



# SAN FRANCISCO PLANNING DEPARTMENT

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## Executive Summary Conditional Use

HEARING DATE: NOVEMBER 2, 2017

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Suite 400  
San Francisco,  
CA 94103-2479

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Planning  
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*Date:* October 23, 2017  
*Case No.:* **2017-004187CUA**  
*Project Address:* **2162 UNION STREET**  
*Zoning:* Union Street Neighborhood Commercial District (NCD)  
40-X Height and Bulk District  
*Block/Lot:* 0533/016  
*Project Sponsors:* Thomas Tunny (agent) Joel Shulman (architect)  
Reuben, Junius, and Rose, LLP Gruskin Architecture + Design, P.C.  
One Bush Street, Suite 600 294 Morris Avenue  
San Francisco, CA 94104 Springfield, NJ 07081  
Lewis Union Street, LLC (property owner)  
621 Georgetown Place  
Davis, CA 95616  
Contact: Jonathan C. Lewis  
*Staff Contact:* Sharon M. Young – (415) 558-6346  
sharon.m.young@sfgov.org  
*Recommendation:* **Approval with Conditions**

### PROJECT DESCRIPTION

The proposal is a request for Conditional Use Authorization pursuant to Planning Code Sections, 303(c), 703.3(c), and 703.4 to establish a Formula Retail Use within the Union Street Neighborhood Commercial District and a 40-X Height and Bulk District. The proposal is to establish a Formula Retail Use (d.b.a. Verizon, a wireless communications retail store) in a vacant ground floor commercial space with approximately 1,234 square feet of floor area (previously occupied by “Twig Gallery”, a retail store). The proposal will involve storefront and interior tenant improvements to the ground floor commercial tenant space. There will be no expansion of the existing building envelope.

### SITE DESCRIPTION AND PRESENT USE

The project site at 2162 Union Street is located on the north side of Union Street between Fillmore and Webster Streets, Assessor’s Block 0533, Lot 016. It is located within the Union Street Neighborhood Commercial District (NCD) and a 40-X Height and Bulk District. The subject lot is 5,500 square feet (40 feet wide by 137.6 feet deep) in size and is occupied by a two-story mixed used building built in 1907. The existing building is not listed individually in the National and California Registers as having architectural significance. However, the subject property is located in the Fillmore-Union Commercial Development Historic District within the Planning Department’s Neighborhood Commercial Corridors Historic Resources Survey (currently in progress). The subject property at 2162 Union Street is one of two commercial tenant spaces located on the ground floor of the commercial and residential building. The subject vacant ground floor commercial space was previously occupied by a retail store (d.b.a. Twig Gallery) which vacated the premises in early 2017. The

other commercial tenant space is occupied by retail specialty store use d.b.a. Pressed Juicery. There are two residential units on the second floor of the building and an accessory structure at the rear of the lot.

## **SURROUNDING PROPERTIES AND NEIGHBORHOOD**

The surrounding development consists of a variety of multi-story residential, commercial and mixed-use buildings. The scale of development in the area consists of a mix of low-and mid-rise buildings (one- to four-story structures), some of which were built in the early 1900s and the 1970s. A mix of food establishments, personal and professional service establishments, and small retail establishments defines the Union Street NCD corridor in the immediate vicinity. Some of the commercial establishments on the subject block include Michaelis Liquor, Krimsa Fine Rugs & Décor, Umami Burger, American Apparel, Pressed Juicery, Union Street Papery, Z Gallery, Artistic Designs for Living, The Brixton, Vivo, Lush Cosmetics, Contrada Bikes, Reids, The Dryansky Gallery, Union Street Goldsmith, Skinworx, and See Eyewear. Some of the commercial establishments on the opposite block include Union Street Coffee Roastery, Eyes in Disguise, Nice Cuts, Juicy News SF, Prince Estate Jewelry, Blo Union Street, West Coast Wine & Cheese, Bubble, Jo Malone, Anomie SF, ATYS, Sui Generis Women's Consignment, Nail Today SF, Koza Gifts, AT&T, Bickle's Surplus, Lash Lab, Joy Joy Nail, and Hill & Co Real Estate. The surrounding zoning is RH-2 (Residential, House, Two-Family) to the northeast, and RM-1 (Residential, Mixed, Low Density) District, RH-2 (Residential, House Two-Family), and RH-3 to the south of Union Street.

## **ENVIRONMENTAL REVIEW**

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

## **HEARING NOTIFICATION**

TYPE	REQUIRED PERIOD	REQUIRED NOTICE DATE	ACTUAL NOTICE DATE	ACTUAL PERIOD
Classified News Ad	20 days	October 13, 2017	October 11, 2017	22 days
Posted Notice	20 days	October 13, 2017	October 13, 2017	20 days
Mailed Notice	30 days	October 3, 2017	October 3, 2017	30 days

The proposal requires Section 312-neighborhood notification, which was conducted in conjunction with the conditional use authorization process.

## **PUBLIC COMMENT**

- As of October 22, 2017, the Department has not received any letters or phone calls in opposition to the proposed project. The project sponsors conducted a pre-application meeting on the proposed project on March 9, 2017; no persons other the project sponsors were present at the pre-application meeting. The project sponsors submitted one letter in support of the proposed project from the Union Street Association.

## **ISSUES AND OTHER CONSIDERATIONS**

- According to the project sponsor, Verizon currently has 5 locations in San Francisco and approximately 1,600 stores in worldwide locations. Existing Verizon stores in San Francisco (which do

not include authorized retailers) are located at 1 Daniel Burnham Court, 768 Market Street, 2654 Mission Street, 199 Pine Street, and Stonestown. The proposed project will allow for the establishment of a Verizon San Francisco store location to serve the Union Street, Cow Hollow, and Marina neighborhoods.

- Formula Retail findings are included in the Draft Motion for the Commission to consider.
- There are approximately 47 existing formula retail establishments out of approximately 250 ground floor retail establishments within the Union Street NCD, including retail, restaurants, and personal, professional, and financial service establishments. The existing intensity of formula retail uses is approximately 18% of all ground floor businesses within the district, and approximately 20% of the total commercial retail street frontage.
- Within the Union Street NCD, there are a few similar retail establishments within the district which specialize in selling wireless communication services and retail products. The businesses include AT&T (2135 Union Street) and Motion Wireless (2117 Union Street), one of which is also considered a formula retail use.
- The proposed use is consistent with the existing character of the district, which is comprised of a variety of land use types.

Table1. Ground Floor Frontage Breakdown per Land Use

LAND USE TYPE	TOTAL STREET FRONTAGE IN UNION STREET NCD SURVEY AREA (FT)	PERCENTAGE OF DISTRICT
Bar	286.375	2.32%
Entertainment	32.66	0.26%
Financial Services	297.5	2.41%
Hotel	116.65	0.94%
Limited Restaurant	642	5.20%
Medical Service	385	3.12%
Personal Service	1841.163	14.91%
Professional Service	1206.248	9.77%
Restaurant	3077.404	24.92%
Retail	3708.972	30.04%
Vacant	752.99	6.10%
<b>Total</b>	<b>12347.3</b>	<b>100.00%</b>

Note: The Union Street NCD Land Use Table was developed using data collected by the project sponsor and reviewed by the Planning Department.

*The use mix is varied in the subject NCD. Retail uses, including the proposed use, comprise approximately 30.04% of the commercial frontage. [These calculations do not include non-retail establishments such as residences, institutions (schools, churches, hospitals, etc.), automotive uses (parking lots, garages, gas stations, etc.), or public services.]*

## **REQUIRED COMMISSION ACTION**

This proposal requires **Conditional Use** authorization pursuant to Sections 303(c), 303(i), and 703.4 of the Planning Code to establish a Formula Retail Use (d.b.a. Verizon) in a vacant ground floor commercial space with approximately 1,234 square feet of floor area (previously occupied by “Twig Gallery”, a retail store) within the Union Street NCD and a 40-X Height and Bulk District.

## **BASIS FOR RECOMMENDATION**

- The proposed project will occupy a vacant commercial tenant space on the subject block which will be complimentary to the mix of existing neighborhood-serving uses within the neighborhood. It will also provide new job opportunities to the City. The proposed project meets all applicable requirements of the Planning Code.
- The proposed use would nominally increase the overall concentration of Formula Retail establishments within the Union Street NCD.
- The Department believes that this project is necessary and/or desirable for the following reasons:
  - a) The proposed project will enhance the economic diversity of the neighborhood by allowing a new business (which replaces a retail store which has vacated) in the area.
  - b) The proposed project is a neighborhood-serving use which residents can access by walking or taking public transit.
  - c) The proposed project would be consistent with the mixed commercial-residential character of this portion of the Union Street NCD within the Marina neighborhood.

<b>RECOMMENDATION:</b>	<b>Approval with Conditions</b>
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### **Attachments:**

Zoning District Map  
Parcel Map  
Sanborn Map  
Aerial Photographs  
Site and Context Photographs  
Reduced Plans

Attachment Checklist

- |   |  |
|---|--|
| <input checked="" type="checkbox"/> Executive Summary   | <input checked="" type="checkbox"/> Project sponsor submittal                              |
| <input checked="" type="checkbox"/> Draft Motion        | Drawings: <u>Existing Conditions</u>   |
| <input type="checkbox"/> Environmental Determination    | <input checked="" type="checkbox"/> Check for legibility                                   |
| <input checked="" type="checkbox"/> Zoning District Map | Drawings: <u>Proposed Project</u>  |
| <input checked="" type="checkbox"/> Height & Bulk Map   | <input checked="" type="checkbox"/> Check for legibility                                   |
| <input checked="" type="checkbox"/> Parcel Map          | 3-D Renderings (new construction or significant addition)                                  |
| <input checked="" type="checkbox"/> Sanborn Map         | <input checked="" type="checkbox"/> Check for legibility                                   |
| <input checked="" type="checkbox"/> Aerial Photo        | <input type="checkbox"/> Wireless Telecommunications Materials                             |
| <input checked="" type="checkbox"/> Context Photos      | <input type="checkbox"/> Health Dept. review of RF levels                                  |
| <input checked="" type="checkbox"/> Site Photos         | <input type="checkbox"/> RF Report   |
|   | <input type="checkbox"/> Community Meeting Notice  |
|   | <input type="checkbox"/> Housing Documents   |
|   | <input type="checkbox"/> Inclusionary Affordable Housing Program: Affidavit for Compliance |

SMY

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

\_\_\_\_\_  
Planner's Initials



# SAN FRANCISCO PLANNING DEPARTMENT

*Subject to: (Select only if applicable)*

- |  |  |
|--|--|
| <input type="checkbox"/> Affordable Housing (Sec. 415)           | <input type="checkbox"/> First Source Hiring (Admin. Code) |
| <input type="checkbox"/> Jobs Housing Linkage Program (Sec. 413) | <input type="checkbox"/> Child Care Requirement (Sec. 414) |
| <input type="checkbox"/> Downtown Park Fee (Sec. 412)            | <input type="checkbox"/> Other                             |

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## Planning Commission Draft Motion

HEARING DATE: NOVEMBER 2, 2017

<i>Date:</i>	October 23, 2017	
<i>Case No.:</i>	<b>2017-004187CUA</b>	
<i>Project Address:</i>	<b>2162 UNION STREET</b>	
<i>Zoning:</i>	Union Street Neighborhood Commercial District 40-X Height and Bulk District	
<i>Block/Lot:</i>	0533/016	
<i>Project Sponsors:</i>	Thomas Tunny (agent) Reuben, Junius, and Rose, LLP One Bush Street, Suite 600 San Francisco, CA 94104 Lewis Union Street, LLC (property owner) 621 Georgetown Place Davis, CA 95616 Contact: Jonathan C. Lewis	Joel Shulman (architect) Gruskin Architecture + Design, P.C. 294 Morris Avenue Springfield, NJ 07081
<i>Staff Contact:</i>	Sharon M. Young – (415) 558-6346 sharon.m.young@sfgov.org	
<i>Recommendation:</i>	<b>Approval with Conditions</b>	

**ADOPTING FINDINGS RELATING TO THE APPROVAL OF A CONDITIONAL USE AUTHORIZATION PURSUANT TO PLANNING CODE SECTIONS 303(c), 303(i), AND 703.4 TO ALLOW THE ESTABLISHMENT OF A FORMULA RETAIL USE (D.B.A. VERIZON) AT 2162 UNION STREET WITHIN THE UNION STREET NEIGHBORHOOD COMMERCIAL DISTRICT AND A 40-X HEIGHT AND BULK DISTRICT.**

### PREAMBLE

On April 5, 2017, Thomas Tunny acting agent on behalf of property owner (hereinafter "Project Sponsor") made an application for Conditional Use authorization for the property at **2162 Union Street, Lot 016 in Assessor's Block 0533** (hereinafter "Subject Property"), pursuant to Planning Code Section 303(c), 303(i), and 704.3 to establish a Formula Retail Use (d.b.a. Verizon) within the Union Street Neighborhood Commercial District and a 40-X Height and Bulk District, in general conformity with plans dated August 4, 2017 and labeled "Exhibit B" (hereinafter "Project").

The proposal is to convert a vacant ground floor commercial space with approximately 1,234 square feet of floor area (previously occupied by "Twig Gallery", a retail store use) into a Formula Retail Use (d.b.a. Verizon, a wireless communications retail store). The proposal will involve storefront and interior tenant

improvements to the ground floor commercial tenant space. There will be no expansion of the existing building envelope.

On November 2, 2017, the San Francisco Planning Commission (hereinafter "Commission") conducted a duly noticed public hearing at a regularly scheduled meeting on Conditional Use Application No. **2017-004187CUA**.

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

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

**MOVED**, that the Commission hereby authorizes the Conditional Use requested in Application No. **2017-004187CUA**, subject to the conditions contained in "EXHIBIT A" of this motion, based on the following findings:

## FINDINGS

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

1. The above recitals are accurate and constitute findings of this Commission.
2. **Site Description and Present Use.** The project site at 2162 Union Street is located on the north side of Union Street between Fillmore and Webster Streets, Assessor's Block 0533, Lot 016. It is located within the Union Street Neighborhood Commercial District (NCD) and a 40-X Height and Bulk District. The subject lot is 5,500 square feet (40 feet wide by 137.6 feet deep) in size and is occupied by a two-story mixed used building built in 1907. The existing building is not listed individually in the National and California Registers as having architectural significance. However, the subject property is located in the Fillmore-Union Commercial Development Historic District within the Planning Department's Neighborhood Commercial Corridors Historic Resources Survey (currently in progress). The subject property at 2162 Union Street is one of two commercial tenant spaces located on the ground floor of the commercial and residential building. The subject vacant ground floor commercial space was previously occupied by a retail store (d.b.a. Twig Gallery) which vacated the premises in early 2017. The other commercial tenant space is occupied by retail specialty store use d.b.a. Pressed Juicery. There are two residential units on the second floor of the building and an accessory structure at the rear of the lot.
3. **Surrounding Properties and Neighborhood.** The surrounding development consists of a variety of multi-story residential, commercial and mixed-use buildings. The scale of development in the area consists of a mix of low-and mid-rise buildings (one- to four-story structures), some of which were built in the early 1900s and the 1970s. A mix of food establishments, personal and professional service establishments, and small retail establishments defines the Union Street NCD corridor in the immediate vicinity. Some of the commercial establishments on the subject block include Michaelis

Liquor, Krimsa Fine Rugs & Décor, Umami Burger, American Apparel, Pressed Juicery, Union Street Papery, Z Gallery, Artistic Designs for Living, The Brixton, Vivo, Lush Cosmetics, Contrada Bikes, Reids, The Dryansky Gallery, Union Street Goldsmith, Skinworx, and See Eyewear. Some of the commercial establishments on the opposite block include Union Street Coffee Roastery, Eyes in Disguise, Nice Cuts, Juicy News SF, Prince Estate Jewelry, Blo Union Street, West Coast Wine & Cheese, Bubble, Jo Malone, Anomie SF, ATYS, Sui Generis Women's Consignment, Nail Today SF, Koza Gifts, AT&T, Bickle's Surplus, Lash Lab, Joy Joy Nail, and Hill & Co Real Estate. The surrounding zoning is RH-2 (Residential, House, Two-Family) to the northeast, and RM-1 (Residential, Mixed, Low Density) District, RH-2 (Residential, House Two-Family), and RH-3 to the south of Union Street.

4. **Project Description.** The proposal is a request for Conditional Use Authorization pursuant to Planning Code Sections, 303(c), 303(i), and 703.4 to establish a Formula Retail Use within the Union Street Neighborhood Commercial District and a 40-X Height and Bulk District. The proposal is to convert a vacant ground floor commercial space with approximately 1,234 square feet of floor area (previously occupied by "Twig Gallery", a retail store use) into a Formula Retail Use (d.b.a. Verizon, a wireless communications retail store). The proposal will involve storefront and interior tenant improvements to the ground floor commercial tenant space. There will be no expansion of the existing building envelope.
5. **Issues and Other Considerations.**
  - According to the project sponsor, Verizon currently has 5 locations in San Francisco and approximately 1,600 stores in worldwide locations. Existing Verizon stores in San Francisco (which do not include authorized retailers) are located at 1 Daniel Burnham Court, 768 Market Street, 2654 Mission Street, 199 Pine Street, and Stonestown. The proposed project will allow for the establishment of a Verizon San Francisco store location to serve the Union Street, Cow Hollow, and Marina neighborhoods.
6. **Public Comment.** As of October 22, 2017, the Department has not received any letters or phone calls in opposition to the proposed project. The project sponsors conducted a pre-application meeting on the proposed project on March 9, 2017; no persons other than the project sponsors were present at the pre-application meeting. The project sponsors submitted one letter in support of the proposed project from the Union Street Association.
7. **Use District.** The project site is within the Union Street Neighborhood Commercial District (NCD). The Union Street NCD, located in northern San Francisco between the Marina and Pacific Heights neighborhoods, provides convenience goods and services to the residents of the Cow Hollow, Golden Gate Valley, and Pacific Heights neighborhoods. The district has a very active and continuous commercial frontage along Union Street, while the side streets have a greater proportion of residences. The Union Street NCD controls are designed to encourage a wide variety of uses, with special emphasis on eating and drinking establishments and specialty shops whose clientele comes from a wide trade area. This is in addition to a significant number of professional, realty, and business offices. Most commercial development is permitted at the first two stories of new buildings, while retail service uses are monitored at the third story and above. The zoning controls are designed to provide sufficient growth opportunities for commercial development that is in



keeping with the existing scale and character, promote continuous retail frontage, and protect adjacent residential livability.

8. **Planning Code Compliance:** The Commission finds that the Project is consistent with the relevant provisions of the Planning Code in the following manner:

- A. **Formula Retail Use.** A *Formula Retail Use* is defined under Planning Code Section 303.1 as a type of retail sales or service activity or retail sales or service establishment that has eleven or more other retail sales establishments in operation, or with local land use or permit entitlements already approved, located anywhere in the world. In addition to the eleven establishments either in operation or with local land use or permit entitlements approved for operation, the business maintains two or more of the following features: a standardized array of merchandise, a standardized facade, a standardized decor and color scheme, uniform apparel, standardized signage, a trademark or a servicemark.

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

*The current proposal is to allow the establishment of a Formula Retail Use (d.b.a. Verizon) in an approximately 1,234 square foot vacant ground floor commercial space on the project site. A Formula Retail Use may be conditionally permitted per Planning Code Sections 303, 303.1, and 703.4.*

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

*There are approximately 47 existing formula retail establishments out of approximately 250 ground floor retail establishments within the Union Street NCD, including retail, restaurants, and personal, professional, and financial service establishments. The existing intensity of formula retail uses is approximately 18% of all ground floor businesses within the district, and approximately 20% of the total commercial retail street frontage.*

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

*Within the Union Street NCD, there are a few similar retail establishments within the district which specialize in selling wireless communication services and retail products. The businesses include AT&T (2135 Union Street) and Motion Wireless (2117 Union Street), one of which is also considered a formula retail use.*

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

*The proposed project is a formula retail use will occupy an existing location previously occupied by another retail use which vacated (d.b.a. Twig Gallery). The proposed project will include storefront improvements (new energy efficient storefront windows and new entryway to comply with Title 24 and Federal and State accessibility requirements), interior tenant improvements*

*(new interior partitions, fixtures, ceilings, and millwork), and new business signage to the ground floor commercial space. There will be no expansion of the existing building envelope.*

- d. The existing retail vacancy within the district.

*According to the project sponsor, as of July 2017, the vacancy rate was approximately 9% (22 businesses) within the Union Street NCD.*

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

*The proposed formula retail use will complement the mix of goods and services currently available within this portion of the Union Street NCD, which include a mixture restaurants, personal and professional service establishments, and small retail establishments. [Based on the project sponsor's survey, approximately 37.2% (93 locations) of the existing ground floor commercial uses in the district are "Daily-Needs", or neighborhood-serving; of these 24 are Formula Retail. Approximately 54% (135 locations) of ground floor commercial uses in the district are considered "Citywide-serving".]*

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

*Of the approximately 250 ground floor commercial establishments in the Union Street NCD, there are approximately 47 formula retail establishments, some of which include Wells Fargo, Chase Bank ATM, Bank of America, Fedex, Taco Bell / KFC, Papyrus, Extreme Pizza, Lucy, Nine West, American Apparel, Z Gallerie, Lush, Sur La Table, AT&T, Sephora, Nike, Equinox Gym, EarthBar, Espressamente Illy, Comerica Bank, Bank of America, Starbucks, Sunglass Hut, BCBG Max Azria, Crunch Gym, AT&T, Nike, Urban Outfitters, Lush Cosmetics, Sweaty Betty, Papyrus, Benjamin Moore Paint, and Bonobos. The subject project would add an additional formula retail establishment to the district, increasing the concentration of formula retail establishments to approximately 20% and would nominally increase the formula retail commercial frontage in the district.*

**Table1. Ground Floor Frontage Breakdown per Land Use**

LAND USE TYPE	TOTAL STREET FRONTAGE IN UNION STREET NCD SURVEY AREA (FT)	PERCENTAGE OF DISTRICT
Bar	286.375	2.32%
Entertainment	32.66	0.26%
Financial Services	297.5	2.41%
Hotel	116.65	0.94%
Limited Restaurant	642	5.20%
Medical Service	385	3.12%
Personal Service	1841.163	14.91%
Professional Service	1206.248	9.77%
Restaurant	3077.404	24.92%

Retail	3708.972	30.04%
Vacant	752.99	6.10%
<b>Total</b>	<b>12347.3</b>	<b>100.00%</b>

Note: The Union Street NCD Land Use Table was developed using data collected by the project sponsor and reviewed by the Planning Department.

*The use mix is varied in the subject NCD. Retail uses, including the proposed use, comprise approximately 30.04% of the commercial frontage. [These calculations do not include non-retail establishments such as residences, institutions (schools, churches, hospitals, etc.), automotive uses (parking lots, garages, gas stations, etc.), 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 the proposed project.*

- B. **Retail Sales and Services Use within the Union Street NCD.** Section 725 of the Planning Code permits “retail sales and services uses” establishments (defined under Planning Code Sections 102, 202.2a, and 202.3) on the first and second stories.

*The current proposal is to allow the continuation of an ‘other retail sales and service use’ (also formula retail use d.b.a. Verizon) on the ground (1<sup>st</sup>) floor of the two-story mixed-use building.*

- C. **Hours of Operation.** Section 725 of the Planning Code allows hours of operation from 6 a.m. until 2 a.m. as of right and requires Conditional Use authorization to operate between the hours of 2 a.m. and 6 a.m. within the Union Street NCD.

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

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

*The subject commercial tenant space, with approximately 1,234 square feet of floor area, will not require any off-street parking or loading spaces.*

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

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

*Approximately 80% (10 feet) of the street frontage of the commercial space at the ground level on Union Street is fenestrated with transparent windows and doorways allowing for visibility to the inside of the building. The proposed project does not propose any decorative railings or grillwork in front of or behind existing windows.*

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

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

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

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

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

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

*Existing traffic patterns will not be significantly affected by the proposed project. Public transit (Muni Lines 22, 28, 30, 30X, 41, 43 and 45) is located within walking distance a few blocks of the project site. There is on-street parking in front of the subject property and in the surrounding neighborhood. A parking garage (Union Street Plaza garage) is located within a few blocks of the project site at 2001 Union Street.*

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

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

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

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

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

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

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

*The proposed project is consistent with the stated purpose of the Union Street NCD in that the intended use is a neighborhood-serving business.*

- 10. **General Plan Compliance.** The Project is consistent with the Objectives and Policies of the General Plan in that:

#### **COMMERCE AND INDUSTRY ELEMENT**

##### **GENERAL/CITYWIDE**

##### **OBJECTIVE 1:**

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

##### **Policy 1:**

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

*The proposed project would be compatible with and complimentary to the types of uses characterizing this portion of the Union Street NCD, which includes a mixture of restaurants, personal and professional service establishments, and small retail establishments.*

**Policy 3:**

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

*Approval of the proposed project would be consistent with the mixed commercial-residential character of this portion of the Union Street NCD. The proposed project would not adversely affect any affordable housing resources in the neighborhood.*

## **NEIGHBORHOOD COMMERCE**

### **Objectives and Policies**

**OBJECTIVE 6:**

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

**Policy 1:**

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

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

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

**Policy 3:**

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

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

**Policy 4:**

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

*The proposed project will be accessible to all residents in this portion of the Union Street NCD.*

**Policy 8:**

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

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

**Policy 9:**

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

*The proposed project would not adversely affect public transit or place a burden on the existing supply of parking in the neighborhood since it will replace a retail store use (Twig Gallery) which previously existed on the project site. Many patrons would be able to walk from their residences or places of employment, and the proposed project is well served by public transportation. There is on-street parking in the surrounding neighborhood.*

11. **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 proposed project will be complimentary to the existing commercial establishments within the immediate neighborhood. The proposed project will provide job opportunities to the City by employing approximately 10 - 12 people.*

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

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

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

*The proposed project will not displace any affordable housing.*

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

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

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

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

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

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

- G. That landmarks and historic buildings be preserved.

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

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

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

12. 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.
13. The Commission hereby finds that approval of the Conditional Use authorization would promote the health, safety and welfare of the City.



## DECISION

That based upon the Record, the submissions by the Applicant, the staff of the Department and other interested parties, the oral testimony presented to this Commission at the public hearings, and all other written materials submitted by all parties, the Commission hereby **APPROVES Conditional Use Application No. 2017-004187CUA** subject to the following conditions attached hereto as "EXHIBIT A" in general conformance with plans on file, dated August 4, 2017, 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 November 2, 2017.

Jonas P. Ionin  
Commission Secretary

AYES:

NAYS:

ABSENT:

ADOPTED:

## EXHIBIT A

### AUTHORIZATION

This authorization is for conditional use to allow the establishment of a Formula Retail Use (d.b.a. Verizon, a wireless communications retail store) on the ground floor of a two-story, mixed-use building at 2162 Union Street in Assessor's Block 0533, Lot 016 pursuant to Planning Code Sections 303(c), 303(i), and 703.4 within the Union Street Neighborhood Commercial District and a 40-X Height and Bulk District in general conformance with plans, dated August 4, 2017, and stamped "EXHIBIT B" included in the docket for Case No. 2017-004187CUA and subject to conditions of approval reviewed and approved by the Commission on November 2, 2017 under Motion No. XXXXX. This authorization and the conditions contained herein run with the property and not with a particular Project Sponsor, business, or operator.

The proposal is to convert a vacant ground floor commercial space with approximately 1,234 square feet of floor area (previously occupied by "Twig Gallery", a retail store use) into a Formula Retail Use (d.b.a. Verizon) and continuing as a retail store use. The proposal will involve storefront and interior tenant improvements to the ground floor commercial tenant space. There will be no expansion of the existing building envelope.

### RECORDATION OF CONDITIONS OF APPROVAL

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

### PRINTING OF CONDITIONS OF APPROVAL ON PLANS

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

### SEVERABILITY

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

### CHANGES AND MODIFICATIONS

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

## Conditions of Approval, Compliance, Monitoring, and Reporting

### PERFORMANCE

1. **Validity.** The authorization and right vested by virtue of this action is valid for three (3) years from the effective date of the Motion. The Department of Building Inspection shall have issued a Building Permit or Site Permit to construct the project and/or commence the approved use within this three-year period.  
*For information about compliance, contact Code Enforcement, Planning Department at 415-575-6863, [www.sf-planning.org](http://www.sf-planning.org)*
2. **Expiration and Renewal.** Should a Building or Site Permit be sought after the three (3) year period has lapsed, the project sponsor must seek a renewal of this Authorization by filing an application for an amendment to the original Authorization or a new application for Authorization. Should the project sponsor decline to so file, and decline to withdraw the permit application, the Commission shall conduct a public hearing in order to consider the revocation of the Authorization. Should the Commission not revoke the Authorization following the closure of the public hearing, the Commission shall determine the extension of time for the continued validity of the Authorization.  
*For information about compliance, contact Code Enforcement, Planning Department at 415-575-6863, [www.sf-planning.org](http://www.sf-planning.org)*
3. **Diligent pursuit.** Once a site or Building Permit has been issued, construction must commence within the timeframe required by the Department of Building Inspection and be continued diligently to completion. Failure to do so shall be grounds for the Commission to consider revoking the approval if more than three (3) years have passed since this Authorization was approved.  
*For information about compliance, contact Code Enforcement, Planning Department at 415-575-6863, [www.sf-planning.org](http://www.sf-planning.org)*
4. **Extension.** All time limits in the preceding three paragraphs may be extended at the discretion of the Zoning Administrator where implementation of the project is delayed by a public agency, an appeal or a legal challenge and only by the length of time for which such public agency, appeal or challenge has caused delay.  
*For information about compliance, contact Code Enforcement, Planning Department at 415-575-6863, [www.sf-planning.org](http://www.sf-planning.org)*
5. **Conformity with Current Law.** No application for Building Permit, Site Permit, or other entitlement shall be approved unless it complies with all applicable provisions of City Codes in effect at the time of such approval.  
*For information about compliance, contact Code Enforcement, Planning Department at 415-575-6863, [www.sf-planning.org](http://www.sf-planning.org)*

### 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](http://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, [www.sf-planning.org](http://www.sf-planning.org)*

## DESIGN

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

*For information about compliance, contact Code Enforcement, Planning Department at 415-575-6863, [www.sf-planning.org](http://www.sf-planning.org)*

## OPERATION

9. **Garbage, Recycling, and Composting Receptacles.** Garbage, recycling, and compost containers shall be kept within the premises and hidden from public view, and placed outside only when being serviced by the disposal company. Trash shall be contained and disposed of pursuant to garbage and recycling receptacles guidelines set forth by the Department of Public Works.

*For information about compliance, contact Bureau of Street Use and Mapping, Department of Public Works at 415-554-5810, <http://sfdpw.org>*

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

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

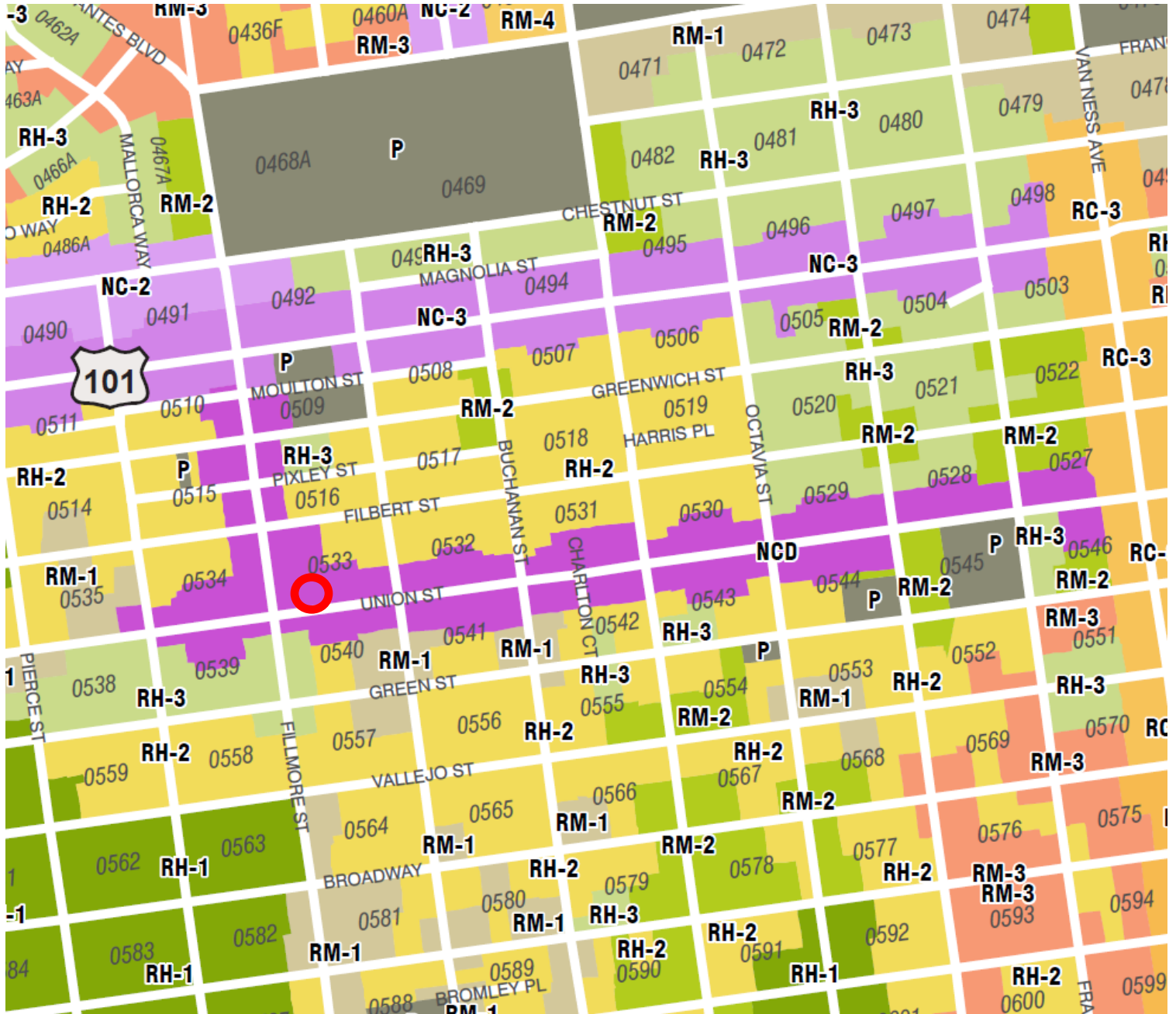
11. **Community Liaison.** Prior to issuance of a building permit to construct the project and implement the approved use, the Project Sponsor shall appoint a community liaison officer to deal with the issues of concern to owners and occupants of nearby properties. The Project Sponsor shall provide the 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, [www.sf-planning.org](http://www.sf-planning.org)*

- 12. Lighting.** All Project lighting shall be directed onto the Project site and immediately surrounding sidewalk area only, and designed and managed so as not to be a nuisance to adjacent residents. Nighttime lighting shall be the minimum necessary to ensure safety, but shall in no case be directed so as to constitute a nuisance to any surrounding property.

*For information about compliance, contact Code Enforcement, Planning Department at 415-575-6863, [www.sf-planning.org](http://www.sf-planning.org)*

# Zoning Map



Conditional Use Hearing  
Case Number 2017-004187CUA  
2162 Union Street

# Parcel Map



Conditional Use Hearing  
Case Number 2017-004187CUA  
2162 Union Street



# Sanborn Map\*



SUBJECT PROPERTY



Conditional Use Hearing  
Case Number 2017-004187CUA  
2162 Union Street



# Aerial Photo

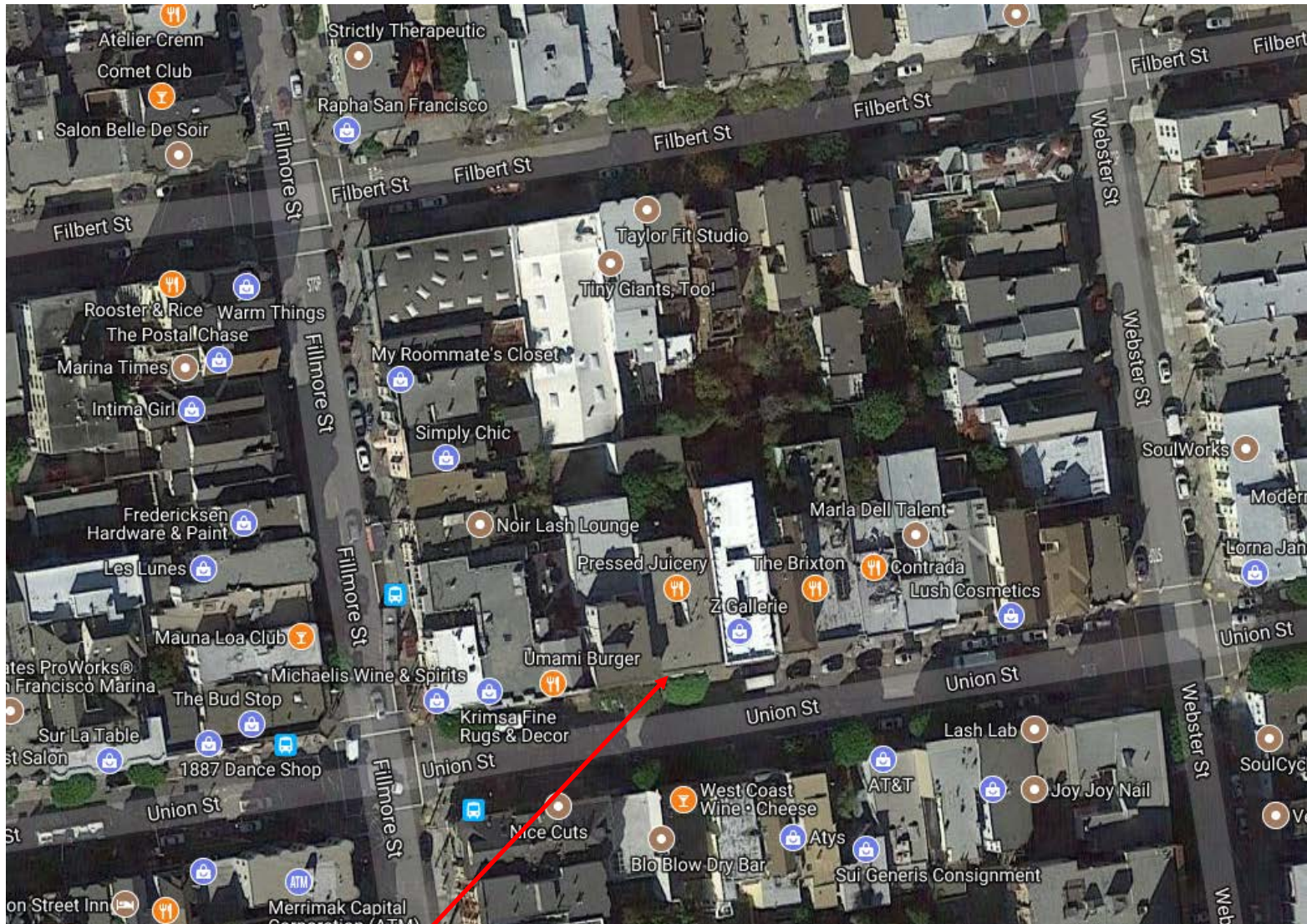


SUBJECT PROPERTY





# Aerial Photo



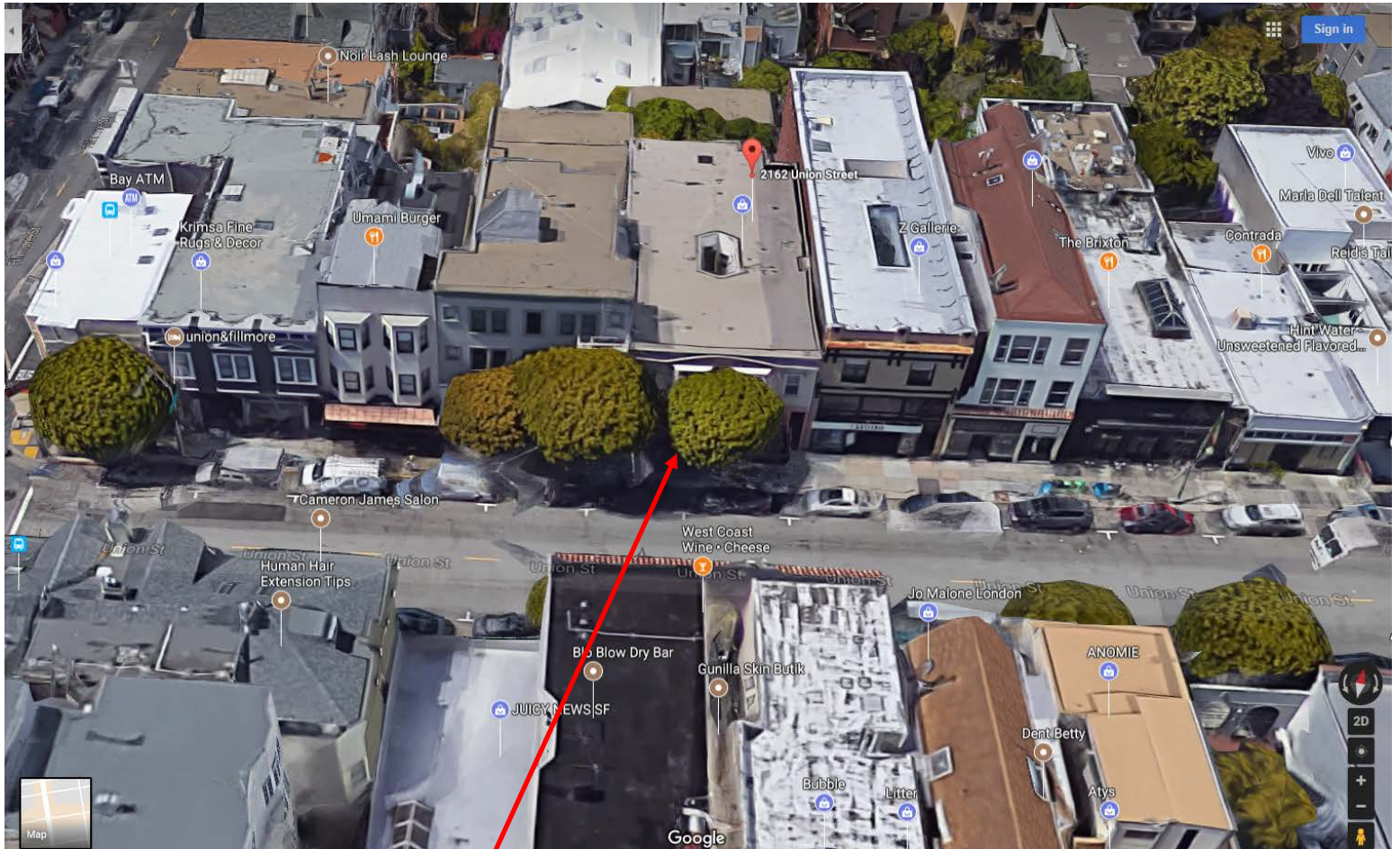
SUBJECT PROPERTY



Conditional Use Hearing  
Case Number 2017-004187CUA  
2162 Union Street



# Aerial Photo



SUBJECT PROPERTY



Conditional Use Hearing  
Case Number 2017-004187CUA  
2162 Union Street

# Site Photo

## SUBJECT PROPERTY ON UNION STREET



SUBJECT PROPERTY

Conditional Use Hearing  
Case Number 2017-004187CUA  
2162 Union Street



# Site Photo

## SUBJECT PROPERTY ON UNION STREET



SUBJECT PROPERTY

Conditional Use Hearing  
Case Number 2017-004187CUA  
2162 Union Street

# Site Photo

## PORTION OF SUBJECT BLOCK ON UNION STREET



SUBJECT PROPERTY

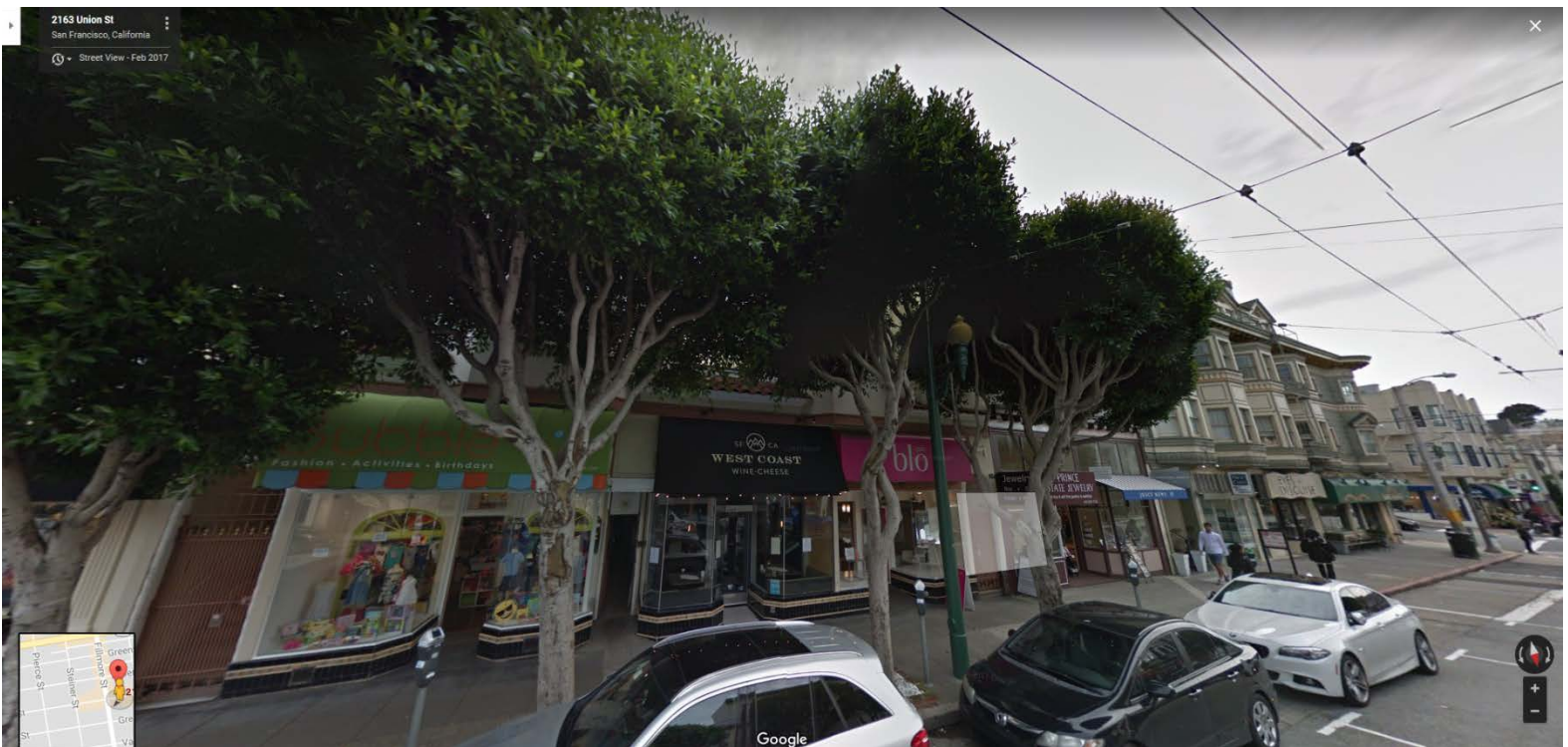


Conditional Use Hearing  
Case Number 2017-004187CUA  
2162 Union Street



# Site Photo

## PORTION OF OPPOSITE BLOCK ON UNION STREET



Conditional Use Hearing  
Case Number 2017-004187CUA  
2162 Union Street

# REUBEN, JUNIUS & ROSE, LLP

October 13, 2017

President Rich Hillis  
San Francisco Planning Commission  
1650 Mission Street, Suite 400  
San Francisco, CA 94103

**Re: 2162 Union Street – Verizon Wireless Retailer  
Planning Department Case No. 2017-004187CUA  
Hearing Date: November 2, 2017  
Our File No.: 10533.02**

Dear President Hillis and Commissioners:

We are working with Verizon Wireless, seeking Conditional Use Authorization for a formula retail use (the “**Project**”) at 2162 Union Street (the “**Property**”) in the Union Street Neighborhood Commercial District.

The Project will provide a Verizon Wireless retail store in a dense residential and retail corridor with a high demand for Verizon goods and services. Establishing a Verizon Wireless retail store will provide neighborhood residents with an option for Verizon goods and services and will contribute to the active Union Street commercial corridor by filling an existing vacant retail space. The Project will be a driver of traffic to other nearby retailers, and is well-served by public transit. The Project is supported by the Union Street Association.

## **A. Project Description**

Verizon proposes to occupy a vacant, approximately 1,234-square-foot retail space, and will offer an array of cell phones, smartphones, prepaid devices, tablets, cell phone plans, accessories, and support services. The Project will involve interior tenant improvements, but will not expand the size of the existing unit or involve any exterior improvements aside from the installation of new signage that is consistent with other uses along Union Street. A rendering of the proposed façade is attached as **Exhibit A**, and the floor plan, elevations, and signage for the Project are attached as **Exhibit B**.

Verizon has conducted significant community outreach for the Project. It held a community meeting for the Project on March 9, 2017. A letter in support of the Project from Lesley Leonhardt, Executive Director of the Union Street Association, is attached as **Exhibit C**.

James A. Reuben | Andrew J. Junius | Kevin H. Rose | Daniel A. Frattin | John Kevlin  
Tuija I. Catalano | Jay F. Drake | Matthew D. Visick | Lindsay M. Petrone | Sheryl Reuben<sup>1</sup>  
Thomas Tunny | David Silverman | Melinda A. Sarjapur | Mark H. Loper | Jody Knight  
Chloe V. Angelis | Corie A. Edwards | Coryn E. Millsagle | Jared Eigerman<sup>2,3</sup> | John McInerney III<sup>2</sup>

1. Also admitted in New York 2. Of Counsel 3. Also admitted in Massachusetts

**San Francisco Office**  
One Bush Street, Suite 600, San Francisco, CA 94104  
tel: 415-567-9000 | fax: 415-399-9480

**Oakland Office**  
827 Broadway, Suite 205, Oakland, CA 94607  
tel: 510-257-5589

[www.reubenlaw.com](http://www.reubenlaw.com)



**B. Benefits of the Project**

The benefits of the Project will include:

- Renovating and reactivating an existing retail space that has been vacant for more than one year, in one of the City's most notable retail districts;
- Contributing to the vitality of the Union Street commercial corridor by offering a variety of Verizon Wireless products and services;
- Reducing the number of automobile trips made by Pacific Heights/Cow Hollow/Marina neighborhood residents to existing Verizon stores throughout the City;
- Creating new construction jobs during unit remodeling;
- Creating 10-12 new jobs in the City; and
- Generating new economic activity and production of business tax revenue to the City.

**C. Compliance with Conditional Use Criteria for a Formula Retail Use**

The Project meets and exceeds the requirements necessary to grant a Conditional Use Authorization for a formula retail use at the Property.

The Property is located on Union Street, one of the City's most popular and active retail districts. The Project will not displace any existing retail uses, as it will occupy one of the district's approximately 22 vacant retail spaces. By occupying one of these vacant spaces, the Project will contribute to the retail market in the area, while also beautifying the storefront without altering the building envelope.

In the Union Street NCD, there are approximately 47 formula retail uses, none of which are Verizon Wireless stores. With 47 formula retail uses in the Union Street NCD, the existing commercial corridor is characterized with a greater concentration of formula retail uses relative to most other areas of San Francisco. As a result, the project will not affect the existing formula retail character of the district.

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tel: 510-257-5589

[www.reubenlaw.com](http://www.reubenlaw.com)

The Property's shape and form, as well as the size, shape, and arrangement of the structure will remain the same as in its existing condition. The Project will not alter the building envelope. Verizon will renovate and occupy an existing vacant retail space previously occupied by a retail store and, consequently, the existing and proposed uses are consistent with neighborhood uses, and the proposed design is compatible with the immediate vicinity.

The Property is well-served by public transit. The 22, 28, 30, 30X, 41, 43, and 45 MUNI bus lines all stop within a few blocks of the Property. The Project is designed to serve the thousands of residents of the Pacific Heights/Cow Hollow/Marina neighborhoods, and is convenient for pedestrians. On-street parking spaces line both sides of Union Street. On-street parking is also provided along Fillmore and Webster Streets, the nearest cross streets. The Project is intended to serve the residential neighborhood, local workers, and existing commuters, and is not expected to generate a significant amount of additional traffic.

**D. Conclusion**

The Project will fill a vacant space on Union Street, in the heart of the neighborhood commercial corridor that provides a wide variety of retail goods and services for residents of and visitors to the Pacific Heights/Cow Hollow/Marina neighborhoods. The Project will affirmatively promote the intent of the district to provide retail goods and services to the immediate and nearby neighborhoods. This location addresses a pressing need for Verizon's customers, and will offer a comprehensive selection of products and services that will contribute to the array of retail products available along Union Street. For all of these reasons, we respectfully request that this Commission grant this Conditional Use Authorization.

Very truly yours,

**REUBEN, JUNIUS & ROSE, LLP**

  
Thomas Tunny

Enclosures

cc: Vice-President Dennis Richards  
Commissioner Rodney Fong  
Commissioner Christine Johnson  
Commissioner Joel Koppel

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tel: 510-257-5589

**REUBEN, JUNIUS & ROSE, LLP**

[www.reubenlaw.com](http://www.reubenlaw.com)

San Francisco Planning Commission

October 13, 2017

Page 4

Commissioner Myrna Melgar  
Commissioner Kathrin Moore  
Jonas Ionin – Commission Secretary  
Sharon Young – Project Planner  
Verizon Wireless

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## **EXHIBIT A**

---

# Verizon 2162 Union St. San Francisco, CA

## Color Elevation

### 10.11.17



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ARCHITECTURE + DESIGN, PC.

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2162 Union St. San Francisco, CA



## **EXHIBIT B**

**verizon**

**Proposed  
Store Design  
for VERIZON**

Cover Sheet

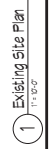
Company	FG	Client	8417
Class of fly	JS	Landed:	-
		Permit:	-
		B4:	-
		Construction:	-
Personnel	Date	Drainage	
1	8/8/27	Planner's Comments	
2	8/23/27	Additional Comment	
3	20/9/27	Block Signage	

**Architect**  
Gruskin Architecture + Design,  
P.C.  
294 Morris Avenue  
Springfield, NJ 07081

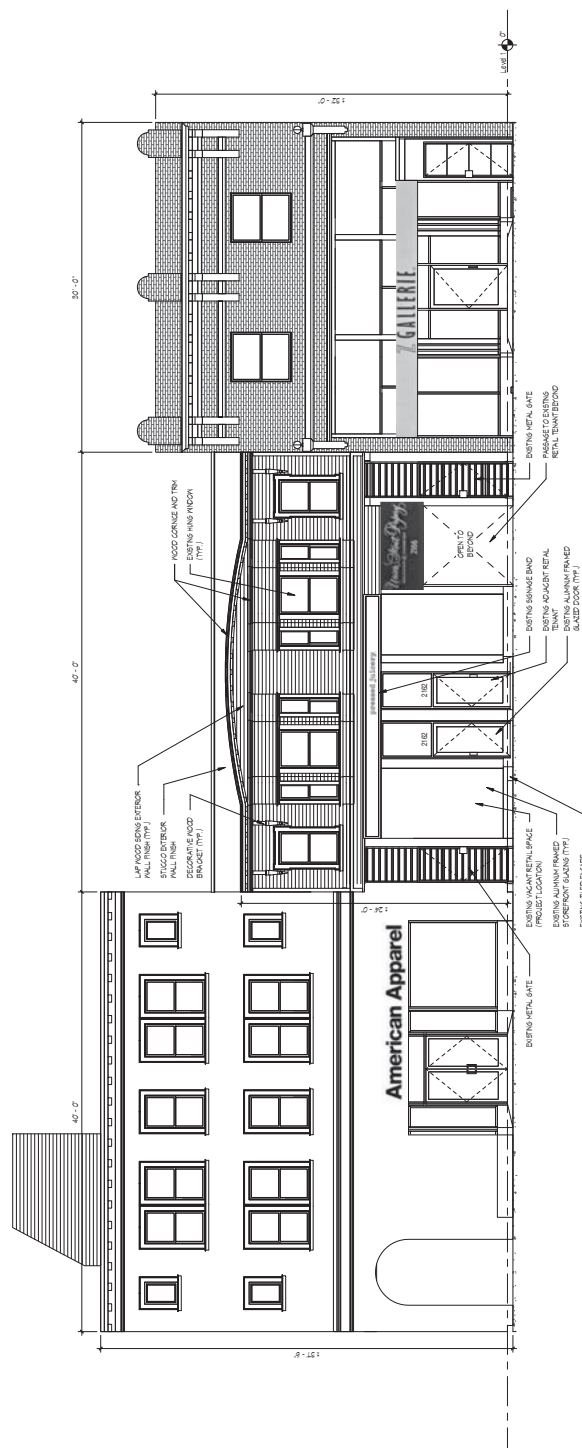
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DE A7

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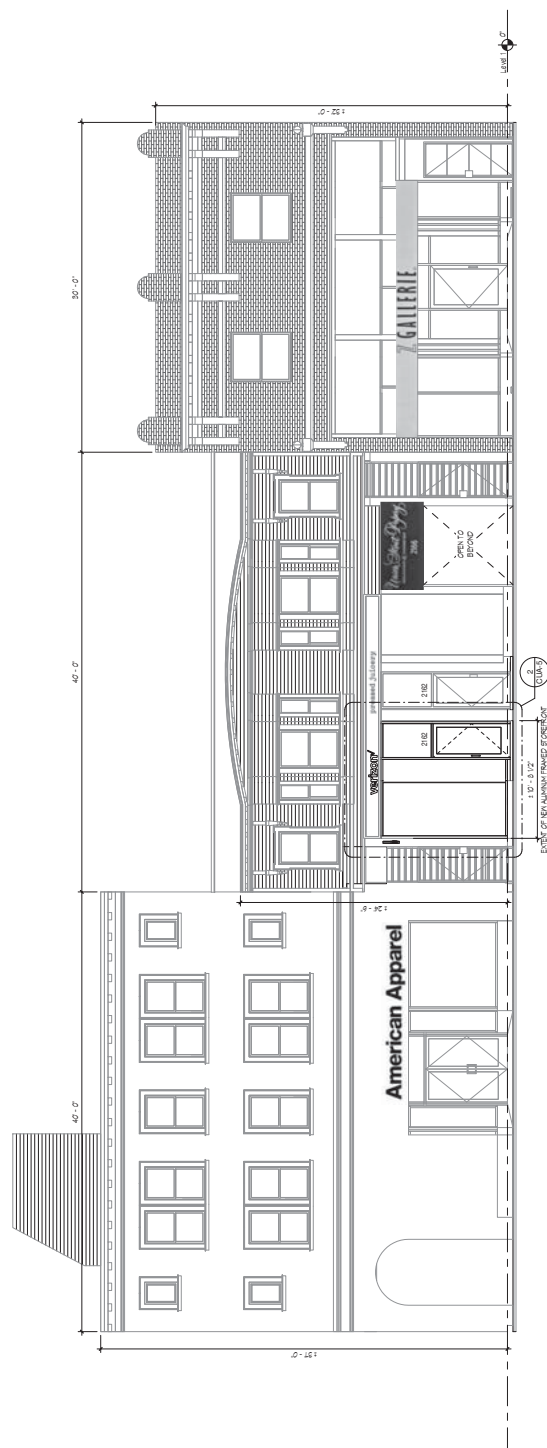






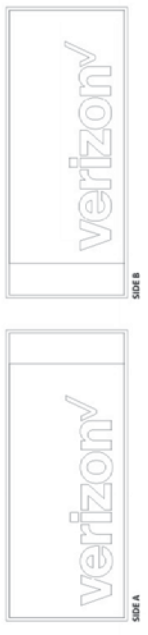


1 Union St Elevations - Existing  
5/16" = 1'-0"



2 Union St Elevations - New  
 3/16" = 1'-0"





**Help Us: Channel Letters**

2" deep internally illuminated, pin mounted channel letters with 1 1/4" stand offs. Letters shall be white with white returns and "check marks" shall be red with red returns.

- 1 Painted Aluminum Channel Letter
- 2 LED Strip
- 3 Stainless Steel Stand-off Pin
- 4 Polyvinyl glue

3 SIGN DETAILS

## **EXHIBIT C**

# **UNION STREET ASSOCIATION**

**2036 UNION STREET  
SAN FRANCISCO, CA. 94123  
T. 415-441-7055 F. 415-928-4750  
[www.unionstreetsf.com](http://www.unionstreetsf.com)**

February 22, 2017

Sam Lauter  
BMW

Re: Verizon            2162 Union Street            Formula Retail

Dear Mr. Lauter,

Thank you for introducing the Union Street Association to the proposal from Verizon, a Formula Retail business, seeking approval to occupy 2162 Union at the membership meeting last week. The merchants were interested in what was being presented, asking thoughtful questions as well as offering useful suggestions. The proposal for Verizon, a technology service provider and retailer, met with approval from the merchants in attendance.

Verizon will fit well with the current retail mix on Union and will add needed foot traffic to our neighborhood. The fact that the business has many locations did not affect the approval of their request with the membership.

We feel we can easily lend our support to their presence on Union Street and believe they will be a welcome addition to the shopping experience for both visitors and local traffic in Cow Hollow.

We respectfully request that the Planning Commission approve their application.

Sincerely,

Lesley Leonhardt  
Executive Director



**verizon**<sup>✓</sup>

**2162 Union Street  
San Francisco, CA**



## Site Plan



Code Analysis

(Including San Francisco Amendments)

Building:2016 California Building Code

Plumbing:2016 California Plumbing Code

Electrical:2016 California Electrical Code

Mechanical:2016 California Mechanical Code

Fire:2016 California Fire Code

Accessibility:2016 California Building Code Title 24

Energy:2016 California Energy Code and Title 24 Energy Efficiency Standards

Building Analysis

Construction Type:Type V-B (Non-Sprinklered)

Use Group:M (Mercantile) - NO CHANGE

Seismic Design Category:E

Area of Work (Gross):1,234 sq.ft.

No. of Stories:2

Tenant Improvement Location:Ground Floor

Maximum Occupancy (Table 1004.1.2):

Retail Sales:717 sf/60 = 12

Office\*:465 sf/100 = 5

Storage / Stock Rooms\*\*:34 sf/300 = 0

Total Occupancy:= 16

Exit(s) Requirements (Table 1006.2.1):

Required: 1;

Provided: 1

Required: Minimum Egress Width (Section 1005.3.2)

Required: 16 x 0.20 = 3.2 "

Minimum width: use 36" as a minimum

Front door 36" width = 36" / 0.2 = 180 Occupants

Plumbing Fixtures: (Table 422.1)

Occupant Load Per Table A - Group M:Plumbing Occupant Load: 1,234 / 200 = 6

Water Closet:Required: 1; Provided: 1

Lavatory:Required: 1; Provided: 1

Drinking Fountain:Required: 1; Provided: 1

Janitor's Sink:Required: 1; Provided: 1

Sprinkler System:

☒ No

☐ Yes

☒ Existing (No Change)

☐ New

\* Offices include Open Office, Telco/Count Office and Restrooms

\*\* Storage include Inventory and Janitor

Scope of Work

The work covered in this set of documents is for new interior work, and limited exterior work, for an existing tenant space within an existing building which was built under separate building permits. This work includes:

Selective demolition of existing interior partitions, fixtures, ceilings, and millwork.

Construction of new partitions for new rooms as shown on new floor plan.

Replacing existing storefront system with new, energy-efficient, fully compliant system.

Modification of existing entryway to comply with Title 24 and federal and state accessibility requirements.

Installation of new wall mounted signage and blade sign.

Project Summary Table

Residential Use:

N/A

Commercial/Retail Use:

1,234 SF

Office Use:

N/A

Industrial/PDR Use:

N/A

Parking (No. of Spaces):

0 (No Change)

Bicycle Parking (No. of Spaces):

0 (No Change)

Usable Open Space:

N/A

Architectural Symbols

DETAIL NO.  
SHEET NO.

ENLARGED PLAN OR  
DETAIL REFERENCE

ELEVATION NO.  
SHEET NO.

ELEVATION REFERENCE

SECTION NO.  
SHEET NO.

SECTION REFERENCE

XX  
SCALE

PLAN OR  
DETAIL  
TITLE

BOTTOM OF  
FACADE

± 19'-0"  
V.I.F.

DOOR  
NUMBER

DATE  
DETAIL NO./SHEET

REVISION  
TRIANGLE

RETAIL SALES  
101

ROOM NO.

RETAIL SALES  
101

ROOM FINISHES

CEILING  
TYPE

+10'-0"  
ACT-1

CEILING  
FINISH

CEILING  
HEIGHT

CEILING  
DESIGNATION

Deferred Submittals

Fire Alarm / Fire Protection System

Exterior Signage;

Low Voltage Wiring

Special Inspection

Not Required

Vicinity Map

Site Plan

Drawing List

Rev.	Sheet Titles	Rev.	Sheet Titles
	<div>Architectural</div>		
1	CUA-1 Cover Sheet		
	CUA-2 Architectural Site Plan		
	CUA-3 Existing and New Floor Plans		
1	CUA-4 Exterior building elevations - Union Street		
2	CUA-5 Exterior Elevation and Details		
3	CUA-6 Signage Details		

Project Contact

Architect

Gruskin Architecture + Design,  
P.C.  
294 Morris Avenue  
Springfield, NJ 07081  
Tel: 973-376-4411

Owner

Cushman & Wakefield  
201 California Street #800  
San Francisco, CA 94111  
Tel: 415-633-4345

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Drawing Number:

CUA-1

OF 47



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CT 9613	NM 004168
DC ARC100723	NV 5521
DE 0006261	NY 025528-1 NY
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GA RA011075	OH 13761
HI AR 11489	OR 4899
IA 05713	PA RA-015432-B
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KY 5867	TN 101374
LA 5734	TX 17880
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MD 11016	VT 2572
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MI 1301052379	WA 10344
MN 44325	WI 9900-005
MO A-2005029740	WV 3727
MS 3860	WY C-1967

Professional Seal


Consultant

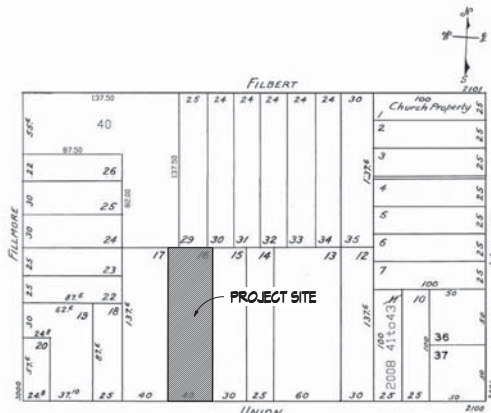
Job Name and Number: 2016-0205

## Proposed Store Design for VERIZON

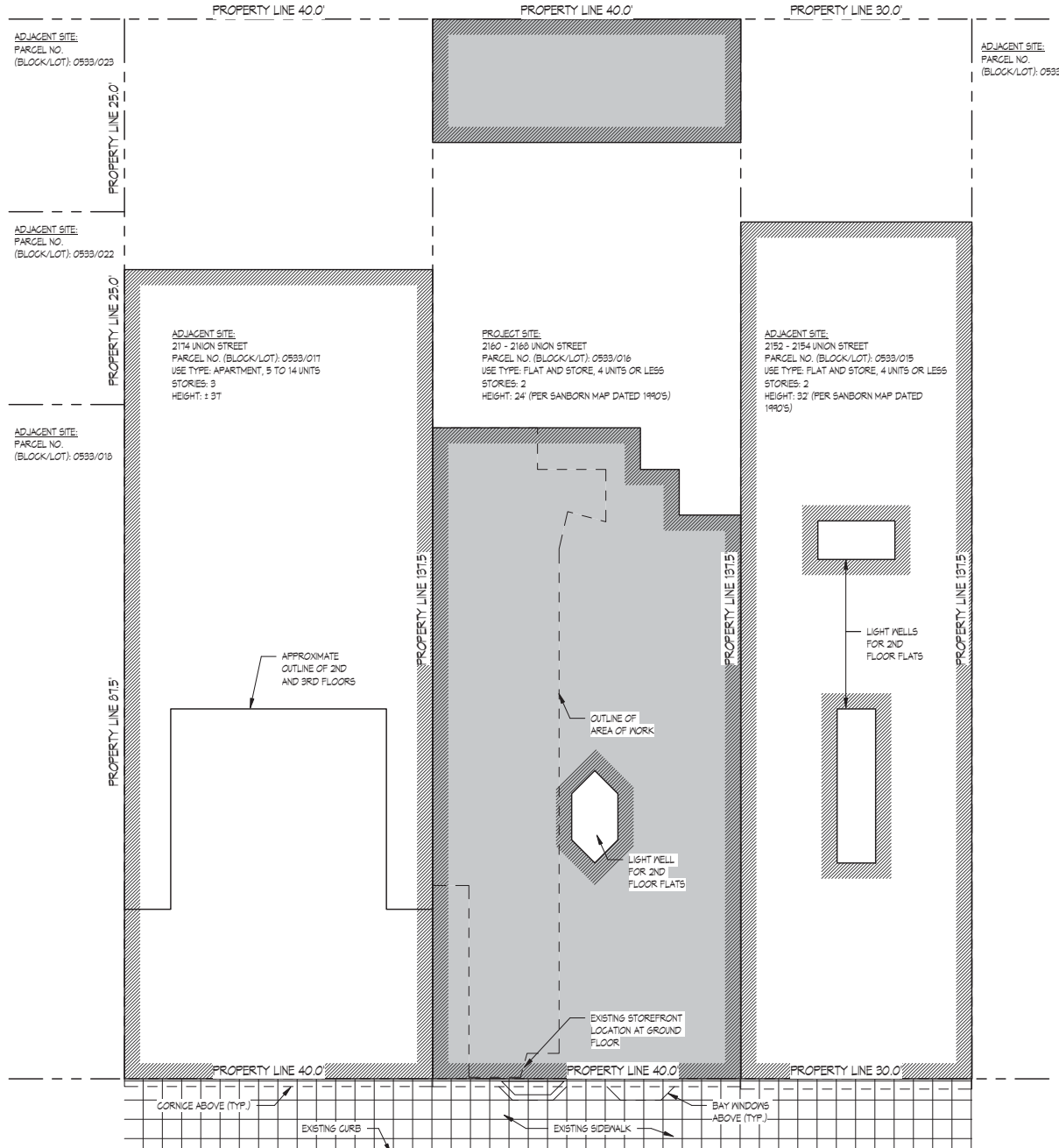
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2162 Union Street  
San Francisco, CA

Drawing Title:  
**ARCHITECTURAL SITE  
PLAN**

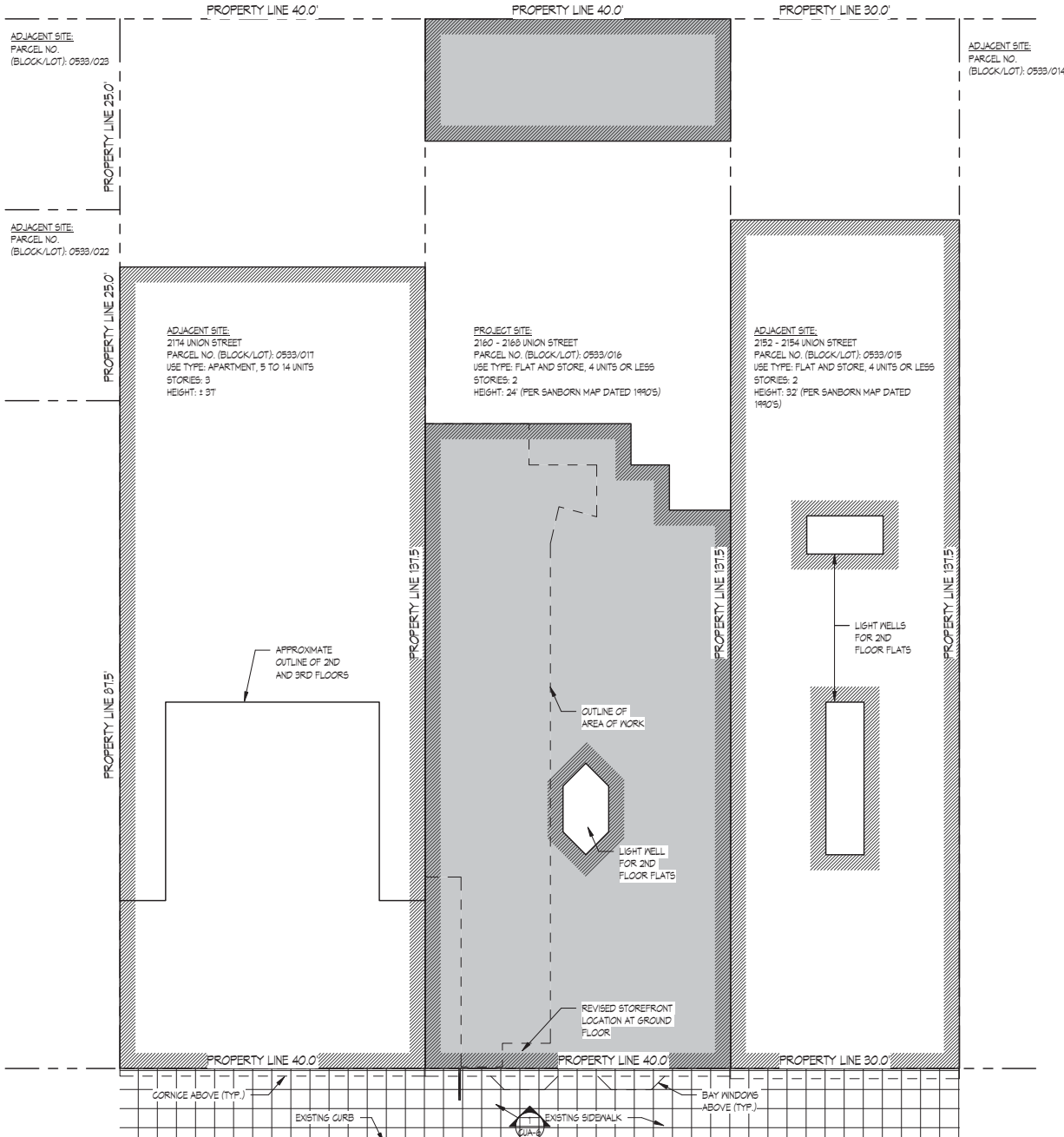
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Checked By:	JS		
Date Issued for Client:	8.4.17		
Landlord:	-		
Permit:	-		
Bid:	-		
Construction:	-		
Revision Issues:			
No.	Date	Description	



3 Assessor's Block Map  
N.T.S.



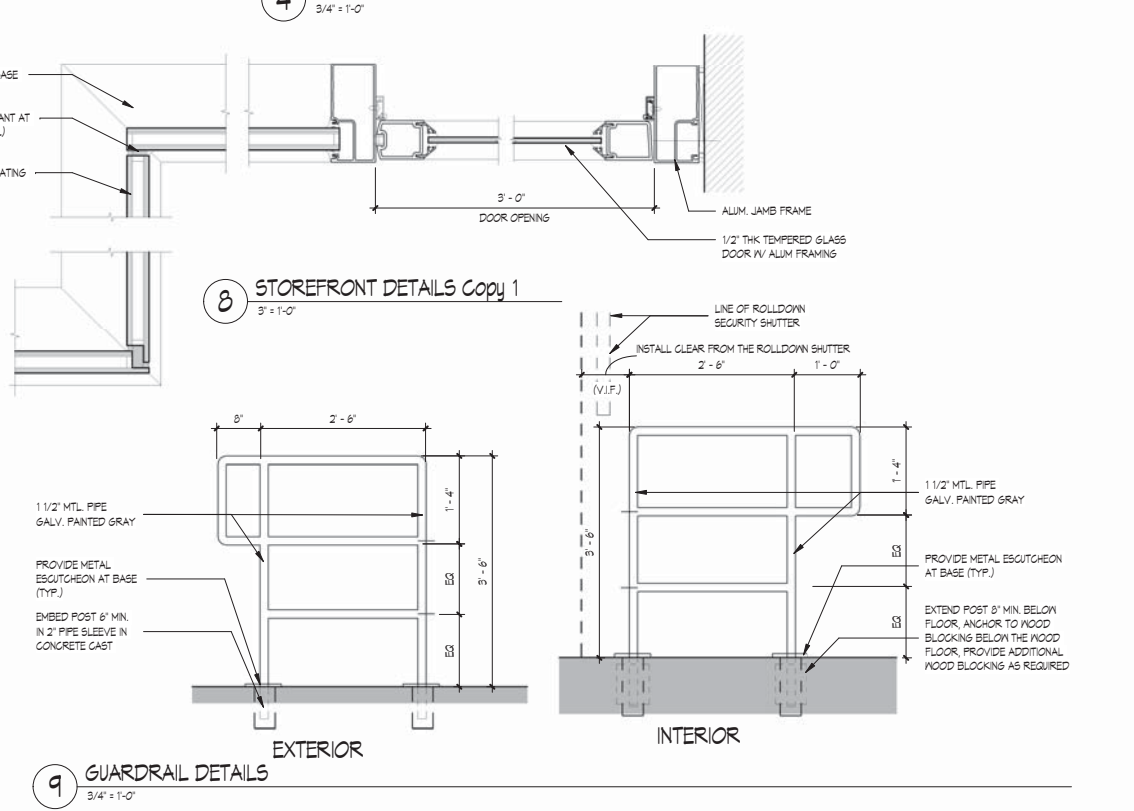
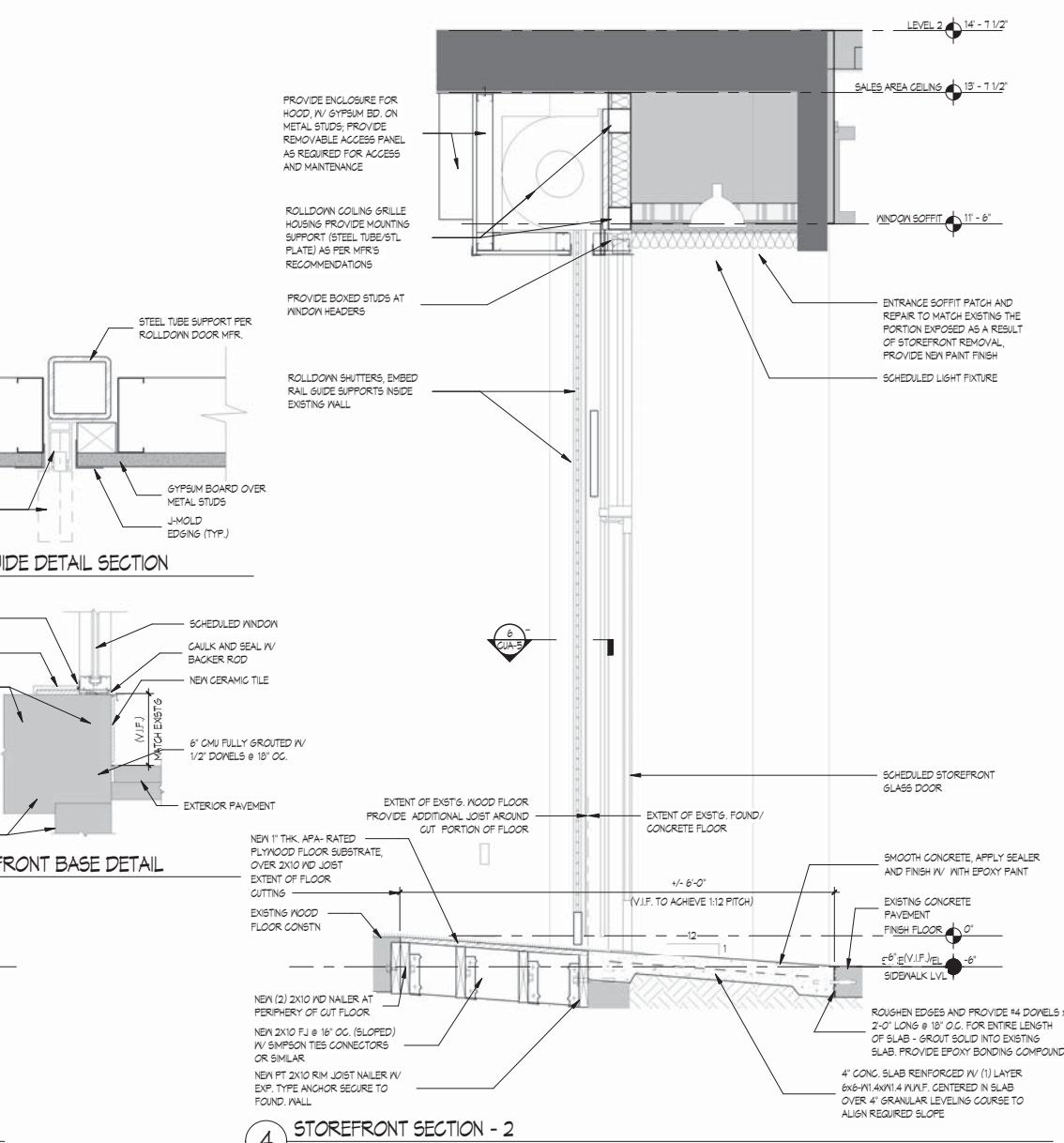
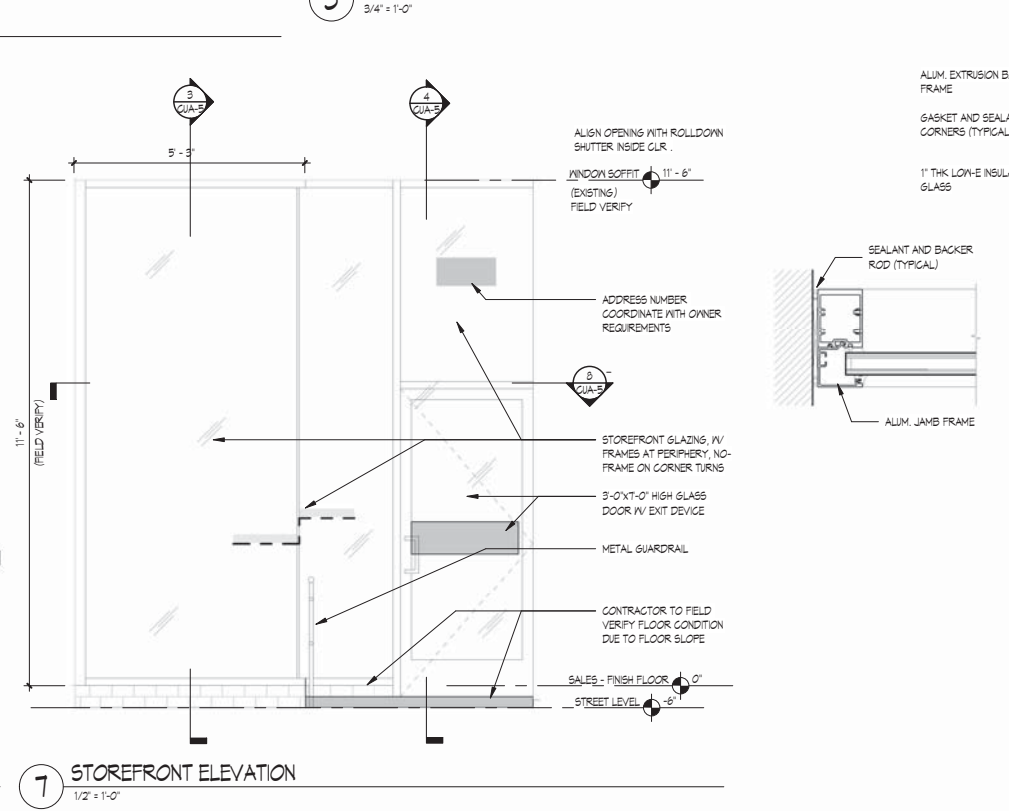
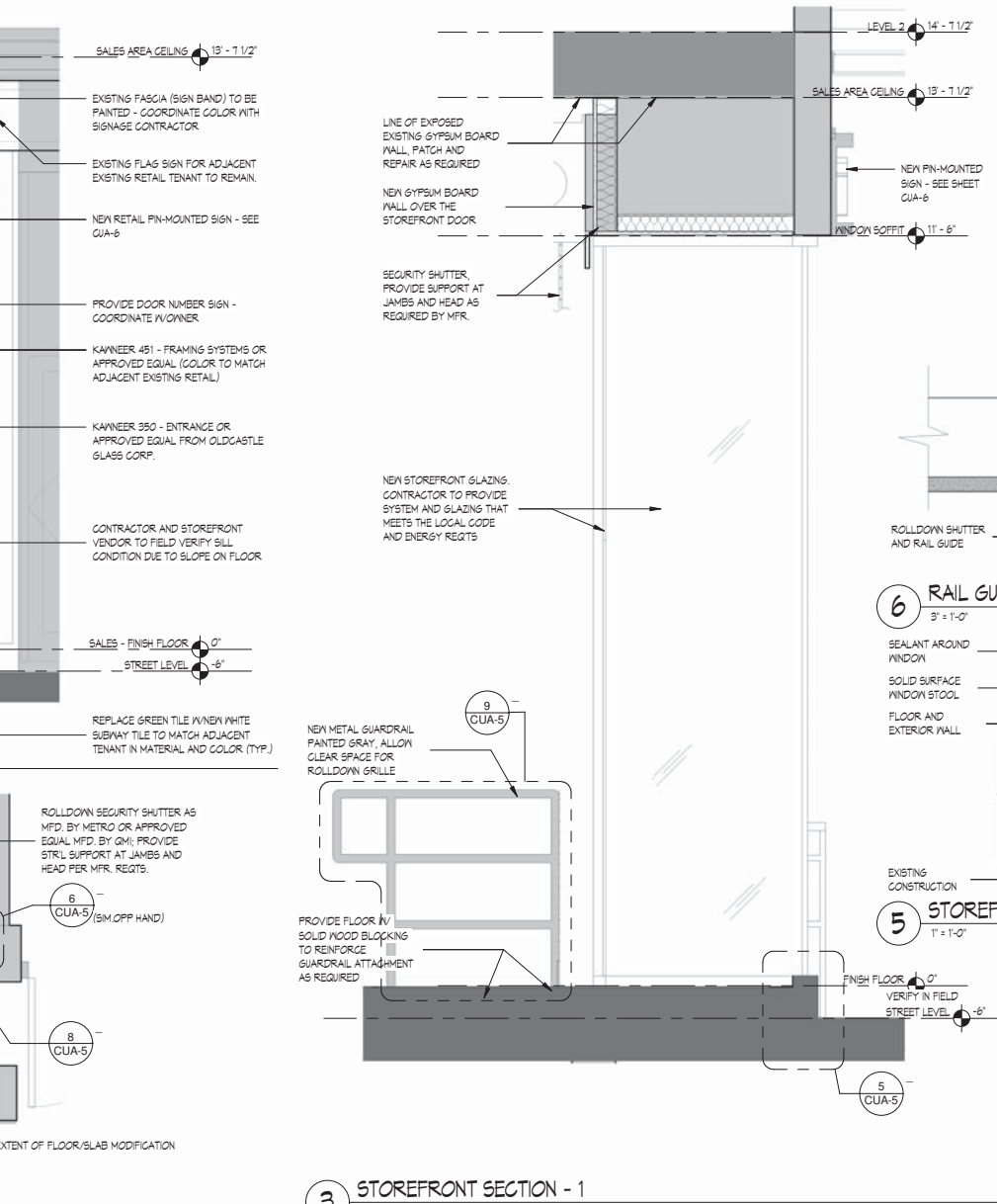
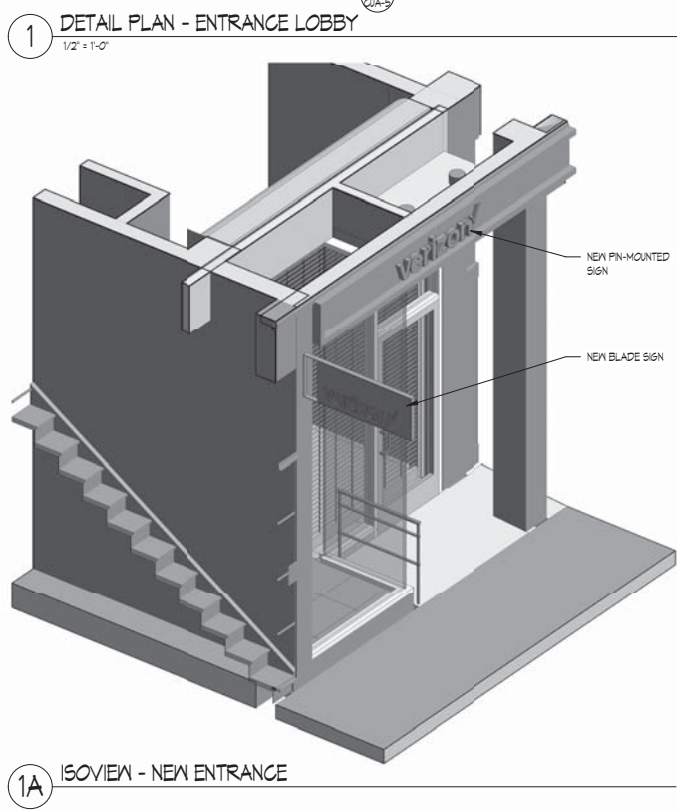
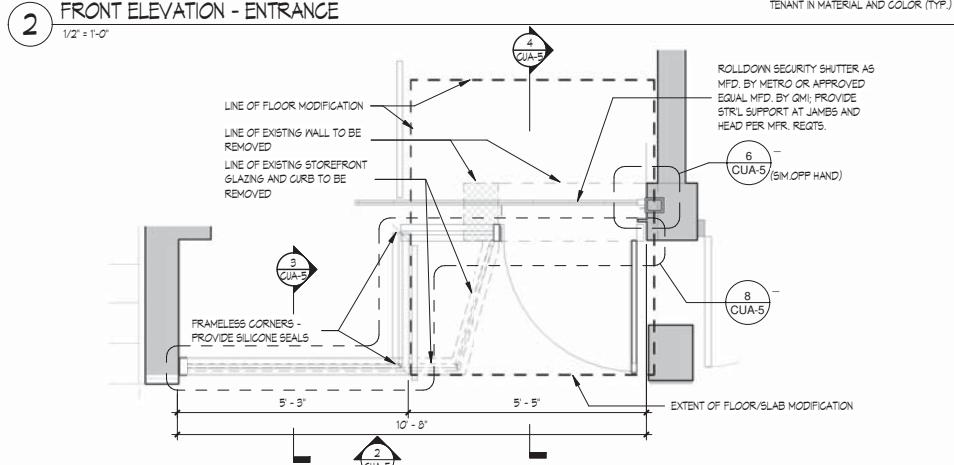
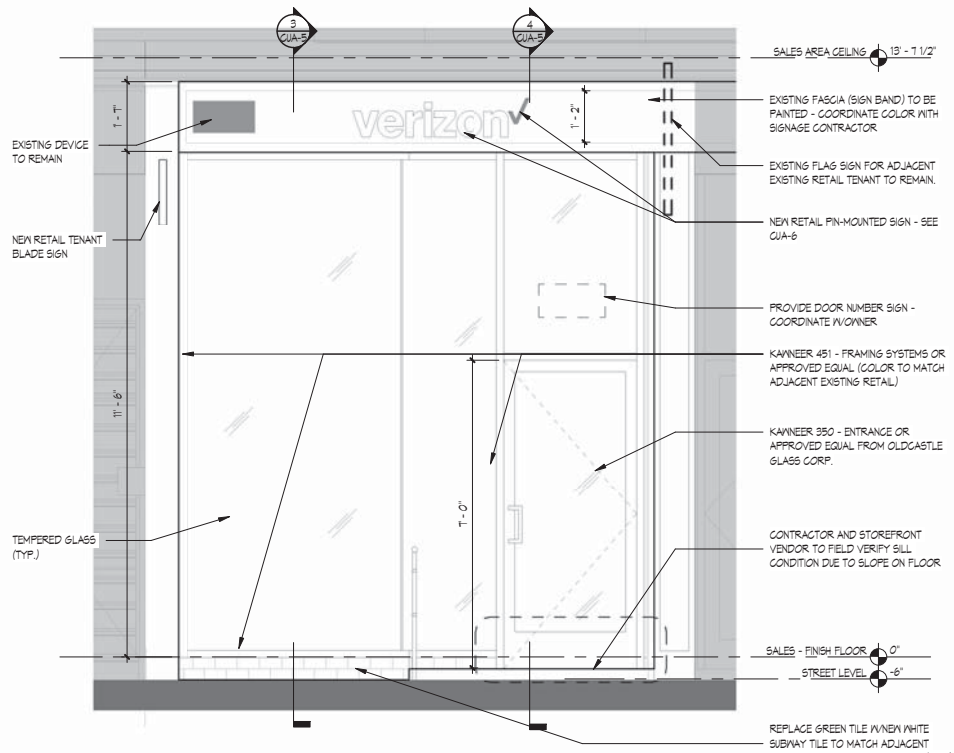
1 Existing Site Plan  
1" = 10'-0"



2 New Site Plan  
1" = 10'-0"

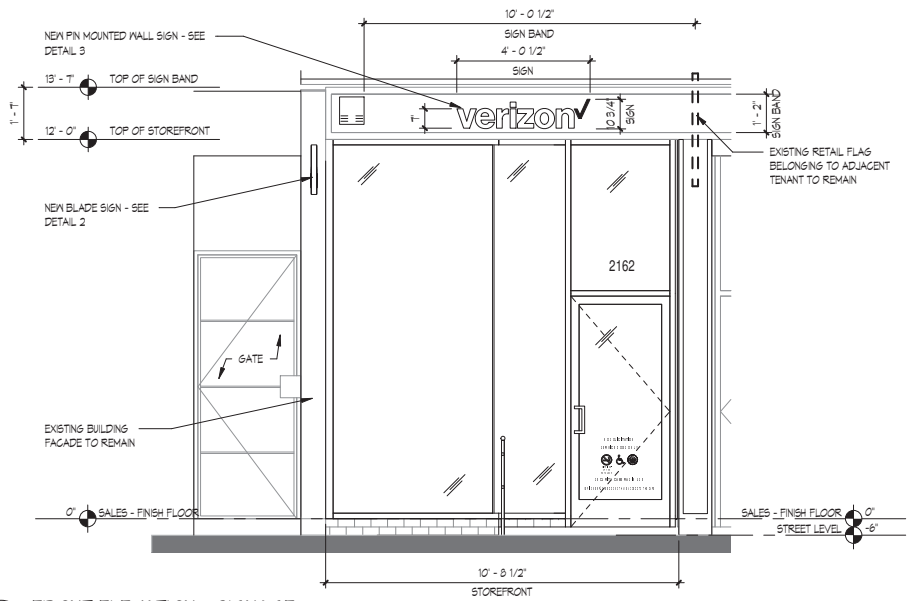




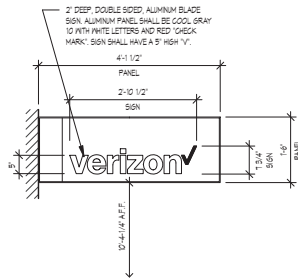
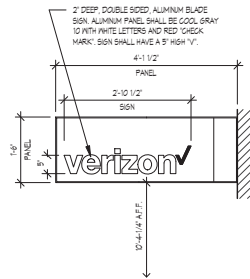




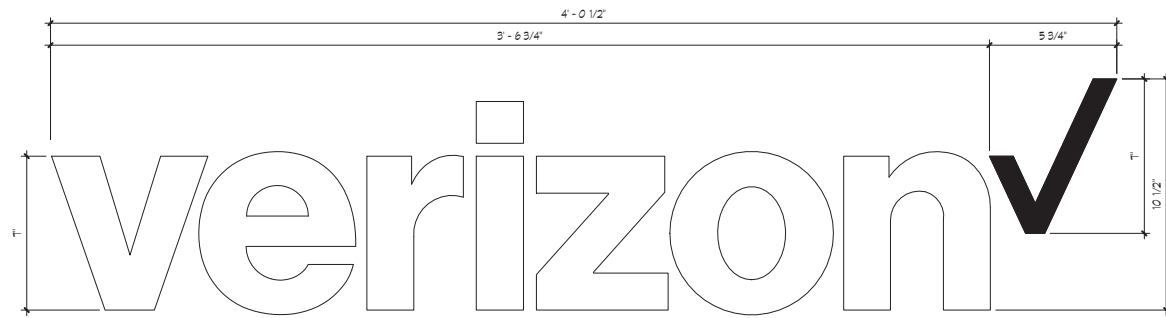
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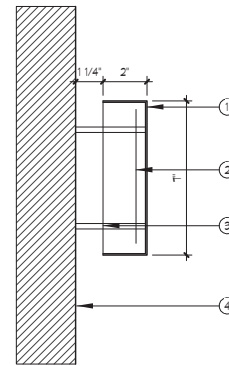
1 FRONT ELEVATION - SIGNAGE  
3/8" = 1'-0"



2 SIGNAGE - BLADE SIGN DETAILS  
1/2" = 1'-0"



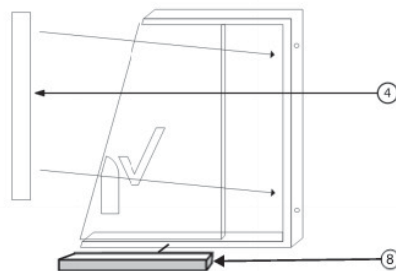
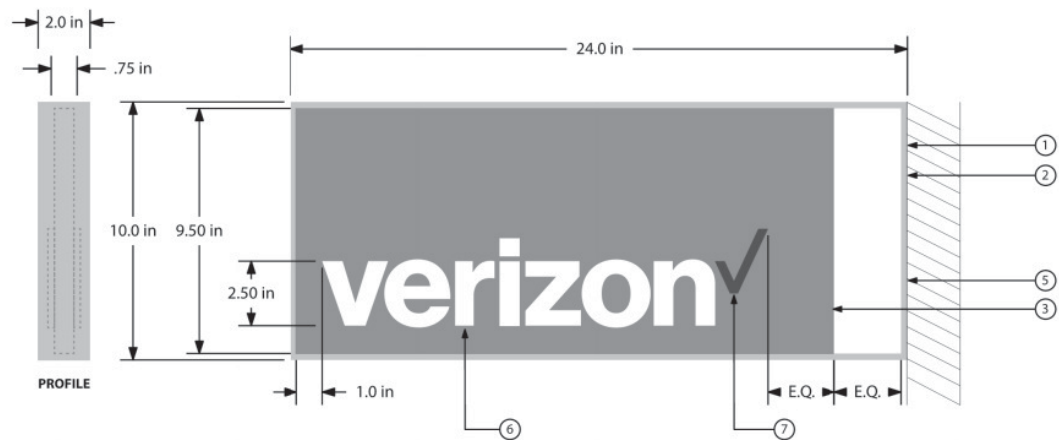
3 SIGNAGE - PIN-MOUNTED WALL  
SIGN DETAILS  
3" = 1'-0"



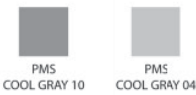
#### 1/2" Channel Letters

2" deep internally illuminated, pin mounted channel letters with 1 1/4" stand offs. Letters shall be white with white returns and "check mark" shall be red with red returns.

- 1 Painted Alum Channel Letter
- 2 LED Strip
- 3 Stainless Steel Standoff Pin
- 4 Existing Wall



ALL MATERIAL TO HAVE SATIN FINISH



#### NON ILLUMINATED BLADE

- 1 2" x 1/4" FLAT BAR FRAME, WELDED AT ALL POINTS. (COOL GRAY 04) MILLED 3/4" WIDE CHANNEL INTERNALLY TO MOUNT PANEL
- 2 FRAME WALL PORTION: 2" x 3/8" PAINTED ALUMINUM (COOL GRAY 04) QTY(2) 1/4" MOUNTING HOLES COUNTER SUNK ON INTERIOR.
- 3 .063" PAINTED ALUMINUM PANELS, MOUNTED TO 3/4" ALUMINUM TUBE FRAMING PMS COOL GRAY 10
- 4 2" x 5.5" x 0.040 PAINTED ALUMINUM PANEL PMS COOL GRAY 04, MOUNTED TO FRAME W/ VHB DS TAPE TO COVER MOUNTING HOLES.
- 5 MOUNTING HARDWARE: VARIES ON FACADE TYPE AND SUPPORT STRUCTURE
- 6 1/4" ROUTED ALUMINUM BONDED TO FACE: PAINTED MP #6425 SP SATIN HI HIDE WHITE
- 7 1/4" ROUTED ALUMINUM BONDED TO FACE: PAINTED MP #643 SATIN PMS 485
- 8 OPTIONAL LED STRIP LIGHT MOUNTED TO FRAME ON STEEL PINS. COLOR TO MATCH FRAME. BOTH SIDES OF BLADE

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**Kenneth A. Gruskin AIA**

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HI AR 11489	OR 4899
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MI 1301052379	WA 10344
MN 44326	WI 9900-005
MO A-2005029740	WV 3727
MS 3860	WY C-1967

Professional Seal

Job Name and Number: 2016-0205

## Proposed Store Design for VERIZON

Job Address:  
2162 Union Street  
San Francisco, CA

Drawing Title:

### SIGNAGE DETAILS

Drawn By:	FG	North Arrow:	
Checked By:	JS		
Date Issued for:	Client:	8.4.17	
Landlord:	-		
Permit:	-		
Bid:	-		
Construction:	-		

Revision:	Issue	Description
1	8/8/17	Planner's Comments
3	10/9/17	Blade Signage