



SAN FRANCISCO PLANNING DEPARTMENT

Memo to the Planning Commission

HEARING DATE: MAY 7, 2015
Continued from the March 26, 2015 Hearing

Date: April 30, 2015
Case No.: **2014.1554D**
Project Address: **2544 3RD STREET**
Zoning: NCT-2 (Small Scale Neighborhood Commercial Transit District)
45-X Height and Bulk District
Block/Lot: 4172/007
Project Sponsor: Robert Watson
2544 3rd Street
San Francisco, CA 94107
Staff Contact: Jeffrey Speirs – (415) 575-9106
jeffrey.speirs@sfgov.org
Recommendation: **Take Discretionary Review and Approve with Conditions**

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BACKGROUND

A Mandatory Discretionary Review Hearing was previously scheduled for March 26th, 2015. Prior to the hearing, a request to continue the hearing was received from the Office of Supervisor Cohen in order to meet with the Project Sponsor and discuss the Project. A meeting was held on April 1st, 2015, to discuss the project since the first meeting with the Supervisor's Office, and to review the Project Sponsor's involvement with the community.

To date, the Planning Department has received 5 letters in support of the project, and 3 letters and 1 phone call in opposition to the project.

CURRENT PROPOSAL

No changes to the project are proposed. The proposal is to establish a new Medical Cannabis Dispensary at 2544 3rd Street dba "Dogpatch Collective", to replace a vacant ground floor commercial space previously occupied by a clothing design company. The space is approximately 3,090 square feet in size. No parking is required and no physical expansion is proposed for the structure.

REQUIRED COMMISSION ACTION

In order for the project to proceed, the Commission must grant approval to allow for a Medical Cannabis Dispensary in an NCT-2 District.

BASIS FOR RECOMMENDATION

- The MCD complies with all standards and requirements of the Planning Code and advances the objectives and policies of the General Plan.
- 2500 block of 3rd Street is well served by transit (MUNI "T" line, and buses 22 and 48).
- 2500 block of 3rd Street is more than 1,000' from primary and secondary schools.
- 2500 block of 3rd Street is more than 1,000' from any active permitted youth-services facility.
- The proposed project will not allow smoking onsite, to be more compatible with the surrounding residential units.
- The proposed project space will be fully renovated to provide a safe, well-lit environment for California Medical Marijuana Patients with proper identification cards.
- Employment levels are estimated to be between 5 to 7 employees.
- The project sponsor has performed outreach to a majority of community groups in the Potrero and Dogpatch neighborhood, and surrounding communities, and is thus familiar with neighborhood business owners.
- To minimize the potential impact of the proposed use on the surrounding commercial area the following conditions are recommended for imposition on the project:
 1. The operator of the establishment shall maintain the main entrance and all sidewalks abutting the subject property in a clean condition. Such maintenance shall include, at minimum, daily sweeping and litter pickup and disposal and washing or steam/pressure cleaning of the main entrance and abutting sidewalks at least once every month.
 2. An enclosed garbage area shall be provided within the establishment. All garbage containers shall be kept within the building until pick-up by the disposal company.

RECOMMENDATION: Approve with Conditions

Attachments:

Letters of Support and Opposition (in order received)

From: [Marc Goldfine](#)
To: [Speirs, Jeffrey \(CPC\)](#)
Subject: Re: Support for MCD/Robert Watson
Date: Wednesday, March 11, 2015 2:48:19 AM

My name is Marc Goldfine. I'm a local business owner. Apologies for not including that in the previous email. Thanks.

> On Mar 10, 2015, at 6:23 PM, Marc Goldfine <ionball1@comcast.net> wrote:

>

> Hello. I saw the posting and spoke with Robert Watson, and am emailing you to say that I am in favor of MCD at 2544 3rd Street in San Francisco. Thank you.

From: [Lev Bereznycky](#)
To: [Speirs, Jeffrey \(CPC\)](#)
Subject: Medical Cannabis Dispensary at 2544 3rd Street, San Francisco
Date: Monday, March 16, 2015 9:14:58 AM

Good morning Mr. Speirs,

I am writing to you to voice my support of Robert Watson's medical cannabis dispensary project (Dogpatch Collective) at 2544 3rd Street.

My wife and I are the next door neighbors at 2538 3rd Street, and have met with Robert several times and are satisfied that he is genuinely interested in building a boutique style business in both build-out and management; very much like the Sparc dispensary that has garnered quite a bit of nation attention and even won several architectural awards.

Robert has reached out to the neighborhood, walked the site with a number of neighbors and DNA members and answered a slew of questions, quickly giving up on a potentially lucrative on-site vaporizer area due to neighbors' concerns.

We are confident that this business will be run in a way that will not adversely affect the growing residential character of Dogpatch and would welcome him as our neighbor. In fact, the presence of an on-duty guard may even reduce the amount of double parking and driveway blockage that results from people picking up their to-go orders at Hard Knox Café (which I do not hold responsible for their customers actions).

Respectfully yours,
Lev Bereznycky

Lev Bereznycky
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2620 Third Street
San Francisco, CA 94107
415.695.0110 x25
www.lundbergdesign.com

From: [Susan Eslick](#)
To: [Speirs, Jeffrey \(CPC\)](#)
Subject: CASE No. 2014.1554D - 2544 3rd St
Date: Wednesday, March 18, 2015 4:30:30 PM

Dear Jeffrey,

Please use this email as my letter of support for the Medical Cannabis Dispensary (MCD) proposed for 2544 Third Street in Dogpatch.

I have to say when I first heard of the proposed project located directly behind my property I had multiple concerns. However, once meeting with the sponsor, Robert Watson and learning more about who he is and how he will operate the business I actually started to look forward to another neighborhood serving business moving into the area. There is more value to us as a community to have an active business with eyes on the street than the current condition which is a vacant space.

Robert has done an impressive job of reaching out to the community, not just the adjacent neighbors but to the entire Dogpatch community. He has presented to the Dogpatch Neighborhood Association several times. At his first presentation, I was the vice president of our association called the DNA and I can say there was not one person who opposed the MCD. There were questions and some concerns but not one person came forward to object. In subsequent visits to our meetings there were similar positive responses.

I think this says the most about who Robert is and how professional he is in all of his interactions with residents and business owners.

Please approve this project.

Best,

Susan Eslick

the bookkeeper

susan eslick

1129 tennessee st

san francisco, ca 94107

415.2971116

From: [MAKANNA PHILIP](#)
To: [Speirs, Jeffrey \(CPC\)](#)
Subject: MARIJUANA DISPENSARY AT 2544 THIRD STREET - OPPOSED
Date: Wednesday, March 25, 2015 11:59:08 AM

Dear Mr. Speirs,

We have recently learned that a Medical Cannabis Dispensary will operate at **2544 Third Street** in San Francisco.

We do not have record of being informed that this use was approved.

We own and work in our warehouse at **2560 Third Street**. We have been resident at this location for over 25 years.

We are opposed to having a Medical Cannabis Dispensary as a neighbor. We do not want to see an influx of drug buyers in our neighborhood.

Please make note of our strong objection to this new Medical Cannabis Dispensary at 2544 Third Street.

Please confirm your receipt of this message.

Thank you.

Sincerely yours,

Philip and Jean Makanna, Owners
2560 Third Street

From: [Molly Sturtevant](#)
To: [Speirs, Jeffrey \(CPC\)](#)
Subject: Opposition to Medical Cannabis Dispensary at 2544 3rd Street
Date: Wednesday, March 25, 2015 2:26:00 PM

Hello,

I am a resident of the Dogpatch neighborhood and strongly oppose the proposed new Medical Cannabis Dispensary at 2544 3rd Street. This is a neighborhood with many children and young families and perpetuating the social norm that marijuana use is safe and natural is not appropriate for this site. There is a playground for young children within 3 blocks of the proposed site (on 22nd street at Minnesota), which seems too close to responsibly sell marijuana.

Although there is a social norm indicating that the use of marijuana in adults is safe and/or natural, it is well documented that marijuana use in young people harms brain development, and it would be a mistake to perpetuate that norm in a neighborhood full of children.

Please carefully consider the public health of our neighborhood youth and vote no on this proposal.

Thank you,
Molly Sturtevant

From: [Richard Lee](#)
To: [Speirs, Jeffrey \(CPC\)](#)
Subject: Opposition to city sanctioned drug dealing at 2544 Third Street
Date: Wednesday, March 25, 2015 2:55:35 PM

Hi-

I'm writing concerning troubling information I've just heard about plans to open a drug distribution center in my neighborhood, nearby several restaurants, businesses, and a playground. I strongly oppose this business opening in this area. I would prefer it not open anywhere in SF, but if it must, then far far away from my neighborhood. There is no community support for pot supermarkets in our part of town.

Richard Lee
1099 Mississippi Street #9
San Francisco, CA 94107

From: [Jean Miller Truelson](#)
To: [Speirs, Jeffrey \(CPC\)](#)
Cc: [Robert Watson](#); [Palmer Truelson](#)
Subject: We are supportive of Dogpatch Collective
Date: Thursday, March 26, 2015 12:17:29 PM

Dear Mr. Speirs,

We currently live next door to where Dogpatch Collective will be located, and we would like to express our support for its development. In fact, we live in the condo that is right next to the building and my two year old's bedroom window is the closest window to the front door of where Dogpatch Collective will be. We naturally had concerns initially but after meeting and speaking with Robert Watson, we feel totally assured that Dogpatch Collective will only improve our neighborhood. He has ensured us that with his security measures, that there will be no second hand smoke in the front of the building wafting into my little girl's window. We are also grateful for the side effect that security will also prevent the incessant blocking of our driveway and that the exterior improvements on the building will only improve our property value. Overall we see it as a win.

Personally we do not smoke but support people's right to medication.

If you have any additional questions for us, please do not hesitate to contact us.

Sincerely,
Jean Miller Truelson
J. Palmer Truelson
2546 3rd St Unit 1
San Francisco, Ca 94107
[415.652.2234](tel:415.652.2234)

From: [Sam James Levine](#)
To: [Speirs, Jeffrey \(CPC\)](#)
Subject: Dogpatch Collective Endorsement
Date: Thursday, April 02, 2015 2:36:58 PM

Good afternoon Mr Speirs,

I wanted to take a moment and express my support for the Dogpatch (Cannabis) Collective. I have worked in the neighborhood for three years now and think that the addition of this kind of business would be well welcomed by the community. Robert seems to have a nice plan in order.

Let me know if I can help any other way,
Sam

Sam James Levine
862-266-7587
sam@samjameslevine.com