



SAN FRANCISCO PLANNING DEPARTMENT

Executive Summary Conditional Use

HEARING DATE: SEPTEMBER 4, 2014

Date: August 28, 2014
Case No.: **2012.1220C**
Project Address: **2233 UNION STREET**
Zoning: Union Street NCD (Neighborhood Commercial District)
40-X Height and Bulk District
Block/Lot: 0539/032
Project Sponsor: Reuben, Junius & Rose, Melinda Sarjapur
1 Bush Street, Suite 600
San Francisco, CA 94104
Staff Contact: Sharon Lai – (415) 575-9087
sharon.w.lai@sfgov.org
Recommendation: **Approval with conditions**

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

Reception:
415.558.6378

Fax:
415.558.6409

Planning
Information:
415.558.6377

PROJECT BACKGROUND AND ENTITLEMENT HISTORY

In October 2009, the Planning Commission heard and approved a request for Conditional Use Authorization, Case No. 2009.0747C, for the temporary conversion of the subject two-bedroom, dwelling unit into a business/professional service use for Ingrid and Isabella LLC, for a maximum period of three years, after which the space was conditioned to revert back to a residential unit. At the time of the 2009 approval, the business owners, who are also the owners of the building, anticipated that their business would exceed the space available in the third floor unit and that the business would be relocated to a new space. In September 2012, the Applicant submitted a new Conditional Use Authorization to continue this temporary use. The subject entitlement application was deemed to be incomplete in 2012 and was inactive, during which time the three year period lapsed. The subject business is currently operating illegally.

On July 31, 2014, the Planning Department forwarded a disapproval recommendation to the Planning Commission for the Conditional Use Authorization request. At the August 7, 2014, hearing, the Planning Commission heard the subject case, closed public comment and passed a motion to continue the case to September 4, 2014, with the intent to grant Conditional Use Authorization to allow the business/professional service use to remain for an additional three years, after which the use must revert to a residential unit.

PROJECT DESCRIPTION

The applicant proposes a three year extension to the previous three year temporary conversion of a residential unit located on the third floor of the subject building into a Business or Professional Service Use (d.ba. Ingrid and Isabella LLC). The business has approximately eight employees and provides

by-appointment clients a pregnancy wardrobe styling service for daily needs and special events. The proposal does not include any physical modifications to the subject space.

SITE DESCRIPTION AND PRESENT USE

The subject property is 137.5 feet deep by 25 feet wide. The subject building is a two-story over garage, three-unit building, constructed circa 1906. The subject stucco-clad building is approximately 73.5 feet deep. A garage occupies the ground floor of the building, two dwelling units occupy the second floor and the subject unit occupies the third floor. The dwelling units on the second floors are rented and the subject third floor unit has been occupied by Ingrid and Isabella LLC, since 2009.

SURROUNDING PROPERTIES AND NEIGHBORHOOD

The project is located on the south side of Union Street between Steiner and Fillmore Streets in the Marina District. The Union Street Neighborhood Commercial District provides limited convenience goods for the residents of sections of the Cow Hollow, Golden Gate Valley, and Pacific Heights neighborhoods immediately surrounding the street. Important aspects of this commercial corridor's business activity are eating and drinking establishments and specialty shops. There are also a significant number of professional, realty, and business offices.

ENVIRONMENTAL REVIEW

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

HEARING NOTIFICATION

TYPE	REQUIRED PERIOD	REQUIRED NOTICE DATE	ACTUAL NOTICE DATE	ACTUAL PERIOD
Classified News Ad	20 days	July 18, 2014	July 18, 2014	20 days
Posted Notice	20 days	July 18, 2014	July 18, 2014	20 days
Mailed Notice	10 days	July 28, 2014	July 28, 2014	20 days

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

PUBLIC COMMENT

- To date, the Department has received 17 letters of support and no opposition to the project.

ISSUES AND OTHER CONSIDERATIONS

- The Housing Element of the General Plan discourages the elimination of "naturally affordable" housing units and rent controlled units.

- The Mayor has directed the City to preserve existing housing in light of the current housing crisis.
- The 2009 Conditional Use approval was granted based on a temporary three year validity request from the date of the Building Permit issuance. The proposed use has been operating illegally since March, 2013.

REQUIRED COMMISSION ACTION

In order for the project to proceed, the Commission must grant the Conditional Use authorization to allow the three temporary year extension for the conversion of a dwelling unit into a business/professional service use (d.b.a. Ingrid and Isabella LLC) within the Union Street NCD, pursuant to Planning Code Sections 303, 317, and 725.53.

BASIS FOR RECOMMENDATION

- The maximum three year extension for the temporary conversion would not permanently remove a sound, rent controlled, and “naturally affordable” family-sized dwelling unit from the City’s housing supply.
- The proposed commercial use will preserve the kitchen, thereby allowing the unit to be easily reverted back to a residential use at the end of the three year conversion extension.
- The temporary nature of the approval allows for a locally owned business to remain in the Union Street Neighborhood Commercial District.
- The proposed use has been in its current location since 2009 without any apparent negative affect on the neighbors or neighborhood. No opposition has been received for this project.

RECOMMENDATION: Approval with Conditions
--

Attachments:

- Denial Draft Motion from August 7, 2014
- Block Book Map
- Sanborn Map
- Zoning Map
- Aerial Photographs
- Site Photo
- Floor Plan from Case No. 2009.0747C
- Project Sponsor Submittal with Reduced Plans

Attachment Checklist

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

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

_____ SL _____

Planner's Initials

SL: G:\DOCUMENTS\CU\2233 Union St\2012.1220C\2233 Union St - Approval Executive Summary.doc



SAN FRANCISCO PLANNING DEPARTMENT

Subject to: (Select only if applicable)

- | | |
|--|--|
| <input type="checkbox"/> Affordable Housing (Sec. 415) | <input type="checkbox"/> First Source Hiring (Admin. Code) |
| <input type="checkbox"/> Jobs Housing Linkage Program (Sec. 413) | <input type="checkbox"/> Child Care Requirement (Sec. 414) |
| <input type="checkbox"/> Downtown Park Fee (Sec. 412) | <input type="checkbox"/> Other |

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

Reception:
415.558.6378

Fax:
415.558.6409

Planning
Information:
415.558.6377

Planning Commission Draft Motion

HEARING DATE: SEPTEMBER 4, 2014

Date: August 28, 2014
Case No.: **2012.1220C**
Project Address: **2233 UNION STREET**
Zoning: Union Street NCD (Neighborhood Commercial District)
40-X Height and Bulk District
Block/Lot: 0539/032
Project Sponsor: Reuben, Junius & Rose, Melinda Sarjapur
1 Bush Street, Suite 600
San Francisco, CA 94104
Staff Contact: Sharon Lai – (415) 575-9087
sharon.w.lai@sfgov.org

ADOPTING FINDINGS RELATING TO CONDITIONAL USE AUTHORIZATION PURSUANT TO SECTIONS 303, 317 & 725.53 OF THE PLANNING CODE TO ALLOW A BUSINESS/PROFESSIONAL SERVICE USE (D.B.A. INGRID AND ISABELLA LLC) FOR A THREE YEAR EXTENSION OF A TEMPORARY RESIDENTIAL UNIT CONVERSION IN THE UNION STREET NEIGHBORHOOD COMMERCIAL DISTRICT AND A 40-X HEIGHT AND BULK DISTRICT.

PREAMBLE

On September 25, 2012, Reuben, Junius and Rose, LLC, (hereinafter “Project Sponsor”) filed an application with the Planning Department (hereinafter “Department”) for Conditional Use Authorization under Planning Code Sections 303, 317, and 725.53 to allow the temporary conversion of a residential dwelling unit into a business/professional service use (d.b.a. Ingrid and Isabella LLC) on the third floor of the subject building within the Union Street Neighborhood Commercial District and a 40-X Height and Bulk District.

On August 7, 2014, the San Francisco Planning Commission (hereinafter “Commission”) conducted a duly noticed public hearing at a regularly scheduled meeting on Conditional Use Application No. 2012.1220C, and continued the hearing to the regularly scheduled meeting on September 4, 2014.

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

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

MOVED, that the Commission hereby approves the Conditional Use requested in Application No. 2012.1220C, subject to the conditions contained in "EXHIBIT A" of this motion, based on the following findings:

FINDINGS

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

1. The above recitals are accurate and constitute findings of this Commission.
2. **Background and Entitlement History.** In October 2009, the Planning Commission heard and approved a request for Conditional Use Authorization, Case No. 2009.0747C, for the temporary conversion of the subject two-bedroom, dwelling unit into a business/professional service use for Ingrid and Isabella LLC, for a maximum period of three year, after which the space was conditioned to revert back to a residential unit. At the time of the 2009 approval, the business owners, who are also the owners of the building, anticipated that their business would exceed the space available in the third floor unit and that the business would be relocated to a new space. In September 2012, the Applicant submitted a new Conditional Use Authorization to continue this temporary use. The subject entitlement application was deemed to be incomplete in 2012 and was inactive, during which time the three year period lapsed. The subject business is currently operating illegally.

On July 31, 2014, the Planning Department forwarded a disapproval recommendation to the Planning Commission for the Conditional Use Authorization request. At the August 7, 2014, hearing, the Planning Commission heard the subject case, closed public comment and passed a motion to continue the case to September 4, 2014, with the intent to grant Conditional Use Authorization to allow the business/professional service use to remain for an additional three years, after which the use must revert to a residential unit.

3. **Site Description and Present Use.** The subject property is 137.5 feet deep by 25 feet wide. The subject building is a two-story over garage, three-unit building, constructed circa 1906. The subject stucco-clad building is approximately 73.5 feet deep. A garage occupies the ground floor of the building, two dwelling units occupy the second floor and the subject unit occupies the third floor. The dwelling units on the second floors are rented and the subject third floor unit has been occupied by Ingrid and Isabella LLC, since 2009.

4. **Surrounding Properties and Neighborhood.** The project is located on the south side of Union Street between Steiner and Fillmore Streets in the Marina District. The Union Street Neighborhood Commercial District provides limited convenience goods for the residents of sections of the Cow Hollow, Golden Gate Valley, and Pacific Heights neighborhoods immediately surrounding the street. Important aspects of this commercial corridor's business activity are eating and drinking establishments and specialty shops. There are also a significant number of professional, realty, and business offices.
5. **Project Description.** The applicant proposes a three year extension to the previous three year temporary conversion of a residential unit located on the third floor of the subject building into a Business or Professional Service Use (d.ba. Ingrid and Isabella LLC). The business has approximately eight employees and provides by-appointment clients a pregnancy wardrobe styling service for daily needs and special events. The proposal does not include any physical modifications to the subject space.
6. **Public Comment.** The Department has received 17 letters of support and no opposition to the project.
7. **Planning Code Compliance:** The Commission finds that the Project is consistent with the relevant provisions of the Planning Code in the following manner:

- A. **Business/Professional Services Use.** Planning Code Section 725.53 requires Conditional Use Authorization to establish a business or professional service use on the third floor in the Union Street Neighborhood Commercial District.

The Project Sponsor is seeking Conditional Use Authorization to establish a business or professional service use on the third floor of the subject building.

- B. **Hours of Operation.** Planning Code Section 725.27 permits operation between 6a.m. and 2a.m., as defined by Planning Code Section 790.48.

The project proposes to operate four days a week from 9a.m. to 5p.m.

- C. **Conversion of Dwelling Unit.** Planning Code Section 317 requires a mandatory Discretionary Review hearing when a proposal seeks to eliminate residential units. When Conditional Use Authorization is required for another aspect of the proposal, the authorization for the dwelling unit conversion is processed as part of the Conditional Use authorization.

The Project Sponsor is seeking Conditional Use Authorization to convert a residential unit to an office for a business or professional service use on the third floor of the subject building.

- D. **Parking.** Planning Section 151 of the Planning Code requires off-street parking for every 500 square-feet of occupied floor area, where the occupied floor area exceeds 5,000 square-feet.

The subject unit contains approximately 1,500 square-feet of occupied floor area and thus does not require any off-street parking.

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

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

The proposed site is located within a Neighborhood Commercial District where it is not uncommon to have business offices on the upper floors of buildings. Several adjacent buildings have businesses on their third floors including 2227, 2228, and 2250 Union Street. The proposed size and intensity of the business is at a scale that is compatible with the neighborhood. The proposed use is desirable, in that the conversion is for a limited period of three additional years, and that approving the conversion will allow a locally-owned business to stay in San Francisco, thereby bringing more economic activity to the Neighborhood Commercial District. The temporary nature of the conversion also protects against the permanent loss of housing in this neighborhood.

- B. The proposed project will not be detrimental to the health, safety, convenience or general welfare of persons residing or working in the vicinity. There are no features of the project that could be detrimental to the health, safety or convenience of those residing or working the area, in that:

- i. Nature of proposed site, including its size and shape, and the proposed size, shape and arrangement of structures;

The height and bulk of the existing building will remain the same and the project will not alter the existing appearance or character of the project vicinity. The proposed work will not affect the building envelope or have any impact on the visual characteristic of the neighborhood.

- 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;

The Planning Code does not require parking or loading for the proposed use at this square footage. At the business's current location, three of the eight employees take public transportation to work, while five drives. The business provides consultations by appointment, and therefore there will be limited trips generated per day by the proposed use. Furthermore, the site is well served by public transportation with the 41, 45 and 22 MUNI bus lines within one block of the subject property.

- iii. The safeguards afforded to prevent noxious or offensive emissions such as noise, glare, dust and odor;

The proposed use will not generate any noxious or offensive emissions such as noise, glare, dust and odor.

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

The proposal will not alter the exterior of the building.

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

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

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

The proposed project is consistent with the stated purpose of the Union Street Neighborhood Commercial District in that the proposed use will provide growth opportunities for commercial development that is in keeping with the existing scale and character of the neighborhood. It will not disrupt the continuous retail frontage along Union Street and will not negatively affect the adjacent residential livability. Because this conditional use is intended for a maximum three year extension, the residential use will not be permanently lost in this district.

- 9. **Planning Code Section 317** established criteria that need to be evaluated when converting a residential unit to another use. The project does not comply with a number of said criteria in that:

- a. Whether conversion of the unit(s) would eliminate only owner occupied housing, and if so, for how long the unit(s) proposed to be removed were owner occupied;

The unit is currently owned by the sponsor and is rented to the sponsor's business. The unit was previously vacant prior to the sponsor purchasing the subject building. The unit is considered a rental unit and subject to rent control. The Conditional Use Authorization is limited to a three year extension, after which time the space must revert back to a residential unit, and there will be no permanent loss of residential use at this site.

- b. Whether conversion of the unit(s) would provide desirable new non-residential use(s) appropriate for the neighborhood and adjoining district(s);

The proposed business/professional service use is appropriate for a Neighborhood Commercial District and it is not uncommon to have these types of uses on the upper floors in this Zoning District. The three year extension limit on this conditional use permit also assures that the residential use will be restored after the temporary conversion period.

- c. In districts where Residential Uses are not permitted, whether Residential Conversion will bring the building closer into conformance with the uses permitted in the zoning district;

It is not uncharacteristic to have either residential or commercial uses on the upper floors of buildings within the Union Street Neighborhood Commercial District. While non-residential use of the upper floors is less common, this Conditional Use Authorization is time-limited so that the space will revert back to a residential use, which is more characteristic of this District.

- d. Whether conversion of the unit(s) will be detrimental to the City's housing stock;

While the removal of a unit would have a negative effect on the City's housing stock, the proposed conversion will be conditioned for three years, so that any negative effects will be temporary. Without the three year time limit, the proposed project would not be consistent with Planning Code Section 317's intent or the Mayor's Executive Directive to protect existing housing. In short, the project would not be consistent with Planning Code Section 317 if it were not a temporary loss of housing for a limited period of time.

- e. Whether conversion of the unit(s) is necessary to eliminate design, functional, or habitability deficiencies that cannot otherwise be corrected.

The subject building was constructed as a three-unit building and there are no design, functional, or habitability deficiencies with the unit. According to the project sponsor, the unit is in need of repair, but not in a manner that would render this unit uninhabitable.

- f. Whether the Residential Conversion will remove Affordable Housing, or units subject to the Rent Stabilization and Arbitration Ordinance.

The subject unit is not an Affordable Housing unit but is subject to the Rent Stabilization and Arbitration Ordinance, as the building was constructed prior to 1979 and the units are not condominiums. The intended maximum three year extension for the temporary conversion will not permanently remove a rent controlled unit from the market.

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

HOUSING ELEMENT

Objectives and Policies

OBJECTIVE 3: PROTECT THE AFFORDABILITY OF THE EXISTING HOUSING STOCK, ESPECIALLY RENTAL UNITS.

POLICY 3.1

Preserve rental units, especially rent controlled units, to meet the City's affordable housing needs.

The subject dwelling would revert back to a residential use at the end of the maximum three year conversion extension, thereby preserving the unit for future rental opportunities.

NEIGHBORHOOD COMMERCE

Objectives and Policies

OBJECTIVE 1:

MANAGE ECONOMIC GROWTH AND CHANGE TO ENSURE ENHANCEMENT OF THE TOTAL CITY LIVING AND WORKING ENVIRONMENT.

Policy 1.1:

Encourage development which provides substantial net benefits and minimizes undesirable consequences. Discourage development that has substantial undesirable consequences that cannot be mitigated.

The proposed change of use will allow a locally owned business to stay in San Francisco and the loss of the dwelling unit will be temporary.

OBJECTIVE 2:

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

Policy 2.1:

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

The Project will retain an existing commercial activity and will enhance the diverse economic base of the City.

OBJECTIVE 6:

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

Policy 6.1:

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

No commercial tenant would be displaced and the project would not prevent the district from achieving optimal diversity in the types of goods and services available in the neighborhood.

Policy 6.2:

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

An independent entrepreneur is sponsoring the proposal. Granting Conditional Use Authorization for the proposed project will foster small business enterprises and entrepreneurship.

11. **Planning Code Section 101.1(b)** establishes eight priority-planning policies and requires review of permits for consistency with said policies. On balance, the project does comply with said policies in that:

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

The proposal would have no effect on any neighborhood-serving retail uses.

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

The proposed three year maximum extension time limit minimizes any negative effect that the loss of housing will have on neighborhood character. Also, the unit was previously vacant at the time of purchase in 2009, so no one will be displaced by the temporary change of use

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

While the subject property is subject to rent control, it is not considered designated affordable housing. The proposal will have a temporary effect on the supply of housing in the city; however, after the three year extension time period the Planning Department will request that the Department of Building Inspection amend the current Certificate of Occupancy rather than issuing a new one in order to preserve the unit's status as a rent control unit when the space reverts back to a residential unit. Therefore, there will be no permanent loss of this housing.

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

At the business's current location, a number of the employees take public transportation to work. The business provides consultations by appointment, and therefore there will be limited trips generated per day by the proposed use. Furthermore, the site is well served by public transportation with the 41, 45 and 22 MUNI bus lines within one block of the subject property. The commuter traffic generated by the proposed will use not impede MUNI transit service or overburden streets and neighborhood parking.

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

The Project will not displace any service or industry establishment. The project will not affect industrial or service sector uses or related employment opportunities. Ownership of industrial or service sector businesses will not be affected by this project.

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

This proposal will not affect the property's ability to withstand an earthquake.

- G. That landmarks and historic buildings be preserved.

A landmark or historic building does not occupy the Project site.

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

The project will have no negative effect on existing parks and open spaces.

12. The Project is consistent with and would promote the general and specific purposes of the Code provided under Section 101.1(b) in that, as designed, the Project would contribute to the character and stability of the neighborhood and would constitute a beneficial development.
13. 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. 2012.1220C** subject to the following conditions attached hereto as "EXHIBIT A" in general conformance with plans on file, dated September 25, 2012, and stamped "EXHIBIT B", which is incorporated herein by reference as though fully set forth.

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

Protest of Fee or Exaction: You may protest any fee or exaction subject to Government Code Section 66000 that is imposed as a condition of approval by following the procedures set forth in Government Code Section 66020. The protest must satisfy the requirements of Government Code Section 66020(a) and must be filed within 90 days of the date of the first approval or conditional approval of the development referencing the challenged fee or exaction. For purposes of Government Code Section 66020, the date of imposition of the fee shall be the date of the earliest discretionary approval by the City of the subject development.

If the City has not previously given Notice of an earlier discretionary approval of the project, the Planning Commission's adoption of this Motion, Resolution, Discretionary Review Action or the Zoning Administrator's Variance Decision Letter constitutes the approval or conditional approval of the development and the City hereby gives **NOTICE** that the 90-day protest period under Government Code Section 66020 has begun. If the City has already given Notice that the 90-day approval period has begun for the subject development, then this document does not re-commence the 90-day approval period.

I hereby certify that the Planning Commission ADOPTED the foregoing Motion on September 4, 2014.

Jonas P. Ionin
Commission Secretary

AYES:

NAYS:

ABSENT:

ADOPTED: September 4, 2014

EXHIBIT A

AUTHORIZATION

This authorization is for a conditional use to allow a Business/Professional Service Use (d.b.a. Ingrid and Isabella LLC) located at 2233 Union Street, Block 0539, and Lot 032, pursuant to Planning Code Sections 303, 317 and 725.23 within the Union Street Neighborhood Commercial District and a 40-X Height and Bulk District; in general conformance with plans, dated **September 25, 2012**, and stamped "EXHIBIT B" included in the docket for Case No. 2012.1220C and subject to conditions of approval reviewed and approved by the Commission on **September 4, 2014** under Motion No **XXXXXX**. This authorization and the conditions contained herein run with the property and not with a particular Project Sponsor, business, or operator.

RECORDATION OF CONDITIONS OF APPROVAL

Prior to the issuance of the building permit or commencement of use for the Project the Zoning Administrator shall approve and order the recordation of a Notice in the Official Records of the Recorder of the City and County of San Francisco for the subject property. This Notice shall state that the project is subject to the conditions of approval contained herein and reviewed and approved by the Planning Commission on **September 4, 2014** under Motion No **XXXXXX**.

PRINTING OF CONDITIONS OF APPROVAL ON PLANS

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

SEVERABILITY

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

CHANGES AND MODIFICATIONS

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

Conditions of Approval, Compliance, Monitoring, and Reporting

PERFORMANCE

- 1. Validity and Expiration.** The authorization and right vested by virtue of this action is valid for three years from the effective date of the Motion. The Planning Commission may, in a public hearing, consider the revocation of the approvals granted if a site or building permit has not been obtained within three (3) years of the date of the Motion approving the Project. Once a site or building permit has been issued, construction and/or the approved use must commence within the timeframe required by the Department of Building Inspection and be continued diligently to completion. The Commission may also consider revoking the approvals if a permit for the Project has been issued but is allowed to expire and more than three (3) years have passed since the Motion was approved.

For information about compliance, contact Code Enforcement, Planning Department at 415-575-6863, www.sf-planning.org.
- 2.** A change of use permit shall be obtained from the Department of Building Inspections pursuant to the Conditions of Approval No. 9 from the October 8, 2009, Planning Commission Motion No. 17960, for the conversion to the Business or Professional Service use.

For information about compliance, contact Code Enforcement, Planning Department at 415-575-6863, www.sf-planning.org.
- 3.** The three year time period shall commence upon the approval date of this Motion. The Business or Professional Service use shall cease after the three year period and the occupancy returned to a residential use. Three months prior to the end of the three year time period, the project sponsor shall submit a new site permit to revert the space back to a residential unit, or submit a new Conditional Use Application to continue the business use approved under this Motion, or lawfully change the use to another permitted use. Failure of the owner to comply with this condition shall be deemed a violation of the Planning Code and subject to all remedies and penalties set forth in the Planning Code and permitted by law.

For information about compliance, contact Code Enforcement, Planning Department at 415-575-6863, www.sf-planning.org.
- 4.** When the unit is converted back to a residential unit at the end of the three-year time period, the owner shall obtain approval from the Department of Building Inspection for an amended Certificate of Occupancy to consider the unit as a continuation of the use of the existing dwelling unit for purposes of occupancy, with the intention of preserving the unit as a rent controlled unit subject to the Residential Rent Stabilization and Arbitration Ordinance.

For information about compliance, contact Code Enforcement, Planning Department at 415-575-6863, www.sf-planning.org.
- 5.** After the three year time period has expired, any business signs for the proposed business will be removed, and the proposed business may no longer operate unless the owner applies for a new Conditional Use Authorization and/or complies with then-current restrictions applicable to the property.

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

DESIGN

6. **Garbage, composting and recycling storage.** Space for the collection and storage of garbage, composting, and recycling shall be provided within enclosed areas on the property and clearly labeled and illustrated on the architectural addenda. Space for the collection and storage of recyclable and compostable materials that meets the size, location, accessibility and other standards specified by the San Francisco Recycling Program shall be provided at the ground level of the buildings.

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

MONITORING

7. **Enforcement.** Violation of any of the Planning Department conditions of approval contained in this Motion or of any other provisions of Planning Code applicable to this Project shall be subject to the enforcement procedures and administrative penalties set forth under Planning Code Section 176 or Section 176.1. The Planning Department may also refer the violation complaints to other city departments and agencies for appropriate enforcement action under their jurisdiction.

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

OPERATION

8. **Sidewalk Maintenance.** The Project Sponsor shall maintain the main entrance to the building and all sidewalks abutting the subject property in a clean and sanitary condition in compliance with the Department of Public Works Streets and Sidewalk Maintenance Standards. *For information about compliance, contact Bureau of Street Use and Mapping, Department of Public Works, 415-695-2017, <http://sfdpw.org/>*



SAN FRANCISCO PLANNING DEPARTMENT

Subject to: (Select only if applicable)

- | | |
|--|--|
| <input type="checkbox"/> Affordable Housing (Sec. 415) | <input type="checkbox"/> First Source Hiring (Admin. Code) |
| <input type="checkbox"/> Jobs Housing Linkage Program (Sec. 413) | <input type="checkbox"/> Child Care Requirement (Sec. 414) |
| <input type="checkbox"/> Downtown Park Fee (Sec. 412) | <input type="checkbox"/> Other |

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

Reception:
415.558.6378

Fax:
415.558.6409

Planning
Information:
415.558.6377

Planning Commission Draft Motion

HEARING DATE: AUGUST 7, 2014

Date: July 31, 2014
Case No.: **2012.1220C**
Project Address: **2233 UNION STREET**
Zoning: Union Street NCD (Neighborhood Commercial District)
40-X Height and Bulk District
Block/Lot: 0539/032
Project Sponsor: Reuben, Junius & Rose, Melinda Sarjapur
1 Bush Street, Suite 600
San Francisco, CA 94104
Staff Contact: Sharon Lai – (415) 575-9087
sharon.w.lai@sfgov.org

ADOPTING FINDINGS RELATING TO THE DISAPPROVAL OF CONDITIONAL USE AUTHORIZATION PURSUANT TO SECTIONS 303, 317 AND 725.53 OF THE PLANNING CODE TO ALLOW THE CONVERSION OF A DWELLING UNIT INTO A BUSINESS/PROFESSIONAL SERVICE USE (D.B.A. INGRID AND ISABELLA LLP) ON THE THIRD FLOOR OF THE SUBJECT BUILDING WITHIN THE UNION STREET NEIGHBORHOOD COMMERCIAL DISTRICT AND A 40-X HEIGHT AND BULK DISTRICT.

PREAMBLE

On September 25, 2012, Reuben, Junius and Rose, LLC, (hereinafter “Project Sponsor”) filed an application with the Planning Department (hereinafter “Department”) for Conditional Use Authorization under Planning Code Sections 303, 317, and 725.53 to allow the conversion of a residential dwelling unit into a business/professional service use (d.b.a. Ingrid and Isabella LLC) on the third floor of the subject building within the Union Street Neighborhood Commercial District and a 40-X Height and Bulk District.

On August 7, 2014, the San Francisco Planning Commission (hereinafter “Commission”) conducted a duly noticed public hearing at a regularly scheduled meeting on Conditional Use Application No. 2012.1220C.

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

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

MOVED, that the Commission hereby denies the Conditional Use requested in Application No. 2012.1220C, subject to the conditions contained in "EXHIBIT A" of this motion, based on the following findings:

FINDINGS

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

1. The above recitals are accurate and constitute findings of this Commission.
2. **Background and Entitlement History.** In October 2009, the Planning Commission heard and approved a request for Conditional Use Authorization, Case No. 2009.0747C, for the temporary conversion of the subject two-bedroom, dwelling unit into a business/professional service use for Ingrid and Isabella LLC, for a maximum period of three year, after which the space was conditioned to revert back to a residential unit. At the time of the 2009 approval, the business owners, who are also the owners of the building, anticipated that their business would exceed the space available in the third floor unit and that the business would be relocated to a new space. In September 2012, the Applicant submitted a new Conditional Use Authorization to continue this temporary use. The subject entitlement application was deemed to be incomplete in 2012 and was inactive, during which time the three year period lapsed. The subject business is currently operating illegally.
3. **Site Description and Present Use.** The subject property is 137.5 feet deep by 25 feet wide. The subject building is a two-story over garage, three-unit building, constructed circa 1906. The subject stucco-clad building is approximately 73.5 feet deep. A garage occupies the ground floor of the building, two dwelling units occupy the second floor and the subject unit occupies the third floor. The dwelling units on the second floors are rented and the subject third floor unit has been occupied by Ingrid and Isabella LLC, since 2009.
4. **Surrounding Properties and Neighborhood.** The project is located on the south side of Union Street between Steiner and Fillmore Streets in the Marina District. The Union Street Neighborhood Commercial District provides limited convenience goods for the residents of sections of the Cow Hollow, Golden Gate Valley, and Pacific Heights neighborhoods immediately surrounding the street. Important aspects of this commercial corridor's business activity are eating and drinking establishments and specialty shops. There are also a significant number of professional, realty, and business offices.
5. **Project Description.** The applicant proposes to permanently convert the existing residential unit located on the third floor of the subject building into a Business or Professional Service Use (d.ba. Ingrid and Isabella LLC). The business has approximately eight employees and provides

by-appointment clients a pregnancy wardrobe styling service for daily needs and special events. The proposal does not include any physical modifications to the subject space.

6. **Public Comment.** The Department has received 16 letters of support and no opposition to the project.
7. **Planning Code Compliance:** The Commission finds that the Project is consistent with the relevant provisions of the Planning Code in the following manner:

- A. **Business/Professional Services Use.** Planning Code Section 725.53 requires Conditional Use Authorization to establish a business or professional service use on the third floor in the Union Street Neighborhood Commercial District.

The Project Sponsor is seeking Conditional Use Authorization to establish a business or professional service use on the third floor of the subject building.

- B. **Hours of Operation.** Planning Code Section 725.27 permits operation between 6a.m. and 2a.m., as defined by Planning Code Section 790.48.

The project proposes to operate four days a week from 9a.m. to 5p.m.

- C. **Conversion of Dwelling Unit.** Planning Code Section 317 requires a mandatory Discretionary Review hearing when a proposal seeks to eliminate residential units. When Conditional Use Authorization is required for another aspect of the proposal, the authorization for the dwelling unit conversion is processed as part of the Conditional Use authorization.

The Project Sponsor is seeking Conditional Use Authorization to convert a residential unit into an office for a business or professional service use on the third floor of the subject building.

- D. **Parking.** Planning Section 151 of the Planning Code requires off-street parking for every 500 square-feet of occupied floor area, where the occupied floor area exceeds 5,000 square-feet.

The subject unit contains approximately 1,500 square-feet of occupied floor area and thus does not require any off-street parking.

8. **Planning Code Section 303** establishes criteria for the Planning Commission to consider when reviewing applications for Conditional Use approval. The project does not comply with a number of said criteria in that:

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

The previous approval in 2009 was intended to be a temporary use conversion for a three year period. The current request to continue to operate the commercial use and permanently remove a sound housing unit from the City is undesirable. The subject building contains three legal residential units. The proposed permanent conversion of the third floor unit to a commercial use is incompatible with the use of the building's lower residential floor.

- B. The proposed project will not be detrimental to the health, safety, convenience or general welfare of persons residing or working in the vicinity. There are no features of the project that could be detrimental to the health, safety or convenience of those residing or working the area, in that:

- i. Nature of proposed site, including its size and shape, and the proposed size, shape and arrangement of structures;

No work is proposed as part of the project and therefore, will not affect the size and shape of the structure.

- 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;

The Planning Code does not require parking or loading for the 1,500 square-foot business/professional service use. According to the Sponsor, the subject business currently employs eight employees, three of whom take public transportation. Restoration of the residential use of the subject unit and removal of the commercial use will eliminate the additional vehicles the other employees utilize, and thereby reduce the demand on parking for the neighborhood.

- iii. The safeguards afforded to prevent noxious or offensive emissions such as noise, glare, dust and odor;

The proposed use will not generate any noxious or offensive emissions such as noise, glare, dust and odor

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

The proposal will not alter the exterior of the building as seen from the public right-of-way.

- 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 does not comply with all relevant requirements and standards of the Planning Code, however, it is inconsistent with objectives and policies of the General Plan and the Mayor's directive to retain existing housing as detailed below.

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

The proposed project is generally consistent with the stated purpose of the Union Street Neighborhood Commercial District in that the proposed use will provide a commercial use in keeping with the mix of uses in the neighborhood. However, it will negatively affect the adjacent residential livability as it will permanently introduce a commercial use above residential dwelling units.

9. **Planning Code Section 317** established criteria that need to be evaluated when converting a residential unit to another use. The project does not comply with a number of said criteria in that:

- a. Whether conversion of the unit(s) would eliminate only owner occupied housing, and if so, for how long the unit(s) proposed to be removed were owner occupied;

The unit has been occupied by the proposed business (d.b.a. Ingrid and Isabella LLC), since 2009. The proposed business is owned by the building's owner. This unit is a rental unit from the building owner to the owner's business. This unit would be subject to rent control as a residential unit. However, as it is located at the third floor, a Conditional Use authorization is required for the conversion.

- b. Whether conversion of the unit(s) would provide desirable new non-residential use(s) appropriate for the neighborhood and adjoining district(s);

The proposed business/professional service use is appropriate for a Neighborhood Commercial District and would be permitted as-of-right if located on the first and second floor.

- c. In districts where Residential Uses are not permitted, whether Residential Conversion will bring the building closer into conformance with the uses permitted in the zoning district;

Residential uses are permitted in this district. Restoring the residential use will revert the unit back to its original residential use and would be consistent with the prescribed zoning.

- d. Whether conversion of the unit(s) will be detrimental to the City's housing stock;

The subject two-bedroom, family-sized unit was removed from the housing market in 2009 and has negatively affected the City's housing stock. The temporary use conversion has already exceeded its validity of three years. The proposed permanent conversion is inconsistent with Planning Code Section 317's intent to protect existing housing.

- e. Whether conversion of the unit(s) is necessary to eliminate design, functional, or habitability deficiencies that cannot otherwise be corrected.

The subject building was constructed as a three-unit building and there are no design, functional, or habitability deficiencies with the unit.

- f. Whether the Residential Conversion will remove Affordable Housing, or units subject to the Rent Stabilization and Arbitration Ordinance.

The subject unit is subject to the Rent Stabilization and Arbitration Ordinance, as the building was constructed prior to 1979 and the units are not condominiums. Although the subject unit is not an Affordable Housing unit as defined in Planning Code Section 415, it is however, considered to be "naturally affordable" as described in Policy 3.4 of the Housing Element of the General Plan.

10. **General Plan Compliance.** The Project is inconsistent with the following Objectives and Policies of the General Plan:

HOUSING ELEMENT

Objectives and Policies

OBJECTIVE 2: Retain existing housing units, and promote safety and maintenance standards, without jeopardizing affordability.

OBJECTIVE 3: PROTECT THE AFFORDABILITY OF THE EXISTING HOUSING STOCK, ESPECIALLY RENTAL UNITS.

POLICY 3.1

Preserve rental units, especially rent controlled units, to meet the City's affordable housing needs.

POLICY 3.3

Maintain balance in affordability of existing housing stock by supporting affordable moderate ownership opportunities.

POLICY 3.4

Preserve "naturally affordable" housing types, such as smaller and older ownership units.

The proposal would permanently remove a residential unit that is subject to rent control and will negatively affect the City's affordable housing supply. The previously existing two-bedroom unit was considered "naturally affordable" as it is a smaller family-sized unit that would have also supported a potential moderately affordable ownership opportunity. The project proposes to permanently eliminate this dwelling unit and replace it with a commercial use, which would not be subject to rent control. The conversion of this dwelling unit is contrary to the General Plan as well as the Department's and the City's priority to preserve existing sound housing and to protect naturally affordable dwelling units.

NEIGHBORHOOD COMMERCE

Objectives and Policies

OBJECTIVE 6:

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

Policy 6.3:

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

Staff conducted a survey of the Union Street NCD and found approximately 12 ground floor storefront vacancies. There are alternative site opportunities available within the same neighborhood for the proposed use located at the ground floor, which would be more in keeping with the character of the commercial corridor. The proposed permanent conversion of the rent controlled residential unit to a commercial use will not support the interest of preserving existing "naturally affordable" housing.

The following guidelines, in addition to others in this objective for neighborhood commercial districts, should be employed in the development of overall district zoning controls as well as in the review of individual permit applications, which require case-by-case review and City Planning Commission approval. Pertinent guidelines may be applied as conditions of approval of individual permit applications.

A balance must be struck between the need to retain the housing and the need to provide for commercial expansion. Some upper-story conversions may be appropriate, if based on a review of an individual case, it is found that the need for commercial expansion clearly outweighs the need to preserve affordable housing. In that case-by-case review the following guidelines should be employed:

Guidelines for Residential Conversions

- The need for additional commercial space in the district should be clearly established. The need to preserve affordable housing may be presumed in light of the citywide shortage of such housing and established policy in the Residence Element.
- The amount of commercial space necessary and desirable to serve the retail and service function of a district varies depending on the size of the trade area, proximity to other commercial districts, and competition from other land uses.
- In neighborhood commercial districts consisting of a small cluster of lots or a short linear commercial strip with low-scale development, commercial uses at the ground story should be focused on the convenience needs (such as groceries and laundry) of nearby residents. In these districts no new commercial use should be permitted above the ground story, nor should conversions of existing residential units above the ground story be permitted.
- In small-scale neighborhood commercial districts most of the anticipated demand for commercial growth can be accommodated through new construction at the first two stories on vacant or underused parcels without the necessity to convert upper story residential units. However, in some of these districts where demand for commercial

space is particularly strong, allowing commercial uses above the second story in new construction and allowing some conversion of existing residential units at the first and second stories may be appropriate as long as the general equilibrium between retail, office, and residential uses is maintained.

- In larger, moderate-scale neighborhood commercial districts which are intended to provide a wider range of goods and services to a larger trade area, growth opportunities through new construction at the first two stories on vacant or underused parcels may be insufficient to meet the demand for commercial space.
- While the retention of mixed use buildings and the construction of new mixed use buildings is desirable in these districts, construction of new, fully commercial structures, and some conversion of existing upper story residential units may be appropriate to meet demand if the increased commercial activity would not adversely affect existing traffic or parking congestion.
- Conversions should be disallowed if commercial space suitable for occupancy by the proposed commercial use is available elsewhere in the district.
- Commercial and institutional uses which do not primarily serve the general public usually are not appropriate in neighborhood commercial areas unless they are minor uses ancillary to those which do serve the general public, such as a small dental laboratory or small business accountant.
- Along predominantly residential secondary side streets and alleys of linear or area-wide districts, conversions are inappropriate. The more residential character of the secondary streets should be protected in order to provide a transition between the commercial and surrounding residential districts.
- Conversions should not adversely impact the livability of any remaining units in the building. Entrance to the remaining units should be separate from the access to the commercial uses in the building. In buildings where re-conversion back to dwelling units may be desirable, the kitchens should be retained.
- Buildings with five or more housing units contain a large proportion of the housing stock in the neighborhood commercial districts and should be protected from complete conversion to commercial use.
- Conversion may be appropriate if the unit(s) is unsuitable for residential occupancy because of offensive noise, especially from traffic or late night activity, which is generated on the same site or near the unit, or because of the obstruction of residents' access to light and air by a building adjacent to or near the unit(s).
- Conversion may be appropriate if the housing unit is declared by the Superintendent of the Bureau of Building Inspection or the Chief of the Bureau of Fire Prevention to be unsafe and/or incapable of being made habitable for residential occupancy. However, if the property owner has shown possible willful neglect or a pattern of negligence in performing ordinary maintenance, thereby resulting in uninhabitable or unsafe units, the conversion should not be permitted, or the property owner should add other replacement rental units to the city's housing supply.
- In evaluating the proposed conversion of a unit which is suitable and safe for residential occupancy, consideration should be given to offsetting the loss of such housing by requiring the applicant to provide comparable replacement housing on the site, or within

the neighborhood, or to provide financial assistance toward the creation of new rental housing or the rehabilitation of uninhabitable rental housing.

- Tenant should be given ample written notice by the property owner prior to filing the application to convert the unit(s) and, for any conversion that is permitted, property owners should make relocation assistance available to displaced tenants, i.e. efforts to identify housing comparable in size, price, and location; and the payment of moving expenses and a relocation allowance, particularly in the case of units occupied by low or moderate income residents.
- In evaluating proposed conversions, consideration should be given to economic hardships to both property owners and tenants which might result from the denial or approval of the conversion application.

The need for additional commercial space has not been clearly established. There are approximately 12 ground floor storefront vacancies within the subject NCD. Since there are available ground floor commercial spaces, there is no proven need to permanently remove a rent controlled housing unit at the third story in order to accommodate this commercial use. Further, the proposed commercial use is not generally open to the public and is not considered a neighborhood serving use.

11. **Planning Code Section 101.1(b)** establishes eight priority-planning policies and requires review of permits for consistency with said policies. The Project does not comply with all of these policies as described below:

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

The proposal would retain the existing business/profession service use.

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

The proposal would permanently convert an existing dwelling unit to a commercial use and would not be conserving the use of this building. The elimination of a rent controlled unit would adversely affect the economic diversity of the housing supply, which is inconsistent with the City's current policy for the preservation of rental housing as directed by the Mayor.

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

The project will not affect the City's supply of affordable housing, since there are no designated affordable housing units on the project site. The project will, however, remove a "naturally affordable" dwelling unit and replace it with a commercial use that is not subject to rent control.

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

The existing commercial use employs eight employees who rely on either MUNI transit service or require parking.

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

The project will not displace any service or industry establishment.

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

This proposal will not affect the property's ability to withstand an earthquake.

- G. That landmarks and historic buildings be preserved.

A landmark or historic building does not occupy the Project site.

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

This proposal will not affect the parks and open space.

- 12. The Project is inconsistent with and would not promote the general and specific purposes of the Code provided under Section 101.1(b) in that, as designed, the Project would not positively contribute to the character and stability of the neighborhood and would not constitute a beneficial development.
- 13. The Commission hereby finds that disapproval 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 **DISAPPROVES Conditional Use Application No. 2012.1220C.**

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

Protest of Fee or Exaction: You may protest any fee or exaction subject to Government Code Section 66000 that is imposed as a condition of approval by following the procedures set forth in Government Code Section 66020. The protest must satisfy the requirements of Government Code Section 66020(a) and must be filed within 90 days of the date of the first approval or conditional approval of the development referencing the challenged fee or exaction. For purposes of Government Code Section 66020, the date of imposition of the fee shall be the date of the earliest discretionary approval by the City of the subject development.

If the City has not previously given Notice of an earlier discretionary approval of the project, the Planning Commission's adoption of this Motion, Resolution, Discretionary Review Action or the Zoning Administrator's Variance Decision Letter constitutes the approval or conditional approval of the development and the City hereby gives **NOTICE** that the 90-day protest period under Government Code Section 66020 has begun. If the City has already given Notice that the 90-day approval period has begun for the subject development, then this document does not re-commence the 90-day approval period.

I hereby certify that the Planning Commission ADOPTED the foregoing Motion on August 7, 2014.

Jonas P. Ionin
Commission Secretary

AYES:

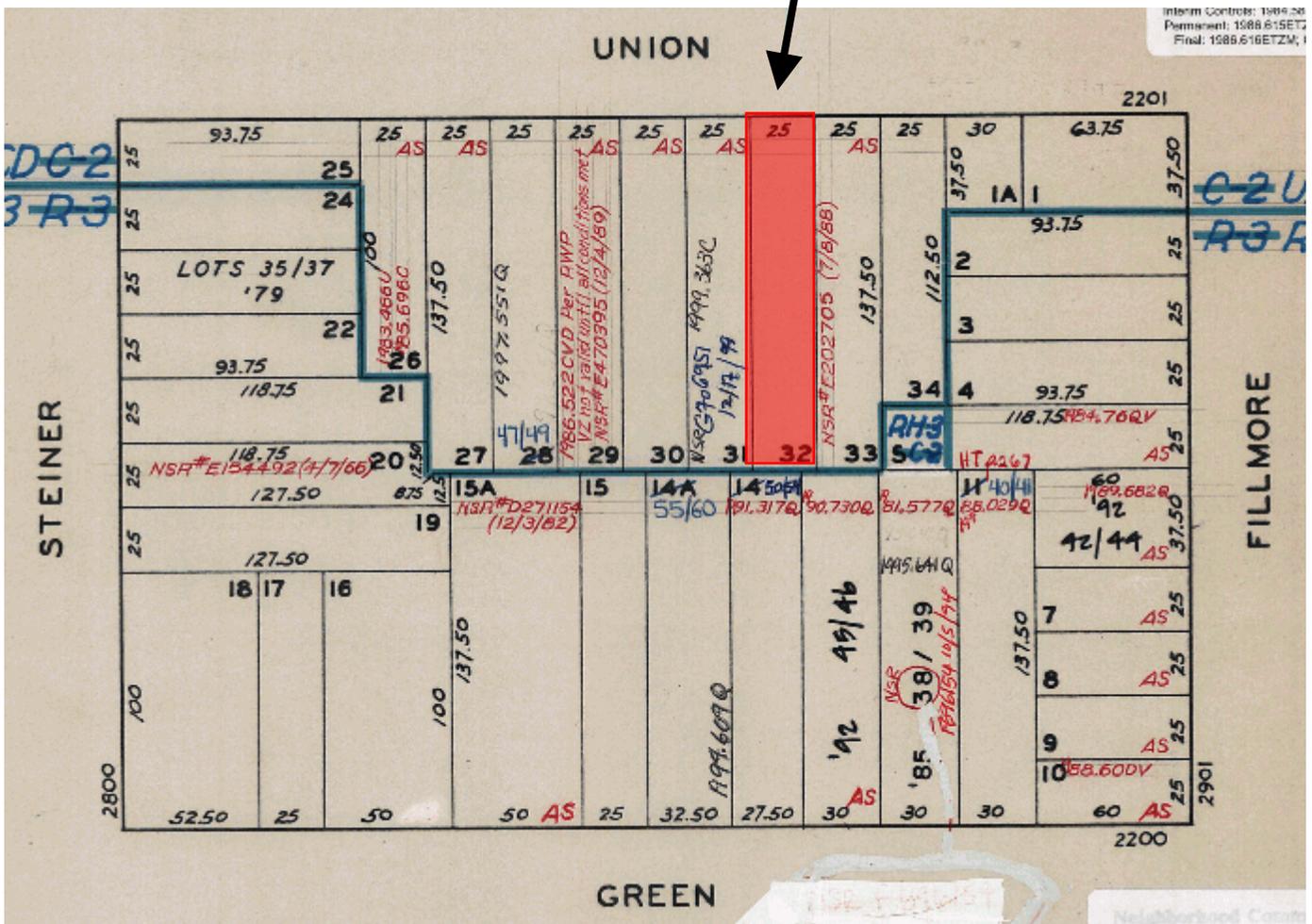
NAYS:

ABSENT:

ADOPTED: August 7, 2014

Parcel Map

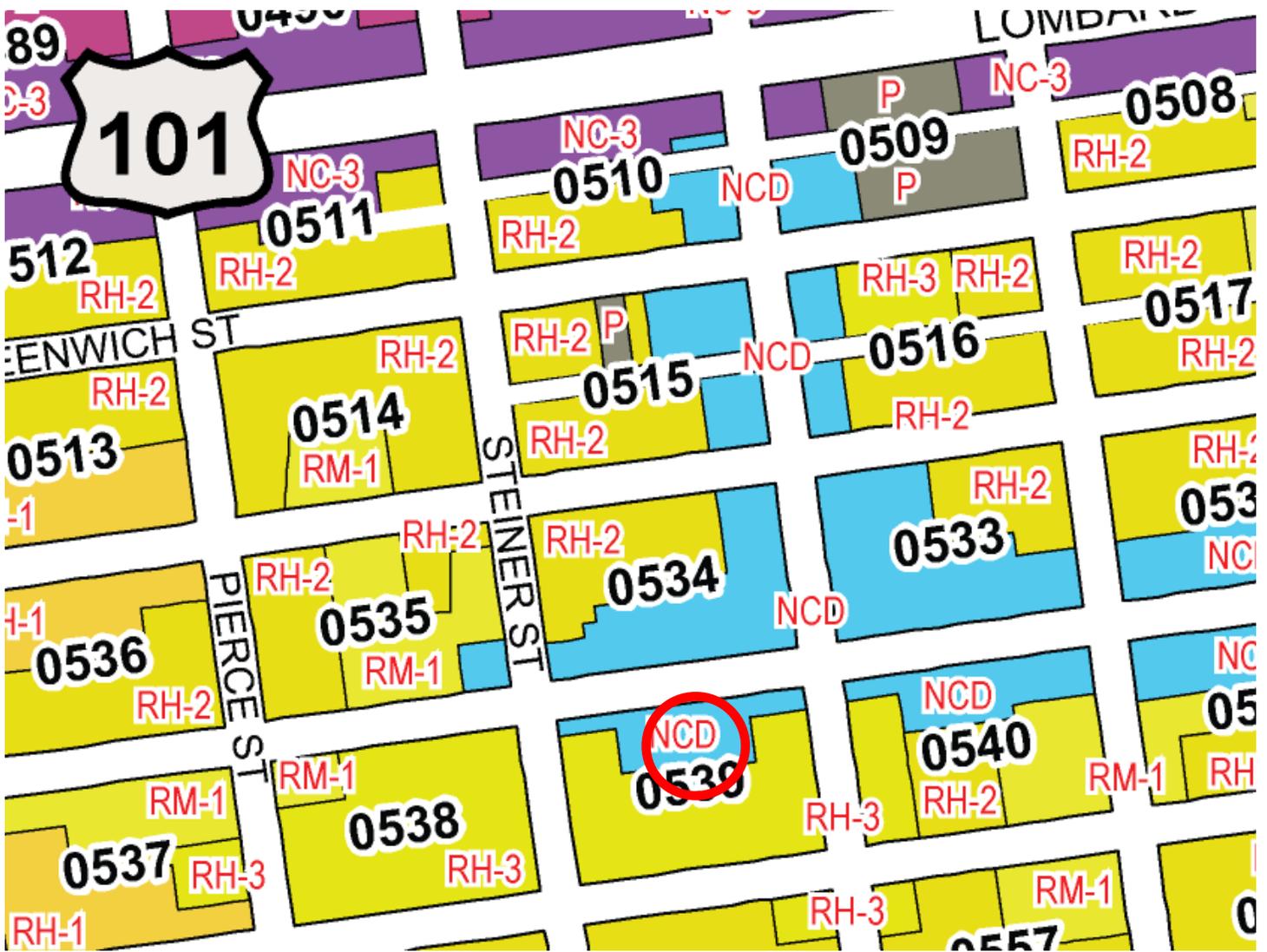
SUBJECT PROPERTY



Conditional Use Authorization
 Case Number 2012.1220C
 Ingird and Isabella LLC
 2233 Union Street



Zoning Map



Conditional Use Authorization
Case Number 2012.1220C
Ingird and Isabella LLC
2233 Union Street

Aerial Photo



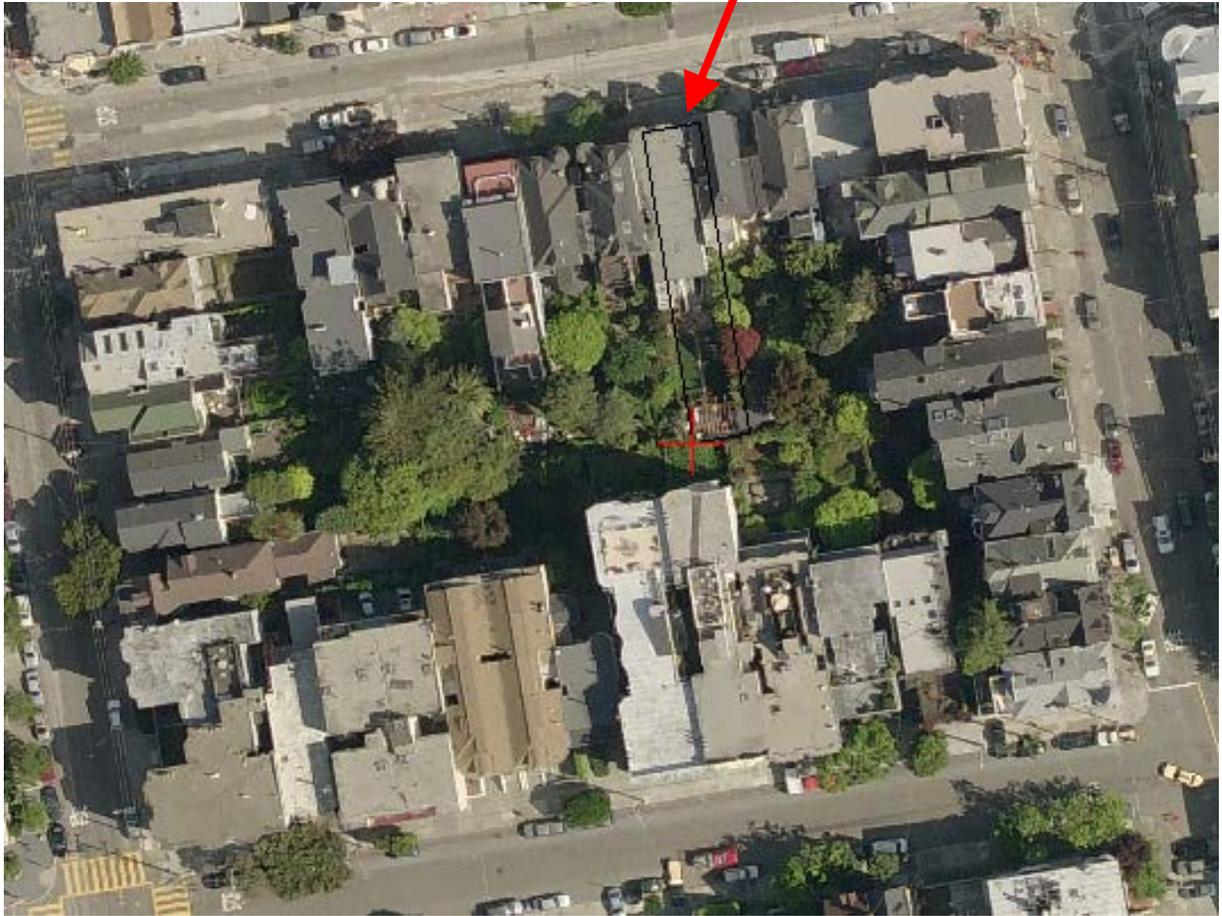
SUBJECT PROPERTY



Conditional Use Authorization
Case Number 2012.1220C
Ingird and Isabella LLC
2233 Union Street

Aerial Photo

SUBJECT PROPERTY



Site Photo



Subject property

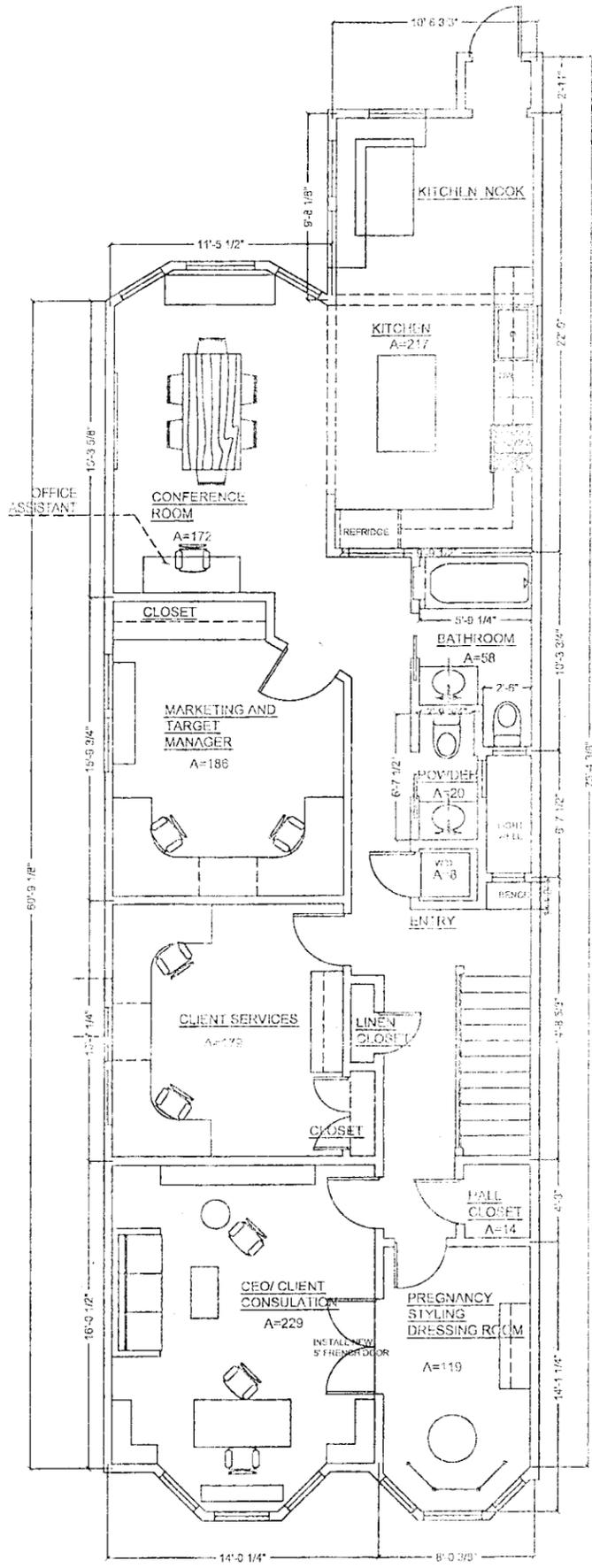
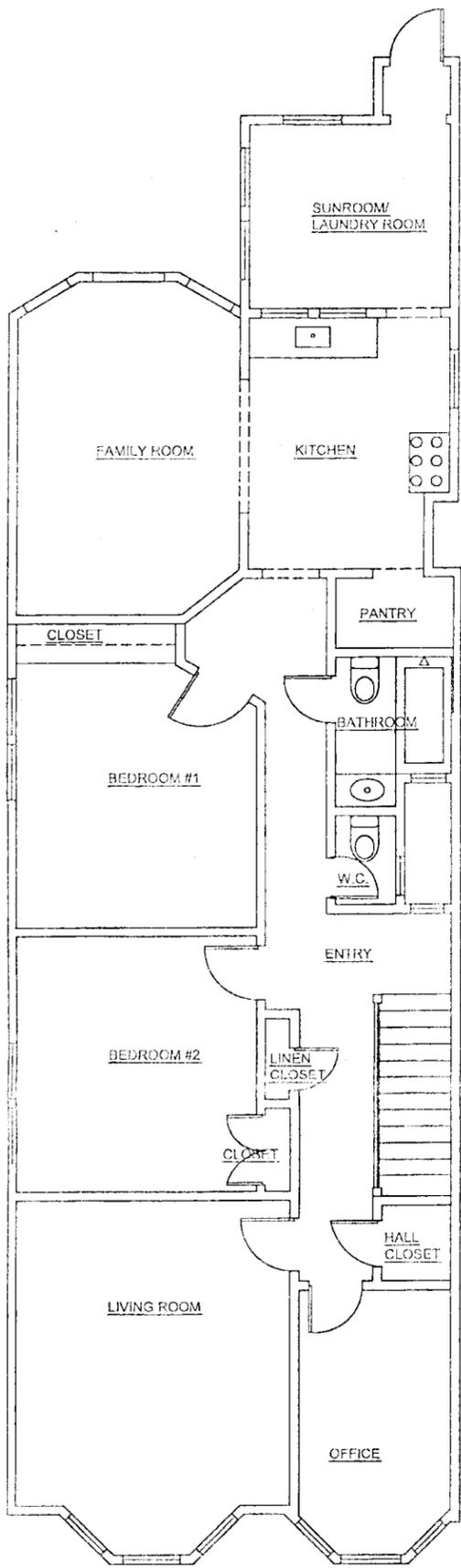
Conditional Use Authorization
Case Number 2012.1220C
Ingird and Isabella LLC
2233 Union Street

Site Photo



Opposite side of street

Conditional Use Authorization
Case Number 2012.1220C
Ingird and Isabella LLC
2233 Union Street



1 **EXISTING FLOORPLAN**
A-0.0 Scale: 1/8" = 1'-0"

1 **PROPOSED FLOORPLAN**
A-0.0 Scale: 1/8" = 1'-0"

FROM CASE # 2009.0747C

Sheet A-0.0	EXISTING AND PROPOSED FLOORPLAN Date: 08.07.09 Scale: 1/8" = 1'-0"	CARNEY RESIDENCE 2233 UNION STREET SAN FRANCISCO, CA 94123	Artistic Designs for Living, LLC 3210 Fillmore Street Ste. 1 San Francisco, CA 94123 Tel: 415.557.0602 Fax: 415.557.0604
-----------------------	---	---	--

REUBEN, JUNIUS & ROSE, LLP

August 27, 2014

By Messenger

President Cindy Wu
San Francisco Planning Commission
1650 Mission Street, Suite 400
San Francisco, CA 94103

**Re: 2233 Union Street – Dwelling Unit Conversion
Planning Case No. 2012.1220C
Hearing Date: September 4, 2014
Our File No.: 6388.03**

Dear President Wu and Commissioners:

On August 7, 2014, the Planning Commission passed a Motion of Intent to approve a three-year extension of the existing business or professional services use at 2233 Union Street (d.b.a. Ingrid & Isabel, LLC). Following this motion, the matter was temporarily continued to September 4th, 2014, for approval of a revised motion and staff findings.

A copy of the original Planning Commission packet materials is enclosed. We look forward to finalizing this motion on September 4th.

Sincerely,

REUBEN, JUNIUS & ROSE, LLP



Melinda A. Sarjapur

Enclosures

cc: Vice-President Rodney Fong
Commissioner Michael Antonini
Commissioner Christine D. Johnson
Commissioner Rich Hillis
Commissioner Kathrin Moore

James A. Reuben | Andrew J. Junius | Kevin H. Rose | Daniel A. Frattin
Sheryl Reuben¹ | David Silverman | Thomas Tunny | Jay F. Drake | John Kevin
Lindsay M. Petrone | Melinda A. Sarjapur | Kenda H. McIntosh | Jared Eigerman^{2,3} | John McInerney III²

1. Also admitted in New York 2. Of Counsel 3. Also admitted in Massachusetts

One Bush Street, Suite 600
San Francisco, CA 94104

tel: 415-567-9000
fax: 415-399-9480

www.reubenlaw.com

President Wu and Commissioners

July 15, 2014

Page 2

Commissioner Dennis Richards
Jonas P. Ionin – Commission Secretary
John Rahaim – Planning Director
Sharon Lai – Planner
Ingrid Carney – Project Sponsor
George Carney – Project Sponsor

One Bush Street, Suite 600
San Francisco, CA 94104

tel: 415-567-9000
fax: 415-399-9480

REUBEN, JUNIUS & ROSE, LLP

www.reubenlaw.com

REUBEN, JUNIUS & ROSE, LLP

July 15, 2014

By Messenger

President Cindy Wu
San Francisco Planning Commission
1650 Mission Street, Suite 400
San Francisco, CA 94103

**Re: 2233 Union Street – Dwelling Unit Conversion
Planning Case No. 2012.1220C
Hearing Date: August 7, 2014
Our File No.: 6388.03**

Dear President Wu and Commissioners:

This office represents Ingrid Carney, the owner of 2231-2233 Union Street (the “Property”), and sponsor of a project to extend an existing business or professional services use (d.b.a. Ingrid & Isabel), that has successfully operated at the Property’s third floor for the past 5 years. We urge the Commission to approve this project for the following reasons:

- **No Change to City’s Existing Housing Stock.** Ingrid & Isabel has successfully occupied the Property’s third floor for the past five years. Allowing this use to continue operating at this location will not displace any current residents or eliminate any existing residential uses.
- **No Loss of Affordable Dwelling Units.** Allowing Ingrid & Isabel to continue operating at the Property will not result in the loss of any affordable dwelling units. The owner estimates that the existing two-bedroom unit could be rented for approximately \$7,000 per month, representing a luxury space that would not be affordable to the vast majority of San Franciscans.
- **No Construction Proposed.** The owner is seeking permission to continue an existing use at the Property, and proposes no interior or exterior modifications. The unit would remain as-is, and the existing kitchen and room configuration would not be disturbed. As a result, future reversion of the space back to a dwelling unit could be easily accomplished.
- **Continued Operation of a Valued Locally-Owned Company.** Over the past five years, Ingrid & Isabel has developed strong ties to the surrounding community.

James A. Reuben | Andrew J. Junius | Kevin H. Rose | Daniel A. Frattin

Sheryl Reuben¹ | David Silverman | Thomas Tunny | Jay F. Drake | John Kevlin

Lindsay M. Petrone | Melinda A. Sarjapur | Kenda H. McIntosh | Jared Eigerman^{2,3} | John McInerney III²

1. Also admitted in New York 2. Of Counsel 3. Also admitted in Massachusetts

One Bush Street, Suite 600
San Francisco, CA 94104

tel: 415-567-9000
fax: 415-399-9480

www.reubenlaw.com

Ingrid Carney, who owns both the company and the Property, lives with her family in the adjacent building at 2237 Union Street. The company's nine employees frequent local restaurants, shopping and personal services establishments, and it attracts a number of customers and visitors who are encouraged to shop at local establishments. Ingrid & Isabel also coordinates a weekly lunchtime workout program with the nearby Taylor Fit studio, and encourages its employees to participate in other nearby programs at Pilates ProWorks, Soul Cycle, The Pad Studio and other yoga studios on Union Street. Approving this application will allow Ingrid & Isabel to continue contributing to the neighborhood economy and acting as a valued member of this community.

While we understand the Department's current policy disfavors dwelling unit conversion applications, the nature of the existing space and the factors above are unique circumstances that weigh strongly in favor of approving this application.

We look forward to presenting the Project to you on August 7, 2014.

A. Property Description

The Property is located in the Marina Neighborhood and Union Street Neighborhood Commercial District. This is a vibrant shopping area that provides goods and services to the surrounding residential neighborhoods, and contains a number of buildings with upper-floor professional and business offices.

The Property's three-story building contains a first floor garage, two 1-bedroom residential units on the second floor (2231A and 2231B Union Street), and one 2-bedroom unit on the third floor (2233 Union Street) (the "Third Floor Unit"). For the past five years, the Third Floor Unit has housed Ingrid & Isabel, LLC, a popular maternity clothing design company.

B. Project History

In 2009, the Planning Commission granted conditional use authorization to the owner, allowing a temporary, 3-year business or professional services use in the Third Floor Unit. Following this approval, minor interior improvements were made to the Third Floor Unit. These included remodeling the existing kitchen and bathrooms, which were in poor condition; installing a skylight, new windows, and doors; and other minor changes that facilitated use of the space by Ingrid & Isabel. However, the bedrooms and kitchen were not removed in connection with this work, as it was the owner's intent to eventually return the unit to residential use.

The previous approval stated that at the end of the temporary 3-year term, the owner would need to return the Third Floor Unit to residential use, unless she applied for and obtained a new conditional use permit extending the use.

In 2012, the owner submitted the required conditional use application for a 3-year extension. However, the Planning Department advised the owner that it would not support the application due to the anticipated difficulty of monitoring conditions of approval for temporary uses. Instead, the Department requested that the owner submit an application pursuant to Section 317, seeking permanent conversion of the Third Floor Unit to a business or professional services use. To comply with the Department's request, the owner filed the current application.

C. Project Description

The Project would technically convert the Third Floor Unit from a dwelling to a business or professional services use. However, this conversion is in name only. The project would not remove the existing kitchen or bedrooms, and would involve no construction or physical alterations to the building. The Third Floor Unit could easily be returned to a dwelling in the future.

Ingrid & Isabel has occupied the Third Floor Unit for the past five years, and would continue to operate in the same space without any further modifications. A plan depicting the existing layout of the Third Floor Unit is attached as **Exhibit A**.

Ingrid & Isabel is primarily a design company that produces a highly successful line of maternity clothing with a strong local brand, and an increasing national presence. In addition to use of the Third Floor Unit as office space for its nine employees, Ingrid & Isabel hosts by-appointment or walk-in maternity wardrobe fittings and consultations at the Property. During these appointments, the company shows, fits, and occasionally sells Ingrid & Isabel's product. Additionally, Ingrid & Isabel uses this space to host periodic paid focus-group sessions with current and expectant mothers. These sessions provide an opportunity for pregnant mothers to visit (with or without their babies) and talk about their pregnancies, birthing recoveries, babies, nursing, and managing their new lifestyles. Expectant mothers are also given an opportunity to try on Ingrid & Isabel's clothes for designs going forward.

D. Benefits of the Project

Approving this application and allowing Ingrid & Isabel to continue operating within the Third Floor Unit will have a range of benefits, including:

- **Retaining a Successful, Locally-Owned Company.** Ingrid & Isabel is a successful, locally-owned company that has occupied the Third Floor Unit for the

One Bush Street, Suite 600
San Francisco, CA 94104

tel: 415-567-9000
fax: 415-399-9480

past five years. Because the owner of the Property also owns the company, it has been able to occupy the space at a discounted rate. However, alternative spaces in the area are currently renting for more than double the amount currently paid by Ingrid & Isabel. If this application is denied, high rents and the difficulty of securing sufficient space in the City may drive the company outside of San Francisco.

- **Contributing to the Neighborhood Vitality.** Because Ingrid & Isabel is owned by a local resident, the company is highly-invested in promoting the vitality of the surrounding neighborhood. Ingrid & Isabel's nine employees routinely frequent nearby restaurants, shopping and personal services establishments, and the company uses local businesses and services to provide its employees with a more flexible work-life balance while simultaneously promoting a strong connection to the community. For example, Ingrid & Isabel has arranged a weekly "lunch-time workout" program for its employees at *Taylor Fit Studio* just two blocks from the office, and frequently encourages its customers and visitors to shop at local establishments such as *Bubble* on Fillmore Street, *Giggle* and *Two Skirts* on Chestnut Street, and *2001 Nails* and *Lululemon* on Union Street, and others. *Chloe Rose* on Union Street is a customer and enjoys having Ingrid & Isabel on the same street. In addition, its employees have engaged with various businesses for regular appointments, such as skincare companies, dentists, spas, and hair salons. Lastly, each of its employees often purchase morning coffee and lunches at the Marina's many food establishments, like *Roses Café*, *Tako*, *Umami Burger*, *The Plant*, *Real Foods*, and *Blue Barn*, just to name a few. Approving this application will allow Ingrid & Isabel to continue contributing to the neighborhood economy.

Letters from several neighborhood businesses, seeking your support for Ingrid & Isabel's continued operation at the Property, are attached as Exhibit B.

- **Protecting Nine Local Jobs.** Ingrid & Isabel currently employs nine women at the Third Floor Unit, eight of whom are San Francisco residents. Two employees have children attending local schools. One commutes from Marin using local transit service and will have to resign her job if the Company leaves the convenience location of the Marina. Three employees currently walk to work each day, and two employees carpool. The office intern is driven to the Property by her mother - an accommodation that is only possible due to the central location. Requiring the company to relocate now would displace and inconvenience these employees, and could result in a loss of local jobs. If the company moves out of the area, its employees may not be able to follow.

One Bush Street, Suite 600
San Francisco, CA 94104

tel: 415-567-9000
fax: 415-399-9480

Letters from Ingrid & Isabel's employees, explaining their connection to the neighborhood and requesting your approval for this project, are provided as Exhibit C.

E. Compliance with Section 317 Requirements

The project satisfies Section 317 criteria for a dwelling unit conversion. The Third Floor Unit has been occupied for the past five years by the Property owner's business. Prior to that time, the space was vacant. As a result, no residents will be displaced by the project, and it will not result in a detriment to the City's existing housing stock.

The Third Floor Unit is a 1,480 square foot, two-bedroom unit with a spacious back patio, located in a vibrant neighborhood commercial district. The owner estimates that if Ingrid & Isabel is forced to relocate, the Third Floor Unit would be rented for approximately \$7,000 per month. Accordingly, the project would not result in the removal of any affordable housing.

In addition, the project would involve no construction to the interior or exterior of the Property. The existing kitchen and bedroom areas would not be removed. As dwelling units are principally permitted at this site, the unit could easily be converted back to residential use in the future.

Finally, the project would allow the continued operation of a valued non-residential use at the site that is consistent with the prevailing character of its immediate neighborhood. The Property is located within a vibrant neighborhood commercial district, which contains a number of upper-floor professional, realty, and business offices. Ingrid & Isabel's by-appointment and clothes fittings, consultations, walk-in visits and occasional focus groups compliment the more active uses which line the Union Street NCD's ground floor, such as restaurants and boutiques. As demonstrated in the letters provided by local businesses in Exhibit B, Ingrid & Isabel is a valued addition to this neighborhood.

F. Conclusion

The project would not displace any current residents or result in the reduction of affordable dwelling units from the City's housing stock. It would allow a existing successful business or professional services use to continue operating in the same space it has occupied for the past five years, contributing to the vitality of the surrounding neighborhood commercial district and employing San Francisco residents. Further, the project would involve no construction or changes to the existing building. For all of these reasons, as well as those listed in the application, we respectfully request that this Commission grant conditional use authorization for this Project.

Sincerely,

REUBEN, JUNIUS & ROSE, LLP



Melinda A. Sarjapur

Enclosures

cc: Vice-President Rodney Fong
Commissioner Michael Antonini
Commissioner Christine D. Johnson
Commissioner Rich Hillis
Commissioner Kathrin Moore
Commissioner Bill Sugaya
Jonas P. Ionin – Commission Secretary
John Rahaim – Planning Director
Sharon Lai – Planner
Ingrid Carney – Project Sponsor
George Carney – Project Sponsor

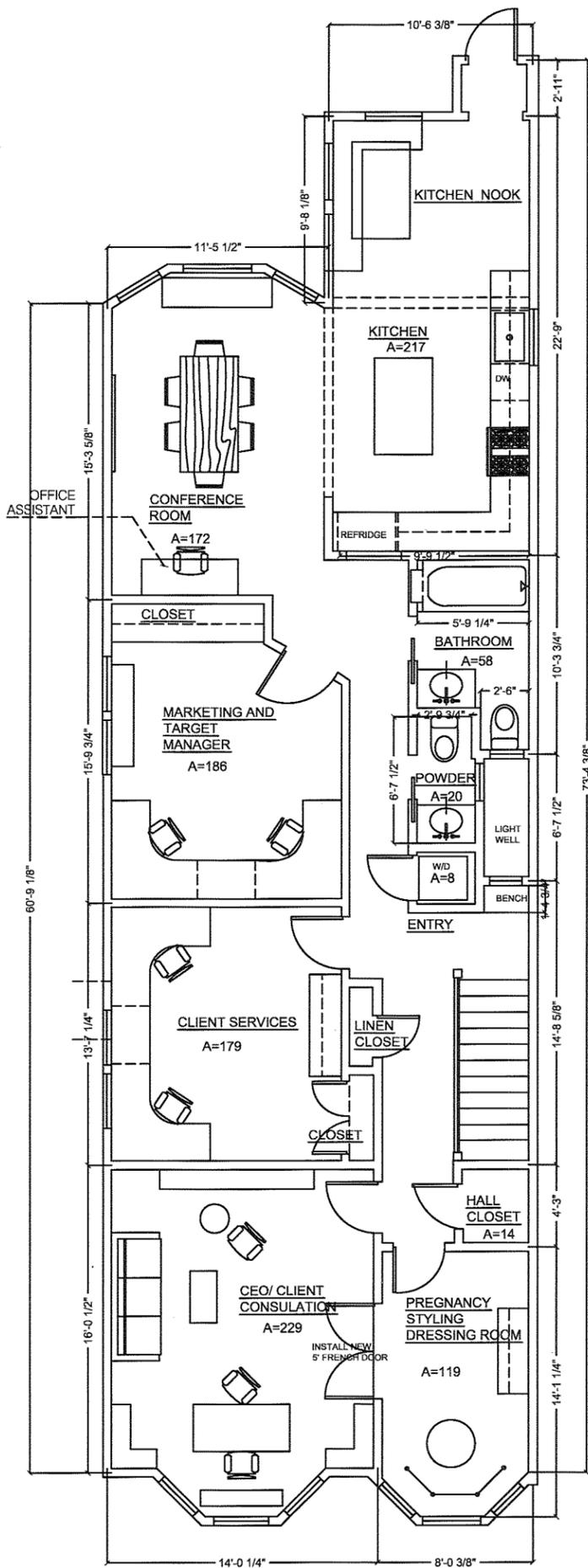
One Bush Street, Suite 600
San Francisco, CA 94104

tel: 415-567-9000
fax: 415-399-9480

REUBEN, JUNIUS & ROSE, LLP

www.reubentlaw.com

Exhibit A



1
A-0.0

FLOORPLAN

Scale: 1/8" = 1'-0"

EXISTING FLOORPLAN

[No changes are proposed as part of the Project.]

CARNEY RESIDENCE
2233 UNION STREET
SAN FRANCISCO, CA 94123

Artistic Designs for Living, LLC
3210 Fillmore Street, Ste. 1
San Francisco, Ca 94123
tel: 415.567.0602
fax: 415.567.0604

Date: 08.07.09

Scale: 1/8" = 1'-0"

Sheet

A-0.0

Exhibit B

July 14, 2014

Chloe Rose
1824 Union Street
San Francisco, CA 94123
(415) 932-6089
marissa@chloeroseboutique.com

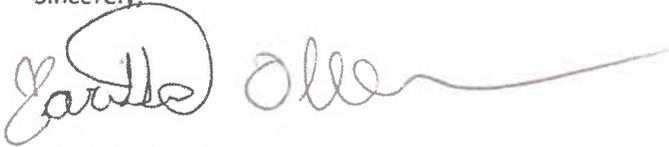
Attn: San Francisco Planning Commission

I am the owner of Chloe Rose at 1824 Union Street in San Francisco. I support the city's choice to allow Ingrid & Isabel, LLC to continue business operations at 2233 Union Street.

Ingrid & Isabel has been a vendor of ours since September 2013. They were among the first brands we began carrying when we added maternity clothing to our boutique.

Having a vendor on our street has enabled me to stay in close contact with them and to see new lines in person easily. In addition to maintaining close contact, my customers love to know that they are buying from a brand that's not only local, but just up the street.

Sincerely,

A handwritten signature in cursive script, appearing to read "Marissa Olson", with a long horizontal flourish extending to the right.

Marissa Olson, Owner
Chloe Rose Boutique

July 14, 2014

Two Sisters Nail Salon
2266 Union Street Suite A
San Francisco, CA 94123
(415) 921-3151

Attn: San Francisco Planning Commission

I am one of the owners of Two Sisters Nail Salon at 2266 Union Street in San Francisco.

Since Ingrid & Isabel moved to their current location, employees have supported our business on a regular basis. We appreciate that they support our business and other businesses in our neighborhood.

I support the city's choice to allow Ingrid & Isabel to continue business operations at 2233 Union Street.

Sincerely,

Two Sisters Nail Salon

Name: TAM-DUC PHAM

Signature:

A handwritten signature in cursive script that reads "Tam-Duc Pham".

Date: July-14-2014

July 14, 2014

Dear San Francisco Planning Commission,

It is my pleasure to write a letter in support of the city's decision to allow Ingrid & Isabel to remain in business at 2233 Union Street.

Employees of Ingrid & Isabel support my local business by attending weekly workouts as part of their wellness routine. In addition to their company-sponsored workouts, many of the employees now take classes at my studio outside of working hours. I rely on their business as I continue to grow mine.

Ingrid & Isabel is an important part of the Union Street community and I strongly recommend that they be allowed to remain at 2233 Union.

Sincerely,

Taylor Jenkins

Taylor Fit Studio
2159 Filbert Street
San Francisco, CA 94123
415.500.2759

Name

Taylor Jenkins

Signature

Taylor Jenkins

Date

7/14/14

REAL FOOD COMPANY
3060 FILLMORE STREET
SAN FRANCISCO, CA 94123
(415) 567-6900

July 14, 2014

Attn: San Francisco Planning Committee:

We support the city's decision to allow Ingrid & Isabel to continue business at 2233 Union Street. Many of their employees shop with us daily for breakfast, lunch and groceries. Their impact is undeniably positive on our business and our local community.

Thank you for your time and consideration.

Sincerely,

A handwritten signature in black ink, appearing to read "James D. Smith". The signature is fluid and cursive, with a long horizontal line extending to the right.

Real Food Company

JAMES D. SMITH
STORE DIRECTOR

ROSE'S CAFE
2298 UNION ST.
SAN FRANCISCO, CA 94123
(415) 775-2200

July 14, 2014

To Whom It May Concern:

We fully support the city's decision to allow Ingrid & Isabel, LLC to continue business at 2233 Union St. Every morning, without fail, we see at least two employees from Ingrid & Isabel for their coffees and pastries. Beyond that, they regularly come in for lunch and afternoon refreshments. We truly value their loyalty and continued support of our neighborhood restaurant.

Sincerely,



Jesse L. Grewed
General Manager

Rose's Cafe

July 14, 2014

Union Street Coffee Roastery

2191 Union Street

San Francisco, CA 94123

Attn: San Francisco Planning Commission,

We support the cities choice to allow Ingrid & Isabel, LLC to continue their business operations at 2233 Union Street. We see the Ingrid & Isabel employees in our coffee shop on a daily basis, which helps support our business. We value their loyalty and continued support of our neighborhood business.

Sincerely,

Name: CHUNG S. WOO

Signature: 

Date: 7-14-14

July 14, 2014

Dear San Francisco Planning Commission,

We support the city's decision to allow Ingrid & Isabel to continue business at 2233 Union Street. Many of their employees eat at our restaurant each week and we rely on local businesses to support our establishment.

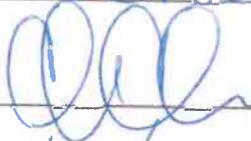
Sincerely,

TACKO
3115 Fillmore Street
San Francisco, CA 94123
415-796-3534

Name

Chris Cheeseman

Signature



Date

7/14/14

July 14, 2014

Postal Chase
3053 Fillmore St.
San Francisco, CA 94123
(415) 567-0741

Attn: San Francisco Planning Commission

I work at Postal Chase at 3053 Fillmore St. in San Francisco. I support the city's choice to allow Ingrid & Isabel, LLC to continue business operations at 2233 Union Street.

Since Ingrid & Isabel moved to their current location, employees have visited Postal Chase weekly for both business and personal shipping needs. We appreciate that they support our business and other businesses in our neighborhood.

Sincerely,

A handwritten signature in blue ink, appearing to be "M. M. S.", is written over the "Sincerely," text.

Postal Chase



July 24, 2014

Dear San Francisco Planning Commission,

My name is Ben Ladomirak and I am the owner of 2247 Union Street. I am writing in support of the city's decision to allow Ingrid & Isabel to remain in business at 2233 Union Street.

Ingrid & Isabel is an important part of the Union Street community. The employees utilize local businesses on a daily basis and many appreciate and rely on their support.

In addition to supporting all of the local businesses, the employees of Ingrid & Isabel are a pleasure to have in the neighborhood. They are conscious of the community, environment and make a vigilant effort to contribute to the neighborhood's overall well being. Many take public transportation or walk, which helps reduce the traffic in the area, something that I greatly appreciate.

Please consider approving Ingrid & Isabel's continued business at 2233 Union Street.

Thank you for your time and consideration.

Sincerely,

A handwritten signature in black ink that reads "Ben Ladomirak".

Ben Ladomirak

2247 Union Street
San Francisco, CA 94123

ph. 415-474-8826
fx. 415-474-3312

Lic. # 310859

www.teevan.com

Exhibit C

Andrea Erb
2131 Lyon
San Francisco, CA 94115

July 14, 2014

Dear San Francisco Planning Commission,

I am writing in support of the city's decision to allow Ingrid & Isabel to continue business at 2233 Union Street.

I have been an employee of Ingrid & Isabel for a year and a half and feel grateful for the invaluable work experience that this company provides to me, in part due to the location. I am able to walk to and from work, which greatly reduces my carbon footprint and contributes to my overall wellbeing. When I am not able to walk I support the city by taking public transportation.

On a daily basis I support the following Union Street businesses: Roses Café, The Postal Chase, Real Foods, The Juice Shop, Coffee Roastery, TaylorFit, Ried's Tailoring, Fredrickson Hardware and Joy Nails.

Having to leave this location would not only lead to a personal and financial burden, it would also impact many of the businesses in the neighborhood.

The Union Street community would suffer a great loss if Ingrid & Isabel had to relocate. I strongly recommend that Ingrid & Isabel be allowed to remain at 2233 Union.

Sincerely,



Andrea Erb

Emily Schwartz
490 Grove Street
San Francisco, CA 94102

July 14, 2014

Attn: San Francisco Planning Committee:

I'm writing with hope that you will allow Ingrid & Isabel to stay in business at 2233 Union Street. I've been an employee of the company for almost a year, and am grateful to have found such a unique and wonderful workplace.

I love that companies like Ingrid & Isabel exist, adding diversity to the landscape of excellent employers, and therefore lifestyle choices for workers in San Francisco. Ingrid & Isabel fosters a sense of community by participating in the commerce and culture of the neighborhood, as well as through the intimate layout of company operations. Many of the employees, including myself, are able to commute to work by MUNI, carpool or by foot — an incredible asset considering the number of people traversing the bay area to get to work every day.

It's important to allow and encourage neighborhood-enriching companies like Ingrid & Isabel. Please consider approving Ingrid & Isabel's continued business at 2233 Union Street.

Sincerely,

A handwritten signature in black ink, appearing to read 'Emily Schwartz', written in a cursive style.

Emily Schwartz

July 14, 2014

Attn: San Francisco Planning Commission:

I have been an employee of Ingrid & Isabel since February of 2012. I strongly support the city's decision to allow the continued use of 2233 Union Street as our place of business. This location has provided invaluable peace of mind and contributed to overall workplace happiness. Our location is unique in that it's accessible for all of our valued team members - on any day we walk, carpool, and ride the bus and feel safe doing so. It provides a welcome alternative to the stress and congestion in other parts of the city. I feel fortunate to enjoy a true sense of community just outside of my office.

Thank you for your consideration.

Sincerely,

Alex Jurisich

July 14, 2014

Hilary McCormack
1758 North Point Street
San Francisco, CA 94123
(415) 819-5789

Dear San Francisco Planning Commission,

My name is Hilary McCormack and am a long standing employee of Ingrid & Isabel, LLC. I have really valued working for this company at our current location and kindly ask for your support to allow Ingrid & Isabel, LLC to continue business operations at 2233 Union Street.

On a personal level, please know that I have positioned my day-to-day life around the neighborhood. I do not own a car and walk to work every day. This transportation method is not only financially important, but also eco-friendly, resulting in one less car on the road. Walking to/from work has also allowed for an improved work/life balance. Also know that I support various small businesses in the area including the Coffee Roastery, Two Sisters Nail Salon, Moxi Hair Salon, Real Foods, Skin, Taylor Fit and many more. Leaving the neighborhood would not only lead to a significant personal burden, but would also impact the many local businesses the employees of Ingrid & Isabel support on a daily basis.

Thank you very much for your time and consideration.

Sincerely,

A handwritten signature in cursive script that reads "Hilary McCormack".

Hilary McCormack

July 14, 2014

Ingrid & Isabel

2233 Union Street

San Francisco, CA 94123

Attn: San Francisco Planning Commission,

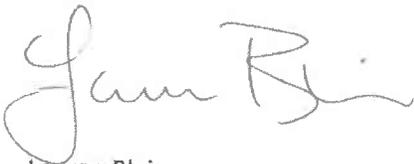
I am writing in full support of the cities choice to allow Ingrid & Isabel, LLC to continue their business operations at 2233 Union Street.

I have been an employee at Ingrid & Isabel for approximately three months. I made an employer change three months ago to be able to work closer to home in order to be near my one year old baby boy. It is more convenient to work in the Marina district as opposed to commuting downtown to my previous employer. I save not only on gas, but I no longer have to pay for parking. In addition, because I work closer to home I am able to save money on my nanny since I don't need the extra time with the commute to downtown during prime rush hour. This saves me a lot of money monthly.

In addition, part of my job involves reaching out to many local mothers and pregnant women in the neighborhood in order to conduct wear tests and fit sessions. Being located in the neighborhood is convenient for these women. The wear test and fit sessions conducted are detrimental to the business.

Working on Union Street also allows me to support the many local stores and restaurants. I order my breakfast and lunch daily from these restaurants as well as do my grocery shopping at Real Food Company and take my exercise class at Taylor Fit Studio. Leaving Union Street would be a loss for the many store fronts and restaurants I and my colleagues support daily within the community.

Regards,

A handwritten signature in cursive script that reads "Lauren Blair". The signature is written in black ink and is positioned above the printed name.

Lauren Blair

Senior Merchandiser, Ingrid & Isabel

July 14, 2014

Dear San Francisco Planning Commission,

I am an employee of Ingrid & Isabel, currently located at 2233 Union Street, and have been working for the company since May 2010. I strongly support the city's decision to allow Ingrid & Isabel to continue business on Union Street.

My family life revolves around my place of business. As a mother of two children, we made the decision to have our kids attend school in the Presidio (The Serra Preschool) because of its very close proximity to my office. I can be there to pick up a sick child or volunteer in the classroom often. My kids also attend afterschool activities in the neighborhood, including Infinite Karate on Baker Street, Soccer Tots in the presidio, and music class on Sacramento Street. My dry cleaner (Master Cleaners), nail salon (Joy Joy Nail), grocery store (Real Foods), exercise studio (TaylorFit) are all located within blocks of my office as well. I have parking and work with a smart and talented group of women in a beautiful office space, all of which add to my workplace happiness.

We are all part of the Union Street community and hope to continue contributing in the future.

Sincerely,

A handwritten signature in cursive script, appearing to read "Christine Shea", written in black ink.

Christine Shea
Ingrid & Isabel
2233 Union Street
San Francisco, CA 94123

July 14, 2014

Lynn Dalsing
2201 26th Ave.
San Francisco, CA 94116
415.948.7066
Lynn.dalsing@gmail.com

Attn: San Francisco Planning Commission

I work in the Sales & Merchandising department at Ingrid & Isabel, LLC, and I fully support the city's choice to allow Ingrid & Isabel to continue business operations at 2233 Union Street in San Francisco.

Working in our location at Union Street means I'm able to have a simple and easy commute on the 28 every morning and afternoon. Every day, I'm able to both support the city's goal of being a transit first city and to see one of our city's most iconic landmarks on my commute: the Golden Gate Bridge.

I'm also able to take advantage of the city's natural beauty in my workout routine, going for a run along the scenic (and flat!) Marina Green over to Crissy Field.

After work, I can run errands in the area, like picking up groceries for dinner at Real Foods, or I can meet friends at one of the local restaurants.

If we moved to a different location, I would need a gym membership (or to drive to a running trail). I would be limited in the errands I could run during lunch and after work. I would likely have a multiple bus or train commute, making it a longer and much more stressful journey.

Our company loves this neighborhood and this city. We have always been committed to shopping locally and supporting the city in eco-friendly goals (like reducing traffic and reaching Zero Waste by 2020). We want to continue to support these goals, and the absolute best place for us to do this from is right here.

Sincerely,



Lynn Dalsing