



SAN FRANCISCO PLANNING DEPARTMENT

Executive Summary Conditional Use

HEARING DATE: JULY 11, 2013

Date: July 3, 2013
Case No.: **2013.0266C**
Project Address: **2224 UNION STREET**
Zoning: Union Street NCD (Neighborhood Commercial)
40-X Height and Bulk District
Block/Lot: 0534/011
Project Sponsor: Janet Crane, Freebairn-Smith & Crane
442 Post Street
San Francisco, CA 94102
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

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415.558.6409

Planning
Information:
415.558.6377

PROJECT DESCRIPTION

The proposal is to replace the existing retail store with a new formula retail establishment (d.b.a. Sur La Table) including an accessory cooking class area, which is categorized as a personal service use. Sur La Table is a Seattle-based company, founded in 1972, that specializes in cookware that “was inspired by classic French cookware and technique” and “offer(s) high-quality products and services.” Sur La Table currently has 101 retail stores nationwide.

The proposed formula retail establishment will occupy approximately 7,000 square feet, of which approximately 760 square feet will be dedicated to the accessory cooking class use. The proposal includes minor tenant improvements to the exterior and interior but the existing commercial space would not be enlarged. There is no existing or proposed onsite parking, however, new bicycle parking will be provided for employees.

The proposed operation will consist of 30 part-time and full-time employees, including professional chefs, and will operate Monday to Saturday from 10 a.m. to 9 p.m. and Sunday from 11 a.m. to 7 p.m. There are two existing Sur La Table locations within San Francisco; one is located at the Westfield Shopping Center in Union Square, approximately 1.8 miles away, and the second is located at the Ferry Building in Pier 1, approximately 2.3 miles away.

SITE DESCRIPTION AND PRESENT USE

The project is located on the north side of Union Street, between Fillmore Street to the east and Steiner Street to the west, Block 0534, Lot 011. The property is located within the Union Street NCD (Neighborhood Commercial District) with 40-X height and bulk district. The property is developed with a three-story mixed-use building, containing one ground floor commercial space and 28 dwelling units at

the second and third stories. The existing ground floor is currently occupied by an antique retail store (d.b.a. Past Perfect), that is operated by a collective of vendors and that has occupied the storefront for over ten years. Past Perfect has another location at 2246 Lombard Street, approximately 0.5 miles away. The subject property is a wide midblock lot, with approximately 70 feet of frontage on Union Street. The existing building was constructed circa 1904 and was included in the Planning Department's 1976 Architectural Survey as a potential historic resource.

SURROUNDING PROPERTIES AND NEIGHBORHOOD

The project site is located on the north side of Union Street, between Fillmore and Steiner Streets, within the Marina neighborhood. To the north is Lombard Street - US Highway 101 and to the east is Van Ness Avenue - US Highway 101. The Project site is located in the Union Street NCD, which has a vibrant variety of neighborhood-serving uses. Uses within the district include eating and drinking establishments and specialty shops. There are also a significant number of professional, realty, and business offices. Many restaurants and bars are open into the evening hours.

The subject block include uses such as a flower shop, Pilates instruction service, clothing retailers, pet supply shop, dental office, furniture stores, beauty salons, and a restaurant. The surrounding properties abutting the Union Street NCD are located within the RH-2 (Residential House, two-Family), RH-3 (Residential House, Three-Family), and RM-1 (Mixed, Low-Density) Districts.

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	June 21, 2013	June 19, 2013	22 days
Posted Notice	20 days	June 21, 2013	June 21, 2013	20 days
Mailed Notice	20 days	June 21, 2013	June 21, 2013	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 one phone call from an existing cooperative vendor from Past Perfect with concerns regarding displacement, one letter in opposition with concerns regarding new competition for a nearby hardware store, and 73 letters and cards in support submitted by the Sponsor.

ISSUES AND OTHER CONSIDERATIONS

- There are approximately 30 existing formula retail establishments out of approximately 288 commercial establishments within the Union Street NCD, which is approximately 10%.
- There is one formula retail establishment (d.b.a. American Apparel) within the immediate 300 foot area, which is approximately 2% of the commercial frontage and will increase to 5.6% if Sur La Table is approved.
- The existing antique cooperative's lease has ended and the business will have to vacate the subject property.
- The proposed establishment is a formula retail use with approximately 101 locations nationwide.

REQUIRED COMMISSION ACTION

In order for the project to proceed, the Commission must grant conditional use authorization to allow the establishment of a formula retail use in the Union Street NCD, pursuant to Planning Code Sections 303, 703.3, and 703.4.

BASIS FOR RECOMMENDATION

- The project will provide specialty goods and personal services that are complementary to the neighborhood that are not currently available.
- The project will not expand the existing building and will remain as a retail use in the same size.
- There is not an overconcentration of formula retail uses within the subject NCD.
- The project meets all applicable requirements of the Planning Code.
- The project is desirable for, and compatible with the surrounding neighborhood.

RECOMMENDATION: Approval with Conditions
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Attachments:

Block Book Map
Sanborn Map
Zoning Map
Formula Retail Map
Aerial Photographs
Site Photo
Reduced Plans

Attachment Checklist

- | | |
|---|--|
| <input checked="" type="checkbox"/> Executive Summary | <input checked="" type="checkbox"/> Project sponsor submittal |
| <input checked="" type="checkbox"/> Draft Motion | Drawings: <u>Existing Conditions</u> |
| <input type="checkbox"/> Environmental Determination | <input checked="" type="checkbox"/> Check for legibility |
| <input checked="" type="checkbox"/> Zoning District Map | Drawings: <u>Proposed Project</u> |
| <input type="checkbox"/> Height & Bulk Map | <input checked="" type="checkbox"/> Check for legibility |
| <input type="checkbox"/> Parcel Map | 3-D Renderings (new construction or significant addition) |
| <input checked="" type="checkbox"/> Sanborn Map | <input type="checkbox"/> Check for legibility |
| <input checked="" type="checkbox"/> Aerial Photo | <input type="checkbox"/> Wireless Telecommunications Materials |
| <input checked="" type="checkbox"/> Context Photos | <input type="checkbox"/> Health Dept. review of RF levels |
| <input checked="" type="checkbox"/> Site Photos | <input type="checkbox"/> RF Report |
| | <input type="checkbox"/> Community Meeting Notice |
| | <input type="checkbox"/> Housing Documents |
| | <input type="checkbox"/> Inclusionary Affordable Housing Program: Affidavit for Compliance |
| | <input type="checkbox"/> Residential Pipeline |

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

SL

Planner's Initials

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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 |

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Planning Commission Draft Motion

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ADOPTING FINDINGS RELATING TO THE APPROVAL OF CONDITIONAL USE AUTHORIZATION PURSUANT TO SECTIONS 303, 703.3, 703.4 OF THE PLANNING CODE TO ALLOW THE ESTABLISHMENT OF A FORMULA RETAIL USE (D.B.A. SUR LA TABLE) WITHIN THE UNION STREET NCD (NEIGHBORHOOD COMMERCIAL DISTRICT) AND A 40-X HEIGHT AND BULK DISTRICT.

PREAMBLE

On March 12, 2013, Janet Crane (hereinafter “Project Sponsor”) filed an application with the Planning Department (hereinafter “Department”) for Conditional Use Authorization under Planning Code Sections 303, 703.3 and 703.4 to allow a new Formula Retail establishment (d.b.a. Sur La Table) within the Union Street NCD (Neighborhood Commercial District) and a 40-X Height and Bulk District.

On July 11, 2013, the San Francisco Planning Commission (hereinafter “Commission”) conducted a duly noticed public hearing at a regularly scheduled meeting on Conditional Use Application No. 2013.0266C.

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

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

MOVED, that the Commission hereby authorizes the Conditional Use requested in Application No. 2013.0266C, 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. **Site Description and Present Use.** The project is located on the north side of Union Street, between Fillmore Street to the east and Steiner Street to the west, Block 0534, Lot 011. The property is located within the Union Street NCD (Neighborhood Commercial District) with 40-X height and bulk district. The property is developed with a three-story mixed-use building, containing one ground floor commercial space and 28 dwelling units at the second and third stories. The existing ground floor is currently occupied by an antique retail store (d.b.a. Past Perfect), that is operated by a collective of vendors and that has occupied the storefront for over ten years. Past Perfect has another location at 2246 Lombard Street, approximately 0.5 miles away. The subject property is a wide midblock lot, with approximately 70 feet of frontage on Union Street. The existing building was constructed circa 1904 and was included in the Planning Department's 1976 Architectural Survey as a potential historic resource.
3. **Surrounding Properties and Neighborhood.** The project site is located on the north side of Union Street, between Fillmore and Steiner Streets, within the Marina neighborhood. To the north is Lombard Street - US Highway 101 and to the east is Van Ness Avenue - US Highway 101. The Project site is located in the Union Street NCD, which has a vibrant variety of neighborhood-serving uses. Uses within the district include eating and drinking establishments and specialty shops. There are also a significant number of professional, realty, and business offices. Many restaurants and bars are open into the evening hours.

The subject block include uses such as a flower shop, Pilates instruction service, clothing retailers, pet supply shop, dental office, furniture stores, beauty salons, and a restaurant. The surrounding properties abutting the Union Street NCD are located within the RH-2 (Residential House, two-Family), RH-3 (Residential House, Three-Family), and RM-1 (Mixed, Low-Density) Districts.

4. **Project Description.** The proposal is to replace the existing retail store with a new formula retail establishment (d.b.a. Sur La Table) including an accessory cooking class area, which is categorized as a personal service use. Sur La Table is a Seattle-based company, founded in 1972, that specializes in cookware that "was inspired by classic French cookware and technique" and

“offer(s) high-quality products and services.” Sur La Table currently has 101 retail stores nationwide.

The proposed formula retail establishment will occupy approximately 7,000 square feet, of which approximately 760 square feet will be dedicated to the accessory cooking class use. The proposal includes minor tenant improvements to the exterior and interior but the existing commercial space would not be enlarged. There is no existing or proposed onsite parking, however, new bicycle parking will be provided for employees.

The proposed operation will consist of 30 part-time and full-time employees, including professional chefs, and will operate Monday to Saturday from 10 a.m. to 9 p.m. and Sunday from 11 a.m. to 7 p.m. There are two existing Sur La Table locations within San Francisco; one is located at the Westfield Shopping Center in Union Square, approximately 1.8 miles away, and the second is located at the Ferry Building in Pier 1, approximately 2.3 miles away.

5. **Public Comment.** The Department has received one phone call from an existing cooperative vendor from Past Perfect with concerns regarding displacement, one letter in opposition with concerns regarding new competition for a nearby hardware store, and 73 letters and cards in support submitted by the Sponsor.

6. **Planning Code Compliance:** The Commission finds that the Project is consistent with the relevant provisions of the Planning Code in the following manner:

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

The existing 7,000 square foot retail space already exceeds the use size limit, and is considered an existing legal nonconforming condition for which no CU is required.

B. **Hours of Operation.** Planning Code Section 725.27 states that the principally permitted hours of operation are from 6 a.m. to 2 a.m. within the Union Street NCD, as defined by Planning Code Section 790.48.

The proposed hours of operation of Sur La Table are Monday to Saturday from 10 a.m. to 9 p.m. and Sunday from 11 a.m. to 7 p.m., which are within the permitted hours of operation.

C. **Parking.** Planning Code Section 151 of the Planning Code requires off-street parking for every 200 square feet of occupied floor area, where the occupied floor area exceeds 5,000 square feet.

The existing 7,000 square foot retail space does not contain off-street parking, and is considered an existing legal nonconforming condition, which is allowed to continue.

- D. **Loading.** Section 152 of the Planning Code requires off-street freight loading for uses in NC-3 Districts over 10,000 square feet.

The proposed use contains approximately 7,000 square-feet of floor area and thus does not require any off-street freight loading.

- E. **Street Frontage in Neighborhood Commercial Districts.** Section 145.1 of the Planning Code requires that within NC Districts space for active uses shall be provided within the first 25 feet of building depth on the ground floor and 15 feet on floors above from any facade facing a street at least 30 feet in width. In addition, the floors of street-fronting interior spaces housing non-residential active uses and lobbies shall be as close as possible to the level of the adjacent sidewalk at the principal entrance to these spaces. Frontages with active uses that must be fenestrated with transparent windows and doorways for no less than 60 percent of the street frontage at the ground level and allow visibility to the inside of the building. The use of dark or mirrored glass shall not count towards the required transparent area. Any decorative railings or grillwork, other than wire mesh, which is placed in front of or behind ground floor windows, shall be at least 75 percent open to perpendicular view. Rolling or sliding security gates shall consist of open grillwork rather than solid material, so as to provide visual interest to pedestrians when the gates are closed, and to permit light to pass through mostly unobstructed. Gates, when both open and folded or rolled as well as the gate mechanism, shall be recessed within, or laid flush with, the building facade.

The subject commercial space has approximately 58 feet of frontage from the 70 foot wide building on Union Street with approximately 43 feet, 6 inches, devoted to either the entrance or window space. The windows and entrances occupy 75% of the commercial frontage and are clear and unobstructed.

- F. **Formula Retail.** Planning Code Section 703.3 defines Formula Retail as a type of retail sales activity or retail sales establishment which, along with eleven or more other retail sales establishments located in the United States, maintains two or more of the following features: a standardized array of merchandise, a standardized façade, a standardized décor and color scheme, a uniform apparel, standardized signage, a trademark or a servicemark.

The proposed Formula Retail use would share a standardized array of merchandise, uniform apparel, standardized signage and trademark with approximately 101 other existing Sur La Table locations.

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

7. **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 use is taking over an existing retail space and does not involve an expansion. Although the storefront is wider than some other storefronts on the block-face, it is segmented approximately 10 feet by the residential entrance at the center of the frontage. The proposed retail use will complement the mix of goods and services currently available in the district by introducing a new specialty store providing goods that are not currently available and contributing to the economic vitality of the 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. No expansion is proposed.

- 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 Existing traffic pattern will not be significantly affected by the proposed project. There is an abundance of public transit available within ¼ mile from the Subject Site including seven Muni lines (28L, 22, 28, 41, 43, 45, and 91), and 21 Golden Gate Transit lines (72X, 101X, 2, 4, 8, 10, 18, 24, 27, 38, 44, 54, 56, 58, 70, 72, 74, 76, 80, 93, and 101). There is on-street parking in front of the subject property and in the surrounding neighborhood.

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

The proposed accessory use is subject to the standard conditions of approval to mitigate odor and noise generated by the cooking class.

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

The proposed project will involve interior alterations and the Department will review all lighting and signs proposed for the new business in accordance with the Planning Code. There will be no addition of parking spaces, loading facilities, open space or service areas.

- 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 NCD in that the intended use is located at the ground floor and will provide compatible goods and services for the immediately surrounding neighborhoods during daytime hours.

8. **Planning Code Sections 303(i), 703.3(h) and 703.4** require Conditional Use authorization for the establishment of a Formula Retail Use in Neighborhood Commercial Districts. The Planning Commission shall consider the following criteria set forth in Section 303(i) in addition to the criteria set forth in Section 303(c):

- A. The existing concentrations of formula retail uses within the Neighborhood Commercial District.

According to the Project Sponsor, there are approximately 288 operating retail establishments within the Union Street NCD and approximately 30 (10%) of these businesses appear to qualify as formula retail uses. These formula retail uses are primarily clothing retailers such as Bebe, Armani Exchange, Nine West, Lulu Lemon, and American Apparel. Other formula retail establishments include La Boulange, Bank of America, AT&T, Sephora, and SEEs.

Planning Department staff found one existing formula retail use (d.b.a. American Apparel) within the immediate 300 foot area. The existing formula retail uses occupy approximately 2% of the commercial frontage within 300 feet and will increase to 5.6% with the proposed project.

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

The Project Sponsor has indicated that no other store in the district is dedicated to selling specialty cookware and to cooking classes, although the Planning Department notes that kitchenware is sold at the Fredericksen Hardware Store located at 3029 Fillmore Street, on the subject block.

- C. The compatibility of the proposed formula retail use with the existing architectural and aesthetic character of the Neighborhood Commercial District.

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

- D. The existing retail vacancy rates within the Neighborhood Commercial District.

According to the Project Sponsor, there are currently 13 retail vacancies within the Union Street NCD.

- E. The existing mix of Citywide-serving retail uses and neighborhood-serving retail uses within the Neighborhood Commercial District.

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

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

GENERAL/CITYWIDE

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.

Policy 1.2:

Assure that all commercial and industrial uses meet minimum, reasonable performance standards.

Policy 1.3:

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

The proposed development will provide desirable goods and services to the neighborhood and will provide resident employment opportunities to those in the community. Further, the Project Site is located within a Neighborhood Commercial District and is thus consistent with activities in the commercial land use plan.

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 by providing a specialty retail use that is not currently available within the NCD.

NEIGHBORHOOD COMMERCE

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.

The proposed new use is neighborhood-serving and will provide cooking classes for the residents of the area. The project would not prevent the district from achieving optimal diversity in the types of goods and services available in the neighborhood.

Policy 6.4:

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

The proposed Formula Retail use will sell goods as its principal use and provide personal service (cooking class) as its accessory use, which will enhance the variety of complementary uses for this neighborhood shopping area.

10. **Planning Code Section 101.1(b)** establishes eight priority-planning policies and requires review of permits for consistency with said policies. On balance, the project 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 enhance the district by providing a high-quality specialty retail use. The business would create 30 new employment opportunities for the community.

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

The existing housing units in the surrounding neighborhood would not be adversely affected.

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

No housing is removed for this Project.

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

The site is on Union Street and is well served by transit. It is expected that most employees would commute by transit thereby mitigating possible effects on street parking. Seven Muni lines (28L, 22, 28, 41, 43, 45, and 91), and 21 Golden Gate Transit lines (72X, 101X, 2, 4, 8, 10, 18, 24, 27, 38, 44, 54, 56, 58, 70, 72, 74, 76, 80, 93, and 101) are accessible within ¼ mile from the Subject Site.

- 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 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.

The project is designed and will be constructed to conform to the structural and seismic safety requirements of the City Building Code. This proposal will not affect the property's ability to withstand an earthquake.

- G. That landmarks and historic buildings be preserved.

The subject building is over 50 years of age and is therefore a potential historic resource. The project will not modify any character defining features on the façade of this potential historic resource.

- 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. The project would not have an effect on open spaces.

11. The Project is consistent with and would promote the general and specific purposes of the Code provided under Section 101.1(b) in that, as designed, the Project would contribute to the character and stability of the neighborhood and would constitute a beneficial development.

12. The Commission hereby finds that approval of the Conditional Use authorization would promote the health, safety and welfare of the City.

DECISION

That based upon the Record, the submissions by the Applicant, the staff of the Department and other interested parties, the oral testimony presented to this Commission at the public hearings, and all other written materials submitted by all parties, the Commission hereby **APPROVES Conditional Use Application No. 2013.0266C** subject to the following conditions attached hereto as "EXHIBIT A" in general conformance with plans on file, dated March 12, 2013, 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.

I hereby certify that the Planning Commission ADOPTED the foregoing Motion on July 11, 2013.

Jonas P. Ionin
Acting Commission Secretary

AYES:

NAYS:

ABSENT:

ADOPTED: July 11, 2013

EXHIBIT A

AUTHORIZATION

This authorization is for a conditional use to allow a Formula Retail (d.b.a. Sur La Table) located at 2224 Union Street, Block 0534, and Lot 011 pursuant to Planning Code Section(s) 303, 703.3 and 703.4 within the Union Street Neighborhood Commercial District and a 40-X Height and Bulk District; in general conformance with plans, dated **March 12, 2013**, and stamped "EXHIBIT B" included in the docket for Case No. **2013.0266C** and subject to conditions of approval reviewed and approved by the Commission on **July 11, 2013**, 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 **July 11, 2013**, 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. A building permit from the Department of Building Inspection to construct the project and/or commence the approved use must be issued as this Conditional Use authorization is only an approval of the proposed project and conveys no independent right to construct the project or to commence the approved use. The Planning Commission may, in a public hearing, consider the revocation of the approvals granted if a site or building permit has not been obtained within three (3) years of the date of the Motion approving the Project. Once a site or building permit has been issued, construction must commence within the timeframe required by the Department of Building Inspection and be continued diligently to completion. The Commission may also consider revoking the approvals if a permit for the Project has been issued but is allowed to expire and more than three (3) years have passed since the Motion was approved.

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

DESIGN

2. **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.

3. **Odor Control Unit.** In order to ensure any significant noxious or offensive odors are prevented from escaping the premises once the project is operational, the building permit application to implement the project shall include air cleaning or odor control equipment details and manufacturer specifications on the plans. Odor control ducting shall not be applied to the primary façade of the building.

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

MONITORING

4. **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

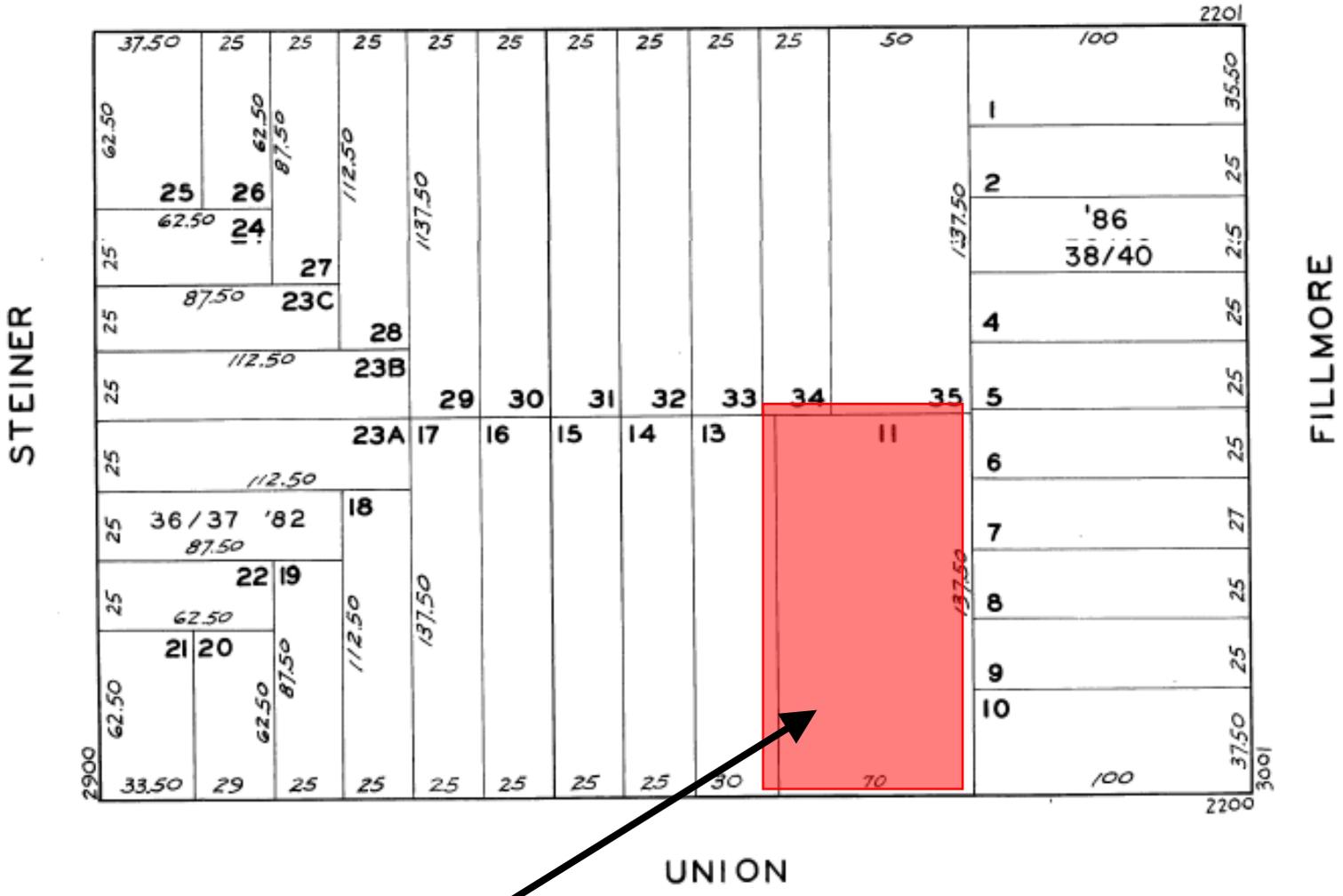
OPERATION

5. **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/>*

6. **Odor Control.** While it is inevitable that some low level of odor may be detectable to nearby residents and passersby, appropriate odor control equipment shall be installed in conformance with the approved plans and maintained to prevent any significant noxious or offensive odors from escaping the premises.

For information about compliance with odor or other chemical air pollutants standards, contact the Bay Area Air Quality Management District, (BAAQMD), 1-800-334-ODOR (6367), www.baaqmd.gov and Code Enforcement, Planning Department at 415-575-6863, www.sf-planning.org

Parcel Map



SUBJECT PROPERTY



Conditional Use Authorization
 Case Number 2013.0266C
 Formula Retail – Sur La Table
 2224 Union Street

Sanborn Map*

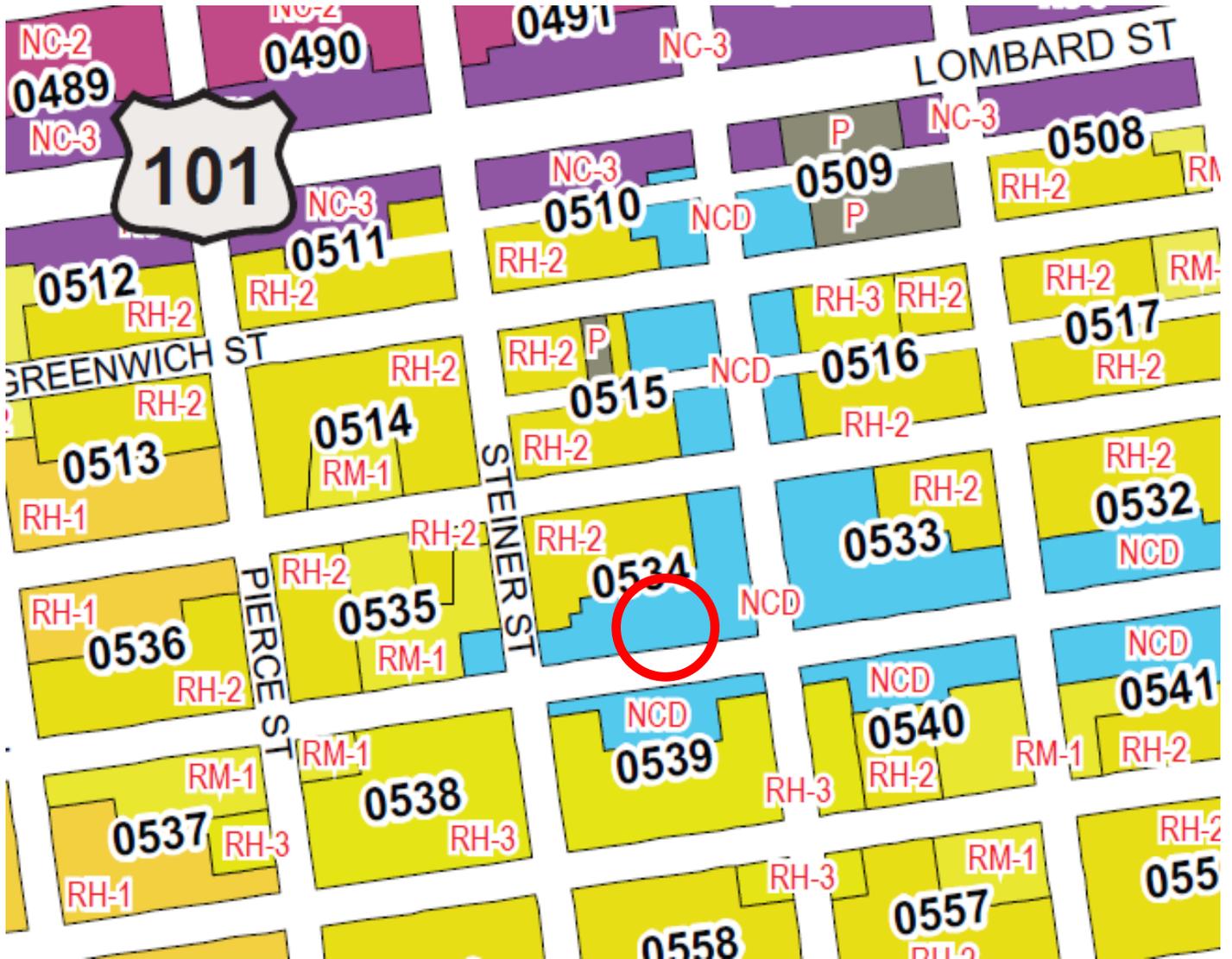


*The Sanborn Maps in San Francisco have not been updated since 1998, and this map may not accurately reflect existing conditions.



Conditional Use Authorization
Case Number 2013.0266C
Formula Retail – Sur La Table
2224 Union Street

Zoning Map



Conditional Use Authorization
Case Number 2013.0266C
Formula Retail – Sur La Table
2224 Union Street

Formula Retail Map

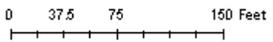
2224 Union Street 300'



Legend

- 2174 Union St - American Apparel
- 300' Buffer
- 2224 Union St - Subject Property
- Blocks
- CityLots

The City and County of San Francisco (CCSF) does not guarantee the accuracy, adequacy, completeness or usefulness of any information. CCSF provides this information on an "as is" basis without warranty of any kind, including but not limited to warranties of merchantability or fitness for a particular purpose. Users should assume all responsibility for any use of the information.

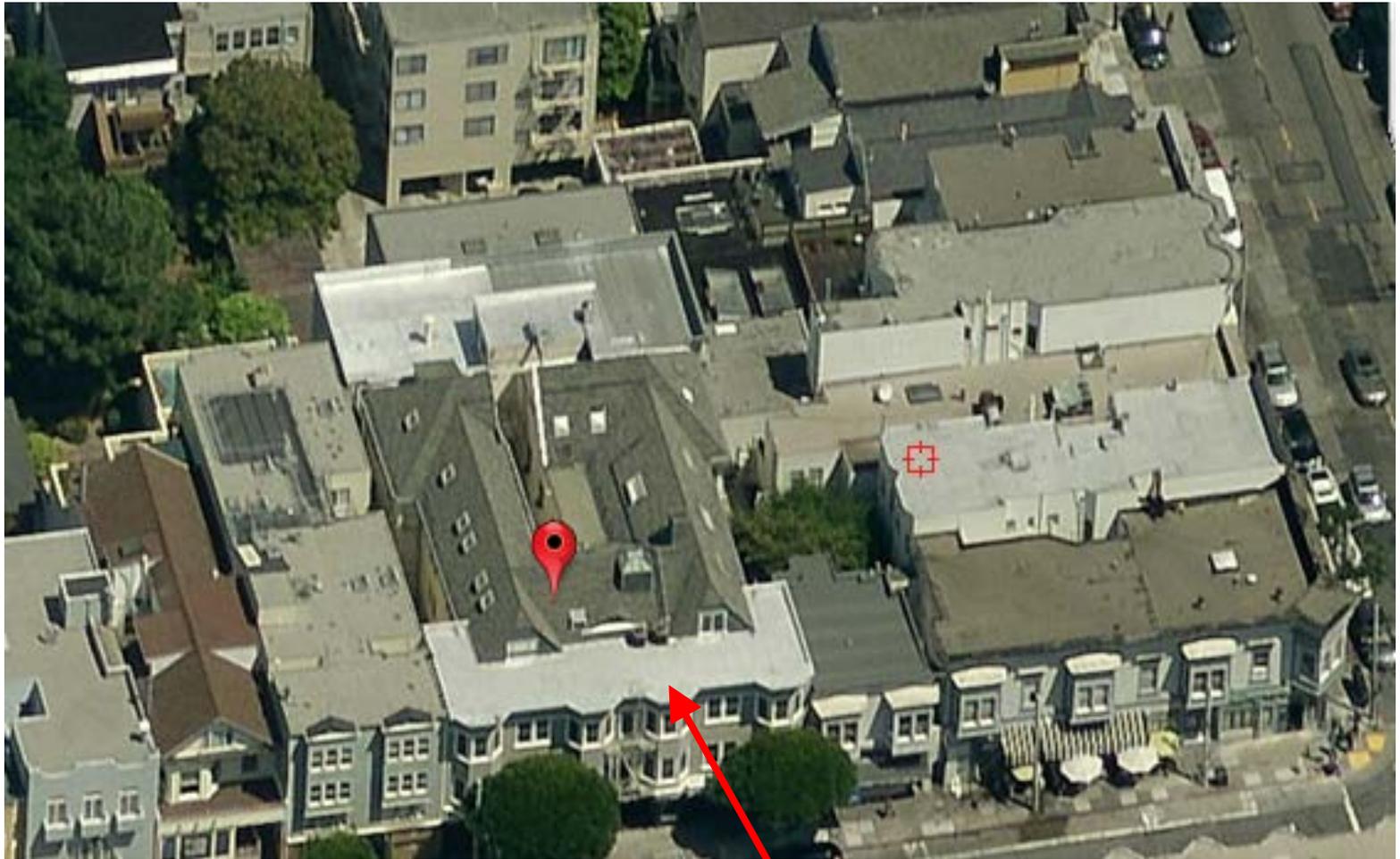


Printed: 2 July, 2013



Conditional Use Authorization
 Case Number 2013.0266C
 Formula Retail – Sur La Table
 2224 Union Street

Aerial Photo View to North

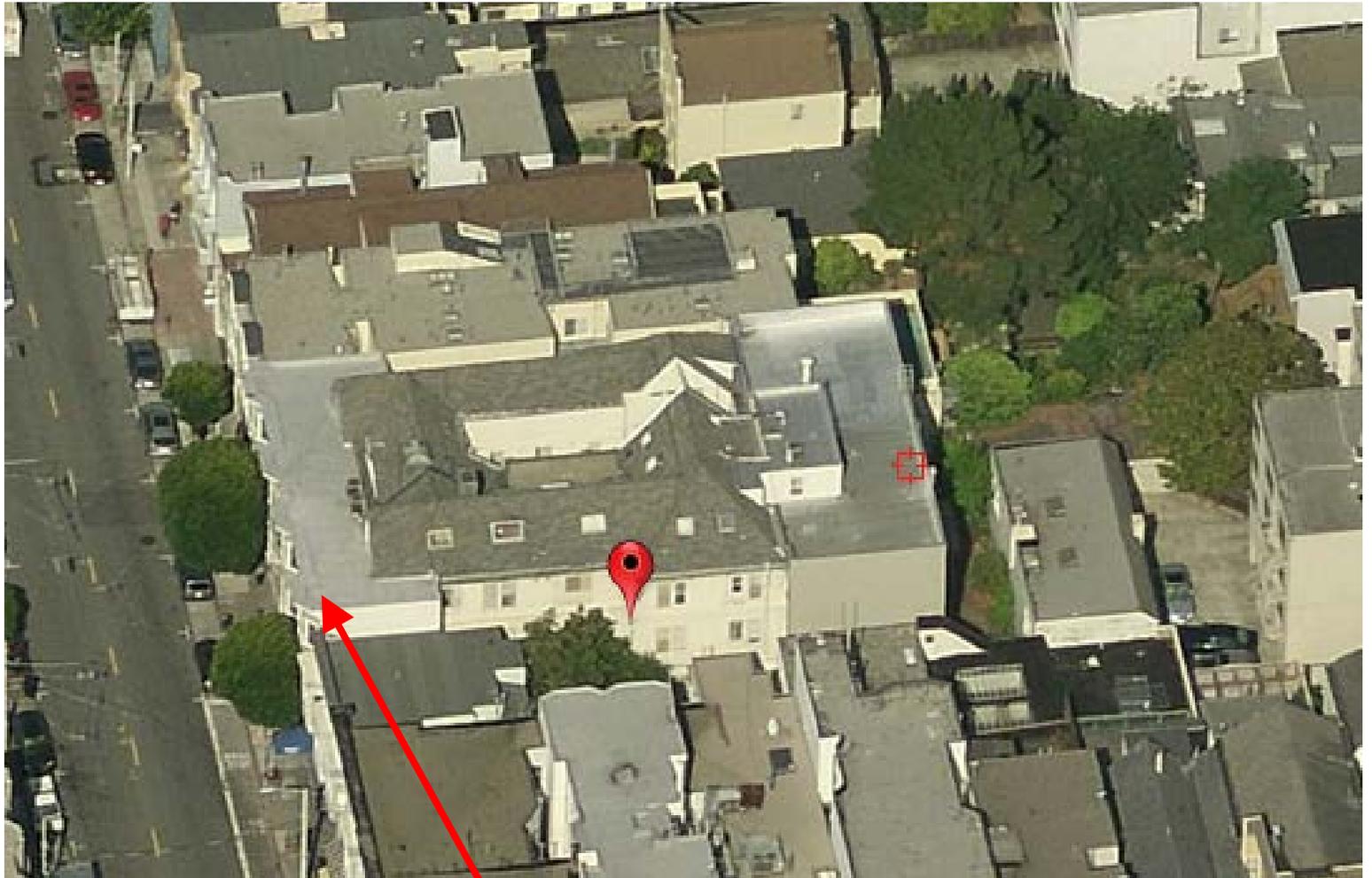


SUBJECT PROPERTY



Conditional Use Authorization
Case Number 2013.0266C
Formula Retail – Sur La Table
2224 Union Street

Aerial Photo View to West



SUBJECT PROPERTY



Conditional Use Authorization
Case Number 2013.0266C
Formula Retail – Sur La Table
2224 Union Street

Site Photo



Conditional Use Authorization
Case Number 2013.0266C
Formula Retail – Sur La Table
2224 Union Street

APPLICATION FOR SITE PERMIT & CONDITIONAL USE AUTHORIZATION: SUR LA TABLE RENOVATION

2224 UNION STREET
SAN FRANCISCO, CA
MARCH 12, 2013 rev. JUNE 20, 2013

Project:
Sur La Table

2224 Union Street
San Francisco, CA

Freebairn-Smith & Crane
Planning Urban Design Architecture
442 Post Street
San Francisco CA 94102
(415) 398-4094
(415) 398-4096 Fax

Consultants:

DRAWING INDEX:

COVER SHEET

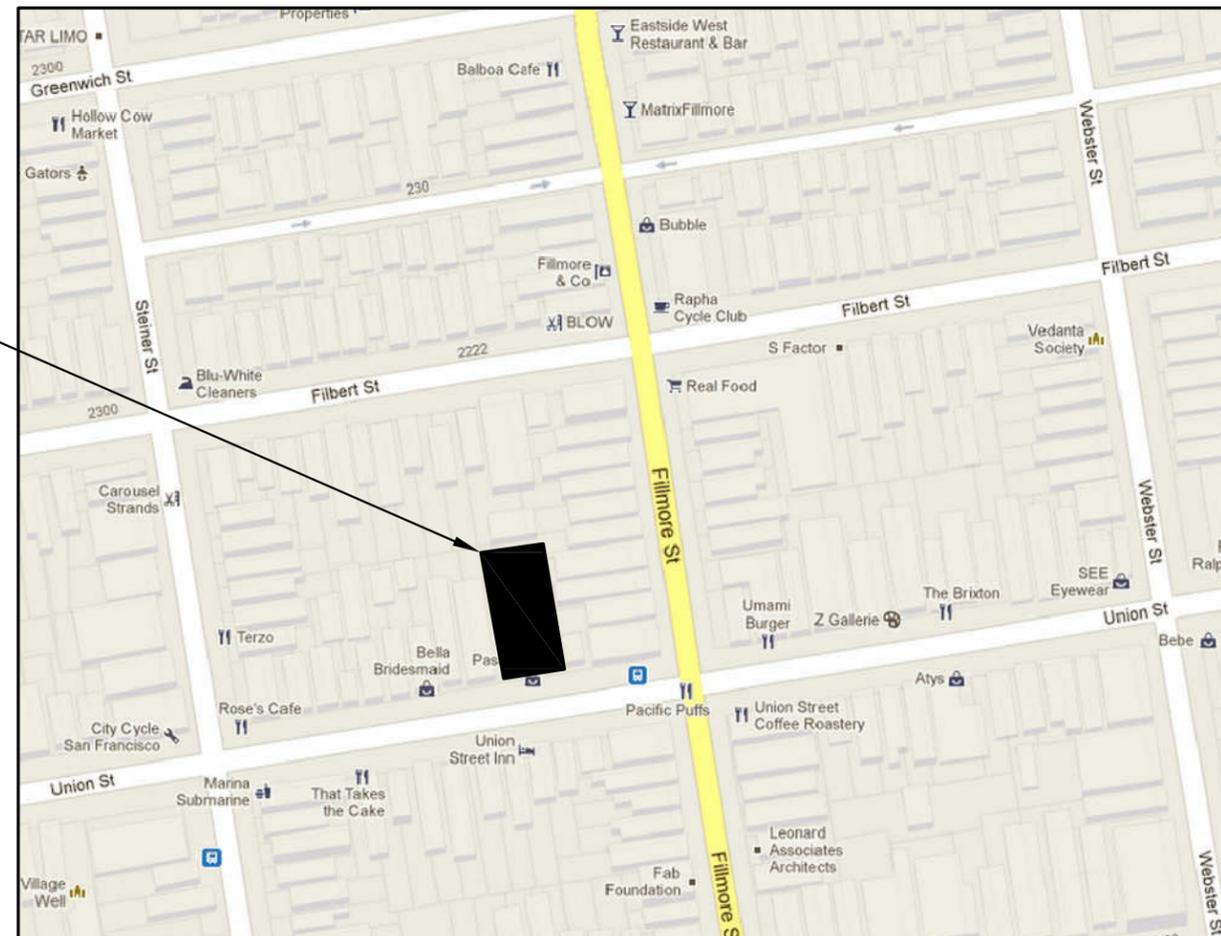
EXISTING SITE PHOTOGRAPHS: SOUTH SIDE OF UNION ST.
EXISTING SITE PHOTOGRAPHS: NORTH SIDE OF UNION ST.

SITE/ ROOF PLAN
EXISTING FLOOR PLAN
EXISTING STOREFRONT

PROPOSED FLOOR PLAN
PROPOSED STOREFRONT
PERSPECTIVE- PROPOSED STOREFRONT

PHOTOGRAPHS OF AN EXISTING
SUR LA TABLE STORE (2)

PROPOSED
SITE



Sheet Title:
Cover Sheet

Date: MARCH 12, 2013
JUNE 20, 2013
Issued For: CLIENT REVIEW
CUP APPLICATION

Scale: N.T.S. @ 24" x 36"
File: PROJ_A0.0_Cover
Project: SUR
Drawn By: JT
Ref North:

Checked By: JC
Sheet No:

 **A0**

Project:

Sur La Table

2224 Union Street
San Francisco, CA

Freebairn-Smith & Crane

Planning Urban Design Architecture
442 Post Street
San Francisco CA 94102
(415) 398-4094
(415) 398-4096 Fax

Consultants:



Sheet Title:

Existing Site Photos on South Side of Union Street

Date:
20 NOV 2012

Issued For:
CLIENT REVIEW

Scale: 1/4" = 1'-0" @ 24" x 36"

File: PROJ_A0.0_Cover

Project: XXX

Drawn By: JH Checked By: RF-S

Ref North: Sheet No:



A1

1 STOREFRONTS ALONG SOUTH SIDE OF UNION STREET
N.T.S.



Project:

Sur La Table

2224 Union Street
San Francisco, CA

Freebairn-Smith & Crane

Planning Urban Design Architecture
442 Post Street
San Francisco CA 94102
(415) 398-4094
(415) 398-4096 Fax

Consultants:



PROPERTY SITE

1 STOREFRONTS ALONG NORTH SIDE OF UNION STREET (SAME SIDE AS PROPERTY)
N.T.S.

Sheet Title:

Existing Site Photos on North Side of Union Street



Date:
20 NOV 2012

Issued For:
CLIENT REVIEW

Scale: 1/4" = 1'-0" @ 24" x 36"

File: PROJ_A0.0_Cover

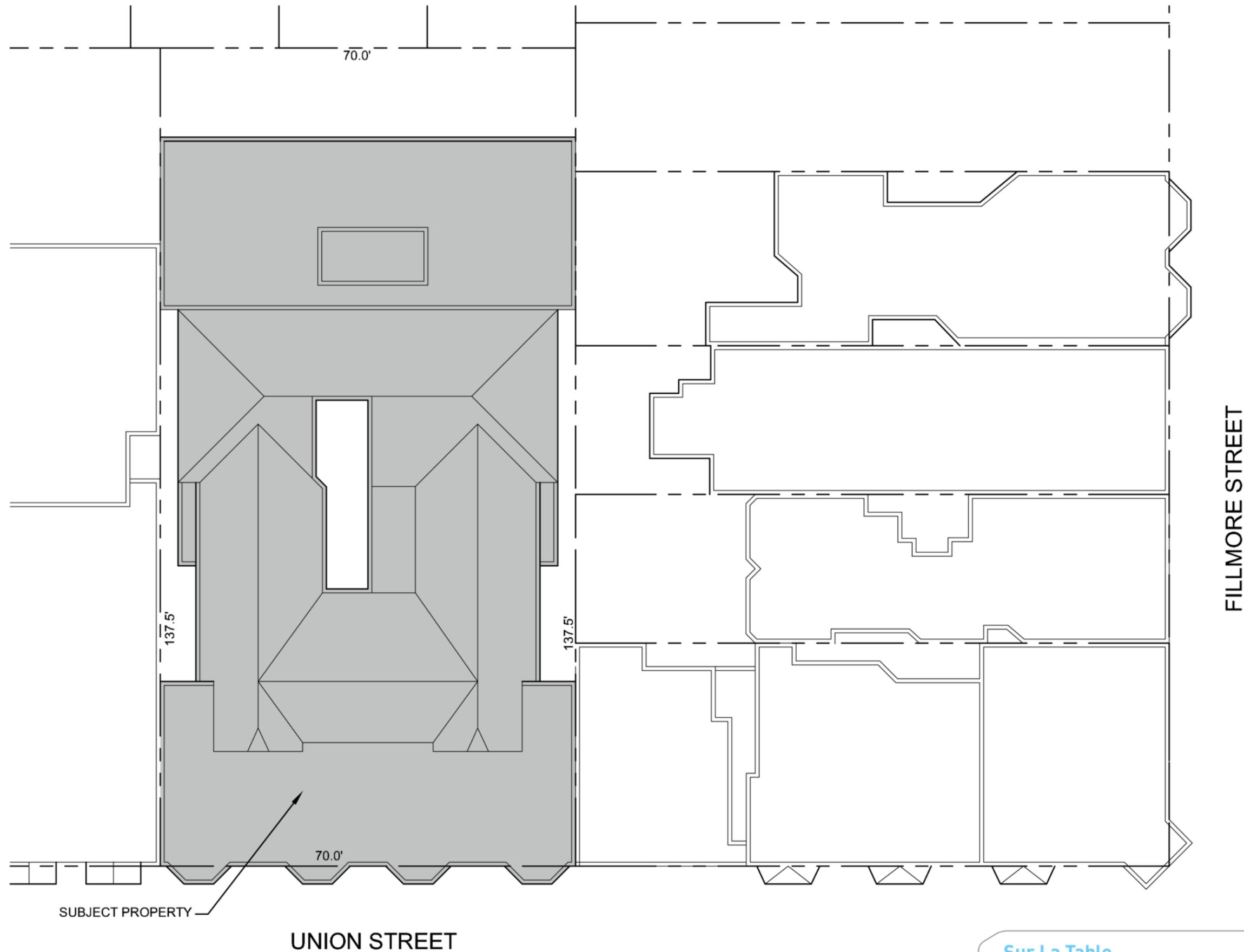
Project: XXX

Drawn By: JH Checked By: RF-S

Ref North: Sheet No:



A2



SUBJECT PROPERTY

UNION STREET

FILLMORE STREET

1

SITE/ROOF PLAN

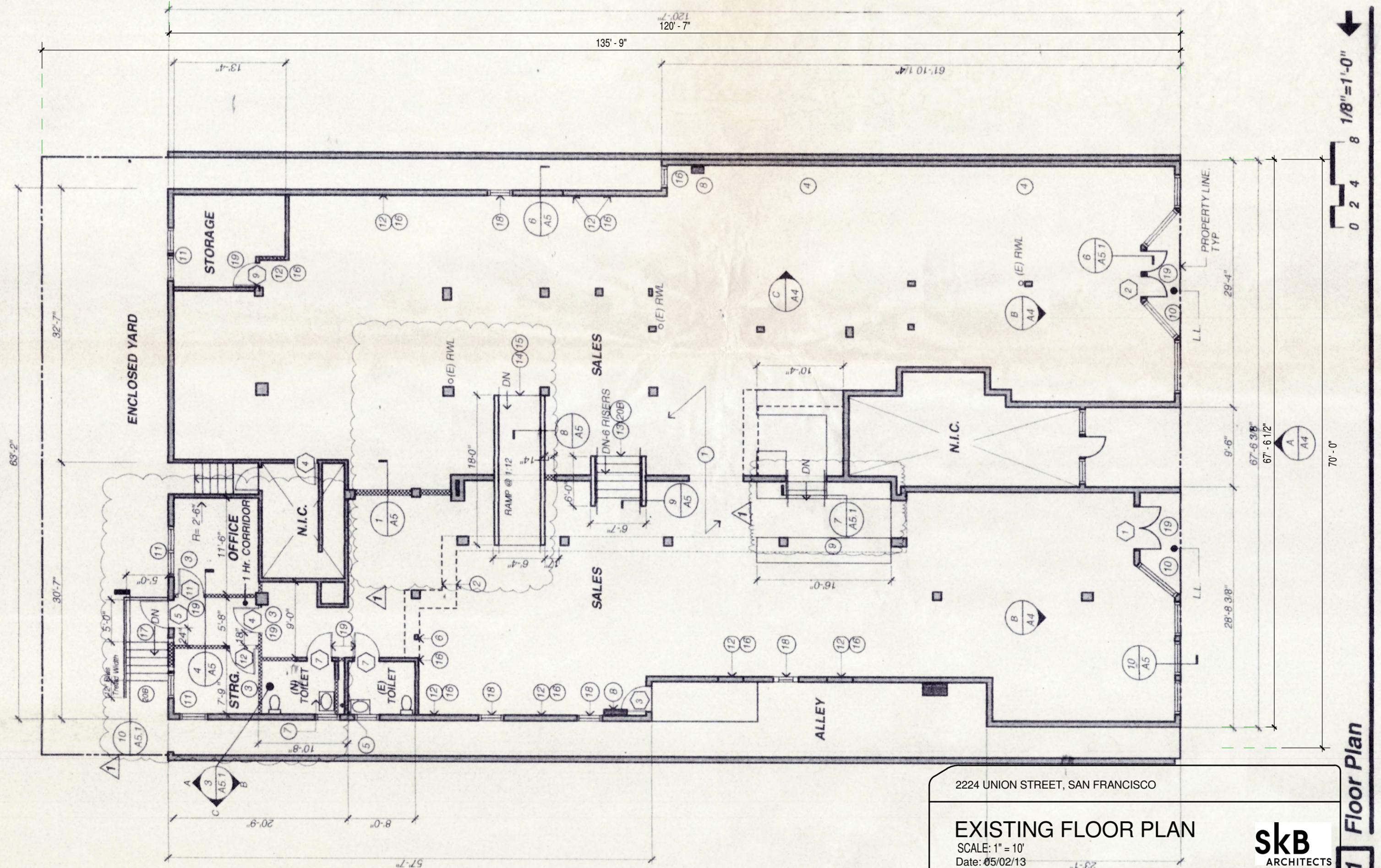
1:200

Sur La Table

2224 Union Street

March 12, 2013

skB
ARCHITECTS



2224 UNION STREET, SAN FRANCISCO

EXISTING FLOOR PLAN

SCALE: 1" = 10'
Date: 05/02/13



1 Floor Plan

0 2 4 8 1/8"=1'-0"



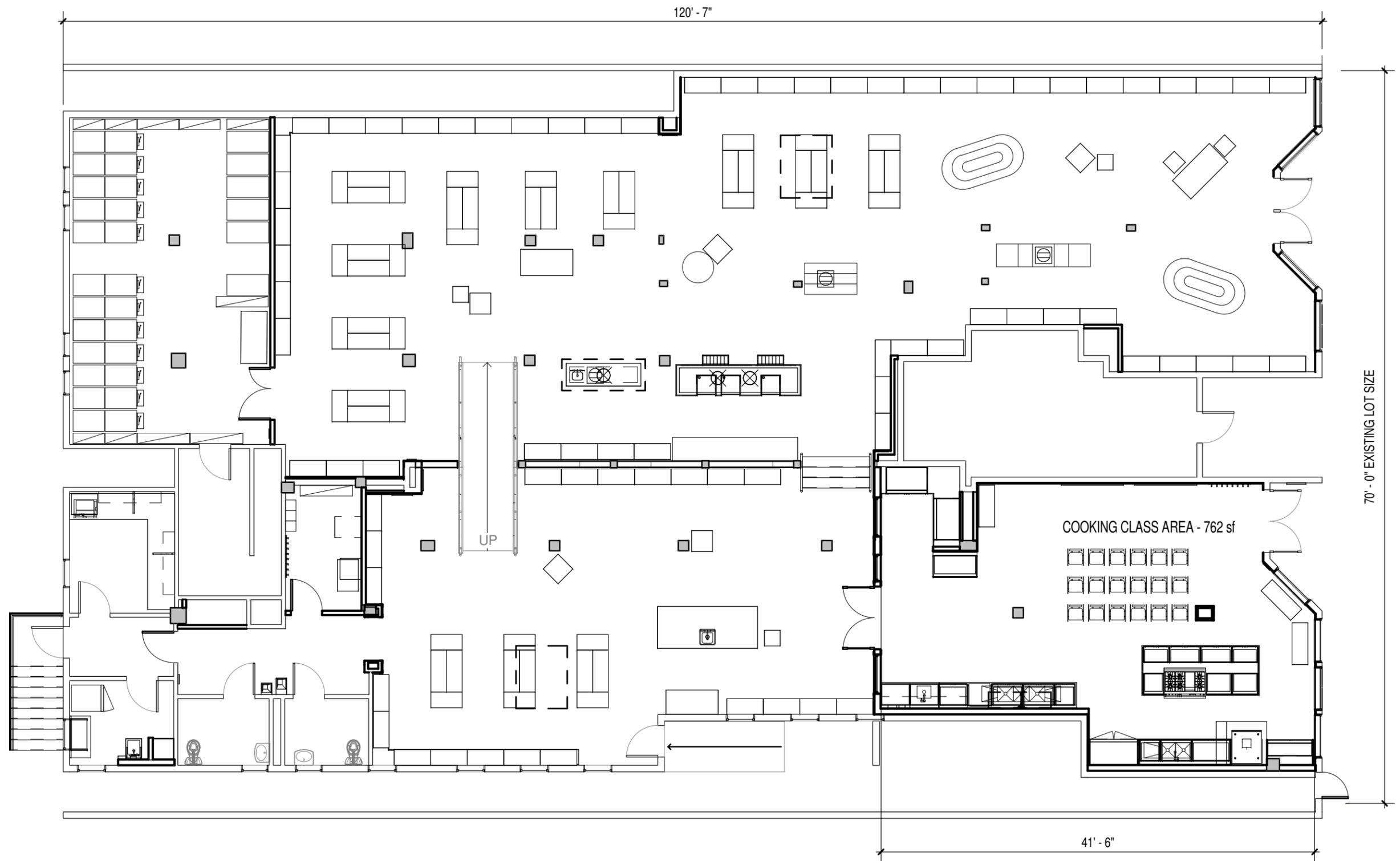
2224 UNION STREET, SAN FRANCISCO

EXISTING STOREFRONT

SCALE: 3/16" = 1'

Date: 05/02/13

skb
ARCHITECTS



2224 UNION STREET, SAN FRANCISCO

PROPOSED FLOOR PLAN

SCALE 1" = 10'

Date: 05/02/13

skB
ARCHITECTS

- SIGNAGE:
- 1 - PRIMARY SIGNAGE WALL SIGN (QTY.2): 24" HIGH X 108" WIDE (INTERNALLY ILLUMINATED; HALO-LIT)
 - 2 - AWNING (QTY.3) 34" HIGH x 36" DEEP STRIPED FIRE RETARDANT FABRIC AWNING OVER STRAIGHT METAL FRAME w/6" HIGH RIGID SOLID VALANCE AND CLOSED SIDES
 - 3 - AWNING SIGNAGE (QTY. 4): 4" HIGH CONTRASTING SUR LA TABLE LETTERING
 - 4 - BLADE SIGN (QTY. 1): 12" HIGH x 30" WIDE AWNING MOUNTED BLADE SIGN (NON-ILLUMINATED); B.O. BLADE SIGN AT 7'-0" FROM SIDEWALK (MIN.)
 - 5 - WINDOW GRAPHICS (QTY. 12): OPAQUE VINYL SUR LA TABLE LOGO
 - 6 - PLACARD WALL SIGN (QTY. 1) - 38" HIGH x 30" WIDE COOKING CLASSES PLAQUE AT RECESSED ENTRY WALL
- FINISHES:
- 7 - EXISTING STOREFRONT INFILL AND BULKHEAD SOFFIT TO REMAIN: PAINT (IRON MOUNTAIN GRAY). EXISTING WOOD WINDOW FRAMES TO REMAIN: PAINT (IRON MOUNTAIN GRAY)
 - 8 - EXISTING BULKHEAD: PAINT (IRON MOUNTAIN GRAY)
 - 9 - EXISTING ENTRY DOORS: PAINT (BRICK RED)



PROPOSED STOREFRONT

Sur La Table

2224 Union Street

March 22, 2013

skB
ARCHITECTS



PERSPECTIVE-PROPOSED STOREFRONT

Sur La Table

2224 Union Street

March 12, 2013

skb
ARCHITECTS



Project:

Sur La Table

2224 Union Street
San Francisco, CA

Freebairn-Smith & Crane

Planning Urban Design Architecture
442 Post Street
San Francisco CA 94102
(415) 398-4094
(415) 398-4096 Fax

Consultants:

Sheet Title:

Photographs of An Existing Sur la Table Store

Date:
MARCH 12, 2013
JUNE 20, 2013

Issued For:
CLIENT REVIEW
CUP APPLICATION

Scale: N.T.S. @ 24" x 36"
File: PROJ_A0.0_Cover
Project: SUR
Drawn By: JT
Ref North:

Checked By: JC
Sheet No:



Project:
Sur La Table

2224 Union Street
San Francisco, CA

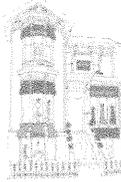
Freebairn-Smith & Crane
Planning Urban Design Architecture
442 Post Street
San Francisco CA 94102
(415) 398-4094
(415) 398-4096 Fax

Consultants:

Sheet Title:
**Photographs of
An Existing
Sur la Table
Store**

Date: MARCH 12, 2013 JUNE 20, 2013	Issued For: CLIENT REVIEW CUP APPLICATION
--	---

Scale: N.T.S. @ 24" x 36"	
File: PROJ_A0.0_Cover	
Project: SUR	
Drawn By: JT	Checked By: JC
Ref North:	Sheet No:



UNION STREET ASSOCIATION

San Francisco, Ca. 94123

415-441-7055

unionstreetsf.com

June 25, 2013

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

Dear President Fong and Honorable Commissioners:

The Union Street Association supports Sur La Table's proposal to open a location at 2224 Union Street, and urges the Planning Commission to approve their Formula Retail Conditional Use Permit.

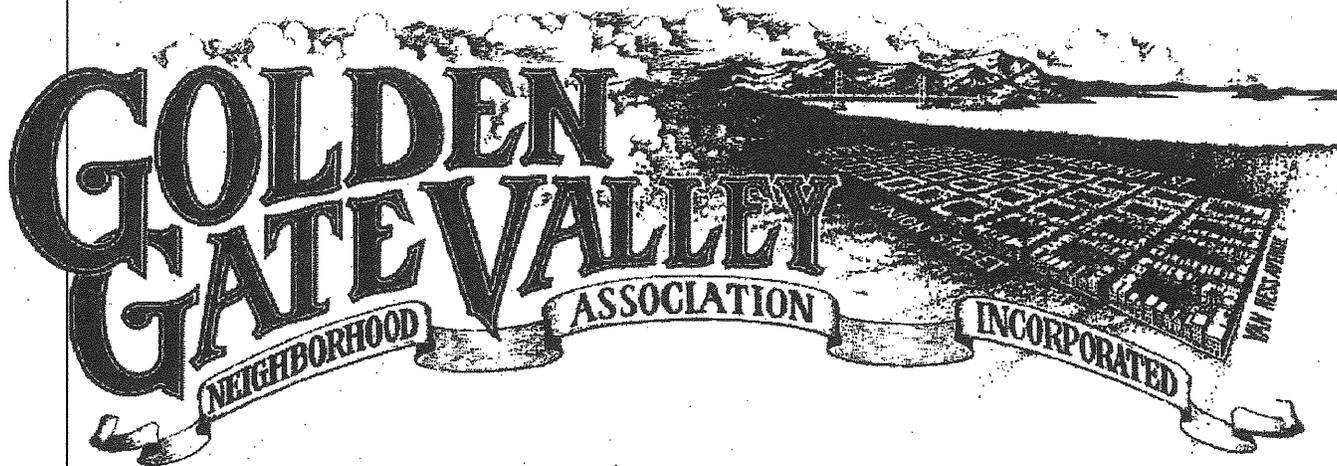
After a positive response from the general meeting held in May where Sur La Table's plans were presented, and after polling our members not in attendance, we found that the majority of respondents were in favor of Sur La Table. It was felt that Sur La Table's proposal is compatible with the mixture of existing businesses in the area, and will positively benefit our merchant corridor.

The Association represents the well-being of Cow Hollow merchants and strives to maintain harmony with neighbors in the area; we believe there are many tangible benefits that Sur La Table will provide neighboring businesses and the community at large. With the store's live kitchen for cooking classes, the location will attract new consumers to the area and help keep positive activity on the street into the evening hours. By only lightly freshening up the retail façade, the overall breadth and look of Union Street will be maintained with the addition of Sur La Table at this location.

We believe Sur La Table will be a valuable asset to Union Street and urge you to vote in favor of their Formula Retail Conditional Use Permit.

Sincerely,

Lesley Leonhardt
Executive Director



Post Office Box 29086, Presidio Station, San Francisco, California 94129 (415) 931-3438

May 14, 2013

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

RE: Case number 2013.0266C: 2224 Union Street

Golden Gate Valley Neighborhood Association urges the Planning Commission to grant Conditional Use Authorization for Formula Retail to the subject project pursuant to Planning Code Sections 303(c) and (i), 703.3, and 703.4. This authorization will allow Sur La Table to occupy a unique double storefront in the Union Street Neighborhood Commercial District (NCD). Golden Gate Valley believes Sur La Table's project, which will provide kitchen facilities for cooking classes as well as space for retail sales, is compatible with businesses in the Union Street NCD and will prove popular with residents and visitors alike. This project does not threaten the health, safety, convenience, or general welfare of any resident or worker in the Union Street NCD, and it will not harm adjacent properties in any way or inhibit future development in its vicinity.

Golden Gate Valley wholeheartedly supports this project and applauds its potential contribution to the continuing revitalization of Union Street. Golden Gate Valley looks forward to the day when Sur La Table opens its doors for business at 2224 Union Street.

Sincerely,

Robert Bardell
President, Golden Gate Valley Neighborhood Association

Union Street Goldsmith

1909 Union Street
San Francisco, CA 94123

June, 2013

San Francisco Planning Commission

1650 Mission Street, Suite 400
San Francisco, CA 94103

Dear Planning Commissioners,

I am writing to you today to express my full support for Sur La Table's proposal to join the Cow Hollow neighborhood at 2224 Union Street.

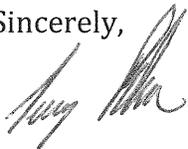
Having owned a business on Union Street for many years, I have been able to witness the changing neighborhood. When I first opened my store, there were only a few jewelry stores on the street, and now there are over a dozen. I have experienced firsthand how this increase in diversity, instead of detracting from existing businesses, has allowed Union Street to become one-stop-shop for jewelry buyers and attracts consumers to the street.

One type of store Cow Hollow is missing from its diverse array of offerings is a store like Sur La Table. The unique and high-end kitchen supply store will provide an opportunity for neighbors and visitors alike, to come together as a community in Sur La Table's live kitchen, and will invite new consumers to the street with its well respected brand.

I see the addition of Sur La Table to the neighborhood as incredible opportunity for continued growth on Union Street, benefiting not only Sur La Table, but my business, and the other small businesses of Cow Hollow.

Please approve Sur La Table's Formula Retail Conditional Use Permit.

Sincerely,



Terry Brumbaugh



April 26, 2013

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

Dear President Fong and Honorable Commissioners:

I am writing to express my robust support for Sur La Table's proposal to open a store on Union Street. With the experience of having managed a business in the area for seven years and witnessing businesses come and go I am confident that Sur La Table's proposed store will be a positive and longstanding addition to our neighborhood.

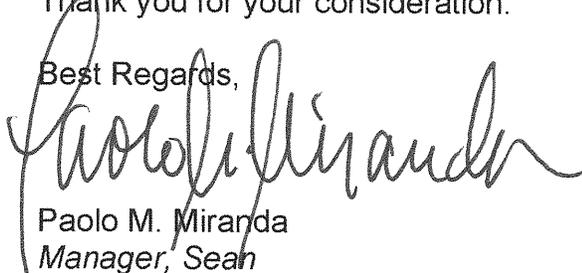
In the past seven I have seen Union Street quiet down and not be what it once was, a destination shopping street. I believe Sur La Table has the possibility of being the much-needed energy this street needs as well as bringing the foot traffic that Union Street so desperately needs.

Sur La Table has made a conscious effort to engage in a conversation with local businesses, and has heard from members of the community, including myself, that their store will help propel desirable economic growth on Union Street.

I sincerely hope that the Planning Commission recognizes the great opportunity for the Cow Hollow neighborhood before it and approves Sur La Table as proposed without delay.

Thank you for your consideration.

Best Regards,



Paolo M. Miranda
Manager, Sean
2163 Union Street
San Francisco, CA 94108



June, 2013

Dear San Francisco Planning Commissioners:

As a small business owner on Union Street, I am writing in favor of Sur La Table's proposal to join Cow Hollow on Union Street.

The culture of Sur La Table is reminiscent of my own clothing boutique, Marmalade. Both stores transport costumers to another time and place with their diverse array of unique offerings — reminiscent of the unique culture of the larger Cow Hollow neighborhood.

When visitors make their way to the area they are greeted by the picturesque Victorian's of San Francisco, filled with distinct shops in its merchant corridor — the area remains unlike any other in San Francisco. Sur La Table has taken great care to understand the culture created by the local businesses that currently operate, and has worked to ensure their proposal reflects the needs and interests of the neighborhood. Their store, with their holistic approach and worldview, would be complementary addition to Union Street.

Lastly, in order to ensure the vitality of the businesses in the area, attracting new businesses that will draw in new consumers is crucial. We need more businesses on Union Street that can act as an anchor, while also remaining in balance with existing businesses — Sur La Table does just that.

With your approval, I look forward to offering Sur La Table a warm welcome in the fall.

Thank you,

A handwritten signature in black ink, appearing to read "Hope Colling". The signature is fluid and cursive, with a long horizontal stroke at the end.

Hope Colling
Owner, Marmalade
1869 Union Street

June 2013

Dear President Fong and Honorable Commissioners:

Over the last several years, Union Street has seen a lot of change. Stores have been closing, leaving behind empty storefronts and an overall decrease in the number of people shopping in the area. Now more than ever, Union Street needs a store that will help bring in new customers to revitalize the area — Sur La Table is offering us that opportunity.

Sur La Table is a high-quality store that will attract new business while also fitting in. It will complement existing stores and will bring a breath of fresh air that will benefit all businesses in the area.

I fully support Sur La Table opening its doors on Union Street, and look forward to the store positively contributing to the success of the neighborhood. Please approve Sur La Table's Formula Conditional Use Permit for 2224 Union Street.

Thank you,



Set Fournouzian

La Bijouterie
1931 Union Street
San Francisco, CA 94123



CHANGE YOUR CLOTHES, CHANGE THE WORLD.

March 14, 2013

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

Dear President Fong and Honorable Commissioners:

My name is Mark Spera, and I own BeGood Clothing at 2127 Union Street. I am writing in support of Sur La Table's bid to join the neighborhood at 2224 Union Street.

In recent months, stores have been vacating the surrounding area at an alarming rate. Within the past six months, Fan Clothing, Ralph Lauren Polo, Armani Exchange, among others have all closed or moved away from Cow Hollow. *I have also heard rumors of others businesses that are considering to move out of the area.* I believe a destination store like Sur La Table (especially a store with a well recognized name) will help fill a tremendous gap in the neighborhood, by filling empty storefronts and successfully bolstering foot-traffic on the street.

The new construction taking place on Union Street is primarily gym and athletic-related. I fear that the balance of Union Street will shift in favor of these activities rather than supporting the unique stores that currently exist if we do not allow businesses like Sur La Table to join the neighborhood.

Since my business has started, we have slowly been losing foot-traffic to Chestnut and Fillmore Street. It occurs to me that the main difference between Union Street and those streets are the diversified business offerings. Williams-Sonoma, the Apple Store, Walgreens, and others draw customers not only to their store but other stores in the area. I hypothesize Sur La Table will do the same for Union Street and my business.

Finally, diversifying the portfolio of Union Street will benefit my business greatly and will help to ensure that my store and other locally owned and operated businesses will have the clientele necessary to ensure our continued operation on Union Street.

Thank you very much,

Mark Spera, BeGood Clothing
2127 Union Street, San Francisco, CA 94123

A handwritten signature in cursive script that reads "Mark Spera".



June 25, 2013

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

Dear President Fong and Honorable Commissioners:

My name is Eleanor Carpenter and I am the owner of Jest Jewels, as well as an active member of the Cow Hollow community. I have taken great interest in Sur La Table's proposal to join the area, and am writing to express my full support.

As a leader within the Union Street Association, I believe that the opening of Sur La Table is in line with the mission of the Association — serving both the diverse interests of merchants and residents. Sur La Table is a well-designed store, whose leadership has made consistent efforts to build ongoing relationships with its future neighbors to ensure not only the success of their new store, but the continued success of the Cow Hollow.

I firmly believe that the increased foot traffic and positive energy that Sur La Table will provide is very much needed. I ask that you please speedily approve their application for a Formula Retail Conditional Use Permit.

Regards,

A handwritten signature in black ink, appearing to read "Eleanor Carpenter", written over a large, stylized flourish.

Eleanor Carpenter
Owner, Jest Jewels
1869 Union Street

June 28, 2013

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

Dear President Fong and Honorable Commissioners,

My name is Peter James and I own Fog City Leather at 2060 Union Street. Today, I am writing to you in support of the opening Sur La Table at 2224 Union Street.

As a local leather shop, my small business depends on a steady flow of customers. It's important that new businesses continue to come in to fill vacant storefronts and increase overall activity in the area. Sur La Table's proposal will fill a soon to be vacate storefront and with its well known brand, will attract new customers for all the businesses in the area.

The economy has still not completely recovered and locally owned business continue to feel the impact. The portfolio of businesses in the area must continue to diversify. Sur La Table will fill a gap in the Cow Hollow market and serve only a positive benefit to the neighborhood.

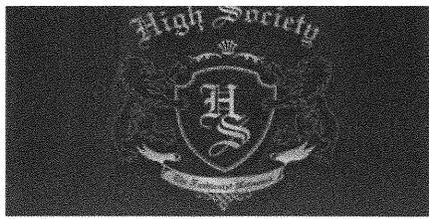
I am eager for Sur La Table to open its doors on Union Street, and hope that you quickly approve their proposal.

Thank you for your time.

Regards,



Peter James, Owner
Fog City Leather
2060 Union Street #1



June 25, 2013

To: San Francisco Planning Commission
1650 Mission Street, Suite 400
San Francisco, CA 94103

Dear President Fong and Honorable Commissioners,

My name is Bette Line Bronstein and I am a manager at High Society, located at 1969 B Union Street. I am writing to you to show my support of Sur La Table.

As a manager of a clothing boutique, I understand that High Society depends on a steady flow of foot-traffic. Lately, I've noticed a decrease in Union Street foot-traffic, especially after Armani Exchange, Bebe, and Rugby Ralph Lauren vacated the street. The decrease in foot-traffic is very concerning to me, and I believe that Union Street is losing foot-traffic to Chestnut and Fillmore Street. Chestnut and Fillmore Street both boast what Union Street needs: diverse destination stores, such as the Apple Store and Williams-Sonoma.

Sur La Table is an elegant store with a well-recognized name. It will be unique to Union Street, and because it is a destination store, it will attract new clientele to the area.

I fully support this project and I am looking forward to the day Sur La Table opens its doors for business at 2224 Union Street. I truly believe that Sur La Table will benefit the neighborhood and bring much-needed foot-traffic to Union Street.

Thank you for your consideration,

Bette Line Bronstein
High Society

June 28, 2013

To: San Francisco Planning Commission
1650 Mission Street, Suite 400
San Francisco, CA 94103

Dear Commissioners,

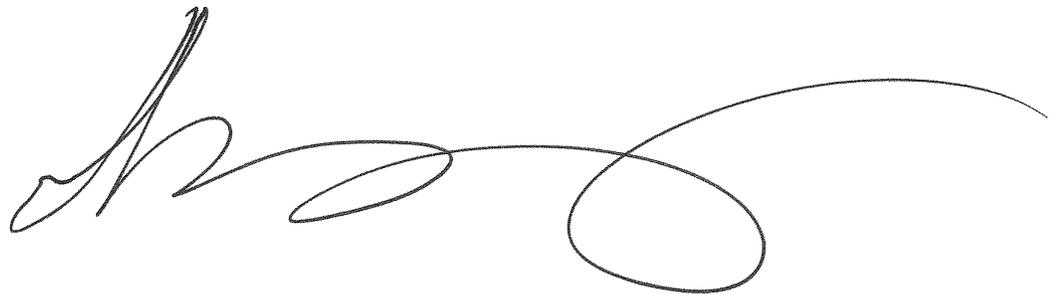
I am unsure what concerns the Planning Commission or residents may have with Sur La Table's proposal to open at 2224 Union Street, as the business has demonstrated a commitment to providing many benefits to the Cow Hollow neighborhood with very little impact.

A name brand like Sur La Table will meet the need of local businesses to increase sales, by bringing in new visitors to the Cow Hollow neighborhood. Sur La Table plans on providing Union Street with something it doesn't already have, and will provide a creative outlet for the community with its live kitchen that will offer cooking classes. The proposed store will only make minimal changes to the façade and interior before opening its doors, ensuring that the character of the neighborhood is maintained.

With the potential for tremendous growth and prosperity for Cow Hollow businesses, Sur La Table's opening would be a big win for the neighborhood. I urge you to please recognize the great opportunity before you, and approve Sur La Table without delay.

Regards,

Thuk Song
Owner, Golden Yaks
1969 A Union Street

A handwritten signature in black ink, consisting of a large, stylized initial 'T' followed by a long, sweeping horizontal line that ends in a large, elegant loop.



Yes! Please include me as a supporter of Sur La Table's plans to open a location at 2224 Union Street. You can use my name and count on me!

Name

Devin Alper - American Cupcake

Address

1919 Union St.

City/State/Zip

San Francisco CA 94123

Email

devin@americancupcake.com Phone 415-896-4217

Signature



Sur la table

THE ART & SOUL OF COOKING



Yes! Please include me as a supporter of Sur La Table's plans to open a location at 2224 Union Street. You can use my name and count on me!

Name

LESLEY LEONHARDT

Address

2036 Union St.

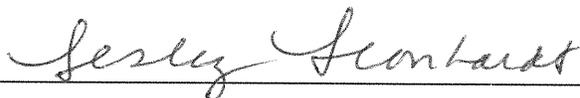
City/State/Zip

SF CA 94123

Email

gallery@imagesnorth.com Phone 415 673 1273

Signature



Sur la table

THE ART & SOUL OF COOKING



Yes! Please include me as a supporter of Sur La Table's plans to open a location at 2224 Union Street. You can use my name and count on me!

Name

Set Fournouzien (La Bijouterie LTD)

Address

1931 UNION STREET

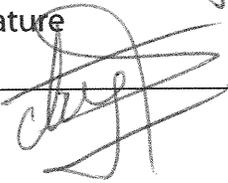
City/State/Zip

SAN FRANCISCO

Email

Set@labijouteriesf.com Phone 415 775 6622

Signature



Sur la table

THE ART & SOUL OF COOKING



Yes! Please include me as a supporter of Sur La Table's plans to open a location at 2224 Union Street. You can use my name and count on me!

Name

Sandy Ratschak

Address

2103 Union St.

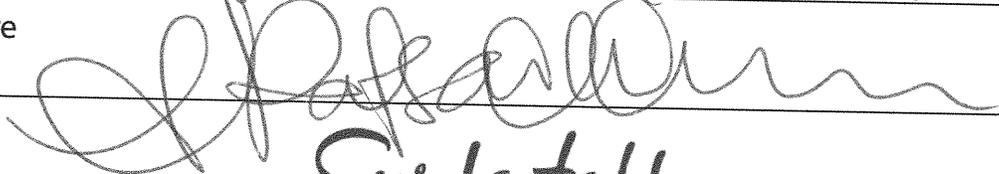
City/State/Zip

SF CA 94123

Email

ratschak.sandy@gmail.com Phone (510) 541-6429

Signature



Sur la table

THE ART & SOUL OF COOKING



Yes! Please include me as a supporter of Sur La Table's plans to open a location at 2224 Union Street. You can use my name and count on me!

Name

Alana Broderick

Address

2103 Union Street

City/State/Zip

San Francisco, CA 94123

Email

alanabroderick@yahoo.com

Phone

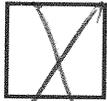
415 673 2041

Signature

Alana RMB

Sur la table

THE ART & SOUL OF COOKING



Yes! Please include me as a supporter of Sur La Table's plans to open a location at 2224 Union Street. You can use my name and count on me!

Name

Eleanor Carpenter

Address

1869 Union Street

City/State/Zip

SF, CA 94123

Email

jestjewels@aol.com

Phone

415-563-8039

Signature

Eleanor Carpenter

Sur la table

THE ART & SOUL OF COOKING



Yes! Please include me as a supporter of Sur La Table's plans to open a location at 2224 Union Street. You can use my name and count on me!

Name

Dal Freyerworth

Address

3517 Pierce St.

City/State/Zip

San Francisco

Email

Phone

208-5532 (415).

Signature

Dal Freyerworth

Sur la table

THE ART & SOUL OF COOKING



Yes! Please include me as a supporter of Sur La Table's plans to open a location at 2224 Union Street. You can use my name and count on me!

Name

SHINTA ARIFIN

Address

2001 McALLISTER ST. #. 11

City/State/Zip

SF - CA 94118

Email

busy8bee@yahoo.com -

Phone

707 - 356. 8242.

Signature

Shinta

Sur la table

THE ART & SOUL OF COOKING



Yes! Please include me as a supporter of Sur La Table's plans to open a location at 2224 Union Street. You can use my name and count on me!

Name

Bob Wheeler @ Sofa U Love (across street from Pitkin/D Lombard)

Address

2717 Union Street

City/State/Zip

San Francisco Calif. 94123

Email

robwheelerdesign@me.com

Phone

415-771-2878

Signature



Sur la table

THE ART & SOUL OF COOKING



Yes! Please include me as a supporter of Sur La Table's plans to open a location at 2224 Union Street. You can use my name and count on me!

Name

Terry Brumbaugh - Union Street Goldsmith

Address

1909 Union St

City/State/Zip

S.F CA 94123

Email

terry.usge@gmail.com

Phone

415-776-8048

Signature



Sur la table

THE ART & SOUL OF COOKING



Yes! Please include me as a supporter of Sur La Table's plans to open a location at 2224 Union Street. You can use my name and count on me!

Name

Camille Mohala

Address

965 MAGNOLIA ST

City/State/Zip

LARKSPUR, CA 94939

Email

Phone

Signature

Sur la table

THE ART & SOUL OF COOKING



Yes! Please include me as a supporter of Sur La Table's plans to open a location at 2224 Union Street. You can use my name and count on me!

Name

Lindsey Blackburn

Address

2128 Northpoint st.

City/State/Zip

SF CA 94123

Email

Lindsey Blackburn@ymail.com

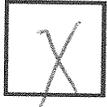
Phone

415.971-0128

Signature

Sur la table

THE ART & SOUL OF COOKING



Yes! Please include me as a supporter of Sur La Table's plans to open a location at 2224 Union Street. You can use my name and count on me!

Name

LAUREN LIM

Address

City/State/Zip

SAN FRANCISCO, CA 94129

Email

Phone

Signature

Lauren Lim

Sur la table

THE ART & SOUL OF COOKING



Yes! Please include me as a supporter of Sur La Table's plans to open a location at 2224 Union Street. You can use my name and count on me!

Name

Peter James - Fog City Leather

Address

2060 Union Street

City/State/Zip

SAN FRANCISCO, CA 94123

Email

Peter@fogcityleather.com

Phone

415-567-1996

Signature

Peter James

Sur la table

THE ART & SOUL OF COOKING



Yes! Please include me as a supporter of Sur La Table's plans to open a location at 2224 Union Street. You can use my name and count on me!

Name

Gabriella OSOVSKAYA

Address

740 La Playa St

City/State/Zip

SF, CA 94121

Email

gabyo_92@yahoo.com

Phone

415-314-2971

Signature

Sur la table

THE ART & SOUL OF COOKING



Yes! Please include me as a supporter of Sur La Table's plans to open a location at 2224 Union Street. You can use my name and count on me!

Name

Devon Vining

Address

280 Buckingham way #104

City/State/Zip

San Francisco CA 94132

Email

devonvining@yahoo.com

Phone

(916) 721-9748

Signature

Sur la table

THE ART & SOUL OF COOKING



Yes! Please include me as a supporter of Sur La Table's plans to open a location at 2224 Union Street. You can use my name and count on me!

Name

SHAZAD AKHTAR

FENZI UOMO
1801 Union Street
SAN FRANCISCO, CA 94123
(415) 563-8700

Address

1801 Union St

City/State/Zip

SF CA 94123

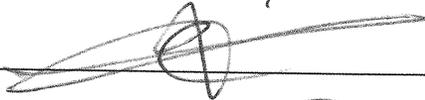
Email

fenzi.uomo@yahoo.com

Phone

415-563-9700

Signature



Sur la table

THE ART & SOUL OF COOKING



Yes! Please include me as a supporter of Sur La Table's plans to open a location at 2224 Union Street. You can use my name and count on me!

Name

Twig Gallery / Keith Chamberlain

Address

2162 Union St.

City/State/Zip

San Francisco, CA. 94123

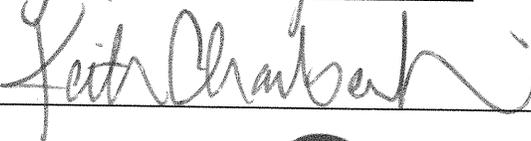
Email

twig_keith@yahoo.com

Phone

415-928-8944

Signature



Sur la table

THE ART & SOUL OF COOKING



Yes! Please include me as a supporter of Sur La Table's plans to open a location at 2224 Union Street. You can use my name and count on me!

Name

Jan Dempsey

Address

2732 Laguna St

City/State/Zip

San Francisco

Email

ciao4mi@aol.com

Phone

Signature

Jan Dempsey

Sur la table

THE ART & SOUL OF COOKING



Yes! Please include me as a supporter of Sur La Table's plans to open a location at 2224 Union Street. You can use my name and count on me!

Name

Zach Bachmeier

Address

187 8th Ave.

City/State/Zip

SF CA 94118

Email

zachbachmeier@hotmail.com

Phone

Signature

Zach Bachmeier

Sur la table

THE ART & SOUL OF COOKING



Yes! Please include me as a supporter of Sur La Table's plans to open a location at 2224 Union Street. You can use my name and count on me!

Name

Geraldine Nuvax L - my Boudoir Lingerie

Address

2285 UNION ST.

City/State/Zip

SF, CA. 94123

Email

gerri@myboudoir.net

Phone

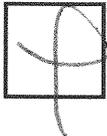
415-346-1502

Signature

Geraldine M. Nuvax

Sur la table

THE ART & SOUL OF COOKING



Yes! Please include me as a supporter of Sur La Table's plans to open a location at 2224 Union Street. You can use my name and count on me!

Name

Kerry Kiggins

Address

942 Broadway

City/State/Zip

San Francisco, Ca. 94133

Email

KerryKiggins

Phone

(530) 903-0552

Signature

@gmail.com

Kerry Kiggins

Sur la table

THE ART & SOUL OF COOKING



Yes! Please include me as a supporter of Sur La Table's plans to open a location at 2224 Union Street. You can use my name and count on me!

Name

Daniel Krahn

Address

2804 Greenwich St

City/State/Zip

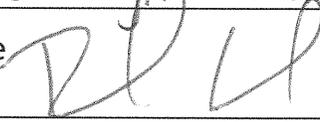
San Francisco, CA 94123

Email

ddkrahn@gmail.com

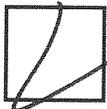
Phone 312-953-8530

Signature



Sur la table

THE ART & SOUL OF COOKING



Yes! Please include me as a supporter of Sur La Table's plans to open a location at 2224 Union Street. You can use my name and count on me!

Name

Thuk Song

Address

1969 A Union St

City/State/Zip

San Francisco CA 94123

Email

goldeyatk@gmail.com

Phone 510 326 7856

Signature



Sur la table

THE ART & SOUL OF COOKING



Yes! Please include me as a supporter of Sur La Table's plans to open a location at 2224 Union Street. You can use my name and count on me!

Name

The Brick Yard

Address

1787 Union St

City/State/Zip

San Francisco, CA 94123

Email

Phone 415 400 4712

Signature

Paula Ouel

Sur la table

THE ART & SOUL OF COOKING



Yes! Please include me as a supporter of Sur La Table's plans to open a location at 2224 Union Street. You can use my name and count on me!

Name

Fog City Leather

Address

2060 Union St.

City/State/Zip

San Francisco, CA 94123

Email

Info@fogcityleather.com Phone 415 567 1996

Signature

Simon Hunt

Sur la table

THE ART & SOUL OF COOKING



Yes! Please include me as a supporter of Sur La Table's plans to open a location at 2224 Union Street. You can use my name and count on me!

Name

Calle Perkins

Address

1666 Clay Street

City/State/Zip

San Francisco, CA 94109

Email

calle.perkins@gmail.com

Phone

619-618-9047

Signature

Calle Perkins

Sur la table

THE ART & SOUL OF COOKING



Yes! Please include me as a supporter of Sur La Table's plans to open a location at 2224 Union Street. You can use my name and count on me!

Name

Suzanne Kroleski

Address

2495 ~~St.~~ Sutter St. #3

City/State/Zip

San Francisco 94115

Email

suz.nichols@gmail.com

Phone

540.271.3768

Signature

Suzanne Kroleski

Sur la table

THE ART & SOUL OF COOKING



Yes! Please include me as a supporter of Sur La Table's plans to open a location at 2224 Union Street. You can use my name and count on me!

Name

STEPHANIE SERRANO

Address

645 Randolph St apt #13

City/State/Zip

San Francisco, CA 94132

Email

Phone

Signature



Sur la table

THE ART & SOUL OF COOKING



Yes! Please include me as a supporter of Sur La Table's plans to open a location at 2224 Union Street. You can use my name and count on me!

Name

Anne Friedman - manager Lush cosmetics

Address

2116 Union St

City/State/Zip

SF CA 94123

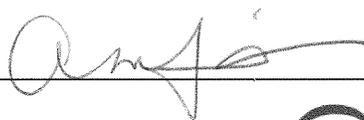
Email

unionstreet@lush.com

Phone

415 921.5674

Signature



Sur la table

THE ART & SOUL OF COOKING



Yes! Please include me as a supporter of Sur La Table's plans to open a location at 2224 Union Street. You can use my name and count on me!

Name

Tracy Cavallo - Lorna Jane

Address

2090 Union St.

City/State/Zip

San Francisco

Email

Phone

Signature

Sur la table

THE ART & SOUL OF COOKING



Yes! Please include me as a supporter of Sur La Table's plans to open a location at 2224 Union Street. You can use my name and count on me!

Name

Charles Mikiwaki - Conrad

Address

25 Cypress Way

City/State/Zip

San Francisco

Email

Phone

415-885-6308

Signature

Sur la table

THE ART & SOUL OF COOKING



Yes! Please include me as a supporter of Sur La Table's plans to open a location at 2224 Union Street. You can use my name and count on me!

Name

Ashley Mueller

Address

2140 Union St

City/State/Zip

San Francisco, CA 94123

Email

ashley@buxtonsf.com

Phone

415-409-4114

Signature

Sur la table

THE ART & SOUL OF COOKING



Yes! Please include me as a supporter of Sur La Table's plans to open a location at 2224 Union Street. You can use my name and count on me!

Name

BRIAN LEITNER NETTIES CRAB SHACK

Address

2032 Union St

City/State/Zip

SF, CA 94123

Email

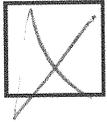
brian@nettiescrabshack.com

Phone

Signature

Sur la table

THE ART & SOUL OF COOKING



Yes! Please include me as a supporter of Sur La Table's plans to open a location at 2224 Union Street. You can use my name and count on me!

Name

FARUK ZUBOVIC (LE MARCEL)

Address

2066 UNION ST

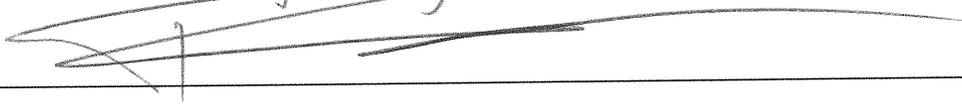
City/State/Zip

SAN FRANCISCO, CA 94123

Email

info@lemarceldogbakery Phone 415-440-2499

Signature



Sur la table

THE ART & SOUL OF COOKING



Yes! Please include me as a supporter of Sur La Table's plans to open a location at 2224 Union Street. You can use my name and count on me!

Name

Hazel Bourget

Address

2066 Union St., San Francisco CA 94123

City/State/Zip

hazel.bourget@gmail.com

Email

H/B Phone 415-355-4293

Signature

Sur la table

THE ART & SOUL OF COOKING



Yes! Please include me as a supporter of Sur La Table's plans to open a location at 2224 Union Street. You can use my name and count on me!

Name

Michele DiRuocco

Address

1809 Union St. - Capannina

City/State/Zip

SF CA ~~94113~~ 94123

Email

michelediapri@hotmail.com

Phone

(415) 409-8001

Signature

M. DiRu

Sur la table

THE ART & SOUL OF COOKING



Yes! Please include me as a supporter of Sur La Table's plans to open a location at 2224 Union Street. You can use my name and count on me!

Name

Laurie Herrmann

Address

Capannina 1809 Union St.

City/State/Zip

SF CA 94123

Email

lahsf@hotmail.com

Phone

(415) 409-8001

Signature

L. Herrmann

Sur la table

THE ART & SOUL OF COOKING



Yes! Please include me as a supporter of Sur La Table's plans to open a location at 2224 Union Street. You can use my name and count on me!

Name

HEATHER DEMPSEY

Address

1800 UNION ST

City/State/Zip

SAN FRANCISCO CA 94123

Email

heather@fattoamano^{sf.com} Phone 415-525-4348

Signature

Heather Dempsey

Sur la table

THE ART & SOUL OF COOKING



Yes! Please include me as a supporter of Sur La Table's plans to open a location at 2224 Union Street. You can use my name and count on me!

Name

Brittney Guillory

Address

1824 Union st. - Chloe Rose Botique

City/State/Zip

SF/CA/94123

Email

Chloe Guillory@brittneya Phone (925) 989-8871

Signature

Brittney Guillory fattoo.com

Sur la table

THE ART & SOUL OF COOKING



Yes! Please include me as a supporter of Sur La Table's plans to open a location at 2224 Union Street. You can use my name and count on me!

Name

Cory Cleland

Address

2514 Greenwich St.

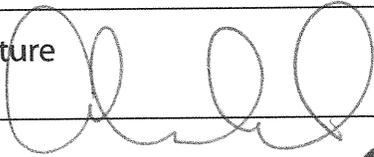
City/State/Zip

San Francisco, CA 94123

Email

Phone

Signature



Sur la table

THE ART & SOUL OF COOKING



Yes! Please include me as a supporter of Sur La Table's plans to open a location at 2224 Union Street. You can use my name and count on me!

Name

DEAN RAMADAN

Address

2127 Union St.

City/State/Zip

San Francisco, CA 94123

Email

dean@begoodclothes.com

Phone

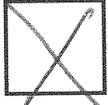
703-915-1499

Signature



Sur la table

THE ART & SOUL OF COOKING



Yes! Please include me as a supporter of Sur La Table's plans to open a location at 2224 Union Street. You can use my name and count on me!

Name

BRYAN Shepherd

Address

1969 A Union Street

City/State/Zip

San Francisco CA 94123

Email

Bryanleesb@aol.com

Phone

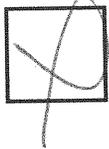
415-318-9969

Signature

Bryan Shepherd

Sur la table

THE ART & SOUL OF COOKING



Yes! Please include me as a supporter of Sur La Table's plans to open a location at 2224 Union Street. You can use my name and count on me!

Name

Christine Bault

Address

10 Parkridge Dr #7

City/State/Zip

SF CA 94131

Email

Phone

Signature

Christine Bault

Sur la table

THE ART & SOUL OF COOKING



Yes! Please include me as a supporter of Sur La Table's plans to open a location at 2224 Union Street. You can use my name and count on me!

Name

Mark Spera

Address

1820 Bush St.

City/State/Zip

San Francisco, CA ~~94123~~ 94109

Email

mark@bespoodclothes.com Phone (203) 241-9760

Signature

Mark Spera

Sur la table

THE ART & SOUL OF COOKING



Yes! Please include me as a supporter of Sur La Table's plans to open a location at 2224 Union Street. You can use my name and count on me!

Name

Adam White

Address

94132

City/State/Zip

Email

aiw94@rbcglobak.net Phone 916-517-8082

Signature

Adam White

Sur la table

THE ART & SOUL OF COOKING



Yes! Please include me as a supporter of Sur La Table's plans to open a location at 2224 Union Street. You can use my name and count on me!

Name

PAUL KERR

Address

2149-B UNION ST

City/State/Zip

SF, CA 94123

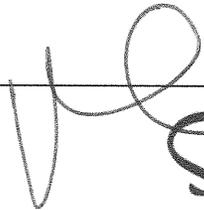
Email

paul@atysdesign.com

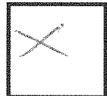
Phone

415-441-9228

Signature


Sur la table

THE ART & SOUL OF COOKING



Yes! Please include me as a supporter of Sur La Table's plans to open a location at 2224 Union Street. You can use my name and count on me!

Name

DIANE REES

Address

1378 UNION ST

City/State/Zip

SAN FRANCISCO

Email

dianeres3@aol.com

Phone

415 305 6681

Signature



Sur la table

THE ART & SOUL OF COOKING



Yes! Please include me as a supporter of Sur La Table's plans to open a location at 2224 Union Street. You can use my name and count on me!

Name

Paolo M. Miranda

Address

945 Pine St #16

City/State/Zip

SF CA 94108

Email

Phone

Signature

Paolo Miranda
Sur la table

THE ART & SOUL OF COOKING



Yes! Please include me as a supporter of Sur La Table's plans to open a location at 2224 Union Street. You can use my name and count on me!

Name

Alan Bernstein

Address

1414 Plymouth Ave.

City/State/Zip

SF CA ~~94112~~

Email

alancatkong@yahoo.com

Phone

Signature

Alan B

Sur la table

THE ART & SOUL OF COOKING



Yes! Please include me as a supporter of Sur La Table's plans to open a location at 2224 Union Street. You can use my name and count on me!

Name

BETTE LINE BRONSTEIN

Address

1909 B Union St. 30% High Society

City/State/Zip

San Francisco, CA. 94123

Email

Phone

415-447-0447

Signature

Bette Line Bronstein

Sur la table

THE ART & SOUL OF COOKING



Yes! Please include me as a supporter of Sur La Table's plans to open a location at 2224 Union Street. You can use my name and count on me!

Name

Nils Marthinsen

Address

1979 Union St

City/State/Zip

SF CA 94133

Email

nils@gmail.com

Phone

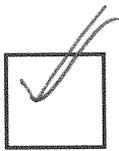
415 934 6151

Signature

Nils Marthinsen

Sur la table

THE ART & SOUL OF COOKING



Yes! Please include me as a supporter of Sur La Table's plans to open a location at 2224 Union Street. You can use my name and count on me!

Name

Francesca Incerty

Address

955 Clayton St #2

City/State/Zip

SF, CA, 94117

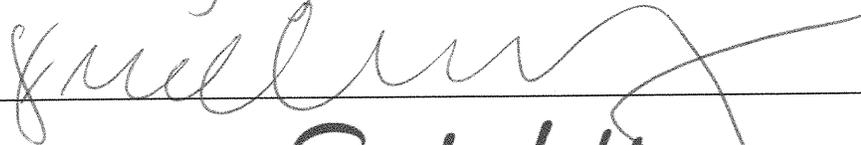
Email

fincerty@gmail.com

Phone

415-272-0708

Signature



Sur la table

THE ART & SOUL OF COOKING



Yes! Please include me as a supporter of Sur La Table's plans to open a location at 2224 Union Street. You can use my name and count on me!

Name

Catalina De Cordoba / Shawshoes

Address

2001 Union Street

City/State/Zip

San Francisco Ca 94123

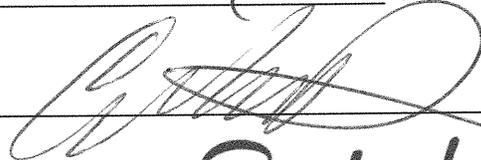
Email

Catalina.Shawshoes@gmail.com

Phone

415-922-5676

Signature



Sur la table

THE ART & SOUL OF COOKING



Yes! Please include me as a supporter of Sur La Table's plans to open a location at 2224 Union Street. You can use my name and count on me!

Name Danielle Kaahea

Address 2659 Lombard Street

City/State/Zip San Francisco, CA 94123

Email donanddanielle@comcast.net Phone (415)928-2486

Signature 

Sur la table
THE ART & SOUL OF COOKING



Yes! Please include me as a supporter of Sur La Table's plans to open a location at 2224 Union Street. You can use my name and count on me!

Name ELAINE AGUILAR / Fresh Blain owner.

Address 2133 Union St.

City/State/Zip 87 94123

Email — Phone 415-923-0454

Signature 

Sur la table
THE ART & SOUL OF COOKING

Lester Chew
2266 Filbert Street
San Francisco, CA 94123

June 27, 2013

Sharon Lai
San Francisco Planning Department
1650 Mission Street, Suite 400
San Francisco, CA 94103

Dear Sharon Lai:

This letter is to voice my objection to the Conditional Use request for 2224 Union Street by Sur La Table.

As with the Pet Food Express, I am not in favor of having another 'Big Box' business that is similar to one nearby Fredericksen's Hardware on Fillmore Street. If we do not protect old established stores from new store selling similar product, we could lose the only hardware store in our neighborhood forcing shoppers to take a longer trip to Cole Hardware on Polk Street.

As a nearby neighbor, I personally would not want to see increase auto traffic for an area where there is little available parking. Even with permit parking, it's tough to use my car for fear of having to search for a parking space upon my return since I do not have a garage.

I am in favor of having a store that sells product that is unique and lacks similar competition to the other stores in the neighborhood. Let's protect the stores we have now, especially since Fredericksen has been here since 1896.

Sincerely,

A handwritten signature in black ink, appearing to read "Lester Chew". The signature is written in a cursive style with a horizontal line at the end.