Executive Summary Conditional Use

HEARING DATE: DECEMBER 16, 2010

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

Reception:

415.558.6378

Fax:

415.558.6409

Planning Information: 415.558.6377

Date: December 9, 2010
Case No.: 2010.0716C

Project Address: 1556 STOCKTON STREET

Zoning: North Beach Neighborhood Commercial District (NCD)

North Beach Special Use District (SUD)

40-X Height and Bulk District

Block/Lot: 0116/054

Project Sponsor: Brett Gladstone of

Gladstone Associates 177 Post Street, Penthouse San Francisco, CA 94108

Staff Contact: Aaron Hollister – (415) 575-9078

aaron.hollister@sfgov.org

Recommendation: Approval with Conditions

PROJECT DESCRIPTION

The project sponsor proposes to legitimize an existing business (DBA "Tony's A Go Go") that offers specialty foods, take-out pizza, and pizza-making courses at 1556 Stockton Street. The specialty foods and take-out pizza uses are classified as "Specialty Food, Self Service" pursuant to Planning Code Section 790.93. Conditional Use authorization is required to establish a new Specialty Food, Self Service use within the North Beach Neighborhood Commercial District (NCD).

The proposed pizza-making courses are considered a "Personal Service" use, which is a principally-permitted use in the North Beach NCD. There would be one professional-level course offered per month with approximately eight students, one teacher and two teaching assistants, while a "home chef" course would be offered four to five times per year with approximately 10 students. The pizza courses would be generally offered during the morning and early afternoon hours when the Specialty Foods use is not anticipated to operate.

The project proposes to improve the food preparation area in the rear of the tenant space, and to add display shelves, a restroom, and a sales counter to the retail area at the front of the tenant space. Additionally, the business would not offer tables and chairs for customers as all food is intended to be take-out only. No on-site alcohol sales would be offered by the business. The proposed business would occupy approximately 900 gross square feet, and the project does not propose to expand the space or modify the exterior of the storefront.

SITE DESCRIPTION AND PRESENT USE

The project site is located on the east side of Stockton Street, between Union and Green Streets, Lot 054 in

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Assessor's Block 0131. The property is located within the North Beach Neighborhood Commercial District, the North Beach Special Use District, and a 40-X Height and Bulk District.

The Project Site is completely occupied by a three-story mixed-use building. The subject Edwardian-era building was built in 1908 and is listed in the North Beach Survey of Historic Buildings as a contributory building and is considered a historic resource. There are two residential units on the second and third floors and one commercial tenant space at the ground floor. The subject commercial space most recently contained a deli (DBA "La Spiagga Delicatessen").

SURROUNDING PROPERTIES AND NEIGHBORHOOD

The North Beach NCD is located in between Telegraph Hill and Nob Hill north of Broadway, roughly centered on Columbus Avenue. The North Beach NCD functions as a neighborhood-serving marketplace, citywide specialty shopping and dining district and tourist attraction, as well as an apartment and residential hotel zone. Traditionally, the district has provided most convenience goods and services for residents of North Beach and portions of Telegraph and Russian Hills. Other uses in the immediate project area include Saints Peter and Paul Church (located one block to the north) and Washington Square Park (located on the opposite side of the Union/Stockton intersection).

The surrounding development is a variety of multi-story, mixed-use buildings. Nearby ground-floor uses include eating and drinking establishments, small-scale retail stores, and nighttime entertainment. The upper stories are generally occupied by apartments, and residential hotels. The scale of development throughout the area consists of low- and mid-rise buildings (one- to four-story structures). The height limit in the area is 40 feet.

ENVIRONMENTAL REVIEW

The project is categorically exempt pursuant to the California Environmental Quality Act (CEQA), Section 15303 (Class 3, Conversion of Small Structures).

HEARING NOTIFICATION

TYPE	REQUIRED PERIOD	REQUIRED NOTICE DATE	ACTUAL NOTICE DATE	ACTUAL PERIOD
Classified News Ad	20 days	October 15, 2010	October 13, 2010	22 days*
Posted Notice	20 days	October 15, 2010	October 15, 2010	20 days*
Mailed Notice	20 days	October 15, 2009	October 14, 2010	21 days*

^{*}Case was continued from the November 4, 2010 hearing.

PUBLIC COMMENT

- A nearby restaurant has submitted a letter supporting the project.
- No correspondence has been received in opposition of the project.

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ISSUES AND OTHER CONSIDERATIONS

- The Commerce and Industry Element of the General Plan contains Guidelines that discourage the overconcentration of eating and drinking establishments within Neighborhood Commercial Districts. While the proposed business would sell food, the "Specialty Food, Self-Service" use is a retail use that is distinct from a restaurant, in that the food prepared on-site is intended primarily for off-site consumption. Accordingly, the Planning Code limits "Specialty Food, Self-Service" uses to a maximum of ten seats, prohibits on-site beer and wine consumption, and requires that food be paid for prior to consumption. This use category is intended for specialty and artisanal retail food shops. Because the business will sell food that will be eaten elsewhere, it will function as a neighborhood-serving retail use and rather than a restaurant. The project therefore does not contribute to an overconcentration of restaurants in North Beach.
- The business is currently subject of an enforcement case for operating without Conditional Use authorization. However, the business has been allowed to operate by the City without benefit of Conditional Use authorization as it opened under good faith by securing a tenant improvement permit before operating. In May 2010, Department staff erroneously approved the business's tenant improvement permit over-the-counter without Conditional Use authorization. The business has diligently worked with Department staff to take the proper steps forward towards legitimizing its operations.

REQUIRED COMMISSION ACTION

In order for the project to proceed, the Commission must authorize Conditional Use to allow a "Specialty Food, Self-Service" use within the North Beach NCD, pursuant to Planning Code Section 722.69A.

BASIS FOR RECOMMENDATION

- The project promotes small-business ownership and the viability of the overall North Beach NCD.
- The project would contribute to the diversity of retail businesses options in the area.
- The project would restore an active, transparent storefront to enliven the sidewalk along Stockton Street
- The project meets all applicable requirements of the Planning Code.
- The project is desirable for, and compatible with the surrounding neighborhood.

RECOMMENDATION:

Approval with Conditions

Attachments:

Block Book Map
Sanborn Map
Aerial Photograph
Zoning Map
Public Correspondence
Photos
Plans

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\boxtimes	Executive Summary	\boxtimes	Project sponsor subm	ittal
	Draft Motion		Drawings: Existing C	<u>onditions</u>
	Zoning District Map		Check for legibil	ity
	Parcel Map		Drawings: <u>Proposed</u>	<u>Project</u>
	Sanborn Map		Check for legibil	ity
	Aerial Photo			
	Site Photos			
	Exhibits above marked with an "X" are in	clude	d in this packet	AJH
				Planner's Initials

AJH: G:\DOCUMENTS\Projects\CU\1556 Stockton Street\1556 Stockton Street Executive Summary.doc



Subject to: (Select only if applicable)

□ Inclusionary Housing (Sec. 315)

□ Jobs Housing Linkage Program (Sec. 313)

□ Downtown Park Fee (Sec. 139)

□ Other

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Planning Commission Motion No. XXXXX

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 Case No.:
 2010.0716C

Project Address: 1556 STOCKTON STREET

Zoning: North Beach Neighborhood Commercial District (NCD)

North Beach Special Use District (SUD)

40-X Height and Bulk District

Block/Lot: 0116/054

Project Sponsor: Brett Gladstone of

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Staff Contact: Aaron Hollister – (415) 575-9078

aaron.hollister@sfgov.org

Recommendation: Approval with Conditions

ADOPTING FINDINGS RELATED TO THE APPROVAL OF A CONDITIONAL USE AUTHORIZATING THE ESTABLISHMENT OF A "SPECIALTY FOOD, SELF SERVICE" USE AT 1556 STOCKTON STREET WITHIN ASSESSOR'S BLOCK 0116, LOT 054, LOCATED WITHIN THE NORTH BEACH NEIGHBORHOOD COMMERCIAL DISTRICT, THE NORTH BEACH SPECIAL USE DISTRICT AND A 40-X HEIGHT AND BULK DISTRICT.

RECITALS

1. On August, 18, 2010, Brett Gladstone of Gladstone and Associates ("Project Sponsor") submitted a request with the City and County of San Francisco Planning Department ("Department") for a Conditional Use authorization (Application No. 2010.0716C) to establish a Specialty Food, Self Service use, as defined in Planning Code Section ("Section") 790.93, located at 1556 Stockton Street ("Project Site"), within the North Beach Neighborhood Commercial District ("NCD") and the North Beach Special Use District (collectively, "Project"). This authorization is requested to allow a business offering specialty foods and take-out pizza. No other alterations are proposed for the exterior of the storefront.

- 2. The project is categorically exempt pursuant to the California Environmental Quality Act (CEQA), Section 15303 (Class 3, Conversion of Small Structures).
- 3. On December 16, 2010, the Commission conducted a duly noticed public hearing at a regularly scheduled meeting on Conditional Use Application No. 2010.0716C, at which time the Commission reviewed and discussed the findings for approval prepared for its review by Department staff.
- 4. The Commission has reviewed and considered reports, studies, plans and other documents pertaining to the Project.
- 5. The Commission has heard and considered the testimony presented at the public hearing and has further considered the written materials and oral testimony presented on behalf of the Project Sponsor, Department staff, and other interested parties.
- 6. **MOVED**, that the Commission hereby approves the Conditional Use Authorization requested in Application No. 2010.0716C, subject to the conditions attached hereto as Exhibit A, based on the following findings:

FINDINGS

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

- 1. The above recitals are accurate and constitute findings of this Commission.
- 2. Project Description. The project sponsor proposes to legitimize an existing business (DBA "Tony's A Go Go") that offers specialty foods, take-out pizza, and pizza-making courses at 1556 Stockton Street. The specialty foods and take-out pizza uses are classified as "Specialty Food, Self Service" pursuant to Planning Code Section 790.93. Conditional Use authorization is required to establish a new Specialty Food, Self Service use within the North Beach Neighborhood Commercial District (NCD).

The proposed pizza-making courses are considered a "Personal Service" use, which is a principally-permitted use in the North Beach NCD. There would be one professional-level course offered per month with approximately eight students, one teacher and two teaching assistants, while a "home chef" course would be offered four to five times per year with approximately 10 students. The pizza courses would be generally offered during the morning and early afternoon hours when the Specialty Foods use is not anticipated to operate.

The project proposes to improve the food preparation area in the rear of the tenant space, and to add display shelves, a restroom, and a sales counter to the retail area at the front of the tenant space. Additionally, the business would not offer tables and chairs for customers as all food is intended to be take-out only. No on-site alcohol sales would be offered by the business. The proposed business would occupy approximately 900 gross square feet, and the project does not propose to expand the space or modify the exterior of the storefront.

- 3. **Site Description and Present Use.** The project site is located on the east side of Stockton Street, between Union and Green Streets, Lot 054 in Assessor's Block 0131. The property is located within the North Beach Neighborhood Commercial District, the North Beach Special Use District, and a 40-X Height and Bulk District. The Project Site is completely occupied by a three-story mixed-use building. The subject Edwardian-era building was built in 1908 and is listed in the North Beach Survey of Historic Buildings as a contributory building and is considered a historic resource. There are two residential units on the second and third floors and one commercial tenant space at the ground floor. The subject commercial space most recently contained a deli (DBA "La Spiagga Delicatessen").
- 4. Surrounding Properties and Neighborhood. The North Beach NCD is located in between Telegraph Hill and Nob Hill north of Broadway, roughly centered on Columbus Avenue. The North Beach NCD functions as a neighborhood-serving marketplace, citywide specialty shopping and dining district and tourist attraction, as well as an apartment and residential hotel zone. Traditionally, the district has provided most convenience goods and services for residents of North Beach and portions of Telegraph and Russian Hills. Other uses in the immediate project area include Saints Peter and Paul Church (located one block to the north) and Washington Square Park (located on the opposite side of the Union/Stockton intersection).

The surrounding development is a variety of multi-story, mixed-use buildings. Nearby ground-floor uses include eating and drinking establishments, small-scale retail stores, and nighttime entertainment. The upper stories are generally occupied by apartments, and residential hotels. The scale of development throughout the area consists of low- and mid-rise buildings (one- to four-story structures). The height limit in the area is 40 feet.

- 5. **Public Comment**. A nearby restaurant has submitted a letter supporting the project. To date, no correspondence has been received in opposition of the project.
- 6. **Planning Code Compliance:** The Commission finds that the Project complies with the relevant provisions of the Planning Code in the following manner:
 - A. **Use.** "Specialty Food, Self Service" uses require Conditional Use authorization within the North Beach NCD, pursuant to Section 722.69A.

The Project Sponsor is requesting Conditional Use authorization to establish a Specialty Food, Self Service use.

B. **Off-Street Parking.** Section 151 requires retail uses to provide one parking space for every 500 square feet of occupied floor area, where the occupied floor area exceeds 5,000 square feet.

The occupied floor area of the existing tenant space measures less than 5,000 square feet, and the Project proposes no physical expansion of the space. The Project is not required to provide parking.

C. **Loading.** Section 152 requires off-street freight loading for uses above a certain size. Retail stores and uses primarily engaged in the handling of goods (such as the proposed business) are not required to provide off-street freight loading if they measure less than 10,000 square feet in gross floor area

With a gross floor area of under 10,000 square feet, the Project is not required to provide off-street loading.

D. **Formula Retail.** Section 703.3 places notification requirements and other restrictions on formula retail uses.

The Project is not considered to be a Formula Retail Use as defined by Section 703.3 of the Planning Code.

E. **Hours of Operation.** Section 722.27 allows hours of operation from 6:00AM until 2:00AM as of right and requires conditional use authorization to operate between the hours of 2:00AM and 6:00AM.

The Project Sponsor is not requesting Conditional Use authorization to operate between the hours of 2:00AM and 6:00AM.

- 7. **Conditional Use Findings.** Section 303(c) establishes criteria for the Planning Commission to consider when reviewing applications for Conditional Use Authorization. The Project complies with some, but not all of the criteria in that:
 - A. The proposed use or feature, at the size and intensity contemplated and at the proposed location, will provide a development that is necessary or desirable for, and compatible with, the neighborhood or the community.

The Project is desirable for and compatible with the neighborhood as the Project will contribute to the overall vibrancy of the North Beach NCD by diversifying the retail goods offered in the area. A substantial number of storefronts in the area are occupied by eating and drinking establishments, which have displaced retail tenants that offer neighborhood-serving sales and personal services. While the proposed business would sell food, the "Specialty Food, Self-Service" use is distinct from a restaurant in that the food prepared on-site is intended primarily for off-site consumption. The Code therefore limits the allowable number of seats to a maximum of ten, prohibits on-site beer and wine consumption, and requires that food be paid for prior to consumption. The "Specialty Food, Self-Service" use is also distinct from a specialty grocery (as defined by Section 790.102(b) in that the business emphasizes the sale of for that is prepared on-site, rather than the sale of prepackaged food or non-food commodities. This use category is intended for specialty and artisanal foods shops that sell foods that will be eaten elsewhere, and may include some accessory wholesaling, manufacturing, and processing of foods and other goods.

The proposed use would fulfill a desirable niche within the spectrum of commercial services in North Beach. The business would diversify the take-out dining options in the area without contributing to a

further overconcentration of restaurants. The Project would also restore a neighborhood-serving retail use to the tenant space that generates pedestrian activity.

- B. The proposed use or feature will not be detrimental to the health, safety, convenience, or general welfare of persons residing or working in the vicinity, or injurious to property, improvements, or potential development in the vicinity, with respect to aspects including, but not limited to the following:
 - i. Nature of proposed site, including its size and shape, and the proposed size, shape and arrangement of structures;
 - The size and shape of the site and the size, shape, and arrangement of the building are adequate for the Project. The Project would not physically expand the existing building or tenant space.
 - ii. The accessibility and traffic patterns for persons and vehicles, the type and volume of such traffic, and the adequacy of proposed off-street parking and loading, including provision of car-share parking spaces, as defined in Section 166 of this Code;
 - The Project will not adversely impact public transit or overburden the existing supply of parking in the neighborhood. The use is relatively small, and the area is well-served by ample public transportation. Off-street parking and loading are not required for the Project.
- iii. The safeguards afforded to prevent noxious or offensive emissions such as noise, glare, dust and odor;
 - The business is not expected to generate excessive noise or odors. All ventilation and cooking facilities will have to meet all applicable City codes. Exhibit A of this motion contains a condition requiring that all noise and odors be regulated so as not to be a nuisance to nearby businesses or residents. No exterior alterations are proposed, therefore, the Project should not generate additional dust or glare.
- iv. Treatment given, as appropriate, to such aspects as landscaping, screening, open spaces, parking and loading areas, service areas, lighting and signs;
 - The Project Site is completely built-out at the commercial ground level, therefore, no landscaping will need to be provided. Any future changes in lighting and signage would be required to comply with the requirements of the Planning Code, the Secretary of the Interior's Standards for the Treatment of Historic Properties, the Urban Design Element of the General Plan, and other applicable regulations and policies.
- C. That the use as proposed will comply with the applicable provisions of the Planning Code and will not adversely affect the General Plan.

The Project complies with the applicable requirements of the Planning Code, and will not adversely affect the policies of the General Plan as discussed under Item #8 below.

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

The North Beach NCD functions as a neighborhood-serving marketplace, citywide specialty shopping and dining district, and tourist attraction. Section 722.1 describes that, "The balance between neighborhood-serving convenience stores and Citywide specialty businesses has shifted, as convenience stores have been replaced by restaurants and bars." Accordingly, the regulations of the North Beach NCD are crafted to retain and encourage new neighborhood-serving businesses and to prohibit the conversion of tenant spaces from neighborhood-serving retail and services to new eating and drinking establishments.

The Project would restore the tenant space to a neighborhood-serving retail use, offering specialty foods that are prepared on-site. Because the food would be sold for off-site consumption, the business will function as a neighborhood-serving retail use and rather than a restaurant. The Project will diversify the overall mix of retail offerings in the area, and will not exacerbate the overconcentration of restaurants within the North Beach NCD. The Project would not expand the tenant space, retaining the small-scale and fine-grained mix of businesses in the area.

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

COMMERCE AND INDUSTRY ELEMENT

Neighborhood Commerce

OBJECTIVE 6:

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

Policy 1:

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

In order for a neighborhood commercial district to remain viable and be compatible with the surrounding neighborhood, it must exhibit a healthy balance of different types of commercial uses. This policy includes guidelines that prioritize uses which will provide goods and services to serve residents in the area. The Project will restore a neighborhood-serving retail use to the tenant space, offering specialty foods which are prepared on-site.

Policy 2:

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

The Project is desirable because it will establish a new small business that adds to the diversity of the retail mix in the area, and will contribute to the overall vitality of the North Beach NCD.

- 9. **General Plan Findings.** Section 101.1(b) establishes eight priority planning policies and requires the review of permits for consistency with said policies:
 - (1) That existing neighborhood-serving retail uses be preserved and enhanced and future opportunities for resident employment in and ownership of such businesses enhanced.
 - The Project would create a neighborhood-serving retail establishment that can provide employment opportunities for residents of the area.
 - (2) That existing housing and neighborhood character be conserved and protected in order to preserve the cultural and economic diversity of our neighborhoods.
 - The business would occupy an existing ground-floor tenant space. No housing units will be displaced by the Project. The Project will strengthen neighborhood character by adding to the retail diversity of the area and activating the adjacent sidewalk.
 - (3) That the City's supply of affordable housing be preserved and enhanced.
 - The Project would not have any impacts on the City's supply of affordable housing.
 - (4) That commuter traffic not impede MUNI transit service or overburden our streets or neighborhood parking.
 - The Project would not adversely impact public transit or place a burden on the existing supply of parking in the neighborhood. The area is well-served by public transportation.
 - (5) That a diverse economic base be maintained by protecting our industrial and service sectors from displacement due to commercial office development, and that future opportunities for resident employment and ownership in these sectors be enhanced.
 - There is no commercial office development associated with the Project. No industrial or service sector uses would be displaced.
 - (6) That the City achieve the greatest possible preparedness to protect against injury and loss of life in an earthquake.
 - The Project does not involve any construction activities that would compromise the structural integrity of the existing building.
 - (7) That landmarks and historic buildings be preserved.

- No exterior changes are proposed for the Project. Any future storefront alterations and signage would be required to comply with applicable preservation standards.
- (8) That our parks and open space and their access to sunlight and vistas be protected from development.
 - The Project, which does not include any physical expansion of the existing building envelope, would not impact any parks or open spaces or their access to sunlight.
- 10. On balance, the Commission hereby finds that approval of the conditional use authorization would promote the health, safety, and welfare of the City.

DECISION

That based upon the Record, the submissions by the Applicant, the staff of the Department and other interested parties, the oral testimony presented to this Commission at the public hearings, and all other written materials submitted by all parties, the Commission hereby **APPROVES Conditional Use**

Application No. 2010.0716C subject to the conditions attached hereto as "EXHIBIT A" which is incorporated herein by reference as though fully set forth.

APPEAL AND EFFECTIVE DATE OF MOTION: Any aggrieved person may appeal this approval of a Conditional Use Authorization application to the Board of Supervisors within thirty (30) days after the date of this Motion No. XXXXX. The effective date of this Motion shall be the date of this Motion if not appealed (After the 30-day period has expired) OR the date of the decision of the Board of Supervisors if appealed to the Board of Supervisors. For further information, please contact the Board of Supervisors at (415) 554-5184, City Hall, Room 244, 1 Dr. Carlton B. Goodlett Place, San Francisco, CA 94012.

I hereby certify that the Planning Commission ADOPTED the foregoing Motion on December 16, 2010.

Linda Avery Commission Secretary

AYES:

NAYS:

ABSENT:

ADOPTED: December 16, 2010

Exhibit A Conditions of Approval

1. This approval is for a Conditional Use Authorization under Planning Code Section 722.69A of the Planning Code to allow a Specialty Food, Self-Service use (DBA Tony's A Go Go) as defined

in Planning Code Section 790.93 at 1556 Stockton Street within the North Beach Neighborhood Commercial District, the North Beach Special Use District and a 40-X Height and Bulk District, in general conformance with plans filed with the Application as received on August 18, 2010, and stamped "EXHIBIT B" included in the docket for **Case No. 2010.0716C**, reviewed and approved by the Commission on December 16, 2010.

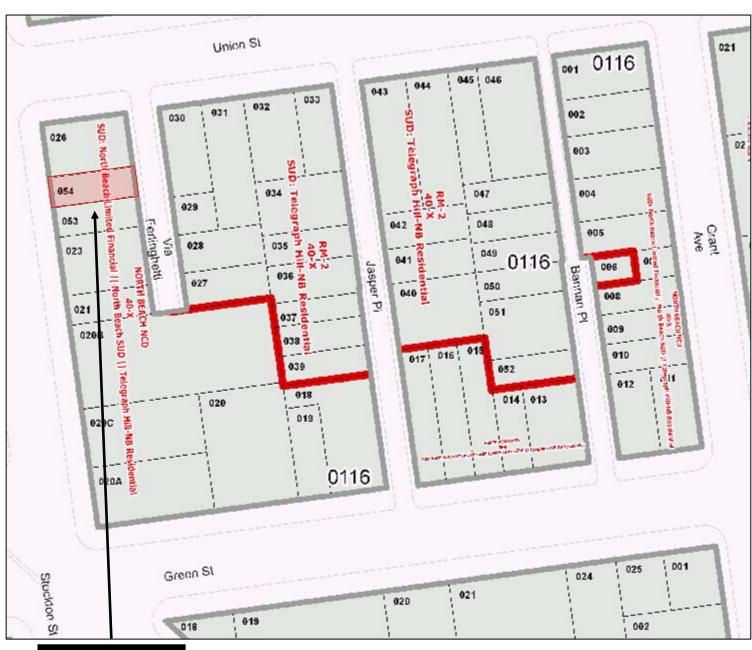
- 2. The Project Sponsor shall obtain a building permit for this project within three (3) years from the date of this Conditional Use Authorization, and construction shall thereafter be pursued diligently to completion or the said authorization shall be deemed null and void. This authorization may be extended at the discretion of the Zoning Administrator only if the failure to issue a permit by the Department of Building Inspection within three years is delayed by a City, state or federal agency, or by appeal of the issuance of such permit.
- 3. No exterior alterations are permitted by this authorization. The Project Sponsor shall work with staff to ensure that all future exterior alterations, including signage, are consistent with the Secretary of Interior's Standards for Treatment of Historical Properties. Signage size shall be appropriate for the scale of the historic building, and materials and lighting shall be compatible with the historical character of the building.
- 4. Ground level storefronts shall be maintained in an attractive manner, providing transparency into the tenancy behind. Visibility of the commercial interiors and activity through all storefront windows shall be maintained in order to ensure that the ground level of the building remains visually active, provides visual interest to pedestrians, and enhances sidewalk security. Commercial interior layouts should be designed with these requirements in mind. Generally, storefront windows should not be visually obscured with the following: blinds, shades or curtains; shelving; equipment; darkly tinted, translucent or opaque film; painted, stenciled or adhesive signage applied to individual window surfaces that has an overall transparency of less than 50%, or any signage that covers more than 1/3 of the area of any individual window; full or partial height interior partition walls placed directly against or within 10 feet from the window glazing; or any other items that significantly block the vision of pedestrians through the storefront windows into the occupiable commercial space. Solid roll-down security gates shall not be installed in storefront openings. The property owner shall ensure that this condition of approval is incorporated into all commercial leases.
- 5. No alcoholic beverages shall be consumed on the premises.
- 6. No more than 10 seats, inclusive of sidewalk seating, shall be allowed on the premises.
- 7. The kitchen and storage areas of the establishment shall be utilized solely for the operation of the business authorized by this approval. Specifically, the kitchen and storage areas shall not be utilized by any adjacent restaurant or other types of business.
- 8. The proposed use of the subject property as a Specialty Food, Self-Service use shall be subject to inspections by the Planning Department in order to monitor the conditions of approval listed above. Conformed failure to comply with the conditions listed above will result in the initiation

SAN FRANCISCO
PLANNING DEPARTMENT

of enforcement action per Planning Code Section 176 and the assessment of administrative penalty fees of up to \$250 a day for every day the business does not adhere the mandated conditions. In addition the Planning Department shall seek to recover costs associated with bringing the use into compliance per Planning Code Section 305.

- 9. The operator of the establishment shall maintain the entrances and all sidewalks abutting the subject property in a clean condition. Such maintenance shall include, at minimum, daily sweeping, litter pickup and disposal, and washing or steam/pressure cleaning of the main entrance and abutting sidewalks at least once every two weeks.
- 10. Noise and odors shall be regulated so as not to be a nuisance to nearby businesses or residents.
- 11. An enclosed waste storage area shall be provided within the establishment. All trash and recycling containers shall be kept within the building until pick-up by the disposal company.
- 12. Should monitoring of the Conditions of Approval of this Motion be required, the Project Sponsor shall pay fees as established in Planning Code Section 351(e)(1).
- 13. Should implementation of this Project result in complaints from interested property owners, residents, or commercial lessees which are not resolved by the Project Sponsor and are subsequently reported to the Zoning Administrator and found to be in violation of the Planning Code and/or the specific Conditions of Approval for the Project as set forth in Exhibit A of this Motion, the Zoning Administrator shall refer such complaints to the Commission, after which it may hold a public hearing on the matter in accordance with the hearing notification and conduct procedures as set forth in Sections 174, 306.3, and 306.4 of the code to consider revocation of this conditional use authorization.
- 14. The Project Sponsor shall assure the execution and recordation of the specified conditions as a Notice of Special Restrictions at the Office of the County Recorder / County Clerk.

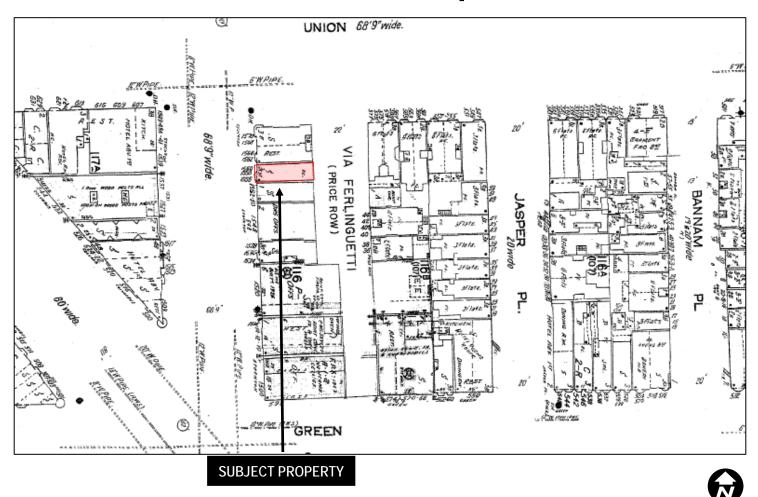
Parcel Map



SUBJECT PROPERTY



Sanborn Map*



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

Aerial Photo

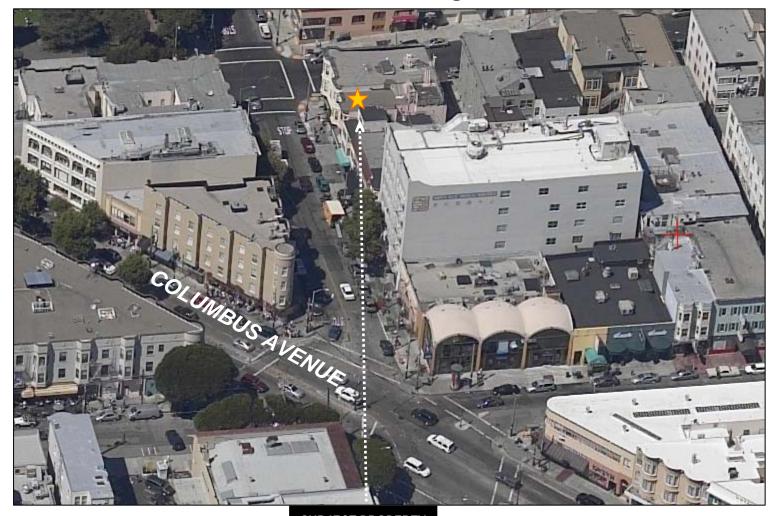


SUBJECT PROPERTY



Aerial Photo

North-Facing

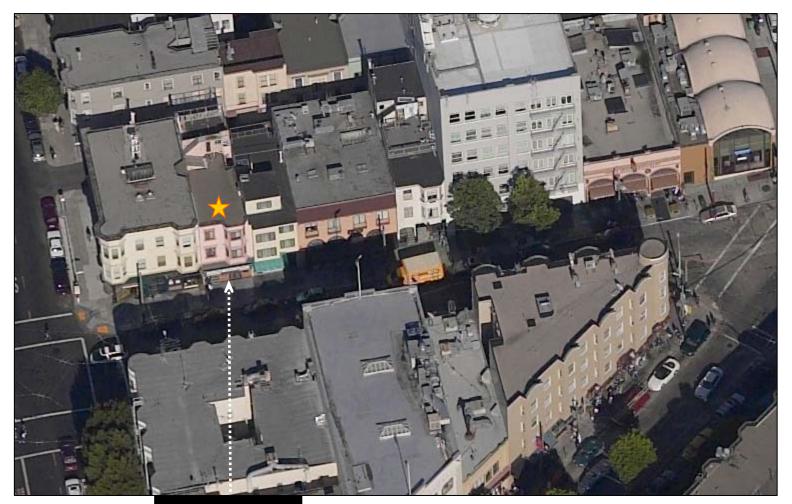


SUBJECT PROPERTY



Aerial Photo

East-Facing



SUBJECT PROPERTY



Zoning Map







To aaron.hollister@sfgov.org

CC

bcc

Subject case No. 2010.0716C

Hello, we at the North Beach Restaurant are IN FAVOR of the request for conditional use authorization filed Stockton Street.

Lorenzo Petroni and staff

North Beach Restaurant Office 415-421-3765 Restaurant 415-392-1700 M. BRETT GLADSTONE

GLADSTONE & ASSOCIATES ATTORNEYS AT LAW

PENTHOUSE, 177 POST STREET SAN FRANCISCO, CALIFORNIA 94108 admin@gladstoneassociates.com

TELEPHONE (415) 434-9500 FACSIMILE (415) 394-5188

December 8, 2010

VIA HAND DELIERY

President Miguel and Commissioners c/o Aaron Hollister Planning Department 1650 Mission Street, Suite 400 San Francisco, CA 94103

Re:

1556 Stockton Street; International School of Pizza Conditional Use Application; Case No. 2010.0716C

Dear President Miguel and Commissioners:

We represent International School of Pizza (the "Project Sponsor"), which wishes to establish a business that cooks pizzas for sale as take out food. 1556 Stockton Street. (See Exhibit A.) A sister company already operates a restaurant next door known as Tony's Pizza Napoletana. The Project Sponsor is seeking to obtain conditional use authorization for the sale of take out pizzas defined as Self Service Specialty Food under Planning Code Section 790.93. There will also be some cooking classes in a small amount of the space. This is an educational use, which is a principally permitted use and needs no conditional use authorization, as stated in Planning Code Section 722.52.

Project Description.

The project involves the conversion of the ground floor of the building at 1556 Stockton Street. The property previously contained a grocery store with a small amount of accessory takeout food. The Project Sponsor obtained a permit to make interior alterations to allow for cooking pizzas for sale as take out food and cooking classes specializing in pizzas. The school is known as International School of Pizza and it has received certification from the well known international cooking enterprise called the Scuola Italiana Pizzaioli, one of the oldest and most prestigious pizza schools in Italy.

Although the Planning and Building Departments approved the alteration permit and the Project Sponsor completed work under the permit and was about to open for business, the Planning Department issued a Stop Work Order. (See Exhibit B.) The Department issued the

GLADSTONE & ASSOCIATES ATTORNEYS AT LAW

Planning Commission December 8, 2010 Page Two

Stop Work Order because it determined the proposed use for pizzas for sale for take out food is not permitted as of right, but needed a conditional use permit. The Department decided that the proposed sale of take-out pizzas was incorrectly approved by it in a category different from the appropriate category of "Self Service Specialty Food", which requires a conditional use approval. In response, we have filed a Conditional Use Application at the request of your staff.

Since the error was made by a Planning Department staff member, and there was no intent to mislead by our clients, the Planning Department has been kind enough to allow the operation to continue in business pending the receipt of this conditional use permit. If a conditional use permit were not to issue, the Planning staff would ask this operation to close business immediately, although our clients have spend hundreds of thousands in improvements. The error was made because the planner who approved the permit misunderstood that there would be mostly canned Italian goods on shelves for sale and that the sale of pizza was only a smaller part of the operation. Thus, the planner believed the use was a continuation of the previous grocery store with accessory take-out food, which it is not.

Take Out Pizza defined as Self Service Specialty Food.

The proposed use meets all the criteria of the definition of Self Service Specialty Food. A service counter exists for use in the sale of the take out pizzas. Food is paid for prior to consumption. No seating is provided. The business would provide adequate waiting space for walk-in patrons. There would be no on-site beer and/or wine for consumption.

Educational cooking classes defined as Personal Service use.

Educational cooking classes also would occur within the same space. The kitchen in which pizza making is taught is the same kitchen which serves customers. The cooking school is

The Project Sponsor would offer special courses throughout the year in authentic Neapolitan Style pizza, New York, Chicago, California, and New Haven Style pizza. Non-professional courses would also be available for home chefs, including children. All of the courses follow the strict guidelines and theory of the Scuola Italiana Pizzaoli. According to co-owner Tony Gemignani: "The importance of our courses is to bring the history, quality, and authenticity of pizza making and for our students to understand the importance of our studies, ingredients, recipes and equipment used throughout the course." No more than one professional course would be offered per month. The course is typically 5 to 6 days long and occurs Monday through Friday or Saturday. The courses generally have eight students, one teacher and one or two assistants to the teacher. The non-professional course, known as "home chef" course, occurs generally four to five times per year. It is two days long typically from 1:00 pm to 5:00 pm.

GLADSTONE & ASSOCIATES ATTORNEYS AT LAW

Planning Commission December 8, 2010 Page Three

mostly open during morning hours, and generally would not be open at the same time as the retail store's hours, although there may be minor overlap from time to time. (See Exhibit C.)

The Project Meets the Criteria for Conditional Use Approval.

The new use would be similar to the previous grocery store. The former grocery store made a good deal of its income from serving the neighborhood. The proposed use would continue to serve the neighborhood residents, but also tourists as well. Thus, the proposed use is mostly neighborhood oriented but also contains educational classes that serve the broader community.²

The educational classes would be a cultural contribution to North Beach considering its Italian history. Tony Gemignani, one of the principals of the ownership, is well-known nationally and beyond for his depth of knowledge of pizza making. (See <u>Exhibit D</u>.)

Conclusion.

The proposed use has been operating for a few months and has been well received by the neighborhood. Enclosed please find letters of support from some nearby businesses. (See Exhibit E.) For the foregoing reasons, we respectfully request that you approve the proposed change of use to Self Service Specialty Food.

Very truly yours,

M. Brett Gladstone

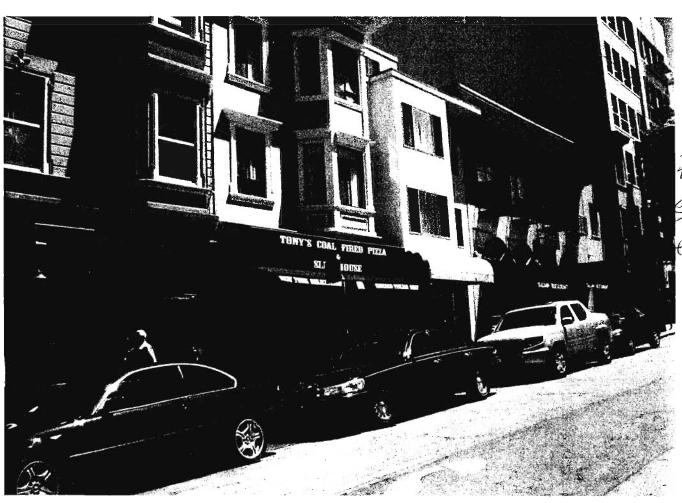
Enclosures

cc:

Bruno DeFazio Tony Gemignani Nancy Puglisi

² The use would be consistent with surrounding restaurant uses. The proposed use would be interspersed with other retail businesses and would not create a conflict with similar nearby businesses. Selling take out pizzas often serve neighborhood residents who typically arrive on foot. Patterns of travel are likely to be no different from the previous grocery store as it had take out food as well.





Facing South

STOP WORK ORDER REQUEST

July 21, 2010

Vivian L. Day, Director Attn: Joe Duffy, Senior Building Inspector Department of Building Inspection 1660 Mission Street San Francisco CA 94103

Building Application No.:

201005041718

Property Address:

1556 Stockton Street

Block and Lot:

0116/054

Zoning District:

North Beach Neighborhood Commercial District

Dear Ms. Day:

This letter is to request that the Department of Building Inspection issue a Stop Work Order for the property at 1556 Stockton Street for work performed under Building Permit Application Number 201005041718 for the following reasons:

Planning Department Staff has been informed by a concerned constituent that a change of use from a retail grocery store with accessory take-out food to that of a small self-service restaurant is occurring as indicated by the installation of pizza ovens.

Planning Department Staff recently disapproved a Health Permit Zoning Referral for the operation of a small-self service restaurant as these types of food establishments are either not permitted or trigger a Conditional Use authorization within the North Beach Neighborhood Commercial District.

Although a building permit was approved at the Planning Information Counter for the installation of the ovens, the permit may have been approved in error as there may not have been enough information regarding the proposed use and the history of the recent disapproval for a small self-service use known as the "International School of Pizza".

We request the assistance of DBI and its Inspectors to place a stop work order at the job site of 1556 Stockton Street as soon as possible to allow us time to get more information from the proprietor regarding the use.

If you have any questions regarding this matter, please contact Dario Jones, Enforcement Planner, at (415) 558-6477.

1650 Mission : Suite 400 San Francisco, CA 94103-247

Reception: 415.558.637

Fax: 415.558.640!

Planning Information: 415.558.6377





APPEAL: Any aggrieved person may appeal this letter to the Board of Appeals within fifteen (15) days after the date of the issuance of this letter. For further information, please contact the Board of Appeals in person at 1650 Mission Street, Room 304, or call 575-6880.

Sincerely,

Scott F. Sanchez

Acting Zoning Administrator

cc: Wong John & Deborah Revoc – 2712 Cherry Blossom Way – Union City, CA 94587

Occupant - 1556 Stockton Street-San Francisco, CA 94133-3306

Dario Jones - Enforcement Planner Joe Duffy - Senior Building Inspector

Gemignani's International School of Pizza

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Nonprofessional/Home Chef Courses

Click Here to Sign Up!



Students ages 18 and over will be able to participate in a 2 day course at our pizza school, specializing in any of the categories below:

- · Classic Italian Style
- Neapolitan Style
- Teglia Pan / Sicilian Style
- · New York Style
- Chicago Style
- California Style

These short home chef courses will be open to anyone who

would like to learn how to make authentic style pizza at home. Students will get into groups and make dough and sauce from scratch, learn how to toss and make great pizzas. Students will also learn pushing techniques and proper pizza transfer onto pizza stones into home ovens. We will be using several types of pizza ovens in this course. Wood Fired, Electric, Gas, and including one that is similar to a home oven.

Courses range from \$400 - \$500 each (Maximum 8 students per quarter)

Call or email us for more details. info@internationalschoolofpizza.com

Kid's Pizza Class



Special two hour children's class will be available for children ages 8-15 who are interested in the culinary/pizza field. Kids learn how to toss and make pizzas in this pizza tossing party. Special dessert pizzas will be made and recipe booklets will be passed out. A special parent release form will be and issued signed é) parent/guardian will have to be present during the course.

Courses will be available quarterly \$45 per child (Maximum 10 children per quarter)

Call or email us for more details. info@internationalschoolofpizza.com

Official Products, Ingredients, and Equipment used:



All materials © Tony Gemignani 2010 No unauthorized usage allowed.

Gemigrani's International School of Pizza

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Italian Style

Click Here to Sign Up!



Classic Italian Style

Take a 5 day (up to 40 hour) course and get certified in Classic Italian Pizza. Students work hands on throughout the course and really dissect the fundamentals of dough, pizza in theory, wood fired and electric oven skills, and sauce recipes. Students will make several different styles of dough, from poolish, to biga, and indirect and direct methods. We use Italian flours such as 5 Stagioni with different strengths and other

Italian products in the course. Students will study the composition of wheat in it's entirety. The theory and practical portion of the course is from the Scuola Italiana Pizzaioli's work book and has been translated into english with diagrams. Tony Gemignani will be the Master Instructor and the certifications come straight from Italy. Have fun and learn the art and authenticity of true Classic Italian Pizza.

Courses start at \$1800

Pizza in Teglia (Pan/Sicilian Style)

Take a 2 Day Course in traditional Pan pizza typical of what we call Sicilian or Grandma Pizza in the US. Students will work hands on and use specific flour for this style of dough recipes. Oven skills, dough and rustic sauce recipes will be studied along with several types of pizza recipes.

International School of Pizza Page 2 of 3



Courses start at \$800 (Student must already be certified in Classic or Neapolitan style)



Pizza in Pala Romana (Roman Style)

Take a 2 day course traditional Roman Style Pizza where students will get into groups and make traditional thin Roman Style pizza by the meter. Students will learn how to make pizza on long boards as we slide the dough into the deep electric Italian brick ovens. Dough and rustic sauce recipes will be studied along with several types of pizza recipes.

Courses start at \$800 (Student must already be certified in Classic or Neapolitan style)

Scuola Italiana Pizzaioli Call or email us for more details info@internationalschoolofpizza.com Mozzarella Di Bufala,

- Herbs fresh herbs, garlic, and sea salt are key in the making of Neapolitan pizzas. Fresh basil is a required ingredient of the a Pizza Margherita and Margherita Extra. All natural ingredients used.
- High Heat Neapolitan Wood Fired ovens at 900 degrees
- Yeast only natural, fresh yeast is permitted.
- Hand stretch only and hand made dough or claw mixers that do not heat up dough as mixed.



Genignani's International School of Pizza

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Neapolitan Style

Click Here to Sign Up!



Take a course in the authentic style of Neapolitan pizza. The theory portion of the course will be taught according to the guidelines and work book of the Scuola Italiana Pizzaioli. Students will learn the **authentic** way of making Neapolitan dough and the use of specific Neapolitan DOP ingredients. Imported Neapolitan Cirigliano ovens and mixers will be used throughout the

course. Wood burning oven skills and proper hand pushing and sliding techniques are essential in this course along with the understanding of the history behind the **Neapolitan craft**.

Courses start at \$2000 Length of the courses will be 6 Days

> International School of Pizza Call or email us for more details info@internationalschoolofpizza.com

Important ingredients and steps used during course:

- Flour Tipo "00" (type 00)
- Tomatoes San Marzano DOP tomatoes grown in only one place on earth the rich volcanic soil in the shadow of Mt. Vesuvius. They are picked at their peak ripeness and contain a lower acid level and a natural sweetness.
- Cheese only fresh mozzarella, whole milk "fior di latte" is permitted. Or

Gemignani's International School of Pizza

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American Style

Click Here to Sign Up!



Take a 4 day (30 hour course) and get certified in American Style Pizza. Choose your style and students will learn the fundamentals of American pizza, sauce and dough recipes geared for each style, proper oven skills, Pizza tossing, and pizza preparation. Students will get into groups and work together. The theory and practical portion of the course will be taught according to the guidelines of the Scuola Italiana Pizzaioli. Traditional recipes will be taught for each style. All ingredients used will be specific for each style. Students will be certified by Tony Gemignani and the certifications will state United States School of Pizza.

New York Style click for details Chicago Style click for details California Style click for details

Courses start at \$1500 per style Master certifications in all three American Styles \$4000.00 (7 Days)

> United States School of Pizza Call or email us for more details. info@internationalschoolofpizza.com

Genignani's International School of Pizza

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About



Tony Gemignani is the first Master Instructor in the United States and students have the opportunity to get certified in Classic Italian Pizza, Roman Style Pizza or Pizza in Teglia (Pan Pizza). The certifications come direct from Italy and the course will be available several times a year.

Under the Scuola Itlaiana Pizzaoili

(<u>www.pizzaschool.it</u>) Tony Gemignani also owns and operates the International

School of Pizza and the United States School of Pizza which will offer special courses throughout the year in authentic Neapolitan Style pizza, New York, Chicago, California, and New Haven Style Pizza. Special non-professional courses will also be available for home chefs. All of the courses follow the strict guidelines and theory of the Scuola Italiana Pizzaoli.

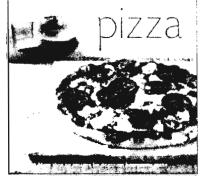
"The importance of our courses is to bring the history, quality, and authenticity of pizza making and for our students to understand the importance of our studies, ingredients, recipes and equipment used though out the course." - Tony Gemignani

All students will work with the theory and practical side of pizza making and learn the dynamics of pizza in it's entirety. All courses at the pizza school are hands on and students will be working together in groups through out each course. Each student will receive a school bag, a text book, our school t-shirt, a hat, and an apron.



Tony Gemignani is a 9 Time World Pizza Champion. He is the president of the World Pizza Champions Inc. The most winning pizza team in the world. Tony is the first

competitor in pizza history to win both acrobatic and baking titles in Italy's Championships. Tony was the Neapolitan Champion at the 2007 World Pizza Cup in Naples, Italy for the Best STG Neapolitan Pizza Margherita. Tony is the only Two Time Food Network Gold Medalist and is a certified master from the Scuola Italiana Pizzaioli. He is the author of the cookbook **PIZZA** and is inducted into the Guinness Book of World records. Tony has won more World tiles and international awards than any competitor in history. Tony Gemignani would like to thank Enrico Fama and Graziano Bertuzzo for all of their guidance and inspiration.





I would like to welcome you to my pizza school and I hope to share knowledge and expertise with you. Thank you for taking the time to view the courses that we have available. If you have any questions feel free contact us at any time. We would be more than happy to speak with you. See you in class!

Ciao

- Tony Gemignani



RECEIVED

DEC 0 1 7010

VIA EMAIL AND US POST

Ms. Nancy Puglisi and Mr. Tony Gemignani c/o Tony's Pizza Napoletana 1556 Stockton Street San Francisco, CA 94133

November 8, 2010

To whom it may concern,

I, Franklin Bowles, as a fellow North Beach merchant of thirty-seven years standing and as a long-time owner of a single family home at 24 Edith on Telegraph Hill, am writing to inform you that I have no opposition whatsoever with the change of use at 1556 Stockton Street in becoming a deli/Italian Slice House. In fact, I feel that Nancy Puglisi and Tony Gemignani's enterprise at the corner of Stockton and Union is the nicest thing to happen to North Beach in many years. They have a terrifically superior product, great people on their staff, and are bringing dozens of new parties to North Beach, whose presence benefits all of us. Everyone I know is just delighted to see their outstanding success and consistent community involvement.

I believe that they and their business are just what this neighborhood needs!

Sincerely,

Franklin Bowles

October 21, 2010

Dear Sirs/ Madam:

_ am writing to you so that you are aware that I have **no** opposition with the change of use at 1556 Stockton Street in becoming a deli/Italian Slice House. I feel that they have bene fited the community and revitalized North Beach. In fact I feel that they are an ir spiration to all others in the community.

I believe that this change of use is what the neighborhood needs.

Sincerely,

at Angels flowers by Amy

Oct 25 10 12:39p Nancy 1415835988

October 21, 2010

Dear Sirs/ Madam:

am writing to you so that you are aware that I have **no opposition** with the change of use at 1556 Stockton Street in becoming a deli/ Italian Slice House. I feel that they have benefited the community and revitalized North Beach. In fact I feel that they are an inspiration to all others in the community.

I believe that this change of use is what the neighborhood needs.

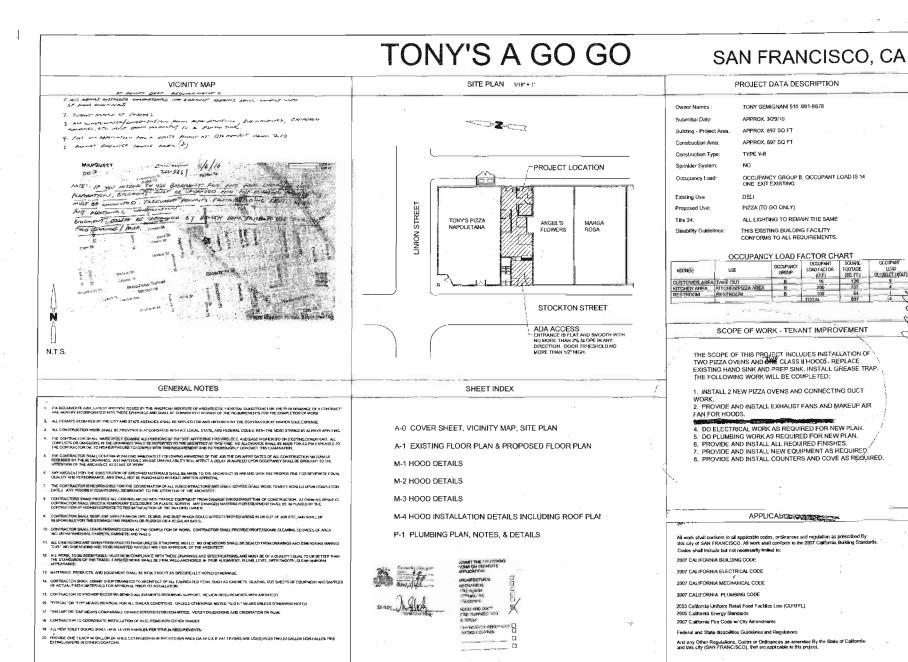
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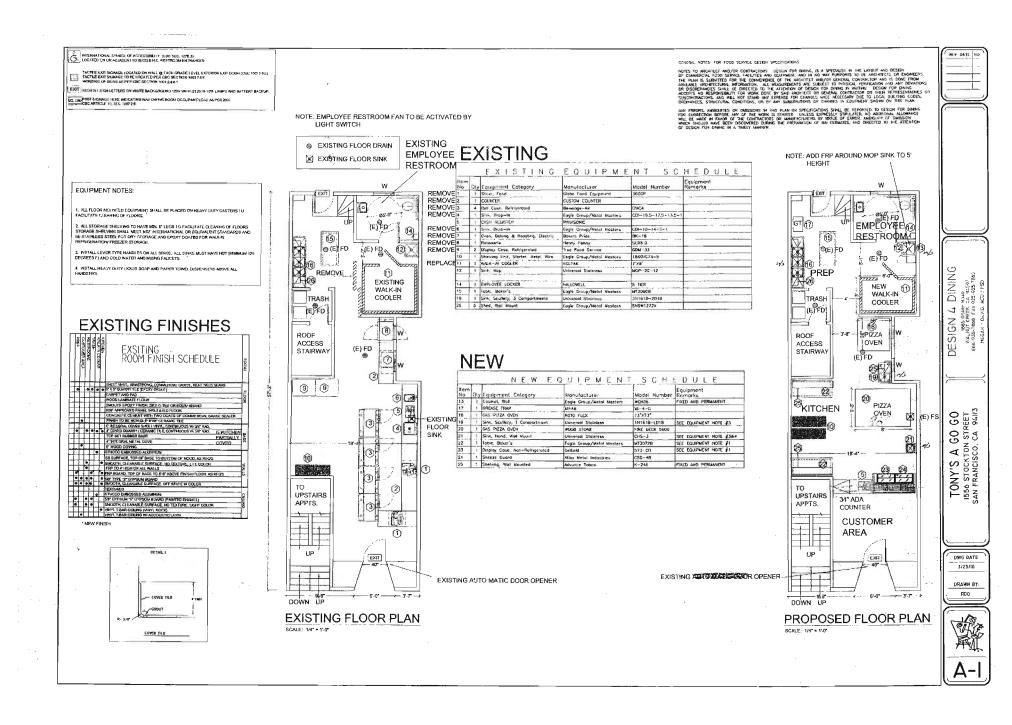
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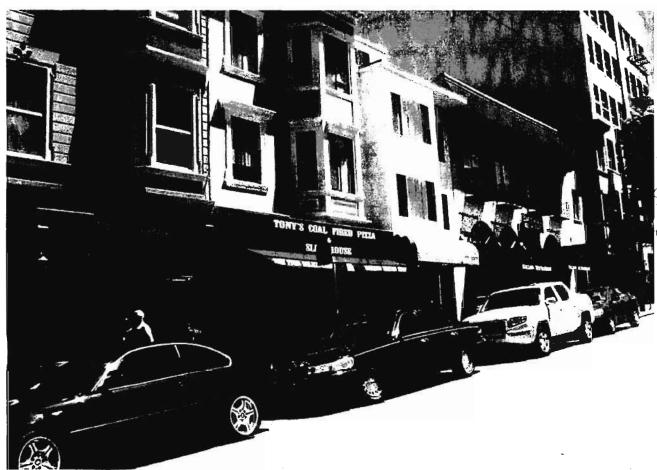
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