

SAN FRANCISCO PLANNING DEPARTMENT

Executive Summary Conditional Use

HEARING DATE: JULY 23, 2015

Date: Case No.:	July 13, 2015 2015-002319CUA
Project Address:	321 Divisadero Street
Zoning:	Divisadero Street NCD (Neighborhood Commercial District)
	40-X Height and Bulk District
Block/Lot:	1218/005
Project Sponsor:	Daisey Lynam
	Arthur Murray Dance Studio
	2001 Rivers Bend Cir.
	Livermore, CA, 94550
Staff Contact:	Alexandra Kirby – (415) 575-9133
	alexandra.kirby@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 applicant proposes to establish a 3,500 square foot formula retail personal service use (a dance studio d.b.a. Arthur Murray) in an existing second story commercial space formerly occupied by a personal service use (a yoga studio d.b.a. The Yoga Loft). The project plans to provide ballroom dance instruction for adults between the hours of 1 pm and 9:30 pm, seven days a week. Arthur Murray is a dance franchise with approximately 260 international locations and 6 in the Bay Area, none of which are located in San Francisco. The project includes minor tenant improvements and new signage.

The proposal requires a Conditional Use Authorization pursuant to Planning Code Sections 303, 703.3, and 703.4 to establish a 3,500 square-foot formula retail Personal Service use (d.b.a. Arthur Murray) at the second story of a commercial building located in the Divisadero Street NCD and a 40-X Height and Bulk District.

SITE DESCRIPTION AND PRESENT USE

The project site is located on the west side of Divisadero Street between Page and Oak Streets at the border of the Haight Ashbury and Western Addition neighborhoods, Assessor's Block 1218, Lot 005. The parcel is 6,575 square feet in area and is occupied by a three-story commercial building constructed circa 1900, which was historically a community hall. There are two commercial storefronts at the ground floor, studio spaces at the second floor, and office spaces in the third-story mezzanine. The 3,500 square foot space at the second story intended for the project is vacant and was formerly occupied by a personal service use (d.b.a. The Yoga Loft), which closed in 2014.

The subject building is listed in the Planning Department's 1976 Architectural Survey as having architectural significance, although it is not listed in the National, California, or local registers as having architectural significance. The subject space was once the dance studio of choreographer Anna Halprin.

SURROUNDING PROPERTIES AND NEIGHBORHOOD

The project site is located on the Divisadero Street commercial corridor between Page and Oak Streets. The Divisadero Street NCD spans approximately 12 blocks of Divisadero Street from O'Farrell Street in the north to Haight Street in the south. The surrounding development consists of a variety of commercial and mixed-use buildings mostly featuring residential uses above ground-floor commercial establishments. The scale of development in the area consists of a mix of one- to three-story structures mostly built between 1900 and the 1930s. The Divisadero Street NCD is intended to provide convenience goods and services to the surrounding neighborhoods as well as limited comparison shopping goods for a wider market. Generally, the commercial establishments characterizing this portion of Divisadero Street include restaurants, liquor stores, specialty retail stores, personal service establishments and neighborhood-serving uses. The surrounding zoning is primarily RH-3 (Residential House, Three-Family) and RM-1 (Residential – Mixed, Low Density) District zoning.

There are approximately 126 commercial storefronts within the Divisadero Street NCD, 11 of which are formula retail establishments, amounting to a concentration of approximately 8%. These include three gas stations (76 Gas, ARCO, Shell); four financial and limited financial locations (Bank of America, Chase Bank, Wells Fargo and Western Union); two limited restaurants (Peet's Coffee and Popeye's); a Walgreens pharmacy; and a Kelly Moore Paint store.

LAND USE TYPE	DIVISADERO ST NCD FRONTAGE TOTAL (FT.)	Divisadero NCD %	¼ MILE VICINITY FRONTAGE TOTAL (FT.)	VICINITY %
Animal Hospital	25	>1%	0	0%
Automotive	326	4%	382	7%
Bar	183	2%	190	3%
Business / Professional	50	>1%	25	>1%
Dry Cleaning	359	5%	265	5%
Entertainment	58	>1%	58	1%
Financial	296	4%	281	5%
Gas Station	712	9%	712	13%

Table 1. Divisadero Street NCD Ground Floor Frontage Breakdown per Land Use¹

¹ The Divisadero Street NCD Land Use table was developed using data collected by the project sponsor and reviewed by Planning Department Staff in 2015.

Grocery	944	12%	815	15%
Limited Restaurant / Restaurant	2223	29%	1871	34%
Medical	25	>1%	25	>1%
Other Retail	1185	16%	222	4%
Personal Service	891	12%	524	10%
Vacant	283	4%	157	3%
Total	7560	100%	5527	100%

The use mix is varied in the Divisadero Street NCD. Eating establishments (limited restaurants and restaurants combined) comprise 29% of the ground floor frontage, followed by other retail, comprising 13% of the ground floor frontage and personal services at 12%. These calculations do not include non-retail establishments, such as residences, institutions, parking, or public services.

ENVIRONMENTAL REVIEW

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

ТҮРЕ	REQUIRED PERIOD	REQUIRED NOTICE DATE	ACTUAL NOTICE DATE	ACTUAL PERIOD
Classified News Ad	20 days	July 2, 2015	July 2, 2015	20 days
Posted Notice	30 days	June 22, 2015	June 22, 2015	30 days
Mailed Notice	30 days	June 22, 2015	June 22, 2015	30 days

HEARING NOTIFICATION REQUIREMENTS

PUBLIC COMMENT

• To date, the Department has received 27 emails and one letter in support of the project and one call in opposition due to parking concerns. No further letters, emails or calls in opposition to the proposed project have been received.

ISSUES AND OTHER CONSIDERATIONS

The Planning Department has recently adopted new legislation regarding Formula Retail establishments in the City, which expands the Citywide definition of formula retail to include businesses that have 11 or more outlets worldwide, to include businesses that are at least 50% owned by a formula retail businesses and in any of the following land use categories: Limited Financial Service, Fringe Financial Service, Business and Professional Service, Personal Services, Massage Establishment and Tobacco Paraphernalia Establishment, which were not previously included in the City's formula retail definition. The proposed establishment is considered a formula retail use with approximately 260 international locations.

- Formula retail findings are included in the Draft Motion for the Commission to consider.
- The Project would introduce a new formula retail use within the Divisadero Street Neighborhood Commercial District, and thus result in a net increase in the number of formula retail uses within the district.
- There are approximately 11 existing formula retail establishments out of 126 retail uses within the Divisadero NCD, amounting to a total concentration of approximately 8%
- There are two existing personal service fitness establishments in the subject NCD, and there are no existing dance instruction establishments in the district or ¹/₄ mile vicinity.

REQUIRED COMMISSION ACTION

For the Project to proceed, the Commission must grant Conditional Use authorization to allow the establishment of a 3,500 square foot formula retail personal service use d.b.a Arthur Murray within the Divisadero Street Neighborhood Commercial District pursuant to Planning Code Sections 703.3, 703.4 and 303.

BASIS FOR RECOMMENDATION

- Arthur Murray would be the first dance studio within the Divisadero NCD and would attract a diverse customer base and help contribute to the vitality of the overall District as a neighborhood and Citywide servicing district.
- The proposed use would nominally increase the overall concentration of formula retail establishments within the Divisadero Street NCD.
- The existing business is within close access to public transit.
- The Project meets all applicable requirements of the Planning Code.
- The Project is desirable for and compatible with the surrounding neighborhood.

RECOMMENDATION: Approval with Conditions

Attachments: Block Book Map Sanborn Map Zoning Map Aerial Photograph Site Photograph Map of Formula Retail uses within the NCD/vicinity List of Formula Retail uses within the NCD/vicinity

Exhibit Checklist

\square	Executive Summary	\square	Project sponsor submittal
\square	Draft Motion		Drawings: Existing Conditions
	Environmental Determination		Check for legibility
\square	Zoning District Map		Drawings: Proposed Project
	Height & Bulk Map		Check for legibility
\square	Block Book Map		Health Dept. review of RF levels
\square	Sanborn Map		RF Report
\square	Aerial Photos		Community Meeting Notice
	Context Photo		Public Correspondence
\square	Site Photo		

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

<u>AK</u> Planner's Initials

AK: G:\Cases\CU\321 Divisadero\321 Divisadero_Executive Summary.doc



SAN FRANCISCO PLANNING DEPARTMENT

Subject to: (Select only if applicable)

- □ Affordable Housing (Sec. 415)
- □ Jobs Housing Linkage Program (Sec. 413)
- □ Downtown Park Fee (Sec. 412)
- □ First Source Hiring (Admin. Code)
- □ Child Care Requirement (Sec. 414)
- Other

Planning Commission Draft Motion

HEARING DATE: JULY 23, 2015

Date:	July 13, 2015
Case No.:	2015-002319CUA
Project Address:	321 Divisadero Street
Zoning:	Divisadero Street NCD (Neighborhood Commercial Transit District)
	40-X Height and Bulk District
Block/Lot:	1218/005
Project Sponsor:	Daisey Lynam
	Arthur Murray Dance Studio
	2001 Rivers Bend Cir.
	Livermore, CA, 94550
Staff Contact:	Alexandra Kirby – (415) 575-9133
	alexandra.kirby@sfgov.org

ADOPTING FINDINGS RELATING TO THE APPROVAL OF CONDITIONAL USE AUTHORIZATION PURSUANT TO SECTIONS 703.3, 703.4 AND 303.1 OF THE PLANNING CODE TO ESTABLISH A FORMULA RETAIL STORE (D.B.A. ARTHUR MURRAY), WITHIN THE DIVISADERO STREET NCD (NEIGHBORHOOD COMMERCIAL DISTRICT), AND A 40-X HEIGHT AND BULK DISTRICT.

PREAMBLE

On April 15, 2015, Daisey Lynam (hereinafter "Project Sponsor") filed an application with the Planning Department (hereinafter "Department") for Conditional Use Authorization under Planning Code Section(s) 703.3, 703.4 and 303 to establish a formula retail store (d.b.a. Arthur Murray) in the existing 3,500 square-foot tenant space previously occupied by a personal service use (d.b.a. The Yoga Loft) located within the Divisadero Street NCD (Neighborhood Commercial District) and a 40-X Height and Bulk District.

On July 23, 2015, the San Francisco Planning Commission (hereinafter "Commission") conducted a duly noticed public hearing at a regularly scheduled meeting on Conditional Use Application No. 2015-002319CUA.

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

Reception: 415.558.6378

Fax: 415.558.6409

Planning Information: 415.558.6377 This is not considered a Project under the California Environmental Quality Act, and does not require environmental review.

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

MOVED, that the Commission hereby authorizes the Conditional Use requested in Application No. 2015-002319CUA, subject to the conditions contained in "EXHIBIT A" of this motion, based on the following findings:

FINDINGS

Having reviewed the materials identified in the preamble above, and having heard all testimony and arguments, this Commission finds, concludes, and determines as follows:

- 1. The above recitals are accurate and constitute findings of this Commission.
- 2. **Site Description.** The project site is located at the west side of Divisadero Street between Page and Oak streets at the border of the Haight Ashbury and Western Addition neighborhoods, Assessor's Block 1218, Lot 005. The parcel is 6,575 square feet in area and is occupied by a three-story commercial building constructed circa 1900, which was historically a community hall. There are two commercial storefronts at the ground floor, studio spaces at the second floor, and office spaces in the third-story mezzanine. The 3,500 square foot space at the second story intended for the project is vacant and was formerly occupied by a personal service use (d.b.a. The Yoga Loft), which closed in 2014.

The subject building is listed in the Planning Department's 1976 Survey as having architectural significance, although it is not listed in the National, or California, or local registers as having architectural significance. The subject space was once the dance studio of choreographer Anna Halprin.

3. **Surrounding Neighborhood.** The project site is located on the Divisadero Street commercial corridor between Page and Oak Streets. The Divisadero Street NCD spans approximately 12 blocks of Divisadero Street from O'Farrell Street in the north to Haight Street in the south. The surrounding development consists of a variety of commercial and mixed-use buildings mostly featuring residential uses above ground-floor commercial establishments. The scale of development in the area consists of a mix of one- to three-story structures mostly built between 1900 and the 1930s. The Divisadero Street NCD is intended to provide convenience goods and services to the surrounding neighborhoods as well as limited comparison shopping goods for a wider market. Generally, the commercial establishments characterizing this portion of Divisadero Street include restaurants, a liquor store, specialty retail stores, a beauty salon, and a dry cleaning establishment. The surrounding zoning is primarily RH-3 (Residential House, Three-Family) and RM-1 (Residential – Mixed, Low Density) District zoning.

- 4. **Project Description.** The applicant proposes to establish a 3,500 square foot formula retail personal service use (a dance studio d.b.a. Arthur Murray) in an existing retail space formerly occupied by a personal service use (a yoga studio d.b.a. The Yoga Loft). The project includes minor tenant improvements and new signage. The project plans to provide ballroom dance instruction for adults between the hours of 1 pm and 9:30 pm. The main entrance to the secod story space is at the south edge of the subject buildng.
- 5. **Public Comment**. The Department has not received any letters of opposition or support for this project to date.
- 6. **Planning Code Compliance:** The Commission finds that the Project is consistent with the relevant provisions of the Planning Code in the following manner:
 - A. **Formula Retail.** Planning Code Section 703.3 provides additional criteria for the Planning Commission to consider when considering any discretionary review pursuant Section 703.3, Formula Retail Uses:
 - a. The existing concentrations of formula retail uses within the district.

There are approximately 11 existing ground story formula retail establishments out of approximately 126 retail establishments within the Divisadero Street NCD, including three gas stations, three limited financial service locations, and two limited restaurants. The existing intensity of formula retail uses is approximately 8% of all businesses within the district, and 19% of the total commercial retail street frontage. The proposed establishment, which is located at the second story, would increase the concentration of formula retail establishments to 9%. The proposed use would not alter the ground floor frontage formula retail concentration as it is at the second story.

Based on an evaluation of the linear frontage of all retail locations located within a ¼ mile of the subject property, 8 of 97 retail establishments are formula retail. This comprises of 8% of the businesses and 21% of the commercial street frontage at the ground floor. The proposed use would increase the concentration of formula retail businesses to 10%, although it would not impact the ratio of street frontage as the use is at the second story.

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

Across the 12-block expanse of the Divisadero Street NCD, there are two personal service uses that are similar, a yoga studio and a personal training location. There are no independent dance studios within the Divisadero Street NCD or the ¼ mile vicinity, and the nearest dance studios are located in Lower Pacific Heights (d.b.a. The 9:20 Special) and South of Market (d.b.a. Vima), both of which are over a mile away from the subject property. Arthur Murray is a dance franchise with approximately 260 international locations and 6 in the Bay Area, none of which are located in San Francisco. c. The compatibility of the proposed formula retail use with the existing architectural and aesthetic character of the district.

The project will occupy an existing location previously occupied by a personal service use (d.b.a. The Yoga Loft) and no exterior alterations are proposed. Therefore, the proposed use will have no effect on the architectural and aesthetic character of the district. Proposed signage will be limited to one minimal projecting sign above the ground floor entrance.

d. The existing retail vacancy rates within the district.

There are currently 5 vacancies out of 126 commercial locations within the Divisadero Street NCD, creating a vacancy rate of approximately 4%. The vacancy rate within the ¼ mile vicinity is approximately 4% as well.

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

72% (86) of the occupied retail uses in the Divisadero Street NCD are "Daily-Needs," or neighborhood-serving; of these, 6 are formula retail (two limited-restaurants, a pharmacy and four banks). The remaining 28% (33 locations) of locations which do not serve daily needs is composed of 18 restaurants, 4 bars, 3 gas stations, among other miscellaneous uses. The proposed use qualifies as a "Daily-Needs" use per Section 790.116 of the Planning Code.

Approximately 62% of the occupied retail uses within the ¼ mile radius are "Daily-Needs" uses, with a higher concentration of restaurants and bars in the NC-1 zoning district on Haight Street.

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

Of the approximate 126 commercial establishments in the Divisadero Street NCD, there are approximately 11 formula retail establishments, including Arco, 76 Gas, Shell, Walgreens, Chase Bank, Bank of America, Wells Fargo, Western Union, Kelly Moore Paints, Peet's Coffee and Popeye's, amounting to 8% formula retail. The subject project would add an additional formula retail establishment to the district, increasing the intensity to approximately 9%.

LAND USE TYPE	DIVISADERO ST FRONTAGE TOTAL (FT.)	OCEAN AVE. %
Animal Hospital	25	>1%
Auto	326	4%
Bar	183	2%
Business / Professional	50	>1%
Dry Cleaning	359	5%
Entertainment	58	>1%
Financial	296	4%
Gas Station	712	9%
Grocery	944	12%
Limited Restaurant / Restaurant	2223	29%
Medical	25	>1%
Other Retail	1185	16%
Personal Service	891	12%
Vacant	283	4%
Total	7560	100%

	1
Table 1. Divisadero Street NCD Ground Floor Frontage Br	eakdown per Land Use ¹

The use mix is varied in the subject NCD. Eating establishments (limited restaurants and restaurants combined) comprise of 29% of the ground floor frontage, followed by other retail, comprising of 13% of the ground floor frontage and personal services at 12%. These calculations do not include non-retail establishments, such as institutions, parking, or public services.

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

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

B. **Street Frontage in Neighborhood Commercial Districts.** Planning Code Section 145.1 requires that within NC Districts space for active uses shall be provided within the first 25 feet of building depth on the ground floor and 15 feet on floors above from any facade facing a street at least 30 feet in width. In addition, the floors of street-fronting interior spaces housing non-residential active uses and lobbies shall be as close as possible to the level of the

¹ The Divisadero Street NCD Land Use table was developed using data collected by the project sponsor and reviewed by Planning Department Staff in 2015.

adjacent sidewalk at the principal entrance to these spaces. Frontages with active uses that must be fenestrated with transparent windows and doorways for no less than 60 percent of the street frontage at the ground level and allow visibility to the inside of the building. The use of dark or mirrored glass shall not count towards the required transparent area. Any decorative railings or grillwork, other than wire mesh, which is placed in front of or behind ground floor windows, shall be at least 75 percent open to perpendicular view. Rolling or sliding security gates shall consist of open grillwork rather than solid material, so as to provide visual interest to pedestrians when the gates are closed, and to permit light to pass through mostly unobstructed. Gates, when both open and folded or rolled as well as the gate mechanism, shall be recessed within, or laid flush with, the building facade.

The first 15' of building depth on the second floor is devoted to an active use. Although only approximately 50% of the primary façade of the subject building is glazed at the second story, the property is likely an historic resource and, as such, alterations to increase the transparency of the façade would not be appropriate. No obscured glazing or other elements that would reduce the level of transparency at the second floor will be used. The project does not propose any decorative railings or grillwork in front of or behind existing windows.

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

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

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

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

E. **Use Size**. Section 746.21 establishes size limits on nonresidential uses in the Divisadero Street NCD. Within the District, conditional use authorization is required for any nonresidential use that exceeds 4,000 square feet.

As the subject space is occupies less than 4,000 square feet, therefore the Project does not require Conditional Use authorization for use size.

F. **Hours of Operation**. Pursuant to Sections 746.27 of the Code, the principally permitted hours of operation are from 6 a.m. to 2 a.m.

The proposed hours of operation are 1 p.m. to 9:30 p.m., seven days a week.

- **G.** Conditional Use Authorization. Planning Code Section 303(c) establishes criteria for the Planning Commission to consider when reviewing applications for Conditional Use approval. On balance, the project does comply with said criteria in that:
 - a. The proposed new uses and building, at the size and intensity contemplated and at the proposed location, will provide a development that is necessary or desirable, and compatible with, the neighborhood or the community.

The project is desirable because it provides a personal service use to the community which is not presently available in the Divisadero NCD. The proposed use would continue the historic use of the subject building.

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

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

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

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

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

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

The Project will not produce noxious or offensive emissions related to noise, glare and dust. The studio space was previously insulated with new insulation and additional noise dampening measures are proposed to mitigate noise concerns.

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

The project would not alter the site's landscaping, open spaces, parking and loading areas, service areas, and lighting. Any new signage will be required to comply with the requirements of the Planning Code.

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

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

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

The proposed project is consistent with the stated purpose of the Divisadero Street Neighborhood Commercial District in that the intended use will provide a compatible personal service use for the immediately surrounding neighborhoods during daytime and evening hours, and is compliant with the limitations on certain uses within the Divisadero Street NCD.

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

NEIGHBORHOOD COMMERCE

Objectives and Policies

OBJECTIVE 1:

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

Policy 1.1:

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

Policy 1.2:

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

Policy 1.3:

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

The proposed project will provide desirable services to the neighborhood and will provide resident employment opportunities to those in the community. The conditions of approval will ensure that the use meets minimum, reasonable performance standards. Further, the project site is located within a Neighborhood Commercial District and is thus consistent with activities in the commercial land use plan.

OBJECTIVE 2:

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

Policy 2.1:

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

The Project will fill an existing vacancy with commercial activity similar to the one vacated from the subject project site in 2014, and will help maintain the diverse economic base of the City.

OBJECTIVE 6:

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

Policy 6.1:

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

No commercial tenant would be displaced and the project would not prevent the district from achieving optimal diversity in the types of goods and services available in the neighborhood. The project will provide the Divisadero NCD with its only personal service fitness establishment that offers adult dance classes.

- 9. **Planning Code Section 101.1(b)** establishes eight priority-planning policies and requires review of permits for consistency with said policies. On balance, the project does comply with said policies in that:
 - A. That existing neighborhood-serving retail uses be preserved and enhanced and future opportunities for resident employment in and ownership of such businesses be enhanced.

The proposal would retain the existing mix of neighborhood-serving retail uses and provide future opportunities for resident employment.

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

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

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

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

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

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

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

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

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

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

G. That landmarks and historic buildings be preserved.

The existing building is not a landmark and it is not historically rated, although it was surveyed in 1976 with a rating of 4, and as a likely contributor in a 1990 survey of Buena Vista.

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

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

- 10. The Project is consistent with and would promote the general and specific purposes of the Code provided under Section 101.1(b) in that, as designed, the Project would contribute to the character and stability of the neighborhood and would constitute a beneficial development.
- 11. The Commission hereby finds that approval of the Conditional Use Authorization would promote the health, safety and welfare of the City.

DECISION

That based upon the Record, the submissions by the Applicant, the staff of the Department and other interested parties, the oral testimony presented to this Commission at the public hearings, and all other written materials submitted by all parties, the Commission hereby **APPROVES Conditional Use Application No. 2015-2319CUA** subject to the following conditions attached hereto as "EXHIBIT A" in general conformance with plans on file, dated April 15, 2015, and stamped "EXHIBIT B", which is incorporated herein by reference as though fully set forth.

APPEAL AND EFFECTIVE DATE OF MOTION: Any aggrieved person may appeal this Conditional Use Authorization to the Board of Supervisors within thirty (30) days after the date of this Motion No. xxxxx. The effective date of this Motion shall be the date of this Motion if not appealed (After the 30-day period has expired) OR the date of the decision of the Board of Supervisors if appealed to the Board of Supervisors. For further information, please contact the Board of Supervisors at (415) 554-5184, City Hall, Room 244, 1 Dr. Carlton B. Goodlett Place, San Francisco, CA 94102.

Protest of Fee or Exaction: You may protest any fee or exaction subject to Government Code Section 66000 that is imposed as a condition of approval by following the procedures set forth in Government Code Section 66020. The protest must satisfy the requirements of Government Code Section 66020(a) and must be filed within 90 days of the date of the first approval or conditional approval of the development referencing the challenged fee or exaction. For purposes of Government Code Section 66020, the date of imposition of the fee shall be the date of the earliest discretionary approval by the City of the subject development.

If the City has not previously given Notice of an earlier discretionary approval of the project, the Planning Commission's adoption of this Motion, Resolution, Discretionary Review Action or the Zoning Administrator's Variance Decision Letter constitutes the approval or conditional approval of the development and the City hereby gives **NOTICE** that the 90-day protest period under Government Code Section 66020 has begun. If the City has already given Notice that the 90-day approval period has begun for the subject development, then this document does not re-commence the 90-day approval period.

I hereby certify that the Planning Commission ADOPTED the foregoing Motion on July 23, 2015.

Jonas Ionin Commission Secretary

AYES:

NAYS:

ABSENT:

ADOPTED:

EXHIBIT A

AUTHORIZATION

This authorization is for a conditional use to allow a formula retail personal service use (d.b.a. Arthur Murray) located at 321 Divisadero Street , Block 1218, Lot 005 pursuant to Planning Code Sections 703.3, 703.4 and 303 within the **Divisadero Street Neighborhood Commercial District**, and a **40-X** Height and Bulk District; in general conformance with plans, dated **April 15**, **2015** and stamped "EXHIBIT B" included in the docket for Case No. **2015-002319CUA** and subject to conditions of approval reviewed and approved by the Commission on **July 23**, **2015** under Motion No. **xxxxx**. This authorization and the conditions contained herein run with the property and not with a particular Project Sponsor, business, or operator.

RECORDATION OF CONDITIONS OF APPROVAL

Prior to the issuance of the building permit or commencement of use for the Project the Zoning Administrator shall approve and order the recordation of a Notice in the Official Records of the Recorder of the City and County of San Francisco for the subject property. This Notice shall state that the project is subject to the conditions of approval contained herein and reviewed and approved by the Planning Commission on **July 23, 2015** under Motion No. **xxxxx**.

PRINTING OF CONDITIONS OF APPROVAL ON PLANS

The conditions of approval under the 'Exhibit A' of this Planning Commission Motion No. **xxxxx** shall be reproduced on the Index Sheet of construction plans submitted with the Site or Building permit application for the Project. The Index Sheet of the construction plans shall reference to the Conditional Use authorization and any subsequent amendments or modifications.

SEVERABILITY

The Project shall comply with all applicable City codes and requirements. If any clause, sentence, section or any part of these conditions of approval is for any reason held to be invalid, such invalidity shall not affect or impair other remaining clauses, sentences, or sections of these conditions. This decision conveys no right to construct, or to receive a building permit. "Project Sponsor" shall include any subsequent responsible party.

CHANGES AND MODIFICATIONS

Changes to the approved plans may be approved administratively by the Zoning Administrator. Significant changes and modifications of conditions shall require Planning Commission approval of a new Conditional Use authorization.

Conditions of Approval, Compliance, Monitoring, and Reporting PERFORMANCE

1. Validity and Expiration. The authorization and right vested by virtue of this action is valid for three years from the effective date of the Motion. A building permit from the Department of Building Inspection to construct the project and/or commence the approved use must be issued as this Conditional Use authorization is only an approval of the proposed project and conveys no independent right to construct the project or to commence the approved use. The Planning Commission may, in a public hearing, consider the revocation of the approvals granted if a site or building permit has not been obtained within three (3) years of the date of the Motion approving the Project. Once a site or building permit has been issued, construction must commence within the timeframe required by the Department of Building Inspection and be continued diligently to completion. The Commission may also consider revoking the approvals if a permit for the Project has been issued but is allowed to expire and more than three (3) years have passed since the Motion was approved.

Extension. This authorization may be extended at the discretion of the Zoning Administrator only where failure to issue a permit by the Department of Building Inspection to perform said tenant improvements is caused by a delay by a local, State or Federal agency or by any appeal of the issuance of such permit(s).

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

DESIGN

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

MONITORING

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

OPERATION

4. **Sidewalk Maintenance.** The Project Sponsor shall maintain the main entrance to the tenant space and all sidewalks abutting the subject property in a clean and sanitary condition in compliance with the Department of Public Works Streets and Sidewalk Maintenance Standards.

For information about compliance, contact Bureau of Street Use and Mapping, Department of Public Works, 415-695-2017,.<u>http://sfdpw.org/</u>

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

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

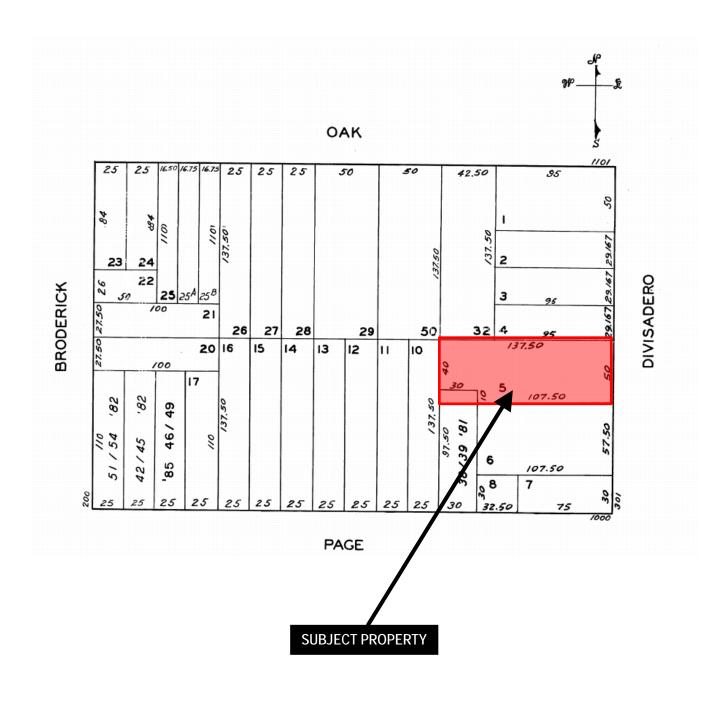
For information about compliance, contact Code Enforcement, Planning Department at 415-575-6863, <u>www.sf-planning.org</u>

MONITORING - AFTER ENTITLEMENT

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

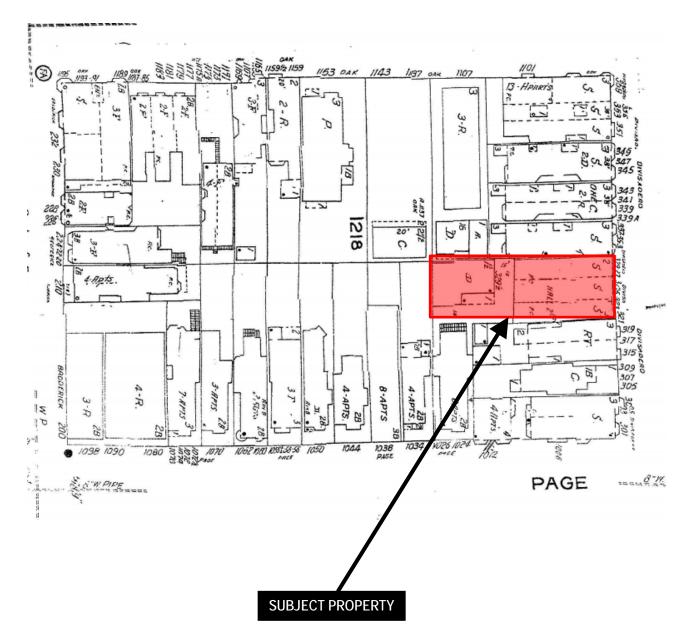
For information about compliance, contact Code Enforcement, Planning Department at 415-575-6863, <u>www.sf-planning.org</u>

Parcel Map



Ø

Sanborn Map*



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

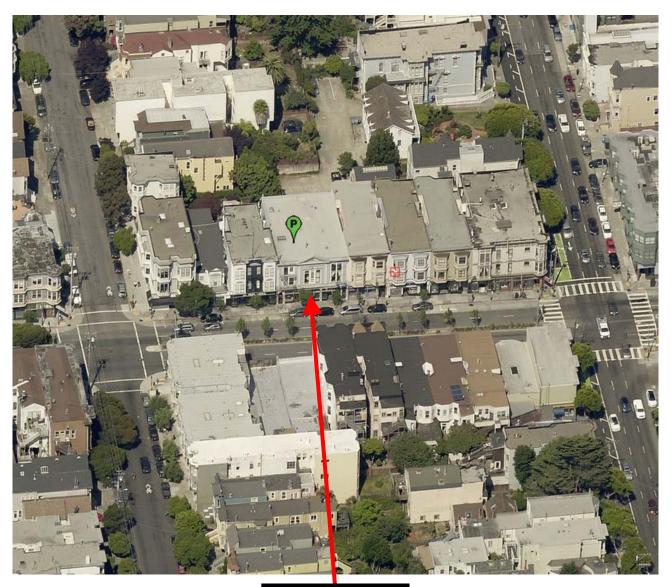


Zoning Map



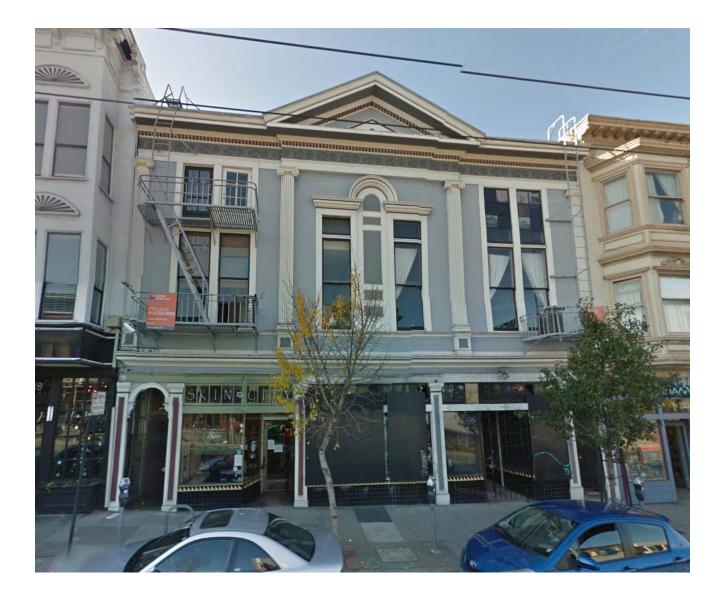


Aerial Photo (looking east)

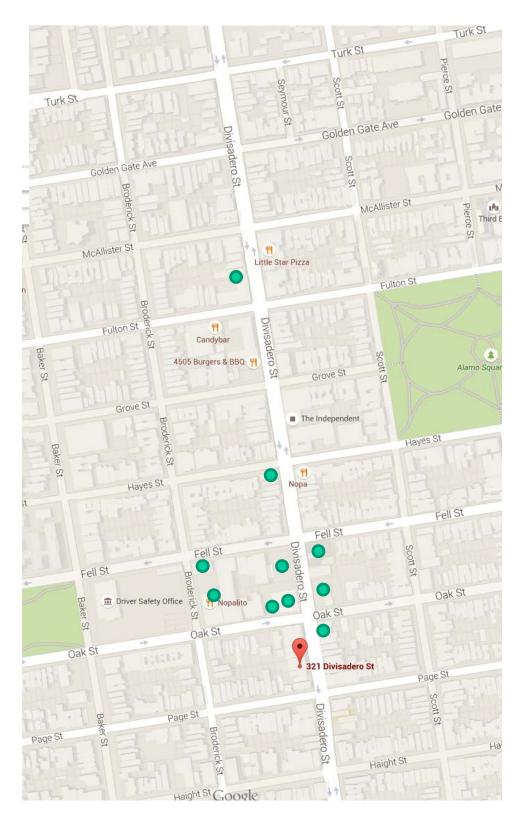


SUBJECT PROPERTY

Site Photo



Formula Retail in the Divisadero NCD



			Total Retail		
Block/Lot	Address	Business Name	Frontage	Use	Daily Needs
1101/001	1363 Divisadero	Walgreens	170	Other Retail Sales and Services	у
1217/029	364 Divisadero St.	Kelly Moore Paint	131	Other Retail Sales and Services	n
1204/001	599 Divisadero St.	Popeye's	106	Limited Restaurant	у
1215/018 - 090	310 Broderick	Peet's Coffee	91	Limited Restaurant	у
1179/001b	847 divisadero	Western Union	15	Financial Service	у
1215/016	401 Divisadero St.	Wells Fargo ATM	95	Financial Service	у
1215/016	401 Divisadero St.	Chase Bank	95	Financial Service	у
1215/018 - 093	1275 Fell St	Bank of America	91	Financial Service	У
1129/039-072	1175 Divisadero St.	ARCO	220	Automotive Gas Station	n
1215/015	443 Divisadero St.	76 Gas	244	Automotive Gas Station	n
1216/017	Oak/Divisadero St.	Shell	248	Automotive Gas Station	n

Winterbotham Partnership



Landscape Architects

July 8, 2015

Ms. Alexandra Kirby Planning Department City of San Francisco 1650 Mission Street, Suite 400 San Francisco, CA 94103

Re: Arthur Murray Dance Studio 321 Divisadero Street

Dear Ms. Kirby,

I am writing in support of the conditional use permit allowing Chris and Daisey Lynam to operate an Arthur Murray Dance Studio at 321 Divisadero Street. I have been attending the AMDS in Redwood City for almost three years and support the wholesome and much needed positive influence the studio has on all generations in our community.

I started taking dance lessons initially to learn a minimum level of proficiency for a specific event. I had been asked to be a stand-in father of the bride for a friend in Brazil and the Brazilians love for dance is legendary. In a little less than a year I was able to dance at the wedding without embarrassing myself or the bride. I had a great time well beyond my expectations. But dancing became more than steps and movement.

We had a dance event recently at the Hiller Aviation museum in San Carlos. The evening consisted of dancing, dinner and a murder mystery theater. Twice that evening while the theater troupe was taking an intermission, the owner of the company that was staging the show expressed a heartfelt admiration for the way the Arthur Murray community represented the model for how society should function. The troupe would start their break and within seconds the music would come up and everyone would be dancing without regard to age, color or perceived social standing.

The AMDS is a step outside of a society that tries to define us by color, religion, age and sexual preference and it encourages and thrives on inclusiveness.

1800 Broadway, Suite #1

Redwood City

CA 94063

Not only will approving the CUP be an economic benefit to the City of San Francisco but will also be a social benefit to your community. I thank you in advance for your support for this most worthwhile use and trust you will finalize all details of the permit to the mutual benefit of the Lynam's and the City of San Francisco.

Please do not hesitate to contact me if I can provide further information about my experience with the Arthur Murray Dance Studio.

With great appreciation,

her B. Quetute

Linn B. Winterbotham

From:	<u>Monica</u>
To:	<u>Kirby, Alexandra (CPC)</u>
Subject:	AMSF
Date:	Friday, July 03, 2015 7:01:28 PM

Arthur Murray's across the nation are assets to their communities! They are good for people of all ages!

Sent from my iPhone

Dear Ms. Kirby,

It would be a great addition for SF to have an Arthur Murray studio. My husband (Keith Martinet) and I live in the Marina District (<u>152 Avila St.</u>) and have been hoping a studio would open in The City. The studio would create a good social environment, and dance is an excellent way to exercise. We dance with Arthur Murray in the South Bay and love it. Sincerely,

Diane Guerrazzi Martinet

Sent from my iPhone

Sent from my iPhone

From:	<u>Ted Haxo</u>
To:	<u>Kirby, Alexandra (CPC)</u>
Cc:	Robin Endres
Subject:	Arthur Murray Dance
Date:	Friday, July 03, 2015 11:49:05 PM

Dear Alexandra,

We are a family living around the corner from the planned Arthur Murray dance studio. We have been active members of the neighborhood since we moved there in 1996. Shortly after we moved here we became involved in a battle to prevent a Burger King franchise from setting up shop on the corner of Fell and Divisadero (now Madrone). We were successful in reversing the permitting and as a result cofounded a group called the Haight Divisadero Neighbors and Merchants Organization in part to have more of a voice in planning.

The neighborhood has come along way in the last ~20 years and the SF planning department has also changed for the better. We are very pleased to be notified about upcoming developments in advance and to have a chance to voice our opinions. In the case of the Arthur Murray Dance Studio we are strongly in favor of welcoming this business and look forward to patronizing it. Although it qualifies as formula retail we think it will serve the neighborhood well by offering a positive family friendly activity of the sort desperately needed in our area and in the city as a whole. Currently there are only a handful of dance studios in SF and we would be thrilled to have one we can walk to. Our 14 year old daughter is looking forward to taking ballroom dancing and my wife and I will start with Salsa. As for my 17 year old son, well I can't promise anything...

We hope the planning department will give a final approval to this great new business. If you have any questions please feel free to contact us at this email address.

Sincerely,

Ted Haxo and Robin Endres, 944 Page St SF

Sent from my iPhone

From:	<u>Nina Franco</u>
To:	<u>Kirby, Alexandra (CPC)</u>
Subject:	Arthur Murray Dance Studio
Date:	Saturday, July 04, 2015 5:00:21 AM

Dear Gentlepeople:

I understand that the local Arthur Murray is having difficulty opening up in its requested location so I am writing this letter in support of them. You probably think of AM as just another school, perhaps way out of date, something your grandmother used to do. But you couldn't be more wrong. Arthur Murray is a community, open to all ages, races, lifestyles. If you joined a book club, you would meet only literary types. A knitting circle, well, grandmas. A bowling league, kinda blue collar, a country club, rich guys. But in AM every kind is represented. Well off waltzers wanting to learn for the society dances. Hot Latins learning all the new steps, little kids finding fun in the swing dance classes, lonely servicemen looking for something to do that doesn't involve drinking and strip clubs, young couples practicing for their first wedding dance, old couples reigniting old romance. All these and more come together at Arthur Murray, they meet, make friendships, interact, break down social barriers, attend parties, events and social functions together and become a family. No matter what political views you might have, everyone agrees that families strengthen society. I urge you to help AM San Francisco open their doors quickly. Oh, and when that's done, come in for some dancing...you won't be disappointed.

From:	Rosemary Hallacy
To:	<u>Kirby, Alexandra (CPC)</u>
Subject:	Arthur Murray Dance Studio
Date:	Friday, July 03, 2015 4:36:47 PM

I am a resident of San Francisco and think you should allow Arthur Murray Dance Studio to open. Dancing brings joy and relaxation to people. It's a nice way to meet others. Please allow them to bring this to us in San Francisco. Fred Astaire and Ginger Rogers would want this too if they could be here.

Rosemary Hallacy 1342 23rd Ave S.F., CA 94122 Hi,

I wanted to write and express my support for the opening of the Arthur Murray dance studio at 321 Divisadero. I am very excited for the constructive, community atmostphere that the studio can bring to the neighborhood, and would urge you to support their opening in this new space. I live right around the corner and have seen the positive changes occurring with new growth and development in the Divisadero corridor - a dance studio would help maintain the diversity of businesses and provide a much-needed service in San Francisco.

Thank you! Annemarie

Annemarie Everett Lepe (650) 823-2925 annemarie.lepe@gmail.com Hi,

I just wanted to write in support of the Arthur Murray Dance Studio. I have wanted to take dance lessons for years, and I was so excited to hear they were opening a studio right here in my neighborhood, one I can easily walk to. It takes so long to get anywhere in SF that proximity to my home is of huge importance for any kind of lessons. I will be very disappointed if they are unable to open.

Zannie Alvarez

From:	Danee LeRisque"
To:	<u>Kirby, Alexandra (CPC)</u>
Subject:	Arthur murray san fran
Date:	Saturday, July 04, 2015 10:30:19 AM

I'd like to send in support for arthur murray san fransisco re-opening. Arthur murray is an amazing company and builds strong communities wherever it goes. It's a place where people can come in and be themselves and not worry about being judged for the way they dance, dress, talk or think. Everyone is there to enjoy the same thing. The magic of dance. It brings people together like nothing else I've ever seen. Chris and Daisey are incredible people who put 110% into everything they do. I know the San Francisco location will not be any different. Please allow us to open our doors so we can start welcoming the community in. Kayla Northington

Arthur Murray Carmichael

From:	Jan Olaughlin
To:	Kirby, Alexandra (CPC)
Cc:	arthurmurrayhayward; Arthur Murray walnut Creek
Subject:	Arthur Murray San Francisco
Date:	Saturday, July 04, 2015 12:03:39 AM

Hi Alexandra,

I am a six year student of Arthur Murray and I am writing to support the opening of the SF studio. My home studio is in Hayward.

Chris and Daisy Lynam are one of the most excellent franchise holders of AM in the world. Their commitment to their staff and students is exceptional.

Arthur Murray changed my life, physically, emotionally and spiritually. I've been through physical challenges and loss of loved ones. Their staff gave me back my balance and grace and lift me out of depression. I've made new friends and have a great support system with my AM family. While I've learned how to dance along the way, it's not just about the dance. They have a very professional staff that is beyond words.

Seriously, you all need to pave the way for AM SF. They hold dance competitions in SF as well and can make a contribution to the economy but more important, provide a service to the residents of SF and contribute to their health and well being.

Please call me if you have any questions at 510-432-4109.

Thank you for you consideration.

Jan Olaughlin

Greetings!

My name is Stephen Wall and I have been a long time student in Arthur Murray dance studios in several different southern California cities. It's an enjoyable experience I've been a part of for about 15 years.

While every studio is different there are characteristics of each that are similar and I will take the small leap that those characteristics will be applicable to a San Franciscan studio. The kind of employees and students these studios attract are all kind, friendly and positive. To some students these studios are places to learn to a wedding dance, others for competition, while for others, like myself, I found a haven, a therapeutic activity.

I personally have grown under the care of an Arthur Murray instructor. She helped me grow by showing me I could do things I didn't think I could. I never would have thought, or wanted to perform alone in front of hundreds of other dancers without her guidance and I believe that growth influences other aspects of my life. I've feel like it's a family and I have made friends from Texas to Washington.

These instructors, these studios, not only teach dance, they teach people to enjoy life. Every city should have an Arthur Murray studio and the cities that do are better cities for having them. So, even though I am not a San Francisco resident I am in favor of a studio in your great city.

Sincerely,

Stephen Wall

From:	Paul Killick		
To:	<u>Kirby, Alexandra (CPC)</u>		
Subject:	Arthur Murray San Francisco		
Date:	Friday, July 03, 2015 7:11:49 PM		

I support the cause to keep the Arthur Murray Dance Studio in San Francisco open and doing business. Sincerely Paul Killick Former World Dance Champion. World Class Adjudicator and Coach.

From:	jessicaholty	
To:	Kirby, Alexandra (CPC)	
Subject:	Arthur Murray San Francisco	
Date:	Friday, July 03, 2015 5:18:42 PM	

I would like to voice my support for the return of Arthur Murray Dance Studios to San Francisco. I have been a first hand witness for 14 years now to the positive effects that learning to dance can have on people's lives. I have been teaching dance for Arthur Murray since 2001 and in that time I have seen hundreds of people become happier and healthier because of dancing. In this high stress society we live in, people need to find positive ways to spend their time. I can't imagine that a progressive city like San Francisco would not be interested in allowing a business that can help enhance it's citizen's lives to open it's doors. Chris and Daisey Lynham are exemplary franchisees. They are not only accomplished dancers but uphold the integrity of our company and it's focus on making our clients lives better through dancing to the highest extent. If you need proof, just walk in the doors of any one of their studios in the area. The positive energy and happiness that is immediately apparent in their schools would convince anyone that not only should Arthur Murray be a part of the San Francisco lifestyle, but that they need to start dancing themselves immediately. Please let them open this school. People need more happiness in their lives and Arthur Murray can help provide it.

Thank you-Jessica Holty

Sent from my T-Mobile 4G LTE Device

From:	Barbara Chacon
To:	<u>Kirby, Alexandra (CPC)</u>
Subject:	Arthur Murray San Francisco
Date:	Saturday, July 04, 2015 1:56:11 PM

I have the pleasure of being part of the Arthur Murray comunity since August last year! I can not express how grateful I'm to be part of the positive change in life of so many people that come to our Hayward Studio looking for something new to do in their spare time.

We not only teach dance we change people's life but introducing them the magic healing of dancing!!

Thank you for hearing me out!! I hope you'll be dancing soon too!!

Barbara Chacon

Sent from Barbara's iPhone

To whom it may concern,

I'm writing to to show my support for the re-opening of Arthur Murray in San Fransisco!

As a franchisee of Arthur Murray in Las Vegas, I feel that the presence of an Arthur Murray Dance Center in such a big city is so important. Besides being the best name in ballroom dancing, it can provide such an amazing source of community and social fun.

The benefits of learning to dance are endless, and I strongly feel that the amazing team of Arthur Murray San Fransisco can bring those benefits to the city!

Regards,

Justin McClendon Franchisee Arthur Murray Las Vegas 702-876-3131

From:	Susan Jones
To:	<u>Kirby, Alexandra (CPC)</u>
Subject:	Arthur Murray Studio
Date:	Friday, July 03, 2015 9:29:55 PM

I would love to see Arthur Murray Studio open on Divisadero. It would be a great addition to the neighborhood. I used to have a clothing boutique on the street but closed it several years ago. There are plenty of bars and restaurants in the area and that seems to be what most often wants to open on Divis. Arthur Murray would bring a good clientele to the neighborhood I know it can be difficult to get everyone to agree on what they want in the neighborhood but I believe this would be positive and not really have a downside. Dancing is very popular now and Arthur Murray has been around for a long time and is a solid business. Please approve them for Divisadero Street.

Sincerely,

Susan Jones

To whom it may concern,

My name is Jorge. Dancing has changed my life and saved me from bad roads. I pray you take this note in consideration of Arthur Murray Dance Studio. Thank you!

Sent from my T-Mobile 4G LTE Device

From:	Betty Roi	
To:	Kirby, Alexandra (CPC)	
Subject:	Dear Alexandra	
Date:	Friday, July 03, 2015 5:18:22 PM	

I am writing to voice my support for the Arthur Murray school of dance to open on Divisadero st I have lived in this neighborhood for over 26 years on Divisadero and attended movement and yoga classes there at 321 divis for that length of time.this space deserve to return to a dance space as that is what it is designed for.

I love to dance and take dance lessons and believe strongly that people need to move to music ,and connect with each other, rather than just seat in front of a computer all day long ,for instance.Sitting is the new smoking!

We know that dancing is excellent for body, mind and spirit . This is the spirit of San Francisco a place where this is vitality , art and health conscious people.

I would be extremely disappointed and saddened to not see that Arthur Murray is opening its doors soon.

I have been looking forward to it in a big way.

Thank you for taking the time to read my email and for helping enhance people's lives! Kind regards

Betty

 From:
 Arthur Murray SF

 To:
 Kirby, Alexandra (CPC)

 Subject:
 Fwd: Re: Help Us Save Arthur Murray San Francisco

 Date:
 Tuesday, July 07, 2015 7:15:59 AM

Chris Rhett New Student Director Arthur Murray San Francisco 844-40-DANCE

------ Forwarded message ------From: "Josephine Harada" <<u>jnharada@yahoo.com</u>> Date: Jul 6, 2015 10:44 PM Subject: Re: Help Us Save Arthur Murray San Francisco To: "<u>sanfrancisco@arthurmurraylive.com</u>" <<u>sanfrancisco@arthurmurraylive.com</u>> Cc:

Hi Chris,

Please find my letter of support below. Hope the next hearing goes well.

Thanks,

Josephine

Dear Sir or Madam,

I write in enthusiastic support of welcoming the Arthur Murray Dance Studio back to San Francisco. I began taking ballroom dance lessons 2.5 years ago and this will be the third Arthur Murray dance studio that I hope to have the privilege to dance with as a resident of San Francisco - the others include the Arthur Murray studio in Boston and Arthur Murray Oceanside in San Diego.

The Arthur Murray studios bring a rich history and tradition in dance - altogether more than 100 years - together with a great community of students and dance professionals. The students come from all walks of life --- they are students, healthcare professionals, engineers, investment professionals, and trainers. They are of all ages and ability levels - from grade school children to 80 year olds and novices to professional. They begin dance for different reasons - to improve their physical well being or emotional health, to learn something new, to meet new people and expand their social network, to exercise, to nail the first dance at their wedding, or for the pure joy of it. Over time however, for many the studio becomes an integral part of their life. For myself, the experience has brought all of the above-mentioned benefits and many friendships that I would not have if not for a common interest in dance.

As the once epicenter of the city's jazz scene where the beautiful Victorians and Edwardians are juxtaposed with the new, the up and coming NoPa districts with choice bars and restaurants that recall its musical roots is the ideal location for the new Arthur Murray studio in San Francisco.

Sincerely Yours,

Josephine N. Harada

On Friday, July 3, 2015 3:06 PM, Chris Lynam <<u>sanfrancisco@arthurmurraylive.com</u>> wrote:



Dear City,

My parents met at Arthur Murray dance Studio in 1952. They married a short time after they met. Their experience allowed them to enjoy many dancing times including dancing at my sister and my wedding. They loved swing dancing and the charleson. They were married 49 years until my father died.

The dancing enhanced their marriage and was wonderful for us to enjoy with them.

Open the studio again. I would like to be a part of it and I would like to know others can take advantage of the service of Arthur Murray Dance.

Sincerely,

Michele Keck



Michèle Keck, Broker Associate, Realtor

Cell/Text 925.586.4833 | Fax 925.887.6839

MicheleKeck@comcast.net



1954 Contra Costa Blvd, Pleasant Hill, CA 94523

From:Greg SmithTo:Kirby, Alexandra (CPC)Subject:I support the NoPa district Arthur Murray StudioDate:Saturday, July 04, 2015 5:01:44 AMAttachments:image001.png

As a 4 year Arthur Murray student I truly believe that this organization brings opportunity and fellowship to a growing number of people. I dance and am a videographer that captures the comradely and skill and grace at many Arthur Murray Showcases around our Fort Wayne, IN area. Please support the opening of this studio in your area.

Greg Smith

Award Video 6021 Aurora Place Fort Wayne, IN 46804 260.705.7784 260.432.5552 AwardVideo@comcast.net



From:	<u>Amy Dratz</u>
To:	<u>Kirby, Alexandra (CPC)</u>
Subject:	Keep Arthur Murray Dance Studio in SF!
Date:	Monday, July 06, 2015 9:11:59 AM

To whom it may concern,

My name is Amy Dratz and I am a resident of San Francisco. I have been here for 19 years. I recently learned about Arthur Murray and I'm so excited about them. I have always loved to dance. I always wanted to learn to dance ballroom, Latin, swing, but didn't know where. I have been to their other locations and fell in love with the place. Arthur Murray really is a dance family full of encouraging instructors. It really would be a dream come true to have their studio right here in town. There is nothing else like it!

Sincerely, Amy Dratz (415) 724-3568 Sent from my iPhone Hello, I'm writing to ask your help in the permitting process the Arthur Murray dance sudio at 321 Divisadero Street.

I'm a dancer and a San Francisco resident. SF has lost quite a few dance venues as commercial rents have increased. I'm really hoping this one can open. Thank you for your consideration.

From:	Cert Phvh
To:	<u>Kirby, Alexandra (CPC)</u>
Subject:	San Francisco needs Arthur Murray!
Date:	Sunday, July 05, 2015 4:40:12 PM

Dear Ms. Kirby,

Knowing more about Arthur Murray and the people who learn there and teach there might help you realize the benefits of having the Arthur Murray Dance Studio up and running in NoPa. While other Bay Area cities are enjoying those benefits, San Francisco seems to have gotten cold feet about the idea. What a pity!

These are energetic, community-minded folks who want only to enrich the community they serve and bring it tax dollars (a lot of them) in the process. Dance is the "work-out" for people who can't stand the gym, running, or swimming. It's a great way for people to meet like-minded/hearted people in a safe environment and share their love of self-expression, learning and excellence.

Having a family member who's spent 15 years teaching and being an executive at a different Arthur Murray (in SoCal) gives me a bird's eye view of just how much these studios enhance any city where they exist. Not only do they bring joy and good, clean fun to the area, they often get involved in local causes and fund-raisers to give back to the community.

PLEASE vote (and invite your fellow City legislators to join you) to approve the permit for the 321 Divisadero Street Arthur Murray Dance Studio so they can start bringing the joy!

Thank you,

Carolyn Morgenstern PH CERT

From:	Gabriela Eisenberg	
To:	Kirby, Alexandra (CPC)	
Subject:	SF Arthur Murray	
Date:	Saturday, July 04, 2015 10:28:32 AM	

Hello, I am in favor of opening an Arthur Murray studio in San Francisco. SF is a city that offers so much, especially in the areas of culture, outdoor adventure and business. Ballroom dancing offers a positive influence to the social culture. Many young people, especially in recent years, seem to make claim to the city as being a city for the young - and you can see by the rise of of their #s it may be true. Well, this may be true but they only think of young as in # of years old. They may not consider the young at heart. Arthur Murray is a wonderful avenue to increase the culture of dance which impacts social skills in a very positive way for those young in years and young at heart. Young people are discovering and enjoying ballroom dancing! Go take a look and be amazed at the range of ages enjoying something beautiful, graceful and a lot of fun!! Good for the heart, mind and the city!! Please be instrumental in opening the doors of the Arthur Murray Studio in San Francisco!! Thank you. Gabriela (age 57 and counting).

From:	Diane Naar
To:	<u>Kirby, Alexandra (CPC)</u>
Subject:	SF Arthur Murray
Date:	Sunday, July 05, 2015 9:58:47 PM

I've been dancing with Arthur Murray for around 8 years. I consider the studio to be my second home. I'm a mother with three grown children and the studio is truly a wonderful, safe and welcoming environment that gives the opportunity for all age groups to learn how to dance. I hope you will expedite the permit process to allow the San Francisco area to benefit in having an Arthur Murray Studio. Regards, Diane Naar

Dear Alexandra Kirby:

As a dedicated patron of the Arthur Murray Dance Studio located in Hayward, I wanted to voice my excitement about hearing that Chris and Daisey Lynam were about to open a new studio in San Francisco. I know that they were hunting for the perfect neighborhood for their newest enterprise for many years and so I was thrilled to hear that their dream was about to finally come true! The Arthur Murray studios are not just businesses to them, or to the students who come to fulfill their desire to learn to dance. The opening of a new studio is a wonderful expansion of the Arthur Murray family. We don't live in San Francisco, however, at various Dance Showcases and Extravaganzas, all of the studios come together, and there we meet other students, other instructors, and world-renown professional dancers. We get to know each other, and watch each other's progress and growth as dancers, and encourage and cheer each other on. How wonderful to be able to add the students of San Francisco to our family!

My husband and I have been students at the Hayward studio for approximately 10 years. We have grown from a couple who just wanted to be able to dance together without stepping on each other, to one who feels the joy of truly knowing how to dance a wide variety of ballroom styles with confidence. It is all due to the professionalism and encouragement of our dance instructors, who were, themselves, taught and nurtured by Chris and Daisey. We have met so many other wonderful students, from so many walks of life, who all share the love of learning how to dance. The joy at watching a couple prepare for the first dance at their wedding, or an individual being excited because they now feel confident on the dance floor, or a child learning how fun dancing can be, is amazing.

I know that an Arthur Murray Dance Studio in San Francisco will be a very valuable asset to the NoPa district. It can help revitalize any neighborhood. Along with the financial benefit it will bring to the city, it will also bring to the city something that will be emotionally tangible. You will see it in the clientele. You will be able to recognize them by the smile on their faces when they hear a song, by the tapping of their feet as they sit at a desk, by their improved posture as they walk down the street, and by their confidence as they ask someone new to dance. A dance lesson is truly an investment in happiness, and what could be wrong in that?

Sincerely Yours,

Ralfi Claspill

Sirs:

Opportunities for the betterment of a community will be created when the Arthur Murray Dance Studio is opened. Better business in the neighboring stores occur

because the instructors and dance students will frequent the stores. Local persons will be hired to teach at the studio, and so will offer added income to the community. Other locals will find the Studio to be a place of conviviality, friendship, and an especially happy place to spend time.

I have been an observant student and experienced a radical change in personalities of individuals who attend the well run Dance Studio. Persons may begin in a sad frame

of mind and soon find far more than they dreamed after some lessons with instructors who

are compassionate and caring. So the community within and out all benefit. Dance studio

adds to the neighborhood...and is a strong asset to the community. Sincerely,

Joy Maynes

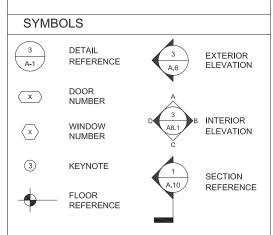
joymaynes@comcast.net

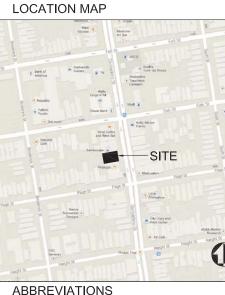
321 DIVISADERO STREET

SAN FRANCISCO, CA

GENERAL NOTES

- THE FOLLOWING NOTES ARE INCLUDED AS INFORMATION PERTAINING DIRECTLY TO THIS SET OF DRAWINGS, PROJECT SPECIFICATIONS SHOULD BE EXAMINED B' THE CONTRACTOR FOR THE BALANCE OF THE SCOPE OF THIS PROJECT.
- ALL WORK SHALL CONFORM TO THE CALIFORNIA BUILDING CODE, 2010 EDITION, & ALL LOCAL, STATE & NATIONAL REGULATIONS.
- BRING ANY ERRORS OR OMISSIONS IN THESE DRAWINGS & PROJECT SPECIFICATIONS TO THE ATTENTION OF THE ARCHITECT IMMEDIATELY.
- THE CONTRACTOR SHALL VERIEVALL FIELD CONDITIONS ANY NECESSARY ADJUSTMENTS BETWEEN FIELD CONDITIONS & DRAWINGS SHALL BE BROUGH TO THE ATTENTION OF THE ARCHITECT FOR RESOLUTION.
- DO NOT SCALE DRAWINGS. THE CONTRACTOR SHALL BE RESPONSIBLE FOR VERIFYING FIELD MEASUREMENTS BEFORE ORDERING MATERIALS AND PREFABRICATED ITEMS. ANY NECESSARY ADJUSTMENTS BETWEEN FIELD MEASUREMENTS & DRAWINGS SHALL BE BROUGHT TO THE ATTENTION OF TH ARCHITECT FOR RESOLUTION.
- ALL GRIDLINES ARE THROUGH CENTERLINE OF COLUMN OR TOP OF FINISH FLOOR, UNLESS OTHERWISE NOTED.
- ALL MATERIAL & WORKMANSHIP SHALL CONFORM TO THE DRAWINGS & SPECS. WRITTEN INFORMATION TAKES PRECEDENCE OVER GRAPHIC REPRESENTATION.
- CONTRACTOR SHALL BECOME THOROUGHLY FAMILIAR WITH THE DRAWINGS & SPECS BEFORE UNDERTAKING THE WORK OF THIS PROJECT. CONTRACTOR SHALL NOTHY THE ARCHITECT OF ANY DISCREPANCIES BETWEEN THE EXISTING SITE CONDITIONS & INFORMATION AS REPRESENTED IN THE DRAWINGS AND SPECS.
- THE INTENT OF THE CONTRACT DOCUMENTS IS TO PROVIDE FOR THE THE INTENT OF THE CONTRACT DOCUMENTS IS TO PROVIDE FOR THE CONSTRUCTION OF A COMPLETE AND WORKABLE PROJECT. WHERE APPLICABLE TO THE DOCUMENTS THE FOLLOWING SHALL APPLY: EXTERIOR ASSEMBLIES SHALL BE WEATHER RESISTANT: AND STRUCTURAL SYSTEMS SHALL BE ABLE TO PERFORM TO THEIR MAXIMUM DESIGN CRITERIA. THE CONTRACTOR SHALL MEET THIS INTENT, BRINGING TO THE ATTENTION OF THE CONTRACTOR SHALL MEET THIS INTENT, BRINGING TO THE ATTENTION OF THE ARCHITECT FOR RESOLUTION ANY ERRORS, INCONSISTENCIES, & ISSUES IN THE DRAWINGS & SPECS IMMEDIATELY UPON DISCOVERY, PRIOR TO COMMENCING RELATED WORK
- ALL CHANGES TO THE CONTRACT DOCUMENTS SHALL BE AUTHORIZED IN WRITING BY MEANS OF CHANGE ORDERS. CLARIFICATIONS, TO ASSIST THE CONTRACTOR, SHALL NOT BE MISCONSTRUED TO BE AUTHORIZED CHANGES.
- 0. CONTRACTOR SHALL VISIT THE JOB SITE TO VERIFY EXISTING CONDITIONS & CONTRACTOR FINAL CVIENT BUDG STIE TO VERIFT EXISTING CONDITIONS & NOTIFY THE ARCHITECT OF ANY PERCEVED DISCREPANCIES BETWEEN THE PLANS AND STIE CONDITIONS PRIOR TO COMMENCING WITH ANY WORK. CONTRACTOR SHALL VERIFY THAT THERE ARE NO CONDITIONS PREVAILING THAT WILL PREVENT A NORMAL, UNINTERRUPTED CONSTRUCTION PROCESS.
- THE DRAWINGS INDICATE SPECIFIC, TYPICAL AND GENERAL DETAILS OF CONSTRUCTION, WHERE CONDITIONS ARE NOT SPECIFICALLY INDICATED BUT ARE OF SIMILAR CHARACTER TO DETAILS SHOWN, SIMILAR DETAILS OF CONSTRUCTION SHALL BE FOLLOWED FOR SETTING MINIMUM GUIDELINES AND QUALITY, SUBJECT TO REVIEW AND APPROVAL BY THE ARCHITECT.
- 2. ALL WORK SHALL BE PERFORMED IN ACCORDANCE WITH THE BEST STANDARD PRACTICE BY PEOPLE TRAINED & EXPERIENCED IN THE TRADE IN WHICH THEY ARE WORKING, MATERIAL, UNLESS OTHERWISE NOTED, SHALL BE NEW & OF THE QUALITY SPECIFIED OR BETTER.
- 3 CONTRACTOR SHALL PROTECT AGAINST DAMAGE TO ALL EXISTING COMPARENTS TO REMAIN INCLUDING BUT NOT LIMITED TO UNDERGROUND COMPONENTS TO REMAIN INCLUDING BUT NOT LIMITED TO UNDERGROUND UTILITIES, SITE WORK, LANDSCAPING, STRUCTURES & ADJACENT PROPERTIES. DAMAGES TO SAME SHALL BE REPLACED OR REPAIRED TO THE SATISFACTION OF & AT NO ADDITIONAL COST TO THE OWNER.
- 4. ALL DEMOLITION MATERIALS NOT DESIGNATED TO BE SALVAGED. & WASTE & DEBRIS, SHALL BECOME THE PROPERTY OF THE CONTRACTOR & SHALL BE REMOVED FROM THE SITE & DISPOSED OF IN A SAFE & LEGAL MANNER.





ANGI F CENTE

ADJ AGGR ALT APPROX ARCH

BD. BLDG. BLKG.

BM. BOT.

BSMT.

B.U. BTWN CEM. CLG. CLKG. CLR. COL. CONC. CONT. CTSK. CTR.

CSM1 DET.

DIA. DIM.

DR. DWG (E)

EA.

EL. ELEC.

EQPT EQPT EXPO EXT FIN

FL F.O.C. F.O.F. F.O.S. FT. FURR.

GA. GALV.

GALV. GL GND. GR GYP. G.W.B. H.C. HDWD.

ANGLE	HDWR.	HARDWARE
CENTERLINE	HT.	HEIGHT
DIAMETER/ROUND	INSUL.	INSULATION
POUND OR NUMBER	INT.	INTERIOR
PROPERTY LINE	MAX	MAXIMUM
ADJUSTABLE	MTL.	METAL
AGGREGATE	MIN.	MINIMUM
ALTERNATE		
APPROXIMATE	MTD.	MISCELLANEOUS MOUNTED
ARCHITECT (URAL)		NEW
BOARD	NIC.	NOT IN CONTRACT
	NOM.	NOMINAL
BUILDING	N.	NORTH
BLOCKING		
BEAM	N.T.S.	NOT TO SCALE
BOTTOM	0.C.	ON CENTER OPPOSITE PLASTIC LAMINATE
BASEMENT	OPP.	OPPOSITE
BUILT-UP	P.LAM	PLASTIC LAMINATE
BETWEEN	PLAS.	PLASTER
CEMENT	PLYWD.	PLYWOOD
CEILING	P1.	POINT
CAULKING	PTDF.	PRESSURE TREATED
CLEAR		DOUGLAS FIR
COLUMN	PTD.	PAINTED
CONCRETE	PTN.	PARTITION
CONTINUOUS	PTN. R.D.	ROOF DRAIN
COUNTERSUNK	REINF	REINFORCED
CENTER	REQ.	REQUIRED
DOUBLE	RM.	ROOM
DETAIL	R.O.	ROUGH OPENING
DIAMETER	(S)	SALVAGED
DIMENSION	6	SOUTH
DOWN	S. S.A.D.	SEE ARCHITECTURAL
DOOR	0.7.0.	DWGS
DRAWING	SED	SEE ELECTRICAL DWGS
EXISTING	S.L.D.	SHEET
EAST	S.E.D. SHT. SIM.	SIMILAR
EACH	SIM S.M.D. S.P.D. SPEC. S.S.D.	SIVILAR
	S.M.D.	SEE MECHANICAL DWGS
ELEVATION	S.P.D.	SEE PLUMBING DWGS
ELECTRICAL	SPEC.	SPECIFICATION SEE STRUCTURAL DWGS STAINLESS STEEL
EQUAL	S.S.D.	SEE STRUCTURAL DWGS
EQUIPMENT	0.01.	STAINLESS STEEL
EXPOSED	STD.	STANDARD
EXTERIOR	STL.	STEEL
FINISH	STOR.	STORAGE
FLOOR	STRL.	STRUCTURAL
FACE OF CONC	S.W.C.	SOLID WOOD CORE
FACE OF FIN.	SYM.	SYMMETRICAL
FACE OF STUD	TYP. UNF.	TYPICAL
FOOT OR FEET		UNFINISHED
FURRING	U.O.N.	UNLESS OTHERWISE
GAUGE		NOTED
GALVANIZED	w.	WEST
GLASS	W. W/	WITH
GROUND	W/OUT	WITHOUT
GRADE	WD.	WOOD
GYPSUM	WP.	WATERPROOF
GYP. WALL BD.		
HOLLOW CORE		
HARDWOOD		

HDWR. HARDWARE



CODE INFORMATION

APPLICABLE BUILDING CODES:

2013 CALIFORNIA BUILDING CODE 2013 CALIFORNIA GREEN BUILDING CODE TITLE 24 AMERICANS WITH DISABILITY ACT 2010 SAN FRANCISCO BUILDING CODE

LOT AREA : 6,575 S.F.

EXISTING OCCUPANCY CLASSIFICATION: B, M, A-3 (CBC 310.1)

PROPOSED OCCUPANCY CLASSIFICATION : B, M, A-3

HISTORIC STATUS: A - HISTORIC RESOURCE PRESENT

STORIES: 3 STORIES

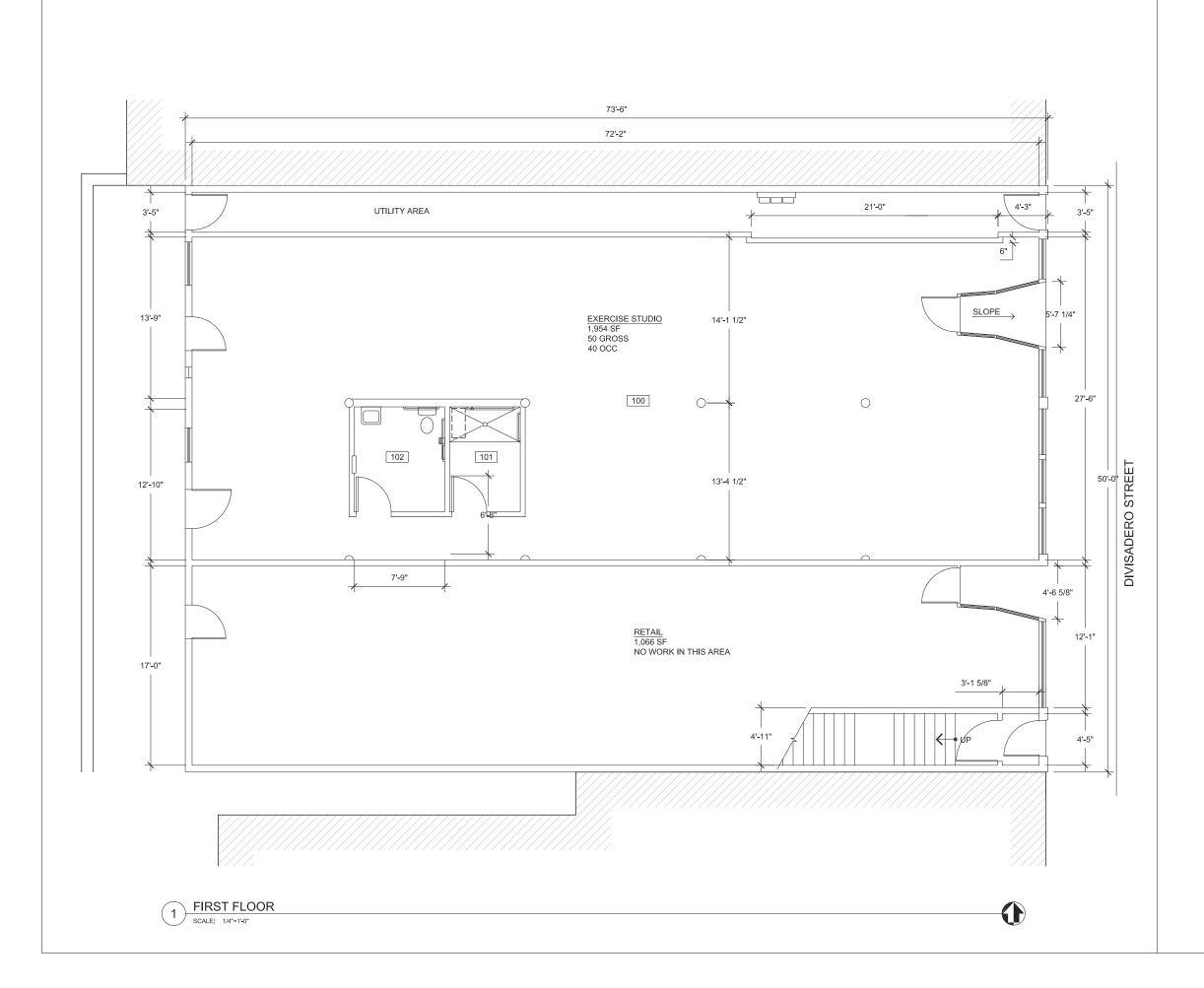
EXISTING HEIGHT: 33'-0"

PROPOSED HEIGHT: 33'-0"

CONSTRUCTION TYPE: VB

SQUARE FEET:	FIRST FLOOR) SECOND FLOOR	3,524 SF 3,524 SF
	THIRD FLOOR	1,090 SF
	TOTAL	6,568 SF

CLIENT: STIMULUS, LLC GRANT JOHNSON P.O. BOX 17019 SAN FRANCISCO, CA 94117 ARCHITECT Old Engine Co. No. 2 460 Bush Stre San Francisco, CA 94108 415.773.0773 f. 415.773.1773 CAREY & CO. II SCOPE OF WORK DETERMINING APPROPRIATENESS FOR FORMULA RETAIL FOR ARTHUR MURRAY DANCE STUDIO. STREET CALIFORNIA DIVISADERO SAN FRANCISCO, PROJECT TEAM ARCHITECT: CAREY & CO. 460 BUSH STREET SAN FRANCISCO, CA 94108 (415) 773-0773 321 LIST OF DRAWINGS REVISIONS ARCHITECTURAL: A0.0 - COVER SHEET STAMP A1.0 - FIRST FLOOR PLAN A2.0 - SECOND FLOOR PLAN A3.0 - THIRD FLOOR PLAN DRAWING TITLE COVER SHEET DATE: DRAWN: EG CHECKED: PROJECT NO .: 14003 SCALE: NONE DRAWING NO G FULL-SIZE, 22x34 L HALF-SIZE, 11x17 SHEET



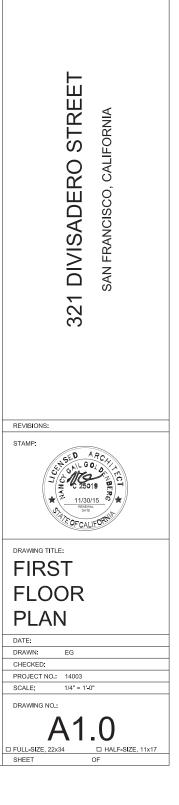
CLIENT:

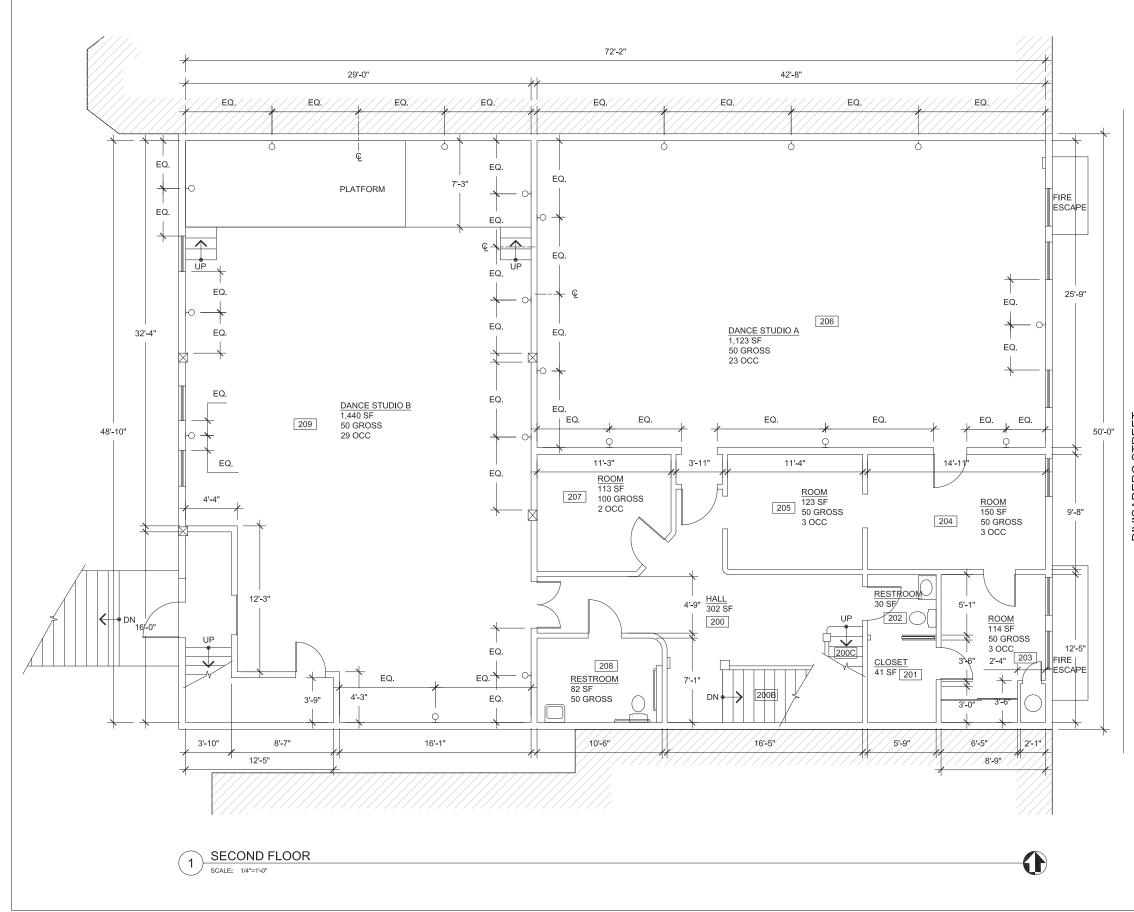
STIMULUS, LLC GRANT JOHNSON P.O. BOX 17019 SAN FRANCISCO, CA 94117

ARCHITECT:



Old Engine Co. No. 2 460 Bush Street San Francisco, CA 94108 415.773.0773 f. 415.773.1773



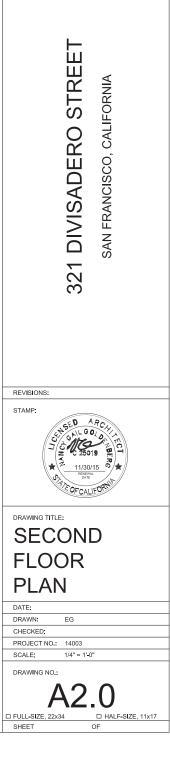


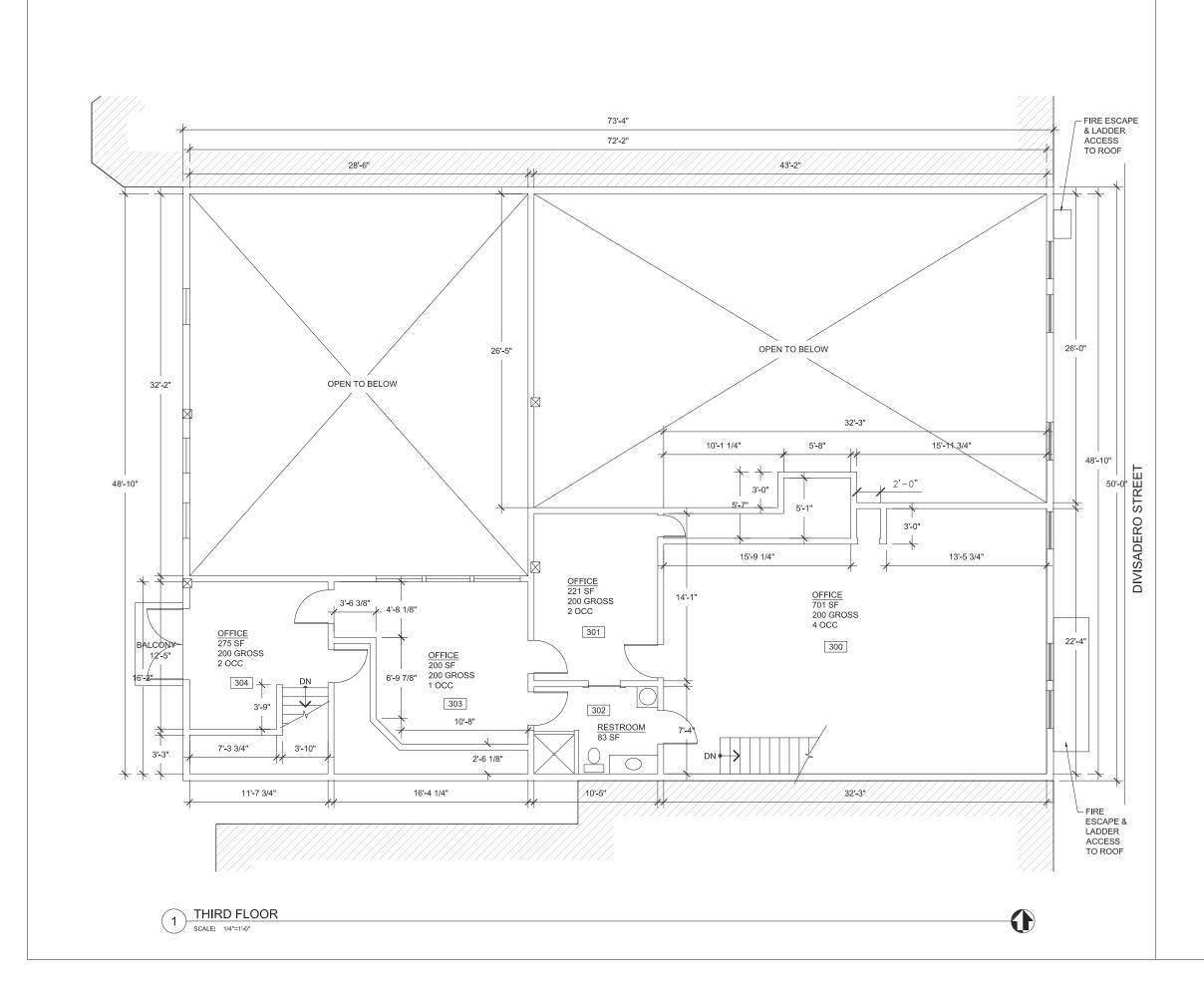
STIMULUS, LLC GRANT JOHNSON P.O. BOX 17019 SAN FRANCISCO, CA 94117

ARCHITECT:









CLIENT:

STIMULUS, LLC GRANT JOHNSON P.O. BOX 17019 SAN FRANCISCO, CA 94117

