



# EXECUTIVE SUMMARY CONDITIONAL USE

**HEARING DATE: APRIL 15, 2021**

## CONSENT CALENDAR

**Record No.:** 2020-009545CUA  
**Project Address:** 2084 Chestnut Street  
**Zoning:** NC-2 (Neighborhood Commercial, Small Scale) Zoning District  
40-X Height and Bulk District  
**Block/Lot:** 0486A / 013  
**Project Sponsor:** Sharon Cox  
Plinth Architecture  
58 West Portal Avenue #328  
San Francisco, CA 94127  
**Property Owner:** 2084 CHESTNUT LLC  
150 Post Street, Suite 320  
San Francisco, CA 94108  
**Staff Contact:** Gretel Gunther – (628) 652-7607  
[gretel.gunther@sfgov.org](mailto:gretel.gunther@sfgov.org)

**Recommendation:** Approval with Conditions

## Project Description

The Project proposes the establishment of a clothing Formula Retail Sales and Service Use (d.b.a. Madewell) within a vacant ground-floor retail space, measuring approximately 2,272 square feet, of an existing two-story commercial building. Minor interior tenant improvements and signage are proposed.

## Required Commission Action

In order for the Project to proceed, the Commission must grant a Conditional Use Authorization, pursuant to Planning Code Sections 303, 303.1, and 711 to allow the establishment of a Formula Retail Use in an NC-2 Zoning District.

## Issues and Other Considerations

- **Public Comment & Outreach.**

- **Support/Opposition:** The Department has received no letters in support or in opposition to the Project.

## 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 Objectives and Policies of the General Plan. Although the Project will increase the concentration and linear frontage of storefronts dedicated to Formula Retail, the Project will offer a specialized, Citywide-serving retail use. Further, the Project will remove a vacant storefront from Chestnut Street, increase foot traffic to the area, and offer resident employment opportunities to those in the community. 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 B – Plans

Exhibit C – Environmental Determination

Exhibit D – Land Use Data

Exhibit E – Maps and Context Photos

Exhibit F – Project Sponsor Brief



# PLANNING COMMISSION DRAFT MOTION

**HEARING DATE: APRIL 15, 2021**

**Record No.:** 2020-009545CUA  
**Project Address:** 2084 Chestnut Street  
**Zoning:** NC-2 (Neighborhood Commercial, Small Scale) Zoning District  
Chestnut Street Financial Service Subdistrict  
40-X Height and Bulk District  
**Block/Lot:** 0486A / 013  
**Project Sponsor:** Sharon Cox  
Plinth Architecture  
58 West Portal Avenue #328  
San Francisco, CA 94127  
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**Recommendation:** Approval with Conditions

ADOPTING FINDINGS RELATING TO THE APPROVAL OF CONDITIONAL USE AUTHORIZATION PURSUANT TO PLANNING CODE SECTION 303, 303.1, and 711, TO ALLOW THE ESTABLISHMENT OF A FORMULA RETAIL USE AT 2084 CHESTNUT STREET, LOT 013 IN ASSESSOR'S BLOCK 0486A, WITHIN AN NC-2 (NEIGHBORHOOD COMMERCIAL, SMALL SCALE) ZONING DISTRICT, CHESTNUT STREET FINANCIAL SERVICE SUBDISTRICT, AND A 40-X HEIGHT AND BULK DISTRICT.

## PREAMBLE

On October 7, 2020, Sharon Cox of Plinth Architecture (hereinafter "Project Sponsor") filed Application No. 2020-009545CUA (hereinafter "Application") with the Planning Department (hereinafter "Department") for a Conditional Use Authorization to establish a new Formula Retail Use in a vacant retail space of an existing two-story commercial building (hereinafter "Project") at 2084 Chestnut Street, Block 0486A Lot 013 (hereinafter "Project Site").

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

On April 15, 2021, the San Francisco Planning Commission (hereinafter "Commission") conducted a duly noticed public hearing at a regularly scheduled meeting on Conditional Use Application No. 2020-009545CUA.

The Planning Department Commission Secretary is the Custodian of Records; the File for Record No. 2020-009545CUA is located at 49 South Van Ness Avenue, Suite 1400, 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. 2020-009545CUA, 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 proposes the establishment of a clothing Formula Retail Sales and Service Use (d.b.a Madewell) within a vacant ground-floor retail space, measuring approximately 2,272 square feet, of an existing two-story commercial building. Minor interior tenant improvements and signage are proposed.
3. **Site Description and Present Use.** The Project is located on a 3,123 square foot lot with 25 feet of frontage along Chestnut Street. The Project Site contains one two-story commercial building that currently contains two vacant ground floor commercial spaces. The subject building was built in 1931 in the Art Deco architectural style and has a Planning Department Historic Resource Status of 'A' for its location within the CEQA-Eligible Marina Corporation Residential Historic District.
4. **Surrounding Properties and Neighborhood.** The Project Site is located within an NC-2 (Neighborhood Commercial, Small Scale) Zoning District. The immediate context of the Project Site is mixed in character with residential and commercial uses. The immediately surrounding neighborhood includes one, two and three-story residential and commercial development to the west and east along Chestnut Street, single and multi-family residential buildings to the north, and residential and commercial development to the south along Lombard Street. Other zoning districts in the vicinity of the project site include: P (Public), NC-3 (Neighborhood Commercial-Moderate Scale), and an RH-2 (Residential-House, Two Family) Zoning District.
5. **Public Outreach and Comments.** The Department has received no correspondence regarding the proposed 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. **Use.** Planning Code Section 711 states that Formula Retail Uses require Conditional Use Authorization in an NC-2 Zoning District.

*The Project is seeking a Conditional Use Authorization to establish a Formula Retail Sales and Service Use within an NC-2 Zoning District.*

- B. **Use Size.** Planning Code Section 711 states that the maximum principally permitted non-residential use size in an NC-2 Zoning District is 3,999 square feet.

*The proposed Formula Retail Sales and Service Use (d.b.a Madewell) will occupy 2,272 square feet of an existing, vacant ground floor retail space of a two-story commercial building.*

- C. **Hours of Operation.** Planning Code Section 711 states that the principally permitted hours of

operation in an NC-2 Zoning District are from 6 a.m. to 2 a.m.

*The subject establishment will operate within the principally permitted hours of operation within an NC-2 Zoning District. The tentative hours of operation are Monday to Saturday from 10 a.m. to 8 p.m., and Sunday from 11 a.m. to 7 p.m.*

- D. **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.

*The Project seeks to establish an active use, which is defined by Planning Code Section 145.2 as any principal, conditional, or accessory use that by its nature does not require non-transparent walls facing a public street or involves the storage of goods or vehicles, within the first 25 feet of building depth at the ground floor. The floor of the proposed non-residential use will be as close as possible to the level of the adjacent sidewalk at the principal entrance. The subject retail space has approximately 25 feet of frontage on Chestnut Street with approximately 20 feet of transparent, clear glass windows and doorways proposed, thus exceeding the minimum required. No security gates, decorative grillwork, or railings are proposed at the front of the store.*

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. The proposed new uses and building, at the size and intensity contemplated and at the proposed location, will provide a development that is necessary or desirable, and compatible with, the neighborhood or the community.

*The size of the proposed use is in keeping with other storefronts on the block face. The proposed clothing Formula Retail Sales and Service Use (d.b.a Madewell) will be a desirable use for both the Marina District and the wider northwestern section of the City. The proposed Formula Retail Sales and Service 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.*

- 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 height and bulk of the existing building will remain the same and will not alter the existing appearance or character of the project vicinity. The proposed work will not affect the building envelope.*

- (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;

*The Planning Code does not require parking or loading for a 2,272 square foot Formula Retail Sales and Service Use. The proposed use is designed to meet the needs of the immediate neighborhood and should not generate significant amounts of vehicular trips from the immediate neighborhood or citywide.*

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

*There are no features that produce noxious or offensive emissions in this project.*

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

*The existing building has no front yard, parking, loading, or service area and none are proposed or required. The proposed signage conforms to the Formula Retail Sign Guidelines.*

- 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 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 Project is consistent with the stated purpose of NC-2 Zoning Districts in that the intended use is located at the ground floor and will provide a specialized, but compatible, Citywide-serving retail use for the immediately surrounding neighborhoods during daytime hours.*

- 8. Formula Retail Findings.** In addition to the criteria of Section 303(c) of this Code, the Commission shall consider the extent to which the following criteria are met:

- A. The existing concentration of Formula Retail uses within the District.

*Within the 300' radius of 2084 Chestnut Street, there are approximately 66 commercial business storefronts on the ground floor. 17 businesses are Formula Retail which is a concentration of 26%. Of approximately 2,178 linear feet of commercial storefront within the 300' radius, 705 linear feet is Formula Retail which is a concentration of 32%.*

- B. The availability of other similar retail uses within the District.

*Within the 300' radius of 2084 Chestnut Street there are 10 clothing stores. This translates to 15% of all business locations in the vicinity. 4 clothing stores in the vicinity are Formula Retail clothing stores which is 6% of available business locations. The percentage of available linear feet of storefront in the vicinity that are Formula Retail clothing stores is 8%.*

- C. The compatibility of the proposed Formula Retail use with the existing architectural and aesthetic character of the District.

*The Project will involve interior renovations, with no modifications to the exterior other than new signage. Therefore, the Project will not affect the existing architectural character of the District in any way. The store will provide a ground floor amenity consistent with the aesthetic character of the building. Signage and exterior lighting installed in connection with the new store will be compatible with the surrounding architectural and aesthetic character of Chestnut Street and the Marina District.*

- D. The existing vacancy rates within the District.

*Ten vacant retail storefronts were noted in the vicinity. The vacancy rate is 15%. Of approximately 2,178 linear feet of commercial storefront within the 300' radius, 324 linear feet is vacant which is a vacancy rate of 15%.*

- E. The existing mix of Citywide-serving retail uses, and daily needs-serving retail uses within the District.

*43% of existing commercial retail uses within the 300-foot vicinity of the Project serve the daily needs of the community. Of existing ground floor commercial frontage, 38% is devoted to daily needs uses. 33 businesses primarily target a Citywide audience which is 57% of non-vacant business locations. 64% of the non-vacant frontage is occupied by Citywide-serving uses. The Project proposes a new Citywide-serving retail use.*

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

**COMMERCE AND INDUSTRY**

**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 the minimum, reasonable performance standards.

Policy 1.3

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

OBJECTIVE 2

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

Policy 2.1

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

OBJECTIVE 6

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

Policy 6.1

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

Policy 6.2

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

Policy 6.3

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

Policy 6.7

Promote high quality urban design on commercial streets.

Policy 6.9

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

## HOUSING ELEMENT

### Objectives and Policies

#### OBJECTIVE 11

SUPPORT AND RESPECT THE DIVERSE AND DISTINCT CHARACTER OF SAN FRANCISCO'S NEIGHBORHOODS.

##### Policy 11.1

Promote the construction and rehabilitation of well-designed housing that emphasizes beauty, flexibility, and innovative design, and respects existing neighborhood character.

##### Policy 11.2

Ensure implementation of accepted design standards in project approvals.

##### Policy 11.3

Ensure growth is accommodated without substantially and adversely impacting existing residential neighborhood character.

##### Policy 11.4

Continue to utilize zoning districts which conform to a generalized residential land use and density plan and the General Plan.

##### Policy 11.6

Foster a sense of community through architectural design, using features that promote community interaction.

##### Policy 11.8

Consider a neighborhood's character when integrating new uses, and minimize disruption caused by expansion of institutions into residential areas.

## 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 Project proposes the establishment of a clothing Formula Retail Sales and Service Use (d.b.a Madewell). The proposed use is Formula Retail but will provide desirable services to the neighborhood and will provide resident employment opportunities to those in the community. Additionally, the Project will activate a vacant commercial storefront and bring additional pedestrian traffic into the area. The proposal includes some minor interior tenant improvements and two new signs for the business that are compliant with the Planning Code and the Commission Guide for Formula Retail. On balance, the Project is consistent with the Objectives and Policies of the General Plan.*

**10. 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 will not affect the broad balance of businesses in the neighborhood and will provide employment both with the store operations and the construction of the interior improvements. The Project would enhance the Marina District by providing a new clothing Formula Retail Sales and Service Use in a vacant commercial space.*

- 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 is not anticipated to adversely affect the character or diversity of the neighborhood. Minor interior tenant improvements and signage installation are proposed. The Project would not impact the existing housing stock in the neighborhood, as the Project Site currently does not possess any housing.*

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

*The Project will not impact the City's supply of affordable housing.*

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

*The Project is located near multiple Muni bus lines including the 30 Stockton, 30X Marina Express (temporarily suspended due to COVID-19), 22 Fillmore, 43 Masonic (temporarily shortened due to COVID-19), and 28 19<sup>th</sup> Avenue (temporarily shortened due to COVID-19). Therefore, traffic and transit ridership generated by the Project will not overburden the streets or MUNI service.*

- 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 will not displace or adversely affect any service sector or industrial business, or any related employment opportunities.*

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

*The Project will conform to the structural and seismic safety requirements of the Building Code. This Project 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. The subject property has a Planning Department Historic Resource Status of 'A' for its location with the CEQA-Eligible Marina Corporation Residential Historic District. No changes to the exterior of the building are proposed other than the installation of two signs. The integrity and character of the building will be preserved.*

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

*The Project will have no negative effect on existing parks and open spaces and will not adversely affect their access to sunlight or vistas.*

- 11.** 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.
- 12.** 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. 2020-009545CUA** subject to the following conditions attached hereto as “EXHIBIT A” in general conformance with plans on file, dated March 6, 2021, 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 April 15, 2021.

Jonas P. Ionin  
Commission Secretary

AYES:

NAYS:

ABSENT:

RECUSE:

ADOPTED: April 15, 2021

## EXHIBIT A

### Authorization

This authorization is for a conditional use to allow a Formula Retail Use (d.b.a. **Madewell**) located at 2084 Chestnut Street, Lot 013 of Block 0486A, and pursuant to Planning Code Section(s) 303, 303.1, and 711 within the NC-2 (Neighborhood Commercial, Small Scale) District and a 40-X Height and Bulk District; in general conformance with plans, dated **March 6, 2021** and stamped “EXHIBIT B” included in the docket for Record No. **2020-009545CUA** and subject to conditions of approval reviewed and approved by the Commission on April 15, 2021 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 **April 15, 2021** 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 628.652.7463, [www.sfplanning.org](http://www.sfplanning.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 628.652.7463, [www.sfplanning.org](http://www.sfplanning.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 628.652.7463, [www.sfplanning.org](http://www.sfplanning.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 628.652.7463, [www.sfplanning.org](http://www.sfplanning.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 628.652.7463, [www.sfplanning.org](http://www.sfplanning.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 628.652.7607 [www.sfplanning.org](http://www.sfplanning.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 628.652.7607, [www.sfplanning.org](http://www.sfplanning.org)*

8. **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 628.652.7607, [www.sfplanning.org](http://www.sfplanning.org)*

## Monitoring - After Entitlement

9. **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 628.652.7463, [www.sfplanning.org](http://www.sfplanning.org)*

10. **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 628.652.7463, [www.sfplanning.org](http://www.sfplanning.org)*

- 11. 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 628.652.7463, [www.sfplanning.org](http://www.sfplanning.org)*

## Operation

- 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, 628.271.2000, [www.sfpublishworks.org](http://www.sfpublishworks.org)*

- 13. 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 628.652.7463, [www.sfplanning.org](http://www.sfplanning.org)*

- 14. Hours of Operation.** The subject establishment is limited to the following hours of operation per Planning Code Section 711 for a commercial use in an NC-2 Zoning District: 6:00 a.m. to 2:00 a.m.

*For information about compliance, contact Code Enforcement, Planning Department at 628.652.7463, [www.sfplanning.org](http://www.sfplanning.org)*

# APPLICATION FOR CONDITIONAL USE AUTHORIZATION FOR MADEWELL

2084 Chestnut Street  
San Francisco, CA 94102

2 Nov 2020

## VICINITY MAP



## DRAWING INDEX

- 0.0 COVER SHEET
- 0.1 SITE / ROOF PLAN
- 0.2 SITE PHOTOS
- 1 EXISTING AND PROPOSED STOREFRONT
- 2 EXISTING FLOOR PLAN
- 3 PROPOSED FLOOR PLAN
- 4 INTERIOR VIEW CONCEPT

## SCOPE OF EXTERIOR MODIFICATIONS

- NEW NON-ILLUMINATED BLADE SIGN (SIGNAGE UNDER SEPARATE PERMIT)
- NEW INTERNALLY ILLUMINATED CHANNEL LETTERS WALL SIGN (SIGNAGE UNDER SEPARATE PERMIT)

Project:  
MADEWELL  
Conditional Use  
Application

2084 Chestnut Street  
San Francisco, CA 94123

plinth  
Architecture Urban Design Interiors

58 West Portal Ave. # 328  
San Francisco CA 94127  
(415) 260-6889

Sheet Title:  
COVER SHEET

Date:	Issued For:
2 NOV 2020	CU Submission
1 MARCH 2021	Revised
6 MARCH 2021	Revised

Scale: N.A.  
File:  
Project: 20MAD

Ref North:

Checked By: SC  
Sheet No:

0.0

EXHIBIT B



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

Project:  
**MADEWELL**  
Conditional Use  
Application

2084 Chestnut Street  
San Francisco, CA 94123

plinth  
Architecture Urban Design Interiors

58 West Portal Ave. # 328  
San Francisco CA 94127  
(415) 260-6889


Sheet Title:  
**SITE / ROOF PLAN**

Date:  
2 NOV 2020

Issued For:  
CU Submission

Scale: 1/32" = 1'-0" @ 11X17  
File:  
Project: 20MAD

Checked By: SC  
Sheet No:

Ref North: 

0.1





PHOTO TAKEN 10/24/20

MATCH  
LINE

SUBJECT  
PROPERTY

MALLORCA WAY

1

2084 CHESTNUT STREET - SOUTH END OF BLOCK EXISTING CONTEXT

N.T.S.



PIERCE STREET

MATCH  
LINE

PHOTO TAKEN 10/24/20

2

2084 CHESTNUT STREET - NORTH END OF BLOCK EXISTING CONTEXT

N.T.S.



PHOTO TAKEN 10/24/20

SUBJECT  
PROPERTY

3

2084 CHESTNUT STREET - EXISTING STOREFRONT

N.T.S.

Project:

MADEWELL  
Conditional Use  
Application

2084 Chestnut Street  
San Francisco, CA 94123

plinth

Architecture Urban Design Interiors

58 West Portal Ave. # 328  
San Francisco CA 94127  
(415) 260-6889

Sheet Title:

SITE CONTEXT  
PHOTOS

Date:  
2 NOV 2020  
1 MARCH 2021

Issued For:  
CU Submission  
Revised

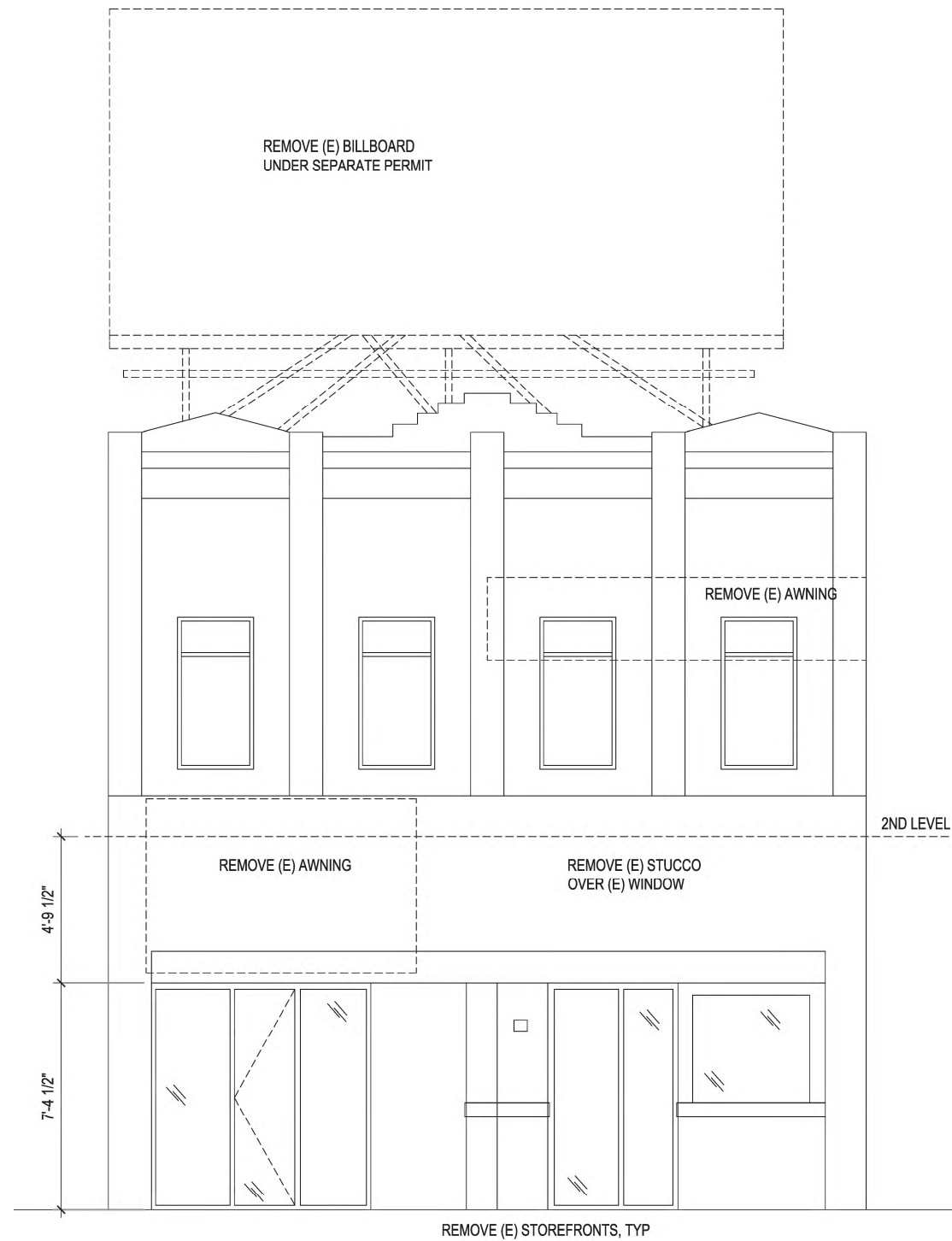
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File:  
Project: 20MAD

Ref North:

Checked By: SC  
Sheet No:

0.2



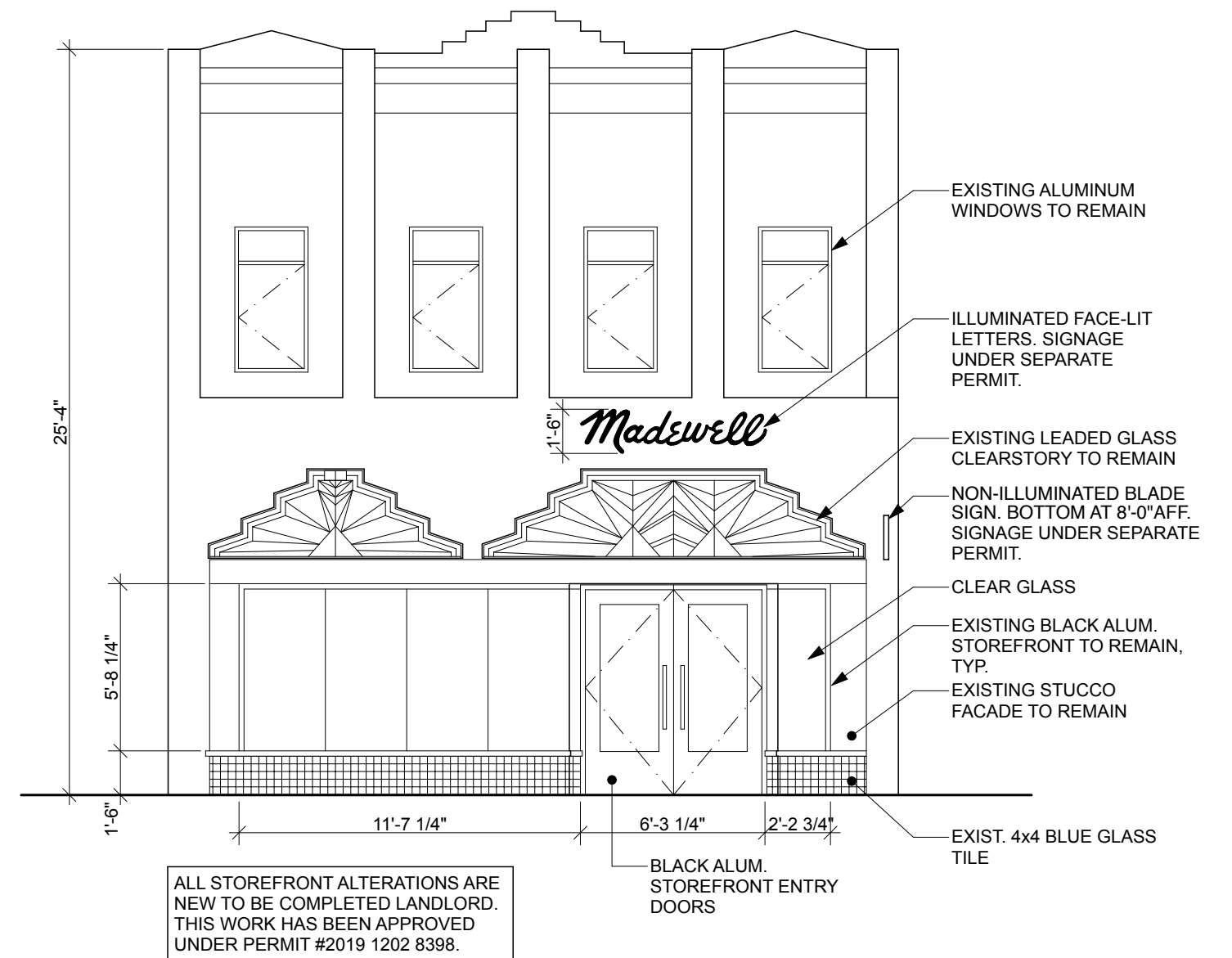


NOTE: ELEVATION SHOWN IS PRE-  
LANDLORD WORK CONDITION

1

EXISTING STOREFRONT ELEVATION

SCALE: 3/16" = 1'-0"

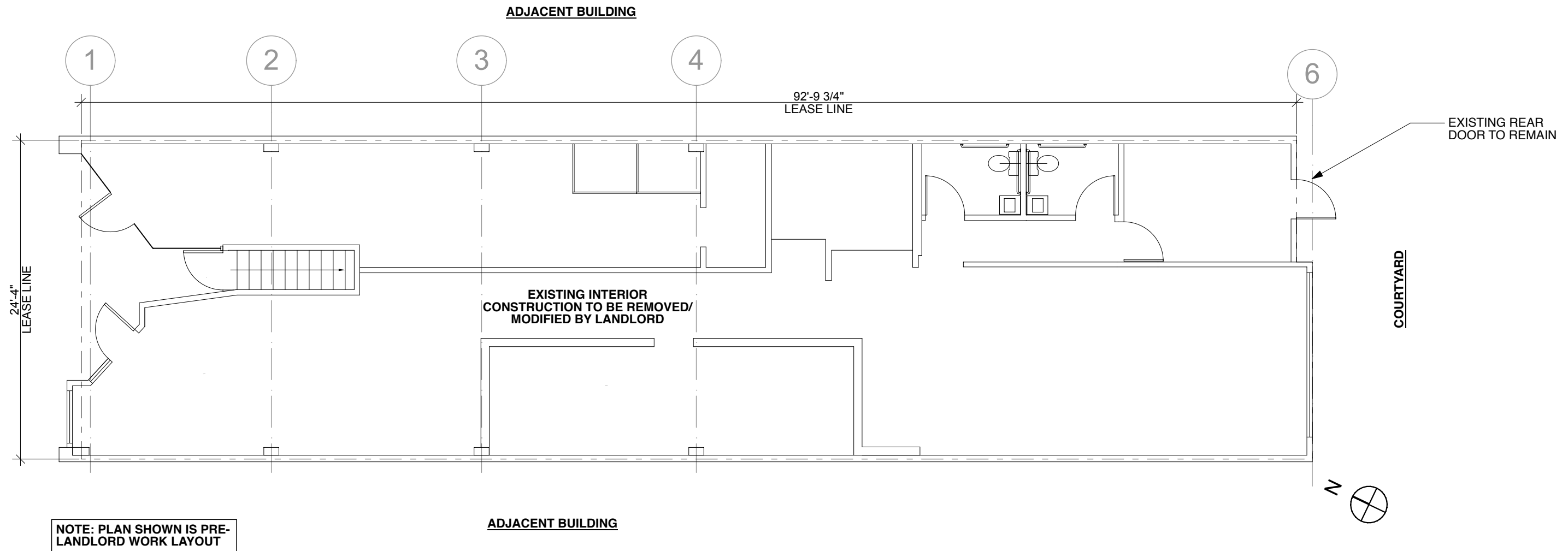


ALL STOREFRONT ALTERATIONS ARE  
NEW TO BE COMPLETED LANDLORD.  
THIS WORK HAS BEEN APPROVED  
UNDER PERMIT #2019 1202 8398.

2

PROPOSED STOREFRONT ELEVATION

SCALE: 3/16" = 1'-0"









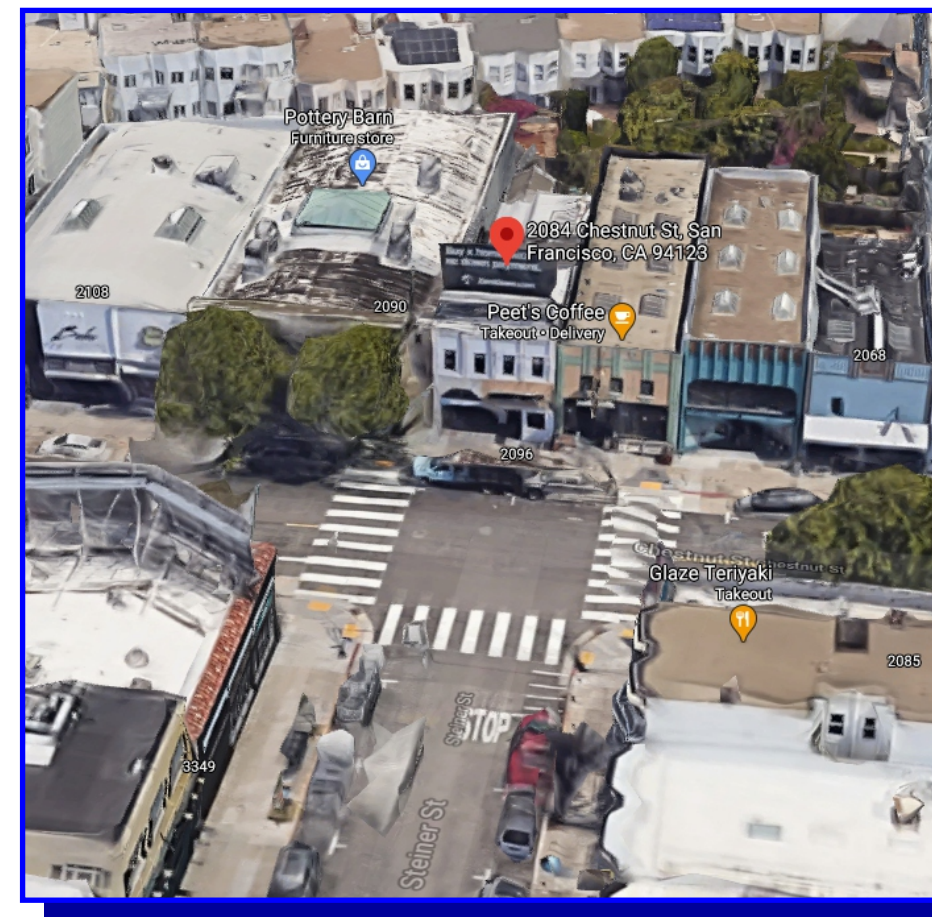
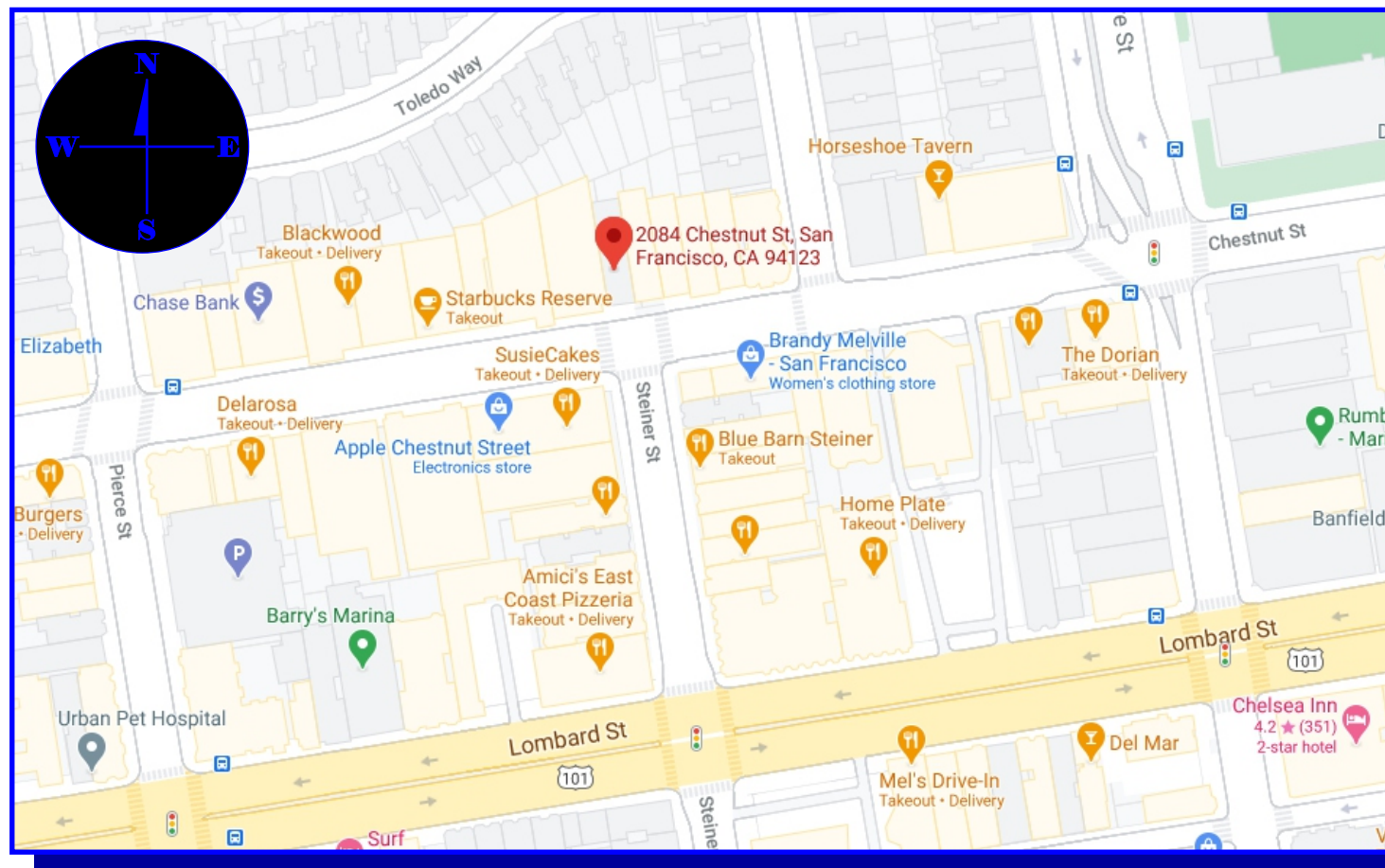


# Madsuwell

2084 CHESTNUT STREET  
SAN FRANCISCO, CA 94123

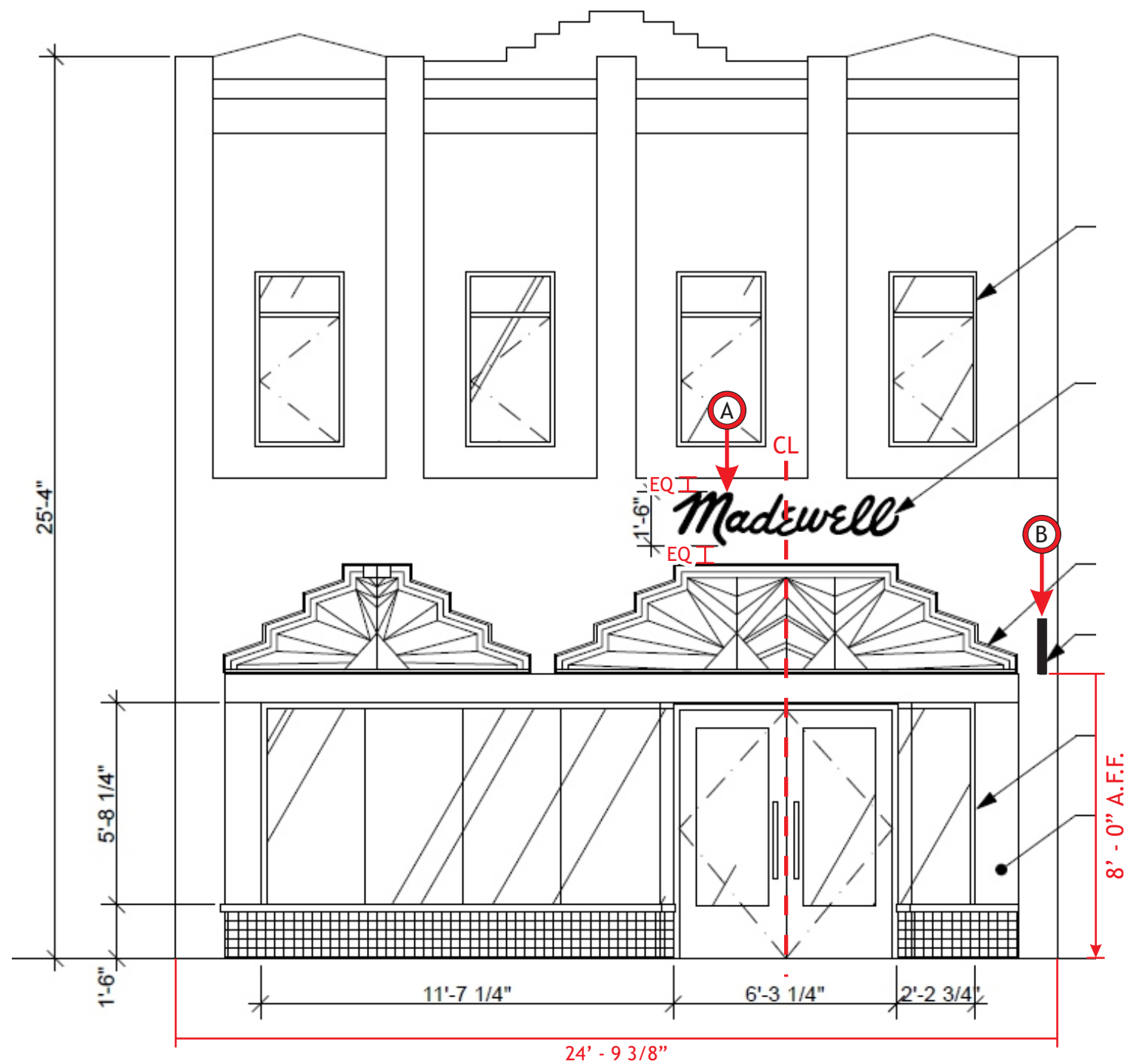


Madsuwell



REVISIONS

STOREFRONT - ELEVATION  
Scale: 1/4" = 1' - 0"



A CLH32FL DN RW  
Qty - 1

B CLH V PL60  
Qty - 2



93 Industry Drive  
PO Box 349  
Versailles, KY 40383  
859.879.1199



Madewell

Store 1284  
Space

2084 CHESTNUT STREET  
SAN FRANCISCO, CA 94123

This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign.

**RUGGLES SIGN DOES NOT PROVIDE PRIMARY ELECTRICAL TO SIGN LOCATION!**



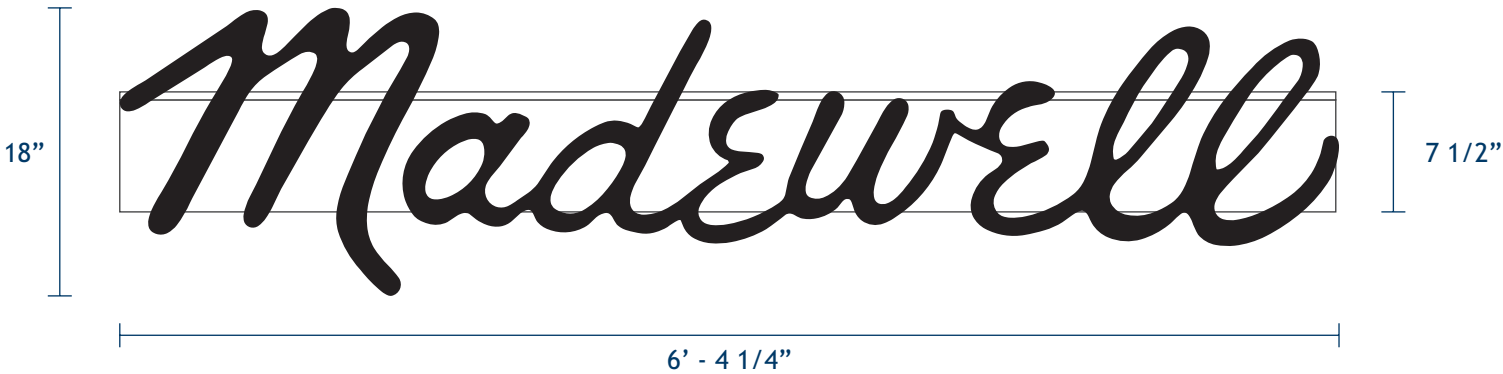
Submittal Date: 02/10/21  
Acct Rep: Casey Kurkowski-Shaftner  
Designer: Derek Couch

REVISIONS

r1: 02/25/21	r7: _____
r2: _____	r8: _____
r3: _____	r9: _____
r4: _____	r10: _____
r5: _____	r11: _____
r6: _____	r12: _____

A

FACE LIT DAY/NIGHT CHANNEL LETTERS ON RACEWAY - ELEVATION  
Scale: 1" = 1' - 0"



**\*\*PLEASE SEE ARCHITECTURAL DRAWINGS FOR NOTE  
ABOUT TURNING THE SIGN OFF\*\***

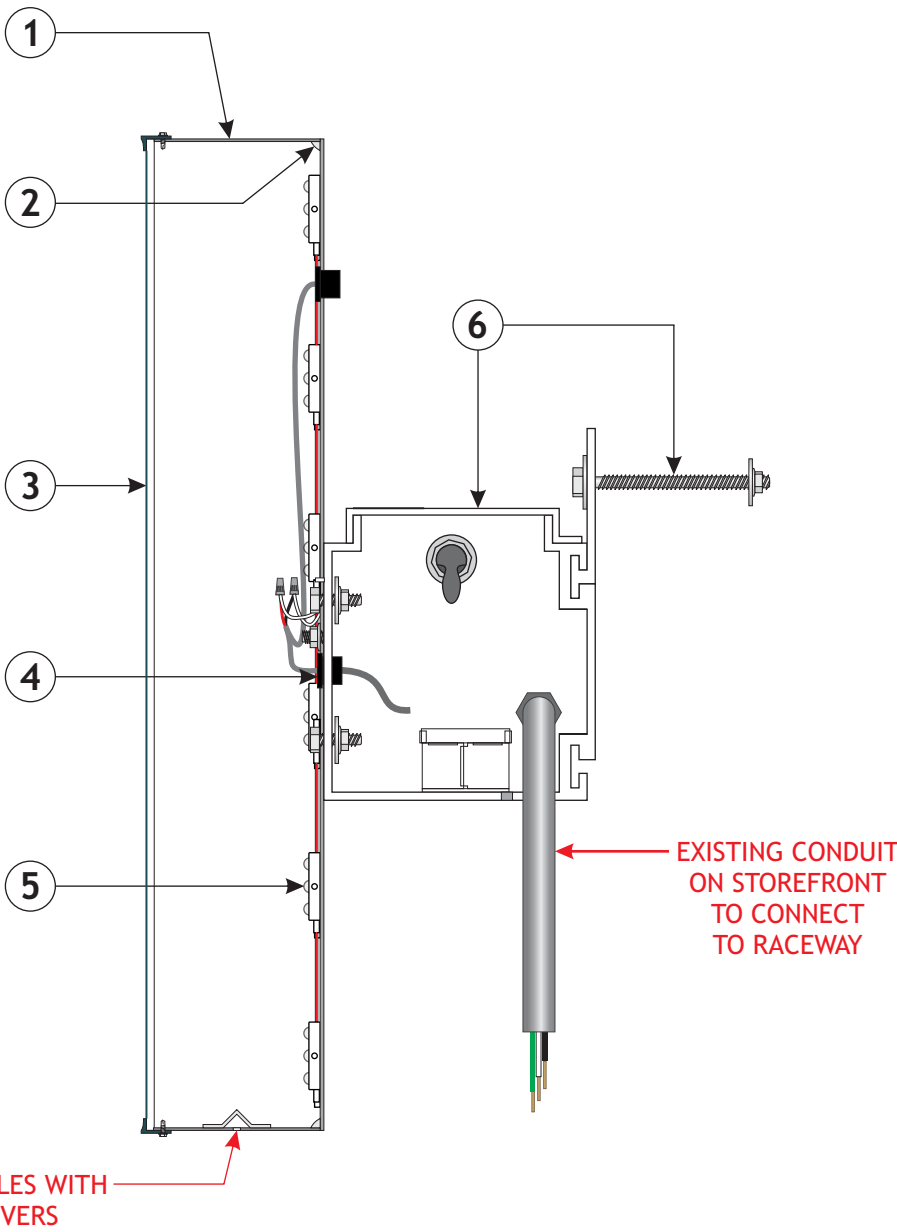
●

DETAILS

- 1 3" DEEP, FABRICATED ALUMINUM LETTER RETURNS WITH ROUTED ALUMINUM BACKS PAINTED MATTHEWS MATTE BLACK ON EXTERIOR SURFACES, INTERIOR SURFACES PAINTED HIGH GLOSS WHITE
- 2 LETTER RETURNS & BACKS ARE CAULKED AROUND INSIDE PERIMETER
- 3 3/16" THICK #2447 WHITE, LIGHT DIFFUSING ACRYLIC LETTER FACES WITH 3M PERFORATED BLACK DAY/NIGHT VINYL APPLIED, 3/4" TRIM CAP PAINTED TO MATCH RETURNS, SECURED TO RETURNS WITH LOW PROFILE PAN HEAD SCREWS (TO MATCH RETURNS)
- 4 HEYCO GROMMET FOR LOW VOLTAGE PASS-THRU TO BITRO ASU-60-12U LED DRIVER(S) (120-277 VOLT) CONTAINED INSIDE RACEWAY
- 5 BITRO OPTICS PRO PLUS 3000K WHITE LED UNITS TO ILLUMINATE LETTERS
- 6 7 1/2" TALL x 7 1/2" DEEP RACEWAY PAINTED TO MATCH BUILDING WITH SERVICE DISCONNECT SWITCH ON SIDE OF RACEWAY, AND ADJUSTABLE MOUNTING TABS ALONG TOP, DRAIN HOLE IN BOTTOM OF RACEWAY, THROUGH BOLT MOUNTED TO STOREFRONT

●

FACE LIT DAY/NIGHT CHANNEL LETTERS ON RACEWAY - SECTION  
Scale: N.T.S.



93 Industry Drive  
PO Box 349  
Versailles, KY 40383  
859.879.1199



Madewell

Store 1284  
Space

2084 CHESTNUT STREET  
SAN FRANCISCO, CA 94123

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**RUGGLES SIGN DOES NOT PROVIDE PRIMARY ELECTRICAL TO SIGN LOCATION!**



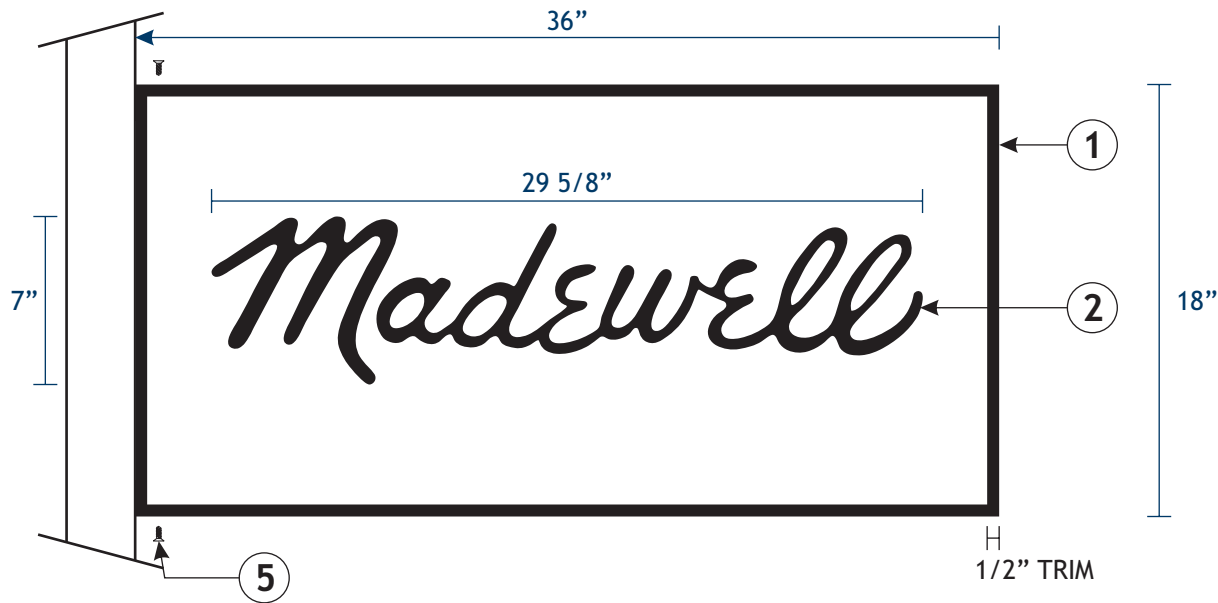
Submittal Date: 02/10/21  
Acct Rep: Casey Kurkowski-Shaftner  
Designer: Derek Couch

REVISIONS

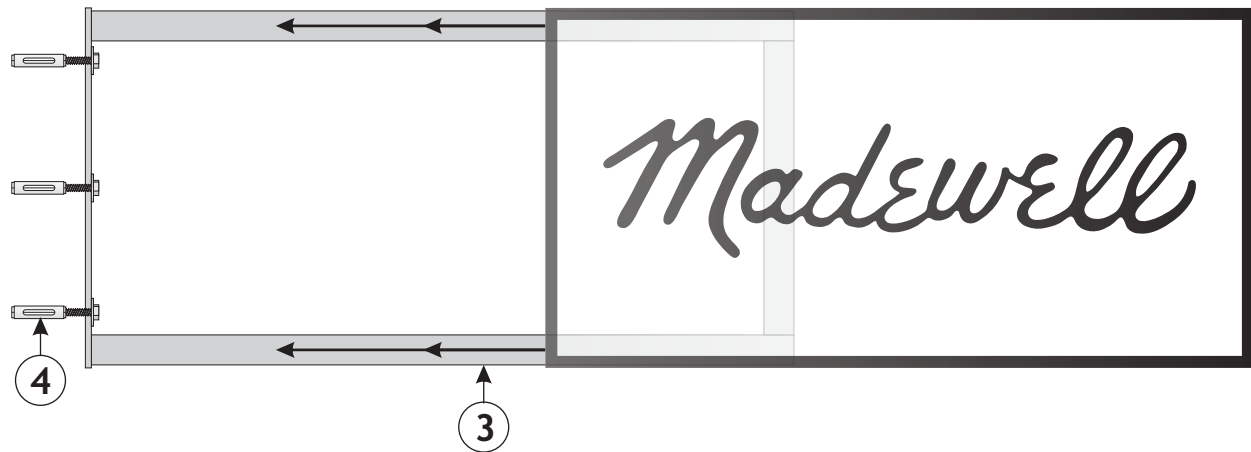
r1: 02/25/21	r7: _____
r2: _____	r8: _____
r3: _____	r9: _____
r4: _____	r10: _____
r5: _____	r11: _____
r6: _____	r12: _____



**B** BLADE SIGN - ELEVATION  
Scale: 1 1/2" = 1' - 0"



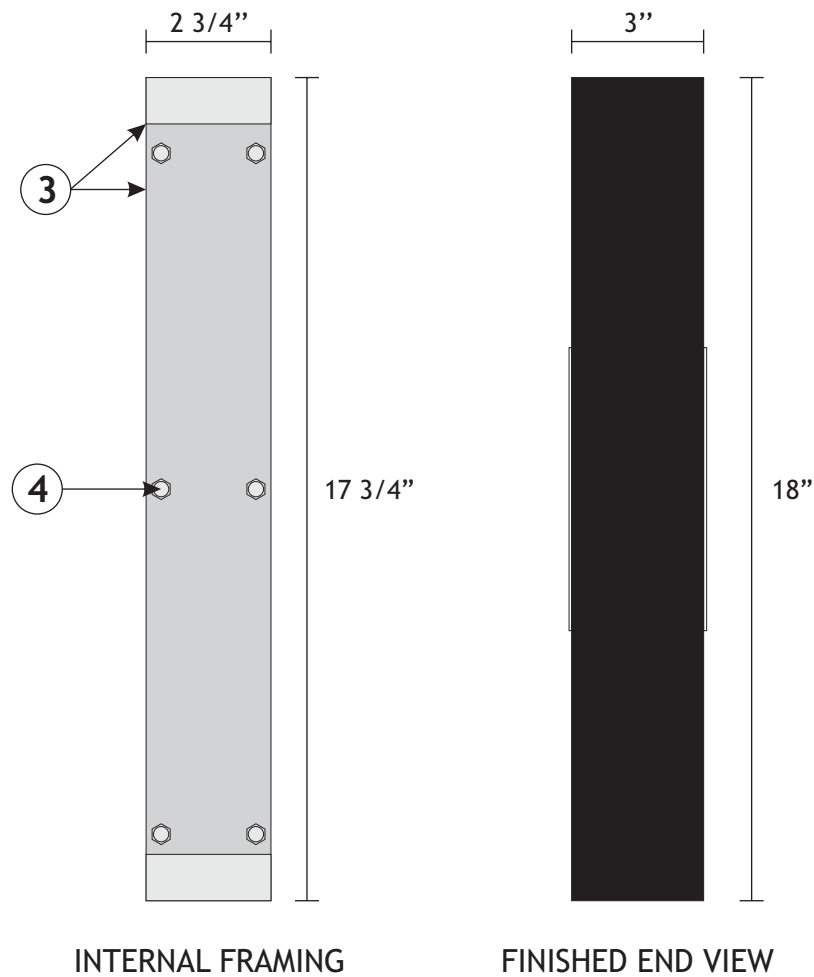
**BLADE SIGN - INTERNAL DETAILS**



**SIGN - DETAILS**

- 1 3" DEEP, FABRICATED ALUMINUM SIGN BOX PAINTED MATTE WHITE, TRIM PAINTED MATTE BLACK, BOX WILL SLIDE OVER MOUNTING FRAME
- 2 FORWARD CUT, MATTE BLACK VINYL "MADEWELL" APPLIED TO BOTH SIDES OF SIGN
- 3 FABRICATED ALUMINUM TUBE FRAME, WELDED TO A 1/4" THICK ALUMINUM MOUNTING PLATE
- 4 MOUNTING PLATE / FRAME ASSEMBLY IS MOUNTED FLUSH WITH MASONRY ANCHORS INTO BRICK COLUMN, THE ENTIRE FRAME & HARDWARE WILL BE HIDDEN ONCE THE "SIGN BOX" IS INSTALLED
- 5 SIGN BOX IS REMOVABLE WITH COUNTERSUNK SCREWS ON TOP AND BOTTOM

**BLADE SIGN - END VIEW**  
Scale: N.T.S.



93 Industry Drive  
PO Box 349  
Versailles, KY 40383  
859.879.1199



*Madewell*

Store 1284  
Space

2084 CHESTNUT STREET  
SAN FRANCISCO, CA 94123

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**RUGGLES SIGN DOES NOT PROVIDE PRIMARY ELECTRICAL TO SIGN LOCATION!**



Submittal Date: 02/10/21  
Acct Rep: Casey Kurkowski-Shaftner  
Designer: Derek Couch

**REVISIONS**

r1: 02/25/21	r7: _____
r2: _____	r8: _____
r3: _____	r9: _____
r4: _____	r10: _____
r5: _____	r11: _____
r6: _____	r12: _____





## CEQA Exemption Determination

### PROPERTY INFORMATION/PROJECT DESCRIPTION

<b>Project Address</b>		<b>Block/Lot(s)</b>
2084 CHESTNUT ST		0486A013
<b>Case No.</b>		<b>Permit No.</b>
2020-009545PRJ		
<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> The Project proposes a 2,272 sf Formula Retail store in an existing ground floor retail space, DBA, Madewell. A Conditional Use Authorization for Formula Retail is requested.		

### STEP 1: EXEMPTION TYPE

<b>The project has been determined to be 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>Other</b> ____

☐

**Common Sense Exemption (CEQA Guidelines section 15061(b)(3)).** It can be seen with certainty that there is no possibility of a significant effect on the environment . **FOR ENVIRONMENTAL PLANNING USE ONLY**

## STEP 2: ENVIRONMENTAL SCREENING ASSESSMENT

### TO BE COMPLETED BY PROJECT PLANNER

<input type="checkbox"/>	<b>Air Quality:</b> Would the project add new sensitive receptors (specifically, schools, day care facilities, hospitals, residential dwellings, and senior-care facilities within an Air Pollution Exposure Zone? Does the project have the potential to emit substantial pollutant concentrations (e.g. use of diesel construction equipment, backup diesel generators, heavy industry, diesel trucks, etc.)? <i>(refer to The Environmental Information tab on the San Francisco Property Information Map)</i>
<input type="checkbox"/>	<b>Hazardous Materials:</b> If the project site is located on the Maher map or is suspected of containing hazardous materials (based on a previous use such as gas station, auto repair, dry cleaners, or heavy manufacturing, or a site with underground storage tanks): Would the project involve 50 cubic yards or more of soil disturbance - or a change of use from industrial to residential? <b>Note that a categorical exemption shall not be issued for a project located on the Cortese List if box is checked, note below whether the applicant has enrolled in or received a waiver from the San Francisco Department of Public Health (DPH) Maher program, or if Environmental Planning staff has determined that hazardous material effects would be less than significant. (refer to The Environmental Information tab on the San Francisco Property Information Map)</b>
<input type="checkbox"/>	<b>Transportation:</b> Does the project involve a child care facility or school with 30 or more students, or a location 1,500 sq. ft. or greater? Does the project have the potential to adversely affect transit, pedestrian and/or bicycle safety (hazards) or the adequacy of nearby transit, pedestrian and/or bicycle facilities?
<input type="checkbox"/>	<b>Archeological Resources:</b> Would the project result in soil disturbance/modification greater than two (2) feet below grade in an archeological sensitive area or eight (8) feet in a non-archeological sensitive area? If yes, archeology review is required.
<input type="checkbox"/>	<b>Subdivision/Lot Line Adjustment:</b> Does the project site involve a subdivision or lot line adjustment on a lot with a slope average of 20% or more? <i>(refer to The Environmental Information tab on the San Francisco Property Information Map)</i> <b>If box is checked, Environmental Planning must issue the exemption.</b>
<input type="checkbox"/>	<b>Average Slope of Parcel = or &gt; 25%, or site is in Edgehill Slope Protection Area or Northwest Mt. Sutro Slope Protection Area:</b> Does the project involve any of the following: (1) New building construction, except one-story storage or utility occupancy, (2) horizontal additions, if the footprint area increases more than 50%, or (3) horizontal and vertical additions increase more than 500 square feet of new projected roof area? <i>(refer to The Environmental Planning tab on the San Francisco Property Information Map)</i> <b>If box is checked, a geotechnical report is likely required and Environmental Planning must issue the exemption.</b>
<input type="checkbox"/>	<b>Seismic Hazard:</b> <input type="checkbox"/> <b>Landslide or</b> <input type="checkbox"/> <b>Liquefaction Hazard Zone:</b> Does the project involve any of the following: (1) New building construction, except one-story storage or utility occupancy, (2) horizontal additions, if the footprint area increases more than 50%, (3) horizontal and vertical additions increase more than 500 square feet of new projected roof area, or (4) grading performed at a site in the landslide hazard zone? <i>(refer to The Environmental tab on the San Francisco Property Information Map)</i> <b>If box is checked, a geotechnical report is required and Environmental Planning must issue the exemption.</b>
<b>Comments and Planner Signature (optional):</b>	

**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: ADVANCED HISTORICAL REVIEW**  
**TO BE COMPLETED BY PRESERVATION PLANNER**

<b>Check all that apply to the project.</b>	
<input type="checkbox"/>	1. <b>Reclassification of property status.</b> <i>(Attach HRER Part I)</i> <div style="display: flex; justify-content: space-between; align-items: flex-start;"> <div style="width: 45%;"> <input type="checkbox"/> Reclassify to Category A  a. Per HRER  b. Other <i>(specify)</i>: </div> <div style="width: 45%;"> <input type="checkbox"/> Reclassify to Category C  <i>(No further historic review)</i> </div> </div>
<input checked="" type="checkbox"/>	2. 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"/>	3. <b>Interior alterations to publicly accessible spaces that do not</b> remove, alter, or obscure <b>character defining features.</b>
<input type="checkbox"/>	4. <b>Window replacement</b> of original/historic windows that are not "in-kind" but are consistent with existing historic character.
<input type="checkbox"/>	5. <b>Façade/storefront alterations</b> that do not remove, alter, or obscure character-defining features.

<input type="checkbox"/>	6. <b>Raising the building</b> in a manner that does not remove, alter, or obscure character-defining features.
<input type="checkbox"/>	7. <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"/>	8. <b>Work consistent</b> with the <i>Secretary of the Interior Standards for the Treatment of Historic Properties</i> (Analysis required):
<input type="checkbox"/>	9. <b>Work compatible</b> with a historic district (Analysis required):
<input type="checkbox"/>	10. <b>Work that would not materially impair</b> a historic resource (Attach HRER Part II).
<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 exemption review.</b> The project has been reviewed by the Preservation Planner and can proceed with exemption review. <b>GO TO STEP 6.</b>
Comments (optional):	
Preservation Planner Signature: Gretel Gunther	

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

<input checked="" type="checkbox"/>	No further environmental review is required. The project is exempt under CEQA. There are no unusual circumstances that would result in a reasonable possibility of a significant effect.	
	Project Approval Action:	Signature:
	Planning Commission Hearing	Gretel Gunther
		04/01/2021
<p>Once signed or stamped and dated, this document constitutes an exemption pursuant to CEQA Guidelines and Chapter 31 of the Administrative Code.</p> <p>In accordance with Chapter 31 of the San Francisco Administrative Code, an appeal of an exemption determination to the Board of Supervisors can only be filed within 30 days of the project receiving the approval action.</p> <p>Please note that other approval actions may be required for the project. Please contact the assigned planner for these approvals.</p>		

## 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.

### MODIFIED PROJECT DESCRIPTION

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 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 to the Environmental Review Officer within 10 days of posting of this determination.

**Planner Name:**

**Date:**

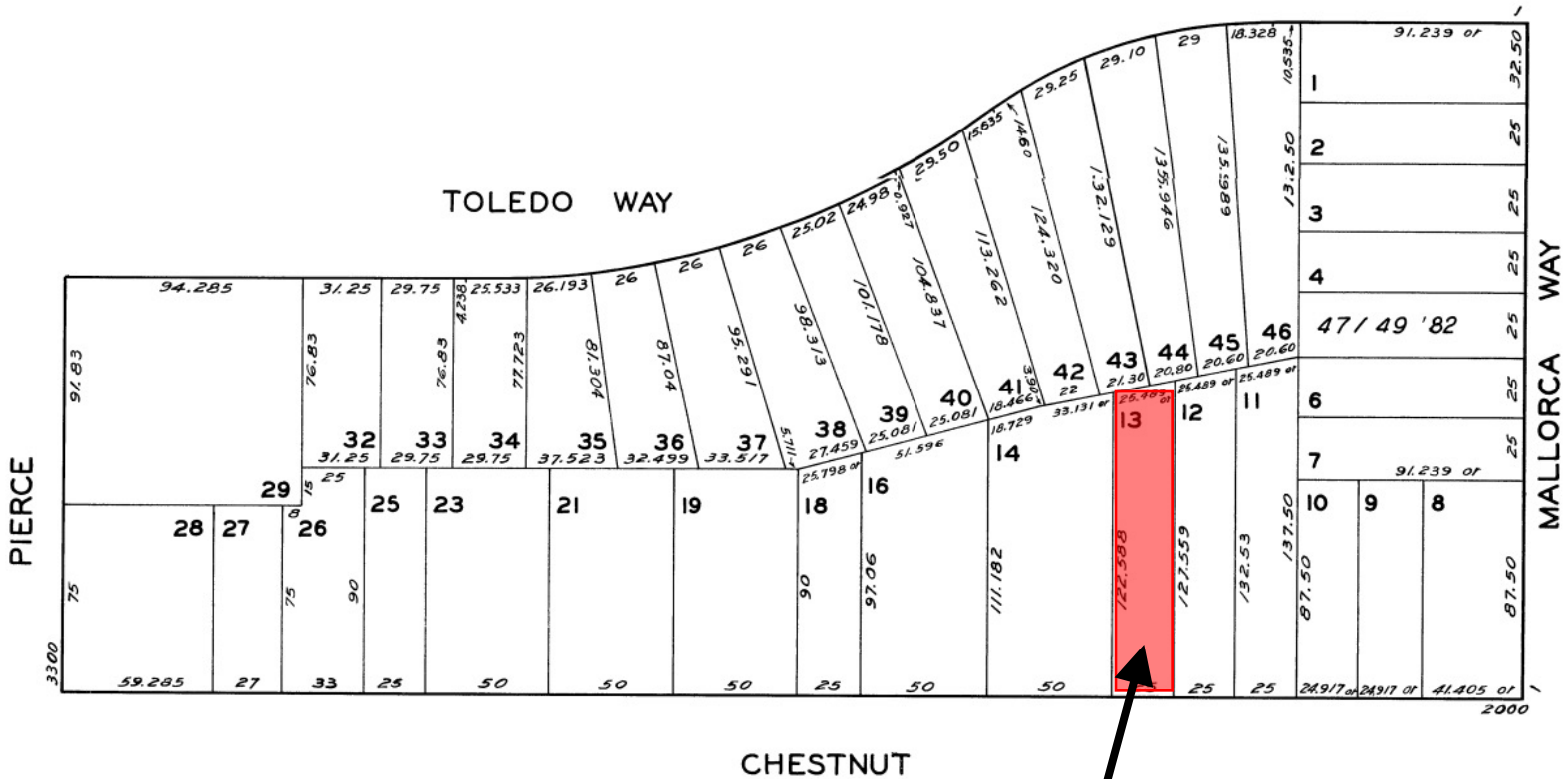
# Land Use Information

Project Address: 2084 Chestnut Street

Record No.: 2020-009545PRJ

	EXISTING	PROPOSED	NET NEW
GROSS SQUARE FOOTAGE (GSF)			
Parking GSF	0	0	0
Residential GSF	0	0	0
Retail/Commercial GSF	2,272	2,272	0
Office GSF	553	553	0
Industrial/PDR GSF <i>Production, Distribution, &amp; Repair</i>	0	0	0
Medical GSF	0	0	0
Visitor GSF	0	0	0
CIE GSF	0	0	0
Usable Open Space	0	0	0
Public Open Space	0	0	0
Other	0	0	0
TOTAL GSF	2,825	2,825	0
	EXISTING	NET NEW	TOTALS
PROJECT FEATURES (Units or Amounts)			
Dwelling Units - Affordable	0	0	0
Dwelling Units - Market Rate	0	0	0
Dwelling Units - Total	0	0	0
Hotel Rooms	0	0	0
Number of Buildings	1	1	1
Number of Stories	2	2	2
Parking Spaces	0	0	0
Loading Spaces	0	0	0
Bicycle Spaces	0	0	0
Car Share Spaces	0	0	0
Other	0	0	0

# Parcel Map

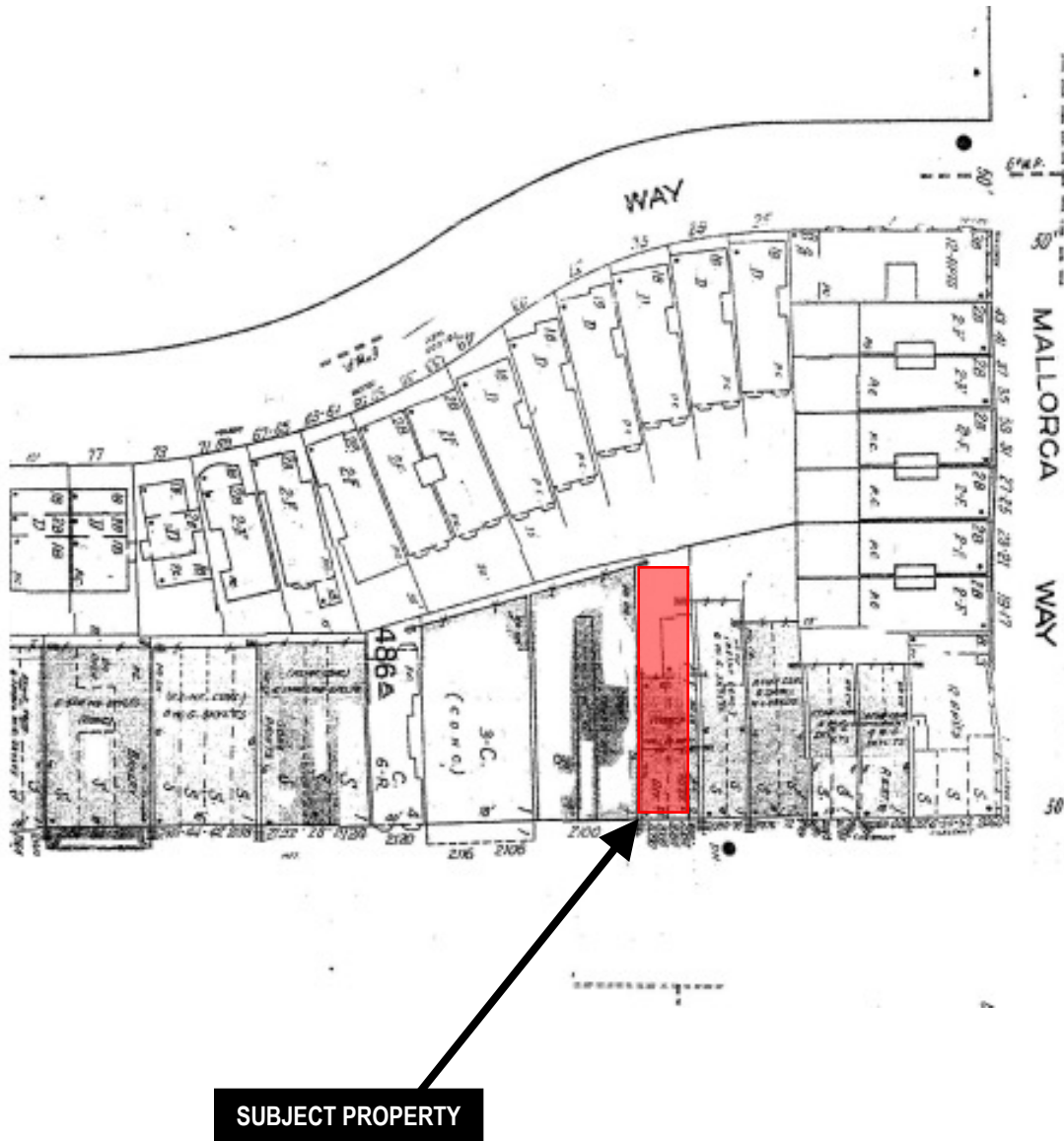


**SUBJECT PROPERTY**





# Sanborn Map\*



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



# Aerial Photo – View 1



**SUBJECT PROPERTY**





# Aerial Photo – View 2



**SUBJECT PROPERTY**



**SAN FRANCISCO  
PLANNING DEPARTMENT**

Planning Commission Hearing  
Case Number 2020-009545CUA  
CUA – Formula Retail Use  
2084 Chestnut Street

# Aerial Photo – View 3



**SUBJECT PROPERTY**



Planning Commission Hearing  
Case Number 2020-009545CUA  
CUA – Formula Retail Use  
2084 Chestnut Street



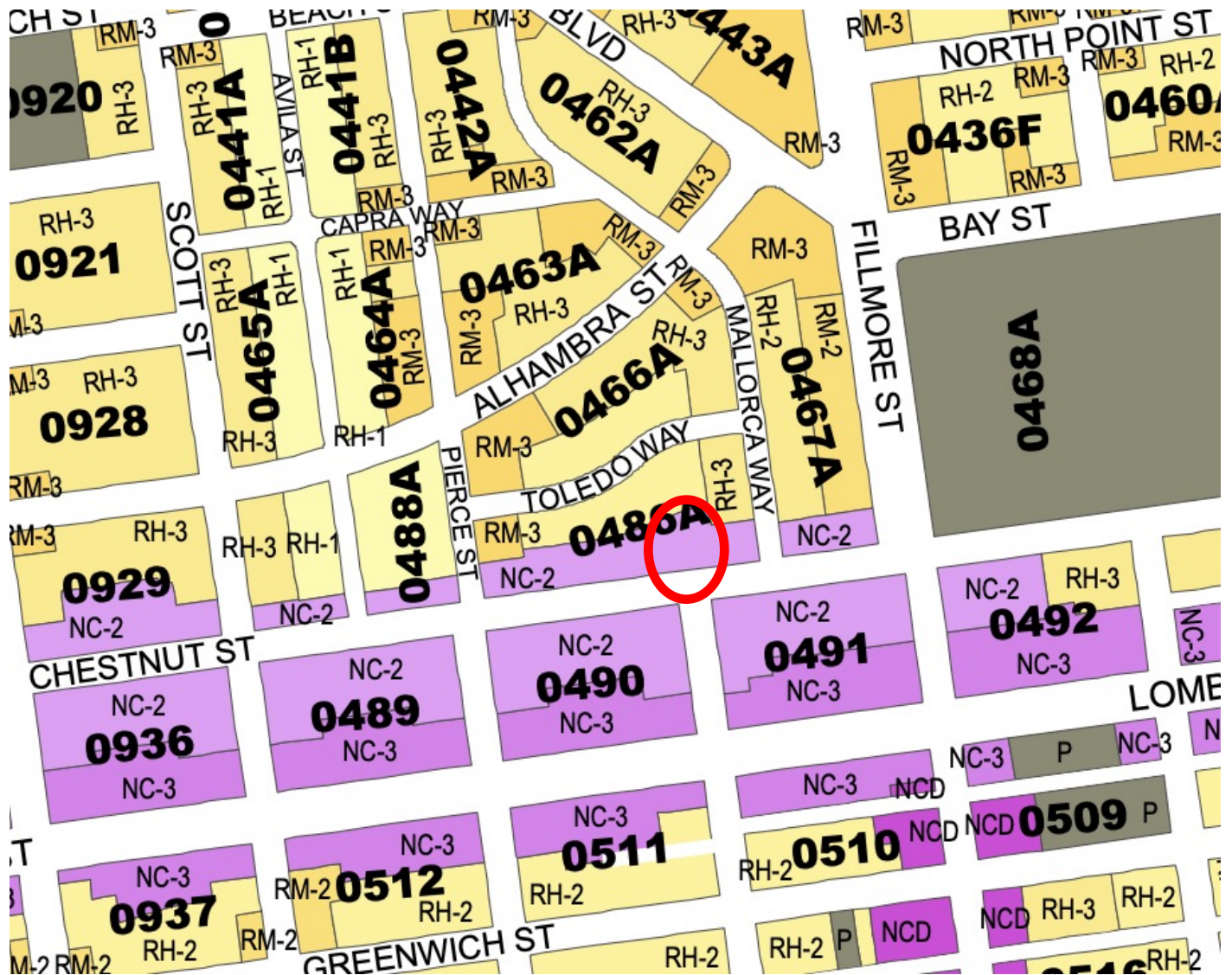
# Aerial Photo – View 4



**SUBJECT PROPERTY**



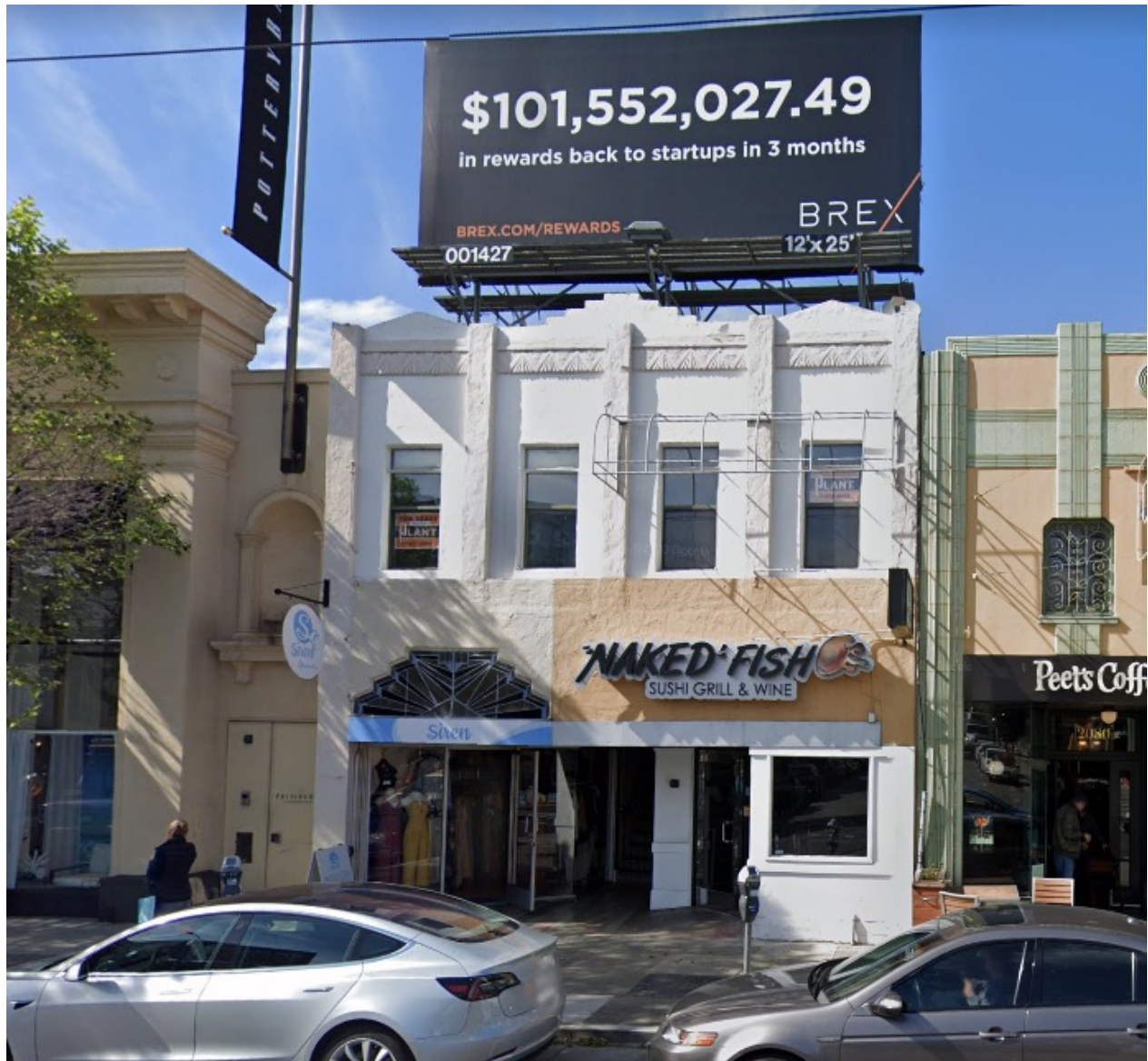
# Zoning Map



Planning Commission Hearing  
**Case Number 2020-009545CUA**  
 CUA – Formula Retail Use  
 2084 Chestnut Street



# Site Photo



Planning Commission Hearing  
Case Number 2020-009545CUA  
CUA – Formula Retail Use  
2084 Chestnut Street



Dear San Francisco Planning Commissioners,

We're excited about Madewell's proposed new retail store slated to open this Fall at 2084 Chestnut Street. This would mark our 2<sup>nd</sup> store in the San Francisco market but we've been designing modern premium denim (and timeless designs that go with them) for men and women since 2006 and have 143 stores total.

- **PRODUCT:**
  - Denim is at the core of everything we do—from the world's best jeans to all the things you wear with them like effortless tees, keep-forever bags, cool jewelry, compliment-worthy shoes and more. With denim bars and [in-store styling services](#), we offer a highly curated shopping experience with the customer at the heart of the experience. Some in-store features include:
    - Virtual and In-Store Stylist Appointments
    - Private Shopping
    - Denim Fitting
    - Gifting Tips
    - Personalization: Leather Stamping
    - Safety First: we offer curbside/instore pick up/ shopping options
- **[DO WELL](#)/COMPANY CULTURE:**
  - We will be hiring 20 employees with room to grow in the company.
  - As a community-driven brand, Madewell has always been dedicated to supporting artisans and makers through its platform. To further address the need to uplift Black businesses, Madewell joined the 15 Percent Pledge to increase representation of Black designers, artisans and makers across the Madewell business. By the end of 2021, at least 15% of the brands Madewell sells through Hometown Heroes, Labels We Love and ongoing collaborations will be Black-owned businesses, makers and designers.
    - To meet the goal of carrying at least 15% Black-owned businesses, Madewell is dedicated to:
      - Increasing design collaborations with Black designers, artists, and Black-owned brands.
      - Increasing the share of Black makers and small businesses within its long-standing Hometown Heroes program, which was founded to provide small businesses the resources, mentorship and exposure to grow their brands while bringing unique products and inspiration to customers.



- Increasing the share of Black-owned businesses featured in its Labels We Love program, which features all third-party brands available on Madewell.com.
- COMMUNITY HUB:
  - Madewell shops serve as local hubs for the community and the brand by hosting local events/pop ups and creating collaborations that support and inspire the community. This includes our [Hometown Heroes Program](#). Since 2010, Madewell's Hometown Heroes program has served as a platform to spotlight makers and small businesses, giving them the opportunity to connect with Madewell customers in-store and become integrated into our local communities. Since then, the program has evolved to encompass two levels: The Hometown Heroes Collective and The Hometown Heroes Community.
    - The Hometown Heroes Community includes a vast, talented group of small businesses that team up with us on local events, including pop up in-store events, new store opening parties, and other festivities in the community. Pre-covid, we've hosted over 2000 Hometown Heroes Community events annually, in all of our stores nationwide. We're excited to expand this program in the Chestnut Street maker community and to host ongoing store pop-ups.
    - In 2019, Madewell launched another layer of the Hometown Heroes program in partnership with the nonprofit [Nest](#) - the Hometown Heroes Collective. After an application + selection process, these makers have their work sold and featured on Madewell.com. Plus, they have access to tons of development tools & resources to help their businesses grow!
    - Local Artist Merchandise: We have ongoing partnerships with artists in our communities and collaborate on designs for exclusive collections for select markets and new store openings events.

All the best,

Kerri Curtis  
 Madewell Marketing  
 Kerri.Curtis@madewell.com