



NOTICE OF PUBLIC HEARING

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 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: Tuesday, November 25, 2014

Time: 3:00 p.m.

Location: City Hall, 1 Dr. Carlton B. Goodlett Place, Legislative Chamber, Room 250, San Francisco, CA 94102

Subject: File No. 141139. Hearing of persons interested in or objecting to the decision of Public Works dated October 24, 2014, approving a Tentative Map for a 75 Residential Unit and One Commercial Unit Mixed-use New-Construction Condominiums Project located at 480 Potrero Avenue, Assessor's Block No. 3973, Lot No. 002C. (District 10) (Appellant: Jason Mulvaney) (Filed November 3, 2014).

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A handwritten signature in black ink, appearing to read "Angela Calvillo".

Angela Calvillo
Clerk of the Board

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BUSINESS The Chronicle with Bloomberg

Hybrid coverage on the way for drivers

Insurance from page D1

ting a quick match to a ride request.

"If there's confusion about who's responsible, it would complicate every fender-bender," Shultz said. "We're trying to avoid that by ensuring drivers can buy an endorsement that covers multiple services, and isn't just exclusive with Uber, Lyft or Sidecar."

The ride services already have plenty of potential for insurance disputes because coverage toggles on and off during the various segments of the trip. A notorious example occurred New Year's Eve when an UberX driver hit and killed a young girl in San Francisco — reportedly when he was logged in

but hadn't received a ride request, meaning Uber can theoretically sidestep insurance responsibility. Her family is suing Uber over the case. A fatal Lyft accident outside Sacramento this month occurred during the paid ride, and Lyft said its insurance will cover the incident.

Commercial policies for livery/taxis/limos can cost \$3,000 to \$10,000 a year, Shultz said, many times more than personal coverage. New coverage would probably add an endorsement — a contract amendment — to existing personal policies, saying that ride-service activity is covered. But what it would cost and how insurers would distinguish between someone who



Terray Sylvester / The Chronicle

Drivers for services including Uber, whose black cars are identified by a window logo, should soon be able to buy insurance that will cover the time they are waiting for passengers.

drives for hire full time versus a few hours a week remain unclear.

Some insurers already have verified mileage programs, in which they put a device in the policyholder's car or get data from Carfax or Jiffy Lube to track mileage, Shultz

said.

The five insurers interested in tackling the issue are a mix of household names and small enterprises. "Three of them have TV commercials; two I've never heard of," Shultz said. One well-known compa-

ny is MetLife Auto & Home, which in May announced that it is working on coverage for Lyft drivers.

AB2293, by Assemblywoman Susan Bonilla, D-Concord, requires Period 1 coverage of \$50,000 for injury to one

person, \$100,000 for multiple persons, and \$30,000 for property damage.

Carolyn Said is a San Francisco Chronicle staff writer. E-mail: csaid@sfgate.com Twitter: @csaid

New Reddit CEO filed trailblazing sexism suit

Reddit from page D1

Pao is a former venture capitalist who in 2012 sued the investment firm Kleiner Perkins Caufield & Byers, alleging sexual harassment and gender discrimination in a case set to go to trial next year. Before she sued, sexism in the tech industry was rarely a topic of public conversation — her lawsuit was in some ways a vanguard for discussion of the topic.

Reddit faced recent

criticism for its response to leaked celebrity nude photos that surfaced on the site in September — Wong initially refused to ban a section of the site on which users posted and discussed the images, arguing that "every man is responsible for his own soul."

There was also some backlash to Wong's public argument on Reddit with a former employee of the company. In the exchange, he wrote that the employee was "incompe-

tent" and described the reasons for his dismissal in extensive detail.

Pao is expected to eventually become permanent CEO.

"Ellen is incredibly talented," said Altman. "She was the obvious choice. I think she and Alexis will be great partners."

Kristen V. Brown is a San Francisco Chronicle staff writer. E-mail: kbrown@sfgate.com Twitter: @kristenvbrown



Jason Henry / New York Times

Ellen Pao (center), who has been Reddit's business and partnerships strategist, has been appointed interim CEO at the popular San Francisco website.

Microsoft is 2nd, behind Apple

Value from page D1

that's heavily reliant on the declining personal computer market. But compared with other longtime tech stalwarts, such as IBM, Hewlett-Packard and Oracle, "Microsoft has done the

best job of trying to skate where the puck is going," Ives said.

Apple is the world's most valuable company, with a market capitalization of more than \$668 billion. That's more than the \$616 billion that Microsoft was worth when

it was No. 1 in December 1999. Microsoft shares fell sharply the next year.

But the Redmond, Wash., company has earned greater cachet on Wall Street over the last 18 months. Its stock has risen nearly 70 percent since April 2013, when

activist investment firm ValueAct Capital announced it had taken a \$2 billion stake in the company and would scrutinize its strategy. Within a few months, longtime CEO Steve Ballmer announced plans to retire. The move was described as unrelated.

Since then, Nadella has announced initiatives to

expand in cloud computing, which promises to be more lucrative than the traditional model of selling software that is installed on clients' computers. Microsoft has also promised a redesign of its flagship Windows operating system, and has released versions of other popular software for smartphones and

tablets, including devices made by competitor Apple.

Microsoft shares have outperformed the tech-heavy Nasdaq Composite Index, which gained about 45 percent in the same 18-month period. The stock hit \$50.04 on Friday, its highest point since early 2000, before slipping to close at \$49.58.

LEGAL NOTICES legalnotice.org/pl/sfgate

PUBLIC NOTICES CITY	PUBLIC NOTICES CITY	FICTITIOUS BUSINESS NAMES	FICTITIOUS BUSINESS NAMES	FICTITIOUS BUSINESS NAMES	FICTITIOUS BUSINESS NAMES
<p>NOTICE OF PUBLIC HEARING BOARD OF SUPERVISORS OF THE CITY AND COUNTY OF SAN FRANCISCO</p> <p>NOTICE IS HEREBY GIVEN THAT the Board of Supervisors of the City and County of San Francisco 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: Tuesday, November 25, 2014 Time: 3:00 p.m. Location: City Hall, 1 Dr. Carlton B. Goodlett Place, Legislative Chamber, Room 250, San Francisco, CA 94102</p> <p>Subject: File No. 141139. Hearing of persons interested in or objecting to the decision of Public Works dated October 24, 2014, approving a Tentative Map for a 75 Residential Unit and One Commercial Unit Mixed-use New-Construction Condominiums Project located at 480 Potrero Avenue, Assessor's Block No. 3973, Lot No. 002C (District 10) (Appellant: Jason Mulvaney) (Filed November 3, 2014).</p> <p>In accordance with Administrative Code, Section 67.7-1, persons who are unable to attend the hearing on this matter may submit written comments to the City prior to the time the hearing begins. These comments will be made part of the official public record in this matter, and shall be brought to the attention of the members of the Board. Written comments should be addressed to Angela Calvillo, Clerk of the Board, City Hall, 1 Dr. Carlton Goodlett Place, Room 244, San Francisco, CA 94102.</p> <p>Information relating to this matter is available in the Office of the Clerk of the Board. Agenda information relating to this matter will be available for public review on Friday, November 21, 2014.</p>	<p>NOTICE OF SPECIAL MEETING SAN FRANCISCO BOARD OF SUPERVISORS BUDGET AND FINANCE COMMITTEE MONDAY, NOVEMBER 17, 2014 - 12:00 PM CITY HALL, LEGISLATIVE CHAMBER ROOM 250 1 DR. CARLTON B. GOODLETT PLACE SAN FRANCISCO, CA 94102</p> <p>The agenda packet and legislative files are available at www.sfgov.org in Room 244 at the address listed above or by calling 415-554-5184</p>	<p>FICTITIOUS BUSINESS NAME STATEMENT FILE NO. A-0360930-00</p> <p>The following person is doing business as: Addition Lingerie SF, 1824 Union Street, San Francisco, CA 94123.</p> <p>Full name of registrant #1: Lescentu-lottes Inc. CA, 2200 Polk Street, San Francisco, CA 94109.</p> <p>This business is conducted by a Corporation.</p> <p>The registrant commenced to transact business under the above-listed fictitious business name on October 17, 2014.</p> <p>This statement was filed with the County Clerk of San Francisco on Oct 17, 2014.</p> <p>Published on: Oct. 25, Nov. 7, 14, 21, 2014.</p>	<p>FICTITIOUS BUSINESS NAME STATEMENT FILE NO. A-0361462-00</p> <p>The following person is doing business as: Alta Motors, 1398 Bryant St, Ste B, San Francisco, CA 94103. Full name of registrant #1: Faster Faster Inc. (CA), 1398 Bryant St, Ste B, San Francisco, CA 94103. This business is conducted by a corporation.</p> <p>The registrant commenced to transact business under the above-listed fictitious business name on 10/16/2014.</p> <p>This statement was filed with the County Clerk of San Francisco on: November 10, 2014.</p> <p>Nov. 15, 22, 29, Dec. 6, 2014</p>	<p>FICTITIOUS BUSINESS NAME STATEMENT FILE NO. A-0361504-00</p> <p>The following person is doing business as: Rimma Realty, 75 Broadway, Ste #202, San Francisco, CA 94111. Full name of registrant #1: Rimma Realty (CA), 86 Broadway, Ste. 202, San Francisco, CA 94111. This business is conducted by a corporation.</p> <p>The registrant commenced to transact business under the above-listed fictitious business name on: N/A.</p> <p>This statement was filed with the County Clerk of San Francisco on: November 12, 2014.</p> <p>Nov. 15, 22, 29, Dec. 6, 2014</p>	<p>FICTITIOUS BUSINESS NAME STATEMENT FILE NO. A-0361502-00</p> <p>The following person is doing business as: Hazel Hues, 510 Stockton Street, Apt. 17, San Francisco, CA 94108. Full name of registrant #1: Anuja Divakaran, 510 Stockton, CA 94108. This business is conducted by an individual.</p> <p>The registrant commenced to transact business under the above-listed fictitious business name on: N/A.</p> <p>This statement was filed with the County Clerk of San Francisco on: November 12, 2014.</p> <p>Nov. 15, 22, 29, Dec. 6, 2014</p>
<p>NOTICE OF REGULAR MEETING SF BOARD OF SUPERVISORS LAND USE AND ECONOMIC DEVELOPMENT COMMITTEE NOVEMBER 17, 2014 - 1:30 PM CITY HALL, COMMITTEE RM. 263 1 DR. CARLTON B. GOODLETT PL. SF, CA 94102</p> <p>The agenda packet and legislative files are available at www.sfbos.org in Rm 244 at the address listed above, or by calling (415) 554-5184.</p>	<p>FICTITIOUS BUSINESS NAME STATEMENT FILE NO. A-0361503-00</p> <p>The following person is doing business as: Techspringa Enterprises, 900 Ashbury St, Apt. C, San Francisco, CA 94117. Full name of registrant #1: Read Whittier, 900 Ashbury St, Apt. C, San Francisco, CA 94117. This business is conducted by an individual.</p> <p>The registrant commenced to transact business under the above-listed fictitious business name on 10/16/2014.</p> <p>This statement was filed with the County Clerk of San Francisco on: October 16, 2014.</p> <p>Nov. 15, 22, 29, Dec. 6, 2014</p>	<p>FICTITIOUS BUSINESS NAME STATEMENT FILE NO. A-0361383-00</p> <p>The following person is doing business as: Diane Fu, Diana Fu, FuBarbell, 2129 24th St., San Francisco, CA 94107, San Francisco County. Full name of registrant: FuBarbell CA, 2129 24th St., San Francisco, CA 94107.</p> <p>This business is conducted by a Corporation.</p> <p>The registrant commenced to transact business under the above-listed fictitious business name on 7/1/2014.</p> <p>This statement was filed with the County Clerk of San Francisco on Nov 03, 2014.</p> <p>Publication dates: November 7, 14, 21, 28, 2014</p>	<p>FICTITIOUS BUSINESS NAME STATEMENT FILE NO. A-0361383-00</p> <p>The following person is doing business as: United General Insurance Agency, 3150 California Street #4A, San Francisco, CA 94115, San Francisco County. Full name of registrant: Rita Carolyn Gilbert, 3150 California Street #4A, San Francisco, CA 94115.</p> <p>This business is conducted by an individual.</p> <p>The registrant commenced to transact business under the above-listed fictitious business name on: February 1, 2011.</p> <p>This statement was filed with the County Clerk of San Francisco on Nov 08, 2014.</p> <p>Publication dates: November 8, 15, 22, 29, 2014</p>	<p>FICTITIOUS BUSINESS NAME STATEMENT FILE NO. A-0361204-00</p> <p>The following person is doing business as: Elsa Alterations Cosmetic Accessories 50 Persia Ave SF CA 94112. Full name of registrant #1: Elsa Henriquez Lopez 21 Persia Ave. SF CA 94112. This business is conducted by an individual.</p> <p>The registrant commenced to transact business under the above-listed fictitious business name on 10/28/14</p> <p>This statement was filed with the County Clerk of San Francisco on Oct. 28, 2014</p> <p>Published on: Nov. 1, 8, 15, 22, 2014..</p>	<p>FICTITIOUS BUSINESS NAME STATEMENT FILE NO. A-036123700</p> <p>The following person is doing business as: I SF SOUVENIR, 1142 Grant Avenue, San Francisco, CA 94108. Full name of registrant #1: J CAMERA EXPRESS (CA), 535 Grant Avenue, San Francisco, CA 94108. This business is conducted by a corporation.</p> <p>The registrant commenced to transact business under the above-listed fictitious business name on 10/10/2014.</p> <p>This statement was filed with the County Clerk of San Francisco on: October 29, 2014.</p> <p>Nov. 1, 8, 15, 22, 2014</p>

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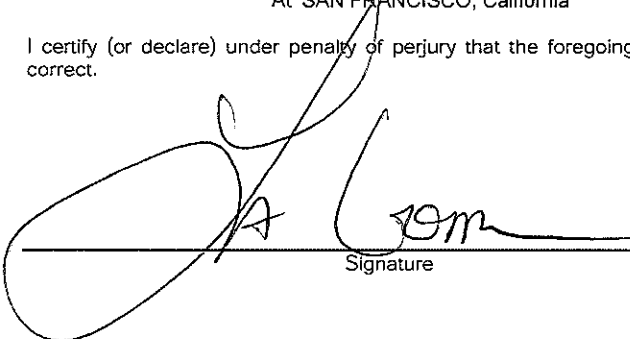
JEC - 141139 - Ten Map Appeal Hearing Notice 480 Potrero Avenue

I am a citizen of the United States and a resident of the State of California; I am over the age of eighteen years, and not a party to or interested in the above entitled matter. I am the principal clerk of the printer and publisher of the SAN FRANCISCO CHRONICLE, a newspaper published in the English language in the city of SAN FRANCISCO, and adjudged a newspaper of general circulation as defined by the laws of the State of California by the Superior Court of the County of SAN FRANCISCO, State of California, under date of 11/13/1951, Case No.411596. That the notice, of which the annexed is a printed copy, has been published in each regular and entire issue of said newspaper and not in any supplement thereof on the following dates, to-wit:

11/15/2014

Executed on: 11/17/2014
At SAN FRANCISCO, California

I certify (or declare) under penalty of perjury that the foregoing is true and correct.



Signature

CNS#: 2688447

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