



SAN FRANCISCO PLANNING DEPARTMENT

Executive Summary Conditional Use

HEARING DATE: NOVEMBER 16, 2017

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415.558.6377

Date: November 2, 2017
Case No.: **2017-004909CUA**
Project Address: **123 WEST PORTAL AVE**
Zoning: West Portal Avenue Neighborhood Commercial (NCD)
26-X Height and Bulk District
Block/Lot: 2989B/031
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
Rodney Malouf (property owner)
1 Bush Street, Suite 600
San Francisco, CA 94104
Staff Contact: Cathleen Campbell – (415) 575-8732
Cathleen.campbell@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 West Portal Avenue Neighborhood Commercial District and a 26-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, previously occupied by a Formula Retail Use (D.B.A. "Radio Shack", a retail store), with approximately 2,174 square feet of floor area. 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 123 West Portal Ave is located on the southeastern side of West Portal Avenue between Vicente and 14 Streets, Assessor's Block 2989B, Lot 031. It is located within the West Portal Avenue Neighborhood Commercial District (NCD) and a 26-X Height and Bulk District. The subject lot is 5,972 square feet (59.81 feet wide by 100 feet deep) in size and is occupied by a one-story commercial building built in 1926. The existing building is not listed individually in the National and California Registers as having architectural significance. However, 123 West Portal is determined to be an individually significant property and contributing historical resource to the district under the West Portal Avenue Neighborhood Commercial District Survey (NC-2) (Ulloa Avenue – 15th Street). The zig-zag Kawneer-like storefront vestibule had been determined a character defining feature under the survey. The subject property at 123 West Portal Avenue is one of three 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. Radio

Shack) which vacated the premises in early 2015. The other commercial tenant spaces are occupied by a Limited Financial Services Use d.b.a. Sterling Bank & Trust and a Retail Sales and Service Use d.b.a GG's.

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 three-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 West Portal Avenue NCD corridor. Some of the commercial establishments on the subject block include Grateful Head, European Beauty, Pacific Rims Optometry, Starbucks, Charles Schwab, Café Rain Tree, Shaws, West portal Spa, Citi Bank, GG's, Sterling Bank & Trust, Wells Fargo, Trattoria Da Vittorio, Simply Bella, Nutrition Center, She-she Nail Spa, Tip Top, Golden Gate Urgent Care, Walgreens, Pure Barre, Chase Bank, Cene Arts Theatre. The surrounding zoning is Rh-1(D) - Residential- House, One Family- Detached to the northwest, and Rh-1(D) - Residential- House, One Family- Detached to the southeast.

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 27, 2017	October 26, 2017	20 days
Posted Notice	20 days	October 27, 2017	October 26, 2017	20 days
Mailed Notice	30 days	October 16, 2017	October 16, 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 November 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 April 3, 2017; no persons other the project sponsors were present at the pre-application meeting. The project sponsors submitted two letters in support of the proposed project from the West Portal Merchants Association and Greater West Portal Neighborhood 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 West of Twin Peaks, Inner Sunset, and West Portal neighborhoods.

- Formula Retail findings are included in the Draft Motion for the Commission to consider.
- There are approximately 33 existing formula retail establishments out of approximately 123 ground floor retail establishments within the West Portal Avenue NCD and ¼ mile radius, including retail, restaurants, and personal, professional, and financial service establishments. The existing intensity of formula retail uses is approximately 27.04% of all ground floor businesses within the district and ¼ mile radius.
- Within the West Portal Avenue NCD, there are no retail establishments within the district which specialize in selling wireless communication services and retail products.
- 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 WEST PORTAL AVENUE NCD /1/4 MILE RADIUS SURVEY AREA (FT)	PERCENTAGE OF DISTRICT
Bar	234.5	3.85%
Entertainment	80	1.31%
Financial Services	846.7	13.96%
Hotel	0	0
Limited Restaurant	256.8	4.22%
Medical Service	353.73	5.82%
Personal Service	1010.5	16.62%
Professional Service	1009.1	16.60%
Restaurant	1022	16.81%
Retail	1227.5	20.19%
Vacant	39.4	0.65%
Total	6080.23	100.00%

Note: The West Portal Avenue 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 20.96% 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 2,174 square feet of floor area (previously occupied by "Radio Shack", a retail store) within the West Portal Avenue NCD and a 26-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 West Portal Avenue Neighborhood Commercial District.
- 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 West Portal Avenue Neighborhood Commercial District within the West of Twin Peaks neighborhood.

RECOMMENDATION: Approval with Conditions
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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 |

CC

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 16, 2017

<i>Date:</i>	October 23, 2017	
<i>Case No.:</i>	2017-004909CUA	
<i>Project Address:</i>	123 West Portal Avenue	
<i>Zoning:</i>	West Portal Avenue Neighborhood Commercial 26-X Height and Bulk District	
<i>Block/Lot:</i>	2989B/031	
<i>Project Sponsors:</i>	Thomas Tunny (agent) Reuben, Junius, and Rose, LLP One Bush Street, Suite 600 San Francisco, CA 94104 Rodney Malouf (property owner) 1 Bush Street, Suite 600 San Francisco, CA 94104	Joel Shulman (architect) Gruskin Architecture + Design, P.C. 294 Morris Avenue Springfield, NJ 07081
<i>Staff Contact:</i>	Cathleen Campbell – (415) 575-8732 Cathleen.campbell@sfgov.org	
<i>Recommendation:</i>	Approval with Conditions	

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 123 WEST PORTAL AVENUE WITHIN THE WEST PORTAL AVENUE NEIGHBORHOOD COMMERCIAL DISTRICT AND A 26-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 **123 West Portal Avenue, Lot 2989B in Assessor's Block 031** (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 123 West Portal Avenue Neighborhood Commercial District and a 26-X Height and Bulk District, in general conformity with plans dated August 15, 2017 and labeled "Exhibit B" (hereinafter "Project").

The proposal is to convert a vacant ground floor commercial space with approximately 2,174 square feet of floor area (previously occupied by "Radio Shack", 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 16, 2017, the San Francisco Planning Commission (hereinafter "Commission") conducted a duly noticed public hearing at a regularly scheduled meeting on Conditional Use Application No. **2017-004909CUA**.

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. **2017-004909CUA**, 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 123 West Portal Ave is located on the southeastern side of West Portal Avenue between Vicente and 14 Streets, Assessor's Block 2989B, Lot 031. It is located within the West Portal Avenue Neighborhood Commercial District (NCD) and a 26-X Height and Bulk District. The subject lot is 5,972 square feet (59.81 feet wide by 100 feet deep) in size and is occupied by a one-story commercial building built in 1926. The existing building is not listed individually in the National and California Registers as having architectural significance. However, 123 West Portal is determined to be an individually significant property and contributing historical resource to the district under the West Portal Avenue Neighborhood Commercial District Survey (NC-2) (Ulloa Avenue – 15th Street). The zig-zag Kawneer-like storefront vestibule had been determined a character defining feature under the survey. The subject property at 123 West Portal Avenue is one of three 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. Radio Shack) which vacated the premises in early 2015. The other commercial tenant spaces are occupied by a Limited Financial Services Use d.b.a. Sterling Bank & Trust and a Retail Sales and Service Use d.b.a GG's.
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 three-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 West Portal Avenue NCD

corridor in the immediate vicinity. Some of the commercial establishments on the subject block include Grateful Head, European Beauty, Pacific Rims Optometry, Starbucks, Charles Schwab, Café Rain Tree, Shaws, West portal Spa, Citi Bank, GG's, Sterling Bank & Trust, Wells Fargo, Trattoria Da Vittorio, Simply Bella, Nutrition Center, She-she Nail Spa, Tip Top, Golden Gate Urgent Care, Walgreens, Pure Barre, Chase Bank, Cene Arts Theatre. The surrounding zoning is Rh-1(D) - Residential- House, One Family- Detached to the northwest, and Rh-1(D) - Residential- House, One Family- Detached to the southeast.

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 West Portal Avenue Neighborhood Commercial District and a 26-X Height and Bulk District. The proposal is to convert a vacant ground floor commercial space with approximately 2,174 square feet of floor area (previously occupied by "Radio Shack", 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 West of Twin Peaks, Inner Sunset, and West Portal neighborhoods.
6. **Public Comment.** As of November 6, 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 April 3, 2017; no persons other the project sponsors were present at the pre-application meeting. The project sponsors submitted two letters in support of the proposed project from the West Portal Merchants Association and Greater West Portal Neighborhood Association.
7. **Use District.** The project site is within the West Portal Avenue Neighborhood Commercial (NCD). The West Portal Avenue Neighborhood Commercial (NCD), located in southwestern San Francisco between the West Portal and Saint Francis Wood neighborhoods, provides convenience goods and services to the residents of the West of Twin Peaks, Inner Sunset, and West Portal neighborhoods. A variety of commercial establishments are located within ground floor storefronts in the West Portal Avenue NCD, including restaurants, medical and dentistry offices, small-scale groceries, apparel stores and jewelry boutiques, and some largescale financial institutions. Buildings in the vicinity typically range from one to three stories in height.
8. **Planning Code Compliance:** The Commission finds that the Project is consistent with the relevant provisions of the Planning Code in the following manner:

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 West Portal Avenue 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 2,174 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 33 existing formula retail establishments out of approximately 123 ground floor retail establishments within the West Portal Avenue NCD and ¼ mile radius, including retail, restaurants, and personal, professional, and financial service establishments. The existing intensity of formula retail uses is approximately 26.29% of all ground floor businesses within the district and ¼ mile radius.

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

Within the West Portal Avenue NCD, there are no retail establishments within the district which specialize in selling wireless communication services and retail products.

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

The proposed project is a formula retail use will occupy an existing location previously occupied by another retail use which vacated (d.b.a. Radio Shack). 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.

There are currently 1 vacancies out of 122 commercial locations within the West Portal Avenue NCD; creating a vacancy rate of approximately 0.81% (This does not include the subject property).

- 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 West Portal Avenue NCD, which include a mixture restaurants, personal and professional service establishments, and small retail establishments. [Based on the project sponsor's survey, approximately 69.67% (85) of the occupied retail uses in the West Portal Avenue NCD are "Daily-Needs," or neighborhood-serving; of these, 27 are formula retail (four retail stores, eleven professional services, two personal services, two salons, three educational services, seven financial services and seven banks). The remaining 30.32% (37 locations) of locations which do not serve daily needs is composed of 22 restaurants, five bars, two gas stations, and a movie theatre among other miscellaneous uses.]

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

Of the approximately 122 ground floor commercial establishments in the West Portal Avenue NCD, there are approximately 33 formula retail establishments, some of which include 76 Gas Station, CineArts, Raymond James, Charles Schwab, Sterling Bank & Trust, Citibank, Wells Fargo, 1st Republic Bank, First Republic Bank, Bank of America, Chase Bank, Starbucks, Quickly Tea, Peet's Coffee, Americuts, Pure Barre, Supercuts, Edward Jones, Remax Pestigious Properties, Kumon Learning Center, Century 21, Stewart Title, H & R Block, Frosh Travel, Sylvan Learning Center, State Farm, The UPS Store, Edible Arrangements, Goodwill Boutique, Site for Sore Eyes, Walgreens. The subject project would add an additional formula retail establishment to the district, increasing the concentration of formula retail establishments to approximately 27.64% 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 WEST PORTAL AVENUE NCD SURVEY AREA (FT)	PERCENTAGE OF DISTRICT
Bar	234.5	3.85%
Entertainment	80	1.31%
Financial Services	846.7	13.96%
Hotel	0	0
Limited Restaurant	256.8	4.22%
Medical Service	353.73	5.82%
Personal Service	1010.5	16.62%
Professional Service	1009.1	16.60%
Restaurant	1022	16.81%
Retail	1227.5	20.19%
Vacant	39.4	0.65%

Total	6080.23	100.00%

Note: The West Portal Avenue 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 20.19% 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 West Portal Avenue Street NCD.** Section 729 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 (1st) floor of the single-story building.

- C. **Hours of Operation.** Section 729 of the Planning Code allows hours of operation from 6 a.m. until 2 a.m. as of right within the West Portal Avenue 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 6 p.m., seven days a week.

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

The subject commercial tenant space, with approximately 2,174 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 86.74% (31.35 feet) of the street frontage of the commercial space at the ground level on West Portal Avenue 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;

The proposed use is designed to meet the needs of the immediate neighborhood and should not generate significant amounts of vehicular trips from the immediate neighborhood or citywide. The Project area is well-served by MUNI. The Property is two blocks from the West Portal MUNI station, providing

easy access to the KT, L, and M Muni lightrail lines, and the 17, 48, 91, K-OWL, L-OWL, and M-OWL bus lines.

- 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 West Portal Avenue 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 West Portal Avenue 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 commercial character of this portion of the West Portal Avenue 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 West Portal Avenue 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 (Radio Shack) 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 Subject property is determined to be an individually significant property and contributing historical resource to the district under the West Portal Avenue Neighborhood Commercial District Survey (NC-2) (Ulloa Avenue – 15th Street). The zig-zag Kawneer-like storefront vestibule is determined a character defining feature under the survey. The proposal is to modify a portion the vestibule in consistency with the Secretary of the Interior Standards for ADA accessibility compliance.

- 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. 2017-004909CUA subject to the following conditions attached hereto as “EXHIBIT A” in general conformance with plans on file, dated August 15, 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 single-story, mixed-use building at 123 West Portal Ave in Assessor's Block 2989B, Lot 031 pursuant to Planning Code Sections 303(c), 303(i), and 703.4 within the Union 123 West Portal Avenue Neighborhood Commercial District and a 26-X Height and Bulk District in general conformance with plans, dated August 15, 2017, and stamped "EXHIBIT B" included in the docket for Case No. 2017-004909CUA and subject to conditions of approval reviewed and approved by the Commission on November 16, 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 2,174 square feet of floor area (previously occupied by "Radio Shack", 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
2. **Expiration and Renewal.** Should a Building or Site Permit be sought after the three (3) year period has lapsed, the project sponsor must seek a renewal of this Authorization by filing an application for an amendment to the original Authorization or a new application for Authorization. Should the project sponsor decline to so file, and decline to withdraw the permit application, the Commission shall conduct a public hearing in order to consider the revocation of the Authorization. Should the Commission not revoke the Authorization following the closure of the public hearing, the Commission shall determine the extension of time for the continued validity of the Authorization.
For information about compliance, contact Code Enforcement, Planning Department at 415-575-6863, www.sf-planning.org
3. **Diligent pursuit.** Once a site or Building Permit has been issued, construction must commence within the timeframe required by the Department of Building Inspection and be continued diligently to completion. Failure to do so shall be grounds for the Commission to consider revoking the approval if more than three (3) years have passed since this Authorization was approved.
For information about compliance, contact Code Enforcement, Planning Department at 415-575-6863, www.sf-planning.org
4. **Extension.** All time limits in the preceding three paragraphs may be extended at the discretion of the Zoning Administrator where implementation of the project is delayed by a public agency, an appeal or a legal challenge and only by the length of time for which such public agency, appeal or challenge has caused delay.
For information about compliance, contact Code Enforcement, Planning Department at 415-575-6863, www.sf-planning.org
5. **Conformity with Current Law.** No application for Building Permit, Site Permit, or other entitlement shall be approved unless it complies with all applicable provisions of City Codes in effect at the time of such approval.
For information about compliance, contact Code Enforcement, Planning Department at 415-575-6863, www.sf-planning.org

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, 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

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>

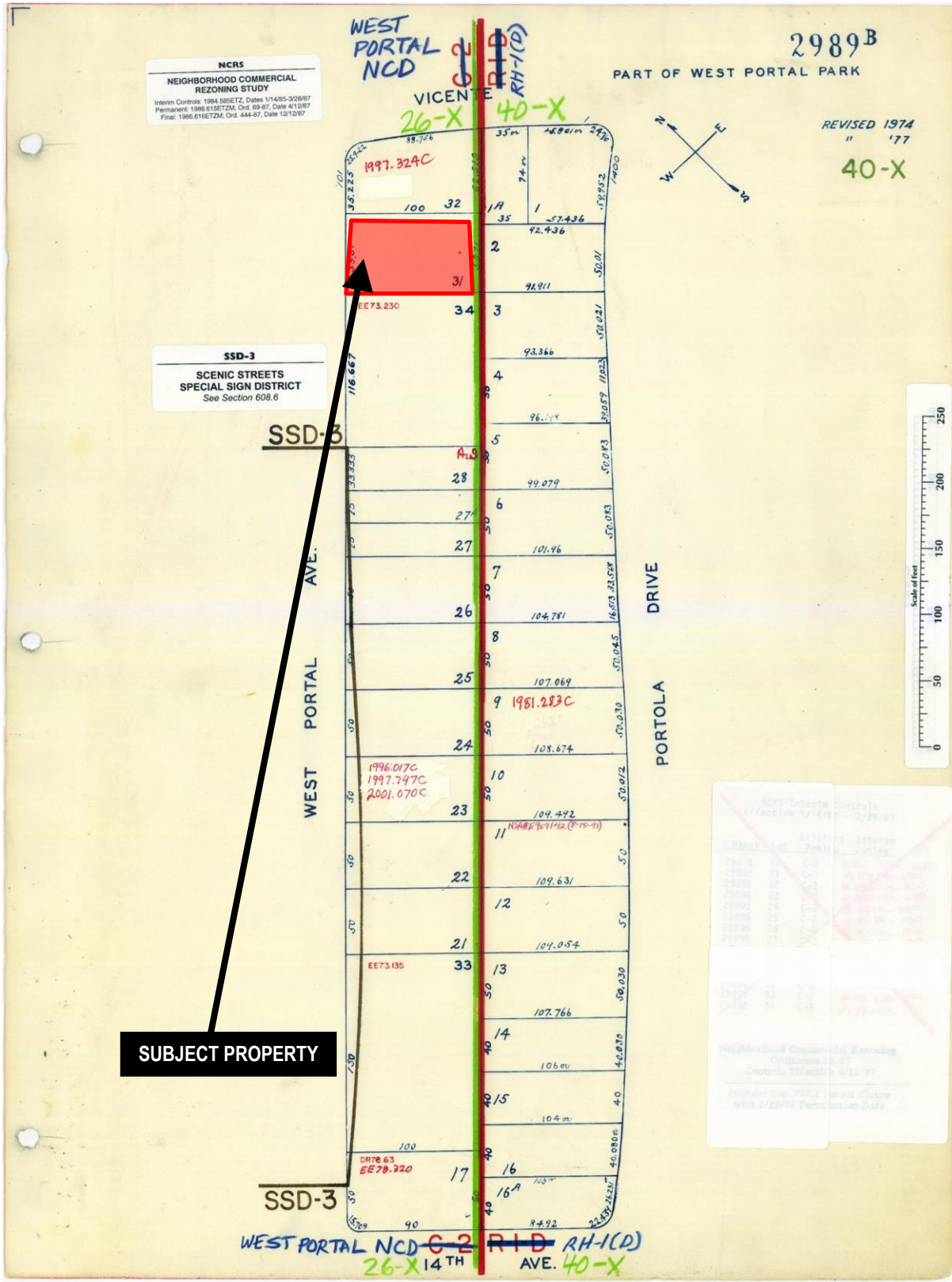
11. **Community Liaison.** Prior to issuance of a building permit to construct the project and implement the approved use, the Project Sponsor shall appoint a community liaison officer to deal with the issues of concern to owners and occupants of nearby properties. The Project Sponsor shall provide the 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

- 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.

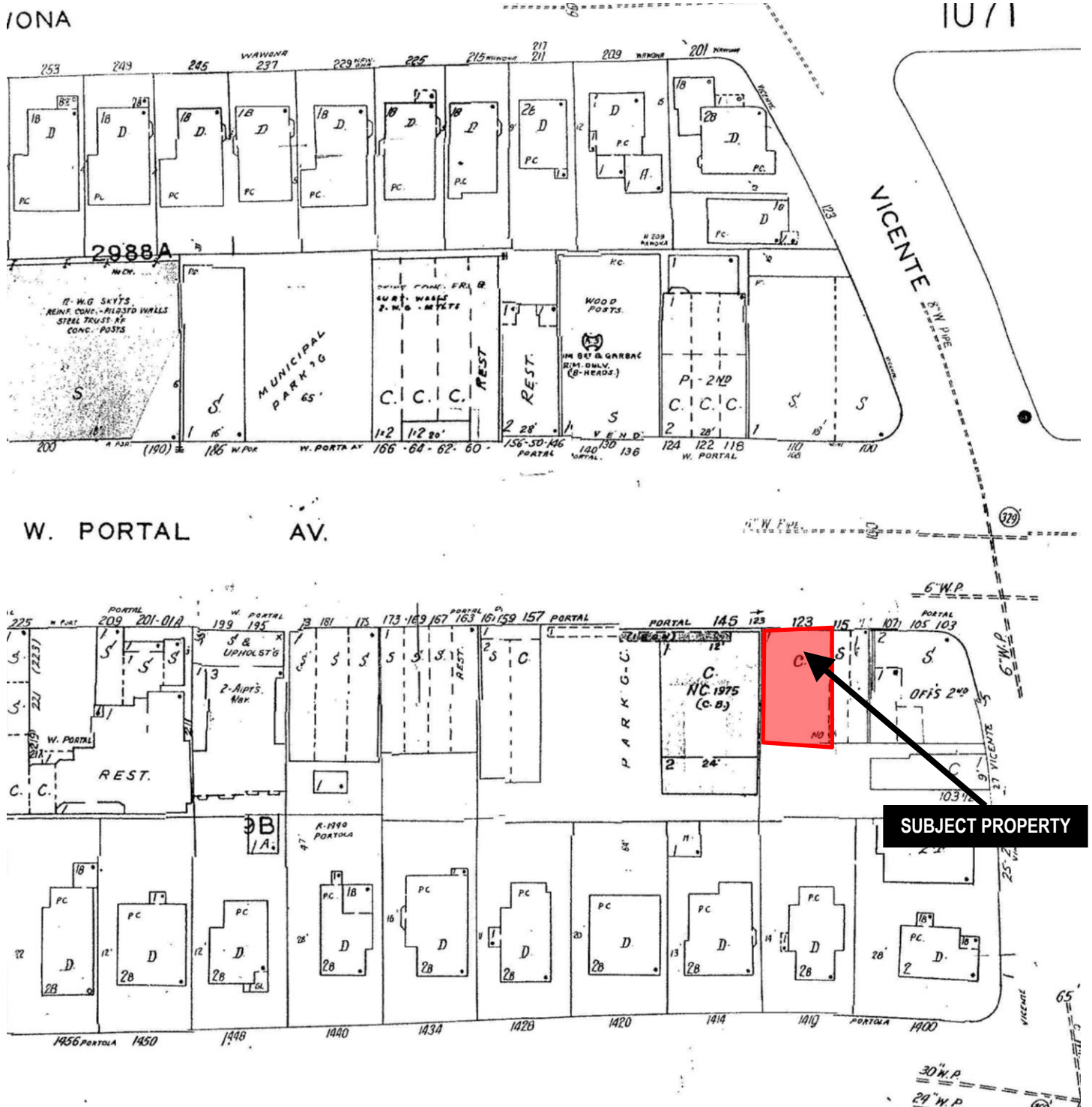
For information about compliance, contact Code Enforcement, Planning Department at 415-575-6863, www.sf-planning.org

Parcel Map



Conditional Use Authorization
Case Number 2017-004909CUA
Verizon
123 West Portal Avenue

Sanborn Map*



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



Conditional Use Authorization
Case Number 2017-004909CUA
Verizon
123 West Portal Avenue

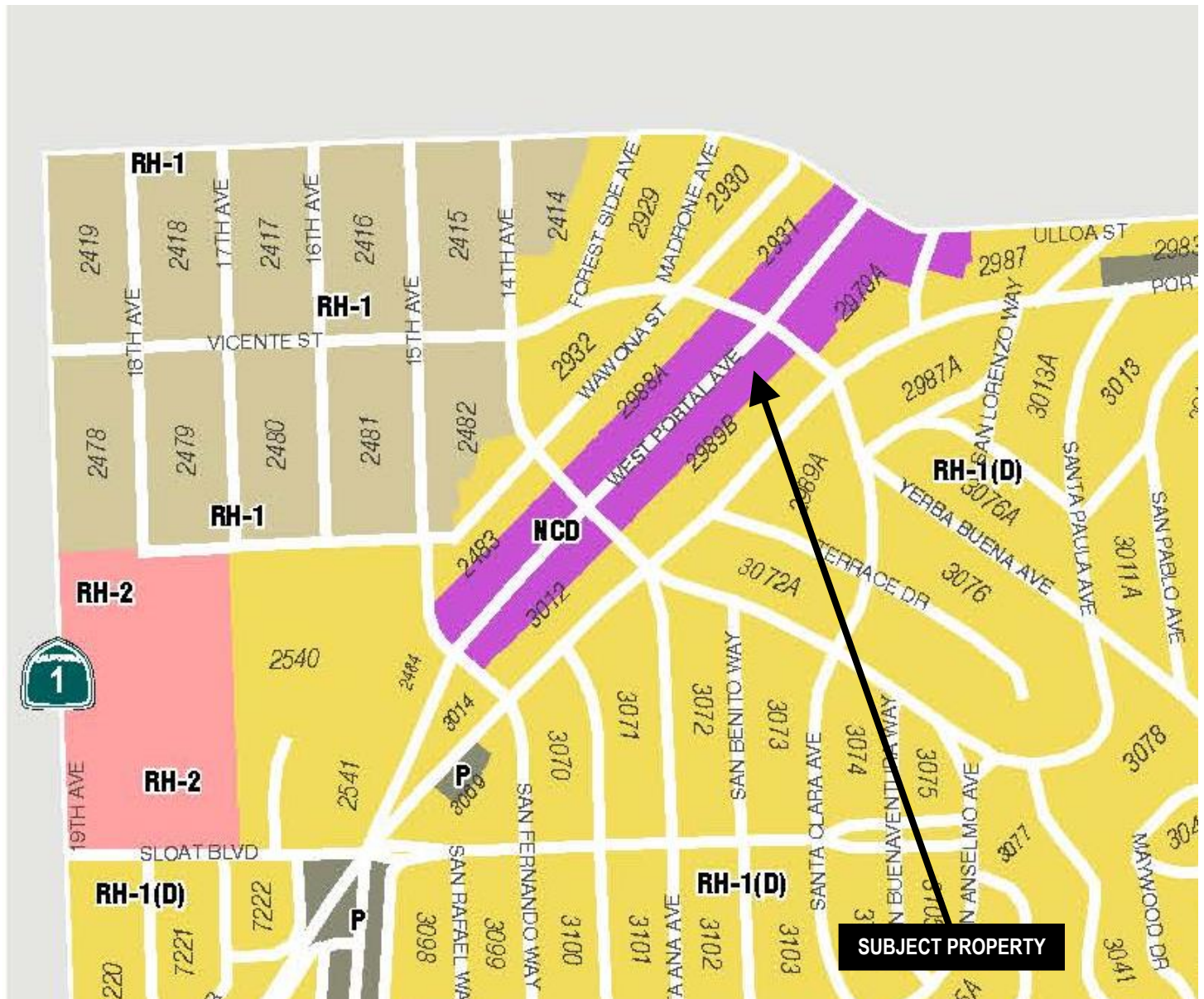
Aerial Photo



SUBJECT PROPERTY



Zoning Map



Conditional Use Authorization
Case Number **2017-004909CUA**
Verizon
123 West Portal Avenue

Site Photo

123 West Portal Avenue



Conditional Use Authorization
Case Number 2017-004909CUA
Verizon
123 West Portal Avenue

Site Photo

123 West Portal Avenue



Conditional Use Authorization
Case Number 2017-004909CUA
Verizon
123 West Portal Avenue

Site Photo

123 West Portal Avenue



Conditional Use Authorization
Case Number 2017-004909CUA
Verizon
123 West Portal Avenue

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CONDITIONAL USE APPLICATION (NUMBER 2017-004909CUA) FOR:

verizon

123 West Portal Ave
San Francisco, CA 94127



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Kenneth A. Gruskin AIA			
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AR 3811	ND 1666		
AZ 39209	NE A-3547		
CA C-29898	NH 2796		
CO ARC-400347	NJ AI 09999		
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MN 44325	WI 9900-005		
MO A-2005029740	WV 3727		
MS 3860	WY C-1967		

Professional Seal

Consultant:

Job Name and Number: 2017-0053

**Proposed
Store Design
for:
VERIZON**

Job Address:
123 West Portal Ave
San Francisco, CA 94127

Drawing Title:
COVER SHEET

Drawn By:	FG	North Arrow:	
Checked By:	JS		
Date Issued for Client:	8.11.2017		
Landlord:			
Permit:	8.15.2017		
Bid:			
Construction:			
Revision Issues:			
Rev.	Date	Description	
1	8/28/2017	8/24 Planning Dept Comments	
2	10/10/2017	Update Signage	

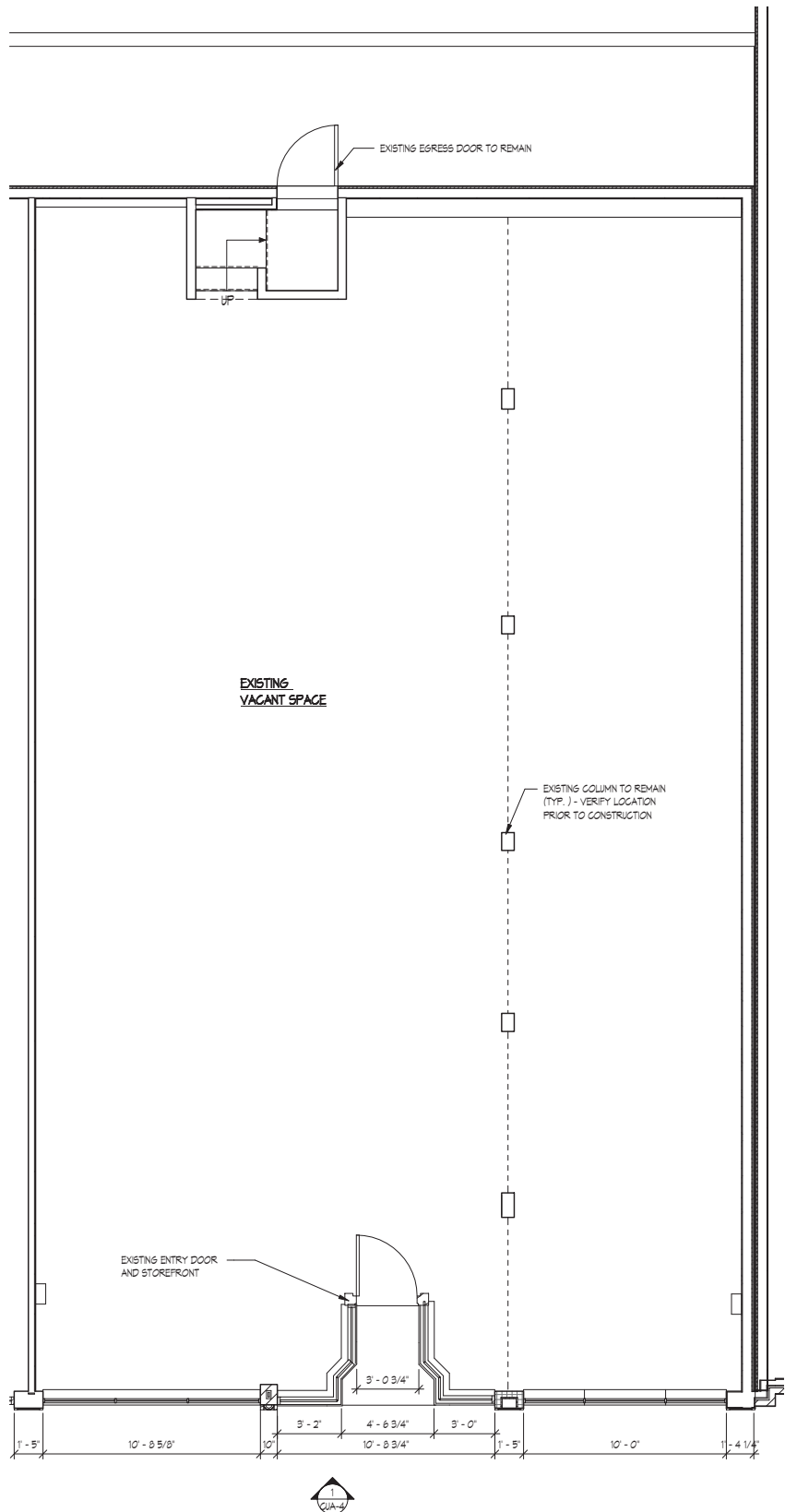
Project Contact

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

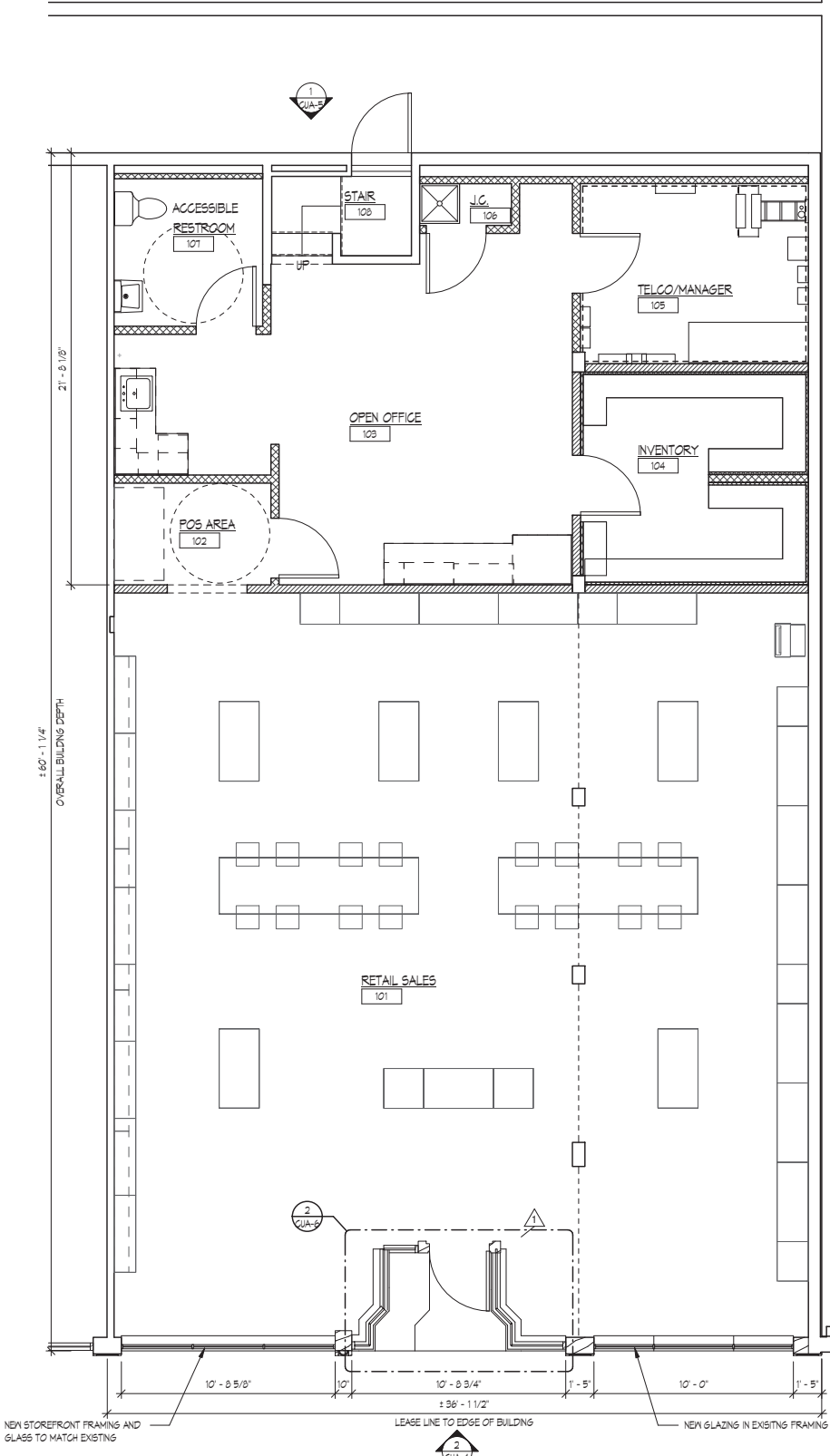
Drawing Number:
CUA-1
OF

Code Analysis		Scope of Work		Vicinity Map		Drawing List																			
<div>Building: 2016 California Building Code with San Francisco Amendments</div> <div>Plumbing: 2016 California Plumbign Code with San Francisco Amendments</div> <div>Electrical: 2016 California Electrical Code with San Francisco Amendments</div> <div>Mechanical: 2016 California Mechanical Code with San Francisco Amendments</div> <div>Fire: 2016 San Francisco Building Code</div> <div>Accessibility: 2016 California Building Code and Title 24</div> <div>Energy: 2016 California Green Building Code and Title 24 Energy Efficiency Standards</div>		<div>This set of documents is for a Conditional Use Authorization request for a change of use from a 2,174 SF vacant (formerly occupied by RadioShack) commercial space to a formula retail, other retail sales and services, at the ground floor d.b.a. Verizon Wireless. This work includes:</div> <div><div><div></div><div>Selective demolition of existing interior partitions, fixtures, ceilings, and millwork.</div></div><div><div></div><div>Construction of new partitions for new rooms as shown on new floor plan.</div></div><div><div></div><div>Replacing existing storefront system with new, energy-efficient, fully compliant system.</div></div><div><div></div><div>Modification of existing entryway to comply with Title 24 and federal and state accessibility requirements.</div></div><div><div></div><div>Installation of new wall mounted signage and blade sign.</div></div></div>				<table><tr><th>Rev.</th><th>Sheet Titles</th></tr><tr><td></td><td>Architectural</td></tr><tr><td></td><td>CUA-1 Cover Sheet</td></tr><tr><td></td><td>CUA-2 Architectural Site Plan</td></tr><tr><td></td><td>CUA-3 Existing and New Floor Plans</td></tr><tr><td></td><td>CUA-4 Exterior Building Elevations - Union Street</td></tr><tr><td></td><td>CUA-5 Exterior Side and Rear Elevations</td></tr><tr><td></td><td>CUA-6 Exterior Elevation and Details</td></tr><tr><td></td><td>CUA-7 Signage Details</td></tr></table>		Rev.	Sheet Titles		Architectural		CUA-1 Cover Sheet		CUA-2 Architectural Site Plan		CUA-3 Existing and New Floor Plans		CUA-4 Exterior Building Elevations - Union Street		CUA-5 Exterior Side and Rear Elevations		CUA-6 Exterior Elevation and Details		CUA-7 Signage Details
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	CUA-6 Exterior Elevation and Details																								
	CUA-7 Signage Details																								
Building Analysis		Project Summary Table		Site Plan																					
<div>Construction Type: V-B</div> <div>Use Group: M (Mercantile)</div> <div>Seismic Design Category: E</div> <div>Area of Work (Gross): 2,174 sq.ft.</div> <div>No. of Stories: 1</div> <div>Tenant Improvement Location: Ground Floor</div>		<div>Residential Use: N/A</div> <div>Commercial/Retail Use: 2,174 SF</div> <div>Office Use: N/A</div> <div>Industrial/PDR Use: N/A</div> <div>Parking (No. of Spaces): 0 (No Change)</div> <div>Bicycle Parking (No. of Spaces): 0 (No Change)</div> <div>Usable Open Space: N/A</div>																							
		Architectural Symbols																							
<div>Maximum Occupancy (Table 1004.1.1):<div><div>Retail Sales*: 1,313 sf/30 = 44</div><div>Office**: 633 sf/100 = 7</div><div>Storage & Stock Rooms***: 228 sf/300 = 1</div><div>Total Occupancy: = 52</div></div></div> <div>Exit(s) Requirements (Table 1015.1):<div><div>Required: 2; Provided: 2</div><div>Required: Minimum Egress Width (Table 1005.1)</div><div>Required: 52 x 0.20 = 10.4"</div><div>Minimum width: use 36" as a minimum</div><div>Front door (2) 36" width = 72" / 0.2 = 360 Occupants</div><div>Rear door 36" width = 36" / 0.2 = 180 Occupants</div></div></div>		<div><div><div><div></div><div>DETAIL NO. SHEET NO.</div></div><div><div></div><div>ELEVATION NO. SHEET NO.</div></div><div><div></div><div>SECTION NO. SHEET NO.</div></div><div><div></div><div>PLAN OR DETAIL TITLE</div></div></div><div><div><div></div><div>ENLARGED PLAN OR DETAIL REFERENCE</div></div><div><div></div><div>ELEVATION REFERENCE</div></div><div><div></div><div>SECTION REFERENCE</div></div><div><div></div><div>PLAN OR DETAIL REFERENCE</div></div></div><div><div><div></div><div>DOOR NUMBER</div></div><div><div></div><div>REVISION TRIANGLE</div></div><div><div></div><div>ROOM DESIGNATION</div></div><div><div></div><div>ROOM FINISHES</div></div><div><div></div><div>CEILING DESIGNATION</div></div></div><div><div><div></div><div>DATE DETAIL NO./SHEET</div></div><div><div></div><div>RETAIL SALES ROOM NO.</div></div><div><div></div><div>ROOM FINISHES</div></div><div><div></div><div>CEILING HEIGHT</div></div><div><div></div><div>CEILING TYPE</div></div><div><div></div><div>CEILING FINISH</div></div></div><div><div><div></div><div>B.O. FACADE</div></div><div><div></div><div>ELEVATION REFERENCE</div></div></div></div>																							
		Deferred Submittals		Special Inspection		Project Contact																			
		<div><div><div></div><div>Fire Sprinkler System;</div></div><div><div></div><div>Exterior Signage;</div></div><div><div></div><div>Low Voltage Wiring</div></div></div>		<div><div></div><div>Not Required</div></div>																					
<div>* Sales areas include Retail Sales and Customer Service</div> <div>** Offices include Tech/Service, Open Office and Restrooms</div> <div>*** Storage and Stock Rooms include Inventory and Telco</div>																									

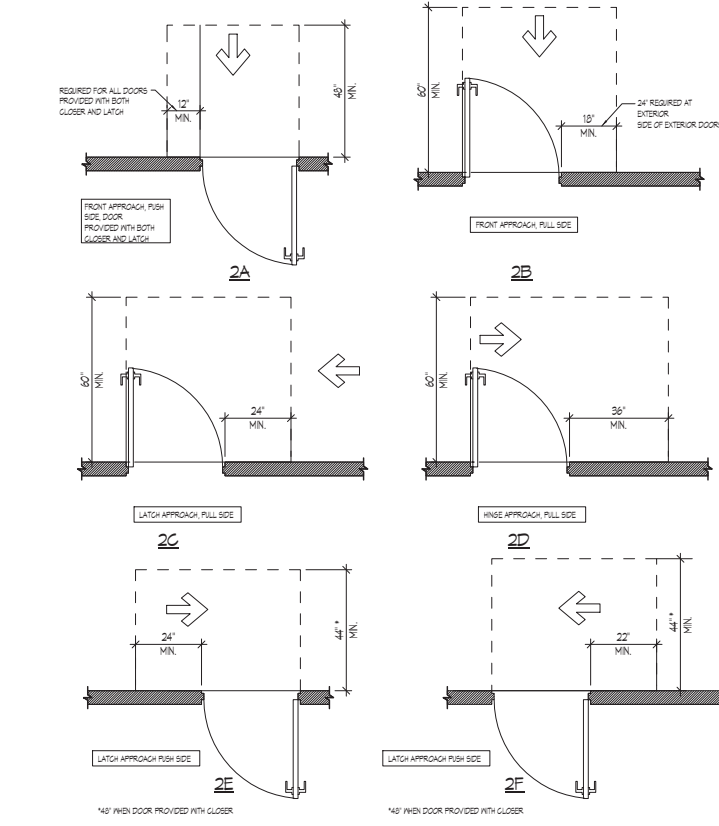
C:\Revit\Projects\2016\0162_BM-PHS_Phase1\2017-0053_VZ-WP_Central_2017_EGimadl.dwt



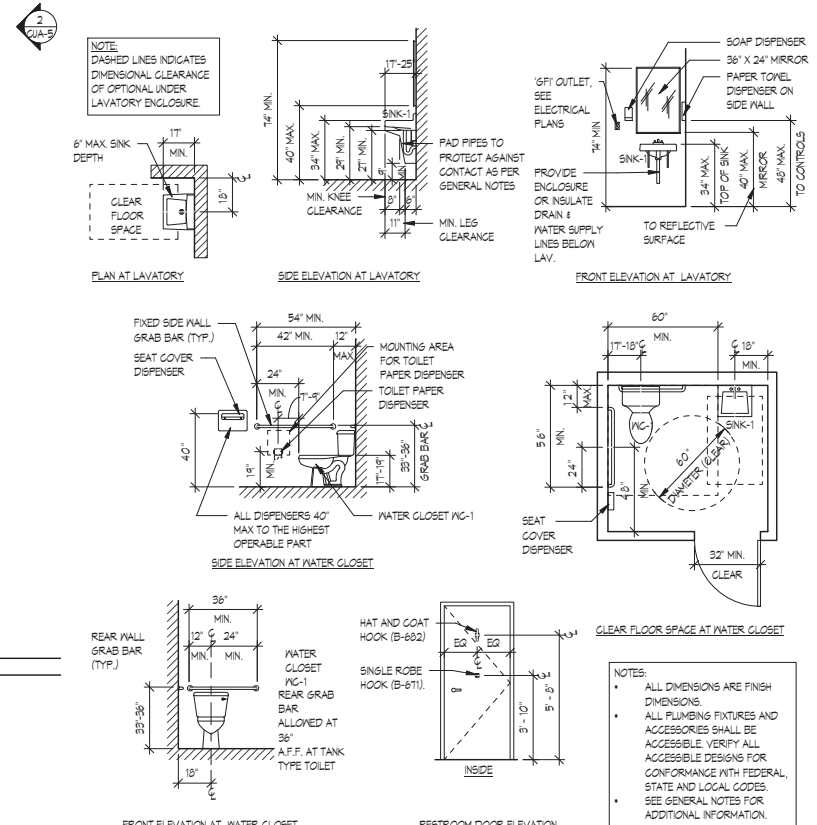
1 EXISTING FLOOR PLAN
1/4" = 1'-0"



2 NEW FLOOR PLAN
1/4" = 1'-0"



4 ADA DOOR MANEUVERING
3/8" = 1'-0"



3 ACCESSIBILITY DETAILS
N.T.S.

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Kenneth A. Gruskin AIA

AL 5421	MT 2537
AK 13167	NC 9961
AR 3811	ND 1666
AZ 39209	NE A-3547
CA C-29898	NH 2796
CO ARC-400347	NJ AI 09999
CT 9613	NM 004168
DC ARC100723	NV 5521
DE 0006261	NY 025528-1 NY
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HI AR 11488	OR 4889
IA 05713	PA RA-015432-B
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IL 001-019152	RI 2866
IN AR10400066	SC 6834
KS 4674	SD 11532
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LA 5734	TX 17880
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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: 2017-0053

Proposed Store Design for: VERIZON

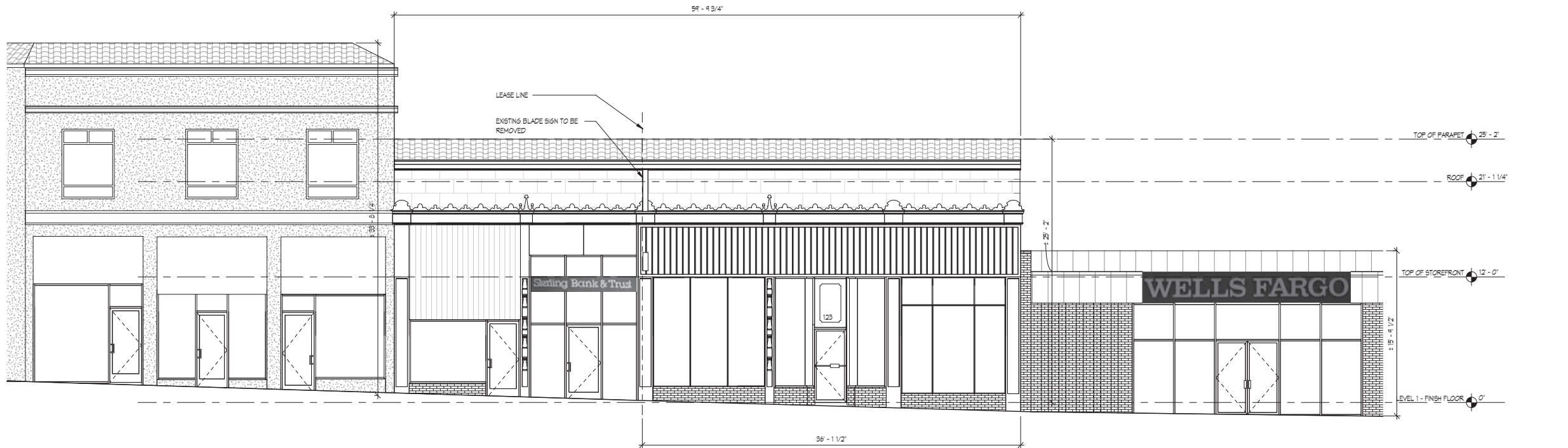
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123 West Portal Ave
San Francisco, CA 94127

Drawing Title:

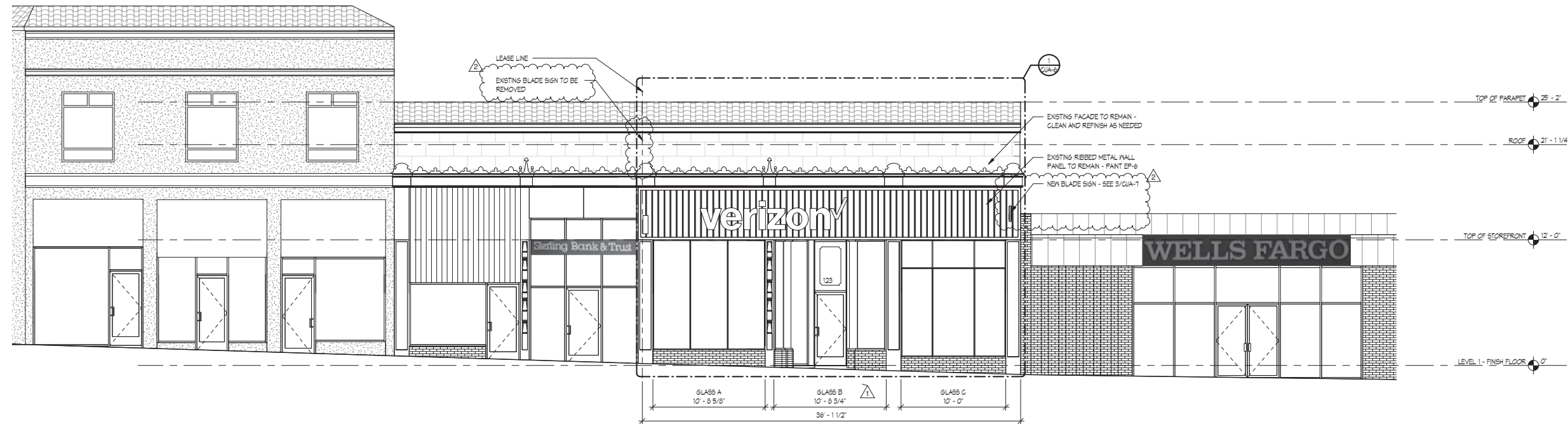
EXISTING AND NEW FLOOR PLAN

Drawn By:	FG	North Arrow:	
Checked By:	JS		
Date Issued for Client:	8.11.2017		
Landlord:			
Permit:	8.15.2017		
Bid:			
Construction:			
Revision Issues:			
Rev.	Date	Description	
1	8/28/2017	8/24 Planning Dept Comments	

Drawing Number:



1 Existing Exterior Elevation - West Portal Ave.
3/16" = 1'-0"



2 New Exterior Elevation - West Portal Ave.
3/16" = 1'-0"

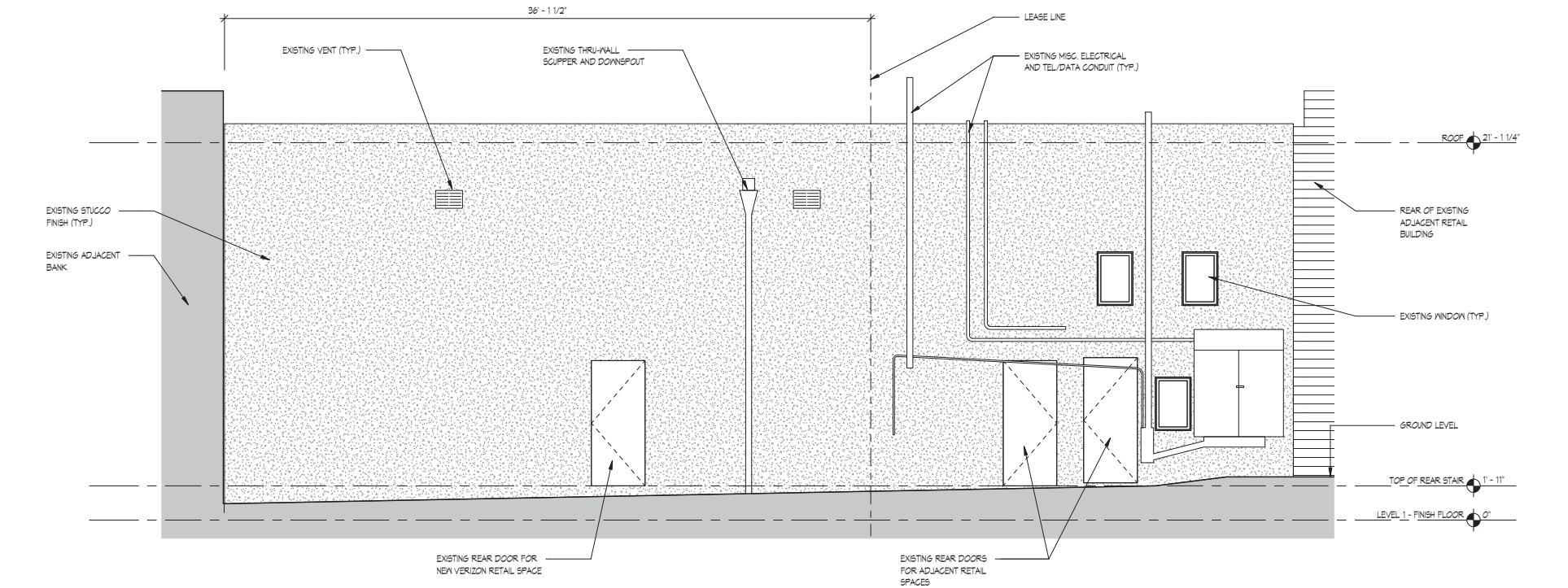
GLASS TRANSPARENCY CALCULATIONS

TENANT SPACE WIDTH: 36' - 1 1/2" (433.5 IN.)

GLASS WIDTH:	A:	10' - 8 5/8" (128.625 IN.)
	B:	10' - 8 3/4" (128.125 IN.)
	C:	10' - 0" (120.0 IN.)
TOTAL:		31' - 5 3/8" (371.375 IN.)

CALCULATION: 371.375 IN./433.5 IN. = 87 %
TRANSPARENCY

C:\Revit\Projects\2016\0162_BM-PHS_Phase\2017\0053_VZ-WP_Central_2017_FG.rvt



1 NEW REAR ELEVATION
1/4" = 1'-0"



2 NEW SIDE ELEVATION (THROUGH ADJACENT BUILDING)
1/4" = 1'-0"

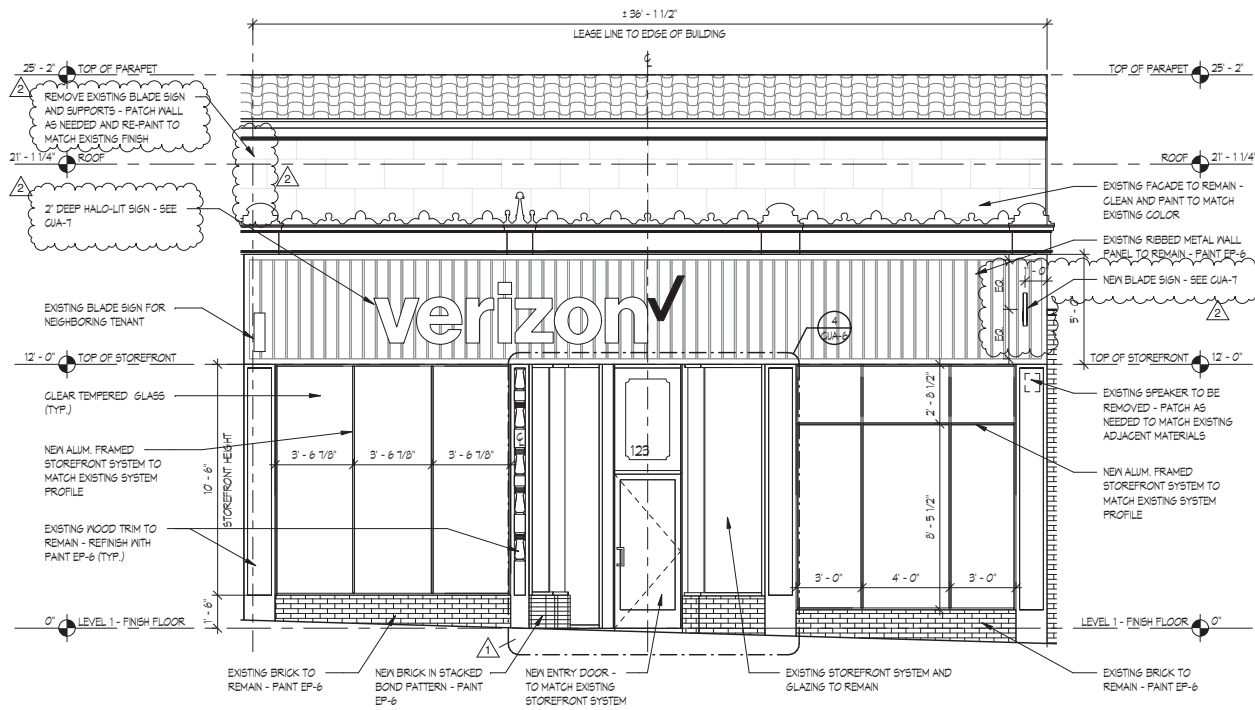
Consultant:

Job Name and Number: 2017-0053
**Proposed
Store Design
for:
VERIZON**

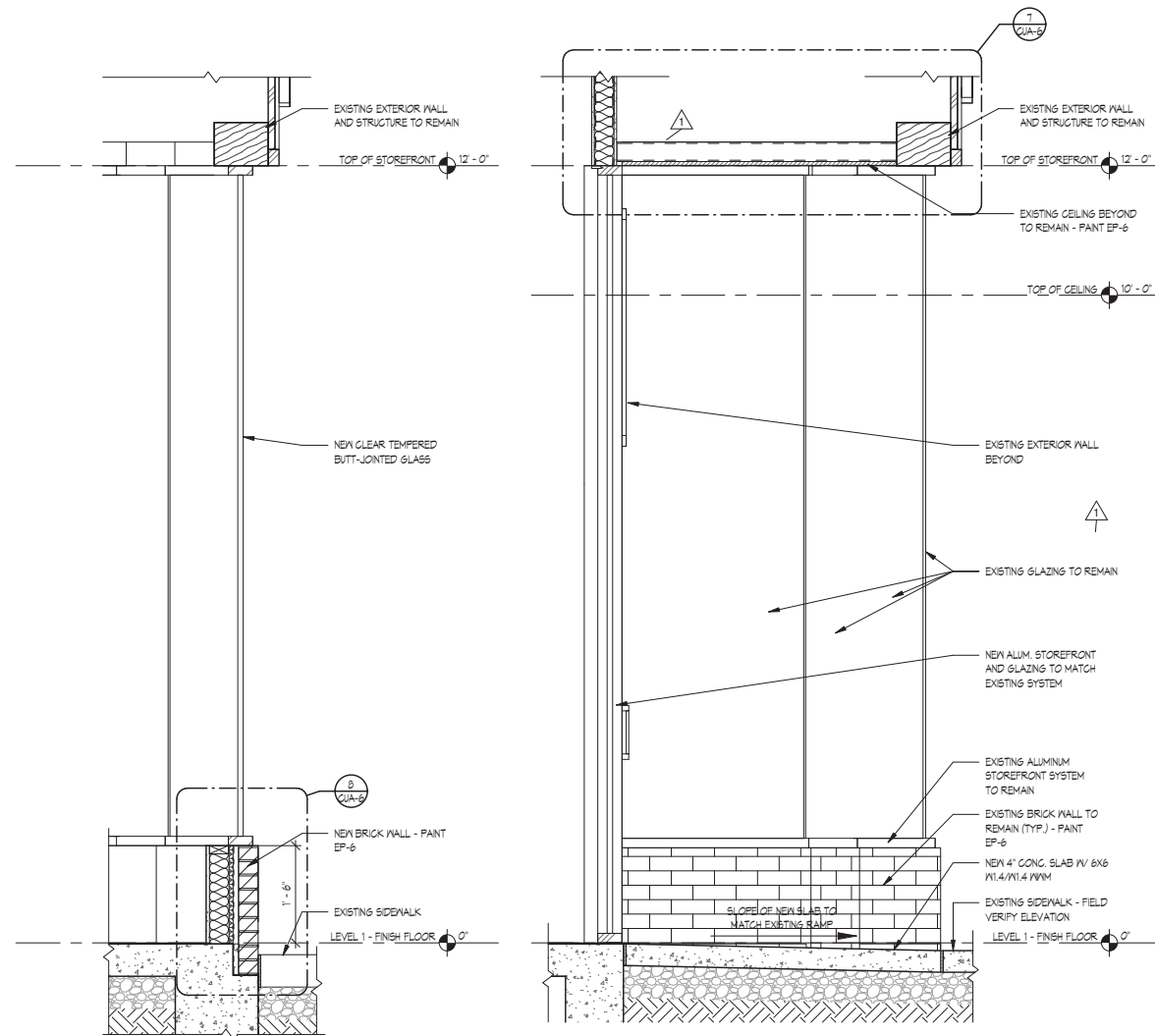
Job Address:
123 West Portal Ave
San Francisco, CA 94127

Drawing Title:
**REAR AND SIDE
ELEVATIONS**

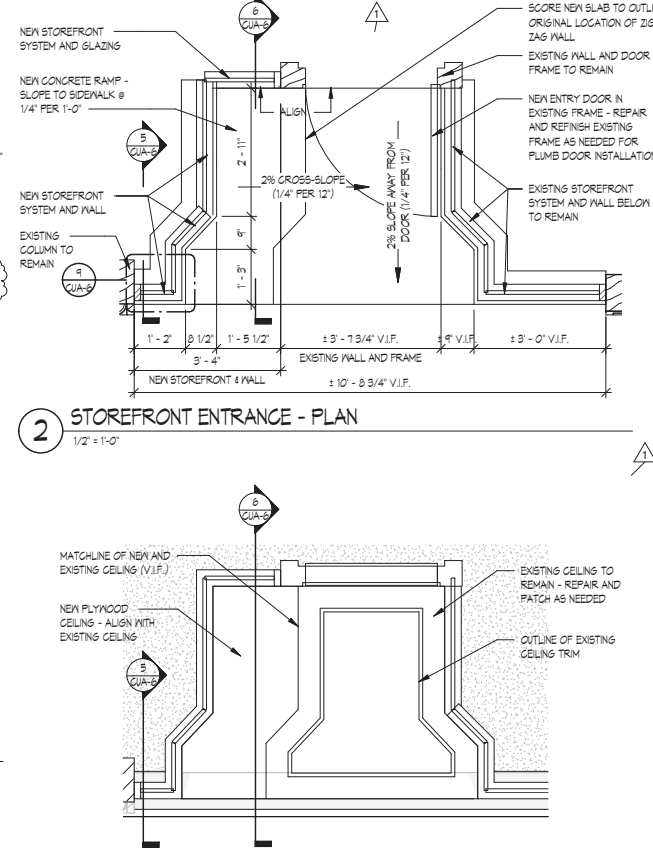
Drawn By: FG
Checked By: JS
Date Issued for Client: 8.11.2017
Landlord: 8.15.2017
Permit: 8.15.2017
Bid: 8.15.2017
Construction: 8.15.2017
Revision Issues:
Rev. Date Description
2 10/10/2017 Update Signage



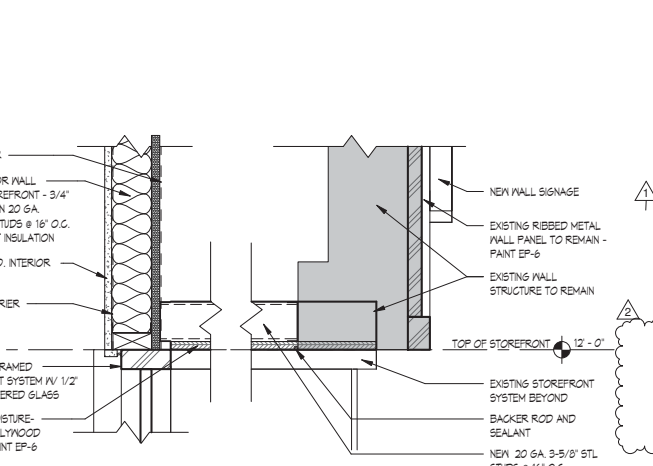
1 NEW EXTERIOR ELEVATION - STOREFRONT
1/4" = 1'-0"



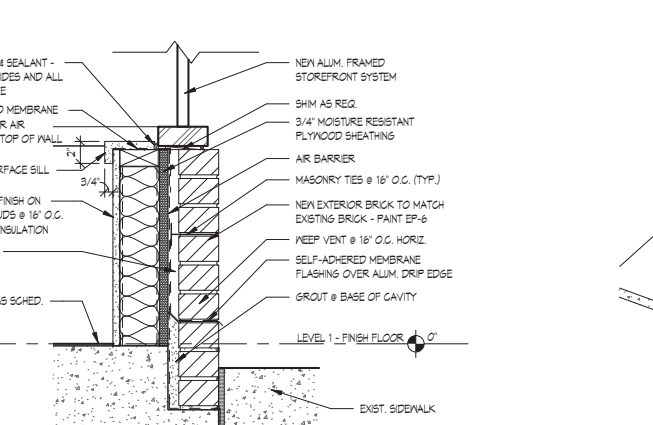
5 Section 7
3/4" = 1'-0"



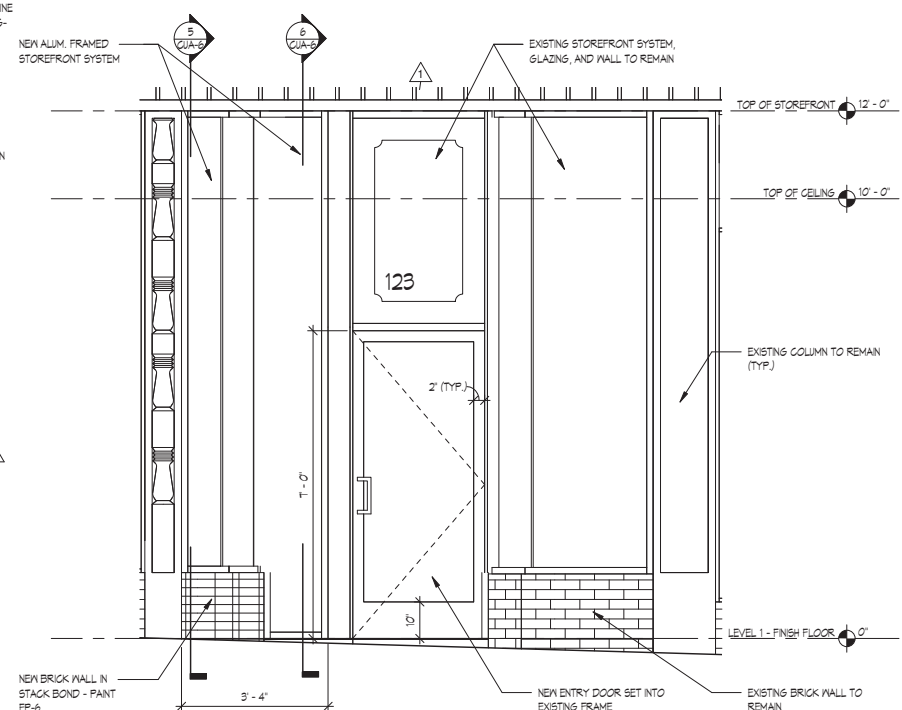
2 STOREFRONT ENTRANCE - PLAN
1/2" = 1'-0"



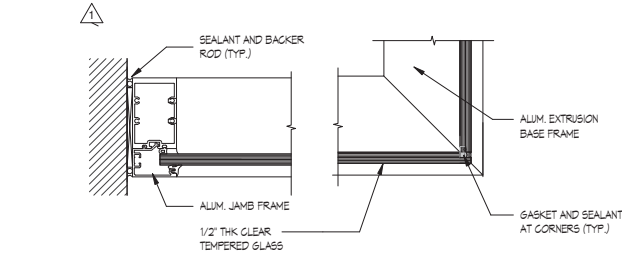
3 STOREFRONT ENTRANCE - REFLECTED CEILING PLAN
1/2" = 1'-0"



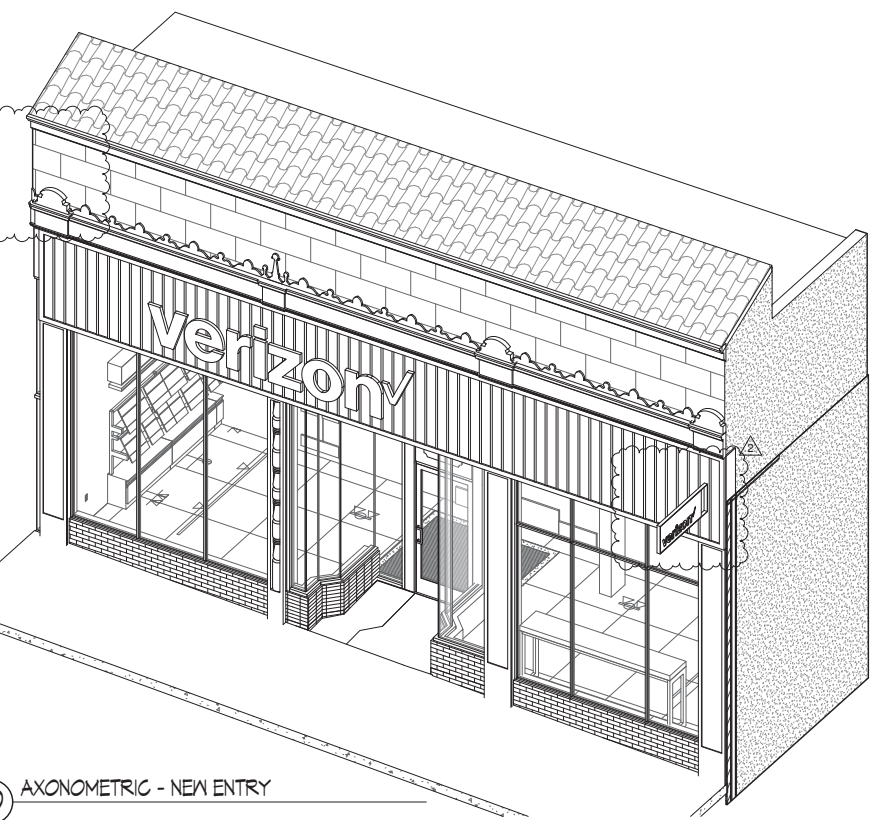
7 CEILING SECTION - ENTRY
1 1/2" = 1'-0"



4 STOREFRONT ENTRANCE - ELEVATION
1/2" = 1'-0"



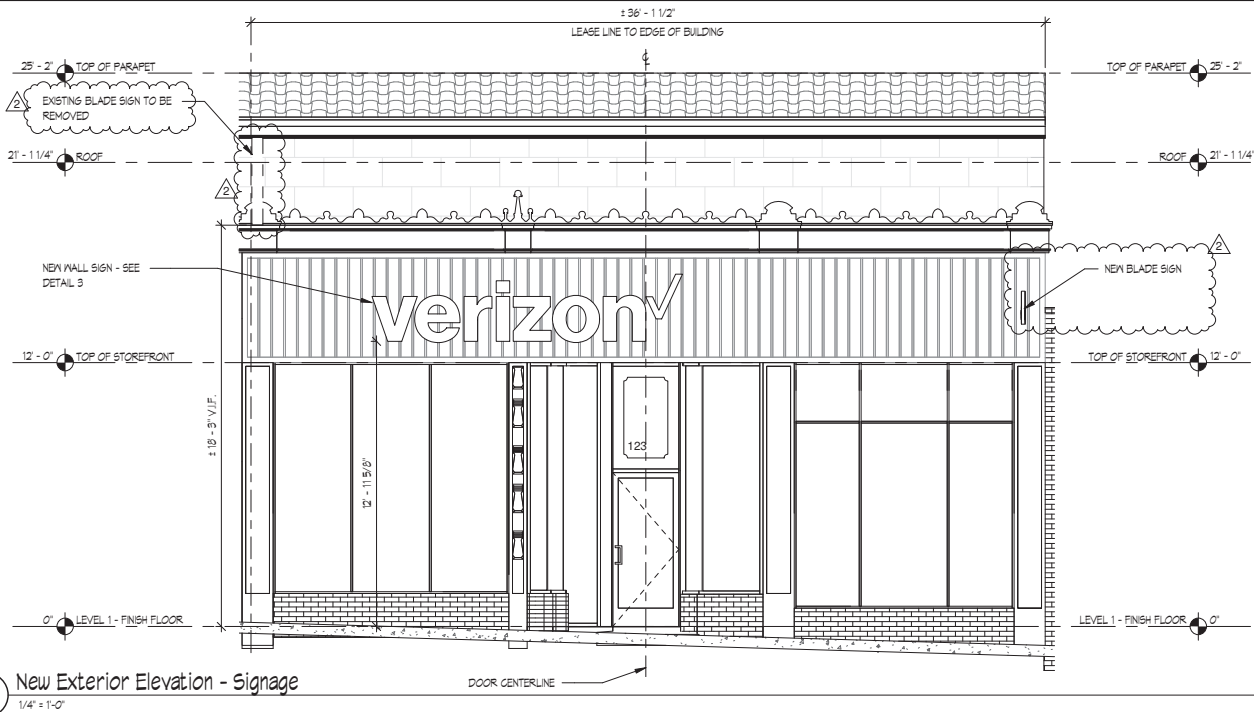
9 STOREFRONT DETAILS - JAMB & CORNER JOINT
3" = 1'-0"



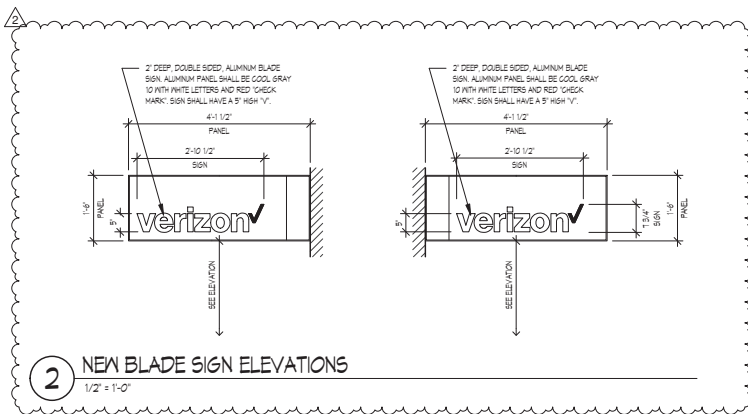
10 AXONOMETRIC - NEW ENTRY

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AR 3811	ND 1666
AZ 39209	NE A-3547
CA C-29898	NH 2796
CO ARC-400347	NJ AI 09999
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MO A-2005029740	WV 3727
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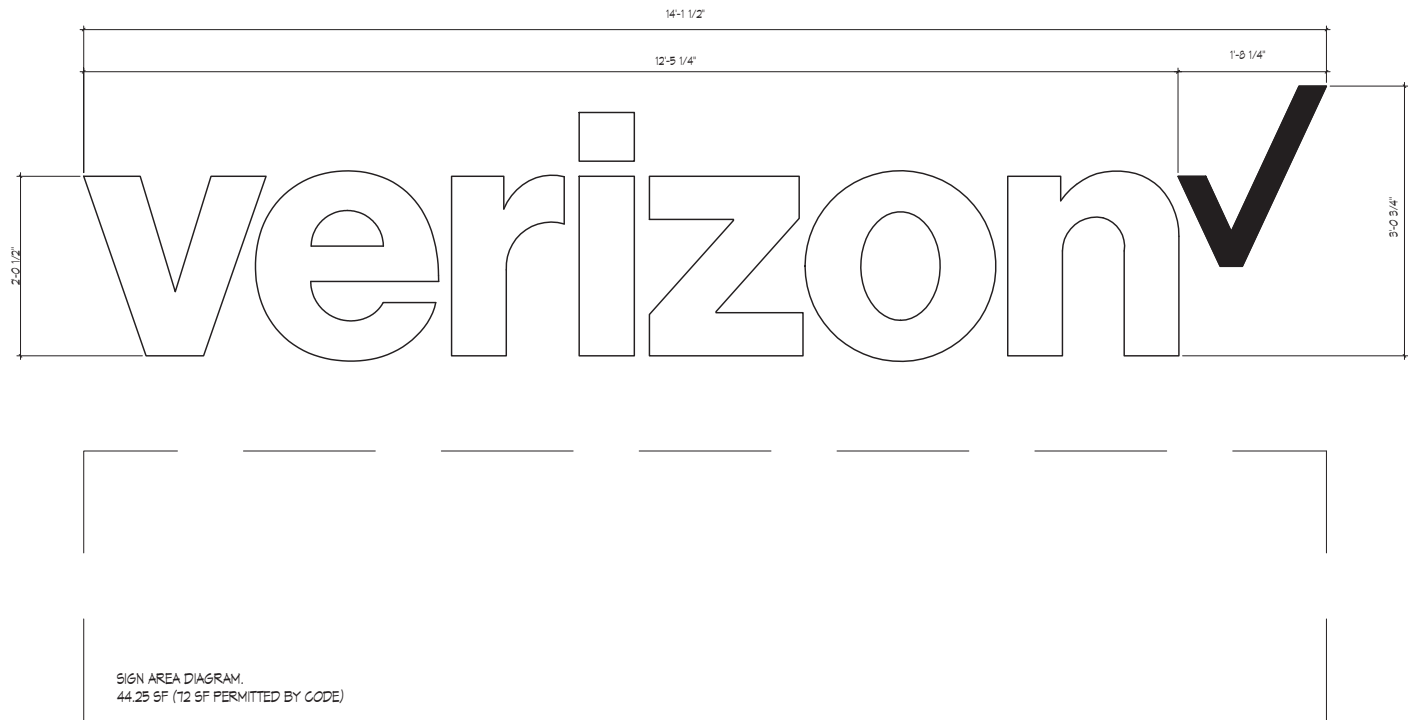
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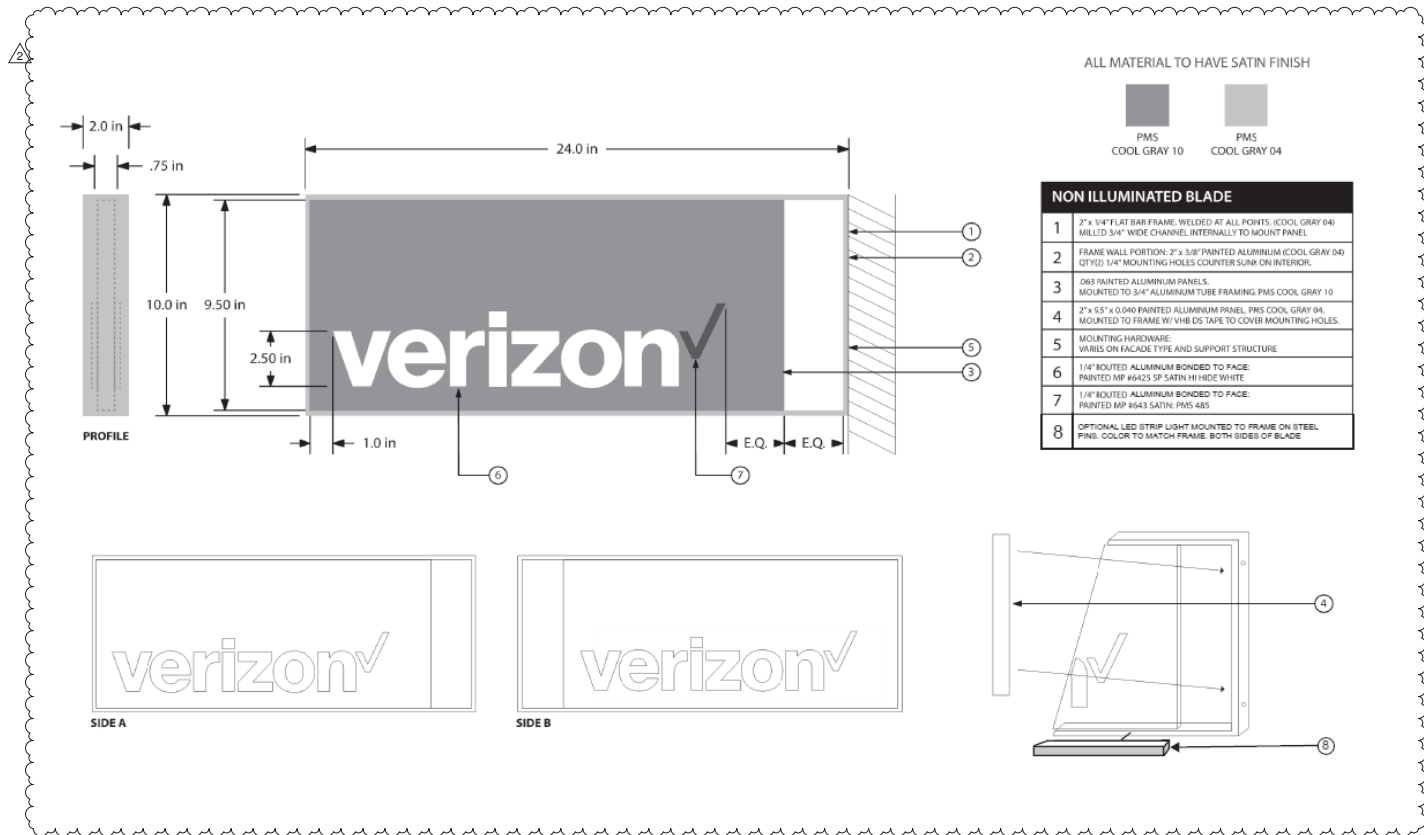
1 New Exterior Elevation - Signage
1/4" = 1'-0"



2 NEW BLADE SIGN ELEVATIONS
1/2" = 1'-0"



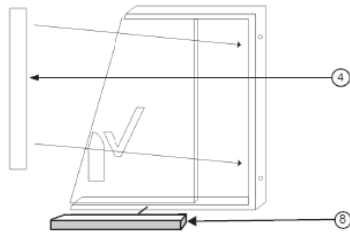
3 SIGNAGE - WALL SIGN DETAILS
1" = 1'-0"



ALL MATERIAL TO HAVE SATIN FINISH

PMS COOL GRAY 10
PMS COOL GRAY 04

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) MOUNTED TO FRAME W/ VHB DS TAPE TO COVER MOUNTING HOLES.
3	263 PAINTED ALUMINUM PANELS, MOUNTED TO 3/4" ALUMINUM TUBE FRAMING. PMS COOL GRAY 10
4	2" x 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 #6433 SF 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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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: 2017-0053

**Proposed
Store Design
for:
VERIZON**

Job Address:
123 West Portal Ave
San Francisco, CA 94127

Drawing Title:

SIGNAGE DETAILS

Drawn By:	FG	North Arrow:	
Checked By:	JS		
Date Issued for Client:	8.11.2017		
Landlord:			
Permit:	8.15.2017		
Bid:			
Construction:			
Revision Issues:			
Rev:	2	Date:	10/10/2017
Description:	Update Signage		

Drawing Number:

CUA-7
OF

REUBEN, JUNIUS & ROSE, LLP

November 2, 2017

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

**Re: 123 West Portal Avenue – Verizon Wireless Retailer
Letter in Support of Proposed Project
Planning Department Case No. 2017-004909CUA
Hearing Date: November 16, 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 123 West Portal Avenue (the “**Property**”) in the West Portal Avenue 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, where no such Verizon store currently exists, and will contribute to the active West Portal 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 West Portal Merchants Association.

A. Project Description

Verizon proposes to occupy a vacant, approximately 2,174-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 includes interior tenant improvements, but will not expand the size of the existing space. 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 held a community meeting for the Project on March 16, 2017 – no one attended. A letter in support of the Project from Deidre Von Rock, President of the West Portal Merchants 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 Reuben¹

Thomas Tunny | David Silverman | Melinda A. Sarjapur | Mark H. Loper | Jody Knight
Chloe V. Angelis | Corie A. Edwards | Coryn E. Millsagle | Jared Eigerman^{2,3} | John McInerney III²

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

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 important retail districts;
- Contributing to the vitality of the West Portal commercial corridor by offering a variety of Verizon Wireless products and services;
- Reducing the number of automobile trips made by West Portal 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 West Portal Avenue, a popular and active retail district. In the West Portal NCD, there are approximately 33 formula retail uses, none of which are Verizon Wireless stores. There are no Verizon Wireless stores that serve the greater West Portal neighborhood. With 33 formula retail uses in the West Portal NCD, the existing commercial corridor is characterized with a comparable 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.

The Project will not displace any existing retail uses, as it will occupy one of the district's high-visibility 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.

The Property's shape and form, as well as the size, shape, and arrangement of the structure will remain similar to in its existing condition. The Project will not expand 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 48, 57, K, L, and M MUNI lines, and the West Portal MUNI Station, all are within a few blocks of the Property. The Project is designed to serve the thousands of residents of the greater West Portal neighborhood, and is convenient for pedestrians. On-street parking spaces line both sides of West Portal Avenue. On-street parking is also provided along Vicente Street, the nearest cross street. 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. Historic Character

The Neighborhood Commercial Buildings Historic Resource Survey was conducted by the Planning Department in the summers of 2014 and 2015, and 123 West Portal was determined to be an individually significant property and contributing historical resource to the district. The zig-zag storefront vestibule was determined to be a character-defining feature under the survey.

The Project architect worked closely with Planning Department staff to revise the proposed entrance in order to preserve the character of the storefront vestibule. Please see Sheets CUA-3, 4 and 6 of Exhibit B. As a result, staff determined that the revised design was consistent with the *Secretary of Interior Standards for the Treatment of Historic Properties*.

E. Conclusion

The Project will fill a vacant space on West Portal Avenue, 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 West Portal neighborhood. 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 West Portal Avenue.

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
Commissioner Myrna Melgar
Commissioner Kathrin Moore
Jonas Ionin – Commission Secretary
Cathleen Campbell – Project Planner
Verizon Wireless

EXHIBIT A

Verizon 123 West Portal Ave.

San Francisco, CA

Color Elevation

10.16.17



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123 West Portal Ave. San Francisco, CA

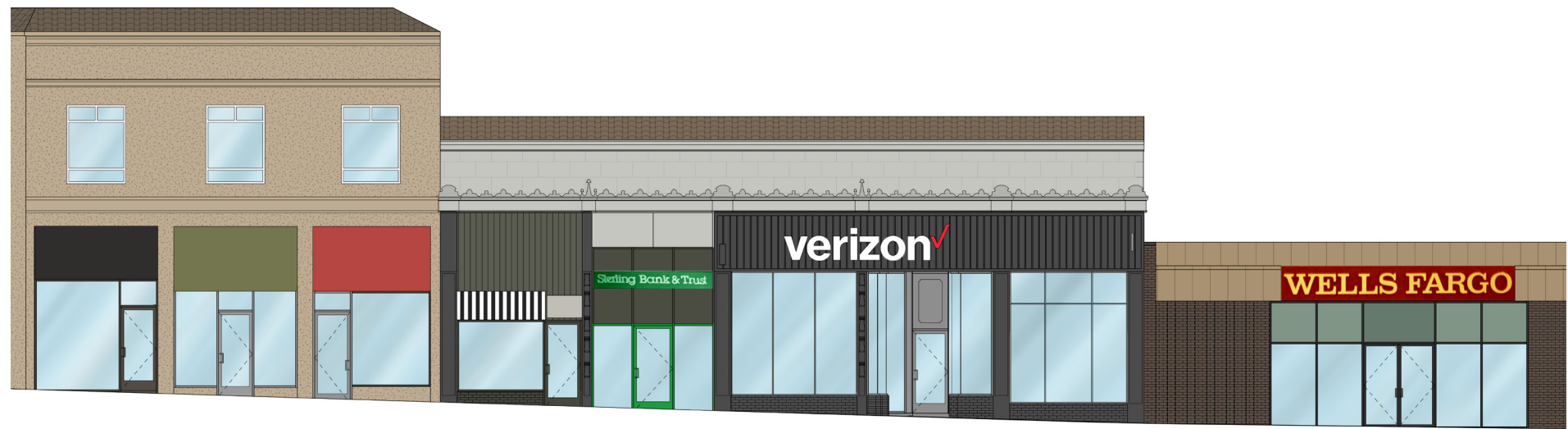


EXHIBIT B

CONDITIONAL USE APPLICATION
(NUMBER 2017-004909CUA) FOR:

verizon

123 West Portal Ave
San Francisco, CA 94127



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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:

Consultant:

Job Name and Number: 2017-0053

Proposed
Store Design
for:
VERIZON

Job Address:
123 West Portal Ave
San Francisco, CA 94127

Drawing Title:

COVER SHEET

Drawn By:	FG	North Arrow:	
Checked By:	JS		
Date Issued For Client:	8.11.2017		
Landlord:	8.15.2017		
Permit:			
Build:			
Construction:			
Revision Issue:			
No.	Date	Description	
1	8/28/2017	8/24 Planning Dept Comments	
2	10/10/2017	Update Signage	

Drawing Number:

CUA-1
OF

Code Analysis

Building:	2016 California Building Code with San Francisco Amendments
Plumbing:	2016 California Plumbing Code with San Francisco Amendments
Electrical:	2016 California Electrical Code with San Francisco Amendments
Mechanical:	2016 California Mechanical Code with San Francisco Amendments
Fire:	2016 San Francisco Building Code
Accessibility:	2016 California Building Code and Title 24
Energy:	2016 California Green Building Code and Title 24 Energy Efficiency Standards

Building Analysis

Construction Type:	V-B
Use Group:	M (Mercantile)
Seismic Design Category:	E
Area of Work (Gross):	2,174 sq.ft.
No. of Stories:	1
Tenant Improvement Location:	Ground Floor

Maximum Occupancy (Table 1004.1.1):		
Retail Sales*: 1,313 sf/30	= 44	
Office**: 633 sf/100	= 7	
Storage & Stock Rooms***: 228 sf/300	= 1	
Total Occupancy:	= 52	
Exit(s) Requirements (Table 1015.1):		
Required: 2;	Provided: 2	
Required: Minimum Egress Width (Table 1005.1)		
Required: 52 x 0.20 = 10.4"		
Minimum width: use 36" as a minimum		
Front door (2) 36" width = 72" / 0.2 = 360 Occupants		
Rear door 36" width = 36" / 0.2 = 180 Occupants		

Plumbing Fixtures: (Table 422.1)		
Water Closet:	Required: 1;	Provided: 1
Lavatory:	Required: 1;	Provided: 1
Bottleless Water Cooler:	Required: 0;	Provided: 1
Drinking Fountain:	Required: 1;	Provided: 1

Sprinkler System:	<input checked="" type="checkbox"/> No	<input type="checkbox"/> Yes	<input type="checkbox"/> Existing/Modified	<input type="checkbox"/> New
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* Sales areas include Retail Sales and Customer Service	
** Offices include Tech/Service, Open Office and Restrooms	
*** Storage and Stock Rooms include Inventory and Telco	

Scope of Work

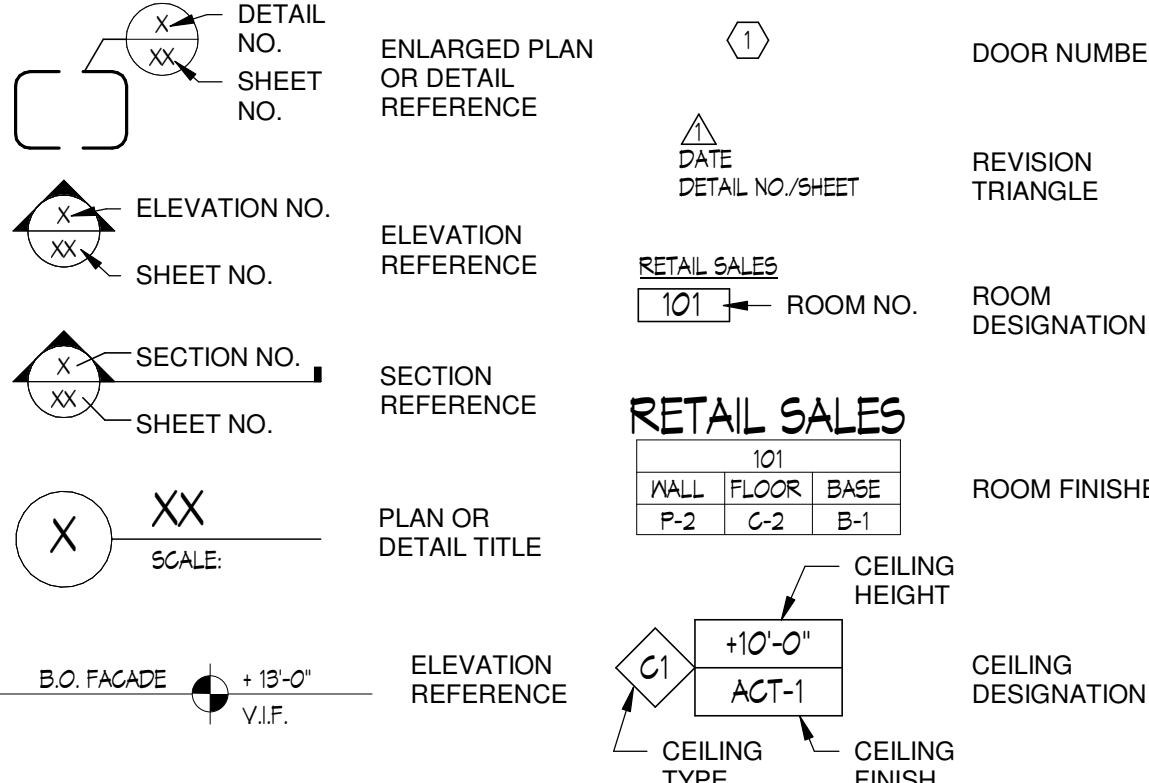
This set of documents is for a Conditional Use Authorization request for a change of use from a 2,174 SF vacant (formerly occupied by RadioShack) commercial space to a formula retail, other retail sales and services, at the ground floor d.b.a. Verizon Wireless. This work includes:

- 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:	2,174 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



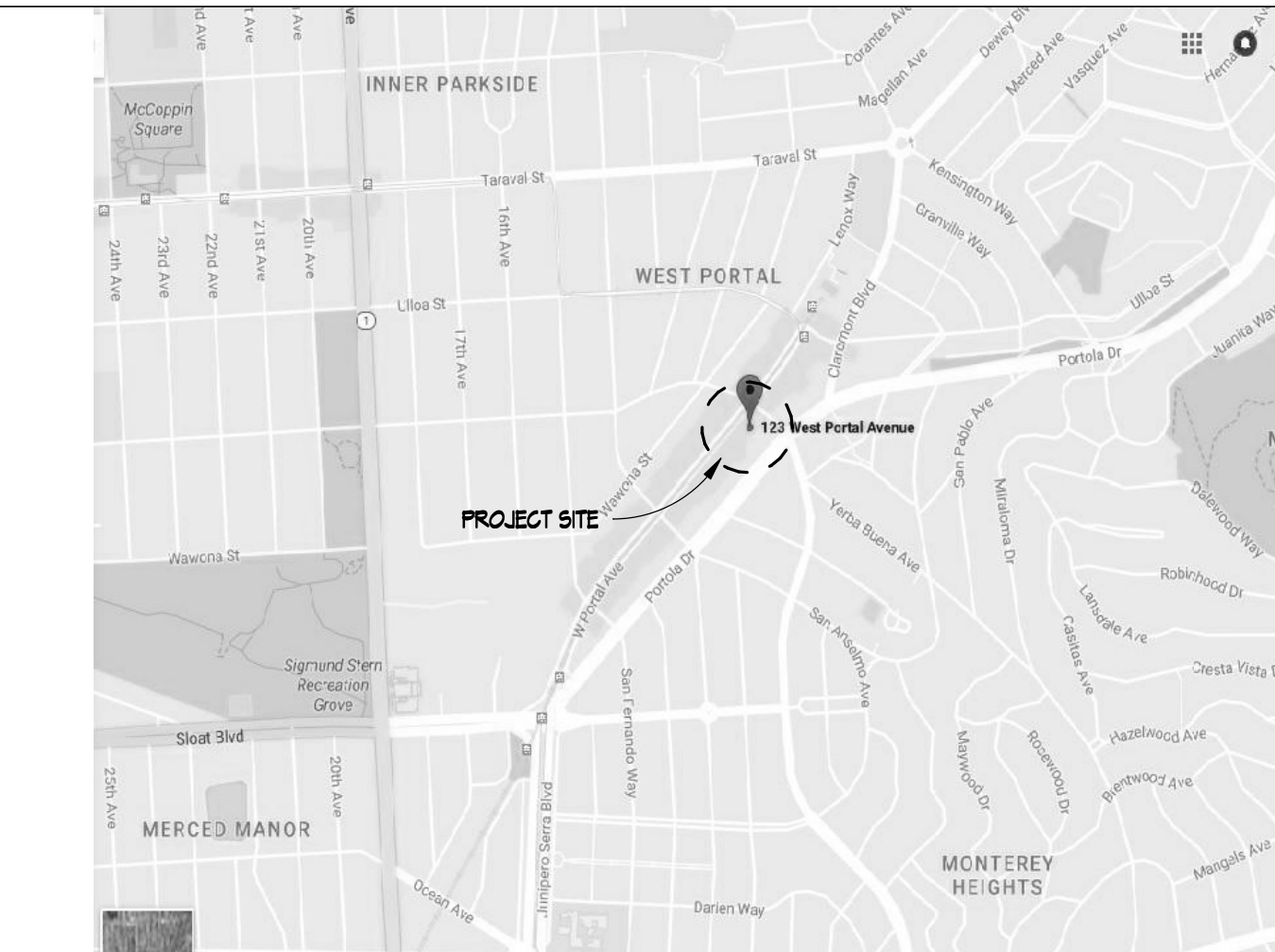
Deferred Submittals

- Fire Sprinkler System;
- Exterior Signage;
- Low Voltage Wiring

Special Inspection

- Not Required

Vicinity Map



Site Plan

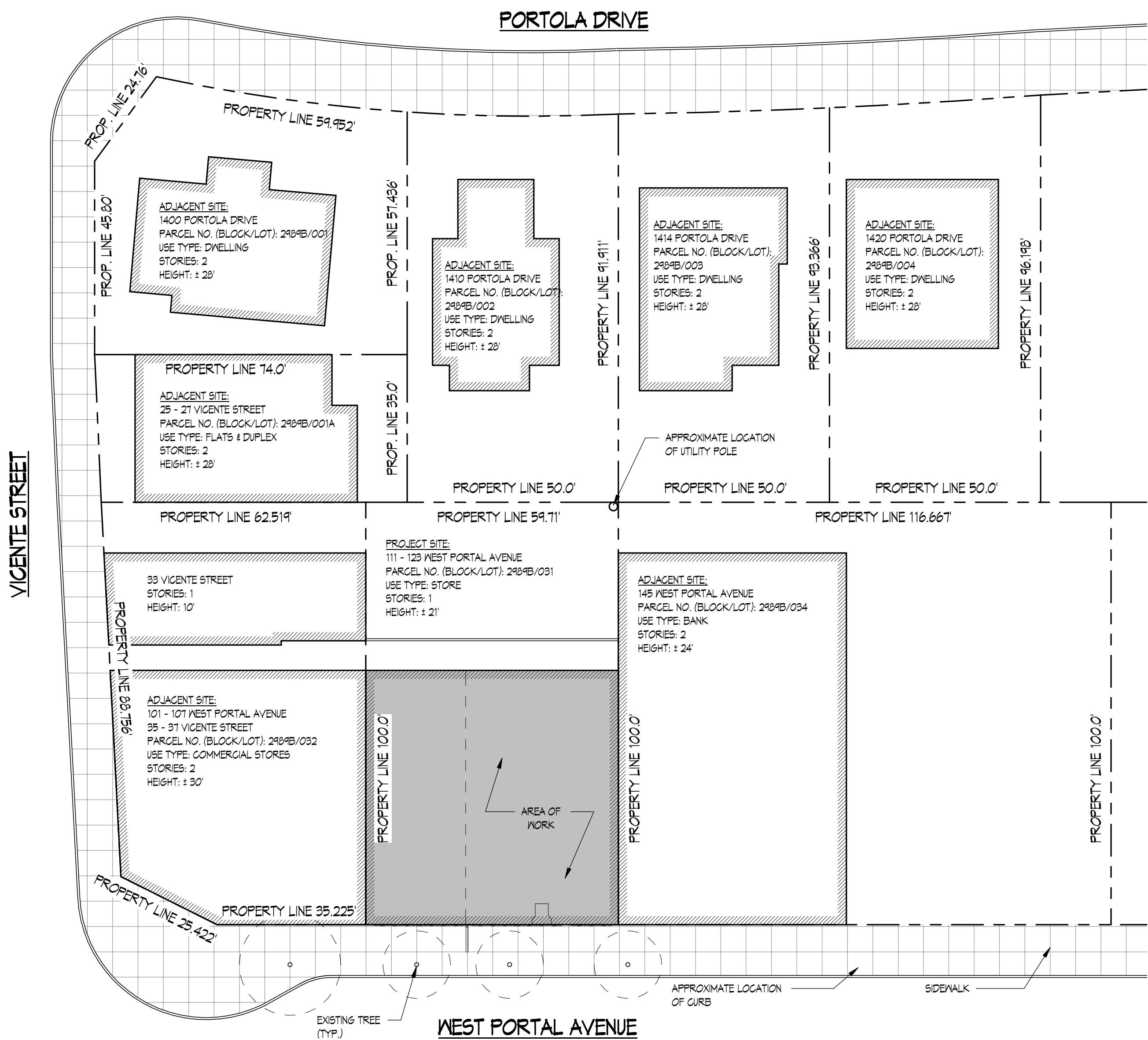


Drawing List

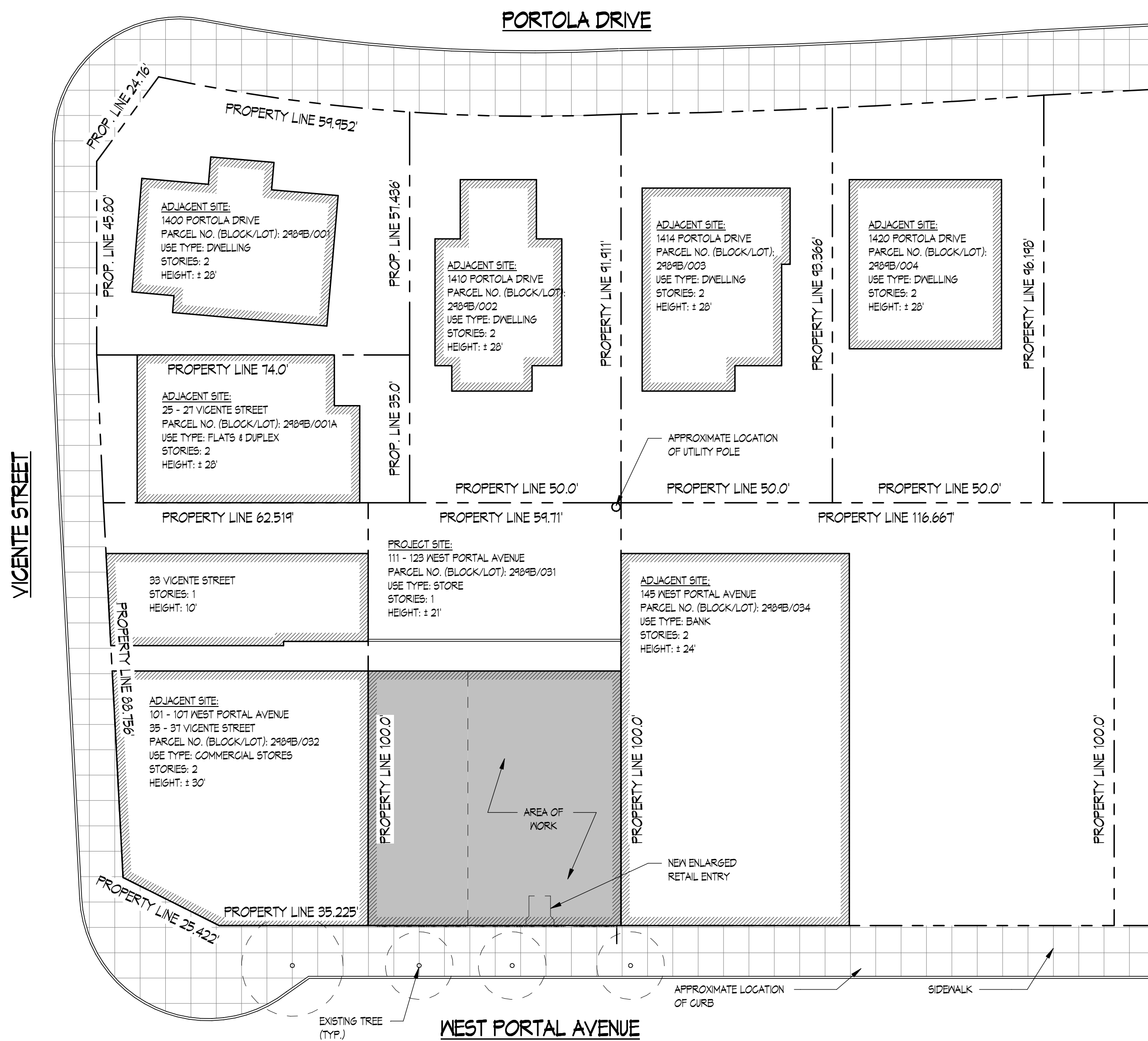
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2	CUA-1 Cover Sheet		
2	CUA-2 Architectural Site Plan		
1	CUA-3 Existing and New Floor Plans		
2	CUA-4 Exterior Building Elevations - Union Street		
2	CUA-5 Exterior Side and Rear Elevations		
2	CUA-6 Exterior Elevation and Details		
2	CUA-7 Signage Details		

Project Contact

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

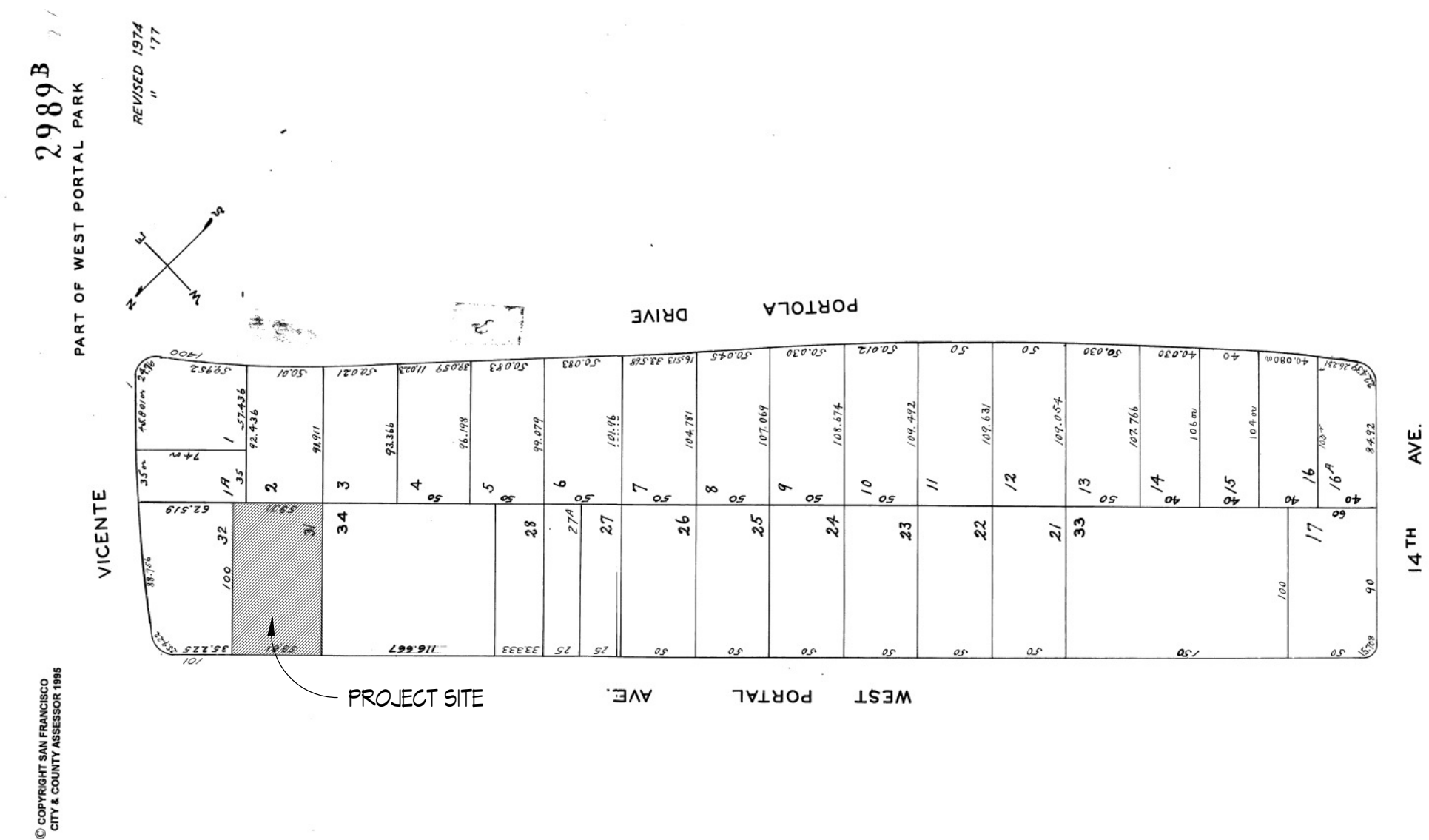


1 EXISTING SITE PLAN
1" = 20'-0"



2 NEW SITE PLAN
1" = 20'-0"

3 ASSESSOR'S BLOCK MAP
N.T.S.



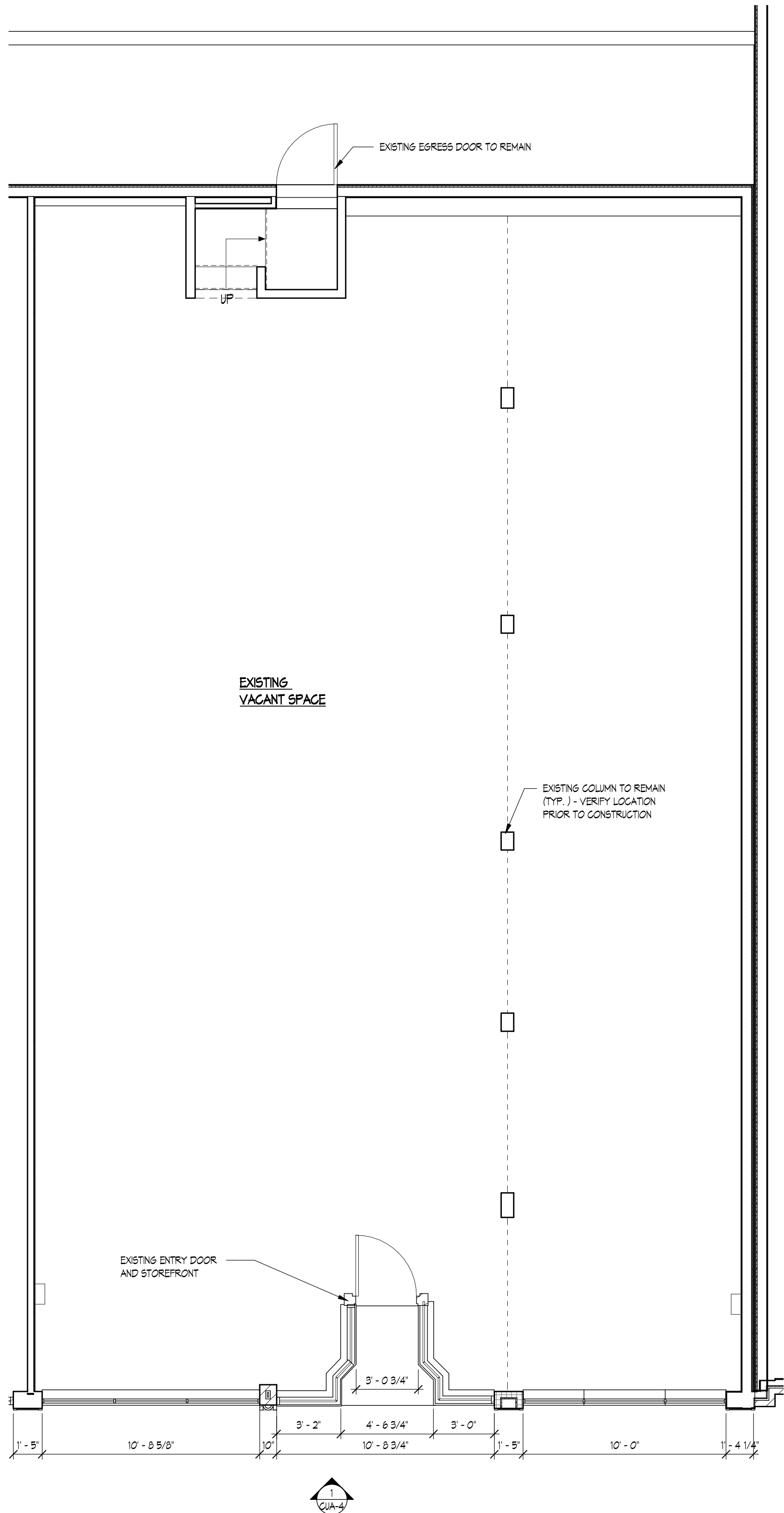
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Proposed Store Design for: VERIZON

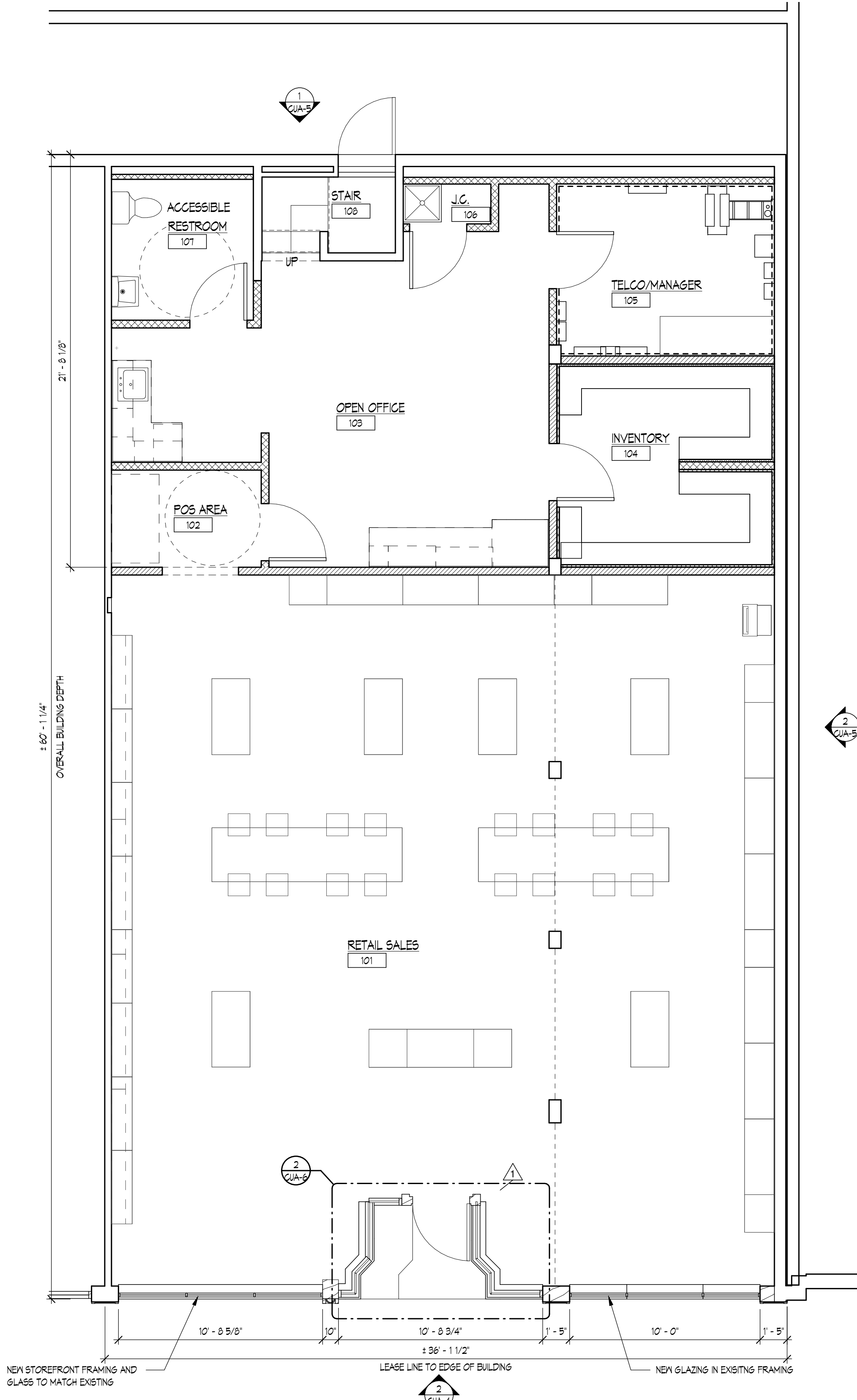
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Date Issued For Client: 8.11.2017	
Landlord: 8.15.2017	
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Revision Issue: No. Date Description	

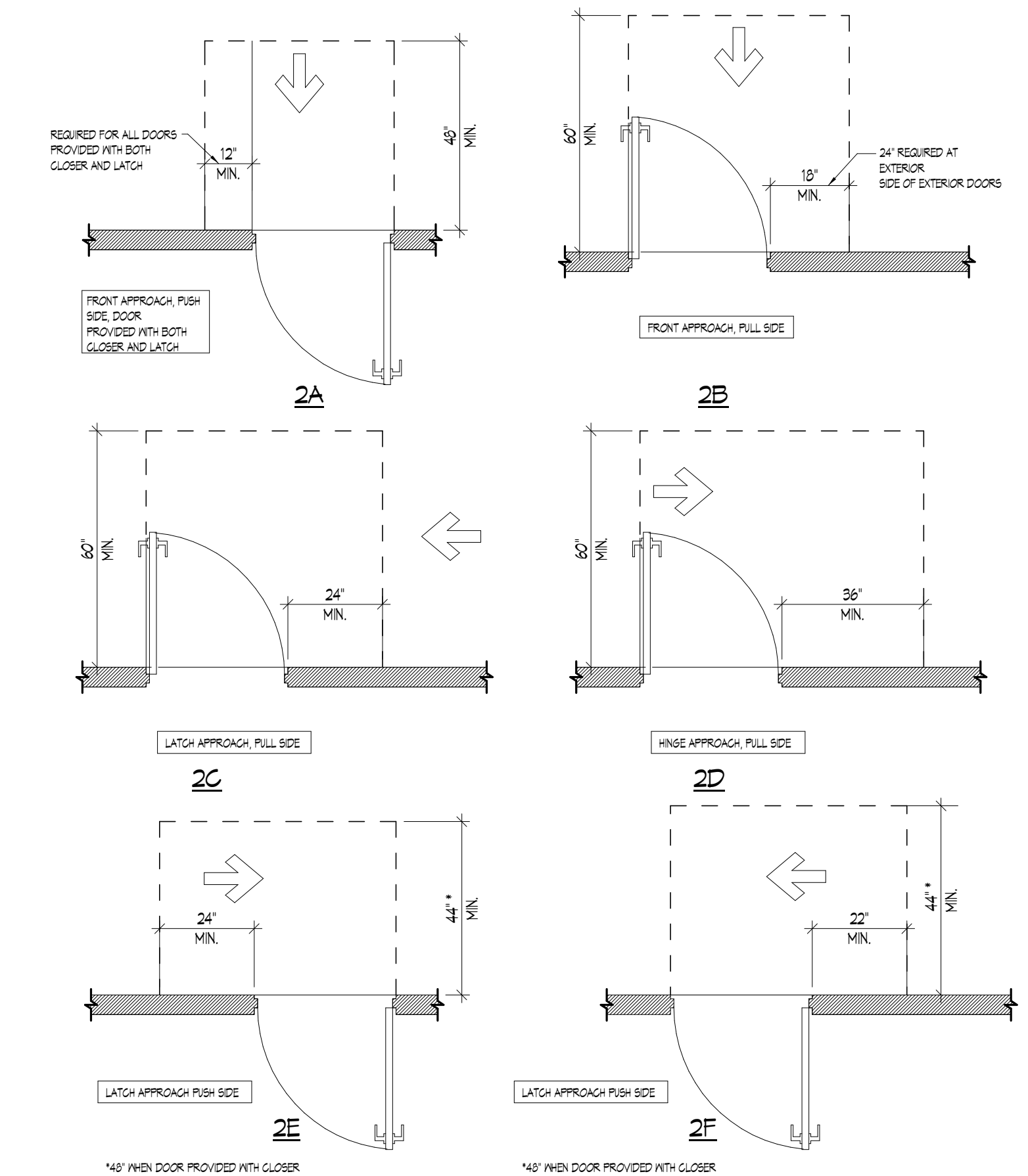
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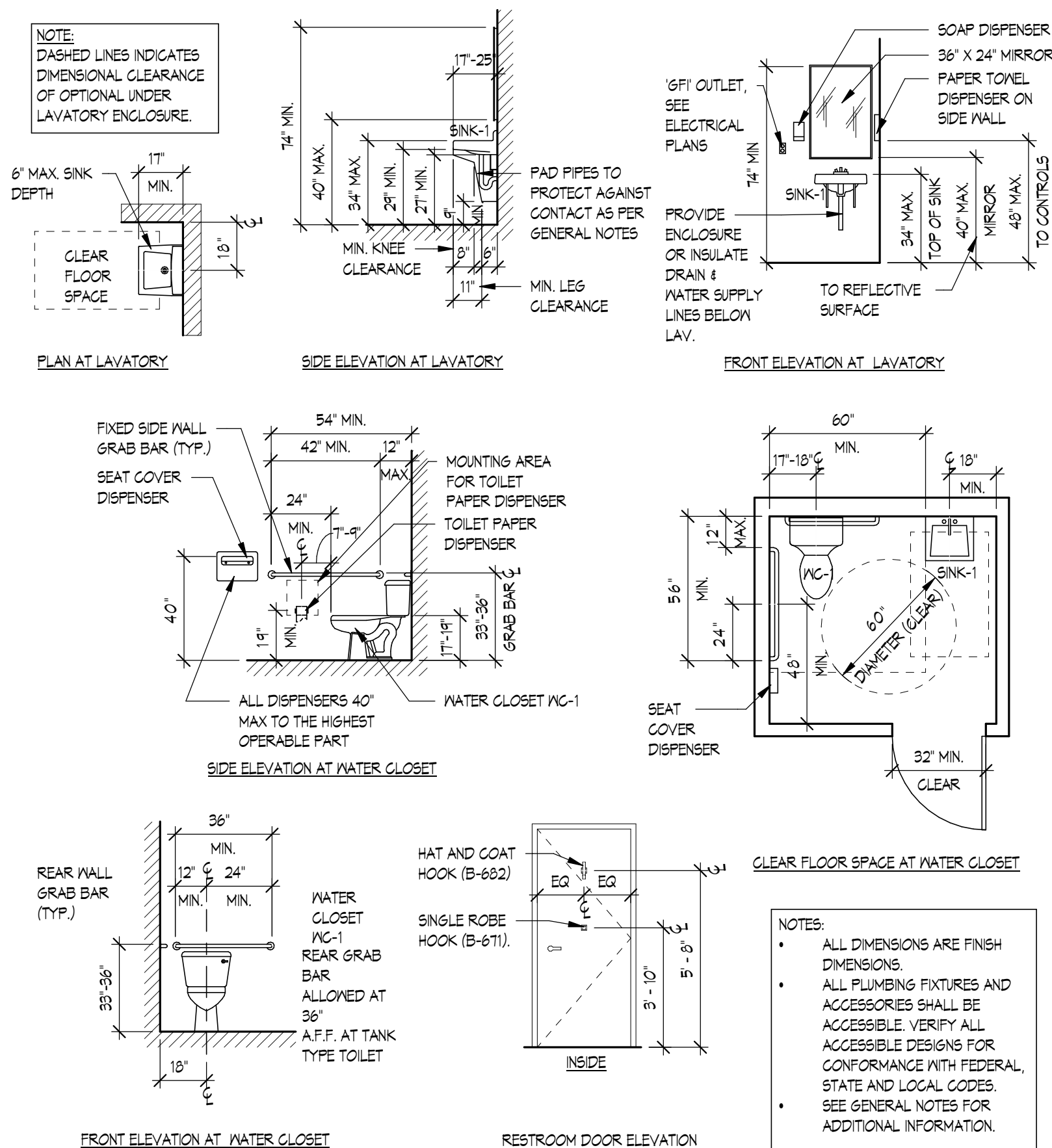
1 EXISTING FLOOR PLAN
1/4" = 1'-0"



2 NEW FLOOR PLAN
1/4" = 1'-0"



3 ADA DOOR MANEUVERING
3/8" = 1'-0"



3 ACCESSIBILITY DETAILS
N.T.S.

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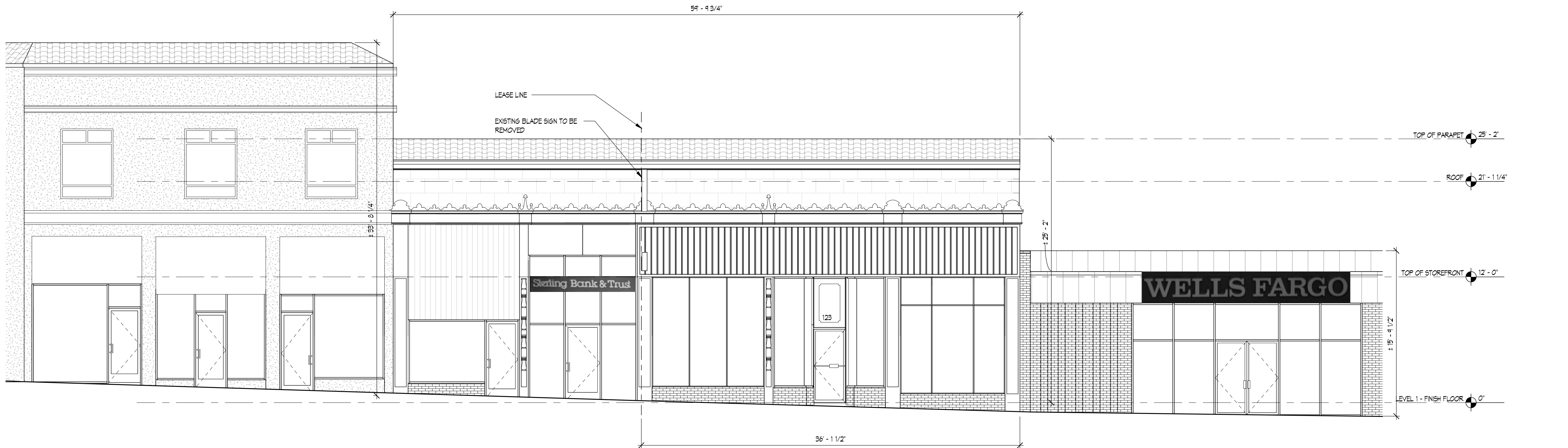
**Proposed
Store Design
for:
VERIZON**

Job Address:
123 West Portal Ave
San Francisco, CA 94127

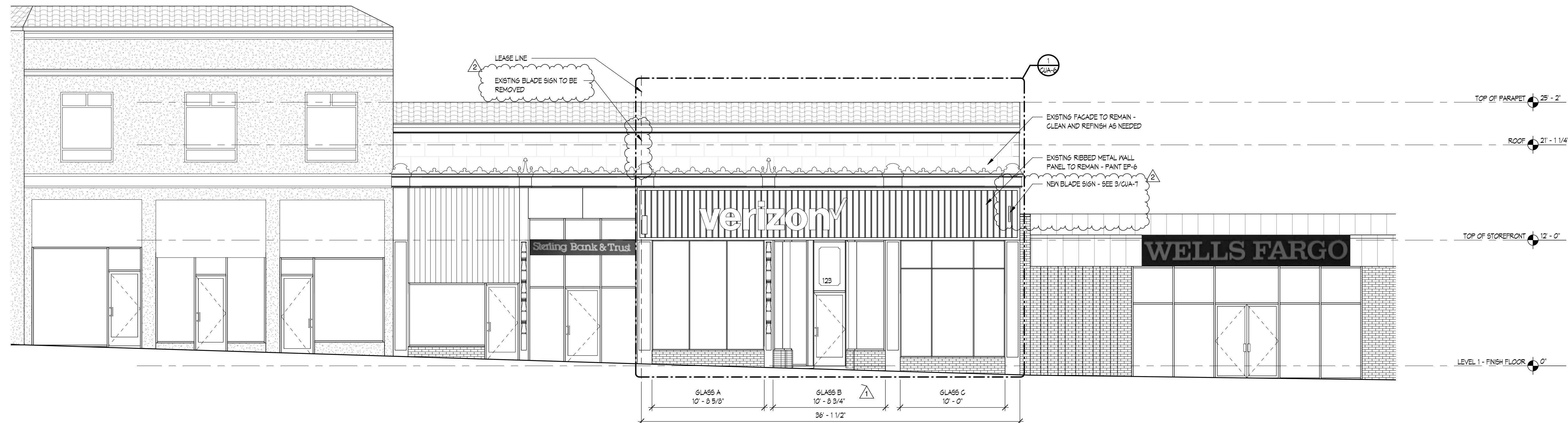
**EXISTING AND NEW
FLOOR PLAN**

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Checked By: JS	
Date Issued For Client: 8.11.2017	
Landlord: 8.15.2017	
Permit: 8.15.2017	
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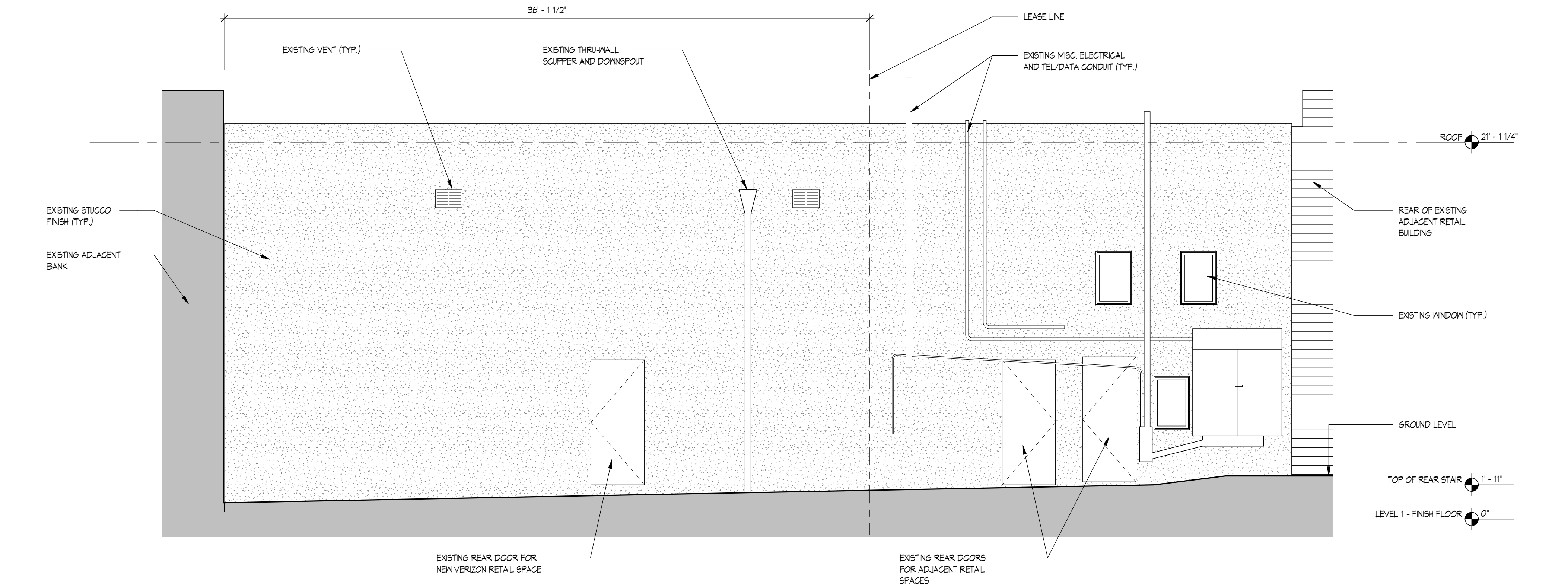
1 Existing Exterior Elevation - West Portal Ave.
3/16" = 1'-0"



2 New Exterior Elevation - West Portal Ave.
3/16" = 1'-0"

GLASS TRANSPARENCY CALCULATIONS	
TENANT SPACE WIDTH:	36' - 1 1/2" (433.5 IN.)
GLASS WIDTH:	A: 10' - 0 5/8" (120.625 IN.)
	B: 10' - 0 3/4" (120.75 IN.)
	C: 10' - 0" (120.0 IN.)
TOTAL:	31' - 9 3/8" (371.375 IN.)
CALCULATION:	371.375 IN./433.5 IN. = 81 %
	TRANSPARENCY

C:\Revit Projects\2016-0162_BM-PHS_Phase1\2017-0053_VZ-WP_Central_2017_FG\mtdl.rvt



1 NEW REAR ELEVATION
1/4" = 1'-0"



2 NEW SIDE ELEVATION (THROUGH ADJACENT BUILDING)
1/4" = 1'-0"

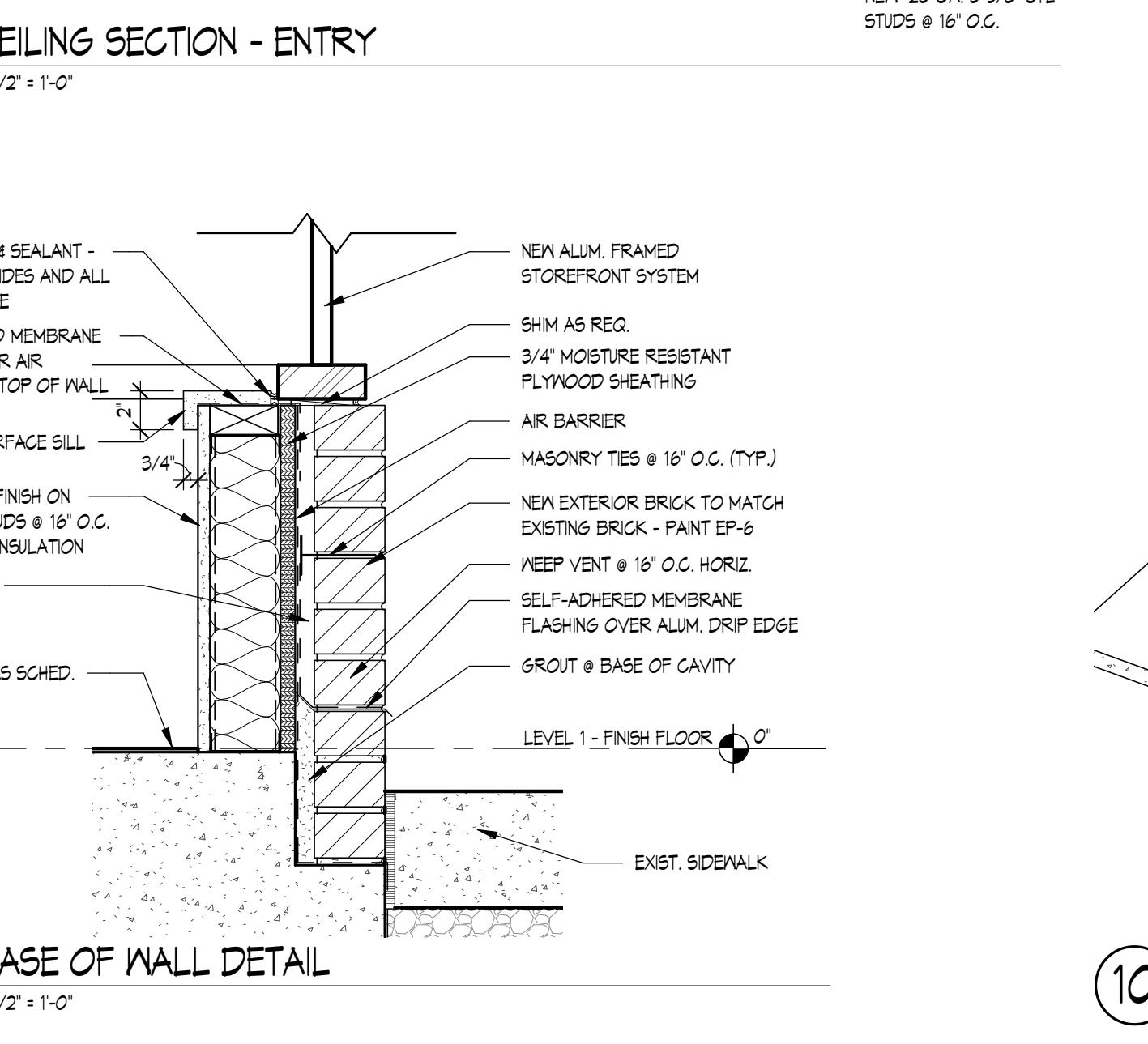
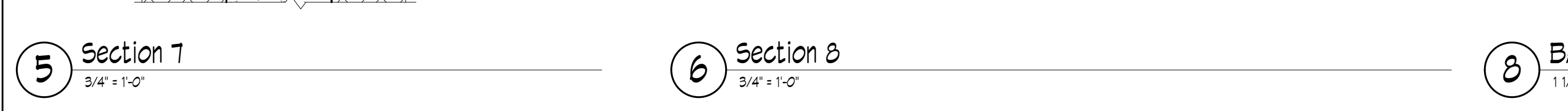
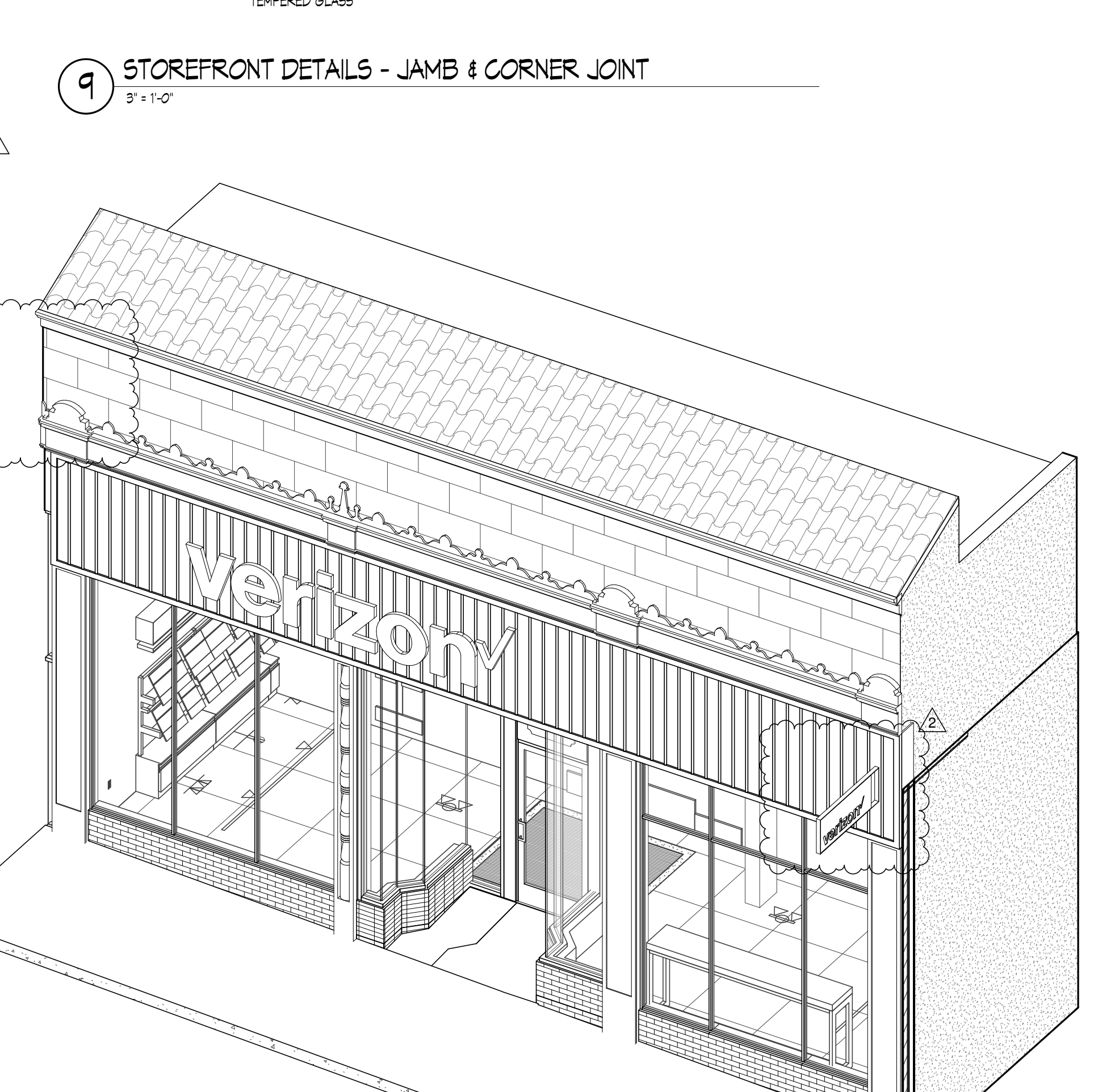
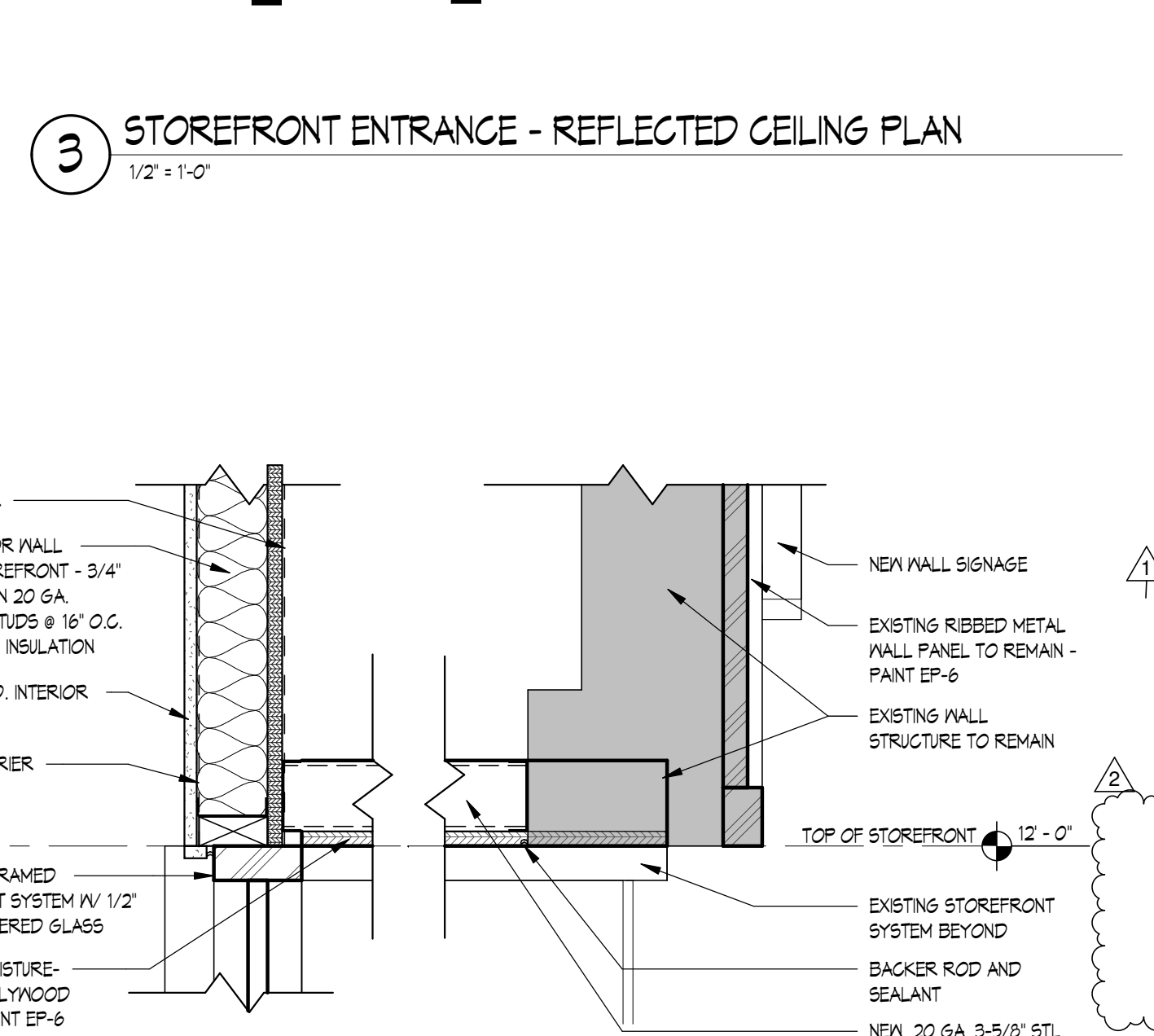
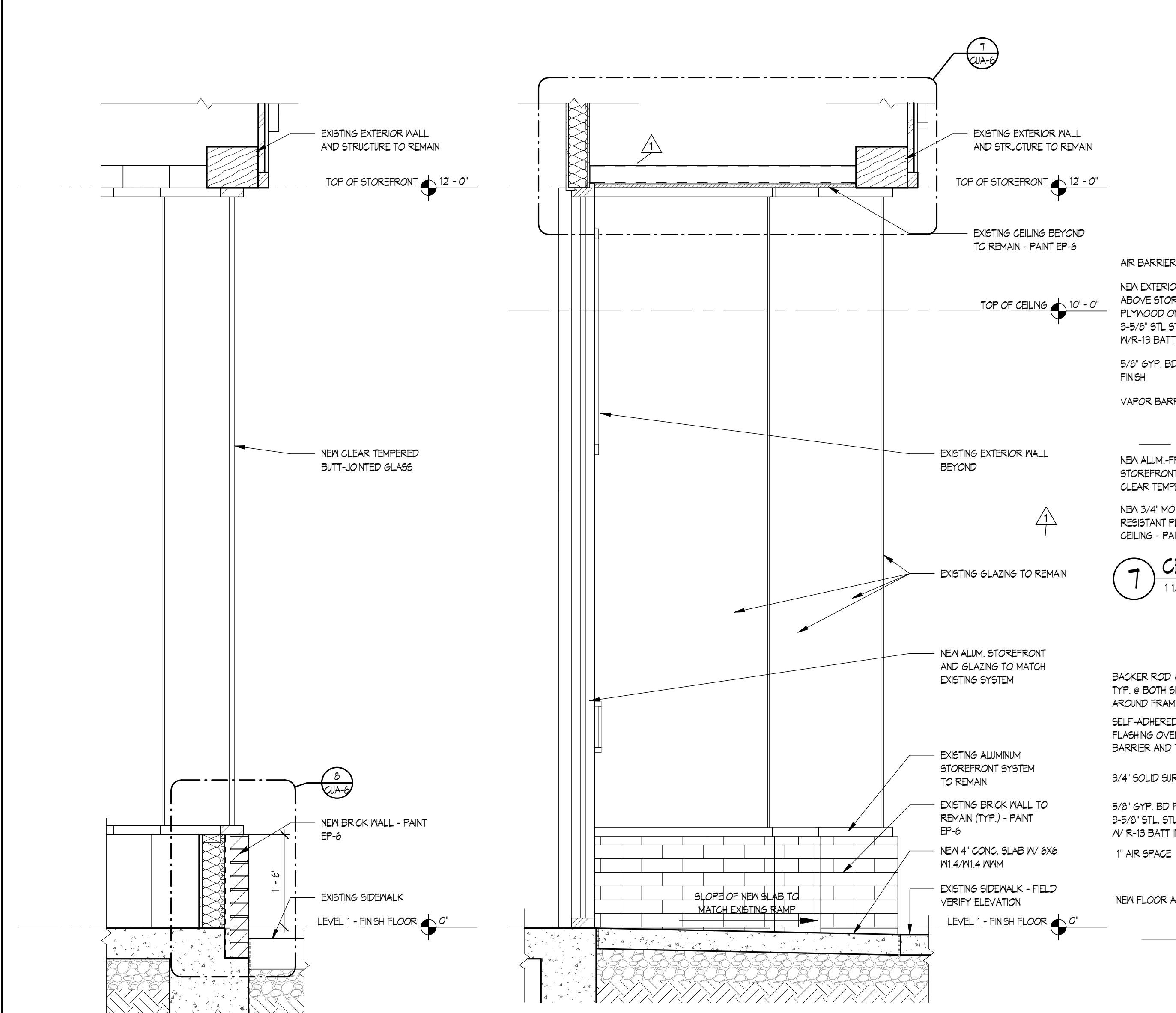
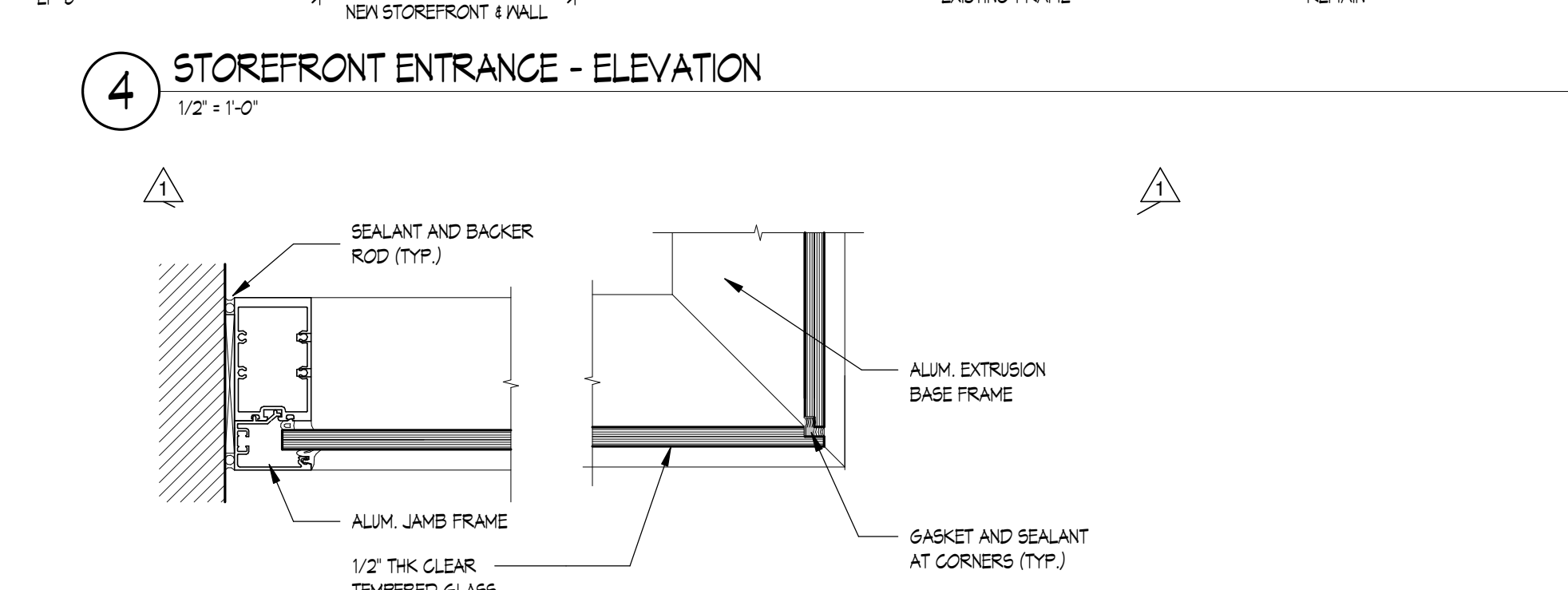
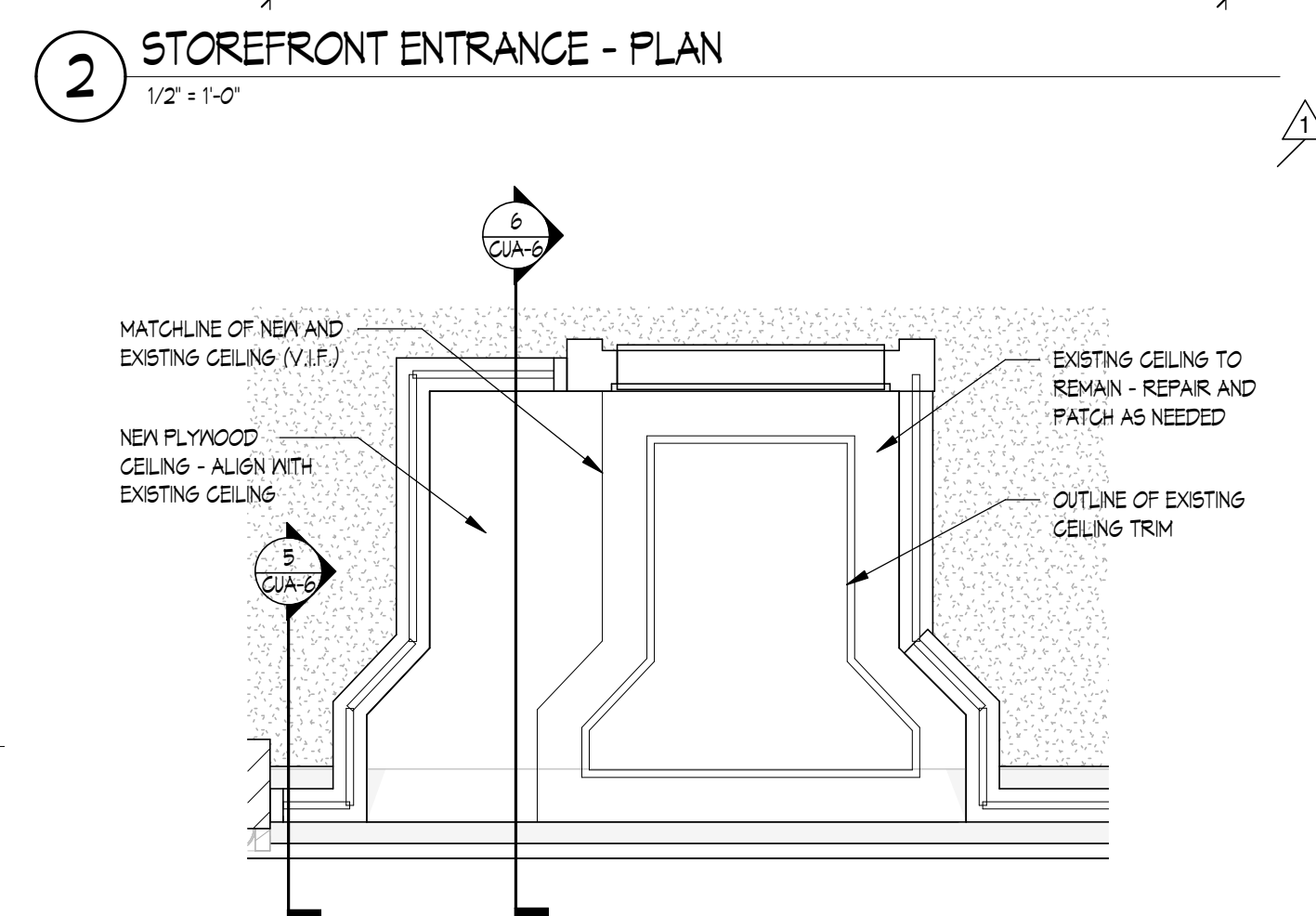
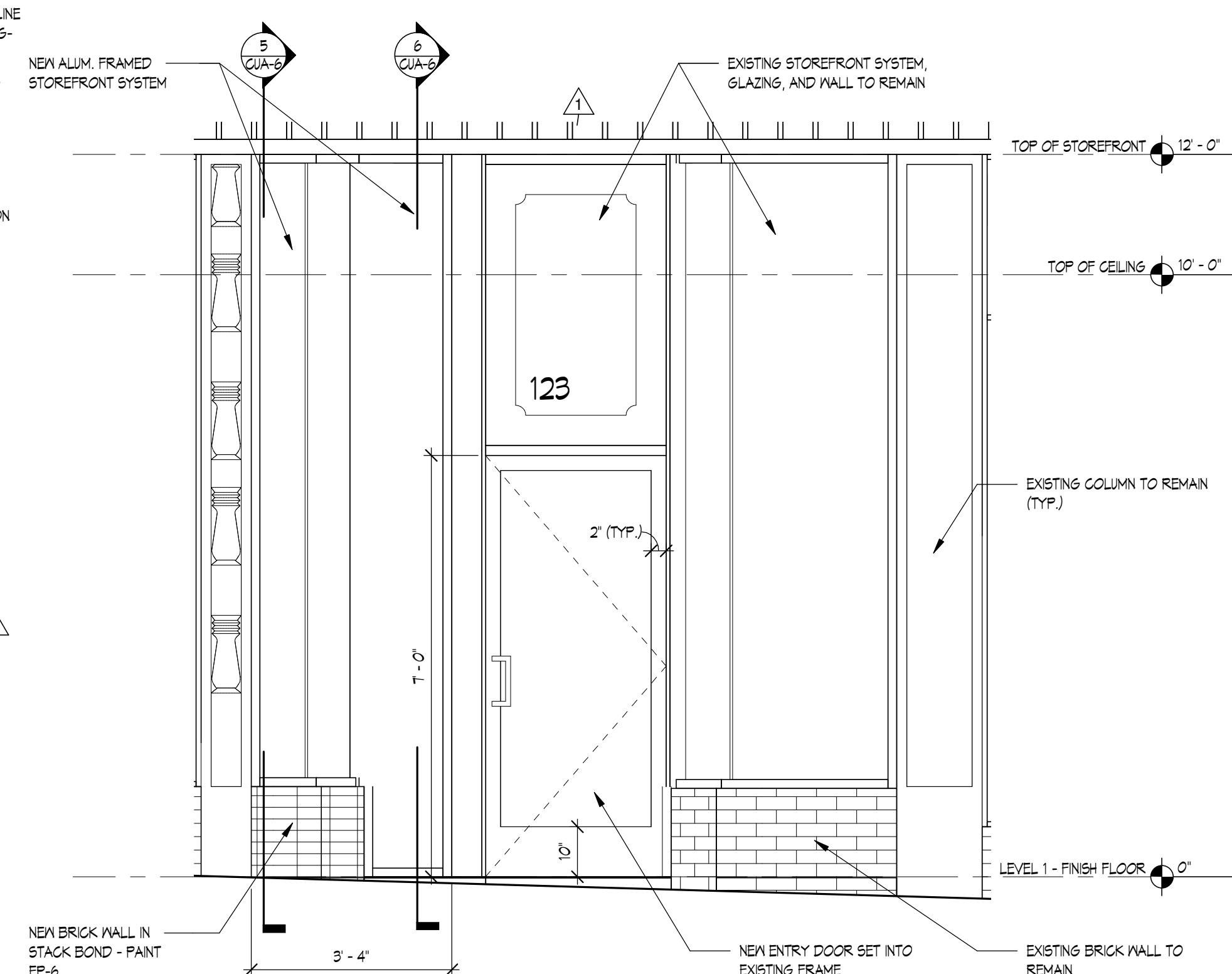
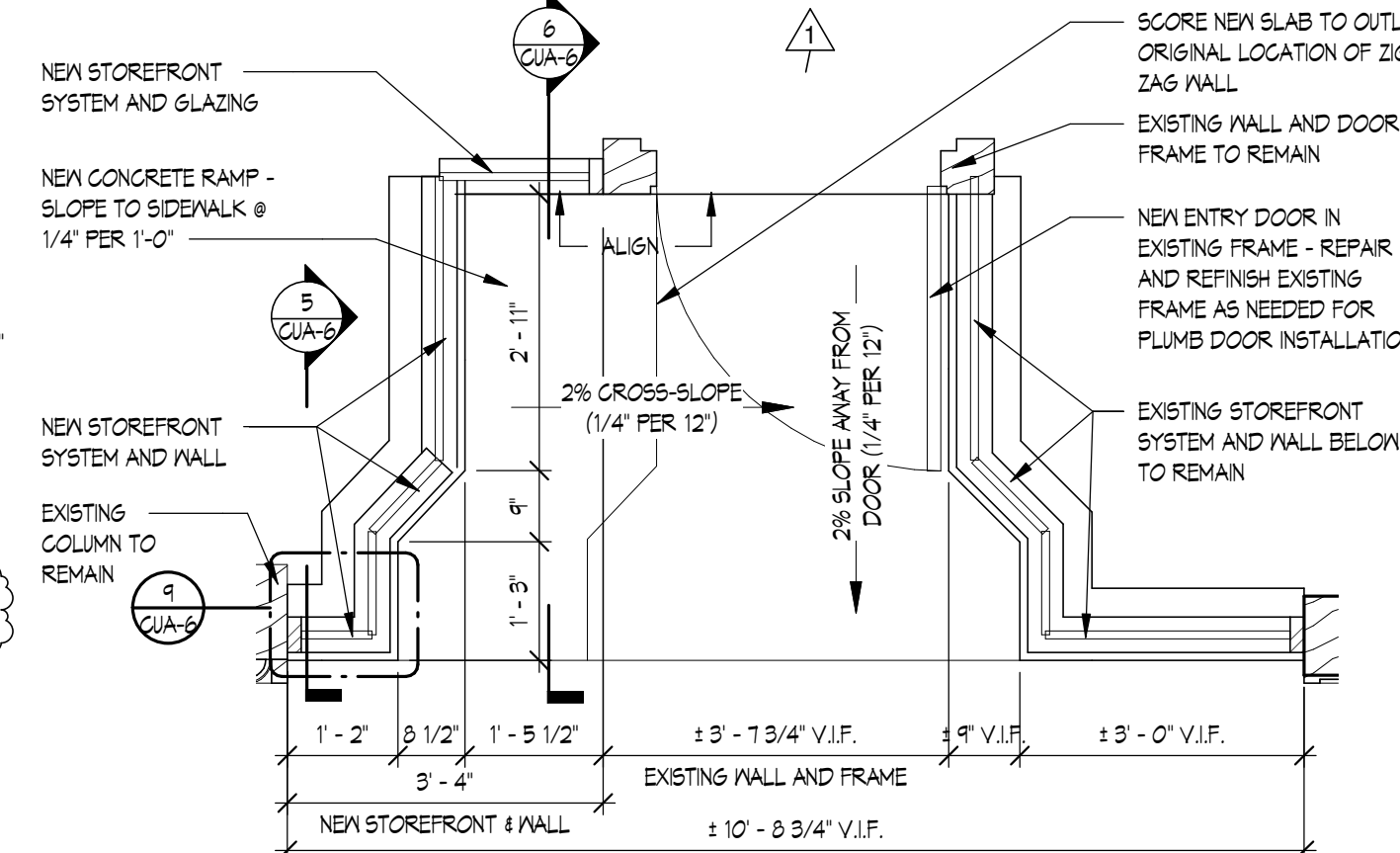
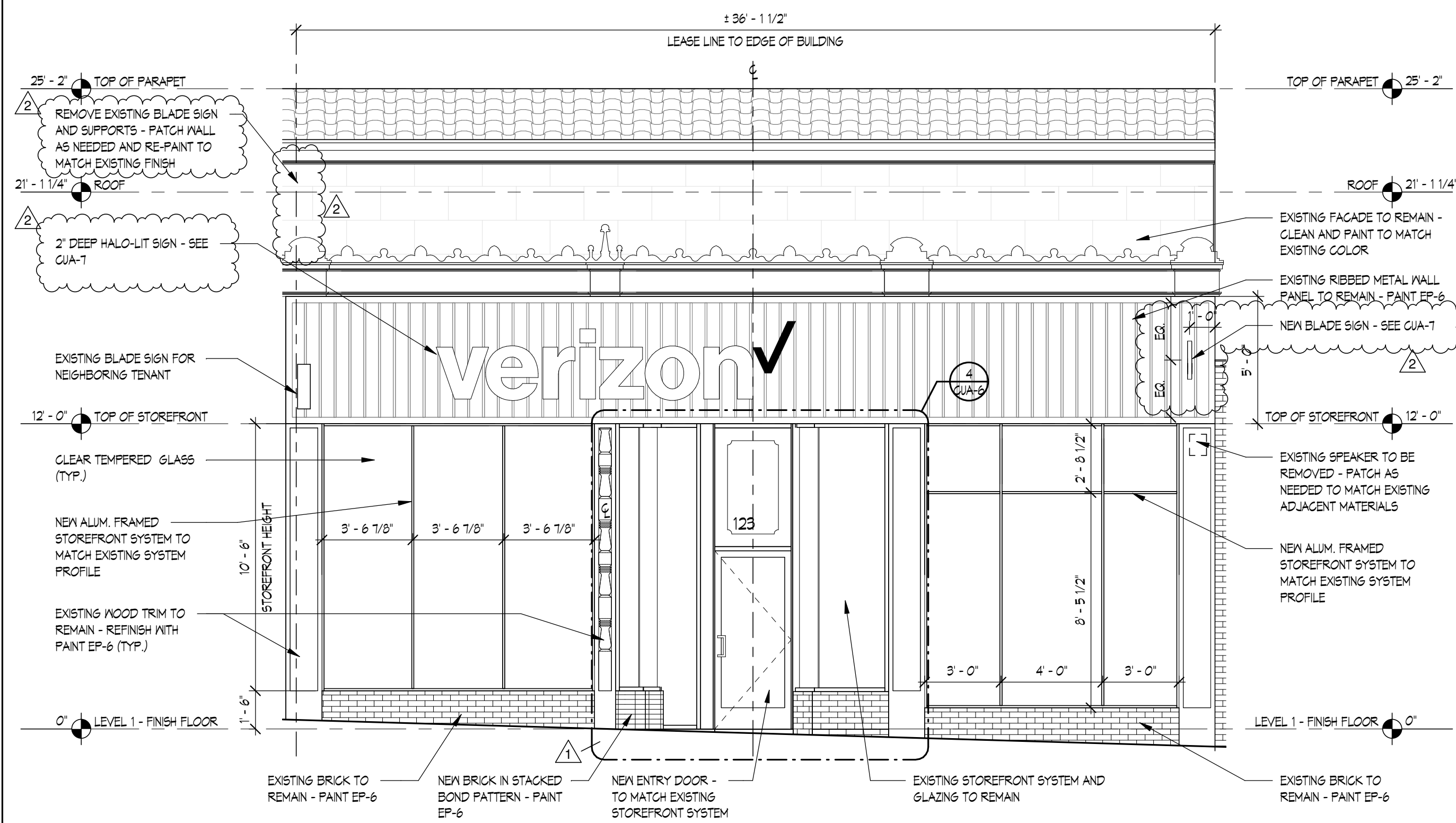
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DC ARC100723	NV 5521
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FL ARS1629	OK 04895
GA RAD11075	OH 13761
HI AR 11489	OR 4899
IA 05713	PA RA-015432-B
ID AR-984459	PR 19965
IL 001-019152	RI 2666
IN ART0400066	SC 6834
KS 4674	SD 11532
KY 5967	TN 101374
LA 5734	TX 17680
ME ARC 2596	UT 5881358-0301
MD 11016	VT 2572
MA 10635	VA 0401 011223
MI 1301052379	WA 10344
MN 44326	WI 9900-005
MO A-2005029740	WV 3727
MS 3860	WY C-1967

Proposed Store Design for: VERIZON

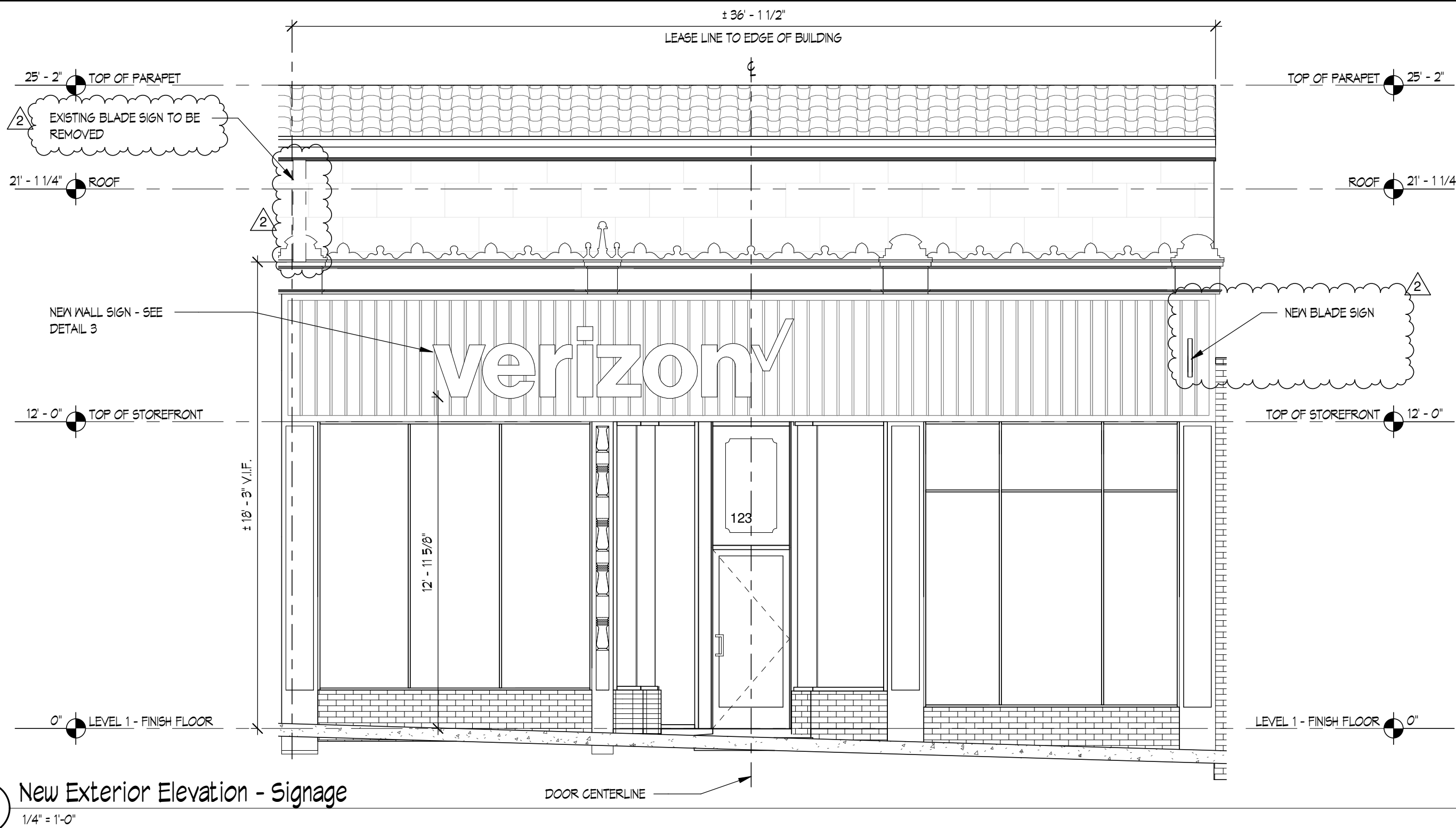
Job Address:
123 West Portal Ave
San Francisco, CA 94127

REAR AND SIDE ELEVATIONS

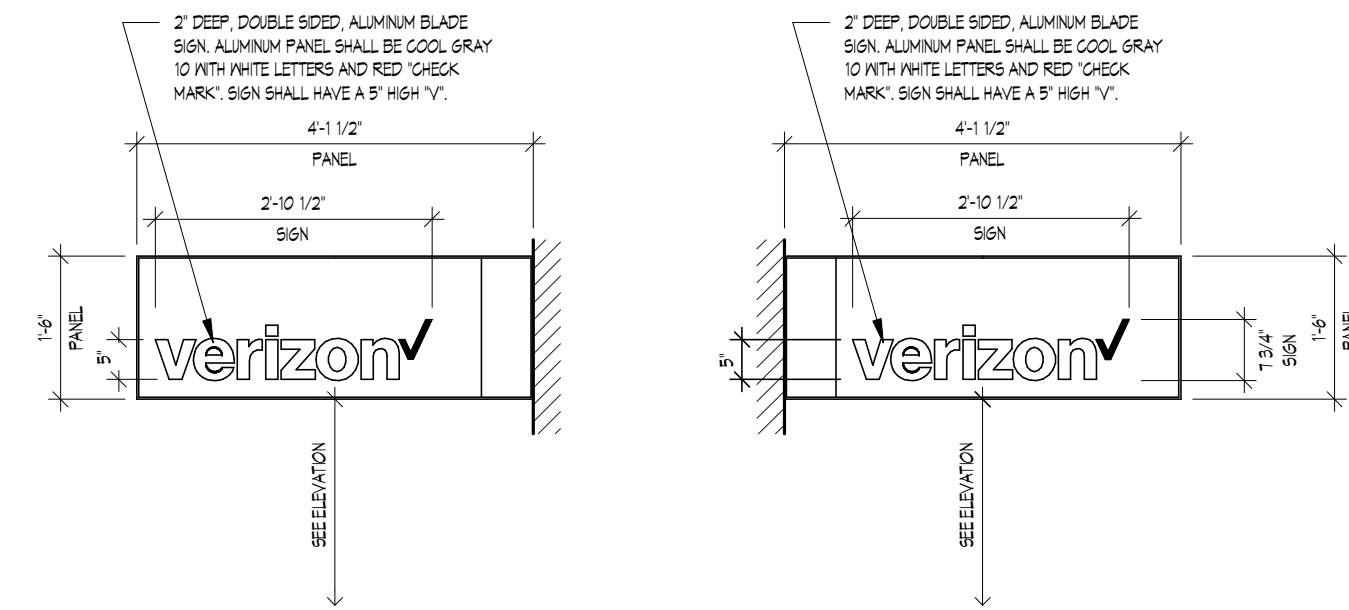
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C:\Revit Projects\2016-0162_BM-PHS_Phase1\2017-0053_VZ-WP_Central_2017_FG\mtd\rvt



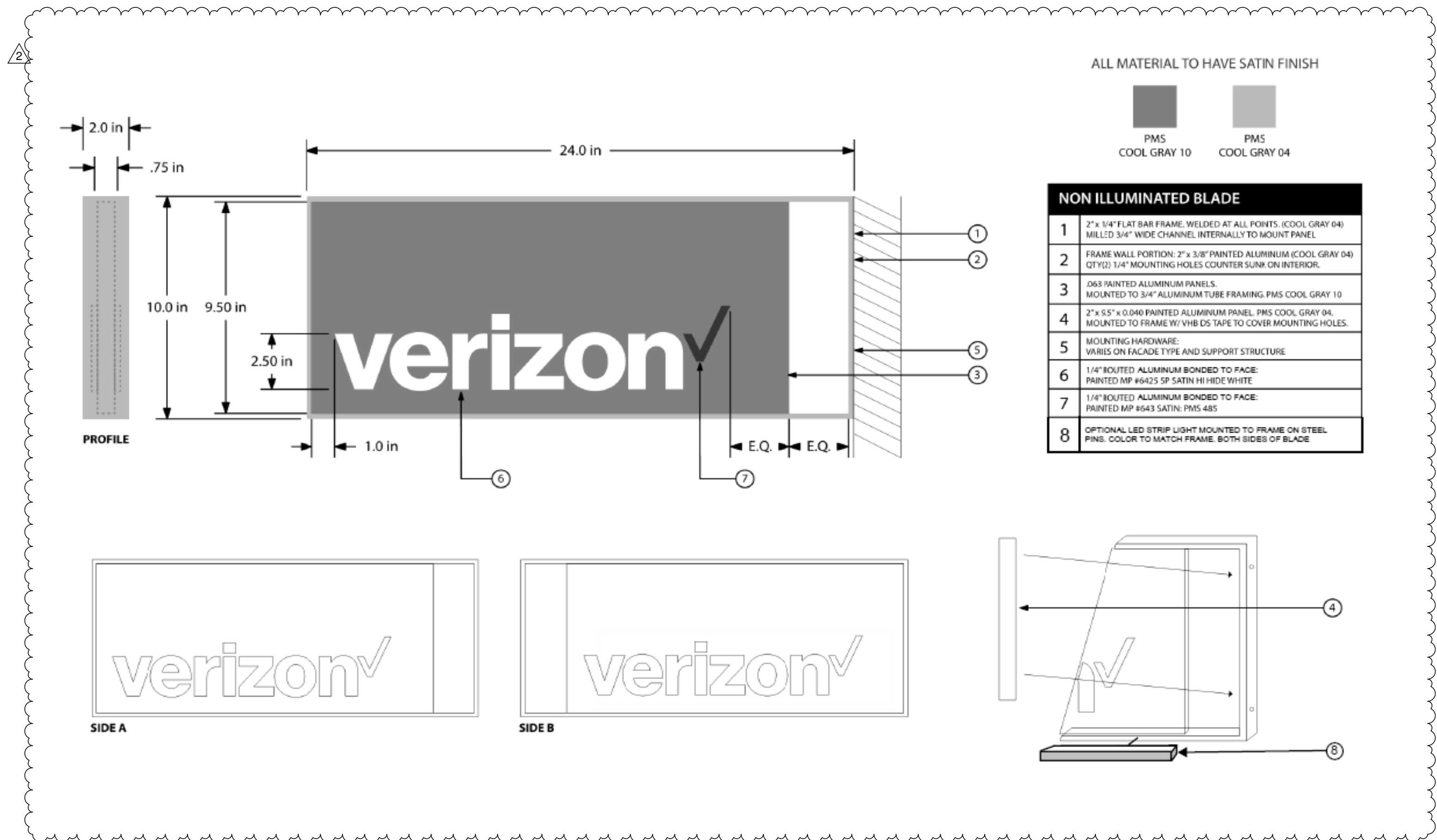
1 New Exterior Elevation - Signage
1/4" = 1'-0"



2 NEW BLADE SIGN ELEVATIONS
1/2" = 1'-0"



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



NON ILLUMINATED BLADE	
1	2" x 1/4" FLAT BAR FRAME, WELDED AT ALL POINTS, IC00L GRAY 046 MILLED 3/4" WIDE CHANNEL INTERNALLY TO MOUNT PANEL
2	FRAME WALL PORTION: 2" x 3/8" PAINTED ALUMINUM (COOL GRAY 046) 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 1/4" x .063 PAINTED ALUMINUM PANEL, PMS COOL GRAY 046, 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 PINEL, COLOR TO MATCH FRAME, BOTH SIDES OF BLADE

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Kenneth A. Gruskin AIA	
AL 5421	MT 2537
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MS 44326	WI 9900-005
ND A-2005029740	WY 3727
MS 3860	WY C-1967

Professional Seal:

Consultant:

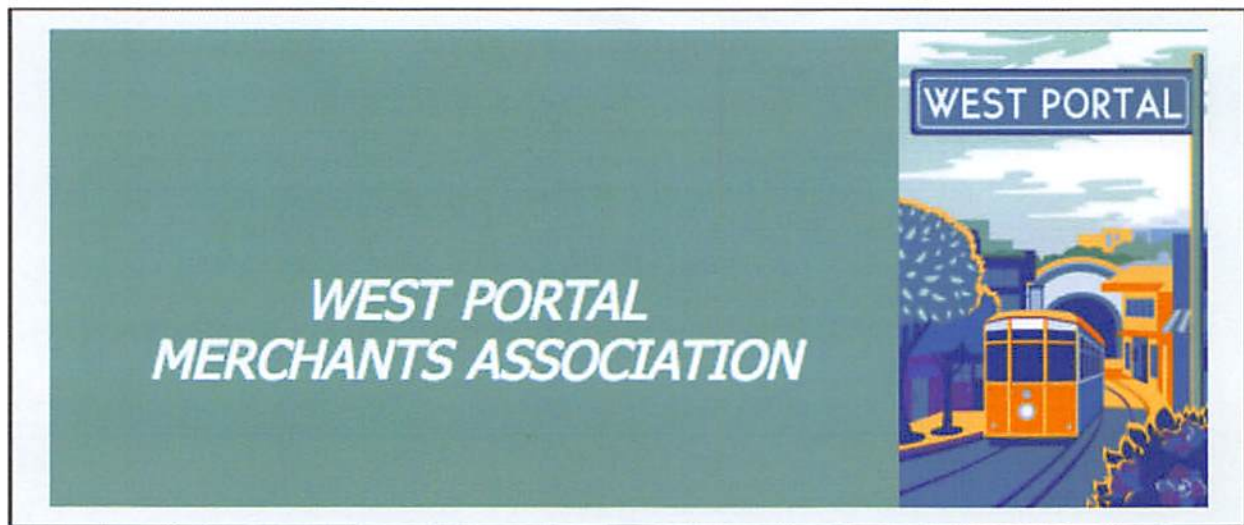
Job Name and Number: 2017-0053
**Proposed
Store Design
for:
VERIZON**

Job Address:
123 West Portal Ave
San Francisco, CA 94127

Drawing Title:
SIGNAGE DETAILS

Drawn By: FG
Checked By: JS
Date Issued For Client: 8.11.2017
Landlord: 8.15.2017
Permit: 8.15.2017
Bid: 8.15.2017
Construction: 8.15.2017
Revision Issue: 2
No. Date Description
2 10/10/2017 Update Signage

EXHIBIT C



October 23, 2017

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

**WEST PORTAL MERCHANTS ASSOCIATION:
SUPPORT OF VERIZON WIRELESS**

Dear Commissioner Hillis:

The West Portal Merchants Association (WPMA) collectively represents the West Portal Avenue business community.

In that roll, we met with a representative of Verizon Wireless, seeking our support in the company's efforts to occupy 123 West Portal Avenue, a former RadioShack location. The WPMA Board asked thoughtful questions and offered 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 West Portal and will add needed foot traffic to our neighborhood. The fact that the business has other locations in San Francisco, including Stonestown, did not affect the approval of the request with the membership.

We are lending our support to the Verizon Wireless proposal and believe that it will be a welcome addition to the shopping experience for both visitors and local traffic.

We respectfully request that the Planning Commission approve the Verizon Wireless application.

Sincerely,

WEST PORTAL MERCHANTS ASSOCIATION



DEIDRE VON ROCK, PRESIDENT

cc: Dennis Richards
Rodney Fong
Christine Johnson
Joel Koppel
Myrna Melgar
Kathrin Moore
Board of West Portal Merchants Association (via email only)

bcc: Sam Lauter (via email only)



Greater West Portal Neighborhood Association

Families working to improve their neighborhood

November 5, 2017

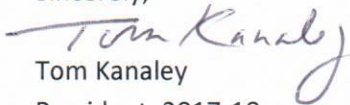
Commissioner Rich Hillis
President
San Francisco Planning Commission
1650 Mission Street, Suite 400
San Francisco, CA 94103

RE: GWPNA Letter of Support – Verizon Wireless

Dear Commissioner Hillis,

The Greater West Portal Neighborhood Association (GWPNA) represents the residents of the West Portal Neighborhood. In that capacity, we have met with the representatives of Verizon Communication to discuss and review their planned opening of their store at 123 West Portal Avenue. We believe that the proposed Verizon Communications store will be a benefit to the community and we therefore support its application for conditional use. We are impressed with Verizon's commitment to being a good neighbor – from providing useful items for customers, to showing an attractive face and window display to passersby.

Sincerely,


Tom Kanaley
President, 2017-18
GWPNA