



# SAN FRANCISCO PLANNING DEPARTMENT

---

## Discretionary Review Full Analysis

HEARING DATE APRIL 5, 2012

*Date:* March 29, 2012  
*Case No.:* 2012.0182D  
*Project Address:* 501 CONNECTICUT STREET  
*Permit Application:* 2011.11.23.9519  
*Zoning:* NC-2 (Small Scale Neighborhood Commercial) Zoning District  
40-X Height and Bulk District  
*Block/Lot:* 4100/030B  
*Project Sponsor:* Timberly Hughes  
503 Connecticut Street  
San Francisco, CA 94107  
*Staff Contact:* Diego R Sánchez – (415) 575 – 9082  
[diego.sanchez@sfgov.org](mailto:diego.sanchez@sfgov.org)  
*Recommendation:* **Do not take DR and approve the project as proposed.**

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

Reception:  
**415.558.6378**

Fax:  
**415.558.6409**

Planning  
Information:  
**415.558.6377**

### PROJECT DESCRIPTION

The project proposes to convert a vacant ground floor commercial space last used as an eating and drinking use (d.b.a. Jay's Deli) to an Other Large Institution, Child Care use (d.b.a. Little LYNC) providing less than 24-hour care for 13 or more children. Minor interior changes are proposed including the addition of an expanded restroom for use by children.

### SITE DESCRIPTION AND PRESENT USE

The subject property is a two-story mixed use building with a 1,200 square foot commercial space and accessory off-street parking on the ground floor and two authorized residential units above. A 430 square foot open area at the rear of the 2,475 square foot lot is located at the ground level. The ground floor commercial space is currently vacant, but the last legal use of the space was an eating and drinking establishment. The proposed project seeks to convert this vacant space into a child care facility providing less than 24-hour care to more than 13 children.

### SURROUNDING PROPERTIES AND NEIGHBORHOOD

The area surrounding the subject property is characterized by one-, two- and three-story properties. Most properties are residential in nature, but those along 20<sup>th</sup> Street are generally mixed use in nature, with ground floor retail uses and residential uses at the stories above. Retail uses along 20<sup>th</sup> Street include retail grocery stores, eating and drinking establishments, professional services and personal service uses. Public uses include the Potrero Branch Public Library and Daniel Webster Elementary School. Properties in the vicinity are zoned NC-2 (Small-Scale Neighborhood Commercial District), RH-2 (Residential, House, Two Family) and P (Public Use).

**BUILDING PERMIT APPLICATION NOTIFICATION**

TYPE	REQUIRED PERIOD	NOTIFICATION DATES	DR FILE DATE	DR HEARING DATE	FILING TO HEARING TIME
312 Notice	30 days	January 26, 2012 – February 25, 2012	February 24, 2012	April 5, 2012	42 days

**HEARING NOTIFICATION**

TYPE	REQUIRED PERIOD	REQUIRED NOTICE DATE	ACTUAL NOTICE DATE	ACTUAL PERIOD
Posted Notice	10 days	March 27, 2012	March 26, 2010	11 days
Mailed Notice	10 days	March 27, 2012	March 26, 2010	11 days

**PUBLIC COMMENT**

	SUPPORT	OPPOSED	NO POSITION
Adjacent neighbor(s)	-	-	-
Other neighbors on the block or directly across the street	-	3	-
Neighborhood groups	-	1	-

The Planning Department received in excess of 15 letters from the public regarding the proposed project. Those in opposition claim that the site is ill suited for child care, that there currently exist a sufficient number of child care facilities in the area, that the neighborhood would prefer an eating and drinking establishment at the location, that the use will create traffic congestion and that the child care use will adversely impact surrounding businesses.

Those in support cite the need for additional child care services, the comparative abundance of eating and drinking establishments in the vicinity when compared to the number of child care facilities and the potential for patrons of the child care facility to support the businesses in the site vicinity.

**DR REQUESTOR**

The Potrero Dogpatch Merchants Association, located at 1459 18<sup>th</sup> Street #105, is requesting Discretionary Review of Building Permit Application No. 2011.11.23.9519. While the office is located 2 blocks from the subject property, the Potrero Dogpatch Merchants Association has constituents within the Potrero neighborhood, where the proposed project is located.

## **DR REQUESTOR’S CONCERNS AND PROPOSED ALTERNATIVES**

**Issue #1:** The proposed conversion to a child care facility will adversely affect the existing small scale neighborhood commercial district by eliminating retail foot traffic and limiting future opportunities for resident employment and ownership of such businesses.

**Issue #2:** The proposed tenant space is ill suited for a child care facility and will eventually result in a failed business and another vacant storefront. The presence of vacant storefronts will adversely affect the viability of the existing small scale neighborhood commercial district.

**Issue #3:** The conversion to a child care facility directly conflicts with the first Priority Policy in the Planning Code as it does not preserve or enhance neighborhood serving retail uses. The purpose of zoning laws is to limit land use in order to benefit the city’s neighborhoods and the Planning Commission should exercise its discretionary powers to deny the change of use.

## **PROJECT SPONSOR’S RESPONSE**

The Project Sponsor disputes the claim that a child care facility will eliminate retail foot traffic by noting that the proposed child care facility will bring over 28 families at least twice per day, Monday through Friday, to the 20<sup>th</sup> Street neighborhood commercial corridor. This frequency of trips will generate a number of on-the-spot purchases from local merchants stemming from the daily drop off and pick-ups. These purchases help enhance the existing neighborhood serving retail base and conforms to the Priority Policies.

The Project Sponsor has communicated with the child care licensing bodies of the State of California and has confirmed that the space proposed as an outdoor activity area meets the State regulations. The Project Sponsor firmly believes that the subject site lends itself to a successful child care center and is therefore steadfastly pursuing the change of use, which is principally permitted under the Planning Code.

## **PROJECT ANALYSIS**

The project proposes to convert a vacant ground floor commercial space last used as an eating and drinking use to a child care facility providing less than 24-hour care for 13 or more children. No exterior changes are proposed to the existing mixed use building.

The Planning Department supports the proposed conversion to a child care facility as it is a use that is principally permitted, under Planning Code Section 711.81, on the ground floor within the Small Scale Neighborhood Commercial District. Allowing uses that are principally permitted by the Planning Code provides entrepreneurs certainty when investing in the City of San Francisco in general, and in the neighborhood commercial districts in particular.

The Department believes that a child care facility can attract a significant number of families from within and outside of the immediate site vicinity to patronize the existing merchants and provide beneficial activity to the neighborhood commercial district in question. Given the retail uses in close proximity, including retail grocery stores and eating and drinking establishments, it is conceivable that a parent either dropping off or picking up a child would stop to make purchases of food or other goods.

Regarding the appropriateness of the site, the Department believes that the site is adequately suited for a child care facility of the proposed size and defers to the regulating bodies of the State of California to determine whether a particular site meets the minimum requirements for outdoor activity areas under State law.

Further, it is the understanding of the Department that child care is a service that is in great demand in San Francisco and that additional facilities are needed to meet that demand. Given this context, and assuming a competent operator, it is reasonable to believe that a new child care facility would succeed in San Francisco and contribute to the vitality of its immediate surroundings.

## ENVIRONMENTAL REVIEW

The Department has determined that the proposed project is exempt from environmental review, as a Class 1 and Class 3 categorical exemption.

**Under the Commission's pending DR Reform Legislation, this project would be referred to the Commission, as this project involves a request for discretionary review for a change in use.**

## BASIS FOR RECOMMENDATION

- The use is principally permitted under Planning Code Section 711.81.
- While there exist other child care facilities within a reasonable distance of the subject property, child care is a service that is in high demand throughout San Francisco and an additional service provider will help alleviate current shortages.
- The Planning Department received numerous letters and telephone calls in support of the project, attesting to the great demand for child care services.
- The Project Sponsor indicates that they will mitigate potential traffic issues through the use of a white zone curb and, if needed, special drop off and pick up procedures.
- The Planning Department believes that a child care use can contribute to the vitality of a small scale neighborhood commercial district by attracting families from within and outside of the neighborhood to the retail corridor and these new families may patronize the existing businesses.

<b>RECOMMENDATION:</b> <b>Do not take DR and approve the project as proposed.</b>
---

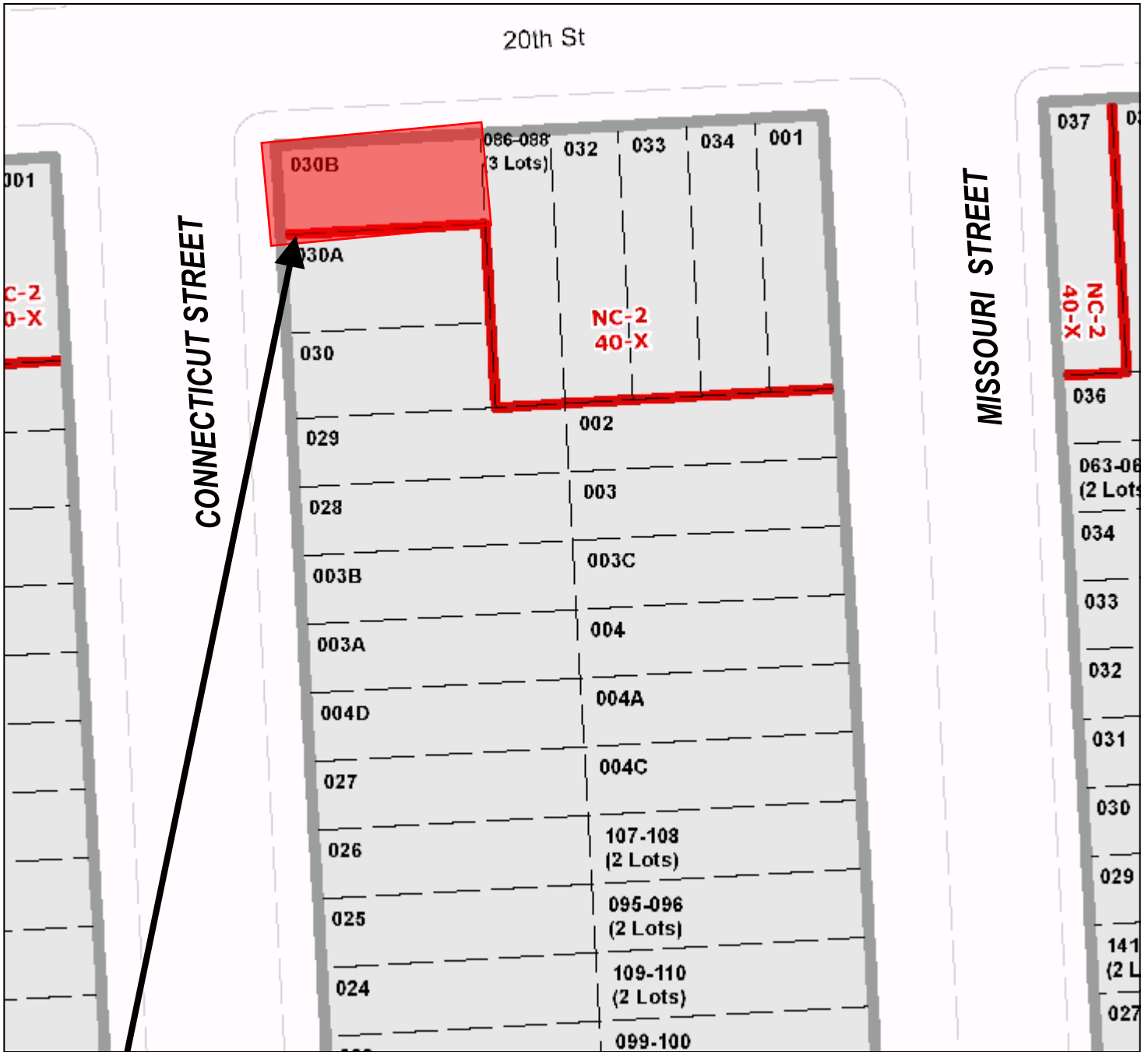
### Attachments:

Block Book Map  
Sanborn Map  
Zoning Map  
Aerial Image

Site Image  
Section 311 Notice  
DR Application  
Response to DR Application dated March 11, 2012  
Reduced Plans

*DRS: G:\DOCUMENTS\Discretionary Review\501 Connecticut\501 Connecticut DR Full Analysis.doc*

# Parcel Map

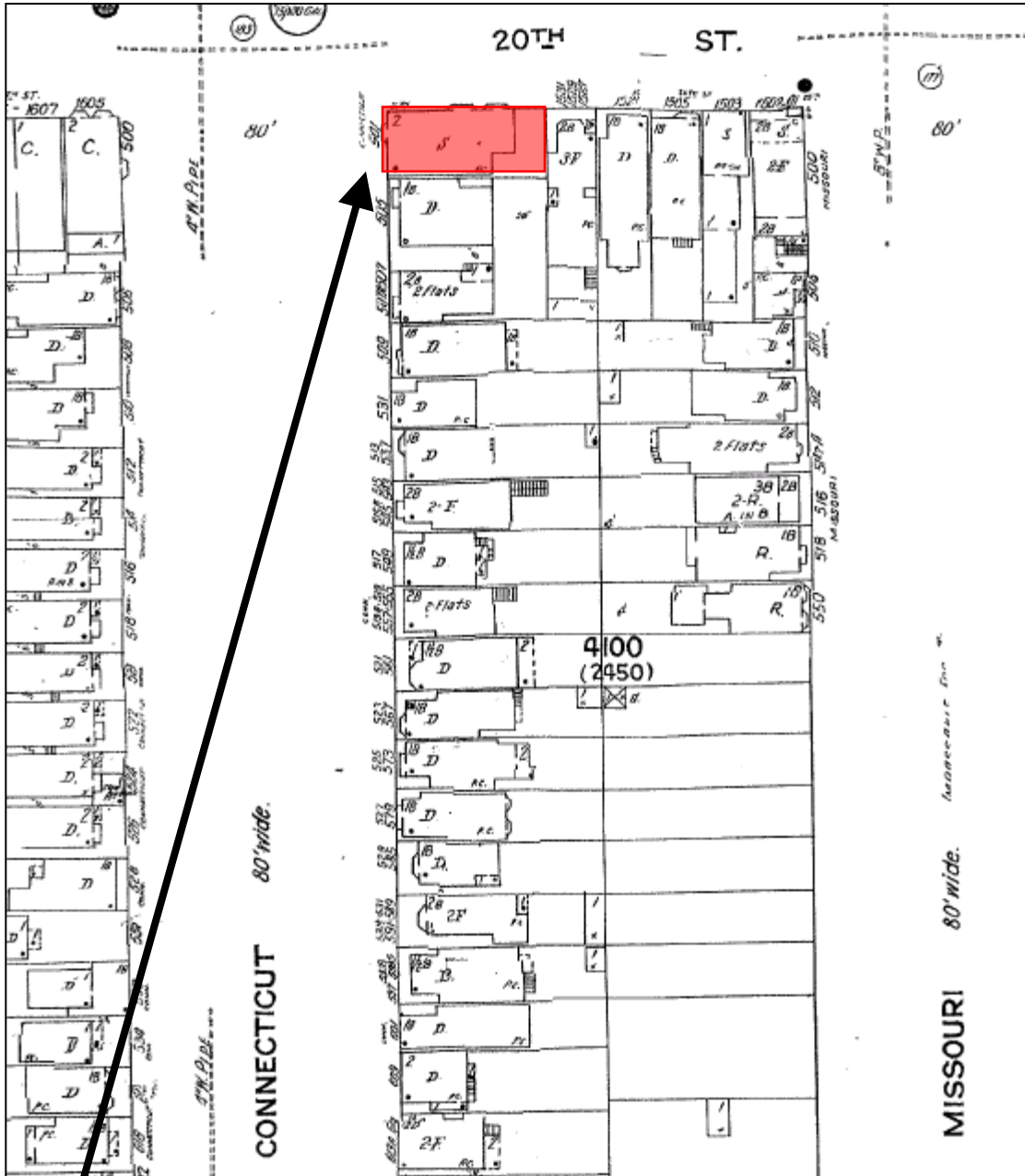


**SUBJECT PROPERTY**



Discretionary Review Hearing  
Case Number 2012.0182D  
Child Care Facility, 13 or more children  
501 Connecticut Street

# Sanborn Map\*



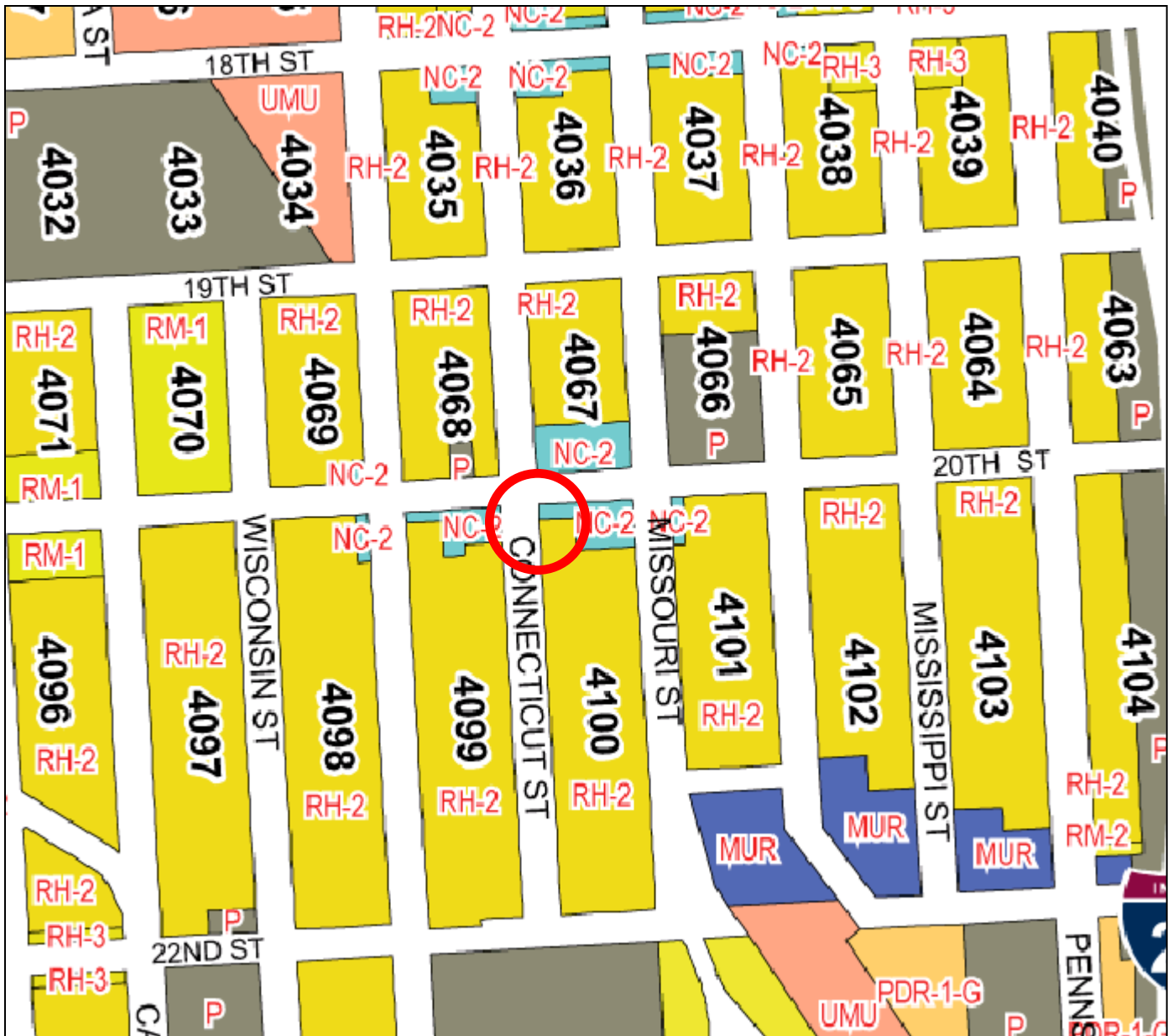
\*The Sanborn Maps in San Francisco have not been updated since 1998, and this map may not accurately reflect existing conditions.

**SUBJECT PROPERTY**



Discretionary Review Hearing  
Case Number 2012.0182D  
Child Care Facility, 13 or more children  
501 Connecticut Street

# Zoning Map



Discretionary Review Hearing  
Case Number 2012.0182D  
Child Care Facility, 13 or more children  
501 Connecticut Street



# Aerial Photo



SUBJECT PROPERTY



Discretionary Review Hearing  
Case Number 2012.0182D  
Child Care Facility, 13 or more children  
501 Connecticut Street

# Site Photo



Discretionary Review Hearing  
**Case Number 2012.0182D**  
Child Care Facility, 13 or more children  
501 Connecticut Street



# SAN FRANCISCO PLANNING DEPARTMENT

1650 Mission Street Suite 400 San Francisco, CA 94103

## NOTICE OF BUILDING PERMIT APPLICATION (SECTION 312)

On November 23, 2011, the Applicant named below filed Building Permit Application No. 2011.11.23.9519 (Alteration) with the City and County of San Francisco.

CONTACT INFORMATION		PROJECT SITE INFORMATION	
Applicant:	Timberly Hughes	Project Address:	501 Connecticut Street
Address:	503 Connecticut Street	Cross Streets:	SE Corner of 20 <sup>th</sup> Street
City, State:	San Francisco, CA 94107	Assessor's Block /Lot No.:	4100/030B
Telephone:	(415) 699-7880	Zoning Districts:	NC-2 /40-X

Under San Francisco Planning Code Section 312, you, as a property owner or resident within 150 feet of this proposed project, are being notified of this Building Permit Application. You are not obligated to take any action. For more information regarding the proposed work, or to express concerns about the project, please contact the Applicant above or the Planner named below as soon as possible. If you believe that there are exceptional or extraordinary circumstances associated with the project, you may request the Planning Commission to use its discretionary powers to review this application at a public hearing. Applications requesting a Discretionary Review hearing must be filed during the 30-day review period, prior to the close of business on the Expiration Date shown below, or the next business day if that date is on a week-end or a legal holiday. If no Requests for Discretionary Review are filed, this project will be approved by the Planning Department after the Expiration Date.

PROJECT SCOPE		
<input type="checkbox"/> DEMOLITION	and/or	<input type="checkbox"/> NEW CONSTRUCTION or <input checked="" type="checkbox"/> ALTERATION
<input type="checkbox"/> VERTICAL EXTENSION		<input type="checkbox"/> CHANGE # OF DWELLING UNITS <input type="checkbox"/> FACADE ALTERATION(S)
<input type="checkbox"/> HORIZ. EXTENSION (FRONT)		<input type="checkbox"/> HORIZ. EXTENSION (SIDE) <input type="checkbox"/> HORIZ. EXTENSION (REAR)
PROJECT FEATURES	EXISTING CONDITION	PROPOSED CONDITION
BUILDING USE .....	Eating & Drinking Establishment	Child Care (13 or more children)
BUSINESS NAME .....	Jay's Deli	Little Lync
COMMERCIAL SQUARE FOOTAGE .....	±1,300 gsf	No Change
PROJECT DESCRIPTION		

The proposal is convert an existing ground floor eating and drinking use to an Other Large Institution, Child Care (d.b.a. Little Lync) providing less than 24-hour care for 13 or more children. Minor interior changes are proposed including the addition of an expanded restroom for use by children.

PLANNER'S NAME: Diego R Sánchez

PHONE NUMBER: (415) 575-9082

EMAIL: diego.sanchez@sfgov.org

DATE OF THIS NOTICE: 1-26-12

EXPIRATION DATE: 2-25-12

# NOTICE OF BUILDING PERMIT APPLICATION GENERAL INFORMATION ABOUT PROCEDURES

Reduced copies of the site plan and elevations (exterior walls), and floor plans (where applicable) of the proposed project, including the position of any adjacent buildings, exterior dimensions, and finishes, and a graphic reference scale, have been included in this mailing for your information. Please discuss any questions with the project Applicant listed on the reverse. You may wish to discuss the plans with your neighbors and neighborhood association or improvement club, as they may already be aware of the project. Immediate neighbors to the project, in particular, are likely to be familiar with it.

Any general questions concerning this application review process may be answered by the Planning Information Center at 1660 Mission Street, 1st Floor (415/ 558-6377) between 8:00 a.m. - 5:00 p.m. Please phone the Planner listed on the reverse of this sheet with questions specific to this project.

If you determine that the impact on you from this proposed development is significant and you wish to seek to change the proposed project, there are several procedures you may use. We strongly urge that steps 1 and 2 be taken.

1. Seek a meeting with the project sponsor and the architect to get more information, and to explain the project's impact on you and to seek changes in the plans.
2. Call the nonprofit organization Community Boards at (415) 920-3820. They are specialists in conflict resolution through mediation and can often help resolve substantial disagreement in the permitting process so that no further action is necessary.
3. Where you have attempted, through the use of the above steps, or other means, to address potential problems without success, call the assigned project planner whose name and phone number are shown at the lower left corner on the reverse side of this notice, to review your concerns.

If, after exhausting the procedures outlined above, you still believe that exceptional and extraordinary circumstances exist, you have the option to request that the Planning Commission exercise its discretionary powers to review the project. These powers are reserved for use in exceptional and extraordinary circumstances for projects, which generally conflict with the City's General Plan and the Priority Policies of the Planning Code; therefore the Commission exercises its discretion with utmost restraint. This procedure is called Discretionary Review. If you believe the project warrants Discretionary Review by the Planning Commission over the permit application, you must make such request **within 30 days of this notice, prior to the Expiration Date shown on the reverse side**, by completing an application (available at the Planning Department, 1660 Mission Street, 1st Floor, or on-line at [www.sfplanning.org](http://www.sfplanning.org)). You must submit the application to the Planning Information Center (PIC) during the hours between 8:00 a.m. and 5:00 p.m., with all required materials, and a check, **for each Discretionary Review request payable to the Planning Department**. To determine the fee for a Discretionary Review, please refer to the Planning Department Fee Schedule available at [www.sfplanning.org](http://www.sfplanning.org) or at the PIC located at 1660 Mission Street, First Floor, San Francisco. For questions related to the Fee Schedule, please call the PIC at (415) 558-6377. If the project includes multi building permits, i.e. demolition and new construction, a **separate request for Discretionary Review must be submitted, with all required materials and fee, for each permit that you feel will have an impact on you. Incomplete applications will not be accepted.**

If no Discretionary Review Applications have been filed within the Notification Period, the Planning Department will approve the application and forward it to the Department of Building Inspection for its review.

## BOARD OF APPEALS

An appeal of the approval (or denial) of the permit application by the Planning Department or Planning Commission may be made to the **Board of Appeals within 15 days** after the permit is issued (or denied) by the Superintendent of the Department of Building Inspection. Submit an application form in person at the **Board's office at 1650 Mission Street, 3rd Floor, Room 304**. For further information about appeals to the Board of Appeals, including their current fees, **contact the Board of Appeals at (415) 575-6880**.

CASE NUMBER:  
For Staff Use only

# APPLICATION FOR Discretionary Review

## 1. Owner/Applicant Information

DR APPLICANT'S NAME: Potrero Dogpatch Merchants Association		
DR APPLICANT'S ADDRESS: 1459 18th Street #105, San Francisco CA	ZIP CODE: 94107	TELEPHONE: ( 415 ) 779-4107

PROPERTY OWNER WHO IS DOING THE PROJECT ON WHICH YOU ARE REQUESTING DISCRETIONARY REVIEW NAME: Timberly Hughes		
ADDRESS: 503 Connecticut Street, San Francisco CA	ZIP CODE: 94107	TELEPHONE: ( 415 ) 699-7880

CONTACT FOR DR APPLICATION: Same as Above <input type="checkbox"/> Keith Goldstein, Potrero Dogpatch Merchants Association		
ADDRESS: 1459 18th Street #105, San Francisco CA	ZIP CODE: 94107	TELEPHONE: ( 415 ) 282-9800
E-MAIL ADDRESS: keith@everestsf.com		

## 2. Location and Classification

STREET ADDRESS OF PROJECT: 501 Connecticut Street, San Francisco CA	ZIP CODE: 94107
CROSS STREETS: SE corner of 20th Street	

ASSESSORS BLOCK/LOT: 4100 / 030B	LOT DIMENSIONS: 1300 SF	LOT AREA (SQ FT): 33' x 75'	ZONING DISTRICT: NC-2	HEIGHT/BULK DISTRICT: 40-X
-------------------------------------	----------------------------	--------------------------------	--------------------------	-------------------------------

## 3. Project Description

Please check all that apply

Change of Use  Change of Hours  New Construction  Alterations  Demolition  Other 

**Additions to Building:** Rear  Front  Height  Side Yard   
Eating & Drinking Establishment

Present or Previous Use: \_\_\_\_\_

Proposed Use: Child Care (13 or more children)

Building Permit Application No. 2011.11.23.9519 Date Filed: 11/23/2011

**RECEIVED**

FEB 24 2012

CITY & COUNTY OF S.F.  
PLANNING DEPARTMENT  
P I C



#### 4. Actions Prior to a Discretionary Review Request

Prior Action	YES	NO
Have you discussed this project with the permit applicant?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Did you discuss the project with the Planning Department permit review planner?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Did you participate in outside mediation on this case?	<input type="checkbox"/>	<input checked="" type="checkbox"/>

#### 5. Changes Made to the Project as a Result of Mediation

If you have discussed the project with the applicant, planning staff or gone through mediation, please summarize the result, including any changes there were made to the proposed project.

On January 19, a neighborhood meeting was held at the project site. About 15 neighbors came to express opposition to the change of use, saying the space and location is inappropriate for a child care facility and the space is important to the neighborhood commercial corridor. No one expressed support for the change of use. The building owners said that they had a lot of support from other neighbors, so they would move forward with the change of use. We see no possible resolution to this conflict through mediation.

# Discretionary Review Request

In the space below and on separate paper, if necessary, please present facts sufficient to answer each question.

1. What are the reasons for requesting Discretionary Review? The project meets the minimum standards of the Planning Code. What are the exceptional and extraordinary circumstances that justify Discretionary Review of the project? How does the project conflict with the City's General Plan or the Planning Code's Priority Policies or Residential Design Guidelines? Please be specific and site specific sections of the Residential Design Guidelines.

See attached.

---

---

---

---

---

2. The Residential Design Guidelines assume some impacts to be reasonable and expected as part of construction. Please explain how this project would cause unreasonable impacts. If you believe your property, the property of others or the neighborhood would be adversely affected, please state who would be affected, and how:

See attached.

---

---

---

---

---

3. What alternatives or changes to the proposed project, beyond the changes (if any) already made would respond to the exceptional and extraordinary circumstances and reduce the adverse effects noted above in question #1?

See attached.

---

---

---

---

---

# Discretionary Review Request

In the space below, please present facts sufficient to answer each question.

*1. What are the reasons for requesting Discretionary Review? The project meets the minimum standards of the Planning Code. What are the exceptional and extraordinary circumstances that justify Discretionary Review of the project? How does the project conflict with the City's General Plan or the Planning Code's Priority Policies or Residential Design Guidelines?*

The Potrero Dogpatch Merchants Association (PDMA) is made up of 150+ businesses from Potrero and Dogpatch. For more than 15 years we have represented an eclectic mix of food and drink, salons, spas, healers, shopping, schools, business services, entertainment and more.

As the only business association in the neighborhood and one of the largest and strongest neighborhood business associations in the City, we are extremely interested in preserving and enhancing the neighborhood-serving retail corridors of Potrero Hill. The application for a change of use at 501 Connecticut Street affects the viability of the two-block NC zone at 20th street, and therefore has potentially significant effects on our membership and organization.

The first Priority Policy of the Planning Code's Section 101.1, "the basis upon which inconsistencies in the Master Plan are resolved," is this:

**(1) That existing neighborhood-serving retail uses be preserved and enhanced and future opportunities for resident employment in and ownership of such businesses enhanced.**

501 Connecticut is the one of the largest and most visible lots in the two-block NC corridor of 20<sup>th</sup> Street at the top of Potrero Hill. It is located in the center of the NC corridor and has a history as a successful deli, serving up to 400 unique customers a day from 7 am to 7 pm. Its success is essential to the success of the entire corridor; our vibrant 18<sup>th</sup> Street commercial corridor, anchored by a number of eating and drinking establishments, is proof of that.

The most successful deli at 501 Connecticut terminated its lease and left some years ago, followed by an attempt by the current building owners to run a deli themselves. That attempt was unsuccessful and the deli closed in late 2009. Those closures had an effect on other businesses on the corridor, reducing customer traffic and neighborhood vibrancy.

At the recent neighborhood meeting concerning the change of use, the current building owner said that in early 2010 prospective tenants were "beating down their doors" to lease the space as an eating and drinking establishment. They selected one applicant and negotiated a lease, but the deal eventually fell through and the site continues to be vacant.

Now the building owners are claiming that the space is no longer viable as an eating and drinking establishment. Instead of seeking a new tenant, they are seeking a change of use to a child care center that they would run themselves, serving 20 families visiting the NC corridor twice a day to drop off and pick up their kids. The large front windows would be glazed, and the anchor neighborhood-serving retail establishment on 20<sup>th</sup> Street would be lost.

**This change of use application, if approved, eliminates retail foot traffic and substantially reduces the neighborhood-serving retail corridor on 20<sup>th</sup> Street, and limits future opportunities for resident employment and ownership of such businesses. It directly conflicts with the first Priority Policy in the Planning Code. Therefore, we are opposed to it and urge the Planning Commission to take Discretionary Review and reject the application.**



*2. The Residential Design Guidelines assume some impacts to be reasonable and expected as part of construction. Please explain how this project would create unreasonable impacts. If you believe your property, the property of others or the neighborhood would be adversely affected, please state who would be affected, and how:*

The building owners of 501 Connecticut have attempted to characterize our opposition as a crusade by a small group of neighbors opposed to child care facilities. This is clearly not true; the Merchants Association has been strongly supportive of local child care facilities, including the development and construction of at least two large preschools in the neighborhood.

**We are, however, opposed to vacant storefronts on our NC corridors, and any serious review of the building permit application for 501 Connecticut reveals grave concerns about its viability as a child care facility.**

Our association's members include many licensed preschools and child care centers, architects who have designed licensed preschools and child care facilities, and parents. They are unanimous in their belief that the 501 Connecticut site is not suitable for a preschool environment. The most notable shortcoming of the site is the lack of open space; the state of California Department of Social Services clearly requires at least 75 square feet of outdoor activity space per child, based upon total licensed capacity. **The building application shows a total of 308 square feet of open space for the facility, or 15.4 square feet per child.** Is there a child care facility anywhere in the state that has received a license with this little open space and no significant park or open space immediately accessible? We don't believe there is, and it is irresponsible of the building owners or any state or local agency to assume otherwise.

**If the building owners succeed in changing the use of the building, they will finish construction and then may fail to secure their license. The site will continue to be vacant, and it will take more costly construction and another change of use process to return it to viability. This waste of time and resources would further damage the 20<sup>th</sup> Street corridor.**

*3. What alternatives or changes to the proposed project, beyond the changes (if any) already made would respond to the exceptional and extraordinary circumstances and reduce the adverse effects noted above in question #1?*

The owners of 501 Connecticut were extremely clear at the neighborhood meeting of January 19 that they were committed to this change of use application. They have continued construction of the child care facility while awaiting the change of use permit, and have treated our opposition as a political matter. They clearly want to run a business on the site themselves, and therefore believe that if their deli failed, all delis at the site are similarly doomed. We disagree with that.

One of our neighborhood's most successful restaurants is Sunflower, located at 288 Connecticut Street at 18<sup>th</sup> Street. A long time ago, that site was home to a Greek restaurant, Asimakopoulos. When that restaurant closed, it took a number of years and at least four different restaurant tenants to find the right combination to make that site successful. Such stories are common in the restaurant industry.

The owners of 501 Connecticut have also claimed at times that this is a matter of property rights, that they should be allowed to change the use of their building if they choose. We trust that the Planning Commission understands the purpose of zoning laws and permits that limit the uses of every property in the City and County of San Francisco. There are appropriate limits to land uses in order to benefit the City's neighborhoods; this is one of them. We ask the Commission to use their discretion and reject this application for change of use.

# Applicant's Affidavit

Under penalty of perjury the following declarations are made:

- a: The undersigned is the owner or authorized agent of the owner of this property.
- b: The information presented is true and correct to the best of my knowledge.
- c: The other information or applications may be required.

Signature: 

Date: 2/24/12

Print name, and indicate whether owner, or authorized agent:

Keith Goldstein, President, PDMA  
Owner (Authorized Agent, circle one)

CASE NUMBER:  
For Staff Use only

# Discretionary Review Application Submittal Checklist

Applications submitted to the Planning Department must be accompanied by this checklist and all required materials. The checklist is to be completed and **signed by the applicant or authorized agent.**

REQUIRED MATERIALS (please check correct column)	DR APPLICATION
Application, with all blanks completed	<input checked="" type="checkbox"/>
Address labels (original), if applicable	<input checked="" type="checkbox"/>
Address labels (copy of the above), if applicable	<input checked="" type="checkbox"/>
Photocopy of this completed application	<input checked="" type="checkbox"/>
Photographs that illustrate your concerns	<input type="checkbox"/>
Convenant or Deed Restrictions	<input type="checkbox"/>
Check payable to Planning Dept.	<input checked="" type="checkbox"/>
Letter of authorization for agent	<input checked="" type="checkbox"/>
Other: Section Plan, Detail drawings (i.e. windows, door entries, trim), Specifications (for cleaning, repair, etc.) and/or Product cut sheets for new elements (i.e. windows, doors)	<input type="checkbox"/>

**NOTES:**

- Required Material.
- Optional Material.

Two sets of original labels and one copy of addresses of adjacent property owners and owners of property across street.

For Department Use Only

Application received by Planning Department:

By: \_\_\_\_\_

Date: \_\_\_\_\_



# SAN FRANCISCO PLANNING DEPARTMENT

## RESPONSE TO DISCRETIONARY REVIEW

Case No.: 12-0182D  
Building Permit No.: 2011-11-23-9579  
Address: 501 Connecticut Street

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

Reception:  
415.558.6378

Fax:  
415.558.6409

Planning  
Information:  
415.558.6377

Project Sponsor's Name: Timberly Hughes  
Telephone No.: 415-824-1288 (for Planning Department to contact)

1. Given the concerns of the DR requester and other concerned parties, why do you feel your proposed project should be approved? (If you are not aware of the issues of concern to the DR requester, please meet the DR requester in addition to reviewing the attached DR application.

See attached

2. What alternatives or changes to the proposed project are you willing to make in order to address the concerns of the DR requester and other concerned parties? If you have already changed the project to meet neighborhood concerns, please explain those changes. Indicate whether the changes were made before filing your application with the City or after filing the application.

See attached

3. If you are not willing to change the proposed project or pursue other alternatives, please state why you feel that your project would not have any adverse effect on the surrounding properties. Please explain your needs for space or other personal requirements that prevent you from making the changes requested by the DR requester.


See attached

If you have any additional information that is not covered by this application, please feel free to attach additional sheets to this form.

4. Please supply the following information about the proposed project and the existing improvements on the property.

<u>Number of</u>	<u>Existing</u>	<u>Proposed</u>
Dwelling units (only one kitchen per unit –additional kitchens count as additional units) .....	<u>1</u>	<u>1</u>
Occupied stories (all levels with habitable rooms) ...	<u>0</u>	<u>1</u>
Basement levels (may include garage or windowless storage rooms) .....	<u>0</u>	<u>0</u>
Parking spaces (Off-Street) .....	<u>3</u>	<u>3</u>
Bedrooms .....	<u>0</u>	<u>0</u>
Gross square footage (floor area from exterior wall to exterior wall), not including basement and parking areas....	<u>2474</u>	<u>2474</u>
Height .....	<u>25' 6 3/4"</u>	<u>25' 6 3/4"</u>
Building Depth .....	<u>71.7'</u>	<u>71.7'</u>
Most recent rent received (if any) .....	<u>0</u>	<u>TBD</u>
Projected rents after completion of project .....	<u>0</u>	<u>TBD</u>
Current value of property .....	<u>NA</u>	<u>NA</u>
Projected value (sale price) after completion of project (if known) .....	<u>NA</u>	<u>NA</u>

I attest that the above information is true to the best of my knowledge.


3/11/12
Timberly Hughes  
 Signature Date Name (please print)

**#1. Given the concerns of the DR requester and other concerned parties, why do you feel your proposed project should be approved?**

First, we feel it important to point out some inaccuracies, gross exaggerations and contradictions by the DR petition and the prior position of the DR requesters.

We have been an active, paying member of Potrero Hill Dogpatch Merchants Association (PHDMA), since 2007, when we opened our café, Jay's at the 20<sup>th</sup> Street location. We maintained our membership in PHDMA while we were operating, and Little LYNC became and has been a member since October of 2011.

While the PHDMA purportedly held a vote on this issue, we as members were not included in this vote, nor were we made aware of this being on the agenda. The Potrero View indicated the PHDMA voted "unanimously", to file this DR, such is not the case. (See Exhibit #1), "Short Cuts" from the Potrero View where they state PHDMA "voted unanimously – with two abstentions – to challenge the proposed change of use of our building....the merchants want a more active retail use, as current land use policies require." As represented in its request for the DR, the PHDMA membership consists of 150+ businesses. The minutes of the February 2012 PHDMA meeting, indicate that only 31 businesses were in attendance and only 2 members introduced the proposal to file a DR against us, and a total of only 26 voted to pass. (See Exhibit #2). We sent an email to Keith Goldstein, the president of PHDMA once we learned they filed a DR against us, even he is conflicted about trying to block our change of use. (See Exhibit #3).

The application for a change of use will not adversely affect the viability of the two block NC zone at 20<sup>th</sup> Street as suggested. Instead it will have a significant positive effect on the businesses in the Potrero Hill area that it serves. Moreover, we do not see how the proposed change of use would adversely affect the membership and organization of the PHDMA in any way, as alleged. We remain an active member and any other business at the location may or may not join the PHDMA.

In direct contrast to their current position, two of the opponents of the change of use, Keith Goldstein, President of the PHDMA and Lester Zeidman, owner of the Good Life Grocery store, have previously gone on record with their objection to storefronts remaining empty in our neighborhood. In a recent Potrero View article, "It has always bothered me, said Zeidman, adding I think about what taxes our company generates for the City and I don't know why they allow these empty storefronts to exist, given the budget shortfall." (See Exhibit #4). Granting our application for change of use would ensure that there is one less empty storefront in this area satisfying the concerns of our critics.

In its request for a DR, the PHDMA represented that the prior deli "served up to 400 unique customers a day". They provide no support for this generalization, and considering the space was licensed to serve only 49 persons at any one time, it would be virtually impossible to serve 400 persons per day. As we owned the building for 6 years while the prior deli was a tenant we had occasion to view the foot traffic at the deli on a daily basis. We never witnessed lines around the block, nor the 400 customers per day, nor could the neighborhood and that location realistically handle that amount of traffic.

Little LYNC will bring in foot traffic on a daily basis. As a testament to this fact, we have obtained the support from the majority of businesses located on the 2 block radius of the NC corridor of 20<sup>th</sup> street.

The request for DR represents that the prior business at our location was the "anchor tenant" in the neighborhood. This is simply not the case, as you can see from the attached article from October 2009, in the "Potrero View", Lisa Tehrani, "The "Good Life Grocery" is the block's main anchor". (See Exhibit #5). We have never been considered the "anchor tenant" in the neighborhood. Ironically, Lester Zeidman of "Good Life Grocery", one of the merchants who has actively boycotted us, has expressed his concern over empty retail space in the neighborhood, stating "It's very good that the library is back open, although business isn't as good as it once was, he's seen a modest sales increase since March. I'd like to see anything that helps make 20<sup>th</sup> Street a viable commercial district". (See Exhibit #6).

This change of use will bring a large majority of foot traffic of over 28 families at least twice per day – Monday through Friday, which will guarantee the 20<sup>th</sup> street corridor will begin to thrive from the additional foot traffic daily. No eating establishment or retail could guarantee that amount of traffic on a daily basis. As a parent, there are always impulse buys walking to and from drop off and pick-ups, utilizing the services located near the center. Therefore, by granting the change of use and allowing Little LYNC to open and bring in new families and patrons we would promote the first Priority Policy in the Planning Code and would be able to address the anchor tenant's concern to create a viable commercial district on 20<sup>th</sup> Street.

## **#2. What alternatives or changes to the proposed project are you willing to make in order to address the concerns of the DR requester and other concerned parties?**

The DR requester does not propose changes to our proposal but rather desires that we simply forego opening up Little LYNC in this space. As such it is difficult to find a middle ground or propose changes to address their concerns.

There are currently six preschools in the existing neighborhood, which are full to capacity, and all have over a year waiting list. There is one other facility currently under construction with an opening date of September 2012. They have a full waiting list already, are located at the bottom of the hill within the Dogpatch Area, and not on Potrero Hill.

We have received a great deal of support from families on the Hill (over 29 letters to date), in addition to support from 36 merchants and individuals in the 20<sup>th</sup> Street and 18<sup>th</sup> Street corridors, and are continuing to collect individual signatures of support. It is only a small number of people who do not want us in operation. Specifically there are only 2 businesses in the 20<sup>th</sup> Street corridor, who oppose us, and, ironically, both of these boycotted our café as well.

The DR requester states that the outdoor space is not sufficient for the children and that there is no significant park or open space available. This is inaccurate. The state licensing is very clear on their requirements for an outdoor area. We have been in contact with the state and Community Care Licensing, who governs this requirement and have been assured that it meets all of the state requirements for its intended use. The state requires 75 square feet per child, which can be rotated to accommodate the space and the children. We have 375 available square feet, which will allow us to have 5 children at one time utilizing the outdoor space, which is an ideal number. We can rotate the children throughout the day, bearing in mind, these are little children – 2 to 6 years in age and this is a sufficient and healthy space for them to safely

play. As well as utilizing the playground and park located 1 block away directly down the street without any crosswalk dangers. (See Exhibit #7).

The building has been vacant for three years, there are 6 other vacant business locations on the 20<sup>th</sup> Street corridor, we are committed to get a viable business that helps the community prosper, is vibrant, and will bring more foot traffic into the area. This is the perfect site for a much needed business for the hill. We want to succeed and will do all we can to save our building and our neighborhood, after all it is our time and our costs which have been spent going into this project.

**#3. If you are not willing to change the proposed project or pursue other alternatives, please state why you feel that your project would not have any adverse effect on the surrounding properties.**

Again, the DR requester is not suggesting minor changes be made to our change of use request, they are mandating that we open up another food service business in the space, which has not been successful in the last six years and is in an area that is already loaded with such facilities. They simply don't want us to open a childcare facility in our space, and to not have this business at all. The majority of the businesses in the 2 block radius support our change of use.

Not only will Little LYNC have a significant positive effect on the surrounding properties, it will bring in the same, if not more foot traffic than a successful food establishment would, which we set forth above and in our original application.

We are extremely committed to this project. We have been working on implementing it for several years and now we have the perfect site (ours) and can move forward. We have pulled all the necessary permits to build out the center, utilizing nearly 100% of all the existing materials already on site. The only new construction was an ADA upgraded restroom for the children. We have confirmed with the Planning Department, building department and all other city agencies that we are zoned for this type of use. We moved forward, not imagining a few businesses (not a majority) and a few people would oppose a childcare facility, even with our willingness to offer adult meetings on evenings and weekends.

We have been a member of the SF Green business program and will continue to teach the children the value of the environment and nurture their understanding to protect their outside world. We will implement programs for conserving water, recycling all products and reducing their footprint on the planet.

We definitely want to run a successful business in our own property, one that benefits families, children and the local community both socially and economically. Little LYNC achieves all of these objectives.



---

# SHORT CUTS

---

## Parking

While San Francisco Metropolitan Transportation Agency's (SFMTA) proposal to install high-tech meters throughout much of lower Potrero Hill and Dogpatch may be heavy-handed, the neighborhoods are experiencing increasing parking pressure emanating from Mission Bay and Showplace Square, some of which has been caused by SFMTA and other City agencies. Not so long ago the agency installed meters—charging as much as \$3.50 an hour—near the 4th and Townsend Caltrain station, pushing some train riders' to park their cars on the Hill. More than a year ago Zynga took-over 270,000 square feet at Eighth and Townsend, occupying a building that was given a Planning Department exemption from having to provide onsite parking in exchange, in part, for a \$1.5 million donation to the Eastern Neighborhoods Benefits Trust Fund. Commuters to Zynga, as well as to other nearby businesses, including BEI, now regularly leave their cars on the North Slope while they're at work. And parking demands are going to continue to rise. A small city is being built adjacent to Dogpatch and the Hill; so far the City has bungled attempts to address the resulting traffic. Innovative ways to manage transportation, open space, and other public service pressures need to be developed. Now...One modest solution, nonprofit City CarShare, recently sited vehicles at Third and

22nd streets. The new on-street space is part of a pilot program being financed, in part, by SFMTA... In possibly related news, **Roll**, a full service bicycle shop opened last month at the corner of 16th and De Haro streets.

## Computers

The Potrero Dogpatch Merchants Association voted unanimously—with two abstentions—to challenge a proposed change to the zoning designation for a long vacant storefront space located at 20th and Connecticut streets. The building's owners want to host a child care facility, Little Lync, at the location. The merchants want a more active retail use, as current land use policies require...Last month Dogpatch-based Sifteo—a start-up company founded in 2009 by Stanford University and Massachusetts Institute of Technology graduates Dave Merrill, president, and Jeevan Kalanithi, chief executive officer, donated 25 sets of its interactive Sifteo Cubes to Daniel Webster Elementary School. The computers are being used by first graders to help with phonemic awareness, and as part of afterschool vocabulary and spelling programs. Sifteo is making monthly visits to the after-school program to evaluate how well the Cubes are working, and solicit student ideas about new game designs.

**MARCH 2012**

see **SHORT CUTS** next page

Potrero Dogpatch Merchants Association  
General Membership Meeting Minutes  
Tuesday, February 14, 2012

**Businesses in attendance:** 31

Allpointe Insurance Services, Potrero Chiropractors & Acupuncture, SF Bay Guardian, The Potrero View, Chat's, Recology, The Good Life Grocery, Paul Terry, Everest Waterproofing, Gluten Free Review Grocery, Goat Hill Pizza, Potrero Boosters, Mackenzie Warehouse, Alter Images, Olivier's Butchery, Jerry Meyer, Pat's Garage, Farley's, Richard C. Millet, Architect, The Ramp, World Gym, Potrero Neighborhood House, Phoenix Rising, UCSF, Photography by Emily Payne, RAMS Hire-Ability, Zephyr Real Estate, VIA Media, American College of Traditional Chinese Medicine, PG&E, Career Insiders, JCarpinelli Design

**Guest businesses in attendance:**

SF Police Department, Upstate Properties, Third Street Boxing Gym, Starr King PTA, and SF Department of the Environment.

**Police Community Update, Q&A:**

Captain Paul Chignell reminded everyone to please communicate with the police department whenever they need to and whenever they have the opportunity to. They have approximately 160 officers in the district and they send 3 newsletters per week to over 3000 subscribers, please contact him to get on the mailing list. Since January 1 there have been 11 or so incidents in the neighborhood where police either apprehended suspects, or are in the process of tracking down subjects for various crimes. Captain Chignell reminded everyone about the surge in "hot prowl burglaries" where the burglar enters the premises when someone is at home.

Captain Chignell then introduced Lt. Julian Hill. His team was responsible for catching many of the hot prowl burglars. Lt. Hill suggested screaming / trying to make noise if you ever find yourself at home when a burglar enters. He also provided us with his direct cell phone number for us to call if we have any questions, concerns or issues. He can be reached at 707-310-1152 or by email at [Julian.hill@sfgov.org](mailto:Julian.hill@sfgov.org). Officer Sue Lavin was also on hand. Sue is in charge of homeless/garbage/illegal camper issues. Call her at 415-850-9740 and if she does not answer please leave a message and she will get back to you. Please contact Captain Chignell directly for any emergency and non-emergency calls; his email is [paul.chignell@sfgov.org](mailto:paul.chignell@sfgov.org).

**3-Minute Spotlight – Starr King Elementary School 2012 Spring Gala**

Tracy Lee a member of the Starr King PTA, a kindergarten through 5<sup>th</sup> grade school with 370 students in Potrero Hill, spoke about the school's fundraising efforts. In particular she invited everyone to participate in their annual silent auction event, Spring Fling 2012, which will take place on April 28<sup>th</sup>, from 1-5pm, at the Potrero Hill Neighborhood House. The event will feature food, kid's entertainment, and a silent auction. They expect to have an attendance of approx. 200 + attendees and hope to reach their \$25,000 goal. As a corporate donor your name will be listed on all their event program material and the donation is tax exempt. Donations must be in by April 18, 2012. If you have any questions or need additional information please contact Tracy Lee at [starringfling@gmail.com](mailto:starringfling@gmail.com).

## SF Dept. of Environment Commuter Benefits Presentation by Kristen Strong

Effective January, 2009 the San Francisco Commuter Benefits Ordinance requires employers with 20 or more employees nationwide to offer their employees a Commuter Benefit. For more information and to **complete your Annual Compliance Form (due April 30, 2012)** visit [CommuterBenefits.org](http://CommuterBenefits.org).

Commuter benefits improve employee morale and productivity, and make our city a better place to live and work by relieving congestion and improving air quality. Furthermore, by taking advantage of the federally approved commuter benefit incentives, **businesses can save up to 9% on payroll taxes and employees can save up to 40% on transit and vanpool expenses.**

Commute Smart, an initiative of the San Francisco Department of the Environment, offers **FREE** resources to help employers implement a Commuter Benefits program. To request materials, sign up for e-mail updates, or schedule a one-on-one consultation please call [\(415\) 355-3727](tel:4153553727) or email [CommuteSmart@sfgov.org](mailto:CommuteSmart@sfgov.org). Learn more about our free Commuter Benefits, Emergency Ride Home, and Rideshare Match services at [SFEnvironment.org/CommuteSmart](http://SFEnvironment.org/CommuteSmart).

Kristen also highlighted another one of their commuter programs: San Francisco Emergency Ride Home which provides a free or low cost ride home in case of emergency for SF employees who use alternative transportation, such as carpooling, vanpooling, public transit, bicycling, and walking. The program eases the worry of being stranded at the office if an unexpected emergency arises. Feel free to email Kristen at [casey.strong@sfgov.org](mailto:casey.strong@sfgov.org) or visit [sfenvironment.org/commutesmart](http://sfenvironment.org/commutesmart) for more information.

### Government Affairs Committee Update:

- After the January 13 public hearing, SFMTA has decided to take additional time to revise the parking meter proposal. We will maintain our original position:  
**In favor of a parking management plan that best satisfies the needs of residents and businesses, one that takes into consideration the specific circumstances of each block where modifications are proposed.**

We will officially be contacting the SFMTA, and other various media outlets in support of our position. Please email [jc@jcarpinelli.com](mailto:jc@jcarpinelli.com) if you'd like to get involved.

- There is a pending commercial change of use application for the former Klein's / Jay's Deli: from restaurant / retail to a childcare center. The Executive Board took an initial vote to oppose the proposal. While the Board supports the addition of a new child care services facility to the neighborhood, the Board believes that keeping this iconic space as a restaurant / retail space is crucial to the long-term business viability of the 20th Street commercial corridor. Due to the delicate nature of the issue, the Board decided to bring the discussion to the general membership before taking an official stance. After discussion Keith brought the following motion:

**To oppose the change of use in order to retain the vibrant retail nature of the NC district.**

The motion was approved with a vote of 26 in favor to 0 against, and an uncounted number of abstains.

- We ask that all members keep themselves informed by reading the monthly newsletter that is emailed on the Monday before general membership meetings, it is a valuable resource for information concerning all out businesses. To get involved with these issues, attend the next Government Affairs Committee Meeting @ MacKenzie Warehouse. Contact Keith [keith@everestsf.com](mailto:keith@everestsf.com) for more info.

### **Membership Committee Update:**

- Emily reminded everyone about their 2012 dues. Take advantage of one of the lowest membership rates in the city by paying your 2012 dues early. **Make payment by March 31, and only pay \$125. Payments made after March 31, increase to \$150.**
- Emily also instructed everyone to email any publicity links to Kieron at [kieron@allpointe-is.com](mailto:kieron@allpointe-is.com).
- We are always looking for more members to join marketing and membership committees. Contact Emily to get involved. Email: [emilyjphoto@gmail.com](mailto:emilyjphoto@gmail.com).

### **Marketing Committee Update:**

- Brad reminded everyone of our new Facebook promotion. **Win a \$50 gift certificate to any of our 150+ merchants! How?** Simply “like us” and you’ll be automatically entered to win. There’ll be 10 drawings, one for every 100 new likes.
- He also reminded everyone about our new website that we have been working on with LocalOn and hope to launch this month.
- We’re always looking for more members to join marketing and membership committees. Contact Emily to get involved. Email: [emilyjphoto@gmail.com](mailto:emilyjphoto@gmail.com).

### **Community Events / Member Announcements:**

- Email [events@potrerohill.biz](mailto:events@potrerohill.biz) to have your events added to our calendar and put in newsletters.
- See website [www.pdma-sf.org](http://www.pdma-sf.org) for additional community announcements and upcoming events.

*Next General Membership Meeting: Tuesday, March 13, 9:45-11am at Goat Hill Pizza.*

**Timberly Hughes**

---

**From:** Keith Goldstein <keith@everestsf.com>  
**Sent:** Monday, February 27, 2012 3:02 PM  
**To:** Timberly Hughes  
**Cc:** a\_ransley@yahoo.com  
**Subject:** Re: Little LYNC

**Importance:** High

Hi Timberley, Allan:

First - please understand that I filed for the DR as the president of PDMA - I have the thankless task of performing such functions. The DR request was written by two other members of PDMA (and approved by me).

We had announced in the agenda and newsletter that this issue would be discussed at the February meeting.

There was a motion at the 2-14 meeting to vote to file for a DR.

In the discussion, I summarized the issues and I did include a summary of your position on the child care. There were 47 people at the meeting and nobody spoke in favor of removing retail from that location.

The motion was: while PDMA supports the addition of a new child care facility to the neighborhood, it opposes the change of use in order to retain the vibrant retail nature of the NC district.

The motion passed unanimously.

PDMA as an organization (and I personally) have been very supportive of child care in the neighborhood over the past several years, but the belief is that this is the wrong location.

I am willing to talk with you about this but I am afraid that there is nothing I can do to withdraw the request for the DR since I was acting as the agent for PDMA. I do find myself quite conflicted about this issue.

I am leaving on Friday for a three week trip to a remote place. I am willing to chat about this, but to reiterate, I am not in a position to withdraw the application.

Regards, Keith

On Feb 27, 2012, at 12:38 PM, Timberly Hughes wrote:

Hi Keith,

I just spoke with our planner regarding our change of use, and understand that you filed for a discretionary hearing. I am surprised, as we are active members of the association and have been for years, that you did not reach out to us prior to filing and let us know your concerns. As you did not attend the initial meeting, I did not think you had any issues with our project.

I would like to talk with you about the concerns you have. We now have 18 families waiting to start and frankly, they desperately need childcare, some may have to let job opportunities go if they are not able to enroll next month.

Please let me know a good time to contact you so we can address your concerns with our project.

Thank you.

Timberly and Allan

415-462-0440

---

**From:** [a\\_ransley@yahoo.com](mailto:a_ransley@yahoo.com) [[mailto:a\\_ransley@yahoo.com](mailto:a_ransley@yahoo.com)]  
**Sent:** Monday, February 27, 2012 12:25 PM  
**To:** Timberly Hughes  
**Subject:** Fwd: Jay's

Begin forwarded message:

**From:** Keith Goldstein <[keith@everestsf.com](mailto:keith@everestsf.com)>  
**Date:** February 25, 2011 12:54:22 PM GMT+13:00  
**To:** Allan Ransley <[a\\_ransley@yahoo.com](mailto:a_ransley@yahoo.com)>  
**Subject:** Re: Jay's

Allan,  
Letter attached.  
Will Masoud ever open??



Both Goldstein and Zeidman noted that they'd like to see the empty storefronts on the street opened for new businesses, but said that the longstanding property owners are reticent to do so. "It has always bothered me," Zeidman said, adding, "I think about what taxes our company generates for the City and I don't know why they allow these empty storefronts to exist given the budget shortfall. There is no incentive for them to do anything. They can sit on it because they don't have significant property taxes." Pinkies clients would like to see more banks and drugstores in the area, according to Kullberg. Hangee-Bauer thinks that the corridor could benefit from more transit.

Other San Francisco main streets are often operated under business improvement districts, with a current push to create such a zone along the Central Waterfront and Showplace Square. Such districts raise money through additional fees on property owners to provide improvement and maintenance services, like street cleaning and security, or to help with marketing. But there's little interest in establishing one along 20th Street, according to Goldstein.

Despite the challenges most 20th Street businesses are optimistic about the future. They keep an eye out for one another when crime escalates, and keep tabs on each other's bottom line. Most are PHAMB members, and look to the association for help with marketing and networking. PHAMB co-hosts the annual Potrero Hill Festival with the Potrero Hill Neighborhood House (Nabe), which will be held on 20th Street this year rather than in front of the Nabe. "We moved it down to 20th Street to bring more attention to the street and to make people aware that there is life beyond 18th Street," Goldstein explained.

For his part Cimino, who has lived through more than one economic downturn, remains steady in his view from the top of the hill. "I love it. Everything is fine," he said.

### Serving the Potrero Hill, Dogpatch, Mission Bay, & SOMA neighborhoods since 1970

**Diamond Certified Ratings** You deserve top quality. Diamond Certified professionals deliver [DiamondCertified.org](http://DiamondCertified.org)

**Cater Lunch** Let IL Fornajo Cater Your Event! Full-Service Custom Event Catering. [www.ilFornajoCatering.com](http://www.ilFornajoCatering.com)

**Bay Area Party Bus** Pizza, VIP Entry, Soda, Ice & more! Starting @ \$34.95/person [www.thinkcrazy.com](http://www.thinkcrazy.com)

AdChoices ▶

All rights reserved. Copyright © 2005 The Potrero View.  
Content on this site may not be archived, retransmitted, saved in a database, or used for any commercial purpose without the express written permission of The Potrero View or its Publishers.

[Subscribe to our feed](#)

Reach View Readers

Classifieds  
 on-line

[ADVERTISE](#) | [SUBSCRIBE](#) | [ARCHIVES](#) | [CLASSIFIEDS](#) | [MERCHANTS DIRECTORY](#)

October 2009

## 20th Street Businesses Look For Better Times

By Lisa Tehrani

The 20th Street corridor, stretching between Missouri and Arkansas streets, serves as a virtual meridian between the Hill's north and south slopes. Compared to 18th Street, with its concentration of restaurants and bars, it's the neighborhood's quieter commercial strip. Both of the Hill's business districts are small compared to other neighborhoods, particularly Noe Valley's 24th Street. Twentieth Street has more residences than it does storefronts, though it features three grocery stores, two cafes, three hair and nail salons and several offices.



Photo by Emmanuel Schnetzler

Shop Local: Wine House employees Anya Balistreri, David Netzer, Chris Anthony, and Tom Faust. To see more Shop Local photos by Emmanuel Schnetzler, go to the Photo Gallery at the top of the page.

The three commercial blocks on 20th Street are zoned "NC-2;" the area is supposed to consist of neighborhood-serving businesses occupying up to 3,999 square feet of space and 40 feet building heights. In addition to the library, the temporary closure of which has punched a hole in the street's fabric, The Good Life Grocery is the block's main anchor. The store moved to 20th from 18th in 1985. "This is a great, tight, little community and we are very fortunate to have some great customers," said Lester Zeidman, the grocery's co-owner. The Good Life rents its location, so there's little room for expansion. "We have no intention of moving and closing and we are happy with the space," continued Zeidman. "We have never been one for the short-term. We've got loyal customers and we learned a long time ago everybody shops everywhere, but there is a need for a store like this in this community."

Several 20th Street outlets are similarly dedicated to the community. Linda Williams, who leads the street's State Farm insurance office, is another mainstay; she's operated from the same space for more than two decades. Flo's Hair Styling opened in 1952, and owner Florindo Cimino has lived on Potrero Hill his entire life. "It's the prime place to be, in the thick of everything," said Christine Doud of Zephyr Real Estate of her 20th Street location. As the only real estate office on Potrero Hill, Zephyr's glossy photographs of their latest real estate listings often attract passersby. According to Zeidman, the street's easy parking and convenient location for families and people walking their dogs is a plus.

To many Hill residents 20th Street has seemed even quieter than usual in recent months, in part due to the Great Recession. "Five years ago there were a lot of people working down at the bottom of the hill and coming up here for lunch, but that sort of traffic has leveled off." Allan Ransley, co-owner of Jay's Deli, noted, "People are not spending money. They are saving more and brown-bagging it. Everything is down." Billy's Dry Cleaners, Dave's Food Store and All States Best Food have also experienced fewer customers over the past year.

Not everyone on the block is feeling the pinch, though. Zephyr Real Estate and San Francisco Natural Medicine have both seen growth this year, in part driven by non-Hill residents. "I have noticed more people that are not from the neighborhood," said Doud. And Connie Kullberg, co-owner of Pinkies Nail Salon, is optimistic about the future. She believes a pedicure represents good value even in an era of tighter budgets.

Although demand for mani-pedis may be steady, competition for the community's hands and feet has become fierce. In addition to Pinkies and La Fleur, the new hair and nail salon located down the street, there are five other nail salons in the neighborhood. According to Kullberg competition exists in all neighborhoods, which compels Pinkies to "be better."

The Good Life Grocery has also had to face down a sizable competitor. Whole Foods. "We are pretty tenacious. We are not going to go away and we look forward to staying here for a long time," Zeidman said. Other merchants, like Ling Chu, of Billy's Dry Cleaners and Sal Saleh, from Dave's Food Store, have also been affected in the wake of Whole Foods' opening, which has sparked a partial revitalization of the 17th Street corridor. Dave's has experienced a 25 percent drop in business since 2007 — when Whole Foods opened — and Saleh is struggling to pay his operating expenses. "I am doing very badly and I think we need more support from the neighborhood," he said. The temporary closure of Jay's Deli last month has added to the anxiety about the shopping district's economic vitality.

Keith Goldstein, Potrero Hill Association of Merchants and Businesses (PHAMB) president, thinks that 20th Street is quiet because of the strip's small number of enterprises. He also believes that the street changed after Klein's Deli closed, with a number of Hill residents continuing to hold a grudge against its replacement. Jay's Deli, which Goldstein feels is a shame. "In the last year with the library and Michael Gary's closing, it has been difficult," said Zeidman. "It has slowed down. We don't have the foot traffic during the daytime that we used to. I am counting on the library reopening helping." Michele Hangee-Bauer, who serves as San Francisco Natural Medicine's office manager, agrees that pedestrian traffic is down due to the library's reconstruction. According to Hangee-Bauer, youngsters and their parents and guardians used to flock there for story time and special events. Along the way they'd often grabbed a cup of coffee, sandwich or gallon of milk.

Recent street construction may also have played a role in dampening economic activity. "I think last summer, when they dug up the entire hill for three months, people stopped driving up the hill," Ransley said. Kal Ghanma of All States agreed that the construction decreased parking, which he thinks deterred customers.

### This Month's Stories

[SFMTA Temporary Parks Meter Plan](#)

[District 10 Supervisor Sees Herself as a "Connector"](#)

[City Searches for Next Drop of Water](#)

[Residents Mobilize to Defeat Proposed Parking Plan](#)

[Herrera to Run for Reelection to City Attorney's Office](#)

[Hill Resident Designs Unique Garden Spaces](#)

[Residents Question Whether Former Klein's Space Suitable for a Pre-School](#)

[Oscarine Williams Infant and Toddler Center Provides Safe Place for Wee Ones to Thrive](#)

[City College Copes with State Budget Crunch](#)

[Mendell Plaza: Bayview's Ailing Heart](#)

[Third St. Business Corridor a Work-in-Progress](#)

[Bayview Club Continues to Serve Southside](#)

[Limon Rotisserie Adds Peruvian Flavors to Third St.](#)

[Many After-School Programs Available on Potrero Hill](#)

[Honey Available for Tasting at Thick House](#)

[Do You Feel Safe On The Hill?](#)

### On-going Features

[Parking Power](#)

[Letters to the Editor](#)

[Short Cuts](#)

[Library News](#)

[Community Calendar](#)

[Get A Job](#)

[Getting Involved](#)

SUBSCRIBE



Haight Street school during the "flower child time.

"It's very good that the library ...  
[www.potrereview.net](http://www.potrereview.net) [cached]

"It's very good that the library is back open," said Lester Zeidman, co-owner of The Good Life Grocery.

According to Zeidman, although business isn't as good as it once was, he's seen a modest sales increase since March.

...

"I'd like to see anything that helps make 20th Street a viable commercial district," said Zeidman.

[View All Web References >>](#)

FIND PEOPLE & COMPANIES

WHAT IS ZOOMINFO?

[ZoomInfo Database](#)  
[Privacy Center](#)

RESOURCES

[ZoomInfo Blog](#)  
[Newsletter](#)  
[Webinars](#)  
[White papers](#)  
[Claim Your ZoomInfo Profile](#)

WHO USES ZOOMINFO?

[Individuals](#)  
[Sales Professionals](#)  
[Recruiters](#)  
[Marketers](#)  
[Market Researchers](#)  
[Media, Bloggers and Analysts](#)  
[Enterprise-class Teams](#)

PRODUCTS

[ZoomInfo™ Directory](#)  
[ZoomInfo™ Community Edition](#)  
[ZoomInfo™ Professional Edition](#)  
[ZoomInfo™ CRM](#)  
[ZoomInfo™ Data-On-Demand](#)  
[ZoomInfo™ Enterprise](#)

PARTNERS

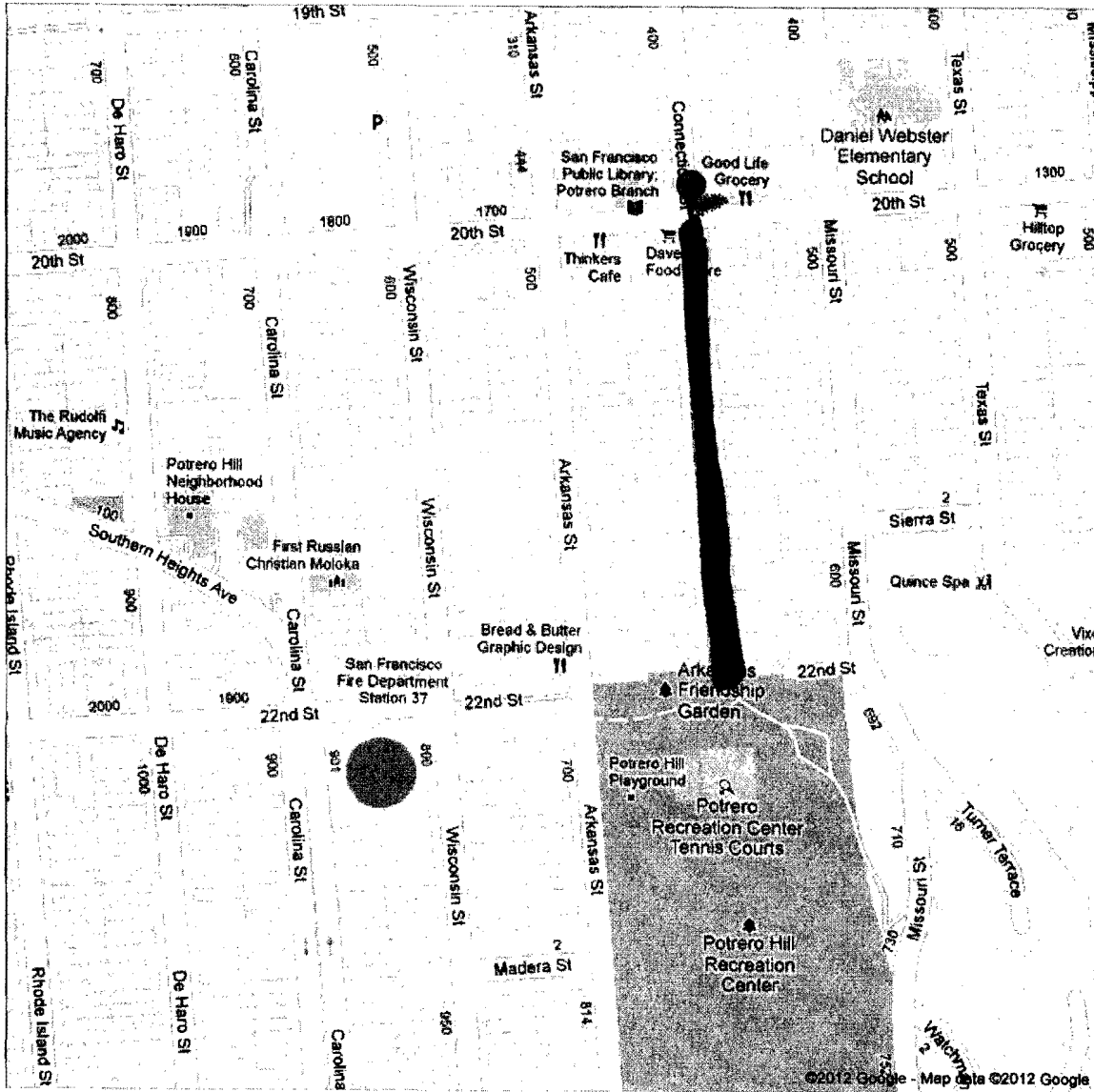
# Exhibit # 7



Address 501 Connecticut St  
San Francisco, CA 94107

Get Google Maps on your phone

Text the word "GMAPS" to 466453





"Gary Schoofs "  
<gschoofs@comcast.net>  
01/31/2012 04:08 PM

To <diego.sanchez@sfgov.org>  
cc  
bcc

Subject Construction at 501 Connecticut

We live at 537 Connecticut, just a few houses down from Timberly Hughes and her project at 501 Connecticut.

Firstly, she forced out Klein's Deli a few years ago, one of our favorite casual eating establishments that had been on the Hill for years. She did so by upping their rent by an exorbitant amount. Ostensibly, she wanted Klein's out so she could start her own deli (Jay's) and showcase her husband's family's wines. The sandwiches were overly priced, and the wine was mediocre. The neighborhood did not support her venture since she left us with a bad taste in our mouths when she ousted Klein's, and Jay's did not last long.

The space was idle for awhile until we got wind that Chatz Coffee, a coffee shop on Arkansas & 18th, was going to set up another shop in the location. Welcome news for us since we like Chatz, their coffee, baked goods, and sandwiches. However this project languished for months and nothing came of it. Don't know if Timberly or the SF Planning/Building Depts. held up the project (maybe you can enlighten me?). But it apparently died on the vine.

Then all of a sudden, signs were posted that a Day Care Center was going to open. Geesh, what a let down! We fully expected an eating establishment to open at the corner, as it's been for over 16 years. I am now concerned that the street will become congested at this already busy corner with parents in cars waiting to pick up their children. I don't want to be restricted in leaving my street since it is a dead end.

Gary Schoofs  
Susan Bracker  
537 Connecticut





Mike Lin  
<mikelinsf@gmail.com>  
01/31/2012 05:16 PM

To Diego.Sanchez@sfgov.org, rm@well.com  
cc  
bcc  
Subject Little LYNC childcare

Dear Diego & Ron -

I am writing to voice my opposition to the proposed childcare facility at 20th & Connecticut St. in Potrero Hill.

It appears that for childcare licensing in California, 75 square feet of outdoor space is required. I'm doubtful that that requirement is being met.

Mike





Tamara Hicks  
<tamdjo@aol.com>  
01/31/2012 11:05 PM

To Diego.Sanchez@sfgov.org, rm@well.com,  
Malia.Cohen@sfgov.org  
cc  
bcc

Subject Little LYNC preschool - Potrero Hill

Mr. Sanchez, Mr. Diego and Ms. Cohen:

Hello. I am a resident of Potrero Hill (1243 19th St) and want to express my concerns over the preschool going in on the corner of 20th and Connecticut. My first concern is that there seems to no information going out into the community on this venture. If it wasn't for the posters in the window and the local newspaper mentioning it in a blurb most of us would have no idea to what was happening. This is concerning since the owners of the building do not appear to have the betterment of this community in mind. As you are aware there was a very successful deli in this space for many years. They vacated so the new owners could operate their own deli/restaurant. Many of us wanted this to succeed and were frequent visitors. Although, time after time although the food and service were a disaster to say the least. I know two restaurant owners that contacted the current owners of the building to rent out the space and those calls were never returned. An eatery did not fail there because of the location it failed because of the management.

The vibrancy of this community means a great deal to all of us who live and work here and 20th street has been languishing while 18th and 22nd are thriving. In my opinion part of the reason for this is that many of the building owners refuse to rent out their commercial space below and or in this case are renting out to the highest bidder and not thinking of what is best for 20th St. This location needs a restaurant to bring in customers for all of of 20th street commercial enterprises. There currently is a pre-school one block away (at Daniel Webster) and there is Friends of Potrero Hill Nursery School not far away (an excellent example of community inclusion and building). I find it difficult to believe that this preschool is going to be serving the local community.

Lastly, have you seen the outdoor space of this site? I can't fathom that this amount of concrete is sufficient for a play yard for toddlers.

Thank-you for taking the time to read this letter,

Tamara Hicks







liz gayner  
<lgayner98@yahoo.com>

02/01/2012 12:31 PM

Please respond to  
liz gayner  
<lgayner98@yahoo.com>

To "Diego.Sanchez@sfgov.org" <Diego.Sanchez@sfgov.org>,  
"rm@well.com" <rm@well.com>, "Malia.Cohen@sfgov.org"  
<Malia.Cohen@sfgov.org>

cc

bcc

Subject Opposition to Preschool

Hello,

I would like to note my opposition toward putting a preschool on the corner of 20th Street in Potrero Hill. There is currently a preschool one block away. A restaurant or some sort of eatery would bring more foot traffic to our neighborhood and strengthen the community. Klein's was very successful for many years when it was in this space. The restaurant that was there after did not do well because it was ran very poorly. This location is still great! Please consider!

Thank you,

Elizabeth Gayner, Psy.D.

Licensed Clinical Psychologist

1529 20th Street

San Francisco, CA 94107

415-487-7402

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





Judy Minton  
<judyminton@aol.com>  
02/15/2012 10:43 AM

To Diego.Sanchez@sfgov.org  
cc rm@well.com, Malia.Cohen@sfgov.org  
bcc  
Subject Permit #2011.11.23.9519

February 15, 2012

Diego Sanchez, City Planner

RE: Permit #2011.11.23.9519

Dear Mr. Sanchez,

I am writing to express my concern about the change in use of 501 Connecticut Street from an eatery to a preschool/childcare center. While I understand and appreciate the need for more childcare in the city, I do not believe that this location is well suited to that use. My concerns focus on three main areas:

- Safety/traffic congestion during drop off and pick up – The traffic at the corner of 20<sup>th</sup> and Connecticut is often crowded and congested with several markets receiving daily deliveries (hence large delivery vehicles double parked on 20<sup>th</sup>) and the #10 bus turning at the corner of 20<sup>th</sup> and Connecticut. Adding 10-13 families dropping off children early in the morning & picking up in the afternoon will take a bad situation and make it untenable. If a white zone is added to facilitate safe drop off and pick up, it will eliminate valuable parking spaces and further hurt existing businesses in this area.
- Change of use will adversely affect existing businesses – I have mentioned the parking effect above. Additionally, it will create a commercial dead zone on this corner. The lack of a viable business in this location for the last 18 months has hurt the businesses in this block of 20<sup>th</sup> Street. While having the space occupied will help ameliorate some of this negative impact, it brings at most 13 families to the location. Maintaining the space as a commercial eatery will bring far more people to the location and they will be spread out through the day, thus creating a second viable commercial center on the north slope of Potrero Hill.
- Project sponsors have not accurately conveyed the viability of an eatery in the space to the city planner – The project sponsors have implied that this is not a viable location for an eatery based on their experience of the last 4 years. Prior to the opening of their eatery, Klein's Delicatessen successfully operated in this location for more than 10 years. With the development in the Design Center area and Mission Bay in the last 5 years, there are more workers in this area and hence more potential traffic for an eatery than when Klein's was there. I respectfully submit that the lack of success of their eatery was due to a combination of their pricing and the quality of their offerings. To say that Chatz was unsuccessful in this location is not accurate as they never opened so there is no data to examine. At this time, there is no location on the north slope, south of Mariposa where one can buy a sandwich or salad and sit for lunch. Maintaining an eatery in this location would enhance the business mix in this area. So in conclusion, I would ask you not to approve the change of use for 501 Connecticut St. We currently have 4 preschools and soon to be 5 in the area from 16<sup>th</sup> & 3<sup>rd</sup> Street to Carolina and 22<sup>nd</sup> Streets. If the change of use is approved, I ask that conditions be placed on student drop off and pick up to address the congestion at 20<sup>th</sup> and Connecticut.

Sincerely,  
Judy Minton  
447 Connecticut St.  
San Francisco, CA

700 Carolina Street  
San Francisco, CA 94107

February 27, 2012

Diego Sanchez, Project Planner  
The Planning Department  
1650 Mission Street, Suite 400  
San Francisco, CA 94103

I am writing to encourage you to decline a request by Timberly Hughes to change the use of 501 Connecticut Street from retail to service so that she can open a childcare center named Little Lync. This building is at the center of the three block commercial area on 20<sup>th</sup> Street. At one time, Klein's Deli occupied the space and could be considered the anchor tenant of this area. The neighborhood desperately needs a dining establishment to return to the space and there is ample proof that it can be quite successful (contrary to Ms Hughes protestations), attracting visitors to the neighborhood to frequent it as well as the other retail businesses on 20<sup>th</sup> Street, just as it was before Ms Hughes pushed Klein's out. Conversely, it is commonly known that removal of a retail use in a shopping area is likely to cause a negative domino effect with fewer shoppers for the remaining businesses causing them to fail eventually as well.

Additionally, I doubt seriously that the space would ever get licensed for childcare as the space is small and the outdoor area is so tiny that the project sponsor is proposing to have the children cycle in and out of the back door a few at a time because it is only a fraction of the amount of space required for state licensure.

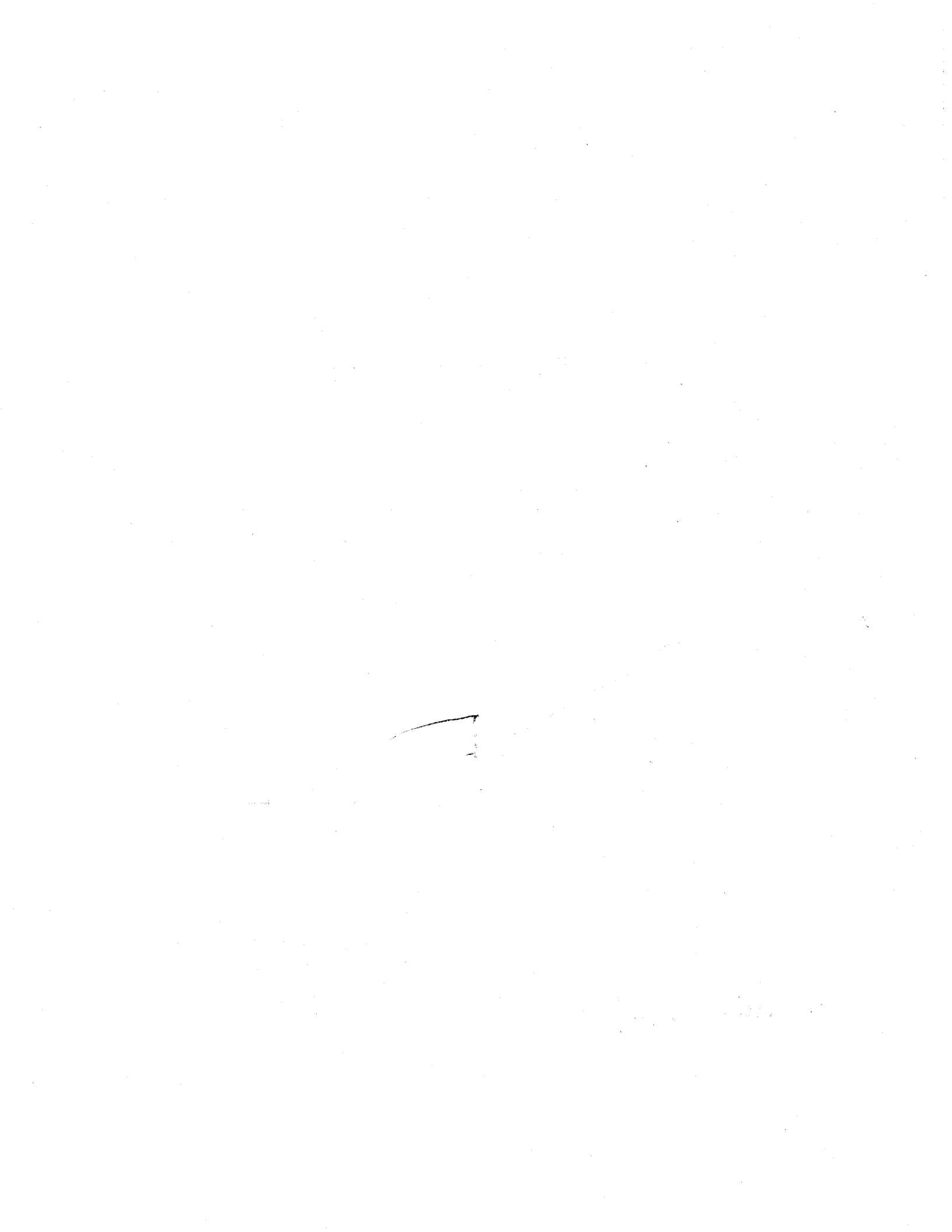
Ms Hughes has cast aspersions on those of us who oppose her project, declaring that we're anti-children. Nothing could be further from the truth. I have lived in the neighborhood for more than 30 years and am quite happy that we now have so many families with young children who have become Potrero Hillians. Other childcare facilities have opened in recent years in the neighborhood, and I've spoken to two women who were instrumental in getting them built and licensed, one an architect. Both of them have adamantly declared that 501 Connecticut is totally inadequate for children. Others with small children have stated that they would not take their children to Little Lync in this space.

Please turn down Ms Hughes' request or at least hold a discretionary review so that the commission can become fully informed.

Thank you for your consideration,

  
Mauri Schwartz

[Mauri@careerinsiders.com](mailto:Mauri@careerinsiders.com)  
(415) 821-6133





Kathi Enderes  
<kathierendes@gmail.com>  
01/31/2012 03:41 PM

To Diego.Sanchez@sfgov.org  
cc  
bcc  
Subject Little LYNC childcare center support

Hello Diego,

My husband Tom and I live on Potrero Hill on Rhode Island Street at 23rd Street with our two daughters, Sarah (2) and Mia (4 months). We really enjoy the neighborhood, and that it is so child friendly. There are so many families with small children living on Potrero Hill. We frequently go to the restaurants, cafes and shops on Potrero Hill. However, child care options are very limited, especially part time programs for children younger than 3. Our daughter Sarah is currently being taken care of by our Au Pair but we feel she is ready for the social aspects of a preschool program. We are so excited that Little LYNC will bring a community oriented program to Potrero Hill. Sarah has been on the waitlist for Potrero Kids at Daniel Webster but spaces are extremely limited, and we'd really prefer to have her attend a preschool in the neighborhood. She already has many friends here. We want her to start at the Little LYNC center as soon as it opens. I am fully supportive of the childcare center opening and would prefer it over the use of the center for another café or restaurant. I think there are enough of those in the neighborhood whereas we lack childcare options. Bringing the childcare center to Potrero Hill would help strengthen the ties with other parents in the neighborhood and foster friendships of our children.

I understand that there are oppositions to the change of venue from an eatery to a childcare center. Given the fact that two eateries failed in the venue over the last few years, it does not seem reasonable to expect a different result of a new eatery.

Please support us in getting Little LYNC to open in March! We are really counting on it.

Best regards,

Kathi Enderes







Mike L <mike88@gmail.com>

01/31/2012 04:36 PM

To Diego.Sanchez@sfgov.org, rm@well.com,  
Malia.Cohen@sfgov.org

cc

bcc

Subject Re: [phpa-all] Little LYNC - childcare needed in Potrero

Hello,

Just wanted to send a quick note that I think it is ridiculous that folks are trying to stop the day care center from opening on 20th St.

I don't plan to use it personally, but if Little Lync wants to run a business that doesn't harm others (e.g. it's not a bar or a liquor store or a gun shop or a porn peddler), then let them have a shot.

On 20th street there have been a couple vacant storefronts for as long as i have lived here (since 2005). One is on the corner of 20th and Arkansas. The other is a couple doors down from Good Life Grocery I think. People should be complaining about those rather than about Little Lync.

Regards,  
Mike (Potrero Hill resident)

On Tue, Jan 31, 2012 at 4:17 PM, Stacey <[staceyjmassey@yahoo.co.uk](mailto:staceyjmassey@yahoo.co.uk)> wrote:

Friends,

We need your help in supporting the opening of Little LYNC (on 20th St)

Please read below and email or call the contacts to let them know that you support childcare in Potrero (assuming of course that you do!)

Dear Friends,

We wanted to let you know what has been happening...as of today we spoke to our San Francisco Planner Diego Sanchez and he said that he received calls of opposition from Potrero Hill residents. Many still feel the space should not be used for a childcare but remain a commercial space for an eatery. Two eateries have failed in this space: one operated for three years and failed and the second had two years to get off the ground but never even opened

Recently the Transitional Kindergarten program funded by the state has been eliminated leaving approximately 390 families without preschool for the upcoming year. It is clear that there is not enough childcare in Potrero Hill or throughout the city.

We were told by Diego, our city planner that one of the residents who contacted him is planning to pay the \$500 for a hearing to oppose our change of use and prevent us from opening. The good news is that our planner did say the opposing residents do not have any compelling reasons to prevent our center from opening but they will most likely DELAY it It could be months!

Regardless of this news we continue to finish our construction and are preparing to open. We realize we have at least five families waiting to attend next month and want to be able to accommodate them but due to the opposition we will not have a specific timeline until the planning issue is resolved.

Action we have taken since the news of a possible hearing:

- We contacted our Community care licensing analyst to make him aware of the situation and requested a letter asking him to state we have meet Licensing requirements for a childcare center
- We have contacted and are meeting with Ron Miguel, the Commission President on the San Francisco Planning Board (he said he has already received calls of opposition)
- We have contacted District 10 Supervisor Malia Cohen to make her aware of the situation

We appreciated all of your letters of support. Again we are asking you to take action and write or call either of these persons who have influence over our center opening:

Diego Sanchez, City Planner  
Phone: 415-575-9082  
Email: Diego.Sanchez@sfgov.org

Ron Miguel, Commission President  
600 De Haro St.  
Cell: 415-601-0708  
Email: rm@well.com

Malia Cohen, District 10 Supervisor  
1 Dr. Carlton B. Goodlett Place  
City Hall Room 244  
Phone: 415-554-7670  
Email: Malia.Cohen@sfgov.org

We need your support and also hope if a hearing is paid for and filed you will attend and support us! We'd like to prevent a hearing from happening which would allow us to open next month. If your friends or family members feel the same way please pass this email along to them and see if they'll take action.

If you have any questions please contact me or Matt. Thank you for your time and attention.

Best,  
Naomi or Matt

[Reply to sender](#) | [Reply to group](#) | [Reply via web post](#) | [Start a New Topic](#)

[Messages in this topic \(1\)](#)

**Recent Activity:**

[Visit Your Group](#)

[Switch to: Text-Only](#), [Daily Digest](#) • [Unsubscribe](#) • [Terms of Use](#)



January 19, 2012

Dear Timberly Hughes,

I am a Potrero Hill resident. I have lived through the Klien's/JJ's experience over the years, and am incredibly happy to see a childcare going in that space. We have enough food venues, and the area is greatly lacking in childcare. I fully support the opening of Little LYNC Childcare.

Sincerely,

Erica Hilton  
935 Vermont St.





alaina goetz  
<alainagoetz@yahoo.com>  
01/31/2012 06:55 PM

To Diego.Sanchez@sfgov.org, rm@well.com,  
Malia.Cohen@sfgov.org  
cc Little LYNC Childcare Center <littlelync@gmail.com>,  
matthew.gabard@gmail.com, Kress Fischer  
<kfischer@tmdavisassociates.com>  
bcc

Subject Childcare DESPERATELY needed in Potrero Hill!

Dear Diego, Malia and Ron,

There are not enough local options for childcare here in Potrero Hill!

Right now we drive 30 minutes each way to Laurel Heights for childcare! Most parents I know cross the city or get on fre neighborhoods to take their kids to childcare.

Slippery Fish co-op recently moved out of Potrero Hill to the Sunset due to lack of space, our fantastic local school PKD waitlist EVEN FOR RESIDENTS of Potrero Hill due not only to its popularity, but sheer numbers of parents needing local are others (La Piccola Scuola and Friends of Potrero) but they are also heavily impacted or serve a small number or spe neighborhood - all GREAT options ! For those who say there are "plenty of options already" we would love to know wh everyone we know with kids is really struggling to find care.

The point is, we need choices on this side of the city - particularly Potrero Hill - for local community based care for our ch opens it will bring literally thousands of people needing childcare. Most of us drive all the way across town or get on free childcare as it is. What will we do when we are competing for already slim space with nonresidents? I want to be able t Most parents I know work locally and the farthest they have to drive is for childcare! The time for us as a community to l neighborhood childcare is now, and more options for residents can only help grow and keep our families.

The cafe's that we there previously failed from lack of support. We have been here 12 years and while we would love r we realize the Mission and SOMA are only steps away, as are plenty of other local eateries that need support. The entire more than enough local choices for dining. If we want young people to stay here, start families and remain in San Franc important place to start!

Thanks for listening,

Sincerely,

Alaina, Kress & Cashin Fischer  
residents of Potrero Hill for 12 years  
777 Rhode Island Street #3  
San Francisco, CA 94107







Jennifer King  
<jleeking9@gmail.com>  
01/31/2012 07:13 PM

To Diego.Sanchez@sfgov.org  
cc  
bcc

Subject We support the Little LYNC childcare in Potrero Hill...

Hello Mr. Sanchez,

I am a resident, homeowner and parent on Potrero Hill and I fully support the opening of the new daycare center on 20th street. I noticed it a couple of months ago and thought how great it was that Potrero Hill will gain another MUCH needed childcare facility. I have 3 children and two of them are of daycare/preschool age.

Sincerely,  
Jennifer King  
929 Vermont St.  
415/ 647-7336





Joyce Book  
<book.joyce@gmail.com>  
01/31/2012 07:32 PM

To Diego.Sanchez@sfgov.org  
cc  
bcc  
Subject McKinley Square Park Foundation - Little Lync

History: This message has been replied to.

Hi Diego. I just left you a vm.

I am the executive director for the McKinley Square Park Foundation (MSPF) here in Potrero Hill. I am also a longtime resident since 1995.

We (MSPF) have a membership and reach of over 400+ in our non-profit park and friends group that is made up of verified neighbors (addresses, etc.) that support the park, families, access to healthy children play areas and children's resources. I am saddened to hear of a few neighbors attempting to hold this new venture hostage and delay the opening next month.

Please advise us on the best way for us to communicate community-wide support for this great neighborhood asset so we can comply and respond accordingly. I appreciate your attention on this matter.

Sincerely,

Joyce Book  
Executive Director  
McKinley Square Park Foundation  
[www.mckinleysquarepark.org](http://www.mckinleysquarepark.org)  
415.206.9537

--  
Joyce Book





Tom Enderes  
<enderes@gmail.com>  
02/01/2012 12:09 AM

To Diego.Sanchez@sfgov.org  
cc  
bcc

Subject Need more childcare in Potrero Hill

Dear Mr Sanchez,

please let the LittleLYNC center open ASAP.  
(So far, we could not find any other preschool space for our daughter Sarah. These people claiming that it is harder to find dining out variety on potrero hill than to find preschool spots should be ignored)

Thanks  
Tom Enderes  
cell 415 320 9856





Joseph Yang  
<joeyang@gmail.com>  
02/01/2012 12:17 PM

To Diego.Sanchez@sfgov.org, rm@well.com,  
Malia.Cohen@sfgov.org  
cc  
bcc

Subject I support more childcare in Potrero Hill

Dear Potrero Hill City Planning Team,

I am writing to express my support for bringing a childcare center to 501 Connecticut St. because of the lack of options for families in the area. As a new parent living on Potrero Hill, finding adequate childcare has been one of the most difficult parts of being a new parent.

Also, families who will be a part of the center will support local businesses and enrich the community more than another eatery. People visit an eatery once in a while. If your child is in daycare, you go there every single day. That added foot traffic will do more for the community than another eatery.

Thank you for your time!

Joseph Yang







Kludia Toporowska  
<toporowska@hotmail.com>  
02/06/2012 03:48 PM

To <diego.sanchez@sfgov.org>  
cc <littlelync@gmail.com>  
bcc

Subject In support of Little LYNC Preschool

Dear Mr. Sanchez,

My husband and I would like to express our support for the Little LYNC preschool, which is proposed to open this spring. We live in Potrero Hill and feel that a new preschool such as Little LYNC will greatly add to our thriving community. In search of a preschool for our daughters, we found that such facilities in our neighborhood are scarce and placement is difficult to obtain. We feel that Little LYNC preschool is highly desirable in our community. As parents of small children, we enjoy living in Potrero Hill, because it offers kid friendly facilities such as several playgrounds and playspaces in the area. The opening of Little LYNC preschool will only add to the attractiveness of the neighborhood to parents with young families. We understand that some of the merchants on 20th Street expressed concern regarding the opening of a preschool at the proposed location in place of an eatery. We strongly feel that enrolling our children at Little LYNC will only result in us frequenting the establishments on 20th Street on a more regular basis. We look forward to a new preschool opening in our community.

Sincerely,

Kludia and Ian Barberi  
1089 De Haro Street  
San Francisco, CA 94107  
(415) 601-7447





Casey Miller  
<casey.d.miller@gmail.com>  
02/09/2012 02:52 PM

To rm@well.com, Malia.Cohen@sfgov.org,  
Diego.Sanchez@sfgov.org  
cc  
bcc

Subject Potrero Residents in favor of Little LYNC

Good afternoon Mr. Miguel, Ms. Cohen and Mr. Sanchez:

As residents of Potrero Hill since 2006, I wanted to forward this email to you. Our email is in support of the Little LYNC. My husband and I feel very strongly that the Little LYNC would be a great addition to the Potrero Hill neighborhood. Please don't hesitate to contact us with any additional questions. Thank you!  
Kevin & Casey Miller

----- Forwarded message -----  
From: Casey Miller <casey.d.miller@gmail.com>  
Date: Mon, Jan 30, 2012 at 12:16 PM  
Subject: Follow up to my tour of Little LYNC  
To: littlelync@gmail.com  
Cc: Casey Miller <casey@acumenmeetings.com>

Good afternoon Naomi:

I hope that this note finds you doing well! I wanted to thank you for your time earlier this month with a tour of Little LYNC. I enjoyed seeing the space and hearing about the development of Little LYNC. We feel that it could be a great fit for our 2.5 year old son for enrollment this fall.

My husband Kevin and I have been Potrero residents since the 2006. We are excited for Little LYNC to open because we feel that there really is a shortage of childcare/preschool options locally in Potrero Hill. As it is now, we drive to the Lake Merced area for preschool. We looked at the handful of preschools in Potrero and unfortunately none of the schools fit the criteria that we as parents are looking for (part time with full time options, play-based with a strong Reggio Emilia influence and the option for childcare if needed). Little LYNC would be a welcome addition to the Potrero Hill area.

We as parents do frequent the other local merchants on a weekly basis (not only on 20th street, but on 18th as well). As a family with a 2.5 year old and a baby on the way this April, we are much more in favor of a childcare/preschool option in Potrero compared to another restaurant, coffee shop, deli etc. Thank you for your time Naomi!

Best,  
Casey & Kevin Miller





Cathy Widener  
<acwidener@yahoo.com>

02/02/2012 04:04 PM

Please respond to  
Cathy Widener  
<acwidener@yahoo.com>

To "Diego.Sanchez@sfgov.org" <Diego.Sanchez@sfgov.org>

cc

bcc

Subject Little LYNC Childcare

I am a parent and homeowner in Dogpatch and am appalled to hear that there is opposition to the opening of a childcare facility at 20<sup>th</sup> /Connecticut in the old Klein's / JJ's commercial space. I was a frequent patron at Klein's and stop at Good Life at least twice a week. The idea that the space is not compatible for childcare is outrageous. Just a few years ago, before my children started preschool, I drove to the Excelsior to find reliable, affordable childcare. It's worth noting to the residents who feel the space should be a food venue that both previous restaurants went out of business, JJ's in less than a year. Potrero Hill and Dogpatch are huge family neighborhoods and desperately need quality childcare options.

It's absolutely untrue that there are multiple childcare venues in the neighborhood. That part of 20<sup>th</sup> Street has changed dramatically in the past few years with the renewed interest in Daniel Webster Elementary school and the library renovation. A childcare facility in that space would be both convenient for families and lovely for the business along 20<sup>th</sup> Street.

Please don't let a handful of cranky, misinformed neighbors ruin this unique opportunity for the neighborhood.

I completely support the opening of Little LYNC Childcare.

Sincerely,  
Cathy Widener  
1016 Tennessee Street



NO.	REQUIREMENT	COMPLIANCE	STATUS
A.0.1	PROJECT INFORMATION & REQUIREMENTS		
A.1.1	ACCESSIBILITY DETAILS		
A.1.2	ACCESSIBILITY DETAILS		
A.2.1	EXPANSION & PROPOSED FLOOR PLANS		
A.2.2	REFLECTED CEILING PLAN		

PROJECT DESCRIPTION	
PROJECT LOCATION	501 CONNECTICUT STREET, SAN FRANCISCO, CA 94107
PROPERTY LOCATION	501 CONNECTICUT STREET, SAN FRANCISCO, CA 94107
APN	0008
DEVELOPER	EXPANSION & PROPOSED FLOOR PLANS
OCCUPANCY	EXPANSION & PROPOSED FLOOR PLANS
PROJECT NO.	1000
DATE	02/08
SCALE	AS SHOWN
DESIGNED BY	EXPANSION & PROPOSED FLOOR PLANS
CHECKED BY	EXPANSION & PROPOSED FLOOR PLANS

NO.	REQUIREMENT	COMPLIANCE	STATUS
A.0.1	PROJECT INFORMATION & REQUIREMENTS		
A.1.1	ACCESSIBILITY DETAILS		
A.1.2	ACCESSIBILITY DETAILS		
A.2.1	EXPANSION & PROPOSED FLOOR PLANS		
A.2.2	REFLECTED CEILING PLAN		

NO.	REQUIREMENT	COMPLIANCE	STATUS
A.0.1	PROJECT INFORMATION & REQUIREMENTS		
A.1.1	ACCESSIBILITY DETAILS		
A.1.2	ACCESSIBILITY DETAILS		
A.2.1	EXPANSION & PROPOSED FLOOR PLANS		
A.2.2	REFLECTED CEILING PLAN		

PROPERTY FEATURES	REQUIREMENTS
CONSTRUCTION TYPE	TYPE V-A
SITE AREA	2,571 S.F.
NO. OF UNITS	NO CHANGE
NO. OF STORIES	NO CHANGE
ALTERNATE AREA	1,629 S.F. MAX TOTAL
AREA OF PROJECT	1,300 S.F.
NO. OF UNITS	NO CHANGE
NO. OF STORIES	NO CHANGE
NO. OF UNITS	NO CHANGE
NO. OF STORIES	NO CHANGE
NO. OF UNITS	NO CHANGE
NO. OF STORIES	NO CHANGE



**PROJECT**

501 CONNECTICUT STREET, SAN FRANCISCO, CA 94107

NO.	REQUIREMENT	COMPLIANCE	STATUS
A.0.1	PROJECT INFORMATION & REQUIREMENTS		
A.1.1	ACCESSIBILITY DETAILS		
A.1.2	ACCESSIBILITY DETAILS		
A.2.1	EXPANSION & PROPOSED FLOOR PLANS		
A.2.2	REFLECTED CEILING PLAN		

**GENERAL NOTES & CONDITIONS**

1. The project is located at 501 Connecticut Street, San Francisco, CA 94107. The project consists of the expansion and proposed floor plans for the existing building.

2. The project is subject to the following requirements:

- A.0.1 PROJECT INFORMATION & REQUIREMENTS
- A.1.1 ACCESSIBILITY DETAILS
- A.1.2 ACCESSIBILITY DETAILS
- A.2.1 EXPANSION & PROPOSED FLOOR PLANS
- A.2.2 REFLECTED CEILING PLAN

3. The project is subject to the following conditions:

- The project is subject to the following conditions:
- The project is subject to the following conditions:
- The project is subject to the following conditions:

**NOTES**

2010 S.F.B.C.

RECEIVED

NOV 7 2011

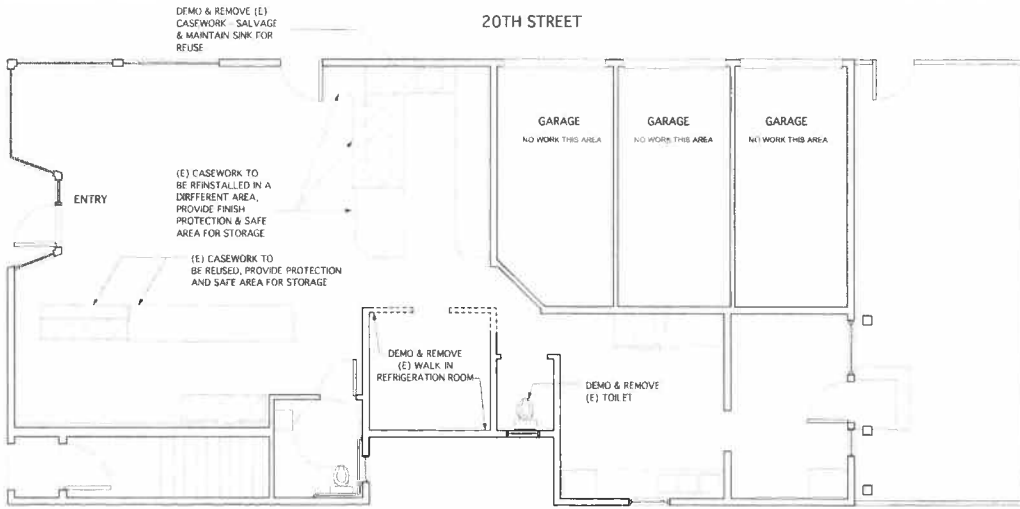
501 CONNECTICUT STREET, SAN FRANCISCO, CA 94107

501 CONNECTICUT STREET, SAN FRANCISCO, CA 94107

501 CONNECTICUT STREET, SAN FRANCISCO, CA 94107

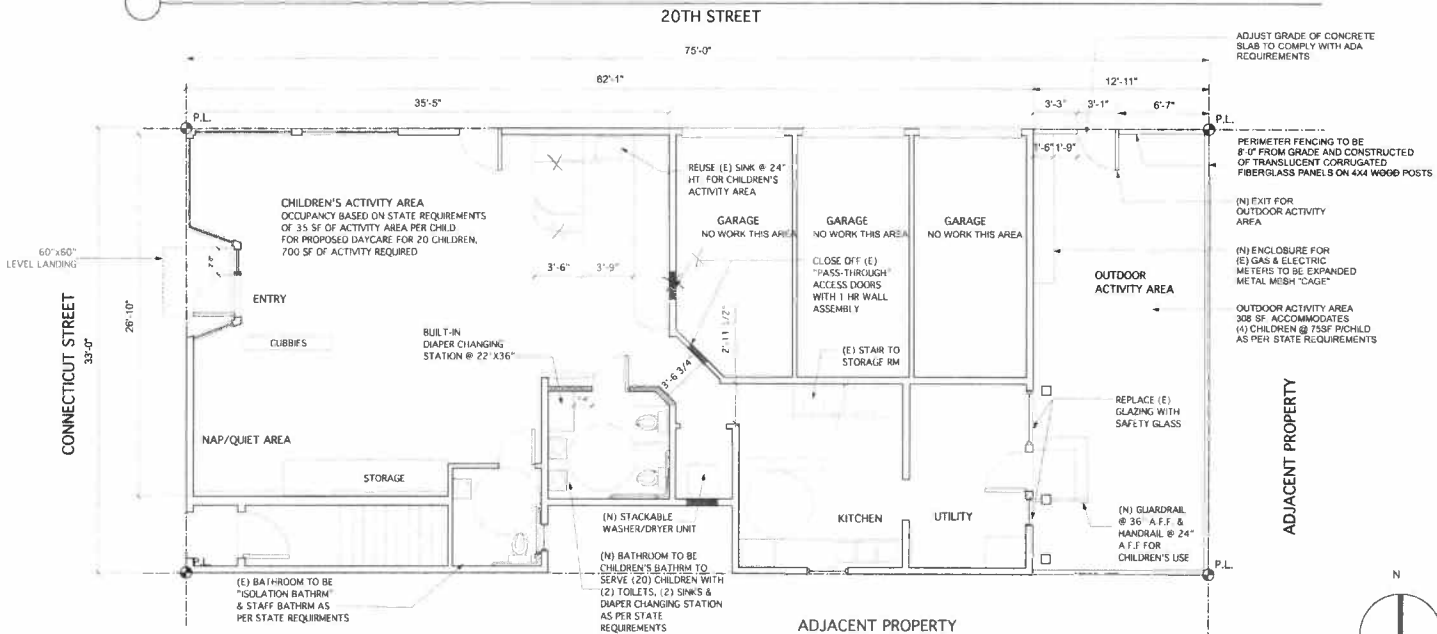
2011.11.23.9519

CONNECTICUT STREET



EXISTING FLOOR PLAN

ADJACENT PROPERTY



PROPOSED FLOOR PLAN

OCCUPANCY GROUP E (CBC 305.2)



RECEIVED

NOV 23 2011

DEPT. OF BUILDING INSPECTION

QUALITY CONTROL DIVISION

PERMIT CONSTRUCTION

GENERIC DESIGN

NO. 13

NO. 13

NO. 13

SC / DB

1170 Bay Street, Ste. 201 - San Francisco, CA

415.774.4834

REGISTERED ARCHITECT

ARCHITECT NO.

C-23481

EXPIRES 12/31/15

STATE OF CALIFORNIA

Little Lync Daycare Center

501 Connecticut Street

SAN FRANCISCO, CA 94107

DATE

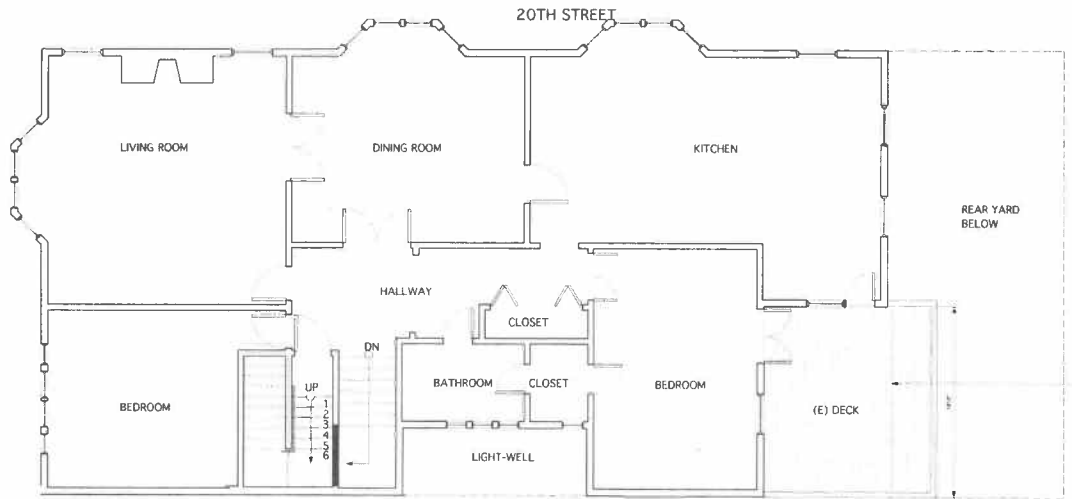
BY

A-2.1

1:50 scale



CONNECTICUT STREET



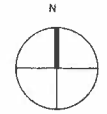
(E) DECK IS 164 SF  
TO COMPLY WITH OUTDOOR  
SPACE REQUIREMENT FOR THE  
RESIDENTIAL UNIT WHICH IS LESS  
THAN 1800 SF.

EXISTING FLOOR PLAN - 2ND FLOOR RESIDENTIAL UNIT ADJACENT PROPERTY

CONNECTICUT STREET



REFLECTED CEILING PLAN



NOTES

**RECEIVED**  
NOV 23 2011  
UNIT OF BUILDING INSPECTION  
STANDARD SETS THE QUALITY  
STANDARD FOR ARCHITECTURE  
ACCEPTED

2 111 7 11 PERMIT CONSTRUCTION  
1 10 1 11 ARCHITECT'S OFFICE  
MELISSA J. MELISSA J. PERMITS

**SC / DS**  
Small Scale Design Group  
1975 North Street No. 201 - San Francisco, CA  
415.778.0220 scds@smallscalegroup.com



Little Lync  
Daycare Center  
601 Connecticut Street  
SAN FRANCISCO, CA 94107

LL11 SC

A-2.2