



# SAN FRANCISCO PLANNING DEPARTMENT

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## Executive Summary Conditional Use Authorization

HEARING DATE: MARCH 5, 2020

CONSENT

*Record No.:* 2019-015579CUA  
*Project Address:* 99 Missouri Street  
*Zoning:* Urban Mixed Use (UMU) Zoning District  
48-X Height and Bulk District  
*Block/Lot:* 3950/039  
*Project Sponsor:* Blu Dot Design and Manufacturing, Inc.;  
c/o Chloe Angelis  
Reuben, Junius, & Rose, LLP  
One Bush Street, Suite 600  
San Francisco, CA 94104  
*Property Owner:* 17<sup>th</sup> Street Group, LLC  
*Staff Contact:* Esmeralda Jardines – (415) 575-9144  
[esmeralda.jardines@sfgov.org](mailto:esmeralda.jardines@sfgov.org)  
*Recommendation:* **Approval with Conditions**

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### PROJECT DESCRIPTION

The Project includes merging two vacant spaces including an 8,050 square-foot retail space at 99 Missouri Street and a 5,000-square foot auto-body shop at 1240 17<sup>th</sup> Street. The proposed change of use and merger will allow a 13,050-square foot furniture showroom and retail store (DBA Blu Dot). Blu Dot has operated a store at 560 Valencia Street since 2013 but is looking for a new San Francisco location due to the expiration of its current lease. The Project includes an interior renovation as well as exterior improvements including new windows along both facades including the Missouri and 17<sup>th</sup> Street frontages. The Project also proposes to reconfigure the existing surface parking lot to provide seven parking spaces, one van space, and two service vehicle spaces. The Project will also add two Class 1 and two Class 2 bicycle parking spaces.

### REQUIRED COMMISSION ACTION

In order for the Project to proceed, the Commission must grant a Conditional Use Authorization, pursuant to Planning Code Sections 303 and 843.45, to allow a non-residential use size greater than 3,999 square feet within the UMU Zoning District.

### ISSUES AND OTHER CONSIDERATIONS

- **Public Comment-Support:** The Department has received correspondence from numerous people regarding the proposed project including three letters of support as well as a petition with over 75 signatures in support.

- **Proposition X:** Since 99 Missouri Street is located within the Showplace Square/Potrero Hill Area Plan, it is not subject to the requirements of Planning Code Section 202.8 (also known as Proposition X). Therefore, the Project is not subject to the PDR replacement requirements. As proposed, the Project is proposing to convert 5,000 square feet of a former auto-body shop to expand a retail use and provide a cumulative 13,050 square feet of retail.

## **ENVIRONMENTAL REVIEW**

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

## **BASIS FOR RECOMMENDATION**

The Department finds that the Project is, on balance, consistent with the Showplace Square/Potrero Hill Area Plan and the Objectives and Policies of the General Plan. Although the Project results in a loss of PDR space, the Project is proposing an expansion of a retail use to activate the vacant building, which is a goal for the City. 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.

## **ATTACHMENTS:**

Draft Motion – Conditional Use Authorization with Conditions of Approval (Exhibit A)  
Exhibit B – Land Use Data  
Exhibit C – Maps and Context Photographs  
Exhibit D – Project Sponsor Brief  
Exhibit E – Public Correspondence  
Exhibit F – Plans and Renderings



# SAN FRANCISCO PLANNING DEPARTMENT

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## Planning Commission Draft Motion

HEARING DATE: MARCH 5, 2020

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*Record No.:* 2019-015579CUA  
*Project Address:* 99 MISSOURI STREET  
*Zoning:* UMU (Urban Mixed Use) Zoning District  
48-X Height and Bulk District  
*Block/Lot:* 3950/039  
*Project Sponsor:* Blu Dot Design and Manufacturing, Inc.;  
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ADOPTING FINDINGS RELATING TO THE APPROVAL OF CONDITIONAL USE AUTHORIZATION PURSUANT TO PLANNING CODE SECTIONS 303 AND 843.45 TO ESTABLISH A USE SIZE GREATER THAN 3,999 SQUARE FEET (DBA BLU DOT) IN THE UMU ZONING DISTRICT FOR THE PROJECT INCLUDING A CHANGE OF USE FROM AN 8,050-SQUARE FOOT VACANT RETAIL SPACE AND A 5,000-SQUARE FOOT AUTO-BODY SHOP TO A 13,050-SQUARE FOOT RETAIL STORE AND FURNITURE SHOWROOM ON THE GROUND FLOOR OF SUBJECT PROPERTY LOCATED AT 99 MISSOURI STREET, LOT 039 IN ASSESSOR'S BLOCK 3950, WITHIN THE UMU (URBAN MIXED-USE) ZONING DISTRICT AND A 48-X HEIGHT AND BULK DISTRICT, AND ADOPTING FINDINGS UNDER THE CALIFORNIA ENVIRONMENTAL QUALITY ACT.

### PREAMBLE

On August 8, 2019, Chloe Angelis of Reuben, Junius, and Rose, LLP (hereinafter "Project Sponsor") on behalf of Blu Dot Design and Manufacturing, Inc. filed Application No. 2019-015579CUA (hereinafter "Application") with the Planning Department (hereinafter "Department") for a Conditional Use Authorization to establish a use size greater than 3,999 square feet to permit a change of use from an 8,050 square foot vacant retail space and a 5,000-square foot auto-body ship to a 13,050-square foot retail store and furniture showroom (hereinafter "Project") at 99 Missouri Street, Block 3950 Lot 039 (hereinafter "Project Site").

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

On March 5, 2020, the Commission conducted a duly noticed public hearing at a regularly scheduled meeting on Conditional Use Authorization Application No. 2019-015579CUA.

The Planning Department Commission Secretary is the custodian of records; the File for Record No. 2019-015579CUA is located at 1650 Mission Street, Suite 400, San Francisco, California.

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. 2019-015579CUA, 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 Project includes merging two vacant spaces including an 8,050 square-foot retail space at 99 Missouri Street and a 5,000-square foot auto-body shop at 1240 17<sup>th</sup> Street. The proposed change of use and merger will allow a 13,050-square foot furniture showroom and retail store (DBA Blu Dot). The Project includes an interior renovation as well as exterior improvements including new windows along both facades including the Missouri and 17<sup>th</sup> Street frontages. The Project also proposes to reconfigure the existing surface parking lot to provide seven parking spaces, one van space, and two service vehicle spaces. The Project will also add two Class 1 and two Class 2 bicycle parking spaces.
3. **Site Description and Present Use.** The Project is located on one lot (with a lot area of approximately 19,994 square feet), which has approximately 200-ft of frontage along Missouri Street and 100-ft of frontage along 17<sup>th</sup> Street. The Project Site contains one existing building, a one-story retail and industrial building. Collectively, the building measures 13,050 square feet. Currently, the existing building is vacant but was previously occupied by an Art and Drafting Supply store, Arch, as well as an auto-body shop, Anthony’s Auto Collision Center, LLC.
4. **Surrounding Properties and Neighborhood.** The Project Site is located within the UMU Zoning District in the Showplace Square/Potrero Hill Area Plan. The immediate context is mixed in character with residential, industrial, and an entertainment use (DBA Bottom of the Hill). The immediate neighborhood includes a four-story residential development to the north, retail and gymnasium to the west, a series of one-story industrial properties to the east along 17<sup>th</sup> Street, and two-to-three-story residential developments to the south. Other zoning districts in the vicinity of the project site include: P (Public), RH-2 (Residential House, Two-Family), and RH-3 (Residential House, Three-Family), and the MUR (Mixed-Use Residential) Zoning District.

5. **Public Outreach and Comments.** The Department has received correspondence from numerous people regarding the proposed project including three letters of support as well as a petition with over 75 signatures in support. All correspondence have expressed overwhelming support for the project.
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. **Retail Sales and Service Use and Use Size.** Planning Code Section 843 states that retail sales and service is a principally permitted use within the UMU Zoning District. However, non-residential use sizes greater than 3,999 square feet require a Conditional Use Authorization within the UMU Zoning District.

*The proposed 13,050-square foot retail sales and service use (DBA Blu Dot) requires a Conditional Use Authorization to establish a use size greater than 3,999 square feet in the UMU Zoning District.*

- B. **Non-Residential Usable Open Space.** Per Planning Code Section 135.3, within the Eastern Neighborhoods ("EN") Mixed Use Districts, Retail, Institutional, and like uses must provide 1 square foot of open space per each 250 square feet of occupied floor area of new or added square footage.

*The Project is proposing a change of use to provide 13,050 square feet of retail use. Therefore, as noted above, the Project is not subject to non-residential usable open space requirement per Section 135.3 but nevertheless is providing 790 square feet of non-residential usable open space.*

- C. **Ground Floor Ceiling Height.** Per Planning Code Section 145.1, the required ground floor ceiling height in the UMU Zoning District is 17 feet.

*The existing ground ceiling height has a varying height of 16 feet 10 inches to 19 feet, because there is a 2-foot 2-inch elevation grade change between Missouri Street and 17th Street. Thus, the existing ground floor ceiling height is existing and non-conforming along 17<sup>th</sup> Street; however, there is no proposed change to the existing ground floor ceiling height.*

- D. **Off-Street Parking.** Planning Code Section 151.1 states that off-street parking is not required for any use in the UMU District and accessory parking is permitted up to certain limits. Retail uses devoted to the handling of bulky merchandise such as furniture may provide one (1) space for each 1,000 square feet of occupied floor area.

*The proposed eight (8) off-street parking spaces are within the principally permitted amount as accessory parking to the 13,050-square foot retail store (DBA Blu Dot).*

- E. **Off-Street Freight Loading.** Planning Section 152.1 of the Planning Code requires one off-street freight loading space for retail sales and service use between 10,001 and 30,000 square feet of occupied floor area.

*The Project includes approximately 13,050 square feet of retail use; therefore, the Project is required to provide one off-street freight loading space. The Project is satisfying this requirement as discussed below.*

- F. **Service Vehicles and Off-Street Freight Loading.** Planning Section 153 of the Planning Code allows substitution of two service vehicle spaces for each required off-street freight loading space in the UMU Zoning District.

*The Project includes approximately 13,050 square feet of retail use; thus, the Project requires one off-street freight loading space. The Project is proposing two service vehicles to substitute for the one required off-street loading space. Therefore, the Project complies with the required off-street loading demands for the proposed 13,050-square foot retail use.*

- G. **Dimensions for Service Vehicle Spaces.** Planning Section 154 of the Planning Code requires that each substituted service vehicle provided under Section 153(a)(6) shall have a minimum width of eight feet, a minimum length of 20 feet, and a minimum vertical clearance of seven feet.

*Both of the proposed service vehicle spaces measure at least 10 feet wide by 22 feet long and therefore, demonstrate compliance with the required dimensions for service vehicle spaces.*

- H. **Bicycle Parking.** Planning Code Section 155.2 requires that retail space devoted to the handling of bulky merchandise such as furniture shall provide a minimum of two spaces and one Class 1 space for every 15,000 square feet of occupied floor area; as well as a minimum of two spaces and one Class 2 space for every 10,000 square feet of occupied floor area.

*Pursuant to Planning Code Sections 155.1 and 155.4, the Project with a 13,050-square feet retail use, shall provide two (2) Class 1 and two (2) Class 2 bicycle parking spaces. SFMTA has final authority on the type, placement and number of Class 2 bicycle racks within the public ROW. Prior to issuance of first architectural addenda, the project sponsor shall contact the SFMTA Bike Parking Program at [bikeparking@sfmta.com](mailto:bikeparking@sfmta.com) to coordinate the installation of on-street bicycle racks and ensure that the proposed bicycle racks meet the SFMTA's bicycle parking guidelines. Depending on local site conditions and anticipated demand, SFMTA may request the project sponsor pay an in-lieu fee for Class II bike racks required by the Planning Code.*

7. **Conditional Use Findings.** Planning Code Section 303 establishes criteria for the Planning Commission to consider when reviewing applications for Conditional Use authorization. On balance, the project complies with said criteria in that:

- A. That the proposed use, 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 of the proposed use is in keeping with other storefronts on the block face and would reactivate an existing building. To the west of the Project is Okell's Fireplace; according to its website, "Okell's Fireplace is a full service fireplace shop including sales, installation, cleaning, and repairs." Also, along Missouri Street is Fitness Urbano which according to its website, "provides the space for fitness professionals to grow their business and give back to everyone tons of open space to move their bodies while becoming stronger." To the north of the Project is the music venue, Bottom of the Hill. The retail use will not impact traffic or parking in the District because it is not expected to draw large amounts of vehicle traffic and will provide customer parking on site. The proposed use will complement the mix of goods and services currently available in the district and contribute to the economic vitality of the neighborhood by removing a vacant storefront.*

If the proposed use exceeds the Non-Residential Use Size limitations for the district in which the use is located, the following shall be considered:

- i. The intensity of activity in the district is not such that allowing the larger use will be likely to foreclose the location of other needed neighborhood-serving uses in the area; and

*The Project proposes to occupy and reactivate a long vacant building. The proposed furniture showroom and retail use is appropriate for Showplace Square, which is described in the Showplace Square/Potrero Area Plan as "important furniture and interior design center that serves as a national market." The 13,050-square foot space is appropriate for the proposed use and would not foreclose other neighborhood-serving uses in the area. In fact, the proposed Blu Dot store is likely to be destination shopping location that will increase pedestrian activity in the area, increasing the viability of other retail uses.*

- ii. The proposed use will serve the neighborhood, in whole or in significant part, and the nature of the use requires a larger size in order to function; and

*The Project is conveniently located adjacent to two existing residential buildings at 999 16<sup>th</sup> Street (20 units) and 49 Missouri Street (12 units). Blu Dot's new San Francisco location will serve the residents located next door, and the neighborhood as a whole, by providing a convenient retail and showroom space within walking distance to browse and purchase furniture manufactured and designed by Blu Dot. In order to do so, Blu Dot requires a larger retail space in order to house all its modern furniture designs, which includes both indoor and outdoor pieces of all sizes.*

- iii. The building in which the use is to be located is designed in discrete elements which respect the scale of development in the district; and

*The Project aligns with the stated intent of the UMU Zoning District to maintain the characteristics of this formerly industrially-zoned area, while also promoting a vibrant mix of uses. The Project proposes to occupy an existing one-story building that has long been boarded over and vacant. The proposed exterior improvements, including the installation of new*

*windows, will bring new life to the building while maintaining its industrial character. Further, the Project will add a vibrant new modern furniture retail and design space that would serve the surrounding neighborhood.*

- B. Such use as proposed will not be detrimental to the health, safety, convenience or general welfare of persons residing or working in the vicinity, or injurious to property, improvements or potential development in the vicinity, with respect to aspects including but not limited to the following:

- (1) Nature of proposed site, including its size and shape, and the proposed size, shape and arrangement of structures;

*The Project will add an active and vibrant street-facing use to an existing vacant building. The Project proposes exterior improvements, including the addition of windows along both façades, but will not expand the footprint of the building.*

- (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 and of proposed alternatives to off-street parking, including provisions of care-share parking spaces, as defined in Section 166 of the Planning Code;

*The Project is well-served by public transit, providing both employees and customers with easy access to the property via several Muni lines including the: 10, 22, and 55 bus lines, as well as the KT and T Muni train lines all within one-half mile from 99 Missouri Street. Further, the Project would reconfigure the existing parking area to provide 7 parking spaces, 1 van space, and 2 service vehicles. Two Class 1 and 2 Class 2 bicycle parking spaces would also be added.*

- (3) The safeguards afforded to prevent noxious or offensive emissions such as noise, glare, dust and odor;

*The Project will comply with all applicable regulations regarding construction noise and dust, and will not produce, or include, any permanent uses that will generate substantial levels of noxious or offensive emissions such as excessive noise, glare, dust, or odor.*

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

*The Project will provide significant façade improvements, including new windows. The existing parking lot will also be reconfigured to provide 7 parking spaces for customers and will include a new gate to screen the parking area from pedestrian view.*

- 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 Project complies with all relevant requirements and standards of the Planning Code is consistent with objectives and policies of the General Plan and Showplace Square/Potrero Hill Area Plan as noted in the General Plan Compliance section below.*

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

*Per Planning Code Section 843, the Urban Mixed Use (UMU) Zoning District is described as:*

*The Urban Mixed Use (UMU) District is intended to promote a vibrant mix of uses while maintaining the characteristics of this formerly industrially-zoned area. It is also intended to serve as a buffer between residential districts and PDR districts in the Eastern Neighborhoods. Within the UMU, allowed uses include production, distribution, and repair uses such as light manufacturing, home and business services, arts activities, warehouse, and wholesaling. Additional permitted uses include retail, educational facilities, and nighttime entertainment. Housing is also permitted, but is subject to higher affordability requirements. Family-sized dwelling units are encouraged. Within the UMU, office uses are restricted to the upper floors of multiple story buildings.*

*Within the UMU Zoning District, retail uses are principally permitted. The Project is consistent and compatible with the UMU Zoning District, since it occupies an existing one-story former industrial building and contributes to the overall mixed-use character of the larger neighborhood.*

- E. The use or feature satisfies any criteria specific to the use or feature in subsections (g), et. seq.

*There are no additional criteria specific to the proposed retail use in any subsections (g), et seq. The Project complies with the required criteria.*

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

## **COMMERCE AND INDUSTRY ELEMENT**

### **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 that has substantial undesirable consequences that cannot be mitigated.

**Policy 1.2:**

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

**Policy 1.3:**

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

*The proposal will provide a necessary and desirable service to both the immediate and surrounding neighborhoods by providing a retail and furniture showroom (DBA Blu Dot). The proposed retail store providing home furnishings will complement new housing in the vicinity and the City at large. The proposed project is also consistent with the UMU District in that the use adds to the intended vibrant mix of uses for the district while maintaining the characteristics of this formerly industrialized zone.*

**OBJECTIVE 2:**

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

**Policy 2.1:**

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

**OBJECTIVE 3:**

PROVIDE EXPANDED EMPLOYMENT OPPORTUNITIES FOR CITY RESIDENTS, PARTICULARLY THE UNEMPLOYED AND ECONOMICALLY DISADVANTAGED.

**Policy 3.1:**

Promote the attraction, retention and expansion of commercial and industrial firms which provide employment improvement opportunities for unskilled and semi-skilled workers.

*The Project promotes this policy by utilizing a vacant building to establish a new location for Blu Dot's furniture design business. Blu Dot will provide employment opportunities for San Francisco residents and will draw increased foot traffic to the neighborhood, thereby growing the base of potential customers who will patronize other nearby businesses. The Project would allow Blu Dot to maintain its presence in San Francisco when its current lease expires, retaining employment opportunities for San Francisco residents.*

**TRANSPORTATION ELEMENT**

**Objectives and Policies**

**OBJECTIVE 11:**

ESTABLISH PUBLIC TRANSIT AS THE PRIMARY MODE OF TRANSPORTATION IN SAN FRANCISCO AND AS A MEANS THROUGH WHICH TO GUIDE FUTURE DEVELOPMENT AND IMPROVE REGIONAL MOBILITY AND AIR QUALITY.

**Policy 11.3:**

Encourage development that efficiently coordinates land use with transit service, requiring that developers address transit concerns as well as mitigate traffic problems.

*The Project is located within the UMU Zoning District and is well-served by public transit, with access to the property via the 10, 22, and 55 bus lines, as well as the KT and T Muni train lines. The Project also proposes 4 bicycle parking spaces (2 Class 1 spaces and 2 Class 2 spaces) to encourage alternative modes of transportation. The Project's bicycle parking spaces, as well as the site's close proximity to public transit, will minimize any potential transit concerns.*

**URBAN DESIGN ELEMENT**

**Objectives and Policies**

**OBJECTIVE 1:**

EMPHASIS OF THE CHARACTERISTIC PATTERN WHICH GIVES TO THE CITY AND ITS NEIGHBORHOODS AN IMAGE, A SENSE OF PURPOSE, AND A MEANS OF ORIENTATION.

**Policy 1.3**

Recognize that buildings, when seen together, produce a total effect that characterizes the city and its districts.

**Policy 1.7**

Recognize the natural boundaries of districts, and promote connections between districts.

*The proportions of the proposed fenestration pattern are reminiscent of the formerly industrial area in the vicinity.*

**SHOWPLACE SQUARE/POTRERO HILL AREA PLAN**

**LAND USE**

**Objectives and Policies**

**OBJECTIVE 1.7:**

RETAIN THE ROLE OF SHOWPLACE SQUARE AS AN IMPORTANT LOCATION FOR PRODUCTION, DISTRIBUTION, AND REPAIR (PDR) ACTIVITIES, FOCUSING IN PARTICULAR ON DESIGN RELATED ACTIVITIES.

**Policy 1.7.3**

Require development of flexible buildings with generous floor-to-ceiling heights, large floor plates, and other features that will allow the structure to support various businesses.

*The Project is consistent with this policy by adding a new furniture design and manufacturing business to the neighborhood. The Project also makes productive reuse of an existing building with generous floor-to-floor ceiling heights, such that the building could host a range of various uses into the future.*

**OBJECTIVE 3.2:**

PROMOTE AN URBAN FORM AND ARCHITECTURAL CHARACTER THAT SUPPORTS WALKING AND SUSTAINS A DIVERSE, ACTIVE AND SAFE PUBLIC REALM.

**Policy 3.2.1**

Require high quality design of street-facing building exteriors.

**Policy 3.2.2**

Make ground floor retail and PDR uses as tall, roomy, and permeable as possible.

**Policy 3.2.3**

Minimize the visual impact of parking.

*As a design company, Blu Dot would substantially improve the existing building façade. With new windows and the use of high-quality materials, the new store will bring a modern yet complimentary aesthetic to the neighborhood. The Project is making the ground floor retail as tall and roomy as possible by converting the existing vacant building into a retail use to create a spacious 13,050-square foot retail showroom for Blu Dot. The Project also proposes to install new exterior windows in the ground floor retail space to allow a clear view inward from the street. The Project will minimize the visual impact of the existing parking lot by adding a modern gate to the parking entrance on Missouri Street.*

*On balance, the Project is consistent with the Objectives and Policies of the General Plan.*

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 project site is proposing a neighborhood-serving retail use in an otherwise vacant building. Therefore, it will enhance future opportunities for employment.*

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

*The project site does not possess any existing housing, nor would the Project have any effect on the housing stock. Instead, the Project would provide home furnishing supplies for residential uses in the City. For this reason, the proposed retail use and use size would complement, protect and preserve the cultural and economic diversity of the neighborhood.*

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

*The Project does not currently possess any existing affordable housing nor is it required to provide housing. Therefore, the Project will not affect the stock of affordable housing units in the City.*

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

*The Project Site is served by nearby public transportation options. The Project is located near Muni bus lines including: 10, 14X, 22, 55, and 8BX, all within 1/4 mile from 99 Missouri Street. Future employees and customers would be afforded proximity to a bus line. The Project also provides off-street parking within the principally permitted amounts and sufficient bicycle parking for employees and store guests.*

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

*The Project does not include commercial office development. The Project incorporates a new retail use; thus, assisting in diversifying the neighborhood character.*

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

*The Project will be designed and will be altered to conform to the structural and seismic safety requirements of the Building Code. This proposal will not impact the property's ability to withstand an earthquake.*

- G. That landmarks and historic buildings be preserved.

*Currently, the Project Site does not contain any City Landmarks or historic buildings.*

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

*The Project is not proposing any additional height; instead, the Project is proposing interior tenant improvements and exterior alterations such as window replacements. Therefore, no additional study of shadow impacts was required per Planning Code Section 295.*

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. 2019-015579CUA** subject to the following conditions attached hereto as "EXHIBIT A" in general conformance with plans on file, dated January 28, 2020, 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 March 5, 2020.

Jonas P. Ionin  
Commission Secretary

AYES:

NAYS:

ABSENT:

ADOPTED: March 5, 2020

## EXHIBIT A

### AUTHORIZATION

This authorization is for a conditional use to allow a use size greater than 3,999 square feet (DBA Blu Dot) in the UMU Zoning District located at 99 Missouri Street, Block 3950, and Lot 039, pursuant to Planning Code Sections 303 and 843.45 within the UMU Zoning District and a 48-X Height and Bulk District; in general conformance with plans, dated January 28, 2020, and stamped "EXHIBIT B" included in the docket for Record No. 2019-015579CUA and subject to conditions of approval reviewed and approved by the Commission on March 5, 2020 under Motion No. XXXXXX. 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 **March 5, 2020** under Motion No. XXXXXX.

### PRINTING OF CONDITIONS OF APPROVAL ON PLANS

The conditions of approval under the 'Exhibit A' of this Planning Commission Motion No. XXXXXX 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)*

## DESIGN – COMPLIANCE AT PLAN STAGE

6. **Final Materials.** The Project Sponsor shall continue to work with Planning Department on the building design. Final materials, glazing, color, texture, landscaping, and detailing shall be subject to Department staff review and approval. The architectural addenda shall be reviewed and approved by the Planning Department prior to issuance.  
*For information about compliance, contact the Case Planner, Planning Department at 415-558-6378, [www.sf-planning.org](http://www.sf-planning.org)*
7. **Garbage, Composting and Recycling Storage.** Space for the collection and storage of garbage, composting, and recycling shall be provided within enclosed areas on the property and clearly labeled and illustrated on the building permit plans. Space for the collection and storage of recyclable and compostable materials that meets the size, location, accessibility and other standards specified by the San Francisco Recycling Program shall be provided at the ground level of the buildings.  
*For information about compliance, contact the Case Planner, Planning Department at 415-558-6378, [www.sf-planning.org](http://www.sf-planning.org)*
8. **Rooftop Mechanical Equipment.** Pursuant to Planning Code 141, the Project Sponsor shall submit a roof plan to the Planning Department prior to Planning approval of the building permit application. Rooftop mechanical equipment, if any is proposed as part of the Project, is required to be screened so as not to be visible from any point at or below the roof level of the subject building.  
*For information about compliance, contact the Case Planner, Planning Department at 415-558-6378, [www.sf-planning.org](http://www.sf-planning.org)*
9. **Signage.** The Project Sponsor shall develop a signage program for the Project which shall be subject to review and approval by Planning Department staff before submitting any building permits for construction of the Project. All subsequent sign permits shall conform to the approved signage program. Once approved by the Department, the signage program/plan information shall be submitted and approved as part of the site permit for the Project. All exterior signage shall be designed to compliment, not compete with, the existing architectural character and architectural features of the building.  
*For information about compliance, contact the Case Planner, Planning Department at 415-558-6378, [www.sf-planning.org](http://www.sf-planning.org)*
10. **Transformer Vault Location.** The location of individual project PG&E Transformer Vault installations has significant effects to San Francisco streetscapes when improperly located. However, they may not have any impact if they are installed in preferred locations. Therefore, the Project Sponsor shall work with the Planning Department in consultation with Public Works to determine the appropriate location(s) for transformer vault(s) for this project. The above requirement shall adhere to the Memorandum of Understanding regarding Electrical Transformer Locations for Private Development Projects between Public Works and the Planning Department dated January 2, 2019.

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

11. **Landscaping, Screening of Parking and Vehicular Use Areas.** Pursuant to Planning Code Section 142, the Project Sponsor shall submit a site plan to the Planning Department prior to Planning approval of the building permit application indicating the screening of parking and vehicle use areas not within a building. The design and location of the screening and design of any fencing shall be as approved by the Planning Department. The size and species of plant materials shall be as approved by the Department of Public Works. Landscaping shall be maintained and replaced as necessary.

*For information about compliance, contact the Case Planner, Planning Department at 415-558-6378, [www.sf-planning.org](http://www.sf-planning.org)*

## **PARKING AND TRAFFIC**

12. **Bicycle Parking.** Pursuant to Planning Code Sections 155.1 and 155.4, the Project shall provide no fewer than two (2) Class 1 and two (2) Class 2 bicycle parking spaces. SFMTA has final authority on the type, placement and number of Class 2 bicycle racks within the public ROW. Prior to issuance of first architectural addenda, the project sponsor shall contact the SFMTA Bike Parking Program at [bikeparking@sfmta.com](mailto:bikeparking@sfmta.com) to coordinate the installation of on-street bicycle racks and ensure that the proposed bicycle racks meet the SFMTA's bicycle parking guidelines. Depending on local site conditions and anticipated demand, SFMTA may request the project sponsor pay an in-lieu fee for Class II bike racks required by the Planning Code.

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

13. **Parking Maximum.** Pursuant to Planning Code Section 151.1, the Project shall provide no more than eight (8) off-street parking spaces.

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

14. **Off-Street Loading and Service Vehicles.** Pursuant to Planning Code Sections 152.1 and 153, the Project will provide two (2) service vehicles that will be substituted for the required one (1) off-street loading space.

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

15. **Managing Traffic During Construction.** The Project Sponsor and construction contractor(s) shall coordinate with the Traffic Engineering and Transit Divisions of the San Francisco Municipal Transportation Agency (SFMTA), the Police Department, the Fire Department, the Planning Department, and other construction contractor(s) for any concurrent nearby Projects to manage traffic congestion and pedestrian circulation effects during construction of the Project.

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

## PROVISIONS

16. **Transportation Sustainability Fee.** The Project is subject to the Transportation Sustainability Fee (TSF), as applicable, pursuant to Planning Code Section 411A.  
*For information about compliance, contact the Case Planner, Planning Department at 415-558-6378, [www.sf-planning.org](http://www.sf-planning.org)*
17. **Eastern Neighborhoods Infrastructure Impact Fee.** The Project is subject to the Eastern Neighborhoods Infrastructure Impact Fee, as applicable, pursuant to Planning Code Section 423.  
*For information about compliance, contact the Case Planner, Planning Department at 415-558-6378, [www.sf-planning.org](http://www.sf-planning.org)*

## MONITORING - AFTER ENTITLEMENT

18. **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)*
19. **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

20. **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>*
21. **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)*



# SAN FRANCISCO PLANNING DEPARTMENT

## Land Use Information

PROJECT ADDRESS: 99 MISSOURI ST  
RECORD NO.: 2019-015579CUA

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

Reception:  
**415.558.6378**

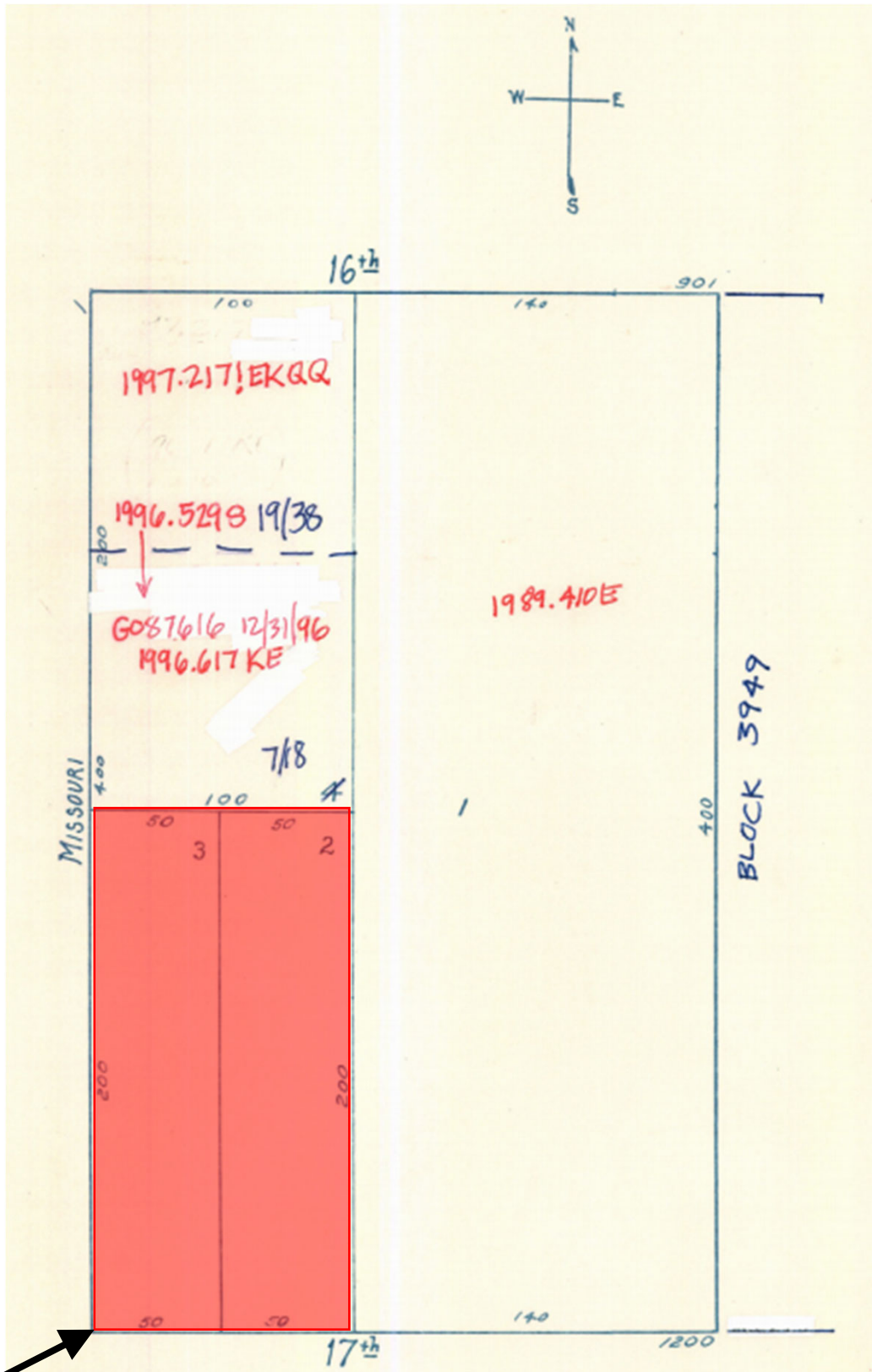
Fax:  
**415.558.6409**

Planning  
Information:  
**415.558.6377**

	EXISTING	PROPOSED	NET NEW
<b>GROSS SQUARE FOOTAGE (GSF)</b>			
Parking GSF	N/A	N/A	N/A
Residential GSF	N/A	N/A	N/A
Retail/Commercial GSF	8,050	13,050	5,000
Office GSF	N/A	N/A	N/A
Industrial/PDR GSF <i>Production, Distribution, &amp; Repair</i>	5,000	0	-5,000
Medical GSF	N/A	N/A	N/A
Visitor GSF	N/A	N/A	N/A
CIE GSF	N/A	N/A	N/A
Usable Open Space	0	790	790
Public Open Space	0	790	790
Other ( )			
TOTAL GSF			
	EXISTING	NET NEW	TOTALS
<b>PROJECT FEATURES (Units or Amounts)</b>			
Dwelling Units - Affordable	N/A	N/A	N/A
Dwelling Units - Market Rate	N/A	N/A	N/A
Dwelling Units - Total	N/A	N/A	N/A
Hotel Rooms	N/A	N/A	N/A
Number of Buildings	1	1	0
Number of Stories	1	1	0
Parking Spaces	8	8	0
Loading Spaces	0	0	0
Bicycle Spaces	0	4	4
Car Share Spaces	0	0	0
Other ( )			

	EXISTING	PROPOSED	NET NEW
<b>LAND USE - RESIDENTIAL</b>			
Studio Units	N/A	N/A	N/A
One Bedroom Units	N/A	N/A	N/A
Two Bedroom Units	N/A	N/A	N/A
Three Bedroom (or +) Units	N/A	N/A	N/A
Group Housing - Rooms	N/A	N/A	N/A
Group Housing - Beds	N/A	N/A	N/A
SRO Units	N/A	N/A	N/A
Micro Units	N/A	N/A	N/A
Accessory Dwelling Units	N/A	N/A	N/A

# Parcel Map

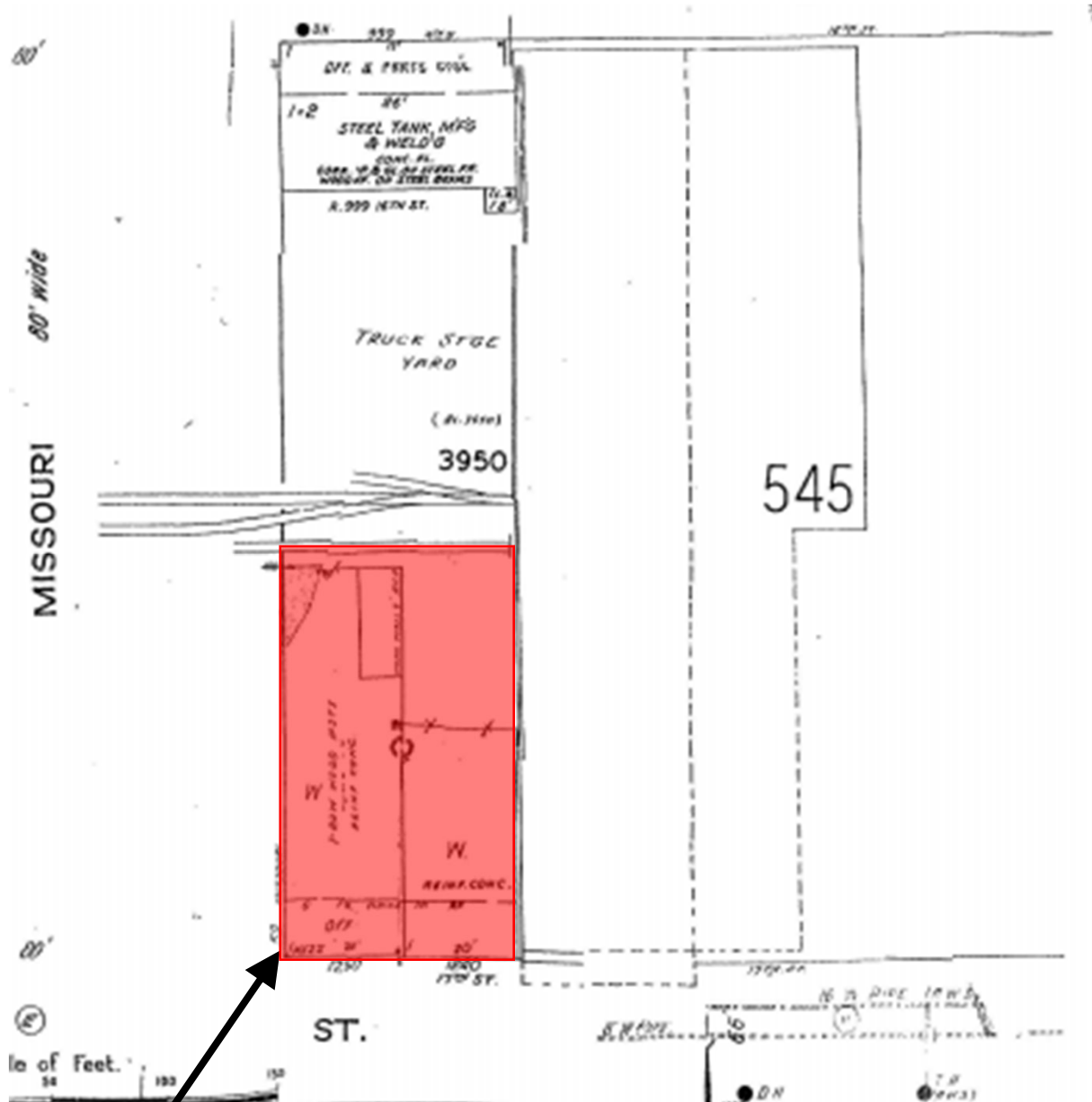


SUBJECT PROPERTY



Conditional Use Authorization Hearing  
Case No. 2019-015579CUA  
99 Missouri Street

# Sanborn Map\*



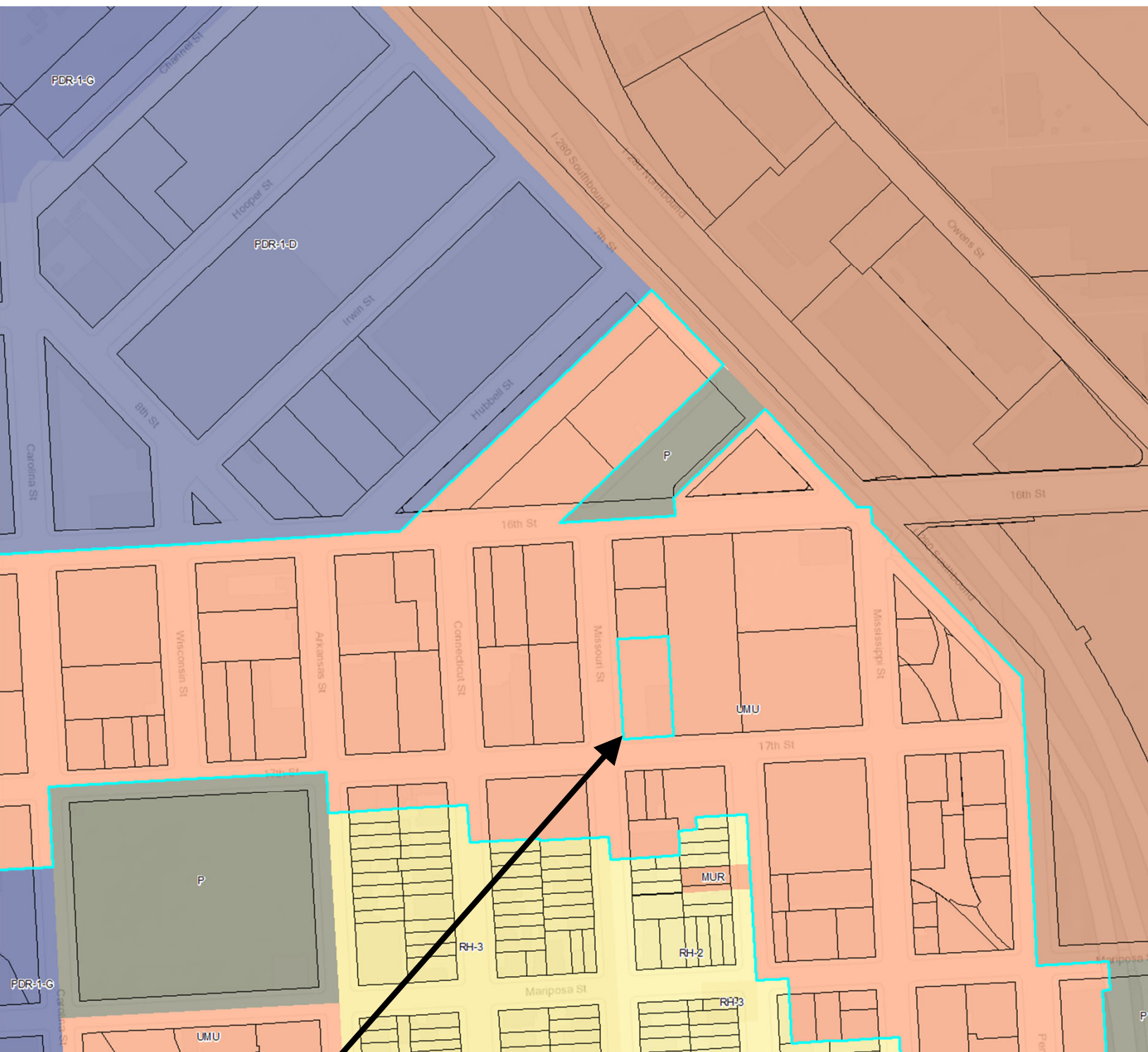
**SUBJECT PROPERTY**

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



Conditional Use Authorization Hearing  
Case No. 2019-015579CUA  
99 Missouri Street

# Zoning Map

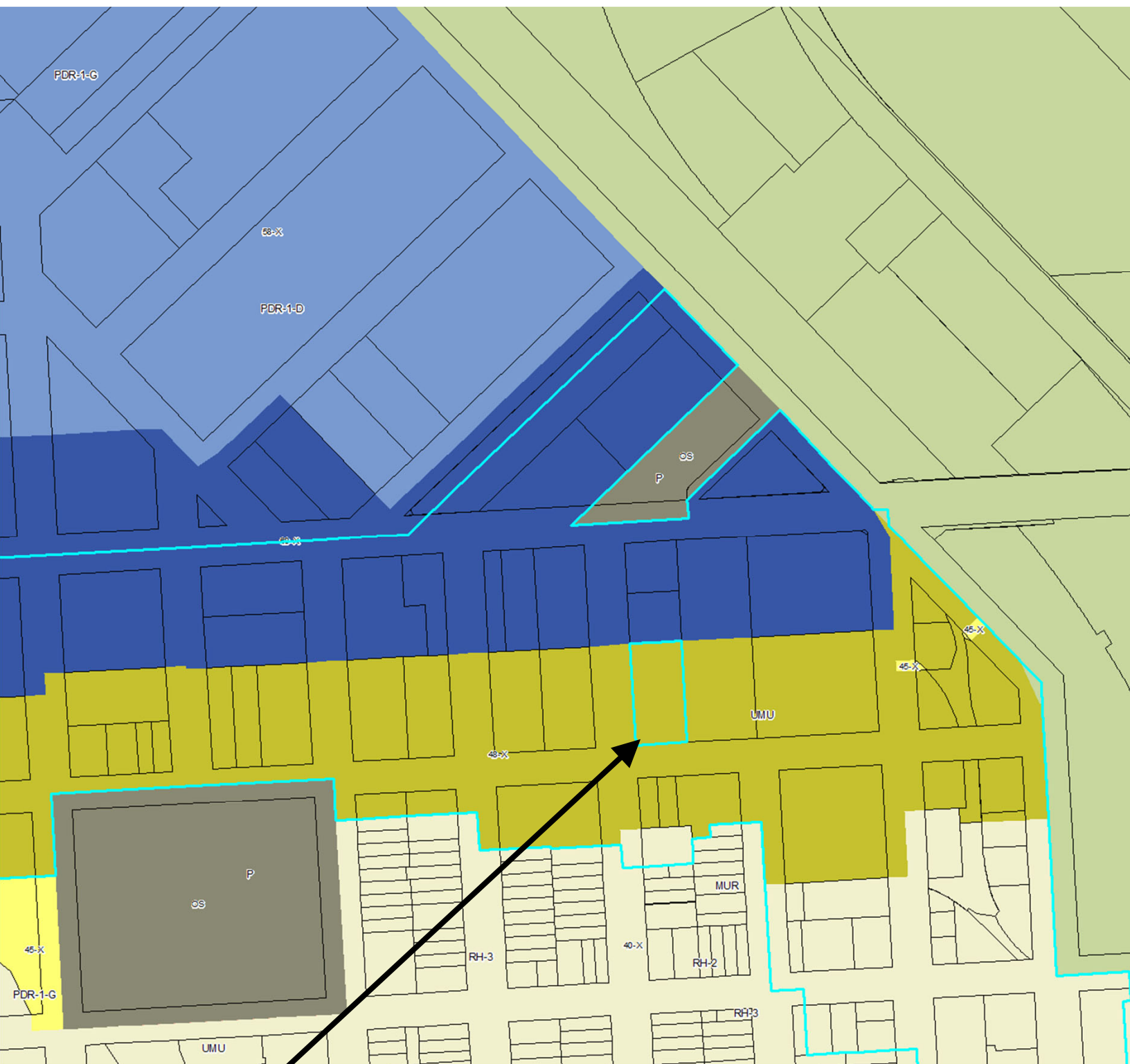


**SUBJECT PROPERTY**



Conditional Use Authorization Hearing  
Case No. 2019-015579CUA  
99 Missouri Street

# Height and Bulk District Map

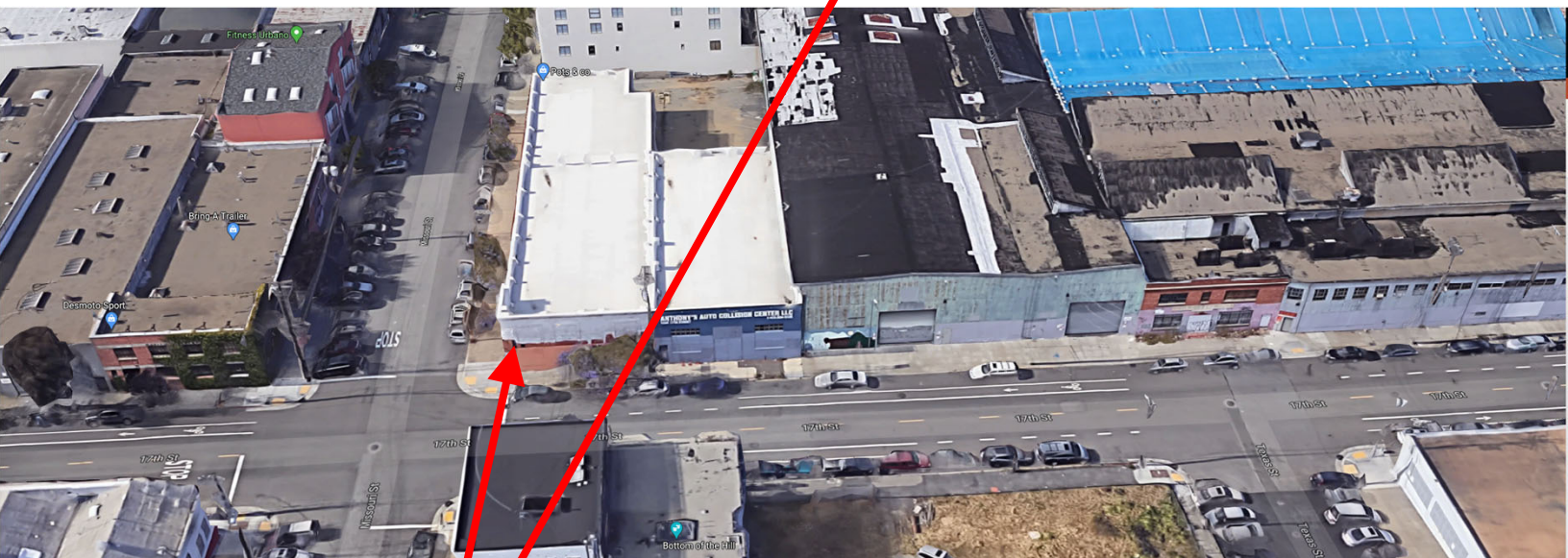


**SUBJECT PROPERTY**



Conditional Use Authorization Hearing  
Case No. 2019-015579CUA  
99 Missouri Street

# Aerial Photograph from Missouri and 17th Street, respectively



**SUBJECT PROPERTY**

Conditional Use Authorization Hearing  
Case No. 2019-015579CUA  
99 Missouri Street

# Site Photographs from Missouri Street



Conditional Use Authorization Hearing  
Case No. 2019-015579CUA  
99 Missouri Street

# Site Photographs from 17th Street



Conditional Use Authorization Hearing  
Case No. 2019-015579CUA  
99 Missouri Street

# REUBEN, JUNIUS & ROSE, LLP

February 18, 2020

## Delivered Via Email and Hand Delivery

Joel Koppel, Commission President  
San Francisco Planning Commission  
1650 Mission Street, 4th Floor  
San Francisco, California 94103

**Re: 99 Missouri Street, Blu Dot Design and Manufacturing, Inc.**  
**Planning Case Number: 2019-015579CUA**  
**Hearing Date: March 5, 2020**  
**Our File: 11364.01**

Dear President Koppel and Commissioners:

This office represents Blu Dot Design & Manufacturing, Inc. (“Blu Dot”), which proposes to combine two existing vacant spaces and convert the building into a new Blu Dot furniture showroom and retail store (the “Project”) at 99 Missouri Street and 1250 17<sup>th</sup> Street (the “Property”). The Property is located in Showplace Square/Potrero Hill on the corner of Missouri Street and 17<sup>th</sup> Street within the Urban Mixed Use District (“UMU”). Because the Project would add a new retail use exceeding 3,999 gross square feet in the UMU district, a Conditional Use Authorization is required.

Approval of the Project will result in the following benefits:

- **Activate a Long-Vacant Storefront.** The Project will repurpose and reactivate a long-vacant building, revitalizing a prominent corner and increasing pedestrian activity.
- **Draw Foot Traffic to the Neighborhood, Supporting Other Neighborhood Serving Businesses.** As a destination shopping location, Blu Dot will draw foot traffic to the neighborhood, boosting the potential customer base for other surrounding businesses.
- **Create a Convenient Neighborhood Furniture Store.** Blu Dot will be an active member of its new neighborhood, serving as a convenient retail and showroom space where nearby residents can browse and purchase modern furniture pieces designed and manufactured by Blu Dot.
- **Add a Use that is Consistent with the History of Showplace Square.** The proposed furniture showroom and retail use is appropriate for Showplace Square, which is described in the Showplace Square/Potrero Area Plan as “an important furniture and interior design center that serves a national market.”

- **Retain Employment Opportunities.** Blu Dot's new location in Showplace Square will allow the company to maintain its presence in San Francisco when its current lease expires, thereby retaining existing employment opportunities.

### **A. Project Description and Background**

Blu Dot proposes to combine two long-vacant spaces: an 8,050 square foot retail space at 99 Missouri and 1250 17<sup>th</sup> Street, and a 5,000 square foot auto-body shop at 1240 17<sup>th</sup> Street. The new combined space will be converted into a 13,050 square foot furniture showroom and retail store to serve as Blu Dot's new San Francisco location. Blu Dot has operated a store at 560 Valencia Street since 2013, but is looking for a new San Francisco location because its current lease is expiring.

The Project would involve a complete renovation of the interior of the space, as well as exterior improvements to create a modern and bright storefront. Windows will be added along both facades. In addition, the Project would also reconfigure the existing surface parking lot to provide 7 parking spaces, 1 van space, and 2 service vehicle spaces. Finally, the Project will add 2 Class 1 and 2 Class 2 bicycle parking spaces at the Property.

The Project will allow Blu Dot to relocate to Showplace Square in order to maintain the company's presence in San Francisco, while activating two vacant corner storefronts.

### **B. Neighborhood Outreach and Support**

Over the last several weeks, Blu Dot has engaged in a thorough neighborhood outreach effort, reaching out to all of the registered Potrero Hill neighborhood groups. In addition, Blu Dot will be presenting at the Potrero Boosters meeting on February 25<sup>th</sup> in order to present details about the Project, the design, and to address any potential community concerns.

These outreach efforts have resulted in substantial neighborhood support for the Project. Blu Dot has received supportive emails from Save the Hill and Kate Stickley of Arterra Landscape Architects, whose offices are located across the street from the site. Blu Dot has also received a letter of support from David Meckel on behalf of California College of the Arts—whose campus and new student housing building are located within a few blocks of the Project site—explaining that a Blu Dot at this location would “revitalize the structures and bring new life to a prominent corner.” (Support letters and emails attached as **Exhibit A**). In addition, Blu Dot has collected over 74 petition signatures from supportive neighbors and customers. (Support petitions attached as **Exhibit B**.)

### **C. Compliance with Conditional Use Criteria**

The Project requires a Conditional Use Authorization because it would establish a new retail use exceeding 3,999 gross square feet in the UMU district, pursuant to Planning Code Section 843.45. The Conditional Use Authorization is appropriate because the Project meets the Conditional Use criteria set forth in Planning Code Section 303(c).

The Project is located in Showplace Square, which is described in the Showplace Square/Potrero Area Plan as “an important furniture and interior design center that serves a national market,” making this the perfect location for Blu Dot’s new San Francisco furniture showroom and retail store. In addition, the Project will serve as a convenient space for neighborhood residents to browse and purchase furniture manufactured and designed by Blu Dot. The Property is located adjacent to two existing residential buildings at 999 16<sup>th</sup> Street (20 units) and 49 Missouri Street (12 units).

By repurposing and activating the long-vacant one-story building at 99 Missouri Street, Blu Dot’s new San Francisco store will attract increased foot traffic to the area, generating potential new customers for surrounding small businesses. The proposed exterior improvements, including the installation of new windows, will also bring new life to this corner building, resulting in a vibrant modern furniture retail and design space that will serve the surrounding residents and the City as a whole.

#### **D. Conclusion**

Blu Dot hopes to maintain its presence in San Francisco when its current lease expires by relocating to Showplace Square in an existing storefront that has long been vacant. Importantly, a Blu Dot at this location will draw foot traffic to the neighborhood, increasing the potential customer base for nearby businesses, while also giving residents a convenient place to shop for Blu Dot’s modern furniture designs. These benefits have garnered substantial community support for the Project.

Therefore, we respectfully request that you grant this Conditional Use Authorization to permit Blu Dot to relocate to 99 Missouri Street.

Thank you.

Very truly yours,

**REUBEN, JUNIUS & ROSE, LLP**



**Chloe Angelis**

Enclosures

cc: Kathrin Moore, Commission Vice-President  
Dennis Richards, Commissioner  
Frank Fung, Commissioner  
Sue Diamond, Commissioner

**REUBEN, JUNIUS & ROSE, LLP**

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

President Joel Koppel  
San Francisco Planning Commission  
February 18, 2020  
Page 4

Theresa Imperial, Commissioner  
Milicent Johnson, Commissioner  
Esmeralda Jardines, Project Planner

## **EXHIBIT LIST**

### **Exhibit A – Support Emails & Letters**

Email to Esmeralda Jardines from Kate Stickley (Arterra Landscape Architects) (2/4/20)

Email to Planning Commissioners and Esmeralda Jardines from Rodney Minott (Save the Hill)  
(2/10/20)

Letter to Planning Commissioners and Esmeralda Jardines from David Meckel (California College  
of the Arts) (2/12/20)

### **Exhibit B – Support Petition**

Support Signatures from 74 people

**EXHIBIT A**  
**Support Letters**



February 12, 2020

**President Joel Koppel and Commissioners**  
c/o Esmeralda Jardines (esmeralda.jardines@sfgov.org)  
San Francisco Planning Department  
1650 Mission Street, Suite 400  
San Francisco, CA 94103

RE: **99 Missouri Street, Blu Dot**  
Planning Case No. 2019-015579CUA

Dear President Koppel and Commissioners:

I am writing on behalf of the California College of the Arts ("CCA") in support of Blu Dot's proposed project at 99 Missouri. I understand that Blu Dot is seeking approval of a Conditional Use Authorization for a new store at 17th and Missouri.

As you may know, not only is our campus a few blocks away, but our recently completed student housing at 75 Arkansas which the Planning Commission and Planning Department played such an important role in creating is just one block away. The entire neighborhood here was shocked in 2014 when the previous beloved tenant ARCH Art Supplies was evicted only to watch the building sit empty for the next 6 years. Now the prospect of getting a design-led company making its home in our neighborhood is very good news indeed.

Blu Dot's proposal to renovate and reactivate the existing structures at the property is a welcome one for the following reasons:

- The project would establish a modern and highly regarded furniture design company just blocks from CCA's San Francisco campus, in an area that is growing into San Francisco's design hub.
- The buildings at Missouri and 17th have been vacant and boarded up for some time. Blu Dot would revitalize the structures and bring new life to a prominent corner.
- By replacing a vacant building with a new active use with street facing windows on two frontages, the project will enliven the pedestrian environment.
- The proposed furniture showroom and retail store is consistent with the history of the Potrero Hill/Showplace Square Area as the City's design district.
- The project would add a high quality retail use that will serve both Potrero residents and visitors from throughout the City.

For these reasons, I encourage the Commission to approve the project and look forward to collaborating with this symbiotic new neighbor.

Sincerely,

A handwritten signature in blue ink that reads "David Meckel". The signature is fluid and cursive, with the first and last names being clearly legible.

David Meckel, Director of Campus Planning

**From:** [Charles Blossies](#)  
**To:** [Chloe V. Angelis](#); [Maurice Blanks](#)  
**Cc:** [Kenneth Weber](#); [Mike Bullman](#)  
**Subject:** FW: 99 Missouri Street - Blu Dot  
**Date:** Tuesday, February 04, 2020 12:39:30 PM

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**From:** Kate Stickley [mailto:kate@arterrasf.com]  
**Sent:** Tuesday, February 4, 2020 7:24 AM  
**To:** esmeralda.jardines@sfgov.org  
**Cc:** Charles Blossies <Chuck@archengine.com>  
**Subject:** 99 Missouri Street - Blu Dot

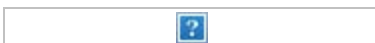
Dear Esmeralda,

We are writing in support of the Blu Dot project at 99 Missouri Street. We have been neighbors across the street for 15 years and have witnessed the changes in the neighborhood. Since Arch Drafting supply left the building years ago, the block has experienced an increase in graffiti and homeless encampments. With the vacant building, there has also been an increase in car break ins. Having more activity on the block would help reduce these issues. The Blu Dot development will be a welcome improvement.

And, from an aesthetic standpoint, the architectural massing and design seems quite appropriate in scale and design for the neighborhood.

Please accept our full support for the project.

Sincerely,  
**Kate Stickley**  
Founding Partner  
[1.415.861.3100](tel:14158613100) | m: [1.415.595.4933](tel:14155954933)  
Healdsburg: [1.707.490.9155](tel:17074909155)



88 Missouri St, San Francisco, CA

**From:** [Maurice Blanks](#)  
**To:** [Chloe V. Angelis](#); [Charles Bloszies](#); [Kenneth Weber](#); [Mike Bullman](#)  
**Subject:** Fw: Case No. 2019-015579CUA / Blu Dot  
**Date:** Monday, February 10, 2020 12:22:57 PM

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FYI - letter from Save the Hill

•

## **Maurice Blanks**

**BLU DOT**

Co-Founder and Chief Operating Officer

DIRECT 612-767-8311  
OFFICE 612-782-1844  
WEB [bludot.com](http://bludot.com)

---

**From:** Rodney Minott <rodneyminnott@outlook.com>

**Sent:** Monday, February 10, 2020 1:05 PM

**To:** Koppel, Joel (CPC) <joel.koppel@sfgov.org>; milicent.johnson@sfgov.org  
<milicent.johnson@sfgov.org>; Kathrin Moore <kathrin.moore@sfgov.org>; Dennis Richards  
<dennis.richards@sfgov.org>; sue.diamond@sfgov.org <sue.diamond@sfgov.org>;  
frank.fung@sfgov.org <frank.fung@sfgov.org>

**Cc:** esmeralda.jardines@sfgov.org <esmeralda.jardines@sfgov.org>;  
commissions.secretary@sfgov.org <commissions.secretary@sfgov.org>; Maurice Blanks  
<MBlanks@bludot.com>

**Subject:** Case No. 2019-015579CUA / Blu Dot

President Joel Koppel and Commissioners  
c/o Esmeralda Jardines ([esmeralda.jardines@sfgov.org](mailto:esmeralda.jardines@sfgov.org))  
San Francisco Planning Department  
1650 Mission Street, Suite 400  
San Francisco, CA 94103

RE:  
99 Missouri Street, Blu Dot  
Planning Case No. 2019-015579CUA

Dear President Koppel and Commissioners:

I am writing on behalf of Save The Hill in support of Blu Dot's proposed project at 99 Missouri Street in Potrero Hill.

I understand that Blu Dot is seeking approval of a Conditional Use Authorization for a new modern furniture store at 99 Missouri Street. I have discussed the project with Blu Dot and am excited to see them open their business in Potrero Hill.

Blu Dot's proposal to renovate and reactivate the existing structures at the property corner is a

welcome one for the following reasons:

- The buildings at Missouri and 17th have been vacant and boarded up for some time. Blu Dot would revitalize the structures and bring new life to a prominent corner.
- By replacing a vacant building with a new active use with street facing windows on two frontages, the project will enliven the pedestrian environment.
- The proposed furniture showroom and retail store is consistent with the history of the Potrero Hill/Showplace Square Area as the City's design district.
- The project would add a high quality retail use that will serve both Potrero residents and attract visitors from throughout the City.

For these reasons, I encourage the Commission to approve the project.

Sincerely,

Rod Minott  
Save The Hill  
1206 Mariposa Street

CAUTION: This email originated from outside of Blu Dot. Do not click on links or open attachments unless you recognize the sender and know the content is safe.

**EXHIBIT B**  
**Support Petition**

**Petition in Support of Blu Dot's Application to the Planning Department  
to open at a Furniture Showroom at 99 Missouri St.**



**Petition summary and background:**

Blu Dot is a furniture design and manufacturing company offering modern and contemporary furniture that's made to be useful, affordable, and desirable. Blu Dot has been operating on Valencia St. since 2013, but with the current lease expiring, Blu Dot hopes to relocate to 99 Missouri St. in Showplace Square. The relocation would include the renovation of a long-vacant 13,000 sf property at Missouri and 17th Streets—which formerly functioned as a retail space and auto body shop. The Planning Code requires conditional use authorization for a new retail use over 3,999 sf at this property. Your signature below indicates that you support the City approvals necessary for Blu Dot to establish a 13,000 sf furniture showroom and retail store at 99 Missouri.

**Action petitioned for:**

We, the undersigned, are neighbors, customers, and supporters of Blu Dot, who hereby support Blu Dot in its application to the City, and we urge the Planning Department and Planning Commission to approve Blu Dot's application for a new retail use exceeding 3,999 sf to open a furniture retail showroom at 99 Missouri St.

Printed Name	Signature	Address	Comment, if any	Date
THOMAS DIRENZO		CRI 130 SUTTER, SF. 94104	SOUNDS LIKE A GREAT IDEA!	1/29/20
Ai Hamaji		CRI 130 SUTTER, SF. 94104		1/29/20
DONNIE KAEWIN		CRI 130 SUTTER SF CA 94104		1/29/20
ALICIA CAVERO		- CRI - 130 SUTTER, CA 94104	GOOD LUCK!!	1/29/20
BORA KIM		CRI 130 SUTTER ST.		1/29/20
Philippe Hill		CRI 130 SUTTER ST CA 94104		1-29-20
JULI RITCHIE		CRI 130 SUTTER SF CA 94104		1-29-20
Anne Luna		CRI 130 SUTTER, SF 94104		1-29-20
Shea Engen		CRI 130 SUTTER, SF 94104	WE LOVE IT!!!	1-29-20
N. Fielding		CRI 130 SUTTER, SF 94104		1-29-20
AARON GENUPTA		CRI 130 SUTTER ST 94104		1-29-20
Mackenzie Hosford		Steelcase 475 Brannan St SF	I love BluDot & it would be great for the design community	1-30-20
Rachel Stullworth		135 Maw St S.F. CA 94105		2.3.20
Shelby Burnett		Gensler SJ		2.3.20
YVONNE CHEN		GENSLER SF		2/3/20
ISABEL VILLALBA		GENSLER SF		2/3/20
Ch Foxlin		" "		2/3/2020

**Petition in Support of Blu Dot's Application to the Planning Department  
to open at a Furniture Showroom at 99 Missouri St.**



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Printed Name	Signature	Address	Comment, if any	Date
VALERIE LU		KBM-HOGUE SF		2/3/2020
MARY McNEIL		KBM-HOGUE SF		2/3/20
<del>SHERRY BETANES</del>		<del>KBM-HOGUE SF</del>		<del>2/3/2020</del>
ANITA PABST		KBM-HOUSE CMPT		2/3/20
Victoria Crumney		KBM-HOGUE SF		2/3/20
Lestey Kiley		KBM-HOGUE SF		2/3/20
BRYAN HARRY		3178 16TH ST		2/12/20
Brittany Jack		1979 Clay Street		2/12/20
Femi Ade-Aina		2 Bryant		2/12/20
PAUL CLAVAC		2 Bryant		2/12/20
MAGGIE LEE		2 BRYANT		2/12/20
Giovanni Succi		2 Bryant		2/12/20
MITCHEL PRICE		2 BRYANT		2/12/20
Evan Carr		2 Bryant		2/12/20

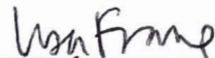

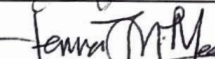


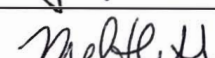

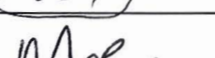
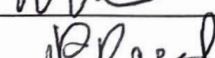


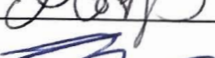

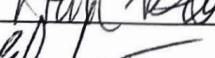



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to open a Furniture Showroom at 99 Missouri St.**

**Petition summary and background:**

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Printed Name	Signature	Address	Comment, if any	Date
LISA FRANK		1971 32ND AVE SF, CA 94116	BEST NEIGHBORS EVER	1/30/20
August Schuchman		860 Estancia Way San Rafael, CA 94903		1/30/20
JENNA MEDINA		716 CLAYTON ST. SF. CA 94117	AWESOME PLACE, AWESOME PEOPLE	1/30/20
Martín Arellano		1731 15TH ST. SF. CA 94110	Great Place and fun people	1/30/20
John L. Wilson		219 Parnassus Ave SF. CA 94117	Bummer to see 'em go.	1/30/20
MEL HUTH		2027 Kirkham St. SF, CA, 94122	SAD TO SEE THEM GO THEY ROCK!	1/30/20
Saul Sanchez				1/30/20
Marco Chial				1/30/20
Pedro Rosales				1/30/20
Nicolas Torres		723 Athen SF CA 94112		1/31/20
Morgan Keys		606 Albion St. SF, CA 94103	Best neighbors	1/30/20
Tyler MacLean		3642 17th St. SF CA 94114	The perfect neighbors	1/30/20
Hannah Boelts		1901 42nd Ave SF, CA 94116	Great neighbors!	1/31/20
Elmer Chimas		550 Valencia St		1/31/20
Carly Witham		756 4th Ave SF, CA 941215	Best neighbors, great people	1/31/20
Ed & Flora		550 Valencia St		1/31/20
Gregg Cohen		415 Buchanan 94102	They're great	2/1/20

**in Support of Blu Dot's Application to the Planning Department  
to open a Furniture Showroom at 99 Missouri St.**



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Printed Name	Signature	Address	Comment, if any	Date
Paul Dawson		2445 Fillmore St	we Support Blu Dot	1-31-2020
Tess Duesan		2030 48th Ave SF	we love them!	1-31-20
CHRIS BAISA		2219 MARKET ST		1-31-20
Thomas Barnard		2219 Market St.		1/31/20
BRIAN EARLY		24 MAYNARD	HECK YEA	1/31/20
ABBY HOUK		24 Maynard	Thumbs up	1/31/20
OVY GHEORGHIU		179 SAN CARLOS	THEY'RE GREAT!	2/9/20
Andra Hritcu		179 San Carlos	Definitely!!	2/9/20
Erika Brute		1091 Calcut Place	Full support!!!	2/12/2020
JUSTIN MITCHELL		1971 32nd AVE	✓✓✓	2/12/20
ASHLEY KALLEBERG		1971 32nd Ave	☺	2/12/20
LORI LYNN RICE		541 Valencia St	The best!!!	2/15/20
CHRIS RAYGEL		29 MAYNARD	☺	2/15/20
Julia Houk		5823 LOWELL ST	WHEW!	2/15/20
Sebastian Cuvera		997 Masson	Great Product	2/15/20
David Treiño		997 masson	Wonderful Store	2/15/20
Gravin Honda		4843 Ocean Blvd	Love this store!	2/15/20



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[illegible]

99 MISSOURI STREET  
SAN FRANCISCO, CALIFORNIA

## SCOPE OF WORK

SITE INCLUDES TWO VACANT BUILDINGS ON ONE PARCEL. 99 MISSOURI (A.K.A. 1250 17TH STREET) IS RETAIL USE, AND 1240 17TH STREET IS INDUSTRIAL USE. PROPOSAL IS TO CHANGE THE USE OF 1240 17TH STREET FROM INDUSTRIAL USE TO RETAIL USE; 1250 17TH STREET WILL REMAIN RETAIL USE (NO CHANGE). THE TWO STRUCTURES WILL BE PHYSICALLY COMBINED TO FUNCTION AS A SINGLE RETAIL BUILDING FOR BLU DOT FURNITURE COMPANY.

## PROJECT DIRECTORY

**OWNER**  
BLU DOT DESIGN & MANUFACTURING, INC.  
1323 TYLER STREET  
NORTHEAST MINNEAPOLIS, MN 55413

Contact: MAURICE BLANKS  
612.782.1844

**ARCHITECT**  
Office of CHARLES F. BLOSZIES  
3 EMBARCADERO CENTER,  
PROMENADE LEVEL, SUITE P-2  
SAN FRANCISCO, CA 94111  
Contact: CHARLES BLOSZIES  
415.834.9002

## PROJECT DATA

FLOOR AREA

	EXISTING	PROPOSED
RETAIL	8,050 SF	13,050 SF
INDUSTRIAL	5,000 SF	0 SF
TOTAL	13,050 SF	0 SF

VEHICLE PARKING/LOADING

	EXISTING	PROPOSED
CAR PARKING SPACES	8	7
VAN PARKING SPACES	0	1
SERVICE VEHICLE SPACES	0	2
<b>TOTAL</b>	<b>8</b>	<b>10</b>

BICYCLE PARKING

	EXISTING	PROPOSED
CLASS I SPACES	0	1
CLASS II SPACES	0	2
TOTAL	0	2

### NON-RESIDENTIAL OPEN SPACE

	EXISTING	PROPOSED
	0	790 SF

### PLANNING CODE INFORMATION

BLOCK: 3950  
LOT: 039  
ZONING DISTRICT: UMU  
HEIGHT/BULK DISTRICT: 48-X

PRESENT USES: RETAIL  
INDUSTRIAL (AUTO REPAIR)  
PROPOSED USES: RETAIL

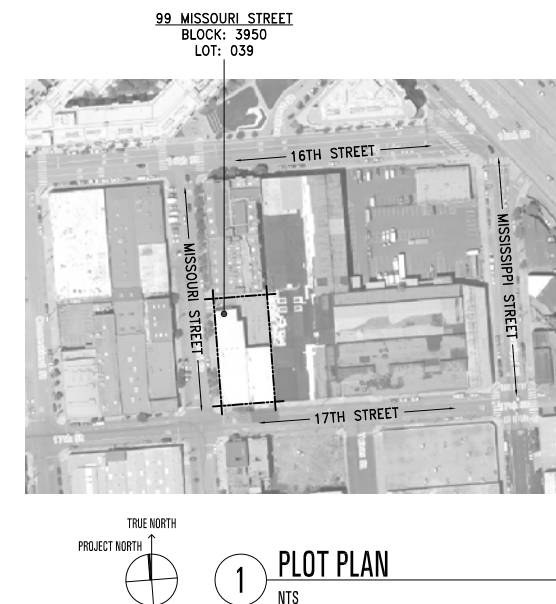
## BUILDING CODE INFORMATION

<u>CONSTRUCTION TYPE:</u>	TYPE V-B
<u>OCCUPANCY:</u>	
PRESENT OCCUPANCY (BUILDING):	M (RETAIL), F-1 (AUTO REPAIR)
PROPOSED OCCUPANCY:	M (RETAIL)

## DRAWING INDEX

ARCHITECTURAL

A0.00	TITLE SHEET
A1.10	SITE PLAN
A1.11	SITE PHOTOGRAPHS
A2.01	FLOOR PLANS – EXISTING & PROPOSED
A3.01	MISSOURI STREET ELEVATIONS – EXISTING & PROPOSED
A3.01	17TH STREET ELEVATIONS – EXISTING & PROPOSED
A3.10	EXTERIOR ALTERATIONS – CONSTRUCTION SEQUENCE
A3.11	EXTERIOR ALTERATIONS – PROPOSED MATERIALS







5



4



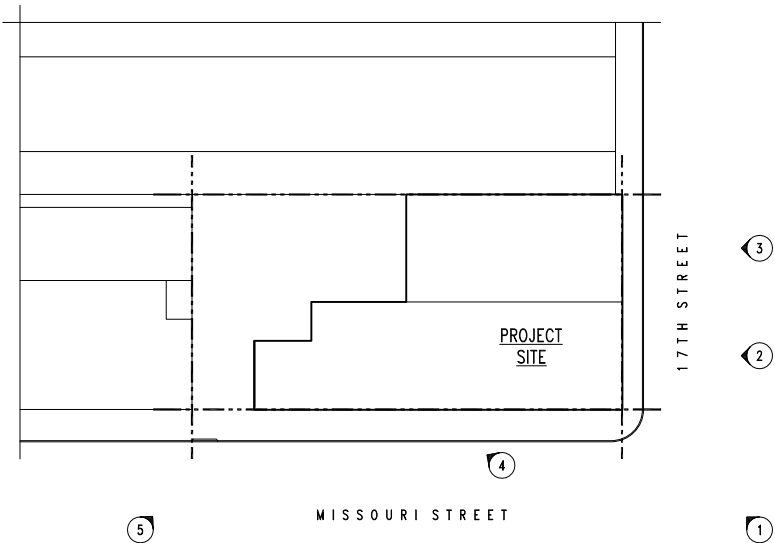
3



2



1



1 KEY PLAN  
1/32" = 1'-0"

A-SP-Key.dwg

Project Number  
19015.00

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**CHARLES F. BLOSZIES** F.A.A.  
ARCHITECTURE LTD. STRUCTURES

Three Embarcadero Center  
Promenade Level Suite P2  
San Francisco, CA 94111  
www.archengine.com  
415.834.9002

Blu Dot  
99 Missouri Street  
San Francisco, CA

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File Name: 19015-A1.11 Drawn By: MLP Checked By: OFB

Revisions: 2

Number	Date	Description
1	08.22.19	CONCEPTUAL USE PERMIT
2	01.28.20	CONCEPTUAL USE PERMIT

Revisions

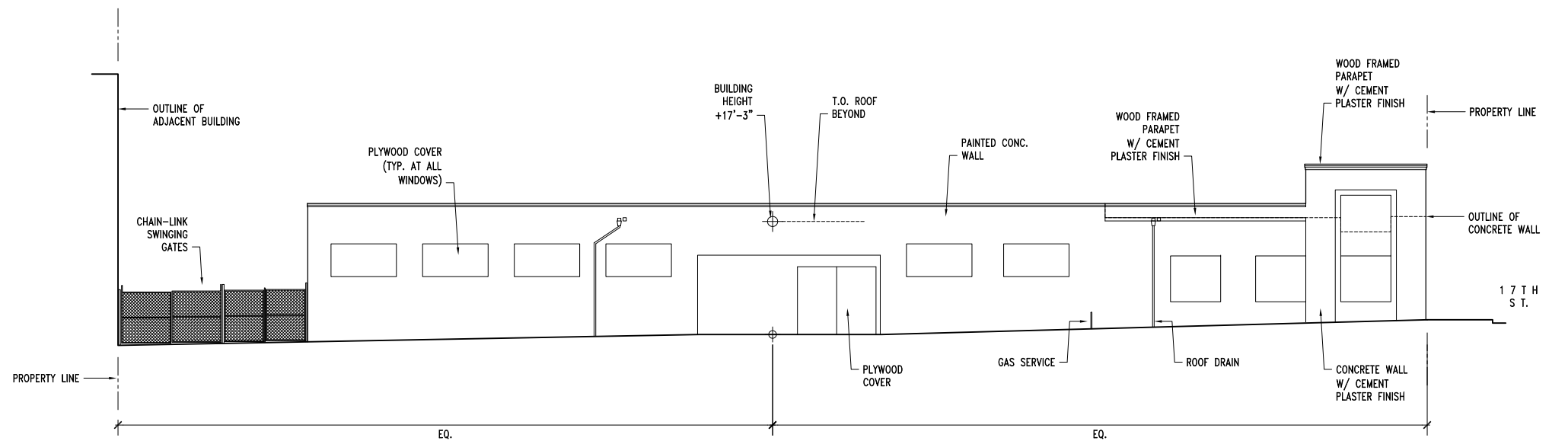
Number Date Description

SITE PHOTOS

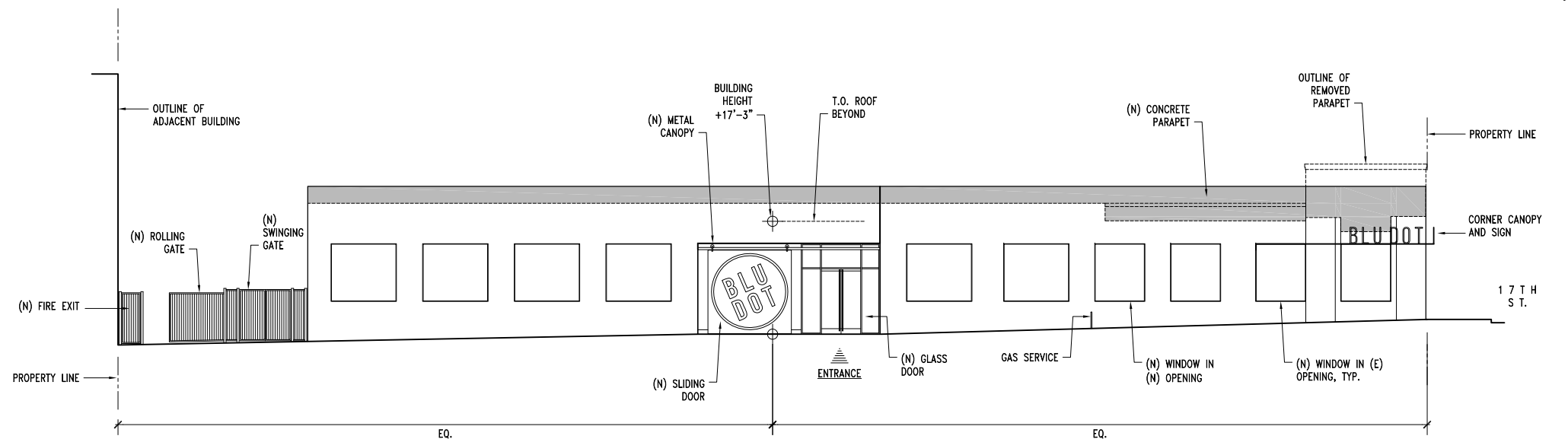
Date: JAN 28, 2020

A1.11





2 MISSOURI ST. ELEVATION (EXISTING)  
1/8" = 1'-0"  
A-EE-ALL.dwg



1 MISSOURI ST. ELEVATION PROPOSED  
1/8" = 1'-0"  
A-EE-ALL.dwg

Project Number  
19015.00

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Drawn By: MLP  
Checked By: OFB

Access: 1

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2	01.28.20	CONCEPTUAL USE PERMIT

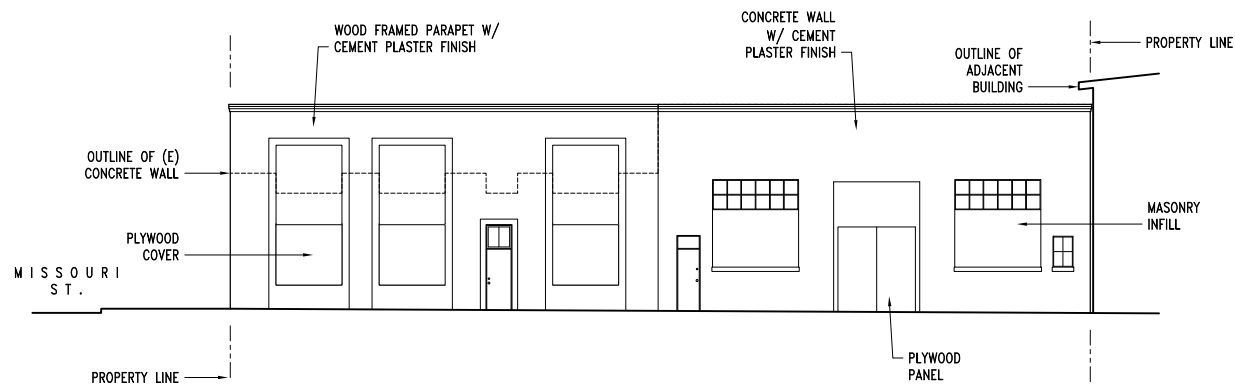
Revisions

Number	Date	Description
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MISSOURI STREET  
ELEVATIONS -  
EXISTING &  
PROPOSED

Date: JAN 28, 2020

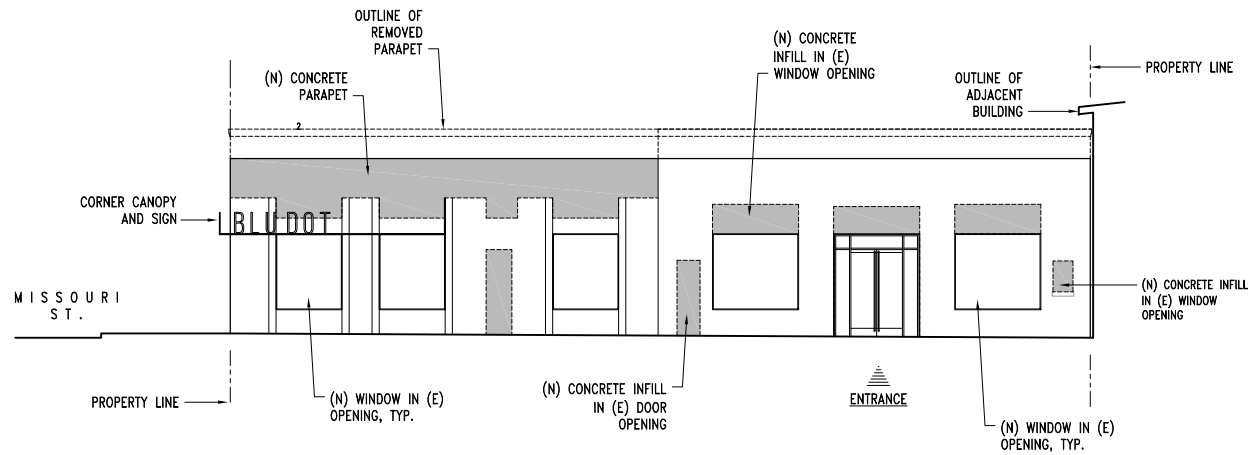
A3.01



2 17TH ST. ELEVATION (EXISTING)

1/8" = 1'-0"

A-EE-ALL.dwg



1 17TH ST. ELEVATION PROPOSED

1/8" = 1'-0"

A-EE-ALL.dwg

Project Number  
19015.00

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Blu Dot

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San Francisco, CA

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Tb Name: 19015-A3.02 Drawn By: MLP Checked By: OFB

Issues: 2

Number	Date	Description
1	08.05.19	CONDITIONAL USE PERMIT
2	01.28.20	CONDITIONAL USE PERMIT

Revisions

Number	Date	Description
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17TH STREET  
ELEVATIONS -  
EXISTING &  
PROPOSED

Date: JAN 28, 2020

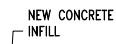
A3.02



NTS



NTS



NTS

19015.00

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99 Missouri Street  
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File Name: <b>18031-A3.10</b>	Drawn By: <b>MLP</b>	Checked By: <b>CFB</b>
Issues <b>2</b>		

Number	Date	Description
1	08.02.19	CONDITIONAL USE PERMIT
2	07.28.20	CONDITIONAL USE PERMIT

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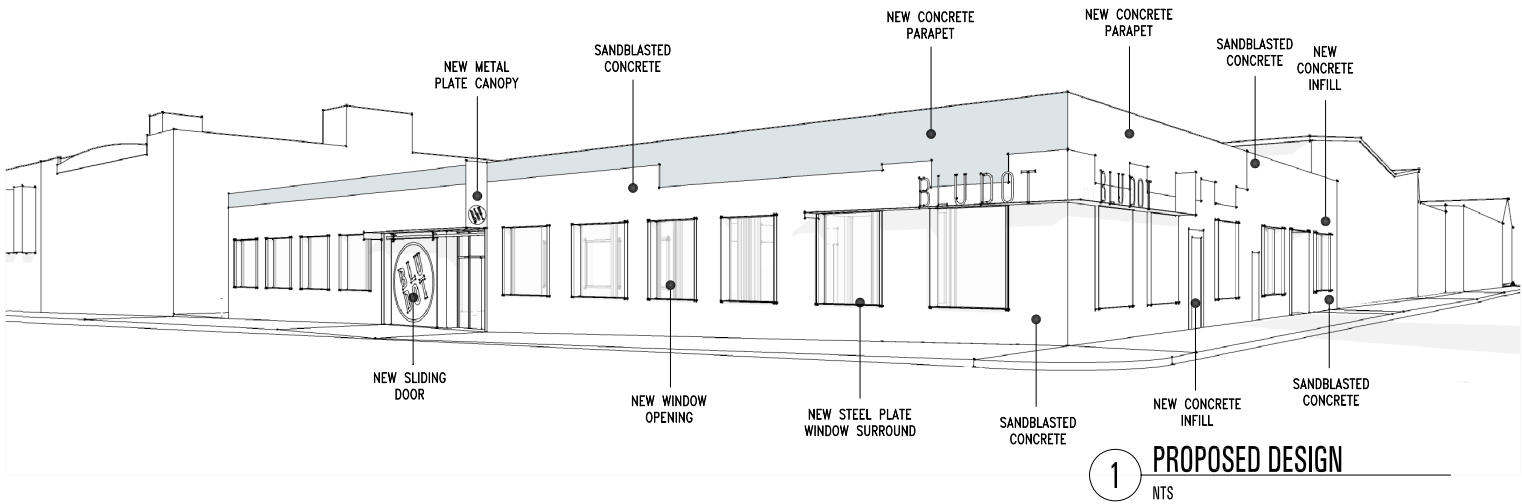
Revisions 		
Number	Date	Description

[illegible]

## EXTERIOR ALTERATIONS - CONSTRUCTION SEQUENCE

Date: JAN 28, 2020

### A3.10



Project Number  
19015.00

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File Name: 19001-A3.11  
Drawn By: MW  
Checked By: OFB  
Revisions: 2

Number	Date	Description
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2	01.28.20	CONCEPTUAL USE PERMIT

Revisions  
Number Date Description

EXTERIOR  
ALTERATIONS -  
PROPOSED  
MATERIALS

Date: JAN 28, 2020

A3.11