



# SAN FRANCISCO PLANNING DEPARTMENT

## Executive Summary Conditional Use Authorization

HEARING DATE: 10/10/2019

*Date:* September 30, 2019  
*Record No.:* 2018-016040CUA  
*Project Address:* 3419 SACRAMENTO STREET  
*Zoning:* Sacramento Street Neighborhood Commercial District (NCD)  
40-X Height and Bulk District  
*Block/Lot:* 1020/035  
*Project Sponsor:* Thomas Tunny (agent)  
Reuben, Junius, & Rose LLP  
One Bush Street, Suite 600  
San Francisco, CA 94104  
*Property Owner:* 3407 Sacramento Street LLC  
3421 Sacramento Street #2  
San Francisco, CA 94118  
Kendall Wilkinson (Lessee)  
Kendall Wilkinson Design  
3419 Sacramento Street  
San Francisco, CA 94118  
*Staff Contact:* Sharon M. Young – (415) 558-6346  
[sharon.m.young@sfgov.org](mailto:sharon.m.young@sfgov.org)  
*Recommendation:* **Approval with Conditions**

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### PROJECT DESCRIPTION

The proposal is for Conditional Use Authorization to allow the establishment of a Design Professional Office Use within the Sacramento Street NCD and a 40-X Height and Bulk District. The proposal will involve legalizing the change of use of an approximately 2,000 square foot commercial retail space to a Design Professional Office Use with accessory commercial retail use (d.b.a. Kendall Wilkinson Design) on the ground and mezzanine floors of a two-story commercial and residential building. There are no tenant improvements or expansion of the existing building envelope proposed. The proposed project will abate Planning Enforcement Case No. 2018-001490ENF to legalize the proposed change of use.

### REQUIRED COMMISSION ACTION

In order for the Project to proceed, the Commission must grant Conditional Use Authorization pursuant to Planning Code Sections 303 and 724 to legalize the establishment of a Design Professional Office Use within the Sacramento Street NCD and a 40-X Height and Bulk District.

### ISSUES AND OTHER CONSIDERATIONS

- **Public Comment and Outreach.**
  - **Support/Opposition:** As of the date of this Executive Summary, the Department has received 8 letters in support and 0 letters in opposition to the Project. This correspondence has expressed support of the proposed project indicating that the Kendall Wilkinson Design has been a good neighbor, strong supporter and advocate for the neighborhood, and should be a continued presence which adds to the unique mixtures of retail experiences within this portion of Sacramento Street.

- **Outreach:** A pre-application meeting was not required for the proposed project. The project sponsors conducted neighborhood outreach efforts and have submitted 7 letters to the Planning Department from local merchants and individuals in support of the project.

## **BASIS FOR RECOMMENDATION**

The Department finds that the Project is, on balance, consistent with the Objectives and Policies of the General Plan. The Department also finds the Project to be necessary, desirable, and compatible with the surrounding neighborhood, and not to be detrimental to persons or adjacent properties in the vicinity. The proposed may be desirable by allowing the existing business to remain on the Project Site. The existing design professional office use is compatible to the mix of commercial uses of the Sacramento Street NCD and has contributed to the economic vitality of the neighborhood.

## **ATTACHMENTS:**

Draft Motion – Conditional Use Authorization  
Exhibit A – Conditions of Approval  
Exhibit B – Plans  
Exhibit C – Environmental Determination  
Exhibit D – Land Use Data  
Exhibit E – Maps and Context Photos  
Exhibit F – Project Sponsor’s Brief (Submittals)



# SAN FRANCISCO PLANNING DEPARTMENT

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## Planning Commission Draft Motion

HEARING DATE: OCTOBER 10, 2019

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[sharon.m.young@sfgov.org](mailto:sharon.m.young@sfgov.org)

**ADOPTING FINDINGS RELATING TO THE APPROVAL OF CONDITIONAL USE AUTHORIZATION PURSUANT TO PLANNING CODE SECTIONS 303 AND 724 TO LEGALIZE THE ESTABLISHMENT OF A DESIGN PROFESSIONAL OFFICE USE (D.B.A. KENDALL WILKINSON DESIGN LOCATED ON THE GROUND AND MEZZANINE FLOORS OF A TWO-STORY COMMERCIAL AND RESIDENTIAL BUILDING AT 3419 SACRAMENTO STREET, LOT 035 IN ASSESSOR'S BLOCK 1020, WITHIN THE SACRAMENTO STREET NEIGHBORHOOD COMMERCIAL ZONING DISTRICT (NCD) AND A 40-X HEIGHT AND BULK DISTRICT.**

### PREAMBLE

On November 28, 2018, Thomas Tunny on behalf of property owners and lessee (hereinafter "Project Sponsor") filed Application No. 2018-016040CUA (hereinafter "Application") with the Planning Department (hereinafter "Department") for Conditional Use Authorization under Planning Code Sections 303 and 724 to legalizing the change of use of an approximately 2,000 square foot commercial retail space to a Design Professional Office Use with accessory commercial retail use (d.b.a. Kendall Wilkinson Design) on the ground and mezzanine floors of a two-story commercial and residential building at 3419 Sacramento Street (hereinafter "Project"), Lot 035 within Assessor's Block 1020 (hereinafter "Project Site").

The Planning Department Commission Secretary is the custodian of records; the File for Record No. 2018-016040CUA is located at 1650 Mission Street, Suite 400, San Francisco, California.

On October 10, 2019, the San Francisco Planning Commission (hereinafter "Commission") conducted a duly noticed public hearing at a regularly scheduled meeting on Conditional Use Authorization Application No. 2018-016040CUA.

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 Authorization as requested in Application No. 2018-016040CUA, 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. **Project Description.** The proposal is for a Conditional Use Authorization pursuant to Planning Code Sections 303 and 724 to allow the establishment of a Design Professional Office Use within the Sacramento Street NCD and a 40-X Height and Bulk District. The proposal will involve legalizing the change of use of an approximately 2,000 square foot commercial retail space to a Design Professional Office Use with accessory commercial retail use (d.b.a. Kendall Wilkinson Design) on the ground and mezzanine floors of a two-story commercial and residential building. There are no tenant improvements or expansion of the existing building envelope proposed. The proposed project will abate Planning Enforcement Case No. 2018-001490ENF to legalize the proposed change of use.
3. **Site Description and Present Use.** The project site at 3419 Sacramento Street is located on the south side of Sacramento Street between Walnut and Laurel Streets; Assessor's Block 1020; Lots 035. It is located within the Sacramento Street NCD and a 40-X Height and Bulk District. The subject lot is 5,800 square-feet (58 feet wide by 100 feet) in size and is occupied by a two-story commercial and residential building built circa 1906. The existing building is not listed in the Planning Department's 1976 Architectural Survey or the National or California Registers as having architectural significance. However, the existing building is located within the Neighborhood Commercial Corridors Historic Resources Survey (in progress). The subject commercial space on the ground and mezzanine floors are currently occupied by the existing design professional office use with accessory commercial retail use (d.b.a. Kendall Wilkinson Design) has been operation at the subject commercial space since 2003. Prior to 2003, the subject commercial space was occupied by an antique retail store d.b.a. Patina Atelier Antiques. There are three residential units and a legal nonconforming general office use on the second floor of the building which was approved in 1993 under BPA No. 8915496.
4. **Surrounding Properties and Neighborhood.** The Project Site is located within the Sacramento Street Neighborhood Commercial District (NCD) within the Presidio Heights neighborhood. The surrounding development consists primarily of a mix of one-to-three story, residential, commercial,

and mixed used buildings within this portion of the Sacramento Street NCD. Generally, the commercial establishments characterizing this portion of Sacramento Street include a mixture of specialty stores (i.e. clothing, accessories, home furnishing and antiques stores), restaurants, professional or business establishments, personal service establishments. Some of the existing commercial establishments on the subject and opposite blocks include Button-Down, Golden-Gate Children's Art and Outdoor Explorations, Serena & Lily Design Shop, Poetica Art & Antiques, Bella Smile, Dr. Heejay A. Chung DMD, Presidio Heights Salon, Goodbyes, Post & Parcel, Hawk Hill Real Estate, and Paul Mahder Gallery. On Laurel and Walnut Streets running north and south of the project site, there are three- to- four story residential buildings within the RH-2 (Residential, House, Two-Family) and RM-1 (Residential-Mixed, Low Density) zoning districts.

5. **Public Outreach and Comments.** The Planning Department has received correspondence from 8 people regarding the proposed project as of the date of this Draft Motion. The project sponsors conducted neighborhood outreach efforts and submitted 7 of those letters to the Planning Department from local merchants and individuals in support of the project. A pre-application meeting was not required for the proposed project. This correspondence has expressed support of the proposed project indicating that the Kendall Wilkinson Design has been a good neighbor, strong supporter and advocate for the neighborhood, and should be a continued presence which adds to the unique mixtures of retail experiences within this portion of Sacramento Street.
6. **Planning Code Compliance.** The Commission finds that the Project is consistent with the relevant provisions of the Planning Code in the following manner:
  - A. **Design Professional Office Use.** Within the Sacramento Street NCD, Design Professional Office Use require Conditional Use Authorization under Planning Code Section 724 on the first story and is not permitted on the 2<sup>nd</sup> story and above.

*A **Design Professional Office Use** is defined under Planning Code Section 102 as a Non-Retail Sales and Service Use that provides professional design services to the general public or to other businesses and includes architectural, landscape architectural, engineering, interior design, and industrial design services. It does not include (1) the design services of graphic artists or other visual artists which are included in the definition of Arts Activities; or (2) the services of advertising agencies or other services which are included in the definition of Professional Service or Non-Retail Professional Service, Financial Service or Medical Service. Design Professional in Neighborhood Commercial Districts is subject to the operating restrictions outlined in Section 202.2(i). Pursuant to Planning Code Section 202.2(i), in order to preserve and enhance active commercial frontage in the City's Neighborhood Commercial Districts, a Design Professional use located on the First Story or below within any Neighborhood Commercial or Neighborhood Commercial Transit District must provide its services to the general public.*

*The proposed project is a request for Conditional Use Authorization to legalize the change of use of an approximately 2,000 square foot commercial retail space to a Design Professional Office Use with accessory commercial retail use (d.b.a. Kendall Wilkinson Design) on the ground and mezzanine floors of a two-story commercial and residential building.*

- B. **Retail Sales and Service Use (General Retail Sales and Service).** Section 724 of the Planning Code permits “general retail sales and service” establishments as a Retail Sales and Services Use on the first story, requires Conditional Use Authorization on the second story, and is not permitted on the third stories and above within the Sacramento Street NCD.

Under Planning Code Section 102, a *Sales and Services, Retail Use* is defined as a Commercial Use category that includes Uses that involve the sale of goods, typically in small quantities, or services directly to the ultimate consumer or end user with some space for retail service on site, excluding Retail Entertainment Arts and Recreation, and Retail Automobile Uses and including, but not limited to: Adult Business, Animal Hospital, Bar, Cannabis Retail, Cat Boarding, Chair and Foot Massage, Tourist Oriented Gift Store, General Grocery, Specialty Grocery, Gym, Hotel, Jewelry Store, Kennel, Liquor Store, Massage Establishment, Mortuary (Columbarium), Motel, Non-Auto Sales, Pharmacy, Restaurant, Limited Restaurant, **General Retail Sales and Service**, Financial Service, Fringe Financial Service, Limited Financial Service, Health Service, Instructional Service, Personal Service, Retail Professional Service, Self-Storage, Tobacco Paraphernalia Establishment, and Trade Shop.

*The current proposal for an accessory general retail sales and service use is considered a Retail Sales and Services Use which is a permitted use on the first floors of the building that would allow existing business to continue providing retail sales services (such as home and office furnishing goods) to its customers.*

- C. **Use Size.** Section 724 of the Planning Code establishes size limits on non-residential use sizes in the Sacramento Street NCD. Within this District, Conditional Use authorization is required for any non-residential use that meets or exceeds 2,500 square feet.

*The design professional office use with accessory retail and services use, with approximately 2,000 square feet of floor area within the principally permitted use size limitations.*

- D. **Hours of Operation.** Section 724 puts no limits on the hours of operation from 6 a.m. until 12 a.m. as of right and requires Conditional Use Authorization to operate between the hours of 2 a.m. and 6 a.m. in the Sacramento NCD.

*The design professional office use with accessory retail and services use will continue operating within the permitted hours of operation within the Sacramento Street NCD.*

- E. **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 space, with approximately 2,000 square feet in floor area, does not require any off-street or loading parking spaces.*

- F. **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% of the street frontage of the subject commercial tenant space on Sacramento Street (approximately 20 feet on the ground floor storefront door entry area and storefront window) is fenestrated with transparent windows and doorways allowing for visibility to the inside of the commercial tenant space. The project does not propose any decorative railings or grillwork in front of or behind existing windows. Excessive white window film covering a portion of the storefront windows were removed to provide visibility to the inside of the commercial space to abate Planning Enforcement Complaint under 2018-001490ENF.*

- G. **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.

*A separate sign permit will be filed for the business signage and will comply with the requirements of the Planning Code guidelines. A projecting business sign was removed to abate Planning Enforcement Complaint under 2018-001490ENF.*

7. **Conditional Use Findings.** Planning Code Section 303 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.

*There are no exterior changes or expansion to the existing building envelope proposed to the existing commercial tenant space with the proposed project. The proposal may be desirable by allowing the existing business to remain on the project site and contributes to the mixture of commercial businesses within this*

*portion of the Sacramento NCD. The existing business has operated at the subject tenant space for over 15 years and has contributed to the economic vitality of the neighborhood.*

- 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:

- (1) 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 existing and adequate for the proposed project. There will be no physical expansion of the existing building or commercial space.*

- (2) 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 is within proximity of the project site. There is on-street parking in front of the subject property and in the surrounding neighborhood.*

- (3) 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.*

- (4) 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 Sacramento Street NCD in that the intended use is a neighborhood-serving business.*

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

**COMMERCE AND INDUSTRY ELEMENT**

**GENERAL/CITYWIDE**

**Objectives and Policies**

**OBJECTIVE 1:**

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

**Policy 1.1:**

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

**Policy 1.2:**

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

**Policy 1.3:**

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

*The design professional office use will continue to be compatible with and complimentary to the type of uses characterizing this portion of the Sacramento Street NCD, which is primarily a mixture of specialty retail stores, personal service, medical service, and retail professional service establishments. The proposed use would be consistent with the commercial land use plan.*

**OBJECTIVE 2:**

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

**Policy 2.1:**

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

**Policy 2.3:**

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

*The proposed project will retain an existing commercial space and will enhance the diverse economic base of the City.*

## NEIGHBORHOOD COMMERCE

### Objectives and Policies

#### OBJECTIVE 6:

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

##### Policy 6.1:

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

*No 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.*

##### Policy 6.2:

Promote economically vital neighborhood commercial districts which foster small business enterprises and entrepreneurship, and which are responsible to the economic and technological innovation in the marketplace and society.

*An independent entrepreneur is sponsoring the proposal. The proposed project is neighborhood-serving and would enhance the services provided by the existing business, thereby encouraging the vitality of the commercial corridor.*

9. **Planning Code Section 101.1(b)** establishes eight priority-planning policies and requires review of permits for consistency with said policies. On balance, the project complies 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 complementary to the existing commercial establishments within the immediate neighborhood. The proposed project will continue to provide job opportunities to the City with the continued operation of the existing business.*

- 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 retain an existing business 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.

*It is not anticipated that the proposed project would significantly increase the automobile traffic congestion and parking problems in the neighborhood.*

- 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.*

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

## DECISION

That based upon the Record, the submissions by the Applicant, the staff of the Department and other interested parties, the oral testimony presented to this Commission at the public hearings, and all other written materials submitted by all parties, the Commission hereby **APPROVES Conditional Use Authorization Application No. 2018-016040CUA** subject to the following conditions attached hereto as "EXHIBIT A" in general conformance with plans on file, dated June 10, 2019, 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. 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 October 10, 2019.

Jonas P. Ionin  
Commission Secretary

AYES:

NAYS:

ABSENT:

ADOPTED:

## **EXHIBIT A**

### **AUTHORIZATION**

This authorization is for conditional use to legalize the change of use of an approximately 2,000 square foot commercial retail space to a Design Professional Office Use with accessory commercial retail use (d.b.a. Kendall Wilkinson Design) on the ground and mezzanine floors of a two-story commercial and residential building at 3419 Sacramento Street in Assessor's Block 1020, Lot 035 pursuant to Planning Code Sections 303 and 724 within the Sacramento Street Neighborhood Commercial Zoning District (NCD) and a 40-X Height and Bulk District in general conformance with plans, dated June 10, 2019, and stamped "EXHIBIT B" included in the docket for Case No. 2018-016040CUA and subject to conditions of approval reviewed and approved by the Commission on October 10, 2019 under Motion No. XXXXX. This authorization and the conditions contained herein run with the property and not with a particular Project Sponsor, business, or operator.

### **RECORDATION OF CONDITIONS OF APPROVAL**

Prior to the issuance of the building permit or commencement of use for the Project the Zoning Administrator shall approve and order the recordation of a Notice in the Official Records of the Recorder of the City and County of San Francisco for the subject property. This Notice shall state that the project is subject to the conditions of approval contained herein and reviewed and approved by the Planning Commission on **October 10, 2019** 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)*

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

*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

7. **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)*

8. **Monitoring.** The Project requires monitoring of the conditions of approval in this Motion. The Project Sponsor or the subsequent responsible parties for the Project shall pay fees as established under Planning Code Section 351(e) (1) and work with the Planning Department for information about compliance.

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

9. **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)*

## OPERATION

10. **Design Professional Office Use - Active Street Frontage.** Pursuant to Planning Code Section 202.2(i), in order to preserve and enhance active commercial frontage in the City's Neighborhood Commercial Districts, the Design Professional Office Use must provide its services that are open to the general public.

11. **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>*

12. **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>*

13. **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.

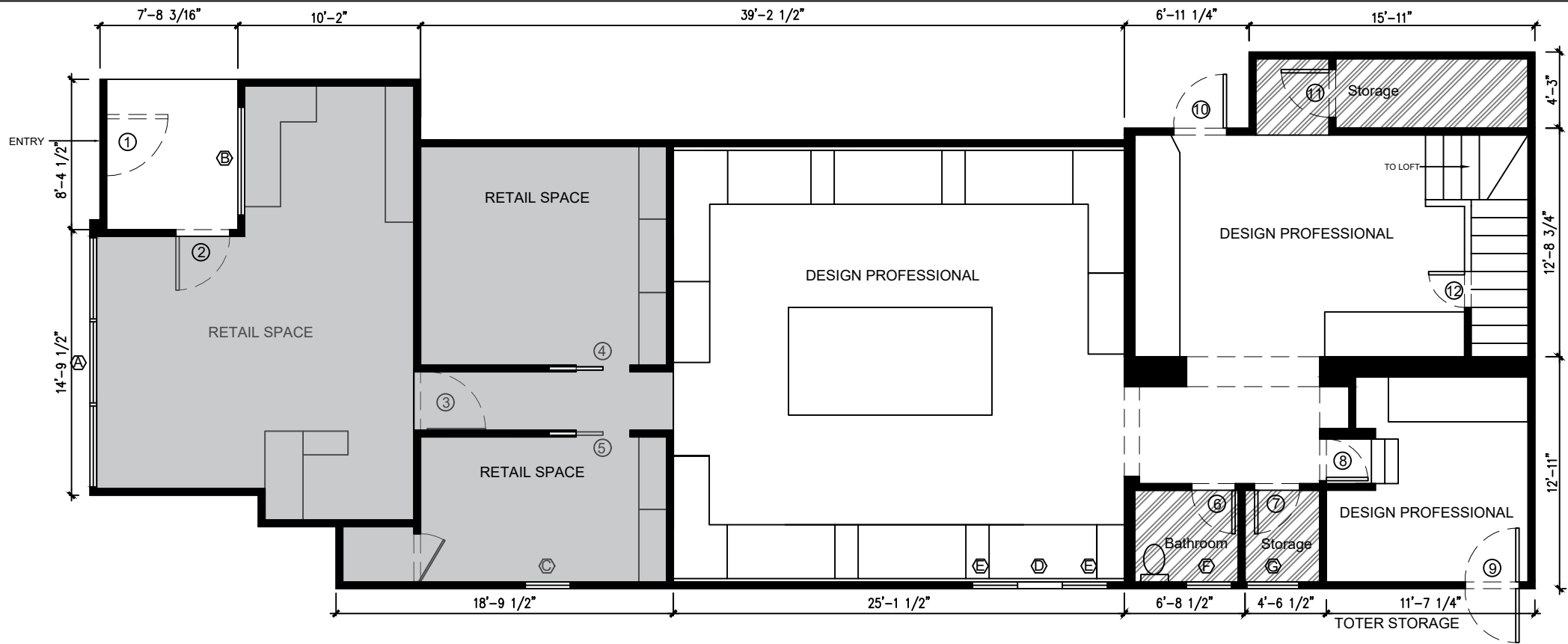
*For information about compliance, contact Code Enforcement, Planning Department at 415-575-6863, [www.sf-planning.org](http://www.sf-planning.org)*

14. **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 and all registered neighborhood groups for the area with written notice of the name, business address, and telephone number of the community liaison. Should the contact information change, the Zoning Administrator and registered neighborhood groups 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)*

# Exhibit B - Plans

EXISTING FLOOR PLAN: MAIN FLOOR



BUILDING DATA

ADDRESS:	3419 SACRAMENTO STREET SAN FRANCISCO, CA 94118
ZONING:	SACRAMENTO STREET NEIGHBORHOOD COMMERCIAL DISTRICT
PROPOSED USE:	RETAIL/DESIGN PROFESSIONAL
ASSESSORS BLOCK/LOT:	1020/25

DRAWING INDEX

A - 1	BUILDING DATA, LOCATION PLAN, DRAWING INDEX, EXISTING FLOOR PLAN
A - 2	SACRAMENTO STREET EXTERIOR ELEVATION
A - 3	SITE/ PLOT PLAN

PROJECT SUMMARY: EXISTING / PROPOSED

EXISTING TOTAL:	1,992.95 SQFT	
RETAIL:	642 SQFT	DESIGN PROFESSIONAL: 1,268.17 SQFT
STORAGE:	82.78 SQFT	OFFICE SPACE: 229.58 SQFT
BATHROOM:	65 SQFT	

DOOR SCHEDULE

SYM	QTY	TYPE	DIMENSIONS
1	1	SINGLE SWING	3'-5" W x 7'-0"
2	1	DUTCH DOOR	3'-0" W x 6'-10"
3	1	GLASS DOOR	3'-3" W x 8'-0"
4	1	POCKET DOOR	3'-0" W x 6'-8"
5	1	POCKET DOOR	3'-0" W x 6'-8"
6	1	FLUSH DOOR	2'-5" W x 6'-8"
7	1	FLUSH DOOR	2'-4" W x 6'-8"
8	1	FULL LITE DOOR	2'-3" W x 6'-8"
9	1	FLUSH DOOR	3'-0" W x 6'-8"
10	1	FLUSH DOOR	2'-11" W x 6'-7"
11	1	FLUSH DOOR	2'-8" W x 6'-8"
12	1	FLUSH DOOR	2'-0" W x 5'-0"
13	1	SINGLE PANEL DOOR	3'-2" W x 6'-7"
14	1	POCKET DOOR	2'-11" W x 6'-8"

WINDOW SCHEDULE

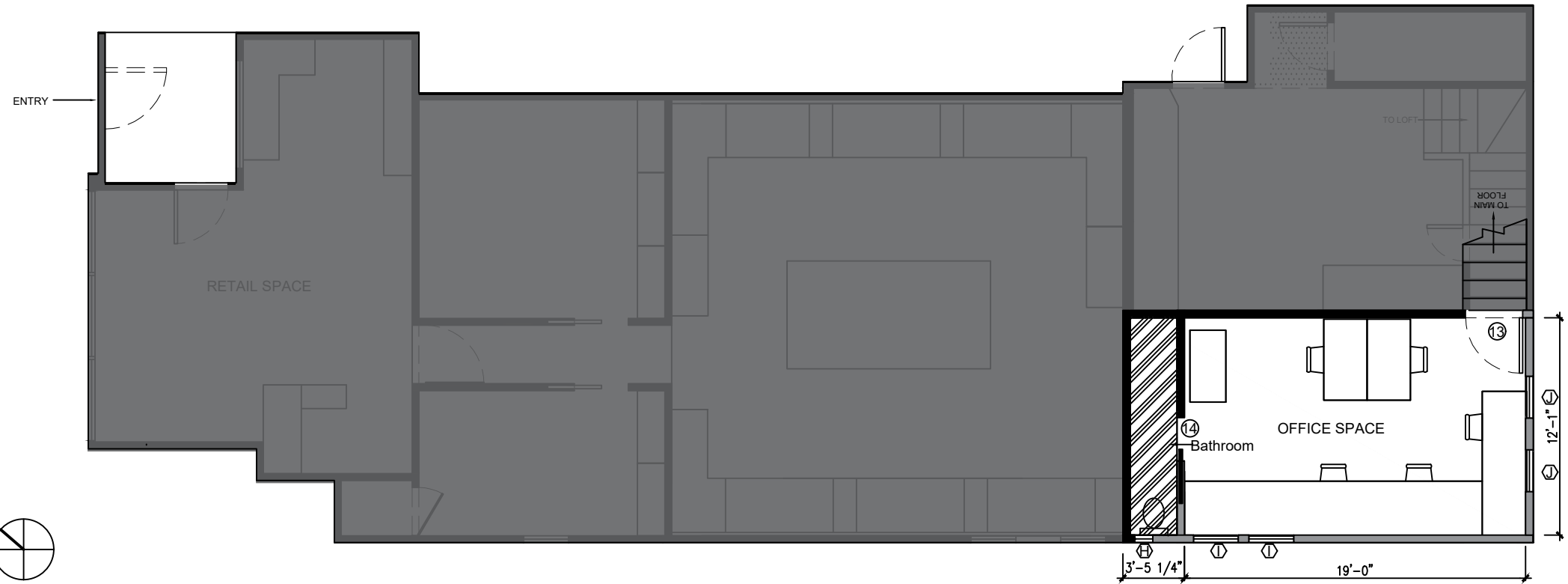
SYM	QTY	TYPE	DIMENSIONS
A	3	FIXED	4'-6" X 7'-3"
B	1	FIXED	6'-0" X 4'-7"
C	1	SINGLE SLIDING	2'-6" X 4'-0"
D	1	FIXED	2'-6" X 6'-0"
E	2	SINGLE HUNG	2'-6" X 6'-0"
F	1	SINGLE HUNG	2'-6" X 4'-7"
G	1	CASEMENT	1'-0" X 2'-1"
H	2	SINGLE HUNG	2'-6" X 4'-4"
I	2	SINGLE HUNG	2'-4" X 2'-4"

PHOTO OF EXTERIOR SPACE

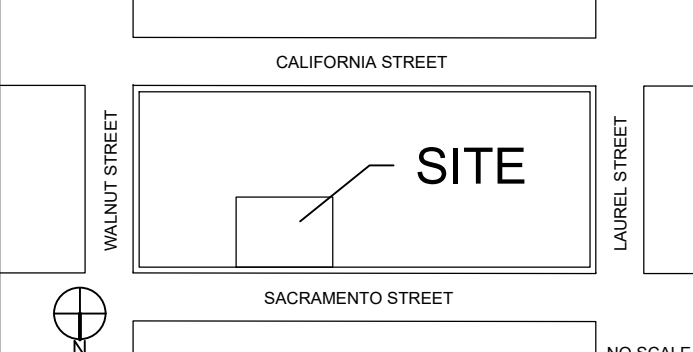


NO SCALE

EXISTING FLOOR PLAN: MEZZANINE



LOCATION PLAN



KENDALL  
WILKINSON  
design

3419 Sacramento St  
San Francisco, CA 94118  
Ph: 415.409.2299  
Fx: 415.409.3299

PROJECT:  
KENDALL WILKINSON DESIGN

DRAWING TITLE:  
BUILDING DATA, INDEX, LOCATION PLAN, EXISTING FLOOR PLAN

SCALE:  
1/8"=1'-0"

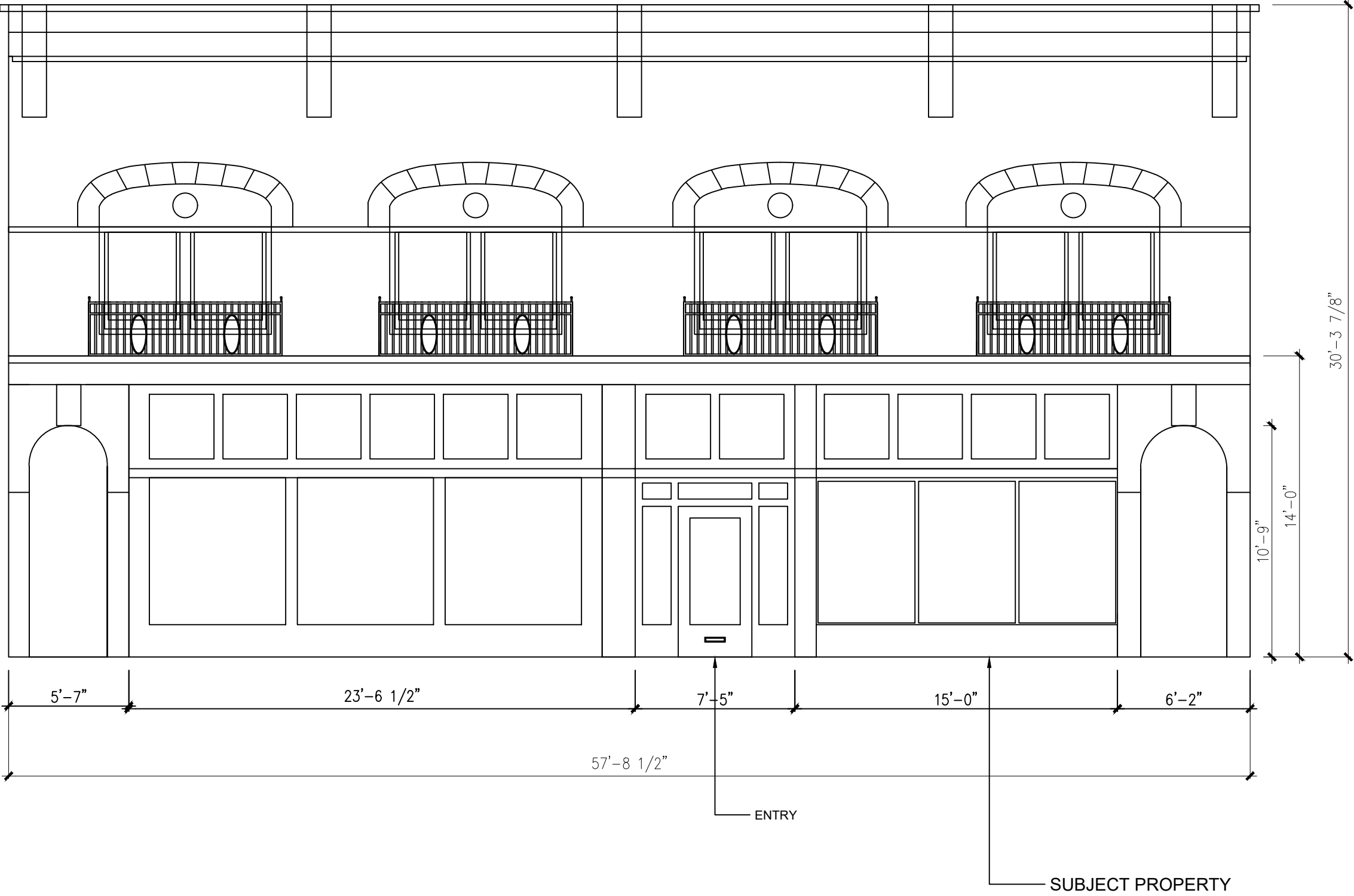
DATE:  
08.22.18

NOTE:

REVISED:  
06.10.19

DRAWN BY:  
KWD

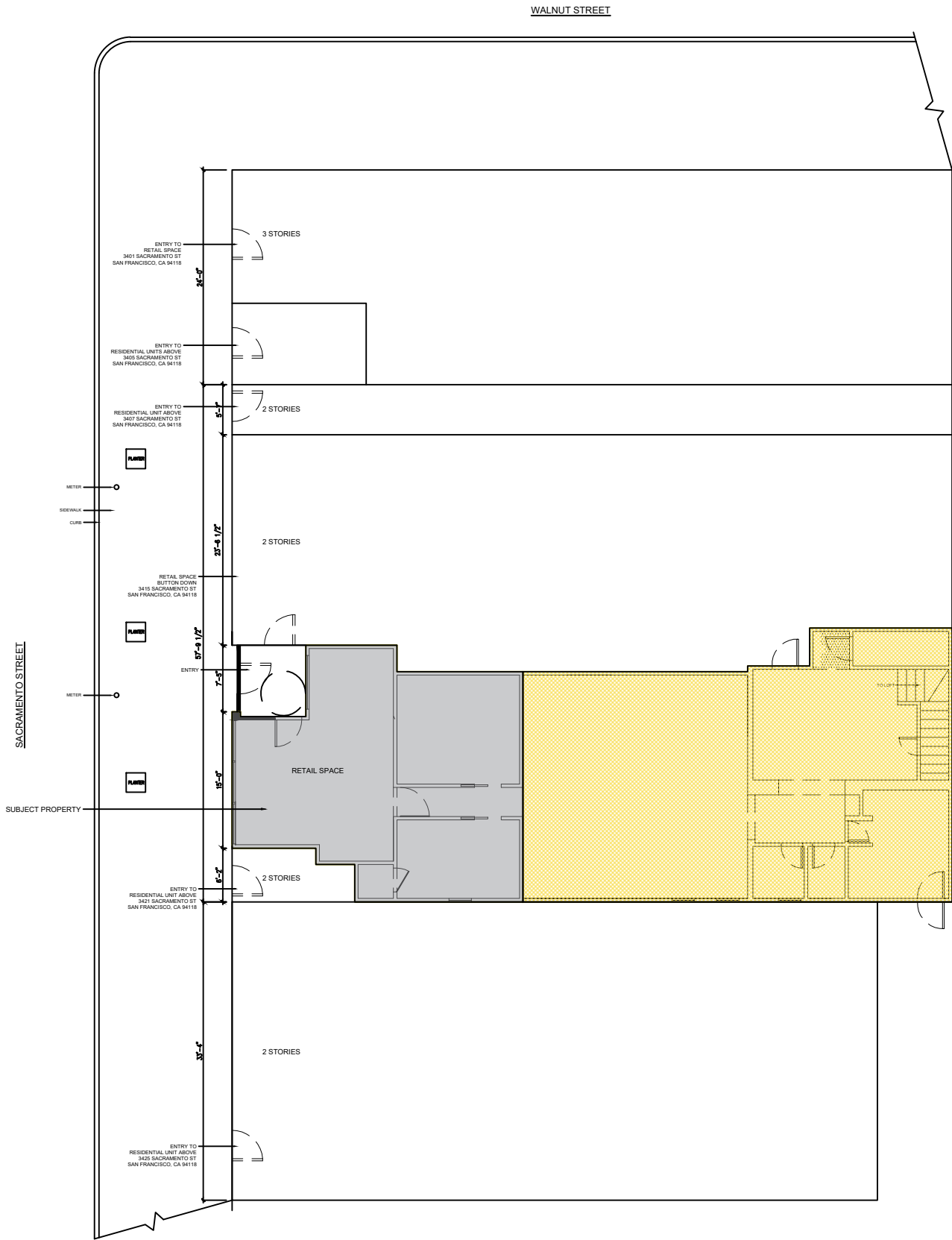
SHEET NO:  
A.1



KENDALL WILKINSON <i>design</i>	3419 Sacramento St San Francisco, CA 94118 Ph: 415.409.2299 Fx: 415.409.3299	PROJECT: KENDALL WILKINSON DESIGN	SCALE: 3/16"=1'-0"	NOTE:	DRAWN BY: KWD
		DRAWING TITLE: 3419 SACRAMENTO STREET EXTERIOR ELEVATION	DATE: 08.22.18	REVISED: 06.10.19	SHEET NO: A.2



ENTRY TO  
RETAIL SPACE



KENDALL WILKINSON <i>design</i>	3419 Sacramento St San Francisco, CA 94118 Ph: 415.409.2299 Fx: 415.409.3299	PROJECT: KENDALL WILKINSON DESIGN	SCALE: 1/16"=1'-0"	NOTE:	DRAWN BY: KWD
		DRAWING TITLE: EXISTING SITE/ PLOT PLAN W/ PICTURE OF SUBJECT PROPERTY	DATE: 08.22.18	REVISED: 06.10.19	SHEET NO: A.3

# Exhibit C – Environmental Determination



# SAN FRANCISCO PLANNING DEPARTMENT

## CEQA Categorical Exemption Determination

### PROPERTY INFORMATION/PROJECT DESCRIPTION

<b>Project Address</b>		<b>Block/Lot(s)</b>
3419 SACRAMENTO ST		1020035
<b>Case No.</b>		<b>Permit No.</b>
2018-016040PRJ		
<input checked="" type="checkbox"/> <b>Addition/ Alteration</b>	<input type="checkbox"/> <b>Demolition (requires HRE for Category B Building)</b>	<input type="checkbox"/> <b>New Construction</b>
<b>Project description for Planning Department approval.</b> To legalize the change of use of a commercial retail space to a design professional office use d.b.a. Kendall Wilkinson Design).		

### STEP 1: EXEMPTION CLASS

<b>The project has been determined to be categorically exempt under the California Environmental Quality Act (CEQA).</b>	
<input checked="" type="checkbox"/>	<b>Class 1 - Existing Facilities.</b> Interior and exterior alterations; additions under 10,000 sq. ft.
<input type="checkbox"/>	<b>Class 3 - New Construction.</b> Up to three new single-family residences or six dwelling units in one building; commercial/office structures; utility extensions; change of use under 10,000 sq. ft. if principally permitted or with a CU.
<input type="checkbox"/>	<b>Class 32 - In-Fill Development.</b> New Construction of seven or more units or additions greater than 10,000 sq. ft. and meets the conditions described below: (a) The project is consistent with the applicable general plan designation and all applicable general plan policies as well as with applicable zoning designation and regulations. (b) The proposed development occurs within city limits on a project site of no more than 5 acres substantially surrounded by urban uses. (c) The project site has no value as habitat for endangered rare or threatened species. (d) Approval of the project would not result in any significant effects relating to traffic, noise, air quality, or water quality. (e) The site can be adequately served by all required utilities and public services. <b>FOR ENVIRONMENTAL PLANNING USE ONLY</b>
<input type="checkbox"/>	<b>Class ____</b>

**TO BE COMPLETED BY PROJECT PLANNER**

**Comments and Planner Signature (optional):**

**STEP 3: PROPERTY STATUS - HISTORIC RESOURCE**  
**TO BE COMPLETED BY PROJECT PLANNER**

<b>PROPERTY IS ONE OF THE FOLLOWING:</b> <i>(refer to Property Information Map)</i>	
<input checked="" type="checkbox"/>	<b>Category A:</b> Known Historical Resource. <b>GO TO STEP 5.</b>
<input type="checkbox"/>	<b>Category B:</b> Potential Historical Resource (over 45 years of age). <b>GO TO STEP 4.</b>
<input type="checkbox"/>	<b>Category C:</b> Not a Historical Resource or Not Age Eligible (under 45 years of age). <b>GO TO STEP 6.</b>

**STEP 4: PROPOSED WORK CHECKLIST**  
**TO BE COMPLETED BY PROJECT PLANNER**

<b>Check all that apply to the project.</b>	
<input checked="" type="checkbox"/>	1. <b>Change of use and new construction.</b> Tenant improvements not included.
<input type="checkbox"/>	2. <b>Regular maintenance or repair</b> to correct or repair deterioration, decay, or damage to building.
<input type="checkbox"/>	3. <b>Window replacement</b> that meets the Department's <i>Window Replacement Standards</i> . Does not include storefront window alterations.
<input type="checkbox"/>	4. <b>Garage work.</b> A new opening that meets the <i>Guidelines for Adding Garages and Curb Cuts</i> , and/or replacement of a garage door in an existing opening that meets the Residential Design Guidelines.
<input type="checkbox"/>	5. <b>Deck, terrace construction, or fences</b> not visible from any immediately adjacent public right-of-way.
<input type="checkbox"/>	6. <b>Mechanical equipment installation</b> that is not visible from any immediately adjacent public right-of-way.
<input type="checkbox"/>	7. <b>Dormer installation</b> that meets the requirements for exemption from public notification under <i>Zoning Administrator Bulletin No. 3: Dormer Windows</i> .
<input type="checkbox"/>	8. <b>Addition(s)</b> that are not visible from any immediately adjacent public right-of-way for 150 feet in each direction; does not extend vertically beyond the floor level of the top story of the structure or is only a single story in height; does not have a footprint that is more than 50% larger than that of the original building; and does not cause the removal of architectural significant roofing features.
<b>Note: Project Planner must check box below before proceeding.</b>	
<input type="checkbox"/>	Project is not listed. <b>GO TO STEP 5.</b>
<input type="checkbox"/>	Project <b>does not conform</b> to the scopes of work. <b>GO TO STEP 5.</b>
<input type="checkbox"/>	Project involves <b>four or more</b> work descriptions. <b>GO TO STEP 5.</b>
<input checked="" type="checkbox"/>	Project involves <b>less than four</b> work descriptions. <b>GO TO STEP 6.</b>

**STEP 5: CEQA IMPACTS - ADVANCED HISTORICAL REVIEW**  
**TO BE COMPLETED BY PROJECT PLANNER**

<b>Check all that apply to the project.</b>	
<input checked="" type="checkbox"/>	1. Project involves a <b>known historical resource (CEQA Category A)</b> as determined by Step 3 and conforms entirely to proposed work checklist in Step 4.
<input type="checkbox"/>	2. <b>Interior alterations to publicly accessible spaces.</b>
<input type="checkbox"/>	3. <b>Window replacement</b> of original/historic windows that are not "in-kind" but are consistent with existing historic character.
<input type="checkbox"/>	4. <b>Façade/storefront alterations</b> that do not remove, alter, or obscure character-defining features.
<input type="checkbox"/>	5. <b>Raising the building</b> in a manner that does not remove, alter, or obscure character-defining features.
<input type="checkbox"/>	6. <b>Restoration</b> based upon documented evidence of a building's historic condition, such as historic photographs, plans, physical evidence, or similar buildings.

<input type="checkbox"/>	7. <b>Addition(s)</b> , including mechanical equipment that are minimally visible from a public right-of-way and meet the <i>Secretary of the Interior's Standards for Rehabilitation</i> .
<input type="checkbox"/>	8. <b>Other work consistent</b> with the <i>Secretary of the Interior Standards for the Treatment of Historic Properties</i> (specify or add comments):
<input checked="" type="checkbox"/>	9. <b>Other work</b> that would not materially impair a historic district (specify or add comments):  No work to front façade.  (Requires approval by Senior Preservation Planner/Preservation Coordinator)
<input type="checkbox"/>	10. <b>Reclassification of property status.</b> (Requires approval by Senior Preservation Planner/Preservation <div style="display: flex; justify-content: space-between; margin-top: 10px;"> <div style="width: 45%;"> <input type="checkbox"/> Reclassify to Category A  a. Per HRER or PTR dated  b. Other (specify): </div> <div style="width: 45%;"> <input type="checkbox"/> Reclassify to Category C  (attach HRER or PTR) </div> </div>
<b>Note: If ANY box in STEP 5 above is checked, a Preservation Planner MUST sign below.</b>	
<input checked="" type="checkbox"/>	<b>Project can proceed with categorical exemption review.</b> The project has been reviewed by the Preservation Planner and can proceed with categorical exemption review. <b>GO TO STEP 6.</b>
<b>Comments (optional):</b>	
<b>Preservation Planner Signature:</b> Shannon Ferguson	

**STEP 6: CATEGORICAL EXEMPTION DETERMINATION**  
**TO BE COMPLETED BY PROJECT PLANNER**

<input checked="" type="checkbox"/>	<b>No further environmental review is required. The project is categorically exempt under CEQA.</b> <b>There are no unusual circumstances that would result in a reasonable possibility of a significant effect.</b>	
	<b>Project Approval Action:</b> Building Permit	<b>Signature:</b> Shannon Ferguson
	If Discretionary Review before the Planning Commission is requested, the Discretionary Review hearing is the Approval Action for the project.	08/22/2019
	Once signed or stamped and dated, this document constitutes a categorical exemption pursuant to CEQA Guidelines and Chapter 31 of the Administrative Code. In accordance with Chapter 31 of the San Francisco Administrative Code, an appeal of an exemption determination can only be filed within 30 days of the project receiving the approval action. Please note that other approval actions may be required for the project. Please contact the assigned planner for these approvals.	

## STEP 7: MODIFICATION OF A CEQA EXEMPT PROJECT

### TO BE COMPLETED BY PROJECT PLANNER

In accordance with Chapter 31 of the San Francisco Administrative Code, when a California Environmental Quality Act (CEQA) exempt project changes after the Approval Action and requires a subsequent approval, the Environmental Review Officer (or his or her designee) must determine whether the proposed change constitutes a substantial modification of that project. This checklist shall be used to determine whether the proposed changes to the approved project would constitute a "substantial modification" and, therefore, be subject to additional environmental review pursuant to CEQA.

### PROPERTY INFORMATION/PROJECT DESCRIPTION

Project Address (If different than front page)		Block/Lot(s) (If different than front page)
3419 SACRAMENTO ST		1020/035
Case No.	Previous Building Permit No.	New Building Permit No.
2018-016040PRJ		
Plans Dated	Previous Approval Action	New Approval Action
	Building Permit	
Modified Project Description:		

### DETERMINATION IF PROJECT CONSTITUTES SUBSTANTIAL MODIFICATION

Compared to the approved project, would the modified project:	
<input type="checkbox"/>	Result in expansion of the building envelope, as defined in the Planning Code;
<input type="checkbox"/>	Result in the change of use that would require public notice under Planning Code Sections 311 or 312;
<input type="checkbox"/>	Result in demolition as defined under Planning Code Section 317 or 19005(f)?
<input type="checkbox"/>	Is any information being presented that was not known and could not have been known at the time of the original determination, that shows the originally approved project may no longer qualify for the exemption?
If at least one of the above boxes is checked, further environmental review is required.	

### DETERMINATION OF NO SUBSTANTIAL MODIFICATION

<input type="checkbox"/>	The proposed modification would not result in any of the above changes.
If this box is checked, the proposed modifications are categorically exempt under CEQA, in accordance with prior project approval and no additional environmental review is required. This determination shall be posted on the Planning Department website and office and mailed to the applicant, City approving entities, and anyone requesting written notice. In accordance with Chapter 31, Sec 31.08j of the San Francisco Administrative Code, an appeal of this determination can be filed within 10 days of posting of this determination.	
Planner Name:	Date:

# Exhibit D - Land Use Data



# SAN FRANCISCO PLANNING DEPARTMENT

## Land Use Information

PROJECT ADDRESS: 3419 SACRAMENTO STREET  
RECORD NO.: 2018-016040CUA

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

Reception:  
**415.558.6378**

Fax:  
**415.558.6409**

Planning  
Information:  
**415.558.6377**

	EXISTING	PROPOSED	NET NEW
<b>GROSS SQUARE FOOTAGE (GSF)</b>			
Lot Area	±5,800	±5,800	0
Residential	--	--	--
Commercial/Retail	±2,000	±2,000	0
Office	--	--	--
Industrial/PDR <i>Production, Distribution, &amp; Repair</i>	--	--	--
Parking	--	--	--
Usable Open Space	--	--	--
Public Open Space	--	--	--
Other ( )			
TOTAL GSF	±2,000	±2,000	0
	EXISTING	NET NEW	TOTALS
<b>PROJECT FEATURES (Units or Amounts)</b>			
Dwelling Units - Market Rate	3	3	0
Dwelling Units - Affordable	--	--	--
Hotel Rooms	--	--	--
Parking Spaces	--	--	--
Loading Spaces	--	--	--
Car Share Spaces	--	--	--
Bicycle Spaces	--	--	--
Number of Buildings	1	1	0
Number of Stories	2	2	0
Height of Building(s)	Approx. 30.3 feet	Approx. 30.3 feet	No Change
Other ( )			

# Exhibit E - Maps and Context Photos

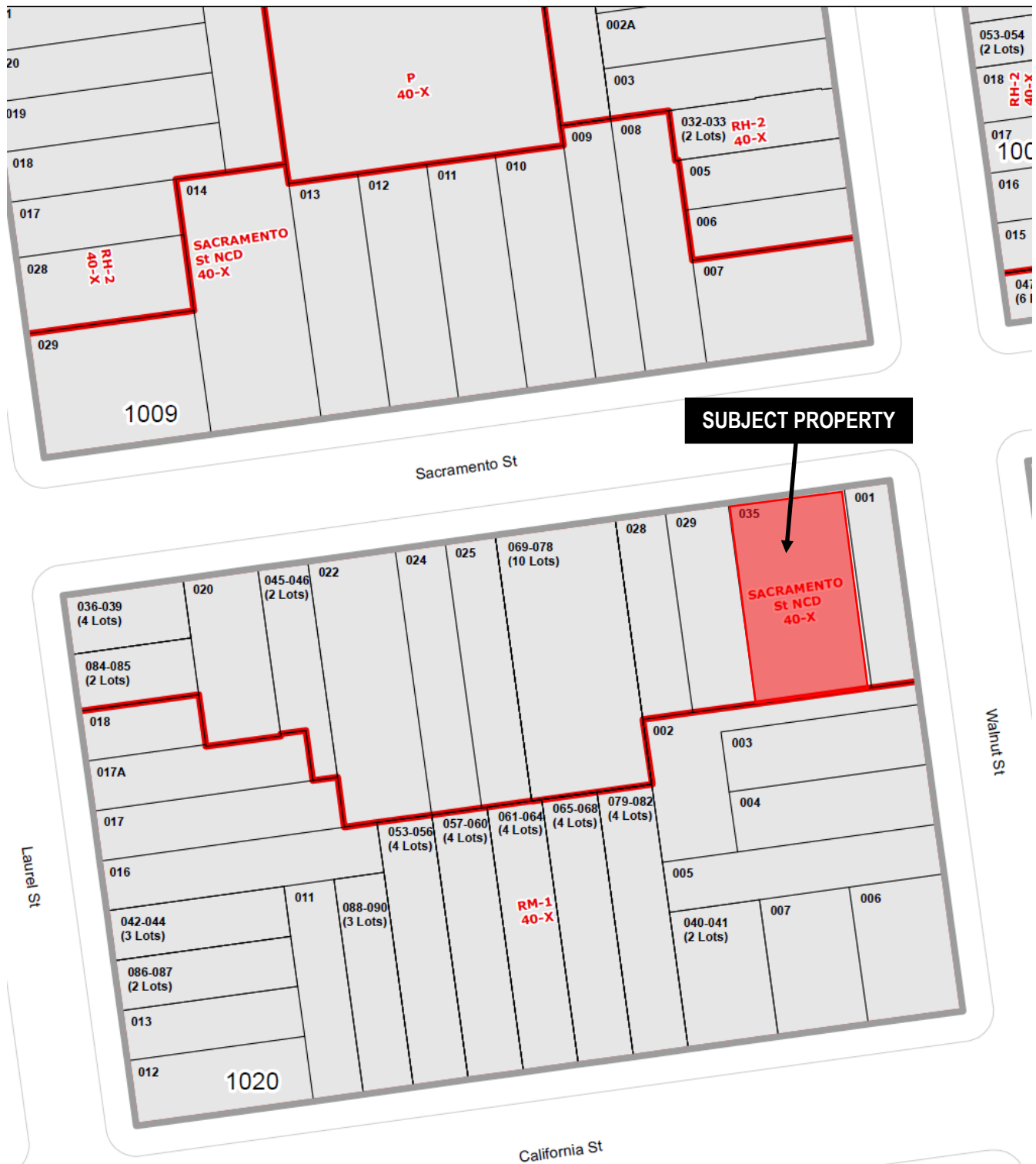
# Zoning Map



Conditional Use Hearing  
Case Number 2018-016040CUA  
3419 Sacramento Street



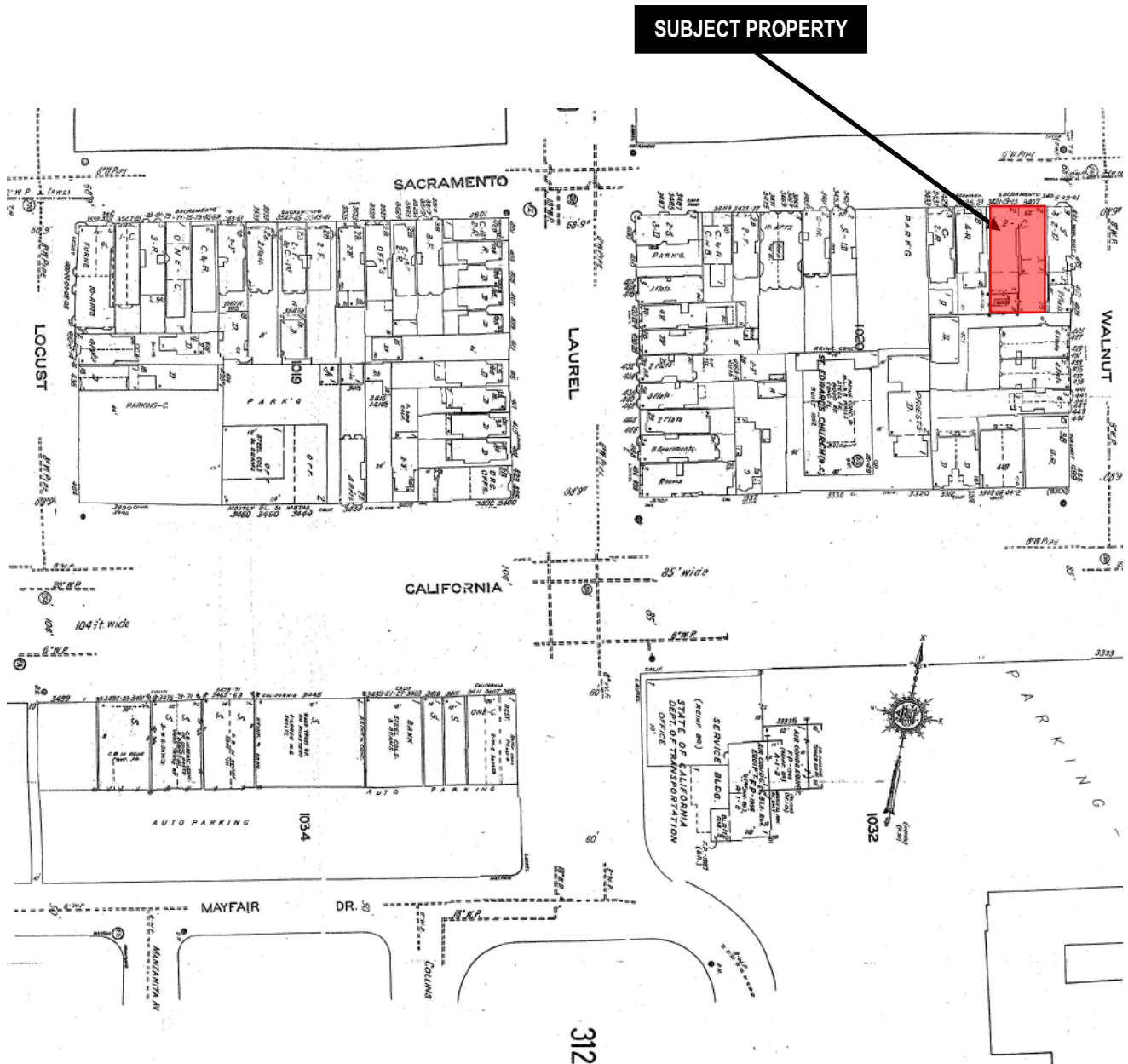
# Parcel Map



Conditional Use Hearing  
Case Number 2018-016040CUA  
3419 Sacramento Street



# Sanborn Map\*

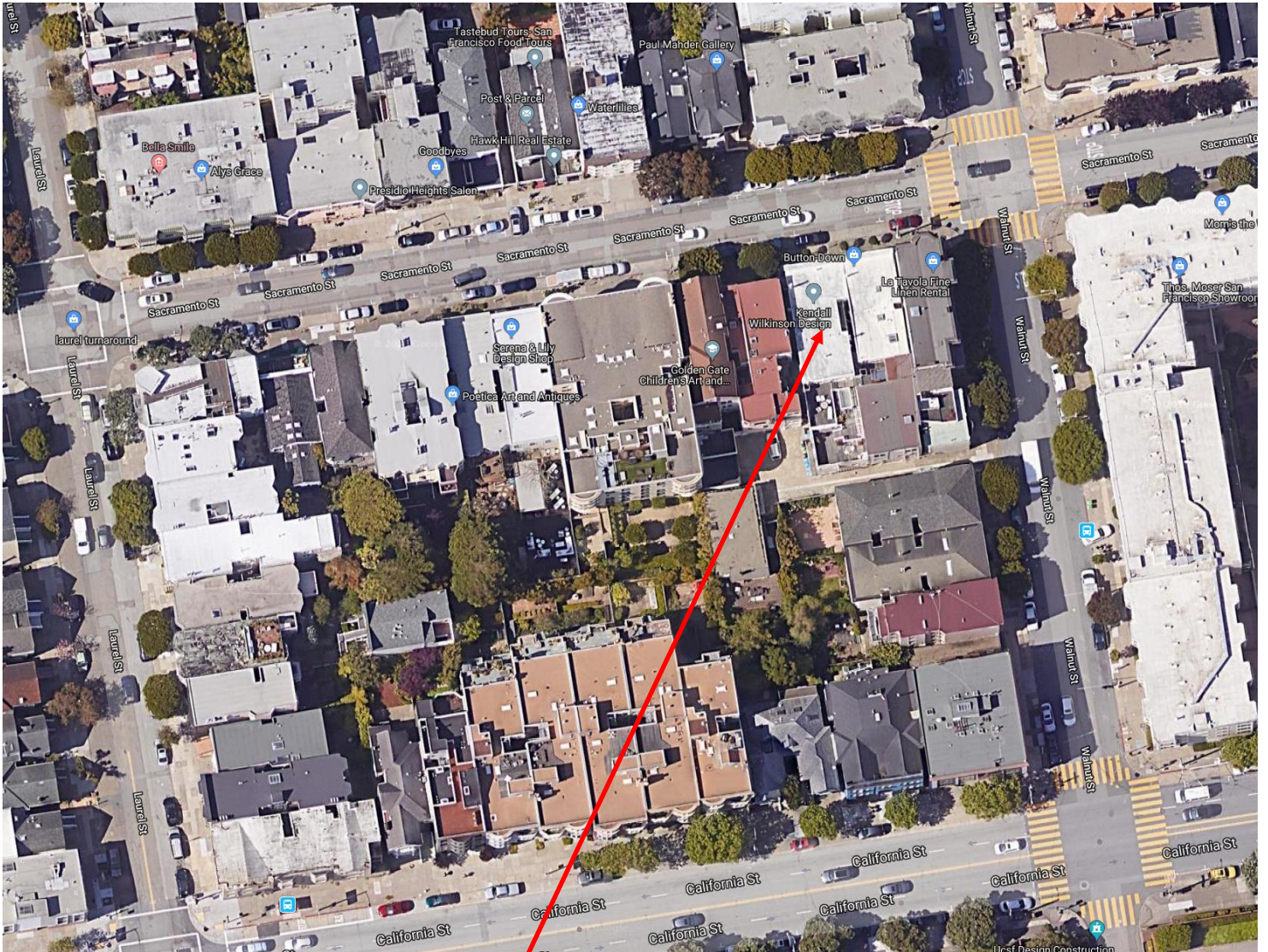


\*The Sanborn Maps in San Francisco have not been updated since 1998, and this map may not accurately reflect existing conditions.

Conditional Use Hearing  
Case Number 2018-016040CUA  
3419 Sacramento Street



# Aerial Photo



**SUBJECT PROPERTY**



Conditional Use Hearing  
Case Number 2018-016040CUA  
3419 Sacramento Street

# Aerial Photo



**SUBJECT PROPERTY**



# Site Photos

## SUBJECT BUILDING ON SACRAMENTO STREET



**SUBJECT PROPERTY**

Conditional Use Hearing  
Case Number 2018-016040CUA  
3419 Sacramento Street

# Site Photos

## STOREFRONT ON SACRAMENTO STREET



Conditional Use Hearing  
Case Number 2018-016040CUA  
3419 Sacramento Street

# Exhibit F – Project Sponsor Brief (Submittal)

# REUBEN, JUNIUS & ROSE, LLP

Thomas Tunny  
ttunny@reubenlaw.com

September 20, 2019

## Delivered Via Email

President Myrna Melgar  
San Francisco Planning Commission  
1650 Mission Street, Suite 400  
San Francisco, CA 94103

**Re: 3419 Sacramento Street  
Brief in Support of the Project  
Planning Department Case No. 2018-016040CUA  
Hearing Date: October 10, 2019  
Our File No.: 11170.01**

Dear President Melgar and Commissioners:

Our office is working with Kendall Wilkinson Design (“KWD”), a pre-eminent San Francisco interior design firm that has been a fixture at 3419 Sacramento Street (the “Property”) for over 15 years, providing both design services and retail sales to the general public, and playing a crucial role in the evolution of Sacramento Street into one of San Francisco’s premier retail sales and service districts. KWD is seeking approval of a Conditional Use Authorization (the “CUA”) for its design services, which are integrated with and complemented by its design-related retail component. KWD’s retail use is significant; it generates approximately \$30,000 per month in sales tax.

The total floor area of the use is approximately 2,000 square feet, located on the ground floor and mezzanine (see project plans attached as Exhibit A). Approximately 1,200 square feet is occupied by the design services, and approximately 650 square feet is occupied by retail at the streetfront.

We urge the Planning Commission to approve the CUA for the following reasons:

- KWD’s presence at the Property meets the requirements of Planning Code Section 303 and is necessary, desirable, and compatible with the neighborhood at the proposed location. The use significantly enhances and contributes to the active streetfront and commercial character of the neighborhood, bringing patrons to the district. The use is complementary of and well-integrated with other nearby uses. KWD clients shop the street’s home goods stores, such as Anthem, Serena & Lily, Anyon, Sue Fisher King, etc., and KWD designers and clients hold lunch and dinner meetings at local restaurants such as Garibaldi’s, Magic Flute, and Spruce. KWD

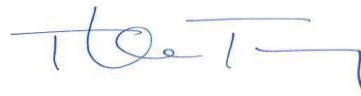
provides local employment opportunities for 25 employees (many are freelance working off-site), which is highly valued in today's challenging retail environment.

- The benefits of KWD's presence in the neighborhood are proven and its operations meet the requirements of the Planning Code in terms of serving the general public; it has been doing so for the last 15 years (this application is for a legalization of an existing use). Ms. Wilkinson is significantly invested in this neighborhood, and is a founding member of the Sacramento Street Merchants Association. KWD has been a good neighbor and important asset on Sacramento Street for many years, and is widely supported in the neighborhood as evidenced by seven (7) letters of support (Exhibit B).
- Given the nature of the business, the space at 3419 Sacramento serves in large part as a showroom intended to showcase KWD's design aesthetic and philosophy, with displays of fabrics, furniture, design elements, art, and accessories. These displays, coupled with the open area at the front of the space and prominent glass at the front façade, naturally attract general public foot traffic to enter the space and window-shop. (See photos attached as Exhibit C.) These walk-ins are a good source of business for KWD, either directly or through referrals.
- The products sold include fabrics, furniture, design elements, art, and accessories. This retail has been part of the existing use for many years. Previously, it had been more integrated programmatically with the design services in the space. Under the current proposal, the retail component is more clearly defined at the front of the space, and more emphasized as part of the business model. As such, it will help activate the street, and support the interior design use.

For all of the foregoing reasons, we urge the Planning Commission to approve the CUA. KWD's contributions to the retail character of Sacramento Street, through its integrated design services and retail sales operations, are necessary, desirable, and compatible with the neighborhood.

Very truly yours,

**REUBEN, JUNIUS & ROSE, LLP**

A handwritten signature in blue ink, appearing to read 'T. Tunny', with a stylized flourish at the end.

Thomas Tunny

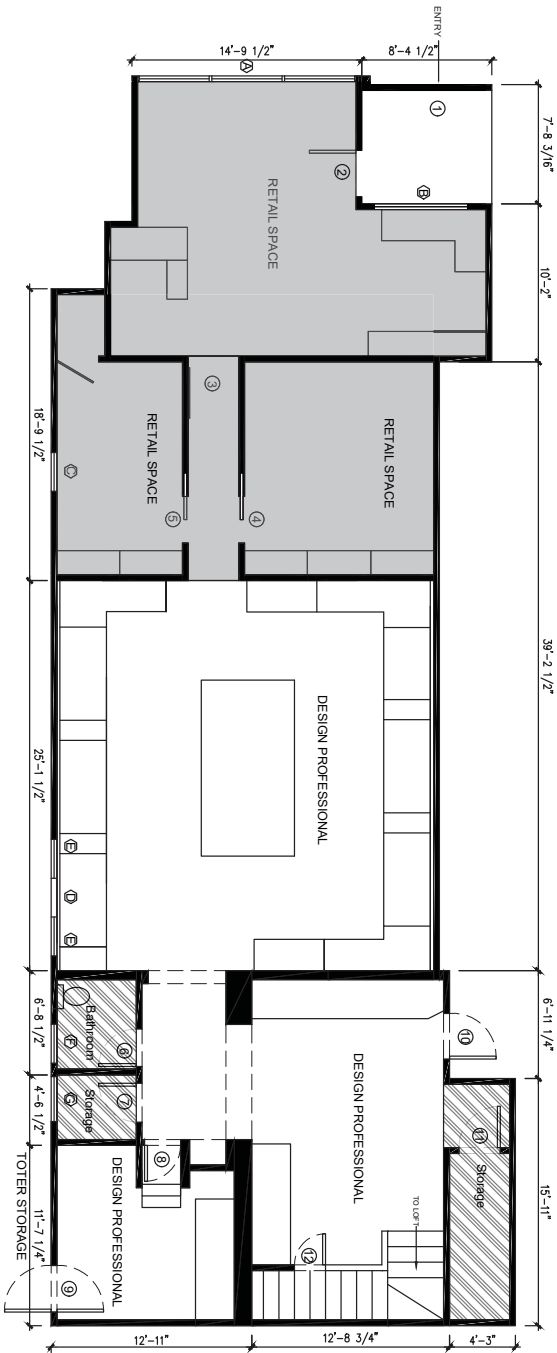
Enclosures

cc: Vice President Joel Koppel  
Commissioner Frank Fung  
Commissioner Milicent Johnson  
Commissioner Kathrin Moore  
Commissioner Dennis Richards  
Jonas Ionin, Commission Secretary  
Sharon Young, Project Planner  
Kendall Wilkinson

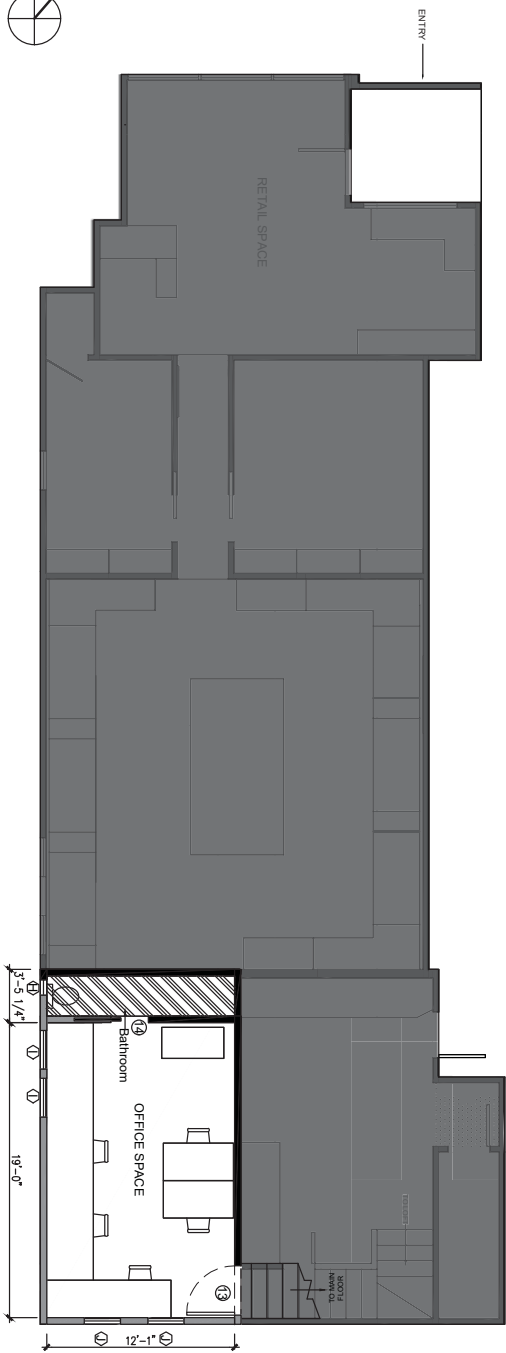
## **Exhibit A**

### **Project Plans**

EXISTING FLOOR PLAN: MAIN FLOOR



EXISTING FLOOR PLAN: MEZZANINE



BUILDING DATA

ADDRESS: 3419 SACRAMENTO STREET  
SAN FRANCISCO, CA 94118

ZONING: SACRAMENTO STREET NEIGHBORHOOD  
COMMERCIAL DISTRICT

PROPOSED USE: RETAIL/DESIGN PROFESSIONAL

ASSESSORS BLOCK/LOT: 1020/25

DRAWING INDEX

A - 1 BUILDING DATA, LOCATION PLAN, DRAWING INDEX,  
EXISTING FLOOR PLAN

A - 2 SACRAMENTO STREET EXTERIOR ELEVATION

A - 3 SITE PLOT PLAN

PROJECT SUMMARY: EXISTING / PROPOSED

EXISTING TOTAL: 1,992.95 SQFT

RETAIL: 642 SQFT

STORAGE: 82.78 SQFT

BATHROOM: 65 SQFT

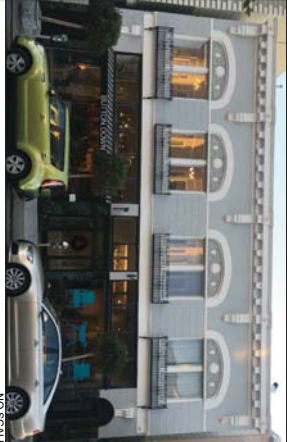
DESIGN PROFESSIONAL: 1,298.17 SQFT

OFFICE SPACE: 229.89 SQFT

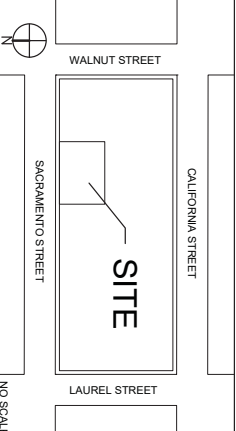
DOOR SCHEDULE

NO.	TYPE	FINISH	TYPE	FINISH	NO.	TYPE	FINISH	TYPE	FINISH
1	DOOR	WOOD	DOOR	WOOD	11	DOOR	WOOD	DOOR	WOOD
2	DOOR	WOOD	DOOR	WOOD	12	DOOR	WOOD	DOOR	WOOD
3	DOOR	WOOD	DOOR	WOOD	13	DOOR	WOOD	DOOR	WOOD
4	DOOR	WOOD	DOOR	WOOD	14	DOOR	WOOD	DOOR	WOOD
5	DOOR	WOOD	DOOR	WOOD	15	DOOR	WOOD	DOOR	WOOD
6	DOOR	WOOD	DOOR	WOOD	16	DOOR	WOOD	DOOR	WOOD
7	DOOR	WOOD	DOOR	WOOD	17	DOOR	WOOD	DOOR	WOOD
8	DOOR	WOOD	DOOR	WOOD	18	DOOR	WOOD	DOOR	WOOD
9	DOOR	WOOD	DOOR	WOOD	19	DOOR	WOOD	DOOR	WOOD
10	DOOR	WOOD	DOOR	WOOD	20	DOOR	WOOD	DOOR	WOOD

PHOTO OF EXTERIOR SPACE



LOCATION PLAN



KENDALL  
WILKINSON  
*design*

3419 Sacramento St  
San Francisco, CA  
94118  
Ph: 415.409.2299  
Tx: 415.409.3299

PROJECT:  
KENDALL WILKINSON DESIGN

DRAWING TITLE:  
BUILDING DATA, INDEX, LOCATION PLAN, EXISTING FLOOR PLAN

SCALE:  
1/8" = 1'-0"

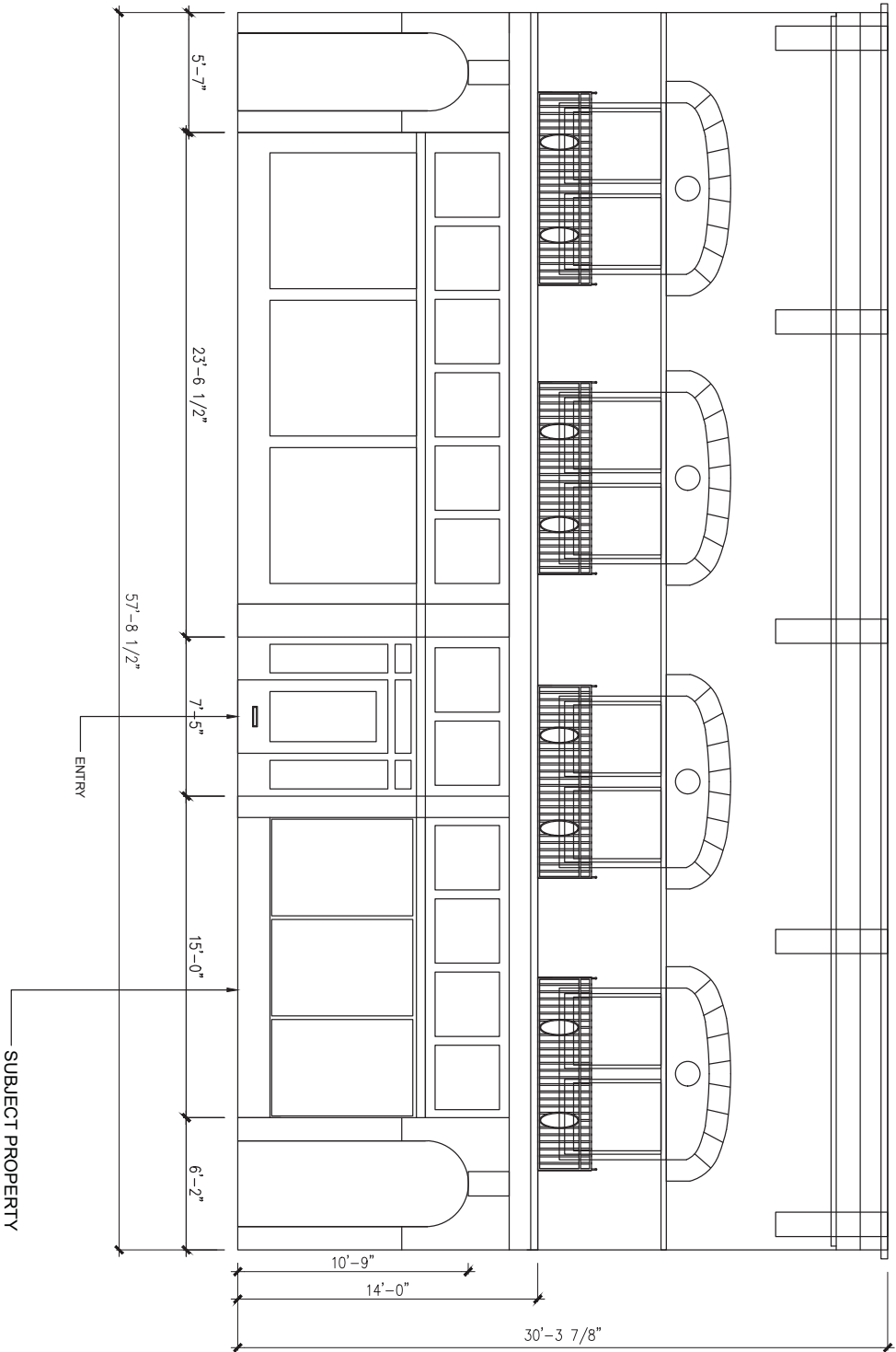
DATE:  
08.22.18

NOTE:  
NO SCALE

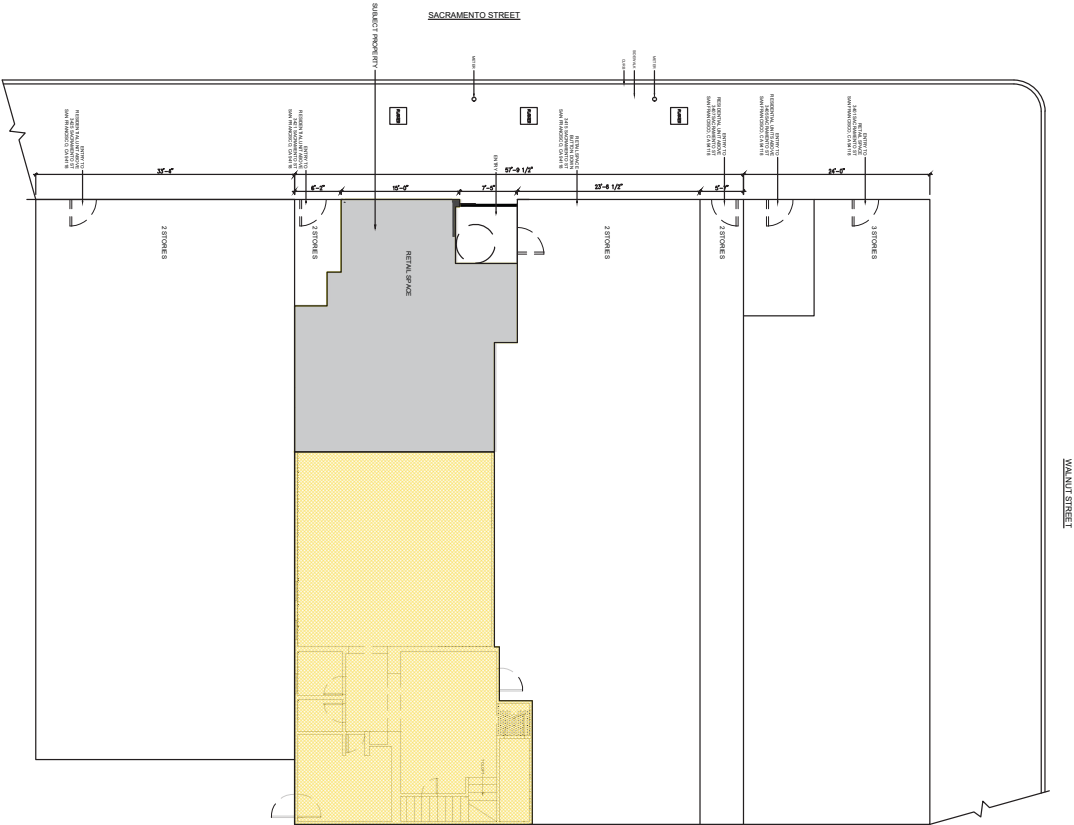
REVISION:  
06.10.19

DRAWN BY:  
KWD

SHEETNO:  
A.1



KENDALL WILKINSON <i>design</i>	3419 Sacramento St San Francisco, CA 94118 Ph: 415.409.2299 F: 415.409.3299		PROJECT: KENDALL WILKINSON DESIGN		SCALE: 3/16"=1'-0"	NOTE:		DRAWN BY: KWD
	DRAWING TITLE: 3419 SACRAMENTO STREET EXTERIOR ELEVATION				DATE: 08.22.18	REVISED:		SHEET NO: A.2



<div>KENDALL WILKINSON design</div>	3419 Sacramento St San Francisco, CA 94118 Ph: 415.409.2299 F: 415.409.3299		PROJECT: KENDALL WILKINSON DESIGN	SCALE: 1/16"=1'-0"	NOTE:	DRAWN BY: KWD
	DRAWING TITLE: EXISTING SITE/ PLOT PLAN W/ PICTURE OF SUBJECT PROPERTY			DATE: 08.22.18	REVISED: 06.10.19	SHEET NO: A.3

## **Exhibit B**

### **Neighborhood Support Letters**

## **3407 SACRAMENTO STREET LLC**

April 26, 2019

Dear San Francisco Planning Committee,

Kendall Wilkinson Design, our tenant and a good neighbor to Sacramento Street, should be a continued presence in our district. KWD has long been a strong supporter and advocate for our neighborhood. Kendall has always encouraged both her employees and her clients to explore and shop the neighborhood, contributing to the pedestrian experience of boutique retail shopping along Sacramento Street. Kendall, her team, and her clients are frequently shopping and dining at local businesses.

Kendall Wilkinson Design is an asset, helping to add to the unique mixtures of retail experiences which distinguishes this portion of Sacramento Street. KWD has my support and it is my hope to see KWD's continued presence and patronage on our street.

Sincerely,



---



3395 Sacramento Street  
San Francisco, CA 94118  
p: 415.931.8131  
thosmoser.com

March 25, 2019

Dear San Francisco Planning Committee,

Kendall Wilkinson Design has been a good neighbor to Sacramento Street and should be a continued presence in our district. KWD has long been a strong supporter and advocate for our neighborhood. Kendall has always encouraged both her employees and her clients to explore and shop the neighborhood, contributing to the pedestrian experience of boutique retail shopping along Sacramento Street. Kendall, her team, and her clients are frequently shopping and dining at local businesses.

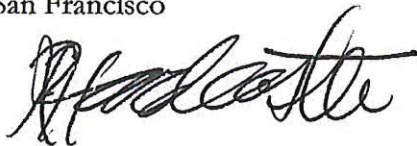
Kendall Wilkinson Design is an asset, helping to add to the unique mixtures of retail experiences which distinguishes this portion of Sacramento Street. KWD has my support and it is my hope to see KWD's continued presence and patronage on our street.

Sincerely,

**Gina Hardcastle,**

Showroom Manager

Thos. Moser San Francisco



# FOUND by maja

March 29, 2019

Dear San Francisco Planning Committee,

Kendall Wilkinson Design has been a good neighbor to Sacramento Street and should be a continued presence in our district. KWD has long been a strong supporter and advocate for our neighborhood.

Kendall has always encouraged both her employees and her clients to explore and shop the neighborhood, contributing to the pedestrian experience of boutique retail shopping along Sacramento Street. Kendall, her team, and her clients are frequently shopping and dining at local businesses.

Kendall Wilkinson Design is an asset, helping to add to the unique mixtures of retail experiences which distinguishes this portion of Sacramento Street. KWD has my support and it is my hope to see KWD's continued presence and patronage on our street.

Sincerely,

Maja L. Smith

Owner of Found by Maja

# HUDSON | GRACE

April 2, 2019

Dear San Francisco Planning Committee,

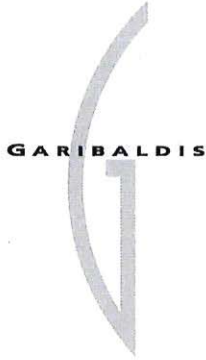
Kendall Wilkinson Design has been a good neighbor to Sacramento Street and should be a continued presence in our district. KWD has long been a strong supporter and advocate for our neighborhood. Kendall has always encouraged both her employees and her clients to explore and shop the neighborhood, contributing to the pedestrian experience of boutique retail shopping along Sacramento Street. Kendall, her team, and her clients are frequently shopping and dining at local businesses.

Kendall Wilkinson Design is an asset, helping to add to the unique mixtures of retail experiences which distinguishes this portion of Sacramento Street. KWD has my support and it is my hope to see KWD's continued presence and patronage on our street.

Sincerely,



Monelle Totah  
Proprietor  
Hudson Grace, LLC  
(415) 339-4200



GARIBALDIS

April 4, 2019

Dear San Francisco Planning Committee,

Kendall Wilkinson Design is stalwart neighbor to Sacramento Street for all businesses in the area, and we strongly wish for their continued presence in our district. KWD has always been a vital supporter and advocate for our neighborhood. Kendall encourages all her employees and clients to explore, shop and financially invest in the neighborhood, contributing to the pedestrian experience of boutique retail shopping as they stroll along Sacramento Street. Kendall, her team, and her clients frequently shop and dine at local businesses. They come in several times a week to Garibaldis for lunch and dinner, bringing friends, family and clients to enjoy the neighborhood.

Kendall Wilkinson Design is an asset, helping to add to the unique mixtures of retail experiences which distinguishes this portion of Sacramento Street. KWD has my support and it is my hope to see KWD's continued presence and patronage on our street.

Sincerely,

Cate Mason  
Owner

Garibaldis Restaurant  
347 Presidio Ave.  
San Francisco, CA 94115

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April 4, 2019

Dear San Francisco Planning Committee,

I am delighted to write this letter expressing our utmost support for Kendall Wilkinson Design as a staple of the Sacramento Street neighborhood. The firm has continuously been a great neighbor in our time here in the area and we believe KWD's presence in the neighborhood establishes a level of credibility for the street. I am confident that the firm's presence in the neighborhood encourages further shopping and patronage of the other stores from her clients and employees, as well as adding an element of flavor and intrigue to the image of the neighborhood.

Kendall Wilkinson Design is an asset to the neighborhood and has our strong support in ensuring she continues to have a presence on our street.

Sincerely,

**Jeff Schlarb**

Owner of 3521 – 3525 Sacramento St.



April 22, 2019

Dear San Francisco Planning Committee,

Kendall Wilkinson Design has been a good neighbor to Sacramento Street and should be a continued presence in our district. KWD has long been a strong supporter and advocate for our neighborhood. Kendall has always encouraged both her employees and her clients to explore and shop the neighborhood, contributing to the pedestrian experience of boutique retail shopping along Sacramento Street. Kendall, her team, and her clients are frequently shopping and dining at local businesses.

Kendall Wilkinson Design is an asset, helping to add to the unique mixtures of retail experiences which distinguishes this portion of Sacramento Street. KWD has my support and it is my hope to see KWD's continued presence and patronage on our street.

Sincerely,

A handwritten signature in black ink, appearing to read 'Amy M.', followed by a long horizontal line extending to the right.

## **Exhibit C**

### **Retail Photos**



**NOTICE**

Hearing  
Time:  
Location:  
Case:  
Hearing:

**PROJECT INFO**

Project Address:  
Cross Streets:  
Block, Lot No.  
Zoning District:  
Area Plan:  
Recent Number:

The proposal is for  
124 to allow the use  
Neighborhood Com

The proposal will in  
commercial retail ap  
d.b.a. Kendall Wilk  
and residential bui  
envelope proposed.

A Planning Commis  
project for the purpo

**ARCHITECTURAL P**  
of planning and  
recommendation of  
the Commission  
located at 1400 Mass

**FOR MORE INFORM**  
Planner: Sharon M.

KENDALL WILKINSON *design*



KENDALL WILKINSON *design*



KENDALL WILKINSON *design*



KENDALL WILKINSON *design*

