



# SAN FRANCISCO PLANNING DEPARTMENT

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June 11, 2010

Kim Love McLendon  
Dollar Financial Group  
1436 East Lancaster Avenue, Suite 210  
Berwyn, PA 19312-1288

**RE: 281 Ellis Street  
Block: 0331 Lot: 014**

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

Reception:  
**415.558.6378**

Fax:  
**415.558.6409**

Planning  
Information:  
**415.558.6377**

Dear Ms. Love McLendon:

This letter is in response to your letter of April 30, 2010 regarding the use of a portion of business at 964A Market Street for purchasing gold from customers without sales to the public. The property is located within the RC-4, Residential Commercial Combined, High Density District and an 80-130-T Height and Bulk District.

Secondhand Dealers are considered a retail sales and service use under the San Francisco Planning Code. Planning Code Section 209(c) permits, "Retail business, personal service establishment or other commercial establishment, if permitted as a principally permitted use in the nearest Neighborhood Commercial District, which is located within or below the ground story of a building" as a principally permitted use. Section 209(d) allows such uses in a building above the ground story with Conditional Use authorization. The nearest Neighborhood Commercial District to the subject property at 281 Ellis is a NC-3 (Moderate Scale Neighborhood Commercial) District. Planning Code Section 712.40 principally permits Retail Sales and Services in the NC-3 District. Your proposed use, gold purchasing from customers, is permitted under Section 209(c) of the Planning Code provided the use is located within or below the ground story of a building. Under Section 209(d) of the Planning Code your use would be permitted above the ground story of a building with Conditional Use authorization by the Planning Commission.

If you believe this determination represents an error in interpretation of the Planning Code or abuse in discretion by the Zoning Administrator, an appeal may be filed with the Board of Appeals within 15 days of the date of this letter. For information regarding the appeals process, please contact the Board of Appeals located at 1650 Mission Street, Room 304, San Francisco, or call (415) 575-6880.

Sincerely

A handwritten signature in black ink, appearing to read "Scott Sanchez".

Scott Sanchez  
Acting Zoning Administrator

cc: Rick Crawford, Planner  
G:\DOCUMENTS\NE Cases\NE Determ\281 Ellis Street lod.doc



April 20, 2010

City of San Francisco Planning Department  
1650 Mission Street  
Suite 400  
Los Angeles, CA

Attention: Larry Badiner

Re: Letter of Determination

Dear Mr. Badiner:

Please be advised that Monetary Management of California, Inc. d/b/a Money Mart ("Money Mart") is a wholly owned subsidiary of Dollar Financial Group, Inc. Money Mart currently conducts check cashing at the locations listed below, and is looking to add a use at these locations that the state refers to as "Secondhand Dealer". Money Mart will only buy gold from customers. No merchandise will be sold to the public. This is not a pawn. After gold is held for the period required by the state statutes, the gold will be sold to a smelting company. Enclosed is a money order in the amount of \$549.50 to cover the cost of providing us with a Letter of Determination as to this added use.

The addresses where we will need this determination are as follows:

~~0342/007 964 A. Market Street, San Francisco, CA 94102 - NE~~

~~1399 Haight Street, San Francisco, CA 94117~~

0331/014 281 Ellis Street, San Francisco, CA 94102 - NE

Upon receipt of this letter, please contact me at (610) 640-5923 or via email at [Kim.Love@dfg.com](mailto:Kim.Love@dfg.com) to confirm whether or not this use is allowed at the above addresses.

Thank you for your attention to this matter.

Sincerely,

Kim Love McLendon, Paralegal to  
Roy W. Hibberd, Secretary/SVP/General Counsel

- Daylesford Plaza
- 1436 Lancaster Avenue, Suite 210
- Berwyn, PA 19312
- 610-296-3400
- 610-296-7844 Fax

RICK

ID # 8994 NE M LUELLEN  
MO # 14-136276477 \$500.-  
# 14-136276479 \$49/\$98

RECEIVED

APR 30 2010

CITY & COUNTY OF S.F.  
PLANNING DEPARTMENT  
RECEPTION DESK