



SAN FRANCISCO PLANNING DEPARTMENT

Executive Summary Conditional Use

HEARING DATE: OCTOBER 6, 2011
CONSENT CALENDAR

Date: September 29, 2011
Case No.: 2011.0539C
Project Address: 2113 UNION STREET
Zoning: Union Street Neighborhood Commercial District (NCD)
40-X Height and Bulk District
Block/Lot: 0540/027
Project Sponsors: Michael F. Williams (agent)
1684 Union Street, Suite 204
San Francisco, CA 94123
Abed Rashed (applicant)
Wireless Store, Inc.
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PROJECT DESCRIPTION

The proposal is a request for Conditional Use Authorization pursuant to Planning Code Sections 703.4, 303(c), and 303(i) to establish a Formula Retail Use within the Union Street Neighborhood Commercial District and a 40-X Height and Bulk District. The proposal is to convert a vacant approximately 1,000 square feet commercial space (previously occupied by "Hill & Co. Real Estate", a real estate office) to a retail sales establishment (d.b.a. Wireless Store), a retail store specializing in wireless phones, communication devices, and accessories. (The proposed Wireless Store will be a Verizon Premium Retailer.) The proposed retail store is considered a Formula Retail Use under Section 703.3 of the Planning Code. According to the Project Sponsor, there are currently 44 Wireless Store locations nationwide which have a standardized facade, décor and color scheme, signage, and trademark or service mark. The proposal will involve interior and exterior tenant improvements to the existing first story commercial space. There will be no expansion of the existing building envelope.

SITE DESCRIPTION AND PRESENT USE

The Project Site at 2113 Union Street is located on the south side of Union Street between Fillmore and Webster Streets; Assessor's Block 0540; Lot 027. It is located in the Union Street Neighborhood Commercial Zoning District (NCD) and a 40-X Height and Bulk District. The subject lot is approximately 1,934 square-feet (25 feet wide by 77.50 feet deep) in size and is occupied by a two-story over basement commercial building built in 1974. The existing building is listed in the Planning Department's 1976 Architectural Survey, but is not listed in the National and California Registers as having architectural significance. The subject first floor vacant commercial tenant space was previously occupied by "Hill & Co. Real Estate", a real estate office; however, the real estate office still maintains its business operations in a second floor commercial space located in the subject building and ground floor commercial space located within the

abutting building at 2107 Union Street. The basement (partially subterranean) floor of the subject building is occupied by a hair salon d.b.a. Head to Toes.

SURROUNDING PROPERTIES & NEIGHBORHOOD

The surrounding development consists of a variety of commercial and mixed-use buildings. The scale of development in the area consists of a mix of low-and mid-rise buildings (one- to four-story structures), some of which were built in the early 1900s. A mix of food establishments, personal and professional service establishments, and small retail establishments defines the Union Street NCD corridor in the immediate vicinity. Some of the existing commercial establishments on the subject block include Gallery of Jewels San Francisco, Spa Primadona, Hill & Co. Real Estate, Mimi's, AT&T, Crepes A-Go-Go, Blo, Old & New Estates, San Francisco, Surf Company, Descend, Eyes in Disguise, Coffee Roastery. Some of the commercial establishments on the opposite block include Krimsa Fine Rugs & Décor, American Apparel, Twig, Union Street Papery, Z Gallery, Brixton, La Cucina Restaurant, Hine Reids, Vino, Dryansky, Lush, Equity One, Cocoa Bella, and See Eyeware. The surrounding zoning is RM-1 (Residential, Mixed, Low-Density) District, RH-2 (Residential, House, Two-Family) District, and RH-3 (Residential, House, Three-Family) District zoning.

ENVIRONMENTAL REVIEW

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

HEARING NOTIFICATION

TYPE	REQUIRED PERIOD	REQUIRED NOTICE DATE	ACTUAL NOTICE DATE	ACTUAL PERIOD
Classified News Ad	20 days	September 16, 2011	September 14, 2011	22 days
Posted Notice	20 days	September 16, 2011	September 16, 2011	20 days
Mailed Notice	20 days	September 16, 2011	September 13, 2011	23 days

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

PUBLIC COMMENT

- As of September 29, 2011, the Department has not received any letters or phone calls in opposition to the project. The project sponsor conducted a community outreach meeting on May 11, 2011 as required with the Pre-Application Process for any Formula Retail subject to Conditional Use Authorization and indicated that there were no attendees at the meeting. The project sponsor has indicated that their community liaison has contacted the business owner of Motion Wireless, an independently-owned wireless phone and accessories business located at 3048 Fillmore Street and he had indicated no objections to the project since he specializes in used phone sales and repair of wireless handsets. The project sponsor has submitted a consensus report with 10 letters from the Union Street Association and merchants in support of the project.

ISSUES AND OTHER CONSIDERATIONS

- The project sponsor has indicated that the proposed Wireless Store will be a family-owned business operated by four brothers and the intent is to hire 4 to 9 full-time and a number of

part-time employees, with firm commitments to providing job opportunities to returning veterans seeking both residency and career opportunities within the Cow Hollow and contiguous neighborhoods.

- The project sponsor has indicated that the proposed Wireless Store will not sell products that are Verizon Wireless branding. Accessory sales will be branded with the company name "Wireless Store", but sales volume of these products will not equate to more than 50% of total sales revenues. Other merchandise will be represented by multiple vendors such as Body Glove, Otter Box, Case Logic, Apple, Samsung, LG, etc. "Merchandising" or "Branding" will be limited to outdoor signage as a "Verizon Premium Retailer", and interior signage, brochures, posters, and business cards only.
- There are approximately 200 operating retail, service and restaurant businesses within the Union Street NCD and approximately 17 (9%) of these businesses appear to qualify as formula retail uses. The other formula retail uses are dispersed throughout the Union Street NCD and are primarily clothing retailers such as Bebe, Armani Exchange, BCDG, and Nine West. According to the project sponsor, there are currently 12 vacant ground floor commercial spaces within the Union Street NCD.
- The project sponsor has indicated that similar uses in wireless services include an AT&T store located on Union Street approximately ½ block from the project site and Motion Wireless, a retail store independently-owned at Fillmore & Filbert Streets approximately 2 blocks from the project site, specializing in services and repairs for used phones and small wireless devices.

REQUIRED COMMISSION ACTION

This proposal requires **Conditional Use** authorization pursuant to Sections 303(c), 303(i), and 703.4 of the Planning Code to establish a Formula Retail Use within the Union Street Neighborhood Commercial District and a 40-X Height and Bulk District.

BASIS FOR RECOMMENDATION

- The proposed project will allow for the establishment of a new retail store use d.b.a. Wireless Store (specializing in wireless phones, communication devices, and accessories) that will be complimentary to the existing mix of commercial establishments within the immediate neighborhood. The proposed project will not result in an over-concentration of formula retail uses within this portion of the Union Street NCD.
- The Department believes that this project is necessary and/or desirable for the following reasons:
 - a) The proposed project will enhance the economic diversity of the neighborhood by encouraging a new business in the area.
 - b) The proposed project is a neighborhood-serving use which residents can access by walking or taking public transit.
 - c) The proposed project will be consistent with the mixed commercial-residential character of this portion of the Union Street NCD.

RECOMMENDATION: Approval with Conditions
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Attachments:

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

Attachment Checklist

- | | |
|---|---|
| <input checked="" type="checkbox"/> Executive Summary | <input checked="" type="checkbox"/> Project sponsor submittal |
| <input checked="" type="checkbox"/> Draft Motion | Drawings: <u>Existing Conditions</u> |
| <input type="checkbox"/> Environmental Determination | <input checked="" type="checkbox"/> Check for legibility |
| <input checked="" type="checkbox"/> Zoning District Map | Drawings: <u>Proposed Project</u> |
| <input type="checkbox"/> Height & Bulk Map | <input checked="" type="checkbox"/> Check for legibility |
| <input checked="" type="checkbox"/> Parcel Map | <input checked="" type="checkbox"/> Project sponsor support letters |
| <input checked="" type="checkbox"/> Sanborn Map | <input type="checkbox"/> |
| <input checked="" type="checkbox"/> Aerial Photo | <input type="checkbox"/> |
| <input checked="" type="checkbox"/> Context Photos | <input type="checkbox"/> |
| <input checked="" type="checkbox"/> Site Photos | <input type="checkbox"/> |

SMY

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

Planner's Initials

SMY: C:\2113 Union Street summary-smy.doc



SAN FRANCISCO PLANNING DEPARTMENT

Subject to: (Select only if applicable)

- Inclusionary Housing (Sec. 315)
- Jobs Housing Linkage Program (Sec. 313)
- Downtown Park Fee (Sec. 139)
- First Source Hiring (Admin. Code)
- Child Care Requirement (Sec. 314)
- Other

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Planning Commission Motion No. XXXXX

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ADOPTING FINDINGS RELATING TO THE APPROVAL OF A CONDITIONAL USE AUTHORIZATION PURSUANT TO PLANNING CODE SECTIONS 703.4, 303(c), AND 303(i) TO ALLOW THE ESTABLISHMENT OF A FORMULA RETAIL USE (D.B.A. WIRELESS STORE) AT 2113 UNION STREET WITHIN THE UNION STREET NEIGHBORHOOD COMMERCIAL DISTRICT AND A 40-X HEIGHT AND BULK DISTRICT.

PREAMBLE

On May 24, 2011, Michael Williams acting agent on behalf of Abed Rashed (hereinafter “project sponsor”) made an application for Conditional Use authorization for the property at **2113 Union Street, Lot 027 in Assessor’s Block 0540** (hereinafter “Subject Property”), to establish a Formula Retail Use pursuant to Planning Code Sections 703.4, 303(c), and 303(i) within the Union Street Neighborhood Commercial District and a 40-X Height and Bulk District, in general conformity with plans labeled “Exhibit B” (hereinafter “Project”).

On **October 6, 2011**, the San Francisco Planning Commission (hereinafter “Commission”) conducted a duly noticed public hearing at a regularly scheduled meeting on **Conditional Use Application No. 2011.0539C**. The proposal is to convert a vacant approximately 1,000 square feet commercial space (previously occupied by “Hill & Co. Real Estate”, a real estate office) to a retail sales establishment (d.b.a.

Wireless Store), a retail store specializing in wireless phones, communication devices, and accessories. The proposed retail store is considered a Formula Retail Use under Section 703.3 of the Planning Code. The proposal will involve interior tenant improvements to the existing first story commercial space. There will be no expansion of the existing building envelope.

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

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

MOVED, that the Commission hereby authorizes the Conditional Use requested in Application No. 2011.0539C, subject to the conditions contained in "EXHIBIT A" of this motion, based on the following findings:

FINDINGS

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

1. The above recitals are accurate and constitute findings of this Commission.
2. **Site Description.** The Project Site at 2113 Union Street is located on the south side of Union Street between Fillmore and Webster Streets; Assessor's Block 0540; Lot 027. It is located in the Union Street Neighborhood Commercial Zoning District (NCD) and a 40-X Height and Bulk District. The subject lot is approximately 1,934 square-feet (25 feet wide by 77.50 feet deep) in size and is occupied by a two-story over basement commercial building built in 1974. The existing building is listed in the Planning Department's 1976 Architectural Survey, but is not listed in the National and California Registers as having architectural significance. The subject first floor vacant commercial tenant space was previously occupied by "Hill & Co. Real Estate", a real estate office; however, the real estate office still maintains its business operations in a second floor commercial space located in the subject building and ground floor commercial space located within the abutting building at 2107 Union Street. The basement (partially subterranean) floor of the subject building is occupied by a hair salon d.b.a. Head to Toes.
3. **Surrounding Neighborhood.** The surrounding development consists of a variety of commercial and mixed-use buildings. The scale of development in the area consists of a mix of low-and mid-rise buildings (one- to four-story structures), some of which were built in the early 1900s. A mix of food establishments, personal and professional service establishments, and small retail establishments defines the Union Street NCD corridor in the immediate vicinity. Some of the existing commercial establishments on the subject block include Gallery of Jewels San Francisco, Spa Primadona, Hill & Co. Real Estate, Mimi's, AT&T, Crepes A-Go-Go, Blo, Old & New Estates, San Francisco, Surf Company, Descend, Eyes in Disguise, Coffee Roastery. Some of the commercial establishments on the opposite block include Krimsa Fine Rugs & Décor, American

Apparel, Twig, Union Street Papery, Z Gallery, Brixton, La Cucina Restaurant, Hine Reids, Vino, Dryansky, Lush, Equity One, Cocoa Bella, and See Eyeware. The surrounding zoning is RM-1 (Residential, Mixed, Low-Density) District, RH-2 (Residential, House, Two-Family) District, and RH-3 (Residential, House, Three-Family) District zoning.

4. **Project Description.** The proposal is a request for Conditional Use Authorization pursuant to Planning Code Sections 703.4, 303(c), and 303(i) to establish a Formula Retail Use within the Union Street Neighborhood Commercial District and a 40-X Height and Bulk District. The proposal is to convert a vacant approximately 1,000 square feet commercial space (previously occupied by "Hill & Co. Real Estate", a real estate office) to a retail sales establishment (d.b.a. Wireless Store), a retail store specializing in wireless phones, communication devices, and accessories. (The proposed Wireless Store will be a Verizon Premium Retailer.) The proposed retail store is considered a Formula Retail Use under Section 703.3 of the Planning Code. According to the project sponsor, there are currently 44 Wireless Store locations nationwide which have a standardized facade, décor and color scheme, signage, and trademark or service mark. The proposal will involve interior and exterior tenant improvements to the existing first story commercial space. There will be no expansion of the existing building envelope.

5. **Issues and Other Considerations.**
 - The project sponsor has indicated that the proposed Wireless Store will be a family-owned business operated by four brothers and the intent is to hire 4 to 9 full-time and a number of part-time employees, with firm commitments to providing job opportunities to returning veterans seeking both residency and career opportunities within the Cow Hollow and contiguous neighborhoods.

 - The project sponsor has indicated that the proposed Wireless Store will not sell products that are Verizon Wireless branding. Accessory sales will be branded with the company name "Wireless Store", but sales volume of these products will not equate to more than 50% of total sales revenues. Other merchandise will be represented by multiple vendors such as Body Glove, Otter Box, Case Logic, Apple, Samsung, LG, etc. "Merchandising" or "Branding" will be limited to outdoor signage as a "Verizon Premium Retailer", and interior signage, brochures, posters, and business cards only.

6. **Public Comment.** As of September 29, 2011, the Department has not received any letters or phone calls in opposition to the project. The project sponsor conducted a community outreach meeting on May 11, 2011 as required with the Pre-Application Process for any Formula Retail subject to Conditional Use Authorization and indicated that there were no attendees at the meeting. The project sponsor has indicated that their community liaison has contacted the business owner of Motion Wireless, an independently-owned wireless phone and accessories business located at 3048 Fillmore Street and he had indicated no objections to the project since he specializes in used phone sales and repair of wireless handsets. The project sponsor has submitted a consensus report with 10 letters from the Union Street Association and merchants in support of the project.

7. **Use District.** The project site is within the Union Street Neighborhood Commercial District (NCD). The Union Street NCD, located in Northern San Francisco between the Marina and Pacific Height neighborhoods, provides convenience goods and services to the residents of the Cow Hollow, Golden Gate Valley, and Pacific Heights neighborhoods. The district has a very active and continuous commercial frontage along Union Street, while the side streets have a greater proportion of residences. The Union Street NCD controls are designed to encourage a wide variety of uses, with special emphasis on eating and drinking establishments and specialty shops whose clientele comes from a wide trade area. This is in addition to a significant number of professional, realty, and business offices. Most commercial development is permitted at the first two stories of new buildings, while retail service uses are monitored at the third story and above. The zoning controls are designed to provide sufficient growth opportunities for commercial development that is in keeping with the existing scale and character, promote continuous retail frontage, and protect adjacent residential livability.

8. **Planning Code Compliance:** The Commission finds that the Project is consistent with the relevant provisions of the Planning Code in the following manner:
 - A. **Section 101.1(b)** establishes eight priority planning policies and requires the review of permits that authorize changes of use for consistency with said policies:
 - (1) That existing neighborhood-serving retail uses be preserved and enhanced and future opportunities for resident employment in and ownership of such businesses enhanced.

The proposed project will preserve and enhance the District's existing commercial uses by establishing a new retail store use (specializing in wireless phones, communication devices, and accessories) that is complimentary to the existing mix of commercial establishments within the immediate neighborhood. The proposed project will provide job opportunities to the City by employing approximately 4 to 9 full-time employees and a number of part-time employees.
 - (2) That existing housing and neighborhood character be conserved and protected in order to preserve the cultural and economic diversity of our neighborhoods.

The proposed project will preserve and enhance the cultural and economic diversity of the neighborhood by allowing a new retail sales establishment on the project site. The proposed project will provide for a mix of uses within the existing building with commercial office use on the second floor and personal service use (beauty salon and beauty supplies store) on the basement floor. Existing housing will not be affected by the proposed project.
 - (3) That the City's supply of affordable housing be preserved and enhanced.

No housing exists at the Site.
 - (4) That commuter traffic not impede MUNI transit service or overburden our streets or neighborhood parking.

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

- (5) 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 proposed project will not displace commercial office development in the area. The proposed retail sales establishment will be occupying a commercial tenant space vacated by "Hill & Co. Real Estate" real estate office which has consolidated its business operations within ground floor commercial space located at 2107 Union Street, directly adjacent to the project site and on the second floor of the subject building. There would be no displacement of any existing industrial or service businesses in the area.

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

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

- (7) That landmark and historic buildings be preserved.

The proposed project does not affect any landmarks or historic buildings.

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

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

- B. **Section 121.2 and 725.21** requires Conditional Use authorization for non-residential use exceeding 2,500 square feet; as defined by Planning Code Section 790.130 in the Union Street NCD.

The proposed project will occupy an existing vacant retail space less than 2,500 square feet. No additional square footage is proposed by the Project.

- C. **Section 145.1** requires that NC Districts containing specific uses, including retail stores, have at least ½ the total width of the new or altered structure at the commercial street frontage devoted to entrances to commercially used space, windows or display space at the pedestrian eye-level. Such windows shall use clear, un-tinted glass, except for decorative or architectural accent. Any decorative railings or decorated grille work, other than wire mesh, which is placed in front or behind such windows, shall be at least 75 percent open to perpendicular view and no more than six feet in height above grade.

The subject first floor commercial space has approximately 15 feet of frontage on Union Street with the majority of the glass frontage devoted to window space.

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

The subject commercial space, with approximately 1,000 square feet in floor area, does not require any off-street or loading parking spaces.

- E. **Section 303(c)** establishes criteria for the Planning Commission to consider when reviewing applications for Conditional Use approval. On balance, the project does comply with said criteria in that:

- (1) 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 proposed project will occupy a vacant first floor retail space previously occupied by Hill & Co. Real Estate (a real estate office). The proposed project will be compatible with the neighborhood, as it will specialize in wireless phones, communication devices, and accessories which will be complimentary to the existing mix of commercial establishments within the immediate neighborhood. There will be primarily interior modifications and minor exterior modifications to the existing first floor commercial space. Some of the scope of the remodel will include new table fixtures and displays, floor finishes (carpet), new paint, and signage. There will be no changes to the existing building envelope.

- (2) 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:

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

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

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

Existing traffic patterns will not be significantly affected by the proposed project. Public transit that is in close proximity to the proposed Wireless Store includes Muni Lines 22, 41, and 45 within walking distance of the project site.

There is on-street parking in front of the subject property and in the surrounding neighborhood.

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

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

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

The proposed project will involve interior alterations to the existing first floor commercial tenant space. There will be no addition of parking spaces, loading facilities, open space or service areas. All project signage and projections will be consistent with the controls of the Planning Code.

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

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

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

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

- F. **Sections 303(i) and 703.4** require Conditional Use authorization for the establishment of a formula retail use in Neighborhood Commercial Districts. The Planning Commission shall consider the following criteria set forth in **Section 303(i)** in addition to the criteria set forth in Section 303(c):

- (1) The existing concentrations of formula retail uses within the Neighborhood Commercial District;

There are approximately 200 operating retail, service and restaurant businesses within the Union Street NCD and approximately 17 (9%) of these businesses appear to qualify as formula retail uses. The other formula retail uses are dispersed throughout the Union Street NCD and are primarily clothing retailers such as Bebe, Armani Exchange, BCDG, and Nine West.

- (2) The availability of other similar retail uses within the Neighborhood Commercial District;

The project sponsor has indicated that similar uses in wireless services include an AT&T store located on Union Street approximately ½ block from the project site and Motion Wireless, a retail store independently-owned at Fillmore & Filbert Streets approximately 2 blocks from the project site, specializing in services and repairs for used phones and small wireless devices.

- (3) The compatibility of the proposed formula retail use with the existing architectural and aesthetic character of the Neighborhood Commercial District;

The proposed project will not involve significant modifications to the building's existing architectural and aesthetic character. There will be no expansion of the existing building envelope.

- (4) The existing retail vacancy rates within the Neighborhood Commercial District;

According to the project sponsor, there are currently 12 vacant ground floor commercial spaces within the Union Street NCD.

- (5) The existing mix of City-serving retail uses and neighborhood-serving retail uses within the Neighborhood Commercial District;

The proposed Wireless Store will complement the mix of goods and services currently available within the Union Street NCD which include a variety of offerings in retail, fashion, accessories, personal services, eating and drinking establishments, and other neighborhood-serving uses which attracts customers citywide.

G. **Section 725.1** sets forth provisions applicable in the Union Street Neighborhood Commercial District (NCD). The Union Street NCD is located in northern San Francisco between the Marina and Pacific Heights neighborhoods. The district lies along Union Street between Van Ness Avenue and Steiner, including an arm extending north on Fillmore Street to Lombard. The shopping area provides limited convenience goods for the residents of sections of the Cow Hollow, Golden Gate Valley, and Pacific Heights neighborhoods immediately surrounding the street. Important aspects of Union Street's business activity are eating and drinking establishments and specialty shops whose clientele comes from a wide trade area. There are also a significant number of professional, realty, and business offices. The Union Street District controls are designed to provide sufficient growth opportunities for commercial development that is in keeping with the existing scale and character, promote continuous retail frontage, and protect adjacent residential livability. Small-scale buildings and neighborhood-serving uses are promoted, and rear yards above the ground story and at all residential levels are protected. Most commercial development is permitted at the first two stories of new buildings, while retail service uses are monitored at the third story and above. Housing development in new buildings is encouraged above the second story. Existing residential units are protected by limitations on demolitions and upper-story conversions.

- H. **Section 725.40** permits “other retail sales and services” establishments, such as Wireless Store, on the first and second stories.
- I. **Section 703.3** defines a Formula Retail Use as a type of retail sales activity or retail sales establishment which has eleven or more retail establishments located in the United States and maintains two or more of the following features: a standardized array of merchandise, a standardized facade, a standardized décor and color scheme, a uniform apparel, standardized signage, and a trademark or service mark. According to the project sponsor, there are 44 Wireless Store retail locations nationwide.
- J. **Section 703.4** states that a Conditional Use authorization is required for a formula retail use, as defined by Planning Code Section 703.3, in any of the City’s Neighborhood Commercial Districts.

The proposed project (dba Wireless Store) is a formula retail use, and intends to occupy existing first floor vacant retail space previously occupied by Hill & Co. Real Estate.

- K. **Section 725.27** allows hours of operation from 6 a.m. until 2 a.m. as of right and requires Conditional Use authorization to operate between the hours of 2 a.m. and 6 a.m.

The project sponsor has indicated that the proposed hours of operation of the Wireless Store has not yet been determined, but will comply with the permitted of hours of operation pursuant to Planning Code Section 725.27.

- L. **Section 725.40** allows a retail store specializing in wireless phones, communication devices, and accessories under “Other Retail Sales and Services” as defined by Planning Code Section 790.102 in the Union Street NCD.

The proposed project (d.b.a. Wireless Store) will occupy an existing vacant retail space on the first floor of the building.

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

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

COMMERCE AND INDUSTRY ELEMENT

NEIGHBORHOOD COMMERCE

Objectives and Policies

OBJECTIVE 6:

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

Policy 1:

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

The proposed project would renovate and upgrade an existing vacant commercial space for a retail use. The proposed Wireless Store would be compatible with the type of uses characterizing this portion of the Union Street NCD which include a mixture of food establishments, personal and professional service establishments, and small retail establishments.

Policy 3:

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

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

Policy 4:

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

The proposed project will provide retail goods and services (i.e. selling wireless phones, communication devices, and accessories) and is accessible to all residents within this portion of the Union Street NCD.

Policy 9:

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

The proposed project does not adversely affect public transit or place a burden on the existing supply of parking in the neighborhood. Many patrons are able to walk from their residences or places of employment, and the project is well served by public transportation. There is on-street parking on the subject block and in the surrounding neighborhood.

URBAN DESIGN ELEMENT

CITY PATTERN

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 3:

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

The proposed project's design preserves the neighborhood since the exterior tenant improvements (i.e. change in signage) will not involve significant modifications to the building's original detailing or materiality.

NEIGHBORHOOD ENVIRONMENT

Objectives and Policies

OBJECTIVE 4:

IMPROVEMENT OF THE NEIGHBORHOOD ENVIRONMENT TO INCREASE PERSONAL SAFETY, COMFORT, PRIDE AND OPPORTUNITY.

Policy 15:

Protect the livability and character of residential properties from the intrusion of incompatible new buildings.

The proposed project will improve the neighborhood environment by increasing safety during both the daytime and nighttime through the occupancy of the space, which has been designed to provide a transparent storefront.

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 Application No. 2011.0539C** subject to the following conditions attached hereto as "EXHIBIT A" which is incorporated herein by reference as though fully set forth.

APPEAL AND EFFECTIVE DATE OF MOTION: Any aggrieved person may appeal this Conditional Use Authorization to the Board of Supervisors within thirty (30) days after the date of this Motion No. XXXXX. The effective date of this Motion shall be the date of this Motion if not appealed (After the 30-day period has expired) OR the date of the decision of the Board of Supervisors if appealed to the Board of Supervisors. For further information, please contact the Board of Supervisors at (415) 554-5184, City Hall, Room 244, 1 Dr. Carlton B. Goodlett Place, San Francisco, CA 94102.

I hereby certify that the Planning Commission ADOPTED the foregoing Motion on October 6, 2011.

Linda Avery
Commission Secretary

AYES:

NAYS:

ABSENT:

ADOPTED:

EXHIBIT A

AUTHORIZATION

This authorization is for a conditional use to establish a Formula Retail Use (d.b.a. Wireless Store) on the first floor of a two-story over basement commercial building located at 2113 Union Street in Assessor's Block 0540, Lot 027, pursuant to Planning Code Sections 703.4, 303(c), and 303(i) within the Union Street Neighborhood Commercial District and a 40-X Height and Bulk District; in general conformance with plans stamped "Exhibit B" included in the docket for Case No. 2011.0539C and subject to conditions of approval reviewed and approved by the Commission on October 6, 2011, under Motion No. XXXXX. This authorization and the conditions contained herein run with the property and not with a particular project sponsor, business, or operator. The proposal is to convert a vacant approximately 1,000 square feet first floor commercial space (previously occupied by "Hill & Co. Real Estate", a real estate office) to a retail sales establishment (d.b.a. Wireless Store), a retail store specializing in wireless phones, communication devices, and accessories. The proposed retail store is considered a Formula Retail Use under Section 703.3 of the Planning Code.

RECORDATION OF CONDITIONS OF APPROVAL

Prior to the issuance of the building permit or commencement of use for the Project the Zoning Administrator shall approve and order the recordation of a Notice in the Official Records of the Recorder of the City and County of San Francisco for the subject property. This Notice shall state that the project is subject to the conditions of approval contained herein and reviewed and approved by the Planning Commission on October 6, 2011 under Motion No. XXXXX.

PRINTING OF CONDITIONS OF APPROVAL ON PLANS

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

SEVERABILITY

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

CHANGES AND MODIFICATIONS

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

Conditions of Approval, Compliance, Monitoring, and Reporting

PERFORMANCE

1. **Validity and Expiration.** The authorization and right vested by virtue of this action is valid for three years from the effective date of the Motion. A building permit from the Department of Building Inspection to construct the project and/or commence the approved use must be issued as this Conditional Use authorization is only an approval of the proposed project and conveys no independent right to construct the project or to commence the approved use. The Planning Commission may, in a public hearing, consider the revocation of the approvals granted if a site or building permit has not been obtained within three (3) years of the date of the Motion approving the Project. 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. The Commission may also consider revoking the approvals if a permit for the Project has been issued but is allowed to expire and more than three (3) years have passed since the Motion was approved.

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

2. **Extension.** This authorization may be extended at the discretion of the Zoning Administrator only where failure to issue a permit by the Department of Building Inspection to perform said tenant improvements is caused by a delay by a local, State or Federal agency or by any appeal of the issuance of such permit(s).

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

DESIGN – COMPLIANCE AT PLAN STAGE

3. **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.

4. **Signage.** All existing and proposed exterior signage shall be designed to compliment, not compete with, the existing architectural character and architectural features of the building and shall be consistent with the controls of Article 6 of the Planning Code. Project signage shall be reviewed and approved by the Planning Department. A Building Permit from the Department of Building Inspection must be obtained for all exterior proposed project signage.

For information about compliance, contact the Case Planner, Planning Department at 415-558-6378, www.sf-planning.org.

MONITORING - AFTER ENTITLEMENT

5. **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
6. **Monitoring.** The Project requires monitoring of the conditions of approval in this Motion. The project sponsor or the subsequent responsible parties for the Project shall pay fees as established under Planning Code Section 351(e) (1) and work with the Planning Department for information about compliance.
For information about compliance, contact Code Enforcement, Planning Department at 415-575-6863, www.sf-planning.org
7. **Revocation due to Violation of Conditions.** Should implementation of this Project result in complaints from interested property owners, residents, or commercial lessees which are not resolved by the project sponsor and found to be in violation of the Planning Code and/or the specific conditions of approval for the Project as set forth in Exhibit A of this Motion, the Zoning Administrator shall refer such complaints to the Commission, after which it may hold a public hearing on the matter to consider revocation of this authorization.
For information about compliance, contact Code Enforcement, Planning Department at 415-575-6863, www.sf-planning.org

OPERATION

8. **Garbage, Recycling, and Composting Receptacles.** Garbage, recycling, and compost containers shall be kept within the premises and hidden from public view, and placed outside only when being serviced by the disposal company. Trash shall be contained and disposed of pursuant to garbage and recycling receptacles guidelines set forth by the Department of Public Works.
For information about compliance, contact Bureau of Street Use and Mapping, Department of Public Works at 415-554-5810, <http://sfdpw.org>
9. **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>
10. **Community Liaison.** Prior to issuance of a building permit to construct the project and implement the approved use, the project sponsor shall appoint a community liaison officer to deal with the issues of concern to owners and occupants of nearby properties. The project sponsor shall provide the Zoning Administrator with written notice of the name, business address, and telephone number

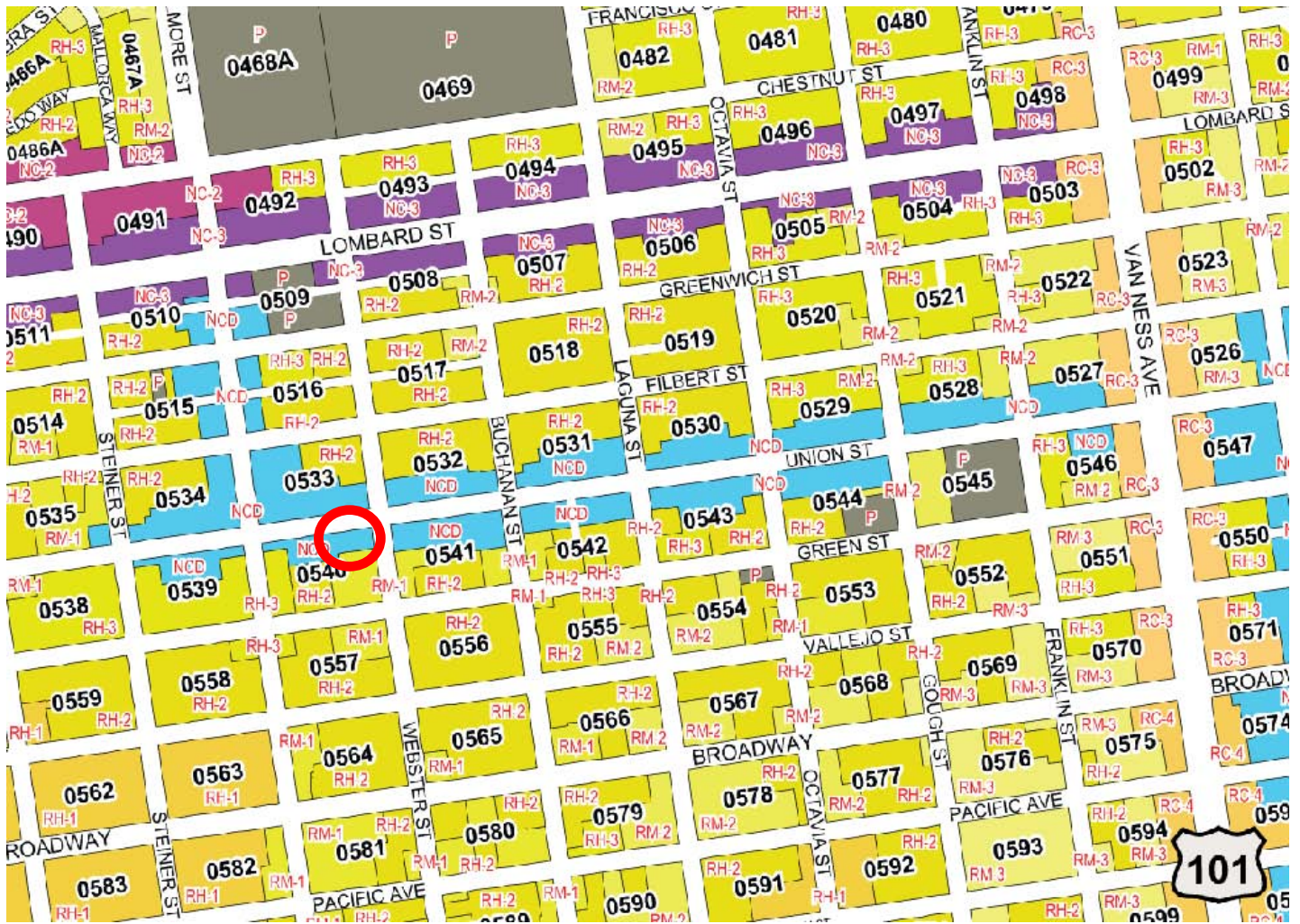
of the community liaison. Should the contact information change, the Zoning Administrator shall be made aware of such change. The community liaison shall report to the Zoning Administrator what issues, if any, are of concern to the community and what issues have not been resolved by the project sponsor.

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

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

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

Zoning Map



Conditional Use Hearing
Case Number 2011.0539C
2113 Union Street
D.B.A. Wireless Store

Parcel Map

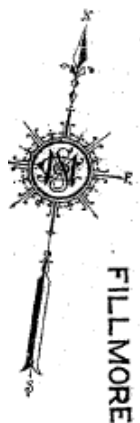


Conditional Use Hearing
Case Number 2011.0539C
2113 Union Street
D.B.A. Wireless Store

Sanborn Map*



SUBJECT PROPERTY



Conditional Use Hearing
Case Number 2011.0539C
2113 Union Street
D.B.A. Wireless Store



Aerial Photo*



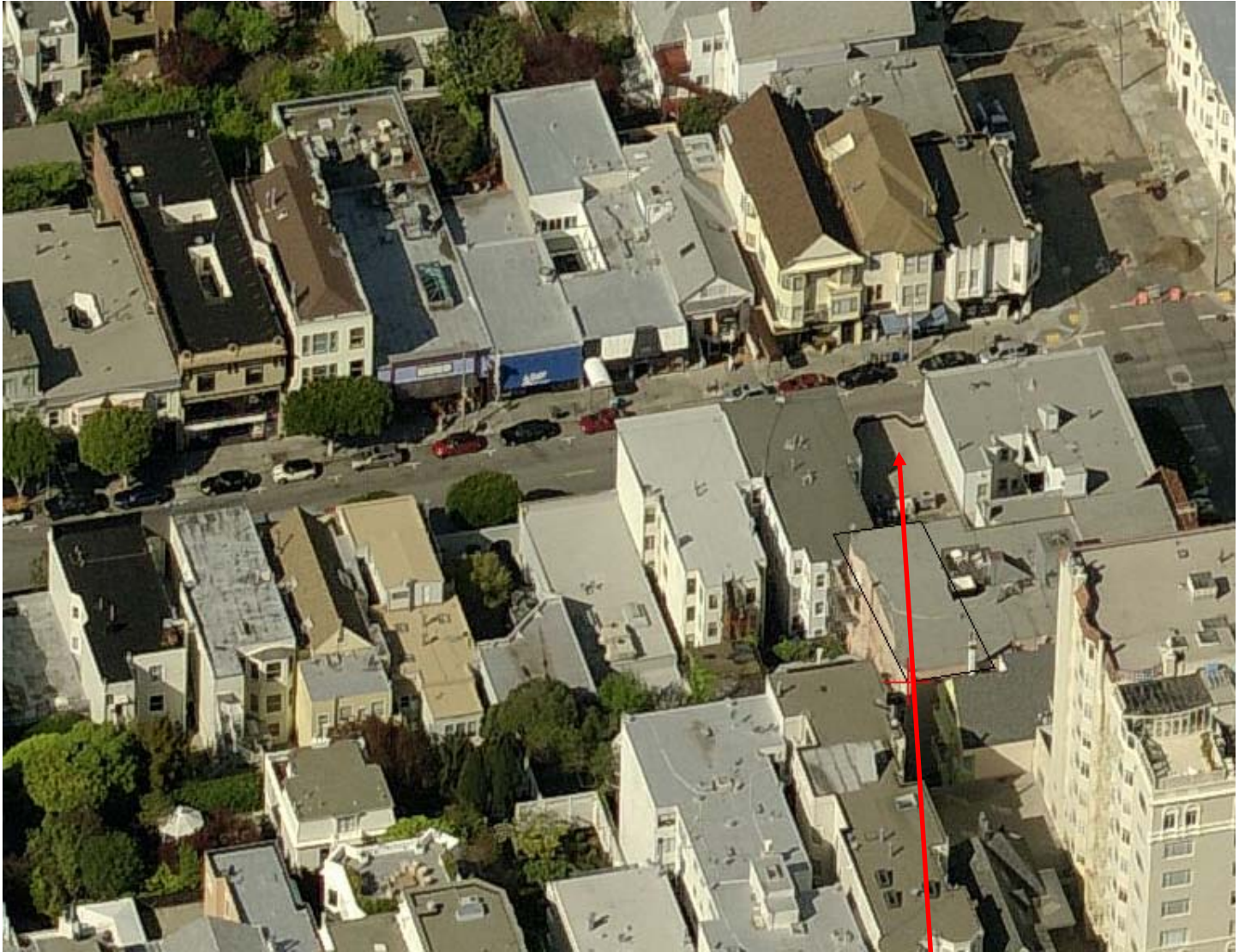
**The Aerial Maps reflect existing conditions in March 2009*

SUBJECT PROPERTY



Conditional Use Hearing
Case Number 2011.0539C
2113 Union Street
D.B.A. Wireless Store

Aerial Photo*

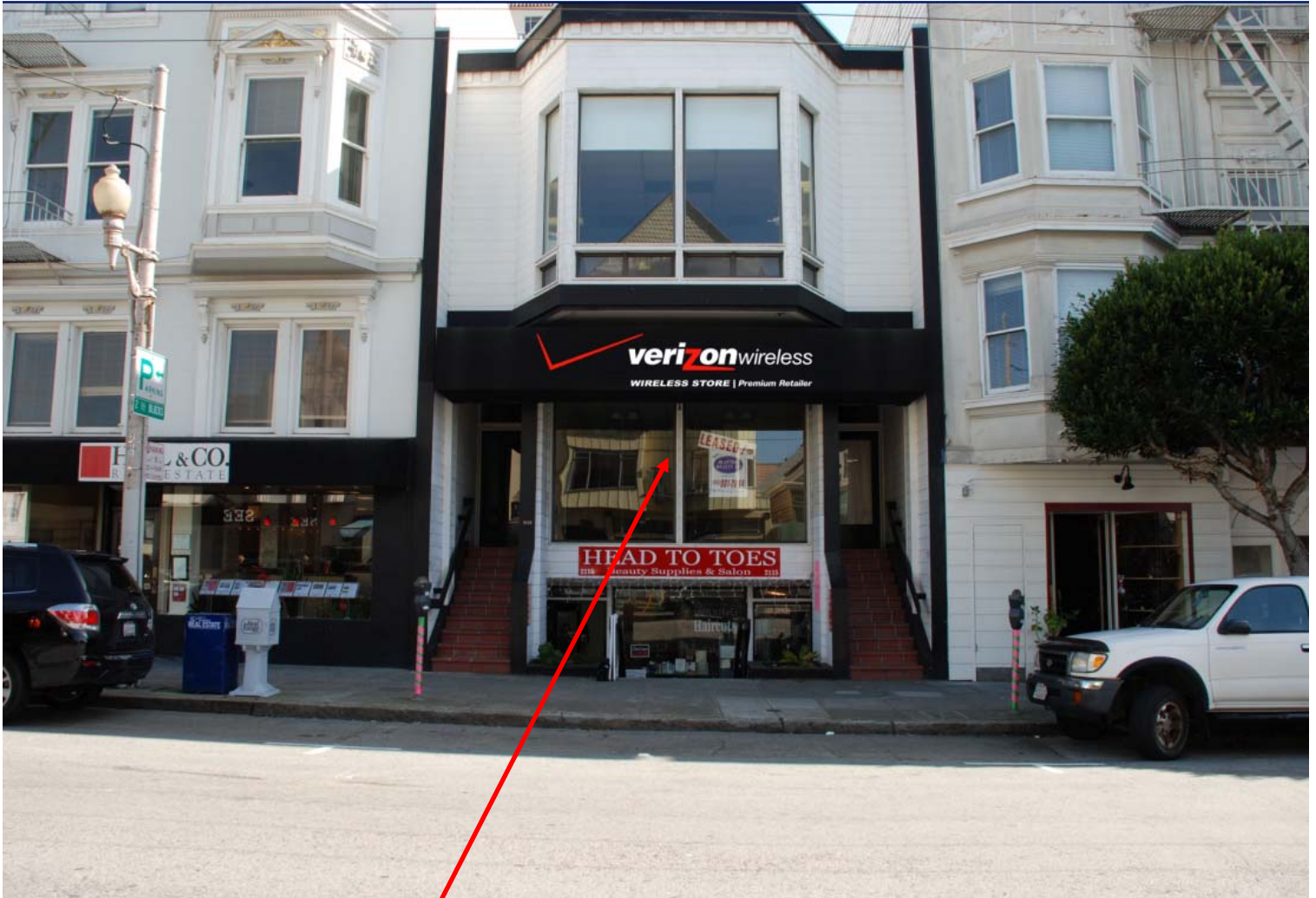


**The Aerial Maps reflect existing conditions in March 2009*

SUBJECT PROPERTY



Site Photo



SUBJECT PROPERTY WITH
PROPOSED SIGNAGE

Conditional Use Hearing
Case Number 2011.0539C
2113 Union Street
D.B.A. Wireless Store

Site Photo



SUBJECT PROPERTY
WITH EXISTING SIGNAGE

Conditional Use Hearing
Case Number 2011.0539C
2113 Union Street
D.B.A. Wireless Store

Site Photo

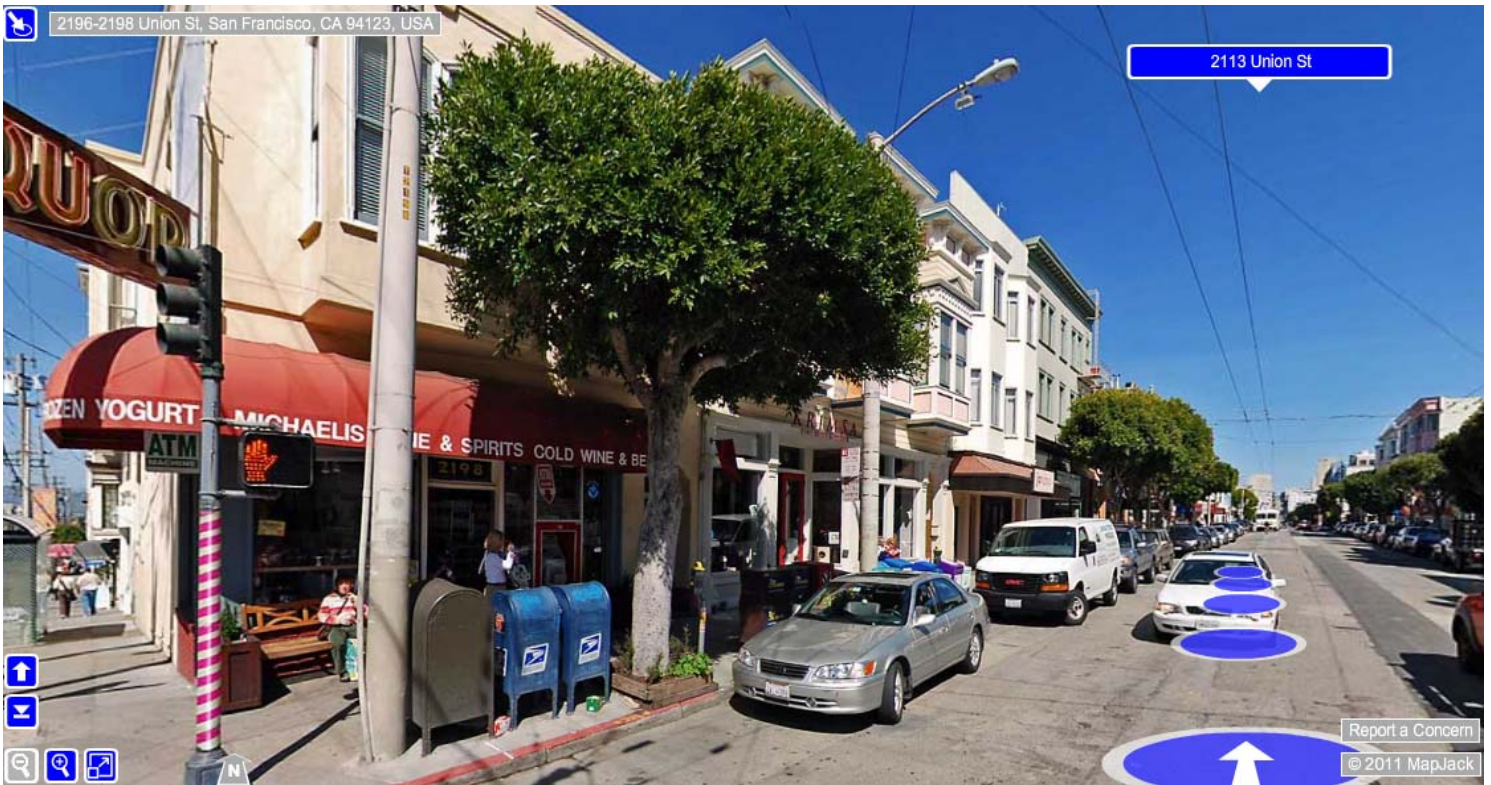
Subject Block



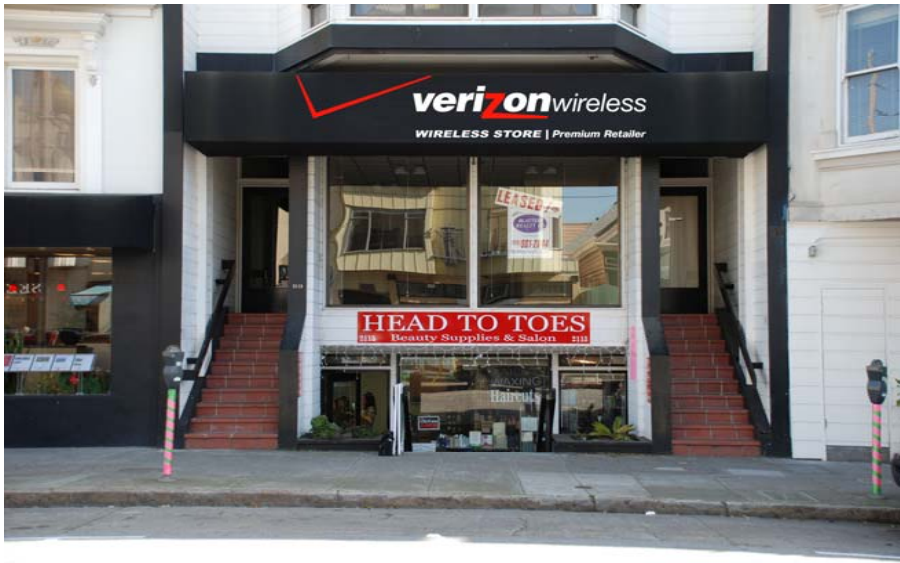
Conditional Use Hearing
Case Number 2011.0539C
2113 Union Street
D.B.A. Wireless Store

Site Photo

Opposite Block



Conditional Use Hearing
Case Number 2011.0539C
2113 Union Street
D.B.A. Wireless Store



2113 Union/Proposed Signage.



2113 Union/Current signage



Abutting Neighbors/East



2113 Union

Abutting Neighbors/West incl AT&T



2113

Abutting Buildings from SW Corner



NECorner, Buchanan/Union



2113

2113 Union St.,
View from SW Corner



2113

2113 Union St.



Formula Retail Use_All





Formula Retail Use ALL



View North directly across Union St.

Mr. Sanchez, Mr. Lindsay, Ms. Young and Commissioners,

Immediately following the Pre-Application meeting at the subject location, assigned community liaison began conducting interviews with all available merchants/business owners, or their assigned, and within boundaries of the Union Street Neighborhood Commercial District (ONLY).

Interviews carefully referenced and responded to questions and concerns about both the Project, and the Process, including accurate interpretations of "formula use," as described in the Code. Merchants/business owners were asked to provide individually signed letters indicating one of the following: Support, Opposed, No Opinion and/or Undecided about viability of the Project. Many chose to respond verbally.

This methodology also chronicles economic portraiture in real time, as seen through the eyes of those whose very livelihoods may depend on *direct* benefits associated with changes in use, adaptive re-use and/or formula use within the NCD's.

Accuracy in unbiased consensus brings unmatched clarity to the Project and the Process for everyone, and is widely considered within the NCD as a highly desirable component within the conditional use process. Highly accurate consensus reports are regularly considered of exceptional value to evaluate viability of a project, and consistently assist planning department staff in recommendations for approval.

NCD's are given opportunity to decide for themselves what is considered necessary and desirable within their community. Business models seeking successful integration must be seen as a significant assets contributing to fundamentals necessary for revitalization of a highly renewable and localized customer base.

Outreach and endorsements/letters received would show Wireless-Store on Union as one fully vetted within the merchant/business community of the Union Street Neighborhood Commercial District.

SUMMARY OF SURVEY RESULTS AND MERCHANT RESPONSE

Virtually all merchants/business owners interviewed felt strongly that creating additional foot traffic added to current economic conditions would be most welcome, as evidenced by full support of the owner of Motion Wireless on Fillmore who specialized in used handsets and repairs.

Our neighborhoods are also heavily "wireless" as communities. Business owners interviewed reported that having diversity in wireless services would bring more customers to their stores, and provided letters in support based primarily on quick/simplified availability of products/services.

Business owners such as Lesley Leonhardt, a thirty years + veteran retailer, were very enthusiastic about the project sponsor's interest in community affairs; specifically the successful incubation of future jobs for our Veterans.

CONCLUSIONS

Stated objectives within the Neighborhood Commerce Section of the General Plan are to "maintain and strengthen viable neighborhood commercial areas easily accessible to neighborhood residents."

In referencing Policy 1 under these same objectives, which "insures and encourages retention of neighborhood servicing goods and services in the City's neighborhood commercial districts, while recognizing and encouraging diversity among districts," one would conclude essential elements of Diversity as appropriate and applicable in this case.

Specific to this request for approval to operate as formula use, the Project offers Diversity consistent with objectives and policies of the general plan.

Finally, business owners of the Union Street NCD are always universally appreciative of outreach initiated and completed by a project sponsor, whose long term investment wishes to better serve a diverse demographic, while attracting a highly renewable and localized customer base to the NCD at large; clearly a sign of sincerity to enhance welfare and economics of the local community.

This Project is therefore considered fully vetted within the merchant/business community of the Union Street NCD.

Disclosure

My name is Michael F. Williams, a Small Business Advocate and San Francisco resident of 38 yrs. I am not an attorney, nor expeditor, nor paid public servant, nor do I harbor conflicts of interest that would otherwise bias interpretation of results. I hereby certify this consensus report as executed and subsequently composed entirely by myself on behalf of both Wireless Stores, Inc., **and** the merchant/business community of the Union Street Neighborhood Commercial District. I further certify the contents and information contained herein as current, unbiased and accurate to the best of my knowledge.

Sincerely,

Michael F. Williams,

Merchant Support Services

(415) 299-7713

SAMPLE TO MERCHANTS

Dear Merchants/Business Owners and Neighbors,

A B2B Consensus Report of importance to your community is being conducted within commercial corridors of the Union Street Neighborhood Commercial District (NCD). Results are to be recorded without bias towards any/all merchant activity, including memberships/associations within respected merchants associations and neighborhood groups pro-actively serving your local area.

Michael F. Williams & Associates, whose consensus reports are considered highly accurate within commercial corridors of San Francisco's historical districts, has been selected by Wireless-Stores, Inc., as Community Liaison on behalf of both Project and Merchant/Business Community of the Union Street NCD. The Company is currently navigating San Francisco's entitlement processes and seeking formal approvals to operate at 2113 Union Street in Cow Hollow.

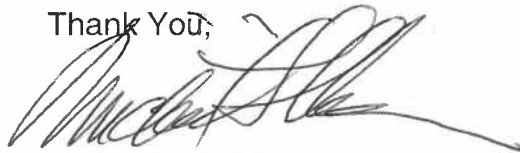
Retail operations, whose ownership exceeds eleven stores nationwide, are considered a "formula use," as described in the Code. As such, the Company must seek consensus and record measurable support within the merchant/business community about the viability of The Project. As a component of San Francisco's Conditional Use Process, this outreach will continue throughout the entitlement process, to include formal hearings on the matter before San Francisco Planning Commissioners on October 6, 2011.

Note: Consensus achieved through personal interviews brings unmatched clarity to the Process for everyone and is widely considered a necessary and highly desirable component within San Francisco's entitlement processes.

This methodology is also vitally important to accurately chronicle economic portraiture in *real time*; as seen through eyes of merchants/business owners whose very livelihood often depends upon direct benefits associated with any/all approvals to operate within commercial corridors of our fragile historical districts.

Please assist us in fulfilling this requirement, won't you? It's a simple letter (attached) with business name, address, title/signature & comments/concerns. Mr. Williams will be available daily to respond to questions or concerns about Project, or Process. Please use contact info provided below.

Thank You;



Michael F. Williams,
Merchant Support Services

Mobile: (415) 299-7713

Email: mfwassociates94123@yahoo.com

SAMPLE FROM MERCHANTS

TO: SF Planning Department, Scott Sanchez, Zoning Administrator; David Lindsay, Senior Planner NW; Sharon Young, Assigned Planner

CC: San Francisco Planning Commissioners, Christina Olague, President
Linda Avery, Commission Secretary

RE: Proposed Project: Wireless-Store on Union
Subject Location: 2113 Union Street
Case #

Mr, Sanchez, Mr. Lindsay, Ms. Young & Commissioners,

We have recently been made aware of the proposed Wireless-Store retail operation to be located at 2113 Union Street in Cow Hollow. We also understand Wireless-Stores, Inc. is considered a "Formula Retail Use," as described in the Code. As such, recording of consensus and measurable support within the business community is highly recommended in order to provide accurate assessments about the viability of the proposed project.

We **(Support)** **(Oppose)** addition of Wireless-Stores, Inc. as an integral part of our business community. Our business _____ is located at _____, and has operated within this Neighborhood Commercial District since _____.
(or)

We are **(Undecided)** and/or have **(No Opinion)** on the matter at this time.

Thank you,

Name (print) Signature/Title

Comments _____

Contact Information:

Michael F. Williams,
Merchant Support Services

Mobile: (415) 299-7713
Email: mfwassociates94123@yahoo.com

**FOG CITY
LEATHER**

Peter James

2060 Union Street
San Francisco, CA 94123
☎ 415 567 1996
Fax 415 567 1997
www.fogcityleather.com
peter@fogcityleather.com

TO: SF Planning Department, Scott Sanchez, Zoning Administrator;
Lindsay, Senior Planner NW; Sharon Young, Assigned Planner

CC: San Francisco Planning Commissioners, Christina Olague, Pres
Linda Avery, Commission Secretary

RE: Proposed Project: Wireless-Store on Union
Subject Location: 2113 Union Street
Case #

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We have recently been made aware of the proposed Wireless-S operation to be located at 2113 Union Street in Cow Hollow. We also understand Wireless-Stores, Inc. is considered a "Formula Retail Use," as described in the Code. As such, recording of consensus and measurable support within the business community is highly recommended in order to provide accurate assessments about the viability of the proposed project.

We **(Support)** ~~(Oppose)~~ addition of Wireless-Stores, Inc. as an integral part of our business community. Our business FOG CITY LEATHER is located at 2060 Union St, and has operated within this Neighborhood Commercial District since 1989.

(or)

We are **(Undecided)** and/or have **(No-Opinion)** on the matter at this time.

Thank you,

PETER JAMES
Name (print)

Peter Sanchez / owner
Signature/Title

Comments WE ARE A VETERAN OWNED BUSINESS

Contact Information:

Michael F. Williams,
Merchant Support Services

Mobile: (415) 299-7713
Email: mfwassociates94123@yahoo.com



TO: SF Planning Department, Scott Sanchez, Z
Lindsay, Senior Planner NW; Sharon Young

CC: San Francisco Planning Commissioners, C
Linda Avery, Commission Secretary

RE: Proposed Project: Wireless-Store on Union
Subject Location: 2113 Union Street
Case #

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We **(Support)** ~~(Oppose)~~ addition of Wireless-Stores, Inc. as an integral part of our business community. Our business Güzel Jewelry Design is located at 2114 Union, and has operated within this Neighborhood Commercial District since 2010.
(or)

We are **(Undecided)** and/or have **(No Opinion)** on the matter at this time.

Thank you,

Semiha DURAK
Name (print)

Semiha Durak
Signature/Title

Comments _____

Contact Information:

Michael F. Williams, Merchant Support Services Mobile: (415) 299-7713
Email: mfwassociates94123@yahoo.com

*The Enchanted Crystal
of San Francisco*

TO: SF Planning Department, Scott Sanchez, Z
Lindsay, Senior Planner NW; Sharon Young

CC: San Francisco Planning Commissioners, Ch
Linda Avery, Commission Secretary

RE: Proposed Project: Wireless-Store on Union
Subject Location: 2113 Union Street
Case #

DENNIS BECKM.
www.enchantedcrystal.c
1895 UNION STREET • SAN FRANCISCO, CA 94123 • (415) 885-13

Mr, Sanchez, Mr. Lindsay, Ms. Young & Commissioners,

We have recently been made aware of the proposed Wireless-Store retail operation to be located at 2113 Union Street in Cow Hollow. We also understand Wireless-Stores, Inc. is considered a "Formula Retail Use," as described in the Code. As such, recording of consensus and measurable support within the business community is highly recommended in order to provide accurate assessments about the viability of the proposed project.

We **(Support)** **(Oppose)** addition of Wireless-Stores, Inc. as an integral part of our business community. Our business The Enchanted Crystal is located at 1895 Union, and has operated within this Neighborhood Commercial District since 1973 (or)

We are **(Undecided)** and/or have **(No Opinion)** on the matter at this time.

Thank you,

Dennis Beckman
Name (print)

Dennis Beckman
Signature/Title

Comments _____

Contact Information:

Michael F. Williams,
Merchant Support Services

Mobile: (415) 299-7713
Email: mfwassociates94123@yahoo.com

Heather Dempsey & Massimo Mallamace

Fatto a Mano

1800 Union Street (corner of Octavia) San Francisco
Tuesday - Sunday 10:30 am to 7:00 pm

T: (415) 525-4348 F: (415) 525-4347
heather@fattoamosf.com • www.fattoamosf.com

TO: SF Planning Department, Scott Sanchez, Z
Lindsay, Senior Planner NW; Sharon Your

CC: San Francisco Planning Commissioners, C
Linda Avery, Commission Secretary

RE: Proposed Project: Wireless-Store on Union
Subject Location: 2113 Union Street
Case #

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We (Support) (Oppose) addition of Wireless-Stores, Inc. as an integral part of our business community. Our business Fatto a Mano is located at 1800 Union St, and has operated within this Neighborhood Commercial District since 2009.

(or)

We are (Undecided) and/or have (No Opinion) on the matter at this time.

Thank you,

HEATHER DEMPSEY

Name (print)

Heather Dempsey

Signature/Title

Comments _____

Contact Information:

Michael F. Williams,
Merchant Support Services

Mobile: (415) 299-7713
Email: mfwassociates94123@yahoo.com

BRYAN • LEE

Tel: (415) 923-9923
Fax: (415) 923-1063
1840 Union Street
San Francisco, CA
94123

~~Lia McKoon~~
Manager and Buyer

Heather Martin

Fashion and accessories for men and women



TO: SF Planning Department, Scott Sanchez, Z
Lindsay, Senior Planner NW; Sharon Young

CC: San Francisco Planning Commissioners, C
Linda Avery, Commission Secretary

RE: Proposed Project: Wireless-Store on Union
Subject Location: 2113 Union Street
Case #

Mr, Sanchez, Mr. Lindsay, Ms. Young & Commissioners,

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We **(Support)** **(Oppose)** addition of Wireless-Stores, Inc. as an integral part of our business community. Our business Bryan Lee is located at 1840 Union St, and has operated within this Neighborhood Commercial District since 2009.
(or)

We are **(Undecided)** and/or have **(No Opinion)** on the matter at this time.

Thank you,

Heather Martin
Name (print)

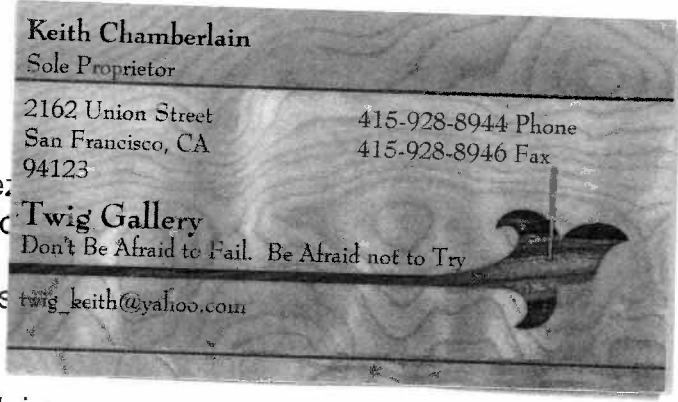
Heather Martin
Signature/Title

Comments _____

Contact Information:

Michael F. Williams,
Merchant Support Services

Mobile: (415) 299-7713
Email: mfwassociates94123@yahoo.com



TO: SF Planning Department, Scott Sanchez,
Lindsay, Senior Planner NW; Sharon Young

CC: San Francisco Planning Commissioners
Linda Avery, Commission Secretary

RE: Proposed Project: Wireless-Store on Union
Subject Location: 2113 Union Street
Case #

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We **(Support)** **(Oppose)** addition of Wireless-Stores, Inc. as an integral part of our business community. Our business Twig Gallery is located at 2162 Union St. and has operated within this Neighborhood Commercial District since 1994.

(or)

We are **(Undecided)** and/or have **(No Opinion)** on the matter at this time.

Thank you,

Keith Chamberlain

Name (print)

Keith Chamberlain

Signature/Title

Comments _____

Contact Information:

Michael F. Williams,
Merchant Support Services

Mobile: (415) 299-7713
Email: mfwassociates94123@yahoo.com

TO: SF Planning Department, Scott Sanchez, Zoning Administrator; David Lindsay, Senior Planner NW; Sharon Young, Assigned Planner

CC: San Francisco Planning Commissioners, Christina Olague, President
Linda Avery, Commission Secretary

RE: Proposed Project: Wireless-Store on Union
Subject Location: 2113 Union Street
Case #

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We (**Support**) (~~Oppose~~) addition of Wireless-Stores, Inc. as an integral part of our business community. Our business Michael's wine is located at 2198 Union, and has operated within this Neighborhood Commercial District since _____.

(or)

We are (**Undecided**) and/or have (**No Opinion**) on the matter at this time.

Thank you,

Jawdat Zeidan
Name (print)

[Signature] owner
Signature/Title

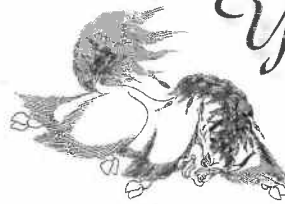
Comments _____

Contact Information:

Michael F. Williams,
Merchant Support Services

Mobile: (415) 299-7713
Email: mfwassociates94123@yahoo.com

Golden Yaks



Thuksong

1969A Union Street
San Francisco, CA 94123
tel 510.326.2856
gangchents@yahoo.com
www.golden-yaks.com

TO: SF Planning Department, Scott Sanchez, Zo Lindsay, Senior Planner NW; Sharon Young

CC: San Francisco Planning Commissioners, Ch Linda Avery, Commission Secretary

RE: Proposed Project: Wireless-Store on Union
Subject Location: 2113 Union Street
Case #

Mr, Sanchez, Mr. Lindsay, Ms. Young & Commissioners,

We have recently been made aware of the proposed Wireless-Store retail operation to be located at 2113 Union Street in Cow Hollow. We also understand Wireless-Stores, Inc. is considered a "Formula Retail Use," as described in the Code. As such, recording of consensus and measurable support within the business community is highly recommended in order to provide accurate assessments about the viability of the proposed project.

We **(Support)** **(Oppose)** addition of Wireless-Stores, Inc. as an integral part of our business community. Our business Golden yaks is located at 1969 A, and has operated within this Neighborhood Commercial District since 2010.
(or)

We are **(Undecided)** and/or have **(No Opinion)** on the matter at this time.

Thank you,

Thuksong
Name (print)

[Signature]
Signature/Title

Comments _____

Contact Information:

Michael F. Williams,
Merchant Support Services

Mobile: (415) 299-7713
Email: mfwassociates94123@yahoo.com

UNION B.
A City Chic Boutique

TO: SF Planning Department, Scott Sanchez, Zc
Lindsay, Senior Planner NW; Sharon Young

CC: San Francisco Planning Commissioners, Ch
Linda Avery, Commission Secretary

RE: Proposed Project: Wireless-Store on Union
Subject Location: 2113 Union Street
Case #

Mr, Sanchez, Mr. Lindsay, Ms. Young & Commissioners,

We have recently been made aware of the proposed Wireless-Store retail operation to be located at 2113 Union Street in Cow Hollow. We also understand Wireless-Stores, Inc. is considered a "Formula Retail Use," as described in the Code. As such, recording of consensus and measurable support within the business community is highly recommended in order to provide accurate assessments about the viability of the proposed project.

We **(Support)** **(Oppose)** addition of Wireless-Stores, Inc. as an integral part of our business community. Our business Union B. is located at Union B. and has operated within this Neighborhood Commercial District since 2006.
(or)

We are **(Undecided)** and/or have **(No Opinion)** on the matter at this time.

Thank you,

CASSANDRA CAMPBELL

Name (print)

[Signature]

Signature/Title

Comments _____

Contact Information:

Michael F. Williams,
Merchant Support Services

Mobile: (415) 299-7713
Email: mfwassociates94123@yahoo.com



S T R E E T I N H I S T O R I C C O W H O L L O W

WWW.UNIONSTREETSF.COM

1686 UNION STREET • SAN FRANCISCO CA 94123 • T: (415) 441-7055 • F: (415) 928-4750

September 23, 2011

SF Planning Commission
1650 Mission St.
SF, Ca. 94103

Re: 2113 Union Street

The Union Street Association has met with the project sponsor and believes the addition of Wireless-Stores, Inc. (dba Wireless-Store on Union) will not in any way detract from the mix of retail services, nor compromise other business models successfully operating within our Neighborhood Commercial District.

Additionally, we understand that assigned community liaison has secured commitments from the project sponsor to incubate these future jobs on behalf of returning Veterans who wish to work and reside within our community. Our business community is proud of keeping Veterans issues at the forefront of neighborhood serving agendas and applauds this project sponsor for their efforts related to employment of Veterans.

We urge you to approve their application.

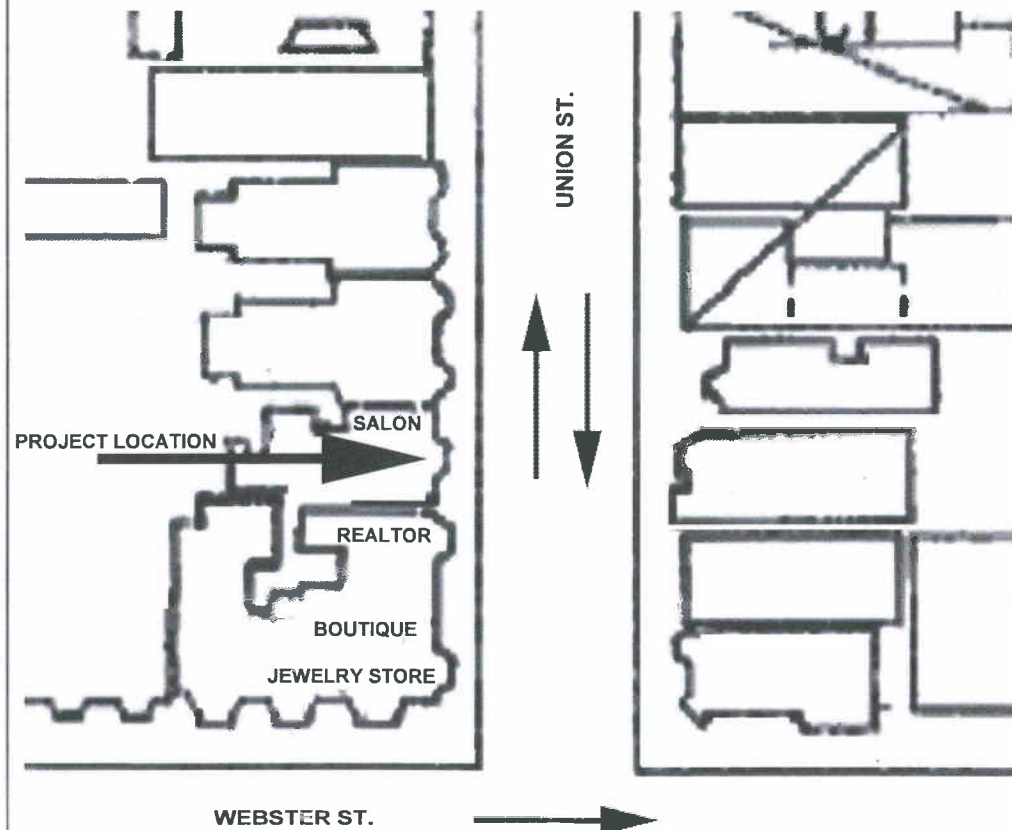
Sincerely yours,

A handwritten signature in cursive script that reads "Lesley Leonhardt".

Lesley Leonhardt
Executive Director

WIRELESS STORE, INC. 2113 UNION ST. SAN FRANCISCO, CA 94123

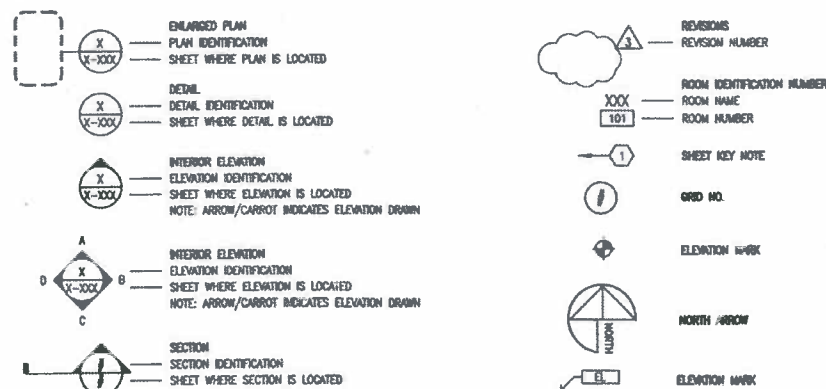
UNION ST FLOORPLAN: CHANGE OF USE



SITE PLAN

SCALE: N.T.S.

DRAFTING SYMBOLS



GENERAL NOTES

1. ALL WORK SHALL CONFORM TO THE CONTRACT DOCUMENTS WHICH INCLUDE THE DRAWINGS, ALL ADDENDA, BULLETINS AND CHANGE ORDERS.
2. THE GENERAL CONTRACTOR (GC) SHALL REVIEW ALL DOCUMENTS AND VERIFY ALL DIMENSIONS AND FIELD CONDITIONS AND SHALL CONFIRM THAT WORK IS BUILDABLE AS SHOWN. ANY CONFLICTS OR OMISSIONS, ETC., SHALL BE IMMEDIATELY REPORTED TO THE ARCHITECT & OWNER IN WRITING FOR CLARIFICATION PRIOR TO THE PERFORMANCE OF ANY WORK. IN QUESTION, THE GC SHALL BE RESPONSIBLE FOR CORRECTION OF ALL WORK, AS DIRECTED BY ARCHITECT, FOR WHICH THE ARCHITECT WAS NOT NOTIFIED IN ADVANCE.
3. IN CASE OF CONFLICT BETWEEN ARCHITECT'S AND ENGINEER'S DRAWINGS IN LOCATING MATERIALS/EQUIPMENT, THE ARCHITECT & OWNER SHALL BE NOTIFIED IMMEDIATELY FOR CLARIFICATION.
4. AT THE BEGINNING OF THE PROJECT, BEFORE PURCHASE OR FABRICATION, CONTRACTOR SHALL SUBMIT TO THE OWNER OR ARCHITECT FOR REVIEW THREE COPIES OF CATALOG CUTS OR SHOP DRAWINGS OF MILLWORK, LIGHTING, SPRINKLER AND MECHANICAL LAYOUT. ADDITIONALLY THE CONTRACTOR SHALL SUBMIT A MINIMUM OF TWO SAMPLES OF ALL PAINT BRUSH-OUTS, CARPET, WALL-BASE AND PLASTIC LAMINATE.
5. "ALIGN" SHALL MEAN ACCURATELY LOCATE FINISH FACES IN THE SAME PLANE. NEW DETAIL CONSTRUCTION ADJOINING EXISTING CONSTRUCTION (WHERE OCCURS) IN THE SAME PLANE SHALL BE FLUSH WITH NO VISIBLE JOINTS, U.L.O.
6. "TYPICAL" OR "TYP" SHALL MEAN THAT THE CONDITION IS REPRESENTATIVE OF SIMILAR CONDITIONS THROUGHOUT, UNLESS OTHERWISE NOTED. DETAILS ARE USUALLY KEYED AND NOTED "TYP" ONLY ONCE, WHEN THEY FIRST OCCUR.
7. "SIMILAR" OR "SIM" MEANS COMPARABLE CHARACTERISTICS FOR CONDITIONS NOTED. VERIFY DIMENSIONS AND ORIENTATION ON PLANS AND ELEVATIONS.
8. WORK AREAS ARE TO REMAIN SECURE AND LOCKABLE DURING CONSTRUCTION. GC SHALL COORDINATE WITH OWNER TO ENSURE SECURITY. FINAL CLEANING INCLUDES, BUT IS NOT LIMITED TO, CLEANING OF ALL GLASS, GLOSSY SURFACES, FLOORS, DOORS, FRAMES, AND WALL BASE.
9. THE GC SHALL OBTAIN ALL PERMITS AND INSPECTIONS AND COMPLY WITH ALL CODES, LAWS, ORDINANCES, RULES, AND REGULATIONS OF ALL PUBLIC AUTHORITIES (FEDERAL, STATE, OR LOCAL) GOVERNING THE WORK. THE MOST STRINGENT SHALL APPLY. THE GC SHALL FORWARD COPIES OF THE ABOVE TRANSACTIONS, INCLUDING THE APPROVED PERMIT APPLICATION AND COMMENTS, IF ANY, TO THE ARCHITECT & OWNER PRIOR TO COMMENCING WORK.
10. EACH SHEET OF THE CONTRACT DOCUMENTS ARE COMPLEMENTARY. WHAT IS SHOWN OR REFERRED TO ON EACH SHEET, AT A GIVEN LOCATION SHALL BE PROVIDED AS THOUGH SHOWN ON ALL SHEETS, U.L.O.
11. SUBSTITUTIONS, REVISIONS, OR CHANGES SHALL BE SUBMITTED TO ARCHITECT & OWNER (IN CONFORMANCE WITH SPECIFIED PROCEDURES) PRIOR TO PURCHASE, FABRICATION, OR INSTALLATION.
12. THE GC SHALL MAINTAIN FOR THE ENTIRE DURATION OF THE WORK ALL EXITS, EXIT LIGHTING, FIRE PROTECTIVE DEVICES AND ALARMS IN CONFORMANCE WITH ALL APPLICABLE CODES AND TO THE SATISFACTION OF LOCAL FIRE MARSHAL.
13. ALL WORK SHALL BE COORDINATED WITH THE BUILDING OWNER INCLUDING SCHEDULING TIME AND LOCATIONS FOR DELIVERIES, BUILDING ACCESS, USE OF BUILDING FACILITIES, USE OF BUILDING PHONE LINES, ETC.
14. ALL MANUFACTURED ARTICLES, MATERIALS AND EQUIPMENT SHALL BE APPLIED, INSTALLED, CONNECTED, ERECTED, CLEANED, AND CONDITIONED PER MANUFACTURER'S INSTRUCTIONS. IN THE CASE OF DIFFERENCES BETWEEN THE MANUFACTURER'S INSTRUCTIONS AND THE CONTRACT DOCUMENTS, THE GC SHALL NOTIFY THE ARCHITECT AND OWNER BEFORE PROCEEDING.
15. THE GC SHALL HAVE A FULL-TIME REPRESENTATIVE PRESENT IN THE BUILDING AT ALL TIMES WHILE CONSTRUCTION ACTIVITIES ARE UNDERWAY ON-SITE.
16. GC TO VERIFY THAT EXISTING CONCRETE FLOORS ARE LEVEL, SMOOTH, AND FREE FROM SCALING. GC TO REPORT ANY VARIATIONS IN FLOOR LEVEL GREATER THAN 1/4" IN 10'-0".
17. THE GC SHALL INFORM THE ARCHITECT AND OWNER OF ANY EXISTING THRESHOLDS WITH ELEVATION VARIATIONS GREATER THAN 1/4".
18. PRIOR TO PUNCHLIST WALK-THROUGH, GENERAL CONTRACTOR IS TO CLEAN ALL INTERIOR GLASS PARTITIONS, VACUUM ALL CARPETED AREAS, MOP CLEAN ALL SEAMLESS FLOORING AND CLEAN AND WAX ALL NEW AND EXISTING VCT FLOORING USING MANUFACTURER'S RECOMMENDED MATERIALS AND PROCEDURES.

SPECIAL INSPECTIONS

APPLICABLE CODES

2010 BUILDING CODES

ACCESSIBILITY SCOPE

DESIGN/BUILD CONTRACTOR NOTES

1. NEW LUMONISITY 2X2 COMMERCIAL CARPET TILES
2. NEW PAINT, GLIDDEN "WOODSMOKE"
3. PLACEMENT OF TABLE FIXTURES AND DISPLAYS

MECHANICAL & ELECTRICAL

DESIGN-BUILD NOTES

ALL TO REMAIN THE SAME
EXISTING BATHROOM TO REMAIN THE SAME
EXISTING ELECTRICAL TO REMAIN THE SAME
EXISTING HVAC TO REMAIN THE SAME

FIRE SPRINKLER SCOPE OF WORK

ALL FIRE SPRINKLERS TO REMAIN THE SAME
ANY MODIFICATIONS REQUIRES SEPARATE PERMIT FOR FIRE SPRINKLERS

PROJECT LOCATION MAP



PROJECT DESCRIPTION

NEW CARPET
NEW PAINT
FIXTURES

BUILDING INFORMATION

BUILDING LOCATION: 2113 UNION ST.
SAN FRANCISCO, CA 94123

BUILDING REPRESENTATIVE: DAVE ANDERSON
145 RED ROCK WAY
SAN FRANCISCO, CA 94131

ARCHITECT: OWNER
ABED RASHED
1783 TRIBUTE RD STE A
SACRAMENTO, CA 95815
916-206-3600
R - RETAIL

ZONE:

APN NO.:

BUILDING TYPE: TYPE 8-B

OCCUPANCY CLASSIFICATION: B BUSINESS

NUMBER OF STORIES: THREE (3)

FIRE PROTECTION: CENTRALLY MONITORED FULLY SPRINKLERED WITH QUICK RESPONSE HEADS

EMERGENCY LIGHTING: SHALL BE DESIGNED TO GIVE A UNIFORM MINIMUM VALUE OF ONE FOOT-CANDLE AT FLOOR LEVEL AT ALL LOCATIONS IN TENANT SPACE PER CBC SEC. 1008.2

AREA:

OCCUPANCY LOAD: 1200 / 30 = 40 1 EXIT REQUIRED (EXISTING)

TENANT CONTACT: ABED RASHED
1783 TRIBUTE RD STE A
SACRAMENTO, CA 95815
916-206-3600

SHEET INDEX

ARCHITECTURAL:
G-001 COVER SHEET
A-001 NEW FLOOR PLAN

UNION ST FLOORPLAN CHANGE OF USE

PROJECT TITLE

**WIRELESS
STORE, INC.**
2113 UNION ST.
SAN FRANCISCO, CA 94123

CONSULTANT

UNION ST COVER SHEET

SHEET TITLE

COVER SHEET CHANGE OF USE; NEW CARPET NEW PAINT FIXTURES

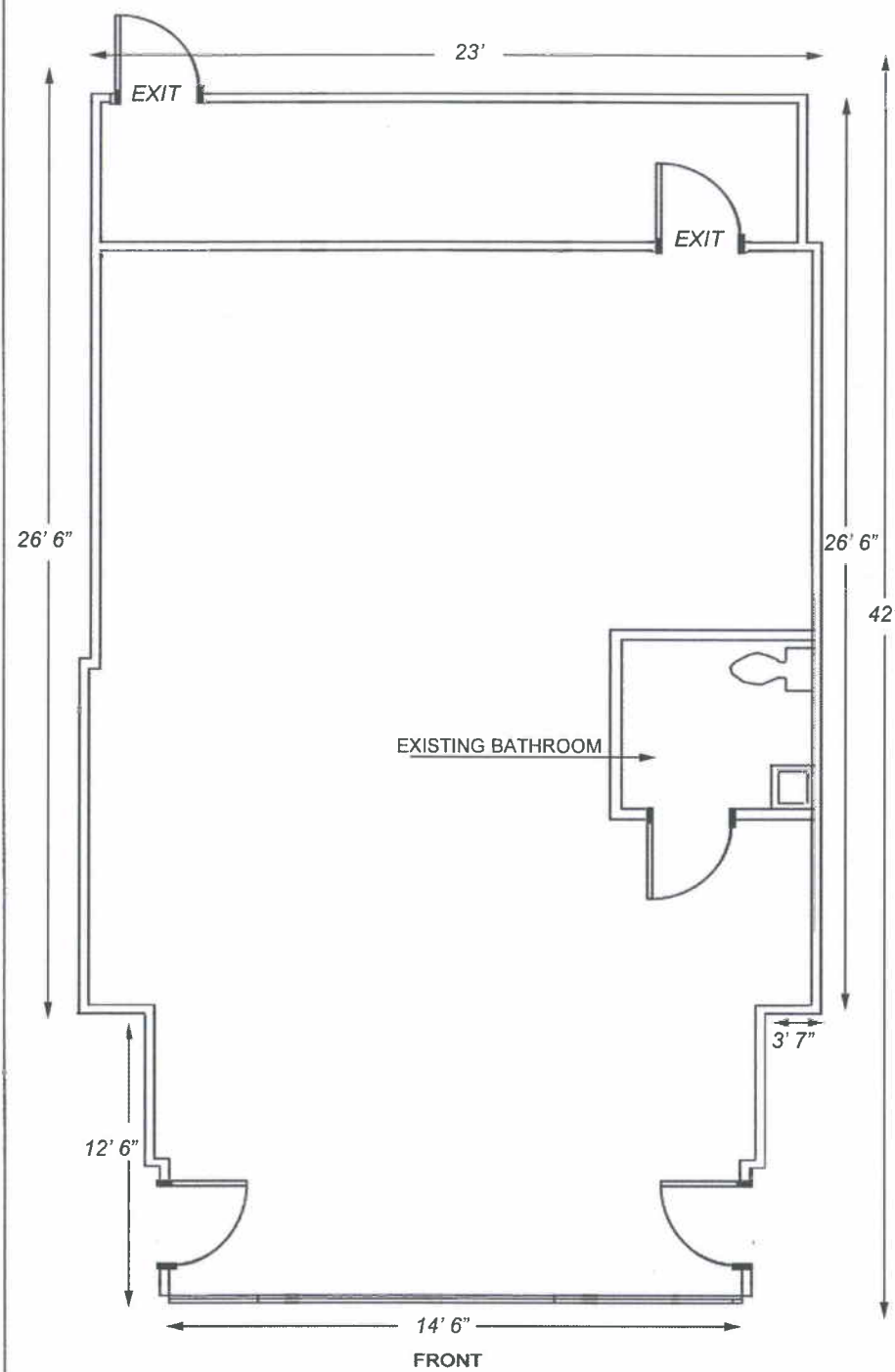
ISSUE / REVISIONS			
No.	Date	Issue	Drawn/Check
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			
10.			

THE CONTRACTOR SHALL CHECK ALL DIMENSIONS @ THE JOB AND SHALL BE RESPONSIBLE FOR ALL DISCREPANCIES BETWEEN DIMENSIONS OF THE ACTUAL WORK AND THOSE SHOWN IN THE DOCUMENTS OR ARCHITECT'S APPROVED SHOP DRAWINGS. THE CONTRACTOR SHALL ALSO BE SOLELY RESPONSIBLE FOR ALL QUANTITIES OF MATERIAL OR EQUIPMENT CALLED FOR TO PROPERLY COMPLETE THE WORK.

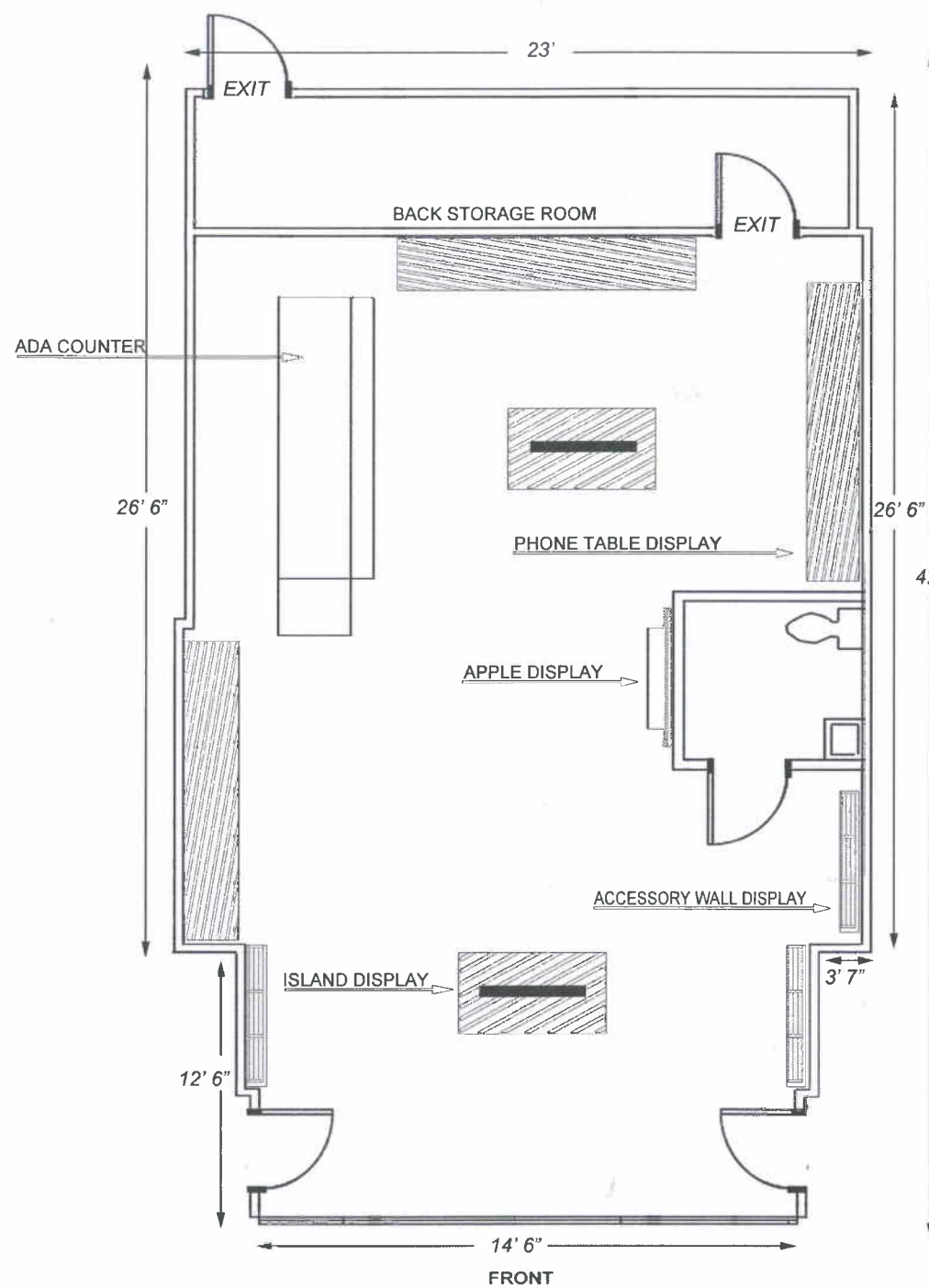
PROJECT NUMBER

SHEET NUMBER

G-001



EXISTING FLOORPLAN



NEW FLOORPLAN

SCALE
3/16 = 1'

LEGEND

FLOOR PLAN KEYNOTES

- ADA CASHWRAP COUNTER 9' X 34" X 54"
- 3 PHONE TABLE DISPLAYS 9' X 2' X 3'
- 2 ISLAND TABLE DISPLAYS 5' X 30" X 40"
- 1 APPLE WALL DISPLAY 36" X 60"
- 3 ACCESSORY WALL DISPLAYS 102" X 60" X 14"

FLOOR PLAN NOTES

1. NEW LUMONSITY 2X2 COMMERCIAL CARPET TILES
2. NEW PAINT, GLIDDEN "WOODSMOKE"
3. PLACEMENT OF TABLE FIXTURES AND DISPLAYS

DEMO PLAN NOTES

ALL TO REMAIN THE SAME
 EXISTING BATHROOM TO REMAIN THE SAME
 EXISTING ELECTRICAL TO REMAIN THE SAME
 EXISTING HVAC TO REMAIN THE SAME

UNION ST FLOORPLAN
 FORMULA USE
 PROJECT TITLE
**WIRELESS
 STORE, INC.**
 2113 UNION ST.
 SAN FRANCISCO, CA 94123

CONSULTANT
**UNION ST
 FLOOR PLAN**

SHEET TITLE
**FORMULA USE;
 NEW CARPET
 NEW PAINT
 FIXTURES**

ISSUE / REVISIONS			
No.	Date	Issue	Drawn/Check
1.			
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PROJECT NUMBER
 SHEET NUMBER
A-001