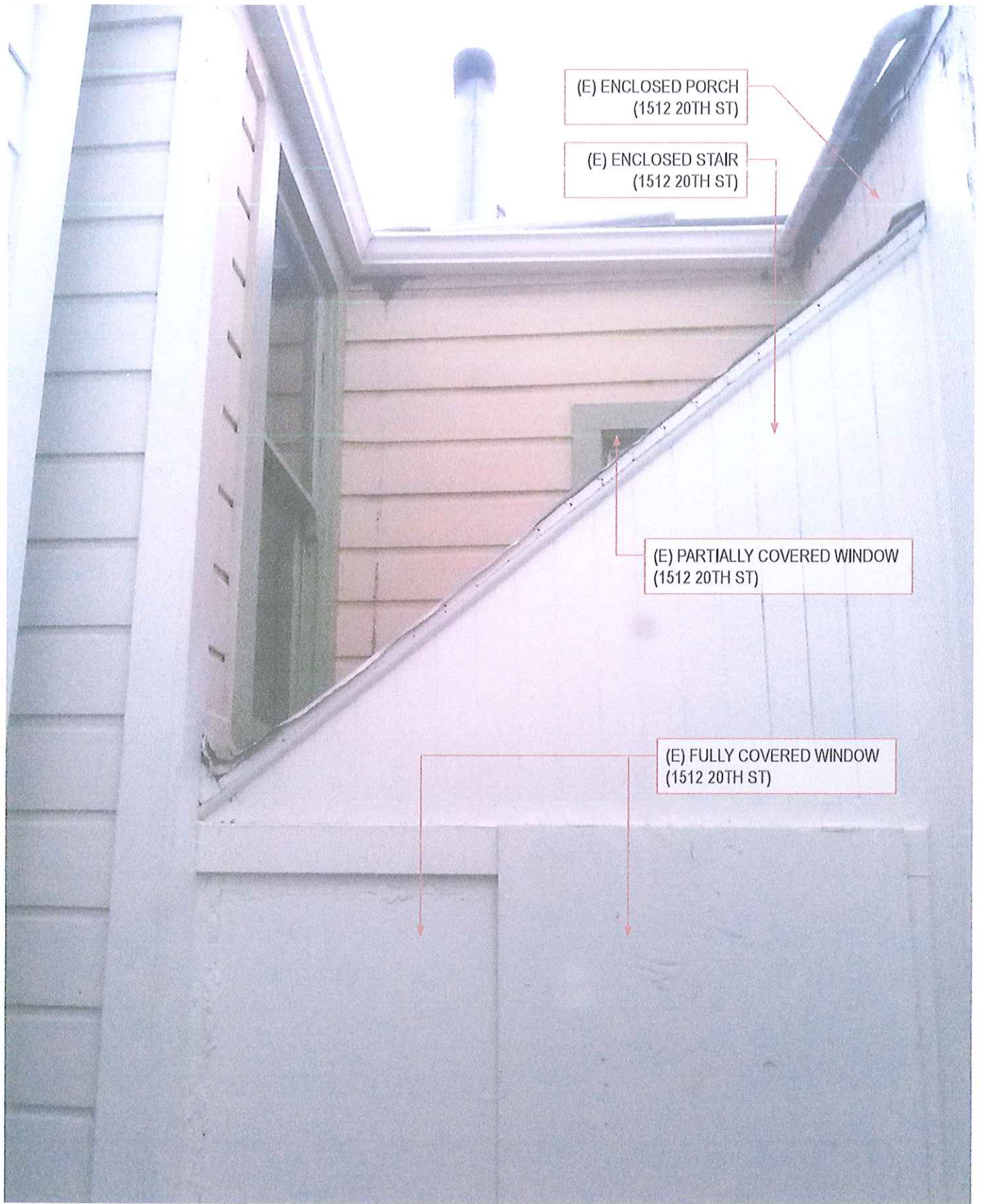


EXHIBIT F





1512 20TH STREET

05.12.14

VIEW OF 1512 20TH STREET FROM 1506-1508 20TH STREET (LOWER UNIT)



SAN FRANCISCO PLANNING DEPARTMENT

Certificate of Determination Exemption from Environmental Review

Case No.: 2013.1431E
Project Title: 1512 20th Street
Zoning: NC-2 Neighborhood Commercial-Small Scale
40x
Block/Lot: 4067/012
Lot Size: 2,495 square feet
Project Sponsor: Cary Bernstein, Cary Bernstein Architect
415-522-1907
Staff Contact: Laura Lynch – (415) 575-9046
Laura.lynch@sfgov.org

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

Reception:
415.558.6378

Fax:
415.558.6409

Planning
Information:
415.558.6377

PROJECT DESCRIPTION:

The project site is located midblock in the Potrero Hill neighborhood, on the northern side of 20th Street, within the block bounded by 19th, Missouri, 20th and Connecticut Streets. The proposed project involves renovation, alteration and horizontal and vertical additions to an existing 2,303 square foot (sq. ft.) two-story building built circa 1905. The existing building does not provide any off-street parking. The existing building is vacant and the proposed use would include retail and office space.

EXEMPT STATUS:

Categorical Exemption, Class 1 (California Environmental Quality Act (CEQA) Guidelines Section 15301(a))

REMARKS:

See next page.

DETERMINATION:

I do hereby certify that the above determination has been made pursuant to State and local requirements.

Sarah B. Jones
Environmental Review Officer

May 22, 2014
Date

cc: Cary Bernstein, Project Sponsor

Rich Sucre, Current Planner/ Preservation Planner
Supervisor Malia Cohen, District 10 (via Clerk of the Board)

Historic Preservation Distribution List
Virna Byrd, M.D.F.

PROJECT DESCRIPTION (continued):

The proposed project includes the following: (1) removal of the garage door at the front of the property; (2) replacement of the garage door with a gate; (3) renovation of the storefront on the ground floor; (4) interior remodel; (5) a one-story vertical addition; (6) addition of a 388 sq. ft. interior courtyard at the rear of the property; (7) a horizontal addition extending the ground floor level to the rear property line; and (8) the installation of a roof deck on the single-story, horizontal addition. Lastly, aside from the garage door removal, the primary façade would be retained. The proposed project would result in an approximately 4,965 sq. ft., two-story retail and office building, providing no off-street parking.

Project Approvals

Approval Action: The proposed project is subject to notification under Section 312 of the Planning Code. If discretionary review before the Planning Commission is requested, the discretionary review hearing is the Approval Action for the project. If no discretionary review is requested, the issuance of a building permit by DBI is the Approval Action. The Approval Action date establishes the start of the 30-day appeal period for this CEQA exemption determination pursuant to Section 31.04(h) of the San Francisco Administrative Code.

REMARKS:

Historical Resources. In evaluating whether the proposed project would be exempt from environmental review under the California Environmental Quality Act (CEQA), the Planning Department must first determine whether the building at 1512 20th Street is a historical resource as defined by CEQA. A property may be considered a historic resource if it meets any of the California Register of Historical Resources (California Register) criteria related to (1) Events, (2) Persons, (3) Architecture, or (4) Information Potential that make it eligible for listing in the California Register of Historical Resources, or if it is considered a contributor to a potential historic district. To assist with the determination, a Supplemental Information for Historic Resource Determination form¹ was prepared to provide further background information to staff.

The Planning Department's preservation staff evaluated the subject property and determined that the existing structure on the project site is not a historical resource as defined by CEQA.² The structure at 1512 20th Street was constructed around 1905. Planning Department records show that the building was not inhabited by any person(s) of significance (Criterion 1) and no significant events occurred on the site (Criterion 2). The original builder of the property was not identified and the building does not possess notable architectural elements (Criterion 3). Although the subject property is within the Potrero Hill neighborhood, it does not appear to have significantly contributed to the pattern of development in Potrero Hill. Additionally, the proposed project at 1512 20th Street would not have a significant impact

¹ *Supplemental Information for Historic Resource Determination*, September 18th 2013. This information apart of the case number 2013.1413E and can be reviewed at the San Francisco Planning Department reception, 1650 Mission Street, San Francisco, CA

² San Francisco Planning Department, *Preservation Team Review Form*, 1512 20th Street, January 29, 2014. This form is summarized and attached.

with regards to Information Potential (Criterion 4). As a result, the building is not eligible for the California Register as an individual resource. Finally, the surrounding neighborhood would not qualify as a potential historic district. Therefore, the proposed project would have no impact on off-site historic resources.

In conclusion, the property at 1512 20th Street is not eligible for the California Register either as an individual resource or as a contributor to a historic district and thus is not considered a historical resource for purposes of CEQA. Therefore, the proposed project would have no significant impact on on-site or off-site historic resources.

Hazardous Materials. Based upon mapping conducted by the U.S. Geological Survey (USGS) the project site may be underlain by serpentine rock.³ The proposed project would involve excavation, potentially releasing serpentinite into the atmosphere. Serpentinite commonly contains naturally occurring chrysotile asbestos (NOA) or tremolite-actinolite, a fibrous mineral that can be hazardous to human health if airborne emissions are inhaled. In the absence of proper controls, NOA could become airborne during excavation and handling of excavated materials. On-site workers and the public could be exposed to airborne asbestos unless appropriate control measures are implemented. Although the California Air Resources Board (ARB) has not identified a safe exposure level for asbestos in residential areas, exposure to low levels of asbestos for short periods of time poses minimal risk.⁴ To address health concerns from exposure to NOA, ARB enacted an Asbestos Airborne Toxic Control Measure (ATCM) for Construction, Grading, Quarrying, and Surface Mining Operations in July 2001. The requirements established by the Asbestos ATCM are contained in California Code of Regulations (CCR) Title 17, Section 93105,⁵ and are enforced by the Bay Area Air Quality Management District (BAAQMD).

The Asbestos ATCM requires construction activities in areas where NOA is likely to be found to employ best available dust control measures. Additionally, the San Francisco Board of Supervisors approved the Construction Dust Control Ordinance in 2008 to reduce fugitive dust generated during construction activities. The requirements for dust control as identified in the Construction Dust Control Ordinance are as effective as the dust control measures identified in the Asbestos ATCM. Thus, the measures required in compliance with the Construction Dust Control Ordinance would protect the workers themselves as well as the public from fugitive dust that may also contain asbestos. The project sponsor would be required to comply with the Construction Dust Control Ordinance, which would ensure that significant exposure to NOA would not occur. Therefore, the proposed project would not result in a hazard to the public or the environment from exposure to NOA and the proposed project would have no significant hazardous materials impacts.

³ Planning Department, GIS Layer, "Areas Affected by Serpentine Rocks." Created February 25, 2010 from United States Geological Survey and San Francisco Department of Public Health data.

⁴ California Air Resources Board, Fact Sheet #1 Health Information on Asbestos, 2002. Available online at: <http://www.arb.ca.gov/toxics/Asbestos/1health.pdf>. Accessed April 15, 2013.

⁵ California Air Resources Board, Regulatory Advisory, Asbestos Airborne Toxic Control Measure for Construction, Grading, Quarrying, and Surface Mining Operations, July 29, 2002.

Exemption Class. Under CEQA State Guidelines Section 15301(e)(2), or Class 1, additions to existing structures of up to 10,000 sq. ft. are exempt from environmental review provided that the project is located in an area where all public services and facilities are available and the area is not environmentally sensitive. The proposed project would increase the existing 2,303 sq. ft. floor area of the existing structure by approximately 2,760 sq. ft., substantially less than 10,000 square foot limitation. Also, the project site does not provide habitat for any sensitive species and is located in an urbanized area where all public services and facilities are available. Therefore, the proposed project would be exempt from environmental review under Class 1.

Summary. CEQA State Guidelines Section 15300.2 states that a categorical exemption shall not be used for an activity where there is a reasonable possibility that the activity will have a significant effect on the environment due to unusual circumstances. There are no unusual circumstances surrounding the current proposal that would suggest a reasonable possibility of a significant effect. As discussed above, the proposed project would not have significant historical resources or hazardous materials impacts. The proposed project would have no significant environmental effects. The project would be exempt under the above-cited classification. For the above reasons, the proposed project is appropriately exempt from environmental review.

Petition In Support of the Revitalization of 1512 - 20th Street

TO: The San Francisco Planning Commission

We, the undersigned, as community members and customers of Potrero Hill and Dogpatch support the Planning Department approval of the renovation of the long abandoned storefront at 1512 - 20th St.

This storefront has been vacant for 38 years!

It is a blight to the neighborhood and to the vitality of our small business district on 20th Street.

There has been no new business, no jobs created, no city taxes paid in support of schools and infrastructure.

The submitted plan calls for a restaurant or a café on the first floor and a yoga studio on the second floor, both would add much needed foot traffic and help to re-energize the street with two new small and unique ventures.

We ask for your immediate approval of this project.

<u>Alison Heath</u> Name	<u>333 Mississippi SF 94107</u> Address	<u>alisonheath@sbcglobal.net</u> E-mail or Text#
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<u>Matthew Costumazue</u> Name	<u>1842 West</u> Address	<u>matcostumazue@yahoo.com</u> E-mail or Text#
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<u>Dennis O'Connor</u> Name	<u>797 Caroline</u> Address	<u>dennis.occonnor@sbcglobal.net</u> E-mail or Text#
<u>Lucia Rodolo</u> Name	<u>1518 20th St</u> Address	<u>lucia.pbvm@sbcglobal.net</u> E-mail or Text#
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<u>Carol Cappullette</u> Name	<u>535 Arkansas St.</u> Address	 E-mail or Text#

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Dana Flynn

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Address

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Maureen Long

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1250 Delmar St

Address

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FRANK PATT

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843 WISCONSIN

Address

E-mail or Text#

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David Biesemeyer
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Jack R. In Ute
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Cheryl Agnas
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Kira Mead
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Miroslav Dochal
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JULSON OLK
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Marion Hewitt
Name

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Address

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E-mail or Text#

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<u>Jonathan French</u>	<u>764 Arkansas St</u>	<u>djrfrench@gmail.com</u>
Name	Address	E-mail or Text#

<u>Heather MacDougall</u>	<u>1089 Kansas St.</u>	<u>ahmart11@yahoo.com</u>
Name	Address	E-mail or Text#

<u>Connie Yannacine</u>	<u>440 Missouri</u>	<u>Connieyann@gmail.com</u>
Name	Address	E-mail or Text#

<u>Claudia Sigel</u>	<u>740 Arkansas</u>	<u>Sigelsf@gmail.com</u>
Name	Address	E-mail or Text#

<u>JCE</u>	<u>612 C Wisconsin</u>	<u>jenniferc@jenniferspe.com</u>
Name	Address	E-mail or Text#

<u>Sam B</u>	<u>426 Utah Street</u>	<u>(415) 424-6665</u>
Name	Address	E-mail or Text#

<u>Bremelkplaya</u>	<u>1524 20th St SE corner</u>	<u>Gelaga69@yahoo.com</u>
Name	Address	E-mail or Text#

<u>Chill</u>	<u>1012 Del Norte 14102</u>	
Name	Address	E-mail or Text#

<u>Don Heffernan</u>	<u>840 De Haro</u>	
Name	Address	E-mail or Text#

<u>[Signature]</u>	<u>541 Missouri</u>	<u>whyne@tsrenew.com</u>
Name	Address	E-mail or Text#

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<u>A.K.R.</u> Name	<u>418 MISSISSIPPI ST.</u> Address	<u>AREND@VERIZON.NET</u> E-mail or Text#
<u>Ruth Sepulveda</u> Name	<u>765 Wisconsin</u> Address	<u>IV1@Comcast.net</u> E-mail or Text#
<u>E. Klein</u> Name	<u>902 Rhode Island</u> Address	 E-mail or Text#
<u>Susi Brennan</u> Name	<u>533 Missouri</u> Address	<u>susibrennan@gmail.com</u> E-mail or Text#
<u>William Goldman</u> Name	<u>407 Connecticut St.</u> Address	<u>williamsgoldman</u> E-mail or Text#
<u>Mary Goosett</u> Name	<u>464 SAN BRUNO</u> Address	<u>GIANTS@THEBAY.YAHOO.COM</u> E-mail or Text#
<u>Udit Nagar</u> Name	<u>612A MISSOURI</u> Address	<u>Udit.Nagar@gmail.com</u> E-mail or Text#
<u>Rick Wilkin</u> Name	<u>506 Pennsylvania</u> Address	<u>RickSF@Comcast.net</u> E-mail or Text#
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Justin RAADE	867 Vermont St,	510-693-7116
Name	Address	E-mail or Text#
Kayne Doumani	615 Connecticut	sv650kd@earthlink.net
Name	Address	E-mail or Text#
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Anjal Chande	458 Arkansas	
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Lisa Goldschmid	247 Missouri St.	
Name	Address	E-mail or Text#

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Name

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E-mail or Text#

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We ask for your immediate approval of this project.

Elizabeth Fane

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Dean Lindberg

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367 Pennsylvania

Address

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E-mail or Text#

MARISOL ESCOBAR

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Address

marisol@goodlifegrocery.com

E-mail or Text#

Robert Dufort

Name

700 CAROLINA

Address

r.dufort@mac.com

E-mail or Text#

[Signature]

Name

700 CAROLINA

Address

mmassgosedufort@me.com

E-mail or Text#

Vafene Woz

Name

769 DE HARO

Address

vwwcjc@aol.com

E-mail or Text#

Name

Address

E-mail or Text#

Name

Address

E-mail or Text#

Name

Address

E-mail or Text#

Name

Address

E-mail or Text#

Petition In Support of the Revitalization of 1512 – 20th Street

TO: The San Francisco Planning Commission

We, the undersigned, as community members and customers of Potrero Hill and Dogpatch support the Planning Department approval of the renovation of the long abandoned storefront at 1512 – 20th St.

This storefront has been vacant for 38 years!

It is a blight to the neighborhood and to the vitality of our small business district on 20th Street.

There has been no new business, no jobs created, no city taxes paid in support of schools and infrastructure.

The submitted plan calls for a restaurant or a café on the first floor and a yoga studio on the second floor, both would add much needed foot traffic and help to re-energize the street with two new small and unique ventures.

We ask for your immediate approval of this project.

Name

Address

E-mail or Text#

Name

Address

E-mail or Text#

Name

Address

E-mail or Text#

Name

Address

E-mail or Text#

Name

Address

E-mail or Text#

Name

Address

E-mail or Text#

Name

Address

E-mail or Text#

Name

Address

E-mail or Text#

Name

Address

E-mail or Text#

Name

Address

E-mail or Text#

580 Missouri St.

466 Alameda St.

730 De Haro St.

Petition In Support of the Revitalization of 1512 – 20th Street

TO: The San Francisco Planning Commission

We, the undersigned, as members of the Potrero Dogpatch Merchants Association support the letter written to the Planning Department from our Executive Committee asking the Department to approve the renovation of the long abandoned storefront at 1512 – 20th St. **This storefront has been vacant for 38 years**, it is a blight to the neighborhood and to the vitality of our small business district on 20th Street. There has been no new business, no jobs created, no payroll or gross receipts taxes paid to the city. The submitted plan calls for a restaurant or a café on the first floor and a yoga studio on the second floor, both would add much needed foot traffic and help to re-energize the street with two new small and unique ventures.

We ask for your immediate approval of this project.

Jordan Langer
Name

Pier 70 Partners
Business

Jordan@Pier70Partners.com
E-mail

Tori Freeman
Name

Pier 70 Partners
Business

tori@pier70partners.com
E-mail

Sarah Shinkunas
Name

NextSpace
Business

Sarah@nextspace.us
E-mail

Philip De Andrade
Name

Goat Hill Piz
Business

philip@goathill.com
E-mail

Deborah Lardie
Name

Lardie Company
Business

deborah@lardiecompany.com
E-mail

Elena Neustadt
Name

Goat Hill Pizza
Business

elena@goathill.com
E-mail

Catherine Mockus
Name

Goat Hill Pizza
Business

catherinemockus@gmail.com
E-mail

Name

Business

E-mail

Name

Business

E-mail

Name

Business

E-mail

Petition In Support of the Revitalization of 1512 – 20th Street

TO: The San Francisco Planning Commission

We, the undersigned, as members of the Potrero Dogpatch Merchants Association support the letter written to the Planning Department from our Executive Committee asking the Department to approve the renovation of the long abandoned storefront at 1512 – 20th St. **This storefront has been vacant for 38 years**, it is a blight to the neighborhood and to the vitality of our small business district on 20th Street. There has been no new business, no jobs created, no payroll or gross receipts taxes paid to the city. The submitted plan calls for a restaurant or a café on the first floor and a yoga studio on the second floor, both would add much needed foot traffic and help to re-energize the street with two new small and unique ventures.

We ask for your immediate approval of this project.

PAUL TERRY
Name

PTA Assoc
Business

pta@paulterry.com
E-mail

Jennifer Durrant
Name

J. Durrant Design
Business

info@jenniferdurrant.com
E-mail

JERRY MEYER
Name

CONSULTANT
Business

jerry.meyerst@gmail.com
E-mail

Collette Sinko Knauss
Name

Events by Collette
Business

collette@eventsbycollette.com
E-mail

Olivia Kodick
Name

Skool Restaurant
Business

O.I.A. skool@gmail.com
E-mail

Cathe Connechie
Name

Alter Images
Business

Sustainability.Succors@gmail.com
E-mail

Masoud Mastofi
Name

Chat's Coffee
Business

chatscoffee@gmail.com
E-mail

Barbara Bagot-Lopez
Name

UCSF for I.D. purposes
Business

BARBARA.BAGOT-LOPEZ@UCSF.EDU
E-mail

Josh Smith
Name

Walden Development
Business

jsmith@waldendevlpment.com
E-mail

Mark Dwight
Name

Rickshaw Bagworks
Business

mark@rickshawbags.com
E-mail

Petition In Support of the Revitalization of 1512 - 20th Street

TO: The San Francisco Planning Commission

We, the undersigned, as members of the Potrero Dogpatch Merchants Association support the letter written to the Planning Department from our Executive Committee asking the Department to approve the renovation of the long abandoned storefront at 1512 - 20th St. **This storefront has been vacant for 38 years**, it is a blight to the neighborhood and to the vitality of our small business district on 20th Street. There has been no new business, no jobs created, no payroll or gross receipts taxes paid to the city. The submitted plan calls for a restaurant or a café on the first floor and a yoga studio on the second floor, both would add much needed foot traffic and help to re-energize the street with two new small and unique ventures.

We ask for your immediate approval of this project.

Steven Moss
Name

Potrero View
Business

editor@potreroview.net
E-mail

PAUL McDonald
Name

FLUID FLOORING
Business

PMCDON0000@AOL
E-mail

Michelle Hanger-Bauer
Name

SF Nat Med
Business

Mich@SFNatmed.com
E-mail

Kelsey Klausmeyer
Name

SF Nat Med
Business

kelsey@SFNatmed.com
E-mail

J. B. Eppler
Name

Eppler Legal
Business

JBEppler@epplerlegal.com
E-mail

J.B. Eppler
Name

Potrero Boosters
Neighborhood Assn.
Business

president@potreroboosters.org
E-mail

ADAM GOULD
Name

DOGPATCH CAPITAL
Business

ADAM@DOGPATCHCAPITAL.COM
E-mail

Frank Gilson, D.C.
Name

Potrero
Chiropractors
Business

doc@potrerochiro.com
E-mail

Michelle
Menendez
Name

Mackenzie
Warehouse
Business

michelle@
mackenziwarehouse.com
E-mail

Tim Brier
Name

Crowdfire
Theater
Business

t.brier@comcast.net
E-mail

[illegible]

Potrero Hill Neighborhood House

953 DeHaro Street • San Francisco, California 94107 • (415) 826-8080 • FAX (415) 826-5252



San Francisco Planning Department
1650 Mission Street – 4th Floor
San Francisco, CA 94103
Attn: Richard Sucre

Project: 1512 20th Street

Dear Mr. Sucre,

I support the renovation of 1512 20th Street.

This building has been abandoned for over 37 years and it is time to bring it back to a productive use.

I have no objections to this project.

As our principal grocers and neighbors, Lester Zeidman and Kayren Hudiburgh are great stewards of Potrero Hill and I have faith in their understanding of 20th Street's unique character. We want to encourage them to bring back an appropriate, and much-needed, business.

Additional businesses, including a restaurant, would be beneficial to the Potrero Hill neighborhood.

The design of the proposed project is also great for the neighborhood, bringing us exciting new spaces while still being sensitive to the scale of the existing block.

Respectfully:



Member agency of the United Way of the Bay Area • Related to the United Presbyterian Church, U.S.A.



San Francisco Planning Department
1650 Mission Street – 4th Floor
San Francisco, CA 94103
Attn: Richard Sucre

Project: 1512 20th Street

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Respectfully:

ANIKO PASTERNAK
363 ARKANSAS ST
SF CA 94107
415. 377. 2160
Aniko Pasternek
2/23/2015

ED HORTZ
1242 19th ST
SF 94107
Edward Hartz
2/24/2015

San Francisco Planning Department
1650 Mission Street – 4th Floor
San Francisco, CA 94103
Attn: Richard Sucre

Project: 1512 20th Street

Dear Mr. Sucre,

I support the renovation of 1512 20th Street.

This building has been abandoned for over 37 years and it is time to bring it back to a productive use.


I have no objections to this project.

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Respectfully:


Monisha mustapha

San Francisco Planning Department
1650 Mission Street – 4th Floor
San Francisco, CA 94103
Attn: Richard Sucre

Project: 1512 20th Street

Dear Mr. Sucre,

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The design of the proposed project is also great for the neighborhood, bringing us exciting new spaces while still being sensitive to the scale of the existing block.

Respectfully:

 JORDAN LANGER

415.559-8532

JPlanger@gmail.com

San Francisco Planning Department
1650 Mission Street – 4th Floor
San Francisco, CA 94103
Attn: Richard Sucre

Project: 1512 20th Street

Dear Mr. Sucre,

I support the renovation of 1512 20th Street.

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The design of the proposed project is also great for the neighborhood, bringing us exciting new spaces while still being sensitive to the scale of the existing block.

Respectfully:

John De Castro
Past President Potrero Booster (1999-2003)

San Francisco Planning Department
1650 Mission Street – 4th Floor
San Francisco, CA 94103
Attn: Richard Sucre

Project: 1512 20th Street

Dear Mr. Sucre,

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Respectfully:



Tony Kerv
280 Connecticut St. #6
SF CA 94107
415 341 8040

San Francisco Planning Department
1650 Mission Street – 4th Floor
San Francisco, CA 94103
Attn: Richard Sucre

Project: 1512 20th Street

Dear Mr. Sucre,

I support the renovation of 1512 20th Street.

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I have no objections to this project.

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Respectfully:

Breda McDonald
695 Connecticut Street

Jeannette McDonald
946 Rhode Island

San Francisco Planning Department
1650 Mission Street - 4th Floor
San Francisco, CA 94103
Attn: Richard Sucre

Feb 24, 2015

Project: 1512 20th Street

Dear Mr. Sucre,

I support the renovation of 1512 20th Street.

This building has been abandoned for over 37 years and it is time to bring it back to a productive use.

I have no objections to this project, in fact I heartily support it!

As our principal grocers and neighbors, Lester Zeidman and Kayren Hudiburgh are great stewards of Potrero Hill and I have faith in their understanding of 20th Street's unique character. We want to encourage them to bring back an appropriate, and much-needed, business.

Additional businesses, including a restaurant, would be beneficial to the Potrero Hill neighborhood.

The design of the proposed project is also great for the neighborhood, bringing us exciting new spaces while still being sensitive to the scale of the existing block.

Respectfully:

Connie Sawyer
594 Wisconsin St.
San Francisco, CA 94107

San Francisco Planning Department
1650 Mission Street – 4th Floor
San Francisco, CA 94103
Attn: Richard Sucre

Project: 1512 20th Street

Dear Mr. Sucre,

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Respectfully:

Galena Caspi
Neeth Caspi PROPERTY
OWNER - ON POTRERO HILL

San Francisco Planning Department
1650 Mission Street – 4th Floor
San Francisco, CA 94103
Attn: Richard Sucre

Project: 1512 20th Street

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Additional businesses, including a restaurant, would be beneficial to the Potrero Hill neighborhood.

The design of the proposed project is also great for the neighborhood, bringing us exciting new spaces while still being sensitive to the scale of the existing block.

Respectfully:

A handwritten signature in cursive script, reading "Eva Y. Perata". The signature is written in dark ink and is positioned below the "Respectfully:" text.

San Francisco Planning Department
1650 Mission Street – 4th Floor
San Francisco, CA 94103
Attn: Richard Sucre

Project: 1512 20th Street

Dear Mr. Sucre,

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Respectfully:

A handwritten signature in cursive script, appearing to read "Bruce Ferman".

San Francisco Planning Department
1650 Mission Street – 4th Floor
San Francisco, CA 94103
Attn: Richard Sucre

Project: 1512 20th Street

Dear Mr. Sucre,

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Respectfully:

Francis R. Savins

San Francisco Planning Department
1650 Mission Street – 4th Floor
San Francisco, CA 94103
Attn: Richard Sucre

Project: 1512 20th Street

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Additional businesses, including a restaurant, would be beneficial to the Potrero Hill neighborhood.

The design of the proposed project is also great for the neighborhood, bringing us exciting new spaces while still being sensitive to the scale of the existing block.

Respectfully:

A handwritten signature in dark ink, appearing to read "Sam De Vita". The signature is fluid and cursive, with the first name "Sam" and last name "De Vita" clearly distinguishable.

San Francisco Planning Department
1650 Mission Street – 4th Floor
San Francisco, CA 94103
Attn: Richard Sucre

Project: 1512 20th Street

Dear Mr. Sucre,

I support the renovation of 1512 20th Street.

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Respectfully:

Mary Perata

San Francisco Planning Department
1650 Mission Street – 4th Floor
San Francisco, CA 94103
Attn: Richard Sucre

Project: 1512 20th Street

Dear Mr. Sucre,

I support the renovation of 1512 20th Street.

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Additional businesses, including a restaurant, would be beneficial to the Potrero Hill neighborhood.

The design of the proposed project is also great for the neighborhood, bringing us exciting new spaces while still being sensitive to the scale of the existing block.

Respectfully:

Margie Belluomini

George Belluomini

San Francisco Planning Department
1650 Mission Street – 4th Floor
San Francisco, CA 94103
Attn: Richard Sucre

Project: 1512 20th Street

Dear Mr. Sucre,

I support the renovation of 1512 20th Street.

This building has been abandoned for over 37 years and it is time to bring it back to a productive use.

I have no objections to this project.

As our principal grocers and neighbors, Lester Zeidman and Kayren Hudiburgh are great stewards of Potrero Hill and I have faith in their understanding of 20th Street's unique character. We want to encourage them to bring back an appropriate, and much-needed, business.

Additional businesses, including a restaurant, would be beneficial to the Potrero Hill neighborhood.

The design of the proposed project is also great for the neighborhood, bringing us exciting new spaces while still being sensitive to the scale of the existing block.

Respectfully:

Pete W. Loskutoff
Zain Elmarouk
[Signature]

San Francisco Planning Department
1650 Mission Street – 4th Floor
San Francisco, CA 94103
Attn: Richard Sucre

Project: 1512 20th Street

Dear Mr. Sucre,

I support the renovation of 1512 20th Street.

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Additional businesses, including a restaurant, would be beneficial to the Potrero Hill neighborhood.

The design of the proposed project is also great for the neighborhood, bringing us exciting new spaces while still being sensitive to the scale of the existing block.

Respectfully:

A handwritten signature in dark ink, appearing to read "George A. Miller". The signature is written in a cursive, flowing style.

Sucre, Richard (CPC)

From: Carol Sundell <casundell@yahoo.com>
Sent: Monday, February 02, 2015 6:45 PM
To: Sucre, Richard (CPC)
Subject: 1512 20th Street, Potrero Hill

Dear Mr. Sucre,

I have lived on Potrero Hill since 1970 . I had been looking forward to the project that has been planned for 1512 20th in the long vacant store front that is located at that address. Our community is a relatively small one and the owners of the property have been in the neighborhood longer than I. When they were forced to move their grocery store from 18th Street because of a huge increase in their rent back in the 70's I believe it was. ...the local priest at St Teresa's Church offered them the space on what was a Catholic school at that time in the parking lot to have a farmer's market and keep their business a float. Karen and Lester have done so much for the Community in turn....that they are too numerous to mention but the theme has always been to help the neighborhood in positive ways....Most of the time w/o fanfare.

I hope that the planning department will approve their project to further enhance our neighborhood. It is one that will improve it in a positive way in a long vacant building. For me, it would mean a senior yoga class whose teacher was displaced from the building across the street from Jackson Park where she had been for over 12 years when her rent was increased by 70%. A class that I and many other people on the hill could also walk to and then have a cup of tea down stairs.

20th Street has been a home to several businesses on that block and they have been an asset to the neighborhood.

Thank you for your consideration.

Sincerely,
C. Sundell and G. Yuthok
771 Wisconsin St.

Sucre, Richard (CPC)

From: Rose Marie Ostler <rsicolio@hotmai.com>
Sent: Monday, February 02, 2015 7:46 AM
To: Sucre, Richard (CPC)
Subject: Project @ 1512 20th St, SF

671 Carolina St.
San Francisco, CA 94107
January 30, 2015

Mr. Richard Sucre
San Francisco Planning Department
1650 Mission Street – 4th Floor
San Francisco, CA 94103

Re: Project 1512 20th St

Dear Mr. Sucre:

I have lived on Potrero Hill at six different locations within a few blocks of 20th Street for 69 years arriving at 20th & Connecticut Streets in 1946. I have witnessed every business on 20th from Wisconsin to Missouri Streets. This has always been a commercial area. In 1946 there was a drugstore with a soda fountain and a post office, there was a meat market, grocery stores and a doctor's office, a library and many other businesses. Over the years I have shopped in or used every one of them. Of course I now shop at the Good Life Grocery owned by Lester Zeidman and Kayren Hudiburn and use all the other establishments on this four block stretch.

Their plan to renovate the "Hair Fair" at 1512 20th Street is what that location has needed for years and years as it has been vacant and a blight to the neighborhood and this four block business district. I have attended meetings with their architects and neighbors and their plan for its use is an excellent one and will be an excellent addition to the block.

Lester and Kayren are not only wonderful business people but have been devoted and supportive of the entire Potrero Hill Community. This new business at 1512 20th Street will be a wonderful addition to the neighborhood and I know it will fit in nicely with all the other businesses. This area should remain commercially zoned as it has been for a minimum of 75 years.

I fully support their plans and have absolutely no objections whatsoever to this project. Please see that all their plans are approved.

Sincerely,

Rose Marie Sicoli-Ostler
Hard copy mailed

March 2, 2015

San Francisco Planning Department
1650 Mission Street – 4th Floor
San Francisco, CA 94103
Attn: Richard Sucre
Project: 1512 20th Street

Dear Mr. Sucre,

As a 30+ year Potrero Hill resident, I want to speak in favor of increasing neighborhood serving retail establishments, especially restaurants. We lost both a few years ago when the former Klein's Deli, a beloved neighborhood restaurant, was converted to a child care center closed off from neighbors walking and driving down 20th Street. The only restaurant remaining on 20th Street is the coffee shop Thinkers Café which closes at 4 in the afternoon.

I'm thrilled that long time good neighbors Kayren Hudiburgh and Lester Zeidman are planning to create a restaurant on the street and am bewildered by those who oppose their project. They are going to great expense and trouble to remodel the site for this purpose. This is a site on a main neighborhood thoroughfare which has been abandoned and in disrepair for 40 years. As it is, it's useless and an eyesore. The motivations of those filing for discretionary review are entirely selfish as they provide no evidence of harm to the community. On the contrary the project is instead a public good to be enjoyed by all.

Kayren and Lester have been pillars of the community for many years, running a popular employee-owned market and hiring and training local kids who might have no other opportunity to break out of poverty. They generously contribute time and money to every neighborhood event and activity.

I urge the Commission to reject all opposition and speedily approve Kayren's and Lester's project so that it can be completed as soon as possible.

Thank you for your consideration,


Mauri Schwartz

Former Member, Board of Appeals, City and County of San Francisco
33-year Potrero Hill Resident

Sucre, Richard (CPC)

From: Amy Scanlon <ascanlon@gmail.com>
Sent: Thursday, February 26, 2015 5:10 PM
To: Sucre, Richard (CPC)
Subject: Project: 1512 20th Street

Richard Sucre, Planner in Charge

San Francisco Planning Department

1650 Mission Street, Suite 400

San Francisco, CA 94103

Richard.sucre@sfgov.org

Project: 1512 20th Street

Dear Mr. Sucre,

We are writing in support of the proposed renovations and improvements at 1512 20th Street. We moved to Potrero Hill in November 2009 and count The Good Life Grocery as one of the perks of living in this neighborhood. They are truly a community centric business listening to the needs of the neighborhood and supporting neighborhood events.

We were pleased to hear that Lester Zeidman and Kayren Hudiburgh of The Good Life are behind the development of 1512 20th Street and look forward to them addressing the current blight and providing the community with new businesses and services. It was particularly pleasing to hear the possibility of having a cafe / restaurant as this has been sorely missing from 20th street since the closing of Klein's Deli.

The new design as proposed is emblematic of their concern for the neighborhood and the block preserving the character of the buildings facade and including improvements that will improve access and use for the community.

I hope that the project is approved and look forward to enjoying the new businesses.

Sincerely Yours,

Amy Scanlon & John Dismore

534 Connecticut St.
San Francisco, CA 94107



January 28, 2015

Richard Sucre, Planner
San Francisco Planning Dept.
1650 Mission St. – 4th Floor
San Francisco, CA 94103-2414

Re: 1512 20th Street, San Francisco, CA 94107

Dear Mr. Sucre

The Executive Committee of the Potrero Dogpatch Merchants Association (PDMA) strongly supports the project application at 1512 20th Street.

As the only business association in the neighborhood and one of the largest neighborhood business associations in the City, we are extremely interested in preserving and enhancing the neighborhood-serving retail corridors of Potrero Hill. This stretch of 20th Street has been underserved by retail for many years. The project site itself has sat empty for over 35 years. We hope that the proposed new restaurant and commercial uses for this site will encourage other building owners to lease properties on 20th Street that have sat empty for similar long periods.

The project sponsors are the owners of The Good Life Grocery, a neighborhood institution, an iconic Potrero Hill business and beloved by many resident of the area. PDMA is confident that their plans for 1512 20th Street fit well into the character of the neighborhood.

We urge you to approve the project as presented. Thank you for your consideration.

Sincerely,

Keith Goldstein
President PDMA

POTRERO BOOSTERS
NEIGHBORHOOD ASSOCIATION
SERVING THE HILL SINCE 1926

March 4, 2015

Richard Sucre
San Francisco Planning Department
1650 Mission Street
Fourth Floor
San Francisco, California 94103

Via email

Dear Mr. Sucre:

The Potrero Boosters Neighborhood Association unanimously endorsed the renovation of 1512 20th Street at our February meeting, and have no objections whatsoever to this project.

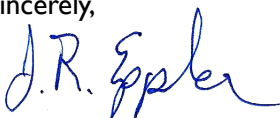
20th Street serves as a neighborhood hub for Potrero Hill, anchored with the library on one end and Daniel Webster on the other. With zoning for neighborhood commercial use, this area is home to The Good Life Grocery and Thinker's Cafe, among others. The last decade has seen this street quiet down, however, as favorites like Klein's Deli have moved out. 1512, in particular, has been abandoned for over 37 years, and it is time to bring it back to productive use.

Lester Zeidman and Kayren Hudiburgh, the owners of 1512 and the project sponsors, have a long history of involvement in Potrero Hill and an enviable record of neighborhood stewardship as the owner/operators of The Good Life. They have a unique understanding of 20th Street's unique character. Their efforts to bring back neighborhood serving businesses to 1512 would help revitalize this commercial district while remaining sensitive to other residents on the block.

Lester and Kayren have been nothing but the best of neighbors, and their plan for 1512 is keeping with that spirit. The Boosters request that you approve the renovation of 1512 20th Street.

Please do not hesitate to contact me at president@potreroboosters.org if you have any questions regarding this letter.

Sincerely,



J.R. Eppler
President

Cc: Lester Zeidman

Sucre, Richard (CPC)

From: Micky Ostler <gomicky@hotmail.com>
Sent: Monday, February 02, 2015 7:49 AM
To: Sucre, Richard (CPC)
Subject: PROJECT AT 1512 20TH ST

671 Carolina St.
San Francisco, CA 94107
January 31, 2015

Mr. Richard Sucre
San Francisco Planning Department
1650 Mission Street – 4th Floor
San Francisco, CA 94103

Re: Project 1512 20th St

Dear Mr. Sucre:

The project at 1512 20th Street that Lester Zeidman and Kayren Hudiburgh plan is exactly what this piece of property has needed for many years.

All of us who have lived in this neighborhood for years know what a benefit and wonderful addition it will be to this business district.

While we are not adverse to change, those of us who have worked hard to make this neighborhood what it is today feel that new neighbors and developers should respect our efforts and refrain from trying to make our neighborhood over to suit their personal needs and agenda.

The four blocks from Missouri to Wisconsin have been zoned commercial for many, many years.

I fully support these plans and ask that you approve their plans as submitted.

Regards,

Micky Ostler

February 18, 2015

San Francisco Planning Department
1650 Mission Street – 4th Floor
San Francisco, CA 94103
Attn: Richard Sucre

Project: 1512 20th Street

Dear Mr. Sucre,

I am writing regarding the proposed addition to and renovation of 1512 20th Street

I have lived near Potrero Hill for over 15 years and am excited that the building will finally be put to use for our community. The abandoned Hair Fair storefront has been a blight on the neighborhood for decades.

When Klein's Delicatessen became a private day care center, we lost an open, neighborhood gathering space. I am looking forward to having a replacement restaurant, and especially a Yoga studio upstairs. It will draw people and commerce to the area and enhance support of local businesses, while retaining a unique presence, which helps make San Francisco the special place it is.

As our principal grocers and neighbors, Lester Zeidman and Kayren Hudiburgh of the Good Life, are great stewards of Potrero Hill and I have faith in their understanding of 20th Street's unique character. We want to encourage them to bring back an appropriate, and much-needed, business.

As a long-term resident of the city, I've seen far too much of San Francisco become gentrified and out of reach to its very own citizens. An independently owned restaurant and yoga studio would add back some of what's been lost over the recent years.

The design of the proposed project is also great for the neighborhood, bringing us exciting new spaces while still being sensitive to the scale of the existing block.

Thank You,



Charles A Murray
1639b Kirkwood Ave
San Francisco, CA 94124

richard.sucre@sfgov.org

Sucre, Richard (CPC)

From: Judy Minton <judyminton@aol.com>
Sent: Sunday, February 22, 2015 10:03 AM
To: Sucre, Richard (CPC)
Subject: : 1512 20th Street

Dear Mr. Sucre,

I am writing regarding the proposed addition to and renovation of 1512 20th Street

I have lived in Potrero Hill for 30 years and am excited that the building will finally be put to use for our community. The abandoned Hair Fair storefront has been a blight on in our neighborhood for decades.

When Klein's Delicatessen became a private day care center, we lost an open, neighborhood gathering space I am looking forward to having a replacement restaurant, and a Yoga studio upstairs.

As our principal grocers and neighbors, Lester Zeidman and Kayren Hudiburgh of the Good Life, are great stewards of Potrero Hill and I have faith in their understanding of 20th Street's unique character. We want to encourage them to bring back an appropriate, and much-needed, business.

The development on 18th Street has brought new vitality to our neighborhood. However, the growth of new business on 20th Street has been stagnant for the last several year. Adding the café and yoga studio will draw patrons to Potrero Hill's second business center and help support the health of the existing businesses on 20th Street.

The design of the proposed project is also great for the neighborhood, bringing us exciting new spaces while still being sensitive to the scale of the existing block.

I support this project as proposed and hope that you will approve it so that it can move forward.

Thank You,

Judy Minton
447 Connecticut St.
San Francisco, CA 94107

RON MIGUEL

600 De Haro St., San Francisco, CA 94107

T-415.285.0808 F-415.641.8621 E-rm@well.com C-415.601.0708

February 27, 2015

San Francisco Planning Dept.

Rich Sucre

richard.sucre@sfgov.org

RE: 1512-20th St.

Dear Mr. Sucre:

I have thoroughly reviewed the plans for the proposed renovation at 1512-20th Street. In my opinion it is in total conformity with the planning code; will remove a nearly forty-year blight from the neighborhood; is scaled to the surrounding area, and will invigorate this small neighborhood commercial enclave. The former commercial tenant left about forty years ago and the location has been vacant ever since. This is disastrous to a neighborhood of small businesses.

There is absolutely no legitimate basis for anyone to file for a Discretionary Review on this project. Changes to the building envelope do not create any negative impacts on other properties. This opinion was also voiced by a presentation and affirmative vote of the Potrero Boosters, one of the oldest neighborhood groups in San Francisco. They are in total support of the project as proposed.

From my 30-year experience in land use, both as a neighborhood activist and former member of the Planning Commission, this DR filing is what gives the process a bad reputation. There are often legitimate reasons for DR. As a former president of a large neighborhood association and as an individual, I have availed myself of DR in the past. But I have always considered the real legitimacy of my action. That consideration is absent in this instance.

Creating roadblocks to good development is costly, not only to the small developer, but to San Francisco. This project should be given the green light to proceed without further delay.

Thank you for your consideration,

Ron Miguel

February 25, 2015

San Francisco Planning Department
1650 Mission Street – 4th Floor
San Francisco, CA 94103
Attn: Richard Sucre

Project: 1512 20th Street

Dear Mr. Sucre,

I am writing regarding the proposed addition to and renovation of 1512 20th Street

I have lived in Potrero Hill for 3 years and am excited that the building will finally be put to use for our community. The abandoned Hair Fair storefront has been a blight on in the neighborhood for decades.

When Klein's Delicatessen became a private day care center, we lost an open, neighborhood gathering space. I am looking forward to having a replacement restaurant, and a Yoga studio upstairs.

As our principal grocers and neighbors, Lester Zeidman and Kayren Hudiburn of the Good Life, are great stewards of Potrero Hill and I have faith in their understanding of 20th Street's unique character. We want to encourage them to bring back an appropriate, and much-needed, business.

The design of the proposed project is also great for the neighborhood, bringing us exciting new spaces while still being sensitive to the scale of the existing block.

Thank You,

Cigdem Michalski

Sucre, Richard (CPC)

From: tanja87@comcast.net
Sent: Monday, February 23, 2015 9:52 AM
To: Sucre, Richard (CPC)
Subject: 1512 20th Project

February 23, 2015

San Francisco Planning Department
1650 Mission Street – 4th Floor
San Francisco, CA 94103
Attn: Richard Sucre

Project: 1512 20th Street

Dear Mr. Sucre,

I am writing regarding the proposed addition to and renovation of 1512 20th Street

I have lived in Potrero Hill for 28 years and am excited that the building will finally be put to use for our community. The abandoned Hair Fair storefront has been a blight on in our neighborhood for decades.

When Klein's Delicatessen became a private day care center, we lost an open, neighborhood gathering space I am looking forward to having a replacement restaurant, and a Yoga studio upstairs.

As our principal grocers and neighbors, Lester Zeidman and Kayren Hudiburgh of the Good Life, are great stewards of Potrero Hill and I have faith in their understanding of 20th Street's unique character. We want to encourage them to bring back an appropriate, and much-needed, business.

The design of the proposed project is also great for the neighborhood, bringing us exciting new spaces while still being sensitive to the scale of the existing block.

Thank You,

Tanja Kor
1119 Rhode Island Street

Sucre, Richard (CPC)

From: Frank <dystopianow@earthlink.net>
Sent: Thursday, February 05, 2015 3:50 PM
To: Sucre, Richard (CPC)
Subject: 1512 20th St. SF 94107 Project

San Francisco Planning Department
Richard Sucre,

My wife and I have lived in Dogpatch for over 20 years and have been customers of Good Life Market for the entire time. Lester and Kayren, the proprietors of that fine business have long been an asset to the community, doing much aside from running a splendid business. They have shown their care for the communities of Potrero Hill and Dogpatch for 4 decades. Whatever they wish to do for the property at 1512 20th Street would be an improvement for the long vacant storefront. Lester and Kayren hope to build community on this street and we would welcome a place to gather as neighbors.

Please consider this letter as our endorsement of the proposed project.

Thank you,

Frank & Rhonda Kingman
701 Minnesota Street #226
SF, 94107

Sucre, Richard (CPC)

From: Margaret Frings Keyes <mfk@margaretkeyes.net>
Sent: Wednesday, February 04, 2015 2:31 PM
To: Sucre, Richard (CPC)
Cc: Sundell, carole; Becker, Beverly (JUV); Debra Ballinger Bernstein; Jackson, Jeff; Sandra Seibel; St.T-McGrath, Geraldine; Ostler, RoseMarie; lucia.pbvm@sbcglobal.net; kathleen I; Rhonda & Frank Kingman; Sundell, carole; John Mulcahy
Subject: project 1512 20th St. SF 94107

February 4, 2015

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

Attn: Richard Sucre

re: Project: 1512 20th Street

Dear Mr. Sucre,

I have reviewed the plans for the addition to and renovation of 1512 20th Street and I support this project.

I bought my home on Potrero Hill close to 40 yrs ago and am delighted that the building, a few blocks away, will finally be put to use for our community. The abandoned Hair Fair storefront has been a neighborhood blight for too many years.

We need more neighborhood gathering space & it's exciting to have a replacement restaurant at this location. Our principal grocers and neighbors, Lester Zeidman and Kayren Hudiburgh are great stewards of Potrero Hill and they understand 20th Street's unique character. We want to encourage them to create this appropriate, and much-needed, business. The design of the proposed project is also great for the neighborhood, bringing us new spaces while being sensitive to the scale of the existing block.

Thank You,

Margaret Keyes, 613 Wisconsin St. San Francisco 94107

February 27, 2015

San Francisco Planning Department
1650 Mission Street - 4th Floor
San Francisco, CA 94103
Attn: Richard Sucre

Project: 1512 20th Street

Dear Mr. Sucre,

I support the proposed renovation of 1512 20th Street.

The design of the proposed project retains the character of the existing structure and is sensitive to the scale of the existing block.

This building has been abandoned for over 37 years and it is time to bring it back to a productive use. Having a restaurant in this location with people coming and going will also tend to be a deterrent to the recent increase in crime in our neighborhood.

When the Planning Department allowed conversion of the old sandwich shop across the street to child-care a few years ago it was a disservice to our neighborhood, and it's not a very good place for children, particularly when there was already a child-care facility just one block away. This is an opportunity to do something that will benefit the neighborhood.

As our principal grocers and neighbors, Lester Zeidman and Kayren Hudiburgh are great stewards of Potrero Hill and I have faith in their understanding of 20th Street's unique character. We want to encourage them to bring back an appropriate, and much-needed, business.

Respectfully,
Richard Hutson
347 Mississippi Street
San Francisco, California 94107

Sucre, Richard (CPC)

From: kathleen I <kathleen.pbvm@sbcglobal.net>
Sent: Friday, January 30, 2015 7:05 PM
To: Sucre, Richard (CPC)
Subject: Project: 1512 20th Street

Dear Mr. Sucre, Sister Lucia Lodolo, PBVM and I are Presentation Sisters who have lived and worked on Potrero Hill for 50 years, serving the people of Potrero Hill in Education and Church Ministry. We have lived in that time on Missouri Street between 18th and 19th Streets and now on 20th Street between Missouri and Connecticut.

We have reviewed with some excitement the plans for the addition and renovation of 1512 20th Street and we support it. In this period of time we were aware of the need of 18th Street and 20th Streets as commercial areas. We and so many more were disappointed when Kleins Deli had to close and we see the need of replacement of something similar.

Lester Zeidman and his Wife, Kayren in all that time have worked for the improvement of Potrero Hill and the needs of the residents. We want to encourage Lester and Kayren in the plans for improvement and added needed commercial space at 1512 20th Street, knowing they have a real understanding of the unique character and needs of 20th Street.

Sincerely,

Sister Kathleen Healy, PBVM

March 18, 2015

San Francisco Planning Department
1650 Mission Street – 4th Floor
San Francisco, CA 94103
Attn: **Richard Sucre**
richard.sucre@sfgov.org

Re: **2013.1431E – 1512 20th Street**
312 Reduced Plans 111014
Letter of Support for Project

Greetings,

I have some bias in favor of Good Life Grocery—I've been a satisfied customer for over 25 years. However, I have also experienced a neighbor wanting to build up next to where I live enough to block out light and air in a very big way. This proposal does not seem to do that; the roof at 1512 20th Street (a) does not exceed neighboring elevation and (b) will be peaked not flat. A triangle is less opaque than a filled-in rectangle. This roof design will decrease any light and air impacts.

Having reviewed the eight pages of **312 Reduced Plans 111014**, seeing that the roof is peaked, and that the rear yard has been pulled in a bit, the proposal seems in scale. Reviewing the South Elevation, we lose a little of the façade on each side, and gain a slight elevation at the highest point, all well below 1500-1504 20th Street and just below 1506-1508 20th Street. It basically just evens out.

Regarding privacy impacts, the City is becoming denser, and sometimes we draw our shades and sometimes leave our windows open. If I understand correctly, there are new residents filing DR's. But they were aware, assuming disclosures were handled properly, when they purchased the residential property next door to the project proposal site, that development would likely take place there, and that increased height would be a possibility, that would be commensurate with the sight lines of the street including their new homes. And with that in mind, they moved forward with their purchases. They must have calculated that their homes will be livable and good financial investments regardless of outcome. While we wish to welcome new members of our community, we have perhaps had enough of new residents buying property and then trying to dictate terms to neighbors.

The Hair Place has been abandoned *for decades*, even though 20th Street is our second business district on Potrero Hill. To have it activated would be a very big plus. And who better than Lester and Kayren, who have been doing business on Potrero Hill, plus are also residents of Potrero Hill and of 20th Street (just a few blocks further down), and who have established their reputations as committed and involved community members. They donate food at events and never make a big deal out of doing so, and Lester's articles about Potrero Hill history in the local newspaper, the *Potrero View*, can only be written by some one who is interested in the past and future well-being and dynamics of the neighborhood. I was a customer when I worked on "the Hill" in 1987 before I took up residence in 1995. I have always considered them to be fair and honest in their business practices.

I am also a long time member of the Potrero Boosters Neighborhood Association, and also of the Dogpatch Neighborhood Association, though I am writing this letter entirely on my own. *I have attended many presentations by developers at multiple scales, and to me this project meets the criteria of a good project.*

Please move forward with the **312 Reduced Plans 111014** for **1512 20th Street Project 2013.1431E**.

Thank you,



David Globber
624 Carolina Street
San Francisco, CA 94107-2726

Sucre, Richard (CPC)

From: Laura Fraser <lauraphrazer@gmail.com>
Sent: Friday, February 20, 2015 9:45 AM
To: Sucre, Richard (CPC)
Subject: 1512 20th St. Project

February 20, 2015

San Francisco Planning Department

1650 Mission Street – 4th Floor

San Francisco, CA 94103

Attn: Richard Sucre

Project: 1512 20th Street

Dear Mr. Sucre,

I am writing regarding the proposed addition to and renovation of 1512 20th Street.

I have lived in San Francisco for 30 years and am excited that the building will be put to use for

our community. The abandoned Hair Fair storefront has been a blight on the neighborhood for decades. With so much luxury housing going up all over the city, I think it's great that someone is renovating a space to becoming a community center and gathering space. When Klein's Delicatessen became a private day care center, we lost an open, neighborhood gathering space. I am looking forward to having a replacement restaurant, and a Yoga studio upstairs.

As our principal grocers and neighbors, Lester Zeidman and Kayren Hudiburgh of the Good Life are great stewards of Potrero Hill and I have faith in their understanding of 20th Street's unique character. We want to encourage them to bring back an appropriate, and much-needed, business.

The design of the proposed project is also great for the neighborhood, bringing us exciting new spaces while still being sensitive to the scale of the existing block.

This is exactly the kind of development San Francisco should be encouraging--human scale, a gathering place for the neighborhood, in keeping with the character of the community.

Thank You,

Laura Fraser
Editorial Director, Shebooks.net
The Grotto
490 2nd St. #200
San Francisco, CA 94107

laurafraser.com

Take a quick trip to Italy with my Shebook, The Risotto Guru <http://amzn.to/1rhHMEa>

Sucre, Richard (CPC)

From: Sharon <sharonevoy@eoni.com>
Sent: Saturday, February 21, 2015 3:11 PM
To: Sucre, Richard (CPC)
Subject: in support of 1512 20th st renovation

Dear Mr. Sucre,

Although I am not a current resident of Potrero Hill, I am a frequent visitor. My son and grandson live on 20th and I lived at 25th & Wisconsin for 10 months in recent years.

I have often remarked of the need for an additional cafe on 20th st. I have frequented the various businesses, the excellent selection at Good Life and Thinkers' Cafe, the latter of which closes at an early hour. I often hoped to stop for a snack or early dinner after picking up my grandson at Little Links.

I had been a regular at the Yogasita studio until they lost their lease on 18th st. What a great loss for the immediate neighborhood, as Yogasita has yet to reopen as a studio. It now has an opportunity to use the space at 1512 20th for a new studio. Yogasita has many regulars from around the city, who will likely use the cafe business as well as others close by. This can be very much a mutually beneficial arrangement for all the businesses on 20th st.

I hope you will consider these two new businesses as assets to the Potrero Hill neighborhood.

Sincerely,

Sharon Evoy

Sucre, Richard (CPC)

From: Jennifer Durrant <jennifer@jenniferdurrant.com>
Sent: Wednesday, March 18, 2015 12:11 PM
To: Sucre, Richard (CPC)
Subject: Project: 1512 20th Street

Dear Mr. Sucre,

I am writing regarding the proposed addition to and renovation of 1512 20th Street.

I have lived in Potrero Hill for 18 years and am extremely excited to see the building finally put to use for our community. The abandoned Hair Fair storefront has been a blight on in our neighborhood for decades.

When Klein's Delicatessen became a private day care center, we lost an open, neighborhood gathering space. I am looking forward to having a replacement restaurant, and a Yoga studio upstairs. Our child attends the nearby school, and I would love to have a new café – a meeting place for parents, teachers, and children. I would also welcome the addition of a yoga studio in this space. Daniel Webster Elementary School is now offering yoga classes to its students, and it would be fantastic to have a nearby studio where yoga classes could be offered to children on Saturdays.

As our principal grocers and neighbors, Lester Zeidman and Kayren Hudiburgh of the Good Life, are great stewards of Potrero Hill and I have faith in their understanding of 20th Street's unique character. We want to encourage them to bring back an appropriate, and much-needed, business. We need it!!!

The design of the proposed project is also great for the neighborhood, bringing us exciting new spaces while still being sensitive to the scale of the existing block. I stand behind this project 100%, and could easily get 50 additional signatures in favor of it from local parents.

Thank You,

Jennifer Durrant

Owner at Jennifer Durrant Design

Member of Potrero Dogpatch Merchant Association

Parent at Daniel Webster Elementary School

JENNIFER DURRANT DESIGN

design jenniferdurrantdesign.com

web design jenniferdurrantdesign.com/ioannas

photography jenniferdurrant.com/

+1 415.279.9081

Sucre, Richard (CPC)

From: Audrey Cole <Audrey@AudreyCole.com>
Sent: Friday, March 20, 2015 5:24 PM
To: Sucre, Richard (CPC)
Subject: 1512 20th Street

20 March 2015

San Francisco Planning Department

1650 Mission Street – 4th Floor

San Francisco, CA 94103

Attn: Richard Sucre

Project: 1512 20th Street

Dear Mr. Sucre,

I have reviewed the plans for the addition to and renovation of 1512 20th Street
and am *in support of / have no objections to* this project.

I have lived in Potrero Hill for over 30 years and am excited that the building will finally be put to use for
our community. The abandoned Hair Fair storefront has been a blight on in our neighborhood for too long.

When Klein's Delicatessen became a private day care center, we lost an open, neighborhood gathering space
and are really looking forward to having a replacement restaurant.

As our principal grocers and neighbors, Lester Zeidman and Kayren Hudiburn are great stewards of Potrero Hill and I have

faith in their understanding of 20th Street's unique character. We want to encourage them to bring back an appropriate, and much-needed, business.

The design of the proposed project is also great for the neighborhood, bringing us exciting new spaces while still being sensitive to the scale of the existing block.

Thank You,

Audrey Cole

(Past President of the Potrero Boosters Neighborhood Association)

--

Audrey D. Cole
Computer Consulting - Databases in Access, Fox and FileMaker
415-648-1926 voice - 415-648-9455 fax - Audrey@AudreyCole.com

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February 26, 2015

San Francisco Planning Department
1650 Mission Street – 4th Floor
San Francisco, CA 94103
Attn: Richard Sucre

Re Project: 1512 20th Street remodel, Potrero Hill

Dear Mr. Sucre,

I support the renovation of 1512 20th Street as shown to the Potrero Boosters Neighborhood Assoc. on Feb. 24, 2015.

This building has been abandoned with an empty storefront for over 37 years and it is time to bring it back to a productive use and give this mixed use/commercial/retail block of 20th St. some much needed street presence and liveliness gone since our beloved Klein's Deli moved from the block because of a huge rent increase.

I have no objections to this project.

As our principal grocers and neighbors, Lester Zeidman and Kayren Hudiburgh have been great stewards of and supporters of Potrero Hill and its people and organizations for over 30 years. I have faith in their understanding of 20th Street's unique character. I am encouraged that Lester and Kayren want to bring one or more appropriate, and much-needed, businesses to this block.

The design of the proposed project is also great for the neighborhood, bringing us exciting new spaces while still being sensitive to the scale of the existing block.

Respectfully,

A handwritten signature in black ink, appearing to read 'Janet Carpinelli', with a stylized, cursive script.

Janet Carpinelli
934 Minnesota St.
San Francisco, CA 94107

Cc: JR Eppler, Pres, Potrero Boosters
Lester Zeidman

Sucre, Richard (CPC)

From: Jessie Bunn <jessbunn@earthlink.net>
Sent: Saturday, March 07, 2015 12:51 PM
To: Sucre, Richard (CPC)
Subject: project at 1512 20th St

Dear Mr Sucre,

I have been a neighbor of the Good Life Grocery for more than 20 years.

Lester Zeidman and Karen Hudiburgh have run a productive, welcoming neighborhood center and grocery store on 20th St for all those years.

The Good Life Grocery is the heart of 20th St, providing delicious food, employing local youth (and helping them with scholarships) and reaching out to neighbors with a friendly atmosphere.

I have reviewed Lester's plans for the renovation of the abandoned storefront the Hair Fair and heartily support his plans to bring two thriving neighborhood businesses to 20th St. What could be better for the neighborhood than a restaurant and a yoga studio?

I trust and respect Lester and Karen and know they understand the unique character of Potrero Hill. Nothing in the design of the renovation is out of character with the scale of buildings on 20th St.

We've had an eyesore abandoned storefront for more than 20 years. I applaud Lester's proposal to bring new business and life to our neighborhood.

Thank you,
Jessie Bunn
555 Missouri St

February 15, 2015

Mr. Richard Sucre, Planner in Charge
San Francisco Planning Department
1650 Mission Street, Suite 400
San Francisco, CA 94103
Richard.Sucre@sfgov.org

RE: 1512 20th Street

Dear Mr. Sucre:

Your records will show that I do not do this sort of thing very often...but I am writing to offer my unqualified support for the proposed project at 1512 20th Street.

As a resident and property owner on Potrero Hill since 1966 who has walked by this abandoned storefront on a regular basis for many years, I am delighted that Lester Zeidman and Kayren Hudiburgh will bring this long neglected building back to life with a unique new restaurant that will be a welcome, needed addition to 20th Street and our community.

I first came to know Lester and Kayren as a State Assemblyman in 1984 when I was asked by the neighborhood to mediate a rent increase dispute that threatened the future of Good Life Grocery when it was located on 18th street. We worked out an arrangement that allowed them to stay in business until they found their current site on 20th Street.

As business people, who also live in the neighborhood a couple of blocks from the store, Lester and Kayren have kept every promise they have ever made to the community beginning with their fresh, organic meats and produce... contributing to neighborhood schools and other community endeavors...paying living wages...and ultimately making Good Life an employee run business today.

Good Life Grocery is a great story that has grown in a manner consistent with its original values with its superb work in the Good Life store on Bernal Heights and now seeks to grow again on 20th Street. Indeed, in the 50 years that I have been a part of the Potrero Hill community, the only mistake either of them ever made occurred when Kayren decided to run against me as Peace and Freedom Party candidate for the State Assembly 40 years ago. But no one is perfect!

But as business people and neighbors they have created a design, created with community engagement, that shows great consideration for the block in preserving the best parts of an older building while updating it in an appropriate fashion.

It is my judgment that small business leaders Lester Zeidman and Kayren Hudiburgh offer a wonderful, progressive model for every San Francisco neighborhood as to how to do development that adds to the unique culture of our city while adding good jobs, services and products.

Thus, I have every confidence that they will produce a superb new neighborhood service with their new building two doors from their current site. With that in mind, I respectfully urge that you and the Department approve this project so that Potrero Hill can once again benefit from the amenities that it will provide to our community as well as the two outstanding citizens who will produce it.

If you have any questions, please feel free to contact me at 415-970-0071.

Sincerely,

Art Agnos
641 Connecticut Street