

File No. 240931

Committee Item No. 1

Board Item No. 9

# COMMITTEE/BOARD OF SUPERVISORS

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Date: Dec 2, 2024

Board of Supervisors Meeting:

Date: Dec 17, 2024

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### OTHER

- Planning Commission Transmittal – November 26, 2024
- CEQA Determination – November 15, 2024
- Referrals CEQA and PC – October 2 and 16, 2024
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Prepared by: John Carroll

Date: November 25, 2024

Prepared by: John Carroll

Date: December 10, 2024

Prepared by: \_\_\_\_\_

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

1 [Planning Code, Zoning Map - 2301 Chestnut Street Special Sign District]

2  
3 **Ordinance amending the Planning Code and Zoning Map to establish the 2301**  
4 **Chestnut Street Special Sign District encompassing the real property consisting of**  
5 **Assessor’s Parcel Block No. 0936, Lot No. 001, to allow two projecting signs at 2301**  
6 **Chestnut Street; affirming the Planning Department’s determination under the**  
7 **California Environmental Quality Act; making findings of consistency with the General**  
8 **Plan, and the eight priority policies of Planning Code, Section 101.1; and making**  
9 **findings of public necessity, convenience, and welfare under Planning Code,**  
10 **Section 302.**

11 NOTE: **Unchanged Code text and uncodified text** are in plain Arial font.  
12 **Additions to Codes** are in *single-underline italics Times New Roman font*.  
13 **Deletions to Codes** are in *strikethrough italics Times New Roman font*.  
14 **Board amendment additions** are in double-underlined Arial font.  
15 **Board amendment deletions** are in ~~strikethrough Arial font~~.  
16 **Asterisks (\* \* \* \*)** indicate the omission of unchanged Code  
17 subsections or parts of tables.

18 Be it ordained by the People of the City and County of San Francisco:

19 Section 1. Findings.

20 (a) The Planning Department has determined that the actions contemplated in this  
21 ordinance comply with the California Environmental Quality Act (California Public Resources  
22 Code Sections 21000 et seq.). Said determination is on file with the Clerk of the Board of  
23 Supervisors in File No. 240931 and is incorporated herein by reference. The Board affirms  
24 this determination.

25 (b) On November 14, 2024, the Planning Commission, in Resolution No. 21648,  
adopted findings that the actions contemplated in this ordinance are consistent, on balance,

1 with the City's General Plan and eight priority policies of Planning Code Section 101.1. The  
2 Board adopts these findings as its own. A copy of said Resolution is on file with the Clerk of  
3 the Board of Supervisors in File No. 240931, and is incorporated herein by reference.

4 (c) Pursuant to Planning Code Section 302, the Board of Supervisors finds that the  
5 actions contemplated in this ordinance will serve the public necessity, convenience, and  
6 welfare for the reasons set forth in Planning Commission Resolution No.21648, and adopts  
7 such reasons by this reference thereto. A copy of said Resolution is on file with the Clerk of  
8 the Board of Supervisors in File No. 240931, and is incorporated herein by reference.

9  
10 Section 2. Article 6 of the Planning Code is hereby amended by revising Section 607.1  
11 and adding Section 608.17, to read as follows:

12  
13 **SEC. 607.1. NEIGHBORHOOD COMMERCIAL AND RESIDENTIAL-COMMERCIAL**  
14 **DISTRICTS.**

15 \* \* \* \*

16 (h) **Special Sign Districts.** Additional controls apply to certain Neighborhood  
17 Commercial and Residential-Commercial Districts that are designated as Special Sign  
18 Districts. Special Sign Districts are described within Sections 608.1 through 608.17 of this  
19 Code and ~~with the exception of Sections 608.1, 608.2 and 608.11,~~ their designations, locations, and  
20 boundaries are provided on Sectional Map SSD of the Zoning Map of the City and County of  
21 San Francisco.

22 \* \* \* \*

23  
24 **SEC. 608.17. 2301 CHESTNUT STREET SPECIAL SIGN DISTRICT.**

1 (a) Establishment of Special Sign District. The 2301 Chestnut Street Special Sign District  
2 (“2301 Chestnut Street SSD” or “SSD”), consisting of Assessor’s Parcel Block No. 0936, Lot 001, as  
3 shown on Sectional Map SS01 of the Zoning Map of the City and County of San Francisco, is hereby  
4 established for the purposes and subject to the controls set forth in this Section 608.17.

5 (b) Purpose. The purpose of the 2301 Chestnut Street SSD is to modify the sign controls that  
6 would otherwise apply within the SSD to allow for up to two projecting signs on a prominent corner  
7 building to support the vitality of the Chestnut Street commercial corridor.

8 (c) Controls.

9 (1) General Controls. Signs within the 2301 Chestnut Street SSD shall be controlled by  
10 all applicable provisions in this Article 6 of the Planning Code, except to the extent they conflict with  
11 this Section 608.17. In the event of a conflict between other provisions of the Planning Code and this  
12 Section 608.17, this Section shall control.

13 (2) Number of Signs. A business with a unit fronting two adjoining streets shall have a  
14 maximum of two projecting Signs. All other businesses shall not exceed one projecting Sign.

15  
16 Section 3. Zoning Map Amendment. Pursuant to Sections 106 and 302(c) of the  
17 Planning Code, Sectional Map SS01 of the Zoning Map of the City and County of San  
18 Francisco is hereby amended, as follows:

19

Description of Property	Special Sign District Hereby Created
Assessor’s Parcel Block No. 0936, Lot No. 001	2301 Chestnut Street Special Sign District

20  
21  
22  
23  
24 Section 4. Effective Date. This ordinance shall become effective 30 days after  
25 enactment. Enactment occurs when the Mayor signs the ordinance, the Mayor returns the

1 ordinance unsigned or does not sign the ordinance within ten days of receiving it, or the Board  
2 of Supervisors overrides the Mayor's veto of the ordinance.

3  
4 Section 5. Scope of Ordinance. In enacting this ordinance, the Board of Supervisors  
5 intends to amend only those words, phrases, paragraphs, subsections, sections, articles,  
6 numbers, punctuation marks, charts, diagrams, or any other constituent parts of the Municipal  
7 Code that are explicitly shown in this ordinance as additions, deletions, Board amendment  
8 additions, and Board amendment deletions in accordance with the "Note" that appears under  
9 the official title of the ordinance.

10 APPROVED AS TO FORM:  
11 DAVID CHIU, City Attorney

12 By: /s/ Giulia Gualco-Nelson  
13 GIULIA GUALCO-NELSON  
14 Deputy City Attorney

15 n:\legana\as2024\2500068\01791694.docx

**REVISED LEGISLATIVE DIGEST**

(Substituted, 10/8/2024)

[Planning Code, Zoning Map - 2301 Chestnut Street Special Sign District

**Ordinance amending the Planning Code and Zoning Map to establish the 2301 Chestnut Street Special Sign District encompassing the real property consisting of Assessor's Parcel Block No. 0936, Lot No. 001, to allow two projecting signs at 2301 Chestnut Street; affirming the Planning Department's determination under the California Environmental Quality Act; making findings of consistency with the General Plan, and the eight priority policies of Planning Code, Section 101.1; and making findings of public necessity, convenience, and welfare under Planning Code, Section 302.**

Existing Law

2301 Chestnut Street is located in the NC-2 (Neighborhood Commercial, Small Scale) District. In the NC-2 District, a business cannot have more than one projecting sign. (Planning Code Section 607.1(f)(2)(C).) A projecting sign generally extends beyond a street property line or a building setback line. (Planning Code Section 602.)

Amendments to Current Law

This ordinance would create a Special Sign District (SSD) for the parcel located at 2301 Chestnut Street. Within the SSD, a business located on the corner – defined as the unit that fronts two adjoining streets – would be permitted up to two projecting signs. All other requirements for projecting signs, including but not limited to area, illumination, and sign placement, would remain the same. Businesses not located on the corner would be limited to one projecting sign.

Background Information

This ordinance contains findings to support the need for two projecting signs on this prominent corner building in the NC-2 district.

Version 2 of this ordinance is a substitute ordinance that clarifies the definition of a corner business and corrects typographic errors.

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November 26, 2024

Ms. Angela Calvillo, Clerk  
Honorable Supervisor Stefani  
Board of Supervisors  
City and County of San Francisco  
City Hall, Room 244  
1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102

Re: **Transmittal of Planning Department Case Number 2024-008956PCA/MAP:**  
2301 Chestnut Street Special Sign District  
Board File No. 240931

**Planning Commission Recommendation: Approval with Modification**

Dear Ms. Calvillo and Supervisor Stefani,

On November 14, 2024, the Planning Commission conducted a duly noticed public hearing at a regularly scheduled meeting to consider the proposed Ordinance, introduced by Supervisor Stefani. The proposed ordinance would amend the Planning Code and Zoning Map to create a single-lot Special Sign District (SSD) at 2301 Chestnut Street. At the hearing the Planning Commission adopted a recommendation for approval with modifications.

The Commission's proposed modification was as follows:

*Amend the Ordinance to allow all corner Commercial businesses in NC Districts to have two projecting signs.*

The proposed amendments are not defined as a project under CEQA Guidelines Section 15060(c)(2) and 15378 because they do not result in a physical change in the environment.

Supervisor, please advise the City Attorney at your earliest convenience if you wish to incorporate the changes recommended by the Commission.

Please find attached documents relating to the actions of the Commission. If you have any questions or require further information please do not hesitate to contact me.

Sincerely,

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

Aaron D. Starr  
*Manager of Legislative Affairs*

cc: Giulia Gualco-Nelson, Deputy City Attorney  
Lorenzo Rosas, Aide to Supervisor Stefani  
John Carroll, Office of the Clerk of the Board

**ATTACHMENTS :**

Planning Commission Resolution  
Planning Department Executive Summary





# PLANNING COMMISSION RESOLUTION NO. 21648

**HEARING DATE: NOVEMBER 14, 2024**

*Project Name:* 2301 Chestnut Street Special Sign District  
*Case Number:* 2024-008956PCA/MAP [Board File No. 240931]  
*Initiated by:* Supervisor Stefani / Introduced October 16, 2024  
*Staff Contact:* Audrey Merlone, Legislative Affairs  
Audrey.Merlone@sfgov.org, 628-652-7534  
*Reviewed by:* Aaron D Starr, Manager of Legislative Affairs  
aaron.starr@sfgov.org, 628-652-7533

**RESOLUTION ADOPTING A RECOMMENDATION FOR APPROVAL OF A PROPOSED ORDINANCE THAT WOULD AMEND THE PLANNING CODE AND ZONING MAP TO ESTABLISH THE 2301 CHESTNUT STREET SPECIAL SIGN DISTRICT ENCOMPASSING THE REAL PROPERTY CONSISTING OF ASSESSOR'S PARCEL BLOCK NO. 0936, LOT NO. 001, TO ALLOW TWO PROJECTING SIGNS AT 2301 CHESTNUT STREET; AFFIRMING THE PLANNING DEPARTMENT'S DETERMINATION UNDER THE CALIFORNIA ENVIRONMENTAL QUALITY ACT; MAKING FINDINGS OF CONSISTENCY WITH THE GENERAL PLAN, AND THE EIGHT PRIORITY POLICIES OF PLANNING CODE, SECTION 101.1; AND MAKING FINDINGS OF PUBLIC NECESSITY, CONVENIENCE, AND WELFARE UNDER PLANNING CODE, SECTION 302.**

WHEREAS, on October 16, 2024 Supervisor Stefani introduced a proposed Ordinance under Board of Supervisors (hereinafter "Board") File Number 240931, which would amend the Planning Code and Zoning Map to establish the 2301 Chestnut Street Special Sign District encompassing the real property consisting of Assessor's Parcel Block No. 0936, Lot No. 001, to allow two projecting signs at 2301 Chestnut Street; affirming the Planning Department's determination under the California Environmental Quality Act; making findings of consistency with the General Plan, and the eight priority policies of Planning Code, Section 101.1; and making findings of public necessity, convenience, and welfare under Planning Code, Section 302;

WHEREAS, the Planning Commission (hereinafter "Commission") conducted a duly noticed public hearing at a regularly scheduled meeting to consider the proposed Ordinance on November 14, 2024; and,

WHEREAS, the proposed ordinance has been determined to be categorically exempt from environmental review under the California Environmental Quality Act Section 15378 and 15060(c)(2); and

WHEREAS, the Planning 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 department staff and other interested parties; and

WHEREAS, all pertinent documents may be found in the files of the department, as the custodian of records, at 49 South Van Ness Avenue, suite 1400, San Francisco; and

WHEREAS, the Planning Commission has reviewed the proposed ordinance; and

WHEREAS, the Planning Commission finds from the facts presented that the public necessity, convenience, and general welfare require the proposed amendment; and

MOVED, that the Planning Commission hereby adopts a **recommendation for approval with modifications** of the proposed ordinance. The Commission's proposed recommendation is as follows:

1. Amend the Ordinance to allow **all** corner Commercial businesses in NC Districts to have two projecting signs.

## 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:

The Department supports the proposed Ordinance because it adjusts sign controls to help a small business while enhancing a street corner and neighborhood vibrancy. Importantly, this change accomplishes this without harming the character of the neighborhood or the pedestrian experience. However, the Department believes the same justifications in support of this ordinance are why it should also be expanded to all NC Districts. Instead of creating a one-parcel SUD for this business, staff recommends allowing two projecting signs at all corner Commercial units in the city's NC districts, as these units serve a unique function compared to mid-block businesses. With entrances on two street frontages, corner commercial units draw consumers from multiple directions and serve as anchors that set the tone for the entire block. Ensuring these spaces are active and welcoming is essential to fostering a vibrant commercial atmosphere in our NC districts. Beyond design considerations, there are also economic justifications for expanding the Ordinance to all NC districts. Small businesses continue to struggle post-pandemic, and the Ordinance will provide flexibility to corner businesses that may want to increase their visibility to consumers through additional signage.

## General Plan Compliance

The proposed Ordinance and the Commission's recommended modifications are consistent with the following Objectives and Policies of the General Plan:

### URBAN DESIGN ELEMENT

#### Policy 1.3

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

### Policy 1.6

Make centers of activity more prominent through design of street features and by other means.

### Policy 1.8

Increase the visibility of major destination areas and other points for orientation.

*The general pattern of buildings should emphasize the topographic form of the city and the importance of centers of activity. It should also help to define street areas and other public open spaces. Shopping streets and other centers for activity and congregation of people should stand out in an attractive manner in their districts. The proposed Ordinance, along with the Department's recommended modifications, aims to highlight corner commercial businesses as focal points on their blocks. By allowing these businesses to have two projecting Signs, the Ordinance signals to pedestrians approaching from different directions that they are entering a vibrant neighborhood commercial corridor. This visual cue will not only attract patrons to the individual business but also draw attention to and encourage foot traffic throughout the entire commercial area.*

## Planning Code Section 101 Findings

The proposed amendments to the Planning Code are consistent with the eight Priority Policies set forth in Section 101.1(b) of the Planning Code in that:

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

*The proposed Ordinance would not have a negative effect on neighborhood serving retail uses and will not have a negative effect on opportunities for resident employment in and ownership of neighborhood-serving retail.*

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

*The proposed Ordinance would not have a negative effect on housing or neighborhood character.*

3. That the City's supply of affordable housing be preserved and enhanced;

*The proposed Ordinance would not have an adverse effect on the City's supply of affordable housing.*

4. That commuter traffic not impede MUNI transit service or overburden our streets or neighborhood parking;

*The proposed Ordinance would not result in commuter traffic impeding MUNI transit service or overburdening the streets or neighborhood parking.*

5. That a diverse economic base be maintained by protecting our industrial and service sectors from displacement due to commercial office development, and that future opportunities for resident

employment and ownership in these sectors be enhanced;

*The proposed Ordinance would not cause displacement of the industrial or service sectors due to office development, and future opportunities for resident employment or ownership in these sectors would not be impaired.*

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

*The proposed Ordinance would not have an adverse effect on City's preparedness against injury and loss of life in an earthquake.*

7. That the landmarks and historic buildings be preserved;

*The proposed Ordinance would not have an adverse effect on the City's Landmarks and historic buildings.*

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

*The proposed Ordinance would not have an adverse effect on the City's parks and open space and their access to sunlight and vistas.*

### Planning Code Section 302 Findings.

The Planning Commission finds from the facts presented that the public necessity, convenience and general welfare require the proposed amendments to the Planning Code as set forth in Section 302.

NOW THEREFORE BE IT RESOLVED that the Commission hereby ADOPTS A RECOMMENDATION FOR APPROVAL WITH MODIFICATIONS the proposed Ordinance as described in this Resolution.

I hereby certify that the foregoing Resolution was adopted by the Commission at its meeting on November 14, 2024.



Jonas P. Ionin  
Commission Secretary

Jonas P Ionin Digitally signed by Jonas P Ionin  
Date: 2024.11.22 16:39:33 -08'00'

- AYES: Campbell, McGarry, Williams, Braun, Imperial, So  
NOES: None  
ABSENT: Moore  
ADOPTED: November 14, 2024



# EXECUTIVE SUMMARY

## PLANNING CODE TEXT & ZONING MAP AMENDMENT

**HEARING DATE: November 14, 2024**

**90-Day Deadline: January 14, 2025**

*Project Name:* 2301 Chestnut Street Special Sign District  
*Case Number:* 2024-008956PCA/MAP [Board File No. 240931]  
*Initiated by:* Supervisor Stefani / Introduced October 16, 2024  
*Staff Contact:* Audrey Merlone, Legislative Affairs  
Audrey.Merlone@sfgov.org, 628-652-7534  
*Reviewed by:* Aaron Starr, Manager of Legislative Affairs  
aaron.starr@sfgov.org, 628-652-7533  
*Environmental Review:* Not a Project Under CEQA

**RECOMMENDATION: Adopt a Recommendation for Approval with Modifications**

### Planning Code Amendment

The proposed Ordinance would amend the Planning Code and Zoning Map to create a single-lot Special Sign District (SSD) at 2301 Chestnut Street.

#### The Way It Is Now:

2301 Chestnut Street is in a Small-Scale Neighborhood Commercial (NC-2) District. In the NC-2, a business is not permitted to have more than one projecting sign.

#### The Way It Would Be:

The proposed Ordinance would create a Special Sign District (SSD) at 2301 Chestnut Street. Within the SSD, a business located on the corner – defined as the unit that fronts two adjoining streets – would be permitted to

have up to two projecting signs. All other requirements for projecting signs and signs in general, including but not limited to size, illumination, and placement, would remain the same. Businesses within this lot specific SSD that are *not* located on the corner would be limited to one projecting sign.

## Issues and Considerations

### Types of Business Signs:

The sign controls exist to safeguard and enhance property values across use types and enhance the distinctive appearance of San Francisco. To accomplish this, a permit is required to install, replace, reconstruct, expand, intensify, or relocate any sign unless it is specifically exempted from the regulations. Signs must conform to the provisions set forth in Article 6 and other applicable sections of the Planning Code. There are many types of signs regulated under Article 6, including Identifying Signs, General Advertising Signs, and Business Signs. Section 602 defines a Business Sign as:

*“A Sign which directs attention to the primary business, commodity, service, industry or other activity which is sold, offered, or conducted on the premises upon which such Sign is located, or to which it is affixed.”*



*Two examples of Wall Signs.*



*Example of a projecting Sign.*



*Example of a Sign on an Awning.*



Three of the most common types of Business Signs are Wall Signs, projecting signs, and signs on Awnings. The Ordinance would only increase the *number* of projecting signs allowed at 2301 Chestnut’s corner business. A projecting sign generally extends beyond a street property line or a building setback line.

### Existing Sign Controls in NC Districts

All NC’s (named and general) limit projecting signs to one per business. Flashing elements are not allowed on projecting signs in any NC. In NC-1, NC-2 and certain named NC’s, projecting signs may only be directly illuminated during business hours. Dimensional limits of projecting signs vary by NC district.

PROJECTING SIGNS	NC-1 and NCT-1	RC, NC-2, NCT-2	NCT, NC-3, NCT-3, Chinatown CBD	Chinatown Visitor Retail District	Chinatown Residential NCD
<b>Permissibility</b>	1 max per business	1 max per business	1 max per business	1 max per business	1 max per business
<b>Projection from the Building Face Maximum</b>	6’6” or no more than 75% of distance from property line to curb	6’6” or no more than 75% of distance from property line to curb	6’6” or no more than 75% of distance from property line to curb	6’6” or no more than 75% of distance from property line to curb	6’6” or no more than 75% of distance from property line to curb
<b>Height or Total Area</b>	15’ high or height of the wall to which it is attached	24 square feet total area 24’ height or height of the wall to which it is attached, or height of lowest residential windowsill of the building	32 square feet total area 24’ height or height of the wall to which it is attached, or height of lowest residential windowsill of the building	24 square feet total area 24’ height or height of the wall to which it is attached, or height of lowest residential windowsill of the building	15’ high or height of the wall to which it is attached
<b>Illumination</b>	Direct or Indirect allowed	Direct or Indirect allowed	Direct or Indirect allowed	Indirect, or direct only during business hours	Indirect, or direct only during business hours

## The Businesses at 2301 Chestnut Street

The building at 2301 Chestnut Street contains three commercial units. A full-service restaurant occupies the corner unit, while another full-service restaurant is in the center unit. The westernmost unit is occupied by a small grocery store. In February 2024, the restaurant on the corner applied for a permit to install an additional projecting sign at a secondary entrance on Chestnut Street. Although the business already has a projecting sign at the main corner entrance, it wanted to direct patrons to the bar side of the establishment through the secondary entrance. The sign permit is on hold pending legislative approval.



The corner business at 2301 Chestnut Street.

## Considerations for Corner Buildings

Corner lots have an enhanced role in shaping the neighborhood's identity, often serving as focal points that establish the streetscape's initial impression. The city's Residential Design Guidelines recommend that corner *residential* buildings highlight their strategic location by visually engaging with the public realm. Similarly, corner *commercial* buildings are essential in defining and anchoring commercial corridors. Unlike mid-block buildings, corner commercial properties generally occupy larger frontages and frequently feature



Two existing projecting signs at corner commercial units.



multiple entrances, facilitating access from various directions and extending their reach beyond the primary commercial area. Activating and maintaining these spaces to ensure they remain accessible and inviting is crucial.

## Awning and Sign Amnesty Program

In August of 2023, Mayor Breed signed an ordinance (149-23) that amended the Building Code and Planning Code to create a temporary amnesty program for existing unpermitted Business Signs and Awnings. The legislation was created due to the large number of businesses throughout the city that had one or more unpermitted sign, including many businesses that contained two projecting signs. Though this program created much-needed alleviation from the sign controls for businesses with *existing* unpermitted signs, it did not allow for businesses to install new signs unless they comply with the Planning Code.

## Supporting Small Businesses

The Controller's Office of Economic Analysis released a report<sup>1</sup> in October of 2022 on the status of the re-opening of the City's economy. One of the key findings was that new business formation (tracked by the number of business registration certificates filed) remained far below pre-pandemic rates, especially in the retail trades and restaurant/bar categories. The report revealed that visitors were beginning to return to San Francisco to shop, eat, and experience the city; however, the lack of daily commuters and lower than normal number of tourists has hurt small businesses. The Controller's March 2024 report<sup>2</sup> on the state of San Francisco's economy indicates similar findings from the 2022 report on the status of the reopening: Although tourism and commercial vacancy rates are slowly improving, they are still below pre-pandemic levels. Many businesses are still attempting to recover from the pandemic amidst a period of slow economic growth both locally and nationally. In an era where brick and mortar commercial businesses are struggling to attract patrons, the city should be encouraging vibrant and attractive streetscapes that pull pedestrians into commercial corridors, and allowing two projecting signs for corner businesses serves that end.

The Ordinance signals to pedestrians approaching from different directions that they are entering a vibrant neighborhood commercial corridor.

## General Plan Compliance

Policy 1.6 of the Urban Design Element is to: "*Make centers of activity more prominent through design of street features and by other means.*". Policy 1.8 is to: "*Increase the visibility of major destination areas and other points for orientation.*". Shopping streets and other centers for activity and congregation of people should stand out in an attractive manner in their districts. The proposed Ordinance aims to highlight a corner commercial business as a focal point on the block. By allowing this business to have two projecting signs, the Ordinance signals to pedestrians approaching from different directions that they are entering a vibrant neighborhood commercial corridor. This visual cue will not only attract patrons to the individual business

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<sup>1</sup> [https://sfcontroller.org/sites/default/files/Documents/Economic%20Analysis/October%20Re-Opening%20Report\\_final.pdf](https://sfcontroller.org/sites/default/files/Documents/Economic%20Analysis/October%20Re-Opening%20Report_final.pdf)

<sup>2</sup> <https://www.sf.gov/sites/default/files/2024-04/Status%20of%20the%20San%20Francisco%20Economy%20March%202024.pdf>

but also draw attention to and encourage foot traffic throughout the entire commercial area.

## Racial and Social Equity Analysis

The proposed Ordinance would only apply to one commercial unit. As such, its impact is far too limited to influence racial or social equity in the city. If the ordinance were more expansive, however, it could have a more meaningful effect.

A survey by Supervisor Stefani's office identified numerous corner commercial buildings in NC districts across the city that already contain two projecting signs. Staff research found that some of the highest rates of noncompliance— i.e. corner businesses with two projecting signs—occur in the city's Cultural Heritage Districts. These unique neighborhoods are vital to San Francisco's economy, drawing tourists who come to experience the diverse cultures, aesthetics, and artistic heritage each area offers. At the same time, the individual character of Cultural Districts has never been more at risk, and the city's historic small businesses are especially vulnerable. Prior to the pandemic, commercial rents in most neighborhoods doubled or tripled, forcing otherwise thriving businesses that anchored commercial corridors to close. The pandemic only worsened financial pressures on these historic small businesses, intensifying their challenges.

It is also important to acknowledge the origins of many of the city's design controls, and why certain aesthetics are considered "desirable" over others. Many of the city's oldest design controls sought to reduce "visual clutter". The term "visual clutter" is often employed as a proxy to minimize the expression of cultural identity and diversity. More recent design guidelines in the Japantown and Calle 24 cultural districts recognize the importance of celebrating these districts' unique aesthetics and diverse qualities of signage. The Cultural Districts strive to promote and protect businesses and industries that advance the culture and history of said districts. In this way, if the Ordinance's reach were to expand, it would further equity by complementing this goal of the Cultural Districts.

## Implementation

The Department has determined that this ordinance will not impact our current implementation procedures.

## Recommendation

The Department recommends that the Commission ***adopt a recommendation for approval with modifications*** of the proposed Ordinance and adopt the attached Draft Resolution to that effect. The Department's proposed recommendation is as follows:

1. Amend the Ordinance to allow **all** corner Commercial businesses in NC Districts to have two projecting signs.

## Basis for Recommendation

The Department supports the proposed Ordinance because it adjusts sign controls to help a small business while enhancing a street corner and neighborhood vibrancy. Importantly, this change accomplishes this

without harming the character of the neighborhood or the pedestrian experience. However, the Department believes the same justifications in support of this ordinance are why it should also be expanded to all NC Districts. Therefore, we are recommending the following modification:

**Recommendation 1: Amend the Ordinance to allow all corner Commercial businesses in NC Districts to have two projecting signs.** Instead of creating a one-parcel SUD for this business, staff recommends allowing two projecting signs at all corner commercial units in the city's NC districts, as these units serve a unique function compared to mid-block businesses. With entrances on two street frontages, corner Commercial units draw consumers from multiple directions and serve as anchors that set the tone for the entire block. Ensuring these spaces are active and welcoming is essential to fostering a vibrant commercial atmosphere in our NC districts. Beyond design considerations, there are also economic justifications for expanding the Ordinance to all NC districts. Small businesses continue to struggle post-pandemic, and the Ordinance will provide flexibility to corner businesses that may want to increase their visibility to consumers through additional signage.

## Required Commission Action

The proposed Ordinance is before the Commission so that it may adopt a recommendation of approval, disapproval, or approval with modifications.

## Environmental Review

The proposed amendments are not defined as a project under CEQA Guidelines Section 15060(c)(2) and 15378 because they do not result in a physical change in the environment.

## Public Comment

As of the date of this report, the Planning Department has not received any public comment regarding the proposed Ordinance.

BOARD of SUPERVISORS



City Hall  
1 Dr. Carlton B. Goodlett Place, Room 244  
San Francisco 94102-4689  
Tel. No. (415) 554-5184  
Fax No. (415) 554-5163  
TDD/TTY No. (415) 554-5227

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## MEMORANDUM

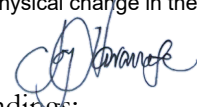
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Date: October 16, 2024  
To: Planning Department/Planning Commission  
From: John Carroll, Assistant Clerk, Land Use and Transportation Committee  
Subject: Board of Supervisors Legislation Referral - File No. 240931-2, Substituted Planning Code, Zoning Map - 2301 Chestnut Street Special Sign District

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- California Environmental Quality Act (CEQA) Determination  
(*California Public Resources Code, Sections 21000 et seq.*)
  - Ordinance / Resolution
  - Ballot Measure

Not defined as a project under CEQA Guidelines Sections 15378 and 15060(c)(2) because it would not result in a direct or indirect physical change in the environment.  
11/15/2024 
- Amendment to the Planning Code, including the following Findings:  
(*Planning Code, Section 302(b): 90 days for Planning Commission review*)
  - General Plan
  - Planning Code, Section 101.1
  - Planning Code, Section 302
- Amendment to the Administrative Code, involving Land Use/Planning  
(*Board Rule 3.23: 30 days for possible Planning Department review*)
- General Plan Referral for Non-Planning Code Amendments  
(*Charter, Section 4.105, and Administrative Code, Section 2A.53*)  
(Required for legislation concerning the acquisition, vacation, sale, or change in use of City property; subdivision of land; construction, improvement, extension, widening, narrowing, removal, or relocation of public ways, transportation routes, ground, open space, buildings, or structures; plans for public housing and publicly-assisted private housing; redevelopment plans; development agreements; the annual capital expenditure plan and six-year capital improvement program; and any capital improvement project or long-term financing proposal such as general obligation or revenue bonds.)
- Historic Preservation Commission
  - Landmark (*Planning Code, Section 1004.3*)
  - Cultural Districts (*Charter, Section 4.135 & Board Rule 3.23*)
  - Mills Act Contract (*Government Code, Section 50280*)
  - Designation for Significant/Contributory Buildings (*Planning Code, Article 11*)

Please send the Planning Department/Commission recommendation/determination to John Carroll at [john.carroll@sfgov.org](mailto:john.carroll@sfgov.org).

BOARD of SUPERVISORS



City Hall  
1 Dr. Carlton B. Goodlett Place, Room 244  
San Francisco, CA 94102-4689  
Tel. No. (415) 554-5184  
Fax No. (415) 554-5163  
TDD/TTY No. (415) 554-5227

**NOTICE OF PUBLIC HEARING**  
**LAND USE AND TRANSPORTATION COMMITTEE**  
**BOARD OF SUPERVISORS OF THE CITY AND COUNTY OF SAN FRANCISCO**

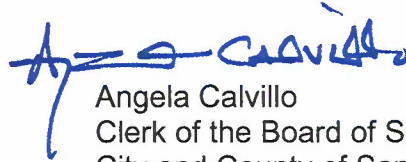
NOTICE IS HEREBY GIVEN THAT the Board of Supervisors of the City and County of San Francisco's Land Use and Transportation Committee will hold a public hearing to consider the following proposal and said public hearing will be held as follows, at which time all interested parties may attend and be heard:

- Date:** Monday, December 2, 2024
- Time:** 1:30 p.m.
- Location:** Legislative Chamber, Room 250, located at City Hall  
1 Dr. Carlton B. Goodlett Place, San Francisco. CA 94102
- Subject:** **File No. 240931.** Ordinance amending the Planning Code and Zoning Map to establish the 2301 Chestnut Street Special Sign District encompassing the real property consisting of Assessor's Parcel Block No. 0936, Lot No. 001, to allow two projecting signs at 2301 Chestnut Street; affirming the Planning Department's determination under the California Environmental Quality Act; making findings of consistency with the General Plan, and the eight priority policies of Planning Code, Section 101.1; and making findings of public necessity, convenience, and welfare under Planning Code, Section 302.

In accordance with Administrative Code, Section 67.7-1, persons who are unable to attend the hearing on this matter may submit written comments. These comments will be added to the official public record in this matter and shall be brought to the attention of the Board of Supervisors. Written comments should be addressed to Angela Calvillo, Clerk of the Board, City Hall, 1 Dr. Carlton B. Goodlett Place, Room 244, San Francisco, CA, 94102 or sent via email ([bos@sfgov.org](mailto:bos@sfgov.org)). Information relating to this matter is available with the Office of the Clerk of the Board or the Board of Supervisors' Legislative Research Center (<https://sfbos.org/legislative-research-center-lrc>). Agenda information relating to this matter will be available for public review on Wednesday, November 27, 2024.

For any questions about this hearing, please contact the Assistant Clerk for the Land Use and Transportation Committee:

John Carroll ([john.carroll@sfgov.org](mailto:john.carroll@sfgov.org)) ~ (415) 554-4445)

A handwritten signature in blue ink that reads "Angela Calvillo". The signature is stylized and cursive.

Angela Calvillo  
Clerk of the Board of Supervisors  
City and County of San Francisco

jec:bjj:ams



GOVERNMENT

NOTICE OF PUBLIC HEARING BOARD OF SUPERVISORS OF THE CITY AND COUNTY OF SAN FRANCISCO LAND USE AND TRANSPORTATION COMMITTEE MONDAY

DECEMBER 2, 2024 - 1:30 PM Legislative Chamber, Room 250, City Hall 1 Dr. Carlton B. Goodlett Place, San Francisco. CA 94102

NOTICE IS HEREBY GIVEN THAT the Board of Supervisors of the City and County of San Francisco's Land Use and Transportation Committee will hold a public hearing to consider the following proposal and said public hearing will be held as follows, at which time all interested parties may attend and be heard: **File No. 240931.** Ordinance amending the Planning Code and Zoning Map to establish the 2301 Chestnut Street Special Sign District encompassing the real property consisting of Assessor's Parcel Block No. 0936, Lot No. 001, to allow two projecting signs at 2301 Chestnut Street; affirming the Planning Department's determination under the California Environmental Quality Act; making findings of consistency with the General Plan, and the eight priority policies of Planning Code, Section 101.1; and making findings of public necessity, convenience, and welfare under Planning Code, Section 302.

In accordance with Administrative Code, Section 67.7-1, persons who are unable to attend the hearing on this matter may submit written comments. These comments will be added to the official public record in this matter and shall be brought to the attention of the Board of Supervisors. Written comments should be addressed to Angela Calvillo, Clerk of the Board, City Hall, 1 Dr. Carlton B. Goodlett Place, Room 244, San Francisco, CA, 94102 or sent via email (bos@sfgov.org). Information relating to this matter is available with the Office of the Clerk of the Board or the Board of Supervisors' Legislative Research Center (https://sfbos.org/legislative-research-center-irc). Agenda information relating to this matter will be available for public review on Wednesday, November 27, 2024. For any questions about this hearing, please contact the Assistant Clerk for the Land Use and Transportation Committee: John Carroll (john.carroll@sfgov.org - (415) 554-4445)

EXM-3873433#

City and County of San Francisco Human Services Agency (HSA) Funding Opportunity Request for Proposals (RFP) #1146 Mobile Learning Platform and Support

The San Francisco Human Services Agency (SFHSA) announces its intent to seek proposals from organizations interested in providing a mobile learning platform for our participants in

CalWORKs, CAAP (County Adult Assistance Program), or Cal Fresh programs. RFP packets are available on the Internet on or after **Wednesday, November 20, 2024,** at <https://sfcitypartner.sfgov.org/pages/Events-BS3/event-search.aspx> and type RFP 1146 in the "Event Name" and select "See Attachments" in the Bid Package. For further information, contact Candace. Gray@sfgov.org. Initial due date for responses is **Tuesday, January 3, 2025 3:00 PM.** The Pre-Proposal Conference will be held via teleconference. Proposers are encouraged to call in on **Tuesday, November 26, 2024, 9:00am.** The Microsoft Teams hyperlink is listed below:

**Microsoft Teams** Need help? **Join the meeting now** Meeting ID: 212 799 311 63 Passcode: Dq6u63Hf **Dial in by phone**

+1 415-906-4659, 302991934# United States, San Francisco Find a local number Phone conference ID: 302 991 934#

**We encourage all interested organizations to apply. If you know of other agencies that might be interested in this opportunity, feel free to forward this announcement. Also, we encourage you to see what other opportunities are available through the city's online system.** <https://sfcitypartner.sfgov.org/pages/Events-BS3/event-search.aspx>

EXM-3873388#

BULK SALES

NOTICE TO CREDITORS OF BULK SALE

(SECS. 6104, 6105 U.C.C. & B & P 24073 et seq.)

Notice is hereby given to creditors of the within named seller that a sale that may constitute a bulk sale has been or will be made. The individuals, partnership, or corporate names and the business addresses of the seller are: B & I Co. International, Inc. 79 E. 3rd Ave., San Mateo, CA 94401 The individuals, partnership, or corporate names and the business addresses of the buyer are: Chen Li 79 E. 3rd Ave., San Mateo, CA 94401 As listed by the seller, all other business names and addresses used by the seller within three years before the date such list was sent or delivered to the buyer are: NONE KNOWN The assets sold or to be sold are described in general as: ALL FURNITURE, FIXTURES, EQUIPMENT, GOODWILL, LEASE, LEASEHOLD IMPROVEMENTS & ALL OTHER ASSETS OF THE BUSINESS KNOWN AS: Noodles & Things AND ARE LOCATED AT: 79 E. 3rd Ave., San Mateo, CA 94401. The place, and date on or after which, the Bulk Sale is to be consummated: Business & Escrow Service Center, Inc. 3031 Tisch Way, Suite 310 San Jose, CA 95128 on or before December 11, 2024. The last date to file claims is December 10, 2024, unless there is a liquor license transferring in which case

claims may be filed until the date the license transfers. BUYER'S SIGNATURE: Chen Li

11/22/24 SPEN-3872800# EXAMINER & SAN MATEO WEEKLY

CIVIL

AMENDED ORDER TO SHOW CAUSE FOR CHANGE OF NAME

Case No. CNC-24-558788 Superior Court of California, County of SAN FRANCISCO Petition of: TRAVIS DAVON CHOYCE for Change of Name TO ALL INTERESTED PERSONS:

Petitioner TRAVIS DAVON CHOYCE filed a petition with this court for a decree changing names as follows: TRAVIS DAVON CHOYCE to TRAVIS RHODES. The Court orders that all persons interested in this matter appear before this court at the hearing indicated below to show cause, if any, why the petition for change of name should not be granted. Any person objecting to the name changes described above must file a written objection that includes the reasons for the objection at least two court days before the matter is scheduled to be heard and must appear at the hearing to show cause why the petition should not be granted. If no written objection is timely filed, the court may grant the petition without a hearing.

Notice of Hearing: Date: JANUARY 2, 2025, Time: 9:00 A.M., Dept.: 103N, Room: 103N The address of the court is 400 MCALLISTER STREET, SAN FRANCISCO, CA 94102 (To appear remotely, check in advance of the hearing for information about how to do so on the court's website. To find your court's website, go to [www.courts.ca.gov/find-my-court.htm](http://www.courts.ca.gov/find-my-court.htm).) A copy of this Order to Show Cause must be published at least once each week for four successive weeks before the date set for hearing on the petition in a newspaper of general circulation, printed in this county: SAN FRANCISCO EXAMINER Date: NOVEMBER 5, 2024 MICHELLE TONG Judge of the Superior Court 11/15, 11/22, 11/29, 12/6/24 CNS-3870561# SAN FRANCISCO EXAMINER

FICTITIOUS BUSINESS NAMES

FICTITIOUS BUSINESS NAME STATEMENT

File No. M-298763 The following person(s) is (are) doing business as: True Ethiopian Cuisine Catering, 113 Garnet Ave, San Carlos, CA 94070 County of SAN MATEO Trunesh Kassaye, 113 Garnet Ave, San Carlos, CA 94070 This business is conducted by

an Individual The registrant(s) commenced to transact business under the fictitious business name or names listed above on True Ethiopian Cuisine.

I declare that all information in this statement is true and correct. (A registrant who declares as true information which he or she knows to be false is guilty of a crime.) S/ Trunesh Kassaye, This statement was filed with the County Clerk of San Mateo County on 10/10/2024. Mark Church, County Clerk [Deputy], Deputy Original 11/22, 11/29, 12/6, 12/13/24 NPEN-3872924# EXAMINER - BOUTIQUE & VILLAGER

FICTITIOUS BUSINESS NAME STATEMENT

File No. 2024-0404805 Fictitious Business Name(s)/ Trade Name (DBA): DOGS OF SAN FRANCISCO, THE, 1215 PACIFIC AVE APT 202., SAN FRANCISCO., CA 94109 County of SAN FRANCISCO Registered Owner(s): ADAM ANDREW LANG, 1215 PACIFIC AVE APT 202, SAN FRANCISCO, CA 94109 This business is conducted by: an Individual

The registrant commenced to transact business under the fictitious business name or names listed above on N/A. I declare that all information in this statement is true and correct. (A registrant who declares as true any material matter pursuant to Section 17913 of the Business and Professions code that the registrant knows to be false is guilty of a misdemeanor punishable by a fine not to exceed one thousand dollars (\$1,000).) S/ ADAM ANDREW LANG, This statement was filed with the County Clerk of San Francisco County on 10/25/2024.

NOTICE-IN accordance with Subdivision (a) of Section 17920, a Fictitious Name Statement generally expires at the end of five years from the date on which it was filed in the office of the County Clerk, except, as provided in Subdivision (b) of Section 17920, where it expires 40 days after any change in the facts set forth in the statement pursuant to Section 17913 other than a change in the residence address of a registered owner. A new Fictitious Business Name Statement must be filed before the expiration. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under federal, state, or common law (See Section 14411 et seq., Business and Professions Code).

11/8, 11/15, 11/22, 11/29/24 NPEN-3868297# EXAMINER - BOUTIQUE & VILLAGER

FICTITIOUS BUSINESS NAME STATEMENT File No. M-298939

The following person(s) is (are) doing business as: Abraham Adam Trading, 126 N ROLLINS RD, Millbrae, CA 94030 County of SAN MATEO Abraham Adam, 126 N ROLLINS RD, Millbrae, CA 94030 This business is conducted by an Individual The registrant(s) commenced to transact business under the fictitious business name or names listed above on N/A. I declare that all information in this statement is true and correct. (A registrant who declares as true information which he or she knows to be false is guilty of a crime.) S/ Abraham Adam, This statement was filed with the County Clerk of San Mateo County on 10/29/2024. Mark Church, County Clerk [Deputy], Deputy Original 11/8, 11/15, 11/22, 11/29/24 NPEN-386885# SAN FRANCISCO EXAMINER

FICTITIOUS BUSINESS NAME STATEMENT

File No. M-298638 The following person(s) is (are) doing business as: CENTER FOR RISING MINDS, 611 GATEWAY BLVD., SUITE 120 SOUTH SAN FRANCISCO, CA 94080, County of SAN MATEO NIROSHIKA DE SILVA, PSYD., A PSYCHOLOGICAL CORPORATION, 611

GATEWAY BLVD., SUITE 120 SOUTH SAN FRANCISCO, CALIFORNIA 94080

This business is conducted by CORPORATION, STATE OF INCORPORATION: CALIFORNIA The registrant(s) commenced to transact business under the fictitious business name or names listed above on N/A I declare that all information in this statement is true and correct. (A registrant who declares as true information which he or she knows to be false is guilty of a crime.) S/ NIROSHIKA DE SILVA, PSYD., CHIEF EXECUTIVE OFFICER

This statement was filed with the County Clerk of San Mateo County on SEP 30, 2024

Mark Church, County Clerk 11/8, 11/15, 11/22, 11/29/24 NPEN-3868661# EXAMINER - BOUTIQUE & VILLAGER

FICTITIOUS BUSINESS NAME STATEMENT

File No. M-298884 The following person(s) is (are) doing business as: 1. Cashflow Methods, 2. Bay Area Non-Profits, 3. San Diego Non-Profits, 635 Cambridge Ave, Menlo Park, CA 94025 County of SAN MATEO Mailing Address: 265 Cambridge Ave, Ste 60831, Palo Alto, CA 94306 John Meath, 265 Cambridge Ave, Ste 60831, Palo Alto, CA 94306

This business is conducted by an Individual The registrant(s) commenced to transact business under the fictitious business name or names listed above on 01/01/2024. I declare that all information in this statement is true and correct. (A registrant who declares as true information which he or she knows to be false is guilty of a crime.) S/ John Meath, This statement was filed with the County Clerk of San Mateo County on 10/23/2024. Mark Church, County Clerk [Deputy], Deputy Original 11/8, 11/15, 11/22, 11/29/24 NPEN-3868297# EXAMINER - BOUTIQUE & VILLAGER

FICTITIOUS BUSINESS NAME STATEMENT

File No. M-298939 The following person(s) is (are) doing business as: Abraham Adam Trading, 126 N ROLLINS RD, Millbrae, CA 94030 County of SAN MATEO Abraham Adam, 126 N ROLLINS RD, Millbrae, CA 94030 This business is conducted by an Individual The registrant(s) commenced to transact business under the fictitious business name or names listed above on N/A I declare that all information in this statement is true and correct. (A registrant who declares as true information which he or she knows to be false is guilty of a crime.) S/ BRIAN ELLIOTT, MANAGER This statement was filed with the County Clerk of San Mateo County on OCT 25, 2024

Mark Church, County Clerk 11/1, 11/8, 11/15, 11/22/24 NPEN-3867038# EXAMINER - BOUTIQUE & VILLAGER

FICTITIOUS BUSINESS NAME STATEMENT

File No. M-298942 The following person(s) is (are) doing business as: FRANKLIN FARMS AT CYPRESS RIDGE RANCH, 12670B SKYLINE BLVD WOODSIDE, CA 94062, County of SAN MATEO BARNARD EQUITIES, 12670B SKYLINE BLVD WOODSIDE, CA 94062 This business is conducted by CORPORATION, STATE OF INCORPORATION: CALIFORNIA The registrant(s) commenced to transact business under the fictitious business name or names listed above on N/A I declare that all information in this statement is true and correct. (A registrant who declares as true information which he or she knows to be false is guilty of a crime.) S/ BRENDA CARRASCO HARO This statement was filed with the County Clerk of San Mateo County on OCT 29, 2024

Mark Church, County Clerk 11/8, 11/15, 11/22, 11/29/24 NPEN-3864551# EXAMINER - BOUTIQUE & VILLAGER

FICTITIOUS BUSINESS NAME STATEMENT

File No. M-298831 The following person(s) is (are) doing business as: CHEGG SKILLS, 31 PENN PLAZA, 12TH FLOOR, 132 WEST 31ST ST., NEW YORK, NY 10001, County of NEW YORK THINKFUL, INC., 31 PENN PLAZA, 12TH FLOOR, 132 WEST 31ST ST., NEW YORK, NY 10001

This business is conducted by A CORPORATION STATE OF INCORPORATION: DELAWARE The registrant(s) commenced to transact business under the fictitious business name or names listed above on 03/04/2024

I declare that all information in this statement is true and correct. (A registrant who declares as true information which he or she knows to be false is guilty of a crime.) S/ WOODIE DIXON, JR. - PRESIDENT

This statement was filed with the County Clerk of San Mateo County on 10/21/2024 Mark Church, County Clerk 11/1, 11/8, 11/15, 11/22/24 NPEN-3867285# EXAMINER - BOUTIQUE & VILLAGER

FICTITIOUS BUSINESS NAME STATEMENT

File No. M-298902 The following person(s) is (are) doing business as: WORK FORWARD, 435 CLIPPER ST. SAN FRANCISCO, CA 94114, County of SAN FRANCISCO MCELLIOTT ADVISORS, LLC, 435 CLIPPER ST. SAN FRANCISCO, CA 94114

This business is conducted by LIMITED LIABILITY COMPANY, STATE OF ORGANIZATION: CALIFORNIA The registrant(s) commenced to transact business under the fictitious business name or names listed above on N/A I declare that all information in this statement is true and correct. (A registrant who declares as true information which he or she knows to be false is guilty of a crime.) S/ BRENDA CARRASCO HARO, 560 DOLORES AVE #B HALF MOON BAY, CA 94019 This business is conducted by INDIVIDUAL The registrant(s) commenced to transact business under the fictitious business name or names listed above on N/A I declare that all information in this statement is true and correct. (A registrant who declares as true information which he or she knows to be false is guilty of a crime.) S/ BRENDA CARRASCO HARO

This statement was filed with the County Clerk of San Mateo County on OCT 29, 2024

Mark Church, County Clerk 11/1, 11/8, 11/15, 11/22/24 NPEN-3867038# EXAMINER - BOUTIQUE & VILLAGER

FICTITIOUS BUSINESS NAME STATEMENT

File No. M-298840 The following person(s) is (are) doing business as: Consortium.team, 15 SALADA AVE PACIFICA CA 94044, County of SAN MATEO SONJAYA THOMAS TANDON, 15 SALADA AVE PACIFICA CA 94044 This business is conducted by Individual The registrant(s) commenced to transact business under

the fictitious business name or names listed above on 07/26/2024

I declare that all information in this statement is true and correct. (A registrant who declares as true information which he or she knows to be false is guilty of a crime.) S/ SONJAYA THOMAS TANDON, This statement was filed with the County Clerk of San Mateo County on Oct 21 2024 Mark Church, County Clerk 11/8, 11/15, 11/22, 11/29/24 NPEN-3857662# EXAMINER - BOUTIQUE & VILLAGER

FICTITIOUS BUSINESS NAME STATEMENT

File No. M-298943 The following person(s) is (are) doing business as: EL CHILANGO CATERING, 1720 W BAYSHORE RD APT 29 EAST PALO ALTO, CA 94303 This business is conducted by LIMITED LIABILITY COMPANY, STATE OF ORGANIZATION: CALIFORNIA The registrant(s) commenced to transact business under the fictitious business name or names listed above on N/A I declare that all information in this statement is true and correct. (A registrant who declares as true information which he or she knows to be false is guilty of a crime.) S/ IGNACIO VELEZ GARCIA, MEMBER

This statement was filed with the County Clerk of San Mateo County on OCT 29, 2024

Mark Church, County Clerk 11/8, 11/15, 11/22, 11/29/24 NPEN-3864916# EXAMINER - BOUTIQUE & VILLAGER

FICTITIOUS BUSINESS NAME STATEMENT

File No. M-298943 The following person(s) is (are) doing business as: EL CHILANGO CATERING, 1720 W BAYSHORE RD APT 29 EAST PALO ALTO, CA 94303

This business is conducted by LIMITED LIABILITY COMPANY, STATE OF ORGANIZATION: CALIFORNIA The registrant(s) commenced to transact business under the fictitious business name or names listed above on N/A I declare that all information in this statement is true and correct. (A registrant who declares as true information which he or she knows to be false is guilty of a crime.) S/ IGNACIO VELEZ GARCIA, MEMBER

This statement was filed with the County Clerk of San Mateo County on OCT 29, 2024

Mark Church, County Clerk 11/8, 11/15, 11/22, 11/29/24 NPEN-3864916# EXAMINER - BOUTIQUE & VILLAGER

FICTITIOUS BUSINESS NAME STATEMENT

File No. M-298940 The following person(s) is (are) doing business as: UN DIA A LA VEZ, 560 DOLORES AVE #B HALF MOON BAY, CA 94019, County of SAN MATEO BRENDA CARRASCO HARO, 560 DOLORES AVE #B HALF MOON BAY, CA 94019

This business is conducted by INDIVIDUAL The registrant(s) commenced to transact business under the fictitious business name or names listed above on N/A I declare that all information in this statement is true and correct. (A registrant who declares as true information which he or she knows to be false is guilty of a crime.) S/ BRENDA CARRASCO HARO

This statement was filed with the County Clerk of San Mateo County on OCT 29, 2024

Mark Church, County Clerk 11/8, 11/15, 11/22, 11/29/24 NPEN-3864551# EXAMINER - BOUTIQUE & VILLAGER

FICTITIOUS BUSINESS NAME STATEMENT

File No. M-298840 The following person(s) is (are) doing business as: Consortium.team, 15 SALADA AVE PACIFICA CA 94044, County of SAN MATEO SONJAYA THOMAS TANDON, 15 SALADA AVE PACIFICA CA 94044

This business is conducted by Individual The registrant(s) commenced to transact business under

the fictitious business name or names listed above on 07/26/2024

I declare that all information in this statement is true and correct. (A registrant who declares as true information which he or she knows to be false is guilty of a crime.) S/ SONJAYA THOMAS TANDON, This statement was filed with the County Clerk of San Mateo County on Oct 21 2024 Mark Church, County Clerk 11/8, 11/15, 11/22, 11/29/24 NPEN-3857662# EXAMINER - BOUTIQUE & VILLAGER

FICTITIOUS BUSINESS NAME STATEMENT

File No. M-298840 The following person(s) is (are) doing business as: Consortium.team, 15 SALADA AVE PACIFICA CA 94044, County of SAN MATEO SONJAYA THOMAS TANDON, 15 SALADA AVE PACIFICA CA 94044

This business is conducted by Individual The registrant(s) commenced to transact business under

the fictitious business name or names listed above on 07/26/2024

I declare that all information in this statement is true and correct. (A registrant who declares as true information which he or she knows to be false is guilty of a crime.) S/ SONJAYA THOMAS TANDON, This statement was filed with the County Clerk of San Mateo County on Oct 21 2024 Mark Church, County Clerk 11/8, 11/15, 11/22, 11/29/24 NPEN-3857662# EXAMINER - BOUTIQUE & VILLAGER

the fictitious business name or names listed above on 07/26/2024

I declare that all information in this statement is true and correct. (A registrant who declares as true information which he or she knows to be false is guilty of a crime.) S/ SONJAYA THOMAS TANDON, This statement was filed with the County Clerk of San Mateo County on Oct 21 2024 Mark Church, County Clerk 11/8, 11/15, 11/22, 11/29/24 NPEN-3857662# EXAMINER - BOUTIQUE & VILLAGER

FICTITIOUS BUSINESS NAME STATEMENT File No. M-298938 The following person(s) is (are) doing business as: BRIK, 40 Mariposa St, Brisbane, CA 94005 County of SAN MATEO Mailing Address: 40 Mariposa St, Brisbane, CA 94005 Roadley LLC, 40 Mariposa St, Brisbane, CA 94005

This business is conducted by a limited liability company The registrant(s) commenced to transact business under the fictitious business name or names listed above on N/A I declare that all information in this statement is true and correct. (A registrant who declares as true information which he or she knows to be false is guilty of a crime.) S/ NIKOLAS ROADLEY-BATTIN, PRESIDENT

This statement was filed with the County Clerk of San Mateo County on 10/29/2024. Mark Church, County Clerk [Deputy], Deputy Original 11/8, 11/15, 11/22, 11/29/24 NPEN-3855423# EXAMINER - BOUTIQUE & VILLAGER

FICTITIOUS BUSINESS NAME STATEMENT File No. M-298940 The following person(s) is (are) doing business as: UN DIA A LA VEZ, 560 DOLORES AVE #B HALF MOON BAY, CA 94019, County of SAN MATEO BRENDA CARRASCO HARO, 560 DOLORES AVE #B HALF MOON BAY, CA 94019

This business is conducted by INDIVIDUAL The registrant(s) commenced to transact business under the fictitious business name or names listed above on N/A I declare that all information in this statement is true and correct. (A registrant who declares as true information which he or she knows to be false is guilty of a crime.) S/ BRENDA CARRASCO HARO

This statement was filed with the County Clerk of San Mateo County on OCT 29, 2024

Mark Church, County Clerk 11/8, 11/15, 11/22, 11/29/24 NPEN-3864916# EXAMINER - BOUTIQUE & VILLAGER

GOVERNMENT

NOTICE OF PETITION TO ADMINISTER ESTATE OF CASEY CONNEMARA ALFRED-SAMPLE CASE NO. 24-PR-01446

To all heirs, beneficiaries, creditors, contingent creditors, and persons who may otherwise be interested in the will or estate, or both, of: CASEY CONNEMARA ALFRED-SAMPLE

A Petition for Probate has been filed by SAN MATEO COUNTY PUBLIC ADMINISTRATOR in the Superior Court of California, County of San Mateo.

The Petition for Probate requests that SAN MATEO COUNTY PUBLIC ADMINISTRATOR be appointed as personal representative to

# CALIFORNIA NEWSPAPER SERVICE BUREAU

## DAILY JOURNAL CORPORATION

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CCSF BD OF SUPERVISORS (OFFICIAL NOTICES)  
1 DR CARLTON B GOODLETT PL #244  
SAN FRANCISCO, CA 94102

EXM# 3873433

(john.carroll@sfgov.org -  
(415) 554-4445)  
EXM-3873433#

### COPY OF NOTICE

Notice Type: GPN GOVT PUBLIC NOTICE

Ad Description

JEC - LUT Hearing - December 2, 2024 - File No. 240931

To the right is a copy of the notice you sent to us for publication in the SAN FRANCISCO EXAMINER. Thank you for using our newspaper. Please read this notice carefully and call us with ny corrections. The Proof of Publication will be filed with the County Clerk, if required, and mailed to you after the last date below. Publication date(s) for this notice is (are):

11/22/2024

The charge(s) for this order is as follows. An invoice will be sent after the last date of publication. If you prepaid this order in full, you will not receive an invoice.

Publication	\$541.80
Set aside for CCSF Outreach Fund	\$60.20
Clearinghouse Service Charge	\$90.30
Total	\$692.30

**NOTICE OF PUBLIC HEARING BOARD OF SUPERVISORS OF THE CITY AND COUNTY OF SAN FRANCISCO LAND USE AND TRANSPORTATION COMMITTEE**  
**MONDAY DECEMBER 2, 2024 - 1:30 PM Legislative Chamber, Room 250, City Hall 1 Dr. Carlton B. Goodlett Place, San Francisco, CA 94102**

NOTICE IS HEREBY GIVEN THAT the Board of Supervisors of the City and County of San Francisco's Land Use and Transportation Committee will hold a public hearing to consider the following proposal and said public hearing will be held as follows, at which time all interested parties may attend and be heard: **File No. 240931**, Ordinance amending the Planning Code and Zoning Map to establish the 2301 Chestnut Street Special Sign District encompassing the real property consisting of Assessor's Parcel Block No. 0936, Lot No. 001, to allow two projecting signs at 2301 Chestnut Street, affirming the Planning Department's determination under the California Environmental Quality Act; making findings of consistency with the General Plan, and the eight priority policies of Planning Code, Section 101.1; and making findings of public necessity, convenience, and welfare under Planning Code, Section 302. In accordance with Administrative Code, Section 67.7-1, persons who are unable to attend the hearing on this matter may submit written comments. These comments will be added to the official public record in this matter and shall be brought to the attention of the Board of Supervisors. Written comments should be addressed to Angela Calvillo, Clerk of the Board, City Hall, 1 Dr. Carlton B. Goodlett Place, Room 244, San Francisco, CA 94102 or sent via email (bos@sfgov.org). Information relating to this matter is available with the Office of the Clerk of the Board or the Board of Supervisors' Legislative Research Center (<https://sfbos.org/legislative-research-center-lrc>). Agenda information relating to this matter will be available for public review on Wednesday, November 27, 2024. For any questions about this hearing, please contact the Assistant Clerk for the Land Use and Transportation Committee: John Carroll



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# Introduction Form

By a Member of the Board of Supervisors or Mayor

Time stamp  
or meeting date

I hereby submit the following item for introduction (select only one):

- 1. For reference to Committee. (An Ordinance, Resolution, Motion or Charter Amendment).
- 2. Request for next printed agenda Without Reference to Committee.
- 3. Request for hearing on a subject matter at Committee.
- 4. Request for letter beginning : "Supervisor  inquiries"
- 5. City Attorney Request.
- 6. Call File No.  from Committee.
- 7. Budget Analyst request (attached written motion).
- 8. Substitute Legislation File No.
- 9. Reactivate File No.
- 10. Topic submitted for Mayoral Appearance before the BOS on

Please check the appropriate boxes. The proposed legislation should be forwarded to the following:

- Small Business Commission
- Youth Commission
- Ethics Commission
- Planning Commission
- Building Inspection Commission

**Note: For the Imperative Agenda (a resolution not on the printed agenda), use the Imperative Form.**

Sponsor(s):

Subject:

The text is listed:

Signature of Sponsoring Supervisor: