



SAN FRANCISCO PLANNING DEPARTMENT

Executive Summary Conditional Use HEARING DATE: JULY 28, 2011

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

Reception:
415.558.6378

Fax:
415.558.6409

Planning
Information:
415.558.6377

Date: July 21, 2011
Case No.: **2010.0623C**
Project Address: **2675 GEARY BOULEVARD**
Zoning: NC-3 (Moderate-Scale Neighborhood Commercial) District
40-X/80-D Height and Bulk Districts
Block/Lot: 1094/001
Project Sponsor: Target Corporation ("Target")
c/o Daniel Frattin
Reuben & Junius
1 Bush Street, Suite 600
San Francisco, CA 94104
Staff Contact: Mary Woods – (415) 558-6315
mary.woods@sfgov.org
Recommendation: **Approval with Conditions**

PROJECT DESCRIPTION

The project sponsor proposes to convert vacant retail space (formerly "The Good Guys" and "Mervyns") in the City Center shopping mall to a general merchandise retail store (d.b.a. "Target") offering clothing, personal accessories, household goods, including home furnishings, electronics and groceries, which is a "formula retail use" as defined in Planning Code Section 703.3. The proposed project, occupying the former Mervyns and Good Guys stores, will consist of approximately 106,000 square feet of retail space, with a potential to add an additional 14,000 square feet if vacant space becomes available within the shopping center, for a project total of approximately 120,000 square feet. The proposal involves interior remodeling work as well as exterior improvements including signage, which would require the creation of a Special Sign District. (The Planning Code text amendment for the "City Center Special Sign District" under Case No. 2011.0656T will be heard concurrently with the Conditional Use request.) The existing City Center shopping center has approximately 601 off-street parking spaces and five loading spaces; no additional parking or loading spaces are required or proposed. Pedestrian entrances to the project are accessible from Geary Boulevard, Masonic Avenue and O'Farrell Street while vehicular accesses are provided on Masonic Avenue and O'Farrell Street.

Section 312 -neighborhood notification was conducted in conjunction with the Conditional Use authorization process.

SITE DESCRIPTION AND PRESENT USE

The project is located at the southeast corner of Geary Boulevard and Masonic Avenue, in Assessor's Block 1094, Lot 001. The property is located within an NC-3 (Moderate-Scale Neighborhood Commercial) District and 40-X/80-D Height and Bulk Districts. The property is developed as a three-story shopping center (the City Center) that occupies an entire block, bounded by Geary Boulevard to the north, Masonic Avenue to the west, O'Farrell Street to the south, and Lyon Street to the east. The main shopping center structure fronts on the northern half of the lot facing Geary Boulevard while terraced surface parking lots cover the southern half of the lot facing O'Farrell Street.

The shopping center was built in 1951 and was used as a Sears Roebuck Company Department Store until the early 1990's. After Sears vacated, the retail space was subdivided and reoccupied by several large retailers, including Mervyns, Toys R Us, the Good Guys, and Office Depot. The Good Guys vacated its space on the second level of the shopping center in 2005, and Mervyns vacated its first and second levels in December of 2008. Toys R Us has also vacated its space which is currently occupied by Best Buy. Both retail spaces previously occupied by Mervyns and the Good Guys are still vacant.

SURROUNDING PROPERTIES AND NEIGHBORHOOD

The project site is situated towards the eastern end of the NC-3 District along the three-mile Geary Boulevard commercial corridor that stretches from the Western Addition to the Outer Richmond, through four neighborhoods. This corridor is bounded by Divisadero Street to the east and 28th Avenue to the west. The MUNI line "38-Geary" runs in front of the project site linking the Richmond area to Downtown and the Financial District. Other transit lines are also nearby and are within walking distance of the Site. Except for the commercial and institutional uses (i.e., Laurel Heights Shopping Center, Kaiser Permanente Medical Center, and University of San Francisco) located on the main streets, the project site is surrounded by predominantly residential dwellings and residentially zoned districts. The Divisadero Street commercial corridor is two blocks east of the project site. Buildings facing the subject block range from two to four stories tall with several taller buildings interspersed. Commercial uses on the subject and facing blocks include office supplies, electronic devices, restaurants, bars, dental offices, hair salons, and other professional offices.

ENVIRONMENTAL REVIEW

The Department determined that the project is not subject to the California Environmental Quality Act ("CEQA") as a nonphysical activity that will not result in a direct or reasonably foreseeable indirect physical change in the environment per CEQA Guidelines Section 15060(c)(2).

HEARING NOTIFICATION

| TYPE | REQUIRED PERIOD | REQUIRED NOTICE DATE | ACTUAL NOTICE DATE | ACTUAL PERIOD |
|--------------------|------------------------|-----------------------------|---------------------------|----------------------|
| Classified News Ad | 20 days | July 6, 2011 | July 6, 2011 | 22 days |
| Posted Notice | 20 days | July 8, 2011 | July 8, 2011 | 20 days |
| Mailed Notice | 20 days | July 8, 2011 | June 30, 2011 | 28 days |

PUBLIC COMMENT

- The project sponsor held community meetings on July 7, 2010 and July 21, 2010 regarding the proposed project. The Department is not aware of any opposition to this project.

ISSUES AND OTHER CONSIDERATIONS

- The project is subject to the requirements of the First Source Hiring Program (Chapter 83 of the Administrative Code) for commercial establishments in excess of 25,000 square feet. The project sponsor will comply with the requirements of this Program.
- The General Plan encourages the provision and retention of neighborhood-serving businesses that provide goods and services in the City's neighborhood commercial districts in order to enhance a diverse economic base.
- The proposal is a Formula Retail use with a use size up to 120,000 square feet requiring Conditional Use authorization and Section 312 -neighborhood notification, which was conducted in conjunction with the Conditional Use authorization process.

REQUIRED COMMISSION ACTION

In order for the project to proceed, the Commission must grant a Conditional Use authorization to allow a formula retail use (d.b.a. Target) and a use size up to 120,000 square feet in an NC-3 (Moderate-Scale Neighborhood Commercial) District.

BASIS FOR RECOMMENDATION

The Department believes that this project is necessary and/or desirable for the following reasons:


- The project site has provided continuous formula retail commercial activities for 60 years, and the proposed project would not be expected to impact existing traffic patterns since the project proposes to replace one formula retail use with another.
- The project site is well-served by public transit lines. Metered and non-metered parking spaces are provided on the streets. The existing City Center shopping mall also has approximately 596 off-street parking spaces and five loading spaces.
- The project will preserve and enhance the cultural and economic viability of the neighborhood commercial district.

| |
|--|
| RECOMMENDATION: Approval with Conditions |
|--|

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"/> Parcel Map | Drawings: <u>Proposed Project</u> |
| <input checked="" type="checkbox"/> Height & Bulk Map | <input checked="" type="checkbox"/> Check for legibility |
| <input checked="" type="checkbox"/> Sanborn Map | <input checked="" type="checkbox"/> Existing Site Photos |
| <input checked="" type="checkbox"/> Aerial Photo | <input checked="" type="checkbox"/> Geary Boulevard Formula Retails Map |
| <input checked="" type="checkbox"/> Zoning District Map | <input type="checkbox"/> |
| <input type="checkbox"/> Existing Site Photo | |
| <input type="checkbox"/> Proposed Site Photos | |

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



Planner's Initials

mw/g:\documents\cu\2675 Geary - Target Exe Sum



SAN FRANCISCO PLANNING DEPARTMENT

Subject to: (Select only if applicable)

- | | |
|--|---|
| <input type="checkbox"/> Inclusionary Housing (Sec. 315) | <input checked="" type="checkbox"/> First Source Hiring (Admin. Code) |
| <input type="checkbox"/> Jobs Housing Linkage Program (Sec. 313) | <input type="checkbox"/> Child Care Requirement (Sec. 314) |
| <input type="checkbox"/> Downtown Park Fee (Sec. 139) | <input type="checkbox"/> Other |

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

Reception:
415.558.6378

Fax:
415.558.6409

Planning
Information:
415.558.6377

Planning Commission Draft Motion

HEARING DATE: JULY 28, 2011

Date: July 21, 2011
Case No.: **2010.0623C**
Project Address: **2675 GEARY BOULEVARD**
Zoning: NC-3 (Moderate-Scale Neighborhood Commercial) District
40-X/80-D Height and Bulk Districts
Block/Lot: 1094/001
Project Sponsor: Target Corporation ("Target")
c/o Daniel Frattin
Reuben & Junius
1 Bush Street, Suite 600
San Francisco, CA 94104
Staff Contact: Mary Woods – (415) 558-6315
mary.woods@sfgov.org

ADOPTING FINDINGS RELATING TO THE APPROVAL OF A CONDITIONAL USE AUTHORIZATION PURSUANT TO SECTIONS 121.2, 121.6, 303(C), 303(I), 703.4 AND 712.21 OF THE PLANNING CODE TO ALLOW A "FORMULA RETAIL USE" (D.B.A. TARGET) AND A USE SIZE UP TO 120,000 SQUARE FEET, IN AN NC-3 (MODERATE-SCALE NEIGHBORHOOD COMMERCIAL) DISTRICT AND 40-X/80-D HEIGHT AND BULK DISTRICTS.

PREAMBLE

On July 27, 2010, Target (hereinafter "Project Sponsor") filed an application with the Planning Department (hereinafter "Department") for Conditional Use authorization under Planning Code Sections 121.2, 121.6, 303(c), 303(i), 703.4 and 712.21 to allow a Formula Retail Use (d.b.a. Target) and a use size up to 120,000 square feet, in an NC-3 (Moderate-Scale Neighborhood Commercial) District, and 40-X/80-D Height and Bulk Districts.

On July 28, 2011, the San Francisco Planning Commission (hereinafter "Commission") conducted a duly noticed public hearing at a regularly scheduled meeting on Conditional Use Application No. 2010.0623C.

The Department determined that the Project is not subject to the California Environmental Quality Act ("CEQA") as a nonphysical activity that will not result in a direct or reasonably foreseeable indirect physical change in the environment per CEQA Guidelines Section 15060(c)(2).

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 Project Sponsor, Department staff, and other interested parties.

MOVED, that the Commission hereby authorizes the Conditional Use requested in Application No. 2010.0623C, 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 at the southeast corner of Geary Boulevard and Masonic Avenue, in Assessor's Block 1094, Lot 001. The property is located within an NC-3 (Moderate-Scale Neighborhood Commercial) District and 40-X/80-D Height and Bulk Districts. The property is developed as a three-story shopping center (the City Center) that occupies an entire block, bounded by Geary Boulevard to the north, Masonic Avenue to the west, O'Farrell Street to the south, and Lyon Street to the east. The main shopping center structure fronts on the northern half of the lot facing Geary Boulevard while terraced surface parking lots cover the southern half of the lot facing O'Farrell Street.

The shopping center was built in 1951 and was used as a Sears Roebuck Company Department Store until the early 1990's. After Sears vacated, the retail space was subdivided and reoccupied by several large retailers, including Mervyns, Toys R Us, the Good Guys, and Office Depot. The Good Guys vacated its space on the second level of the shopping center in 2005, and Mervyns vacated its first and second levels in December of 2008. Toys R Us has also vacated its space which is currently occupied by Best Buy. Both retail spaces previously occupied by Mervyns and the Good Guys are still vacant.

3. **Surrounding Properties and Neighborhood.** The Project Site is situated towards the eastern end of the NC-3 District along the three-mile Geary Boulevard commercial corridor that stretches from the Western Addition to the Outer Richmond, through four neighborhoods. This corridor is bounded by Divisadero Street to the east and 28th Avenue to the west. The MUNI line "38-Geary" runs in front of the Project Site linking the Richmond area to Downtown and the Financial District. Other transit lines are also nearby and are within walking distance of the Site. Except for the commercial and institutional uses (i.e., Laurel Heights Shopping Center, Kaiser Permanente Medical Center, and University of San Francisco) located on the main streets, the Project Site is surrounded by predominantly residential dwellings and residentially zoned districts. The

Divisadero Street commercial corridor is two blocks east of the Project Site. Buildings facing the subject block range from two to four stories tall with several taller buildings interspersed. Commercial uses on the subject and facing blocks include office supplies, electronic devices, restaurants, bars, dental offices, hair salons, and other professional offices.

4. **Project Description.** The proposed Project is to convert vacant retail space (formerly "The Good Guys" and "Mervyns") in the City Center shopping mall to a general merchandise retail store (d.b.a. "Target") offering clothing, personal accessories, household goods, including home furnishings, electronics and groceries, which is a "formula retail use" as defined in Planning Code Section 703.3. The proposed Project, occupying the former Mervyns and Good Guys stores, will consist of approximately 106,000 square feet of retail space, with a potential to add an additional 14,000 square feet if vacant space becomes available within the shopping center, for a project total of approximately 120,000 square feet. The proposal involves interior remodeling work as well as exterior improvements including signage, which would require the creation of a Special Sign District. (The Planning Code text and Zoning Map amendments for the "City Center Special Sign District" under Case No. 2011.0656TZ will be heard concurrently with the Conditional Use request.) The existing City Center shopping center has approximately 601 off-street parking spaces and five loading spaces; no additional parking or loading spaces are required or proposed. Pedestrian entrances and vehicular access to the Project are provided on Geary Boulevard, Masonic Avenue and O'Farrell Street while vehicular accesses are provided on Masonic Avenue and O'Farrell Street.

Section 312 -neighborhood notification was conducted in conjunction with the Conditional Use authorization process.

5. **Public Comment.** As of July 21, 2010, the Department has not received any correspondence with regard to the proposed Project. The Project Sponsor and Owner of the shopping center held community meetings on July 21, 2010 and July 14, 2011 regarding the proposed Project. In addition, the Project Sponsor and Owner engaged with interested members of the community and attended neighborhood meetings including the Masonic Streetscape Design Workshops, a presentation to the Anza Vista Neighborhood Association, and meetings with representatives of the Booker T. Washington Community Center and the Jewish Vocational Services.
6. **First Source Hiring Program.** The Project is subject to the requirements of the First Source Hiring Program (Chapter 83 of the Administrative Code) for commercial establishments in excess of 25,000 square feet. The Project Sponsor will comply with the requirements of this Program. Prior to the issuance of any Building Permit or a First Addendum to a Site Permit, the Project Sponsor will have an approved and signed First Source Hiring Memorandum of Understanding (MOU) from the First Source Hiring Administrator, which will be evidenced in writing. This MOU will include Exhibit A, Construction First Source Hiring Agreement, and Exhibit B, End-Use First Source Hiring Agreement.
7. **Planning Code Compliance:** The Commission finds that the Project is consistent with the relevant provisions of the Planning Code in the following manner:

- A. **Large-Scale Retail Use Size.** Planning Code Sections 121.2, 121.6 and 712.21 state that a Conditional Use authorization is required for non-residential use size exceeding 6,000 square feet and a single retail use in excess of 50,000 gross square feet in any zoning district other than the C-3 zoning districts.

The Project Sponsor intends to occupy existing vacant retail space, formerly occupied by Mervyns and the Good Guys on the first and second levels of the shopping center, approximately 106,000 square feet, with a potential to add an additional 14,000 square feet if vacant space becomes available within the shopping center, for a Project total of approximately 120,000 square feet.

- B. **Formula Retail Use.** Planning Code Section 703.4 states that a Conditional Use authorization is required for a formula retail use, as defined by Planning Code Section 703.3, in any of the City's Neighborhood Commercial Districts.

Target is a formula retail use as defined in Planning Code Section 703.3. The Project Sponsor intends to occupy existing vacant retail space, formerly occupied by Mervyns and the Good Guys on the first and second levels of the shopping center.

- C. **General Merchandise Retail Store.** Planning Code Section 712.40 allows general retail stores offering general groceries, clothing, personal accessories, household goods including home furnishings and electronics under "Other Retail Sales and Services" as defined by Planning Code Section 790.102 in NC-3 Districts.

The proposed Project will occupy existing vacant retail space on the first and second level of an existing shopping center. Previous tenants included the Mervyns store offering clothing, personal accessories and household goods, and the Good Guys store offering various electronic products.

- D. **Parking.** Planning Section 151 of the Planning Code requires one off-street parking for every 500 square feet of occupied floor area up to 20,000 where the occupied floor area exceeds 5,000 square feet, plus one for each 250 square feet of occupied floor area in excess of 20,000. Section 152 requires three off-street freight loading spaces plus one for each additional 80,000 square feet for retail stores over 100,000 square feet of structure or use. Section 155.4(e) requires 12 bicycle spaces for commercial buildings with major renovations where the gross square footage of the floor area exceeds 100,000 square feet.

The proposed Project contains approximately 120,000 gross floor area. Based on an occupied floor area of approximately 93,000 square feet, 331 off-street parking spaces would be required. The existing shopping center currently has 601 parking spaces that are shared by all tenants of the shopping center.

The Project would be required to have three off-street freight loading spaces. The existing shopping center has five freight loading spaces; however, two of which are designated for the proposed Project.

The Project would be required to provide 12 bicycle parking spaces. The existing Site contains 28 bicycle parking spaces. The Project proposes to add 14 additional bicycle parking spaces, for a total of

42 spaces at the Site. Adequate signs or notices of the availability of bicycle parking will also be provided at the Project Site.

- E. **Street Frontage in Neighborhood Commercial Districts.** Section 145.1 of the Planning Code requires that NC Districts containing specific uses, including retail stores, have at least ½ the total width of the new or altered structure at the commercial street frontage devoted to entrances to commercially used space, windows or display space at the pedestrian eye-level. Such windows shall use clear, un-tinted glass, except for decorative or architectural accent. Any decorative railings or decorated grille work, other than wire mesh, which is placed in front or behind such windows, shall be at least 75 percent open to perpendicular view and no more than six feet in height above grade.

The proposed Project will occupy the first and second levels of the existing shopping center structure. The existing building is nonconforming with respect to this Code section and the Project does not trigger application of the requirement; however, the Project is proposing to increase the amount of transparency/glazing on the ground level from 34 percent to 46 percent on Masonic Avenue and from 19 percent to 25 percent on Geary Boulevard by adding new glazing and new window displays.

- F. **Signage.** Any proposed signage will be subject to the review and approval of the Planning Department and must comply with Article 6 of the Planning Code. If the "City Center Special Sign District" were to be adopted by the Board of Supervisors, then the provisions in the Special Sign District shall be effective.

8. **Planning Code Section 303(c)** 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 Project will establish a large-scale general merchandise formula retail store in a location that has been occupied by other large formula retails, such as the original tenant in 1951, the Sears Roebuck Company, Mervyns and the Good Guys that vacated the Site in 2008 and 2005 respectively.

The Project will occupy retail spaces that were vacated by Mervyns and the Good Guys. The Project will employ an average of 200 to 250 people. Most employees will work part-time with approximately 10 to 30 full-time staff. The Project is necessary and desirable because it will continue to ensure the economic viability of a long-standing local shopping mall in the heart of the City.

The proposed Project will occupy approximately 106,000 square feet of retail space, with a potential to add an additional 14,000 square feet if vacant space becomes available within the shopping center, for a project total of approximately 120,000 square feet. The proposal involves interior remodeling work as well as exterior improvements including signage, which would require the creation of a Special Sign

District. The proposal would maintain the existing building and envelope and height. The existing shopping center has approximately 601 surface parking spaces and five loading spaces; no additional parking or loading spaces are proposed. However, the bicycle parking spaces will increase from 28 to 42 spaces.

(1) In Neighborhood Commercial Districts, if the proposed use is to be located at a location in which the square footage exceeds the limitations found in Planning Code Section 121.2(a) or 121.2(b), the following shall be considered:

(i) The intensity of activity in the district is not such that allowing the larger use will be likely to foreclose the location of other needed neighborhood-serving uses in the area; and

The proposed Project is consistent with the large formula retail use sizes that have characterized the shopping center since it was established in 1951. Its original tenant was the Sears Roebuck Company, later followed by Mervyns and the Good Guys that vacated the premises in 2008 and 2005 respectively. The proposed Project will continue to provide a variety of comparison and specialty goods and services to the immediate neighborhood and beyond.

(ii) The proposed use will serve the neighborhood, in whole or in significant part, and the nature of the use requires a larger size in order to function; and

The Project Site has been occupied by large formula retail uses since it was built in 1951. The original tenant, Sears Roebuck Company occupied the entire shopping center, containing over 202,000 square feet for decades before it was subdivided and occupied by other retail uses. Mervyns occupied approximately 92,000 square feet before it vacated the premises in December, 2008 and the Good Guys (approximately 13,600 square feet in area) vacated in 2005. The proposed Project will occupy up to 120,000 square feet, offering a wide range of retail goods, including but not limited to, clothing, beauty products, household goods, groceries, furniture and electronics. According to the Project Sponsor, the proposed size is smaller than most other Target stores, which are typically at least 140,000 square feet.

(iii) The building in which the use is to be located is designed in discrete elements which respect the scale of development in the district; and

The existing shopping center is a large, commercial development of over 200,000 square feet of retail space built in 1951. The Project Site is bounded by Geary Boulevard to the north, O'Farrell Street to the south, and Lyon Street and Masonic Avenue to the east and west respectively. The Project fronts the public right-of-way along Geary Boulevard and Masonic Avenue, and is situated close to the property line, presenting a massive and largely unarticulated façade standing 55 feet tall by 400 feet long. At the back of the Project are a series of tiered surface parking lots and small shops accessed from O'Farrell

Street. The existing building has not been upgraded and has a high percentage of vacant space, according to the Project Sponsor.

In the renovation of the shopping center, a variety of contemporary colors and building materials are proposed to be introduced to minimize the mass of the building, modernize the appearance of the building, improve the building's appeal, and provide additional interest at the pedestrian level.

The building will be repainted with a color scheme that accentuates the modern lines of the mid-century architecture. Blade sign elements (contingent upon the adoption by the Board of Supervisors of the creation of a "City Center Special Sign District") appropriate to the mid-century character of the building will be added to establish rhythm, movement and identity to the facades facing Geary Boulevard and Masonic Avenue. A key feature of the façade renovation will be new screen elements intended to provide an iconic element of warmth, color and texture.

In addition, the proposed Project will increase the amount of street-front display windows along Masonic Avenue, while maintaining and adding display cases along the Geary Boulevard frontage to create visual interest at the pedestrian level.

- 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 shopping center structure will remain the same. The Project proposes to occupy existing retail spaces vacated by Mervyns and the Good Guys containing approximately 106,000 square feet, with a potential to add an additional 14,000 square feet if vacant space becomes available within the shopping center, for a project total of approximately 120,000 square feet. The proposed work will not affect the building envelope, other than possibly adding approximately 500 square feet to make an existing loading dock more usable and enclose an exterior exit stair.

- 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 Project Site is well-served by public transit, and existing on-site parking and loading spaces. Several MUNI transit lines run directly in front or near the Site. Transit lines serving the Site area include the 38-Geary, 33-Masonic, 1-California, 2-Clement, 4-Sutter and 31-Balboa. In addition, the shopping mall maintains a terraced surface parking lot with 601 parking spaces and

five freight loading spaces; two of which are designated for the proposed Project. Bicycle parking spaces will be increased from 28 to 42 spaces.

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

No noxious or offensive emissions will be associated with the Project.

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

Deliveries of merchandise to the Project Site will occur at the designated loading docks near the eastern end of the building, and therefore, will not interfere with pedestrian or vehicular traffic circulation. The freight trucks will be equipped with silent devices associated with maneuvering, such as backing and turning. All existing shopping center features, such as screening, open spaces, parking, service areas, and lighting will remain.

With regard to landscaping, it is an important element in softening the existing environment. The overall design will include rehabilitating grade level planters and plantings along Geary Boulevard, utilizing vines and graphics at existing retaining walls, improving site amenities such as benches and bicycle parking, and replacing landscaping in existing planters with new drought-tolerant plants that will complement the unique architecture of the building. Moreover, Project identity, tenant and way finding signage (contingent upon the adoption by the Board of Supervisors of the creation of a City Center Special Sign District) will be located throughout the Site.

- 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 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 NC-3 (Moderate-Scale Neighborhood Commercial) District in that the intended use is to occupy existing vacant retail spaces located on the first and second floors of the shopping center. The larger use size is required to provide the desired range of goods and is appropriate given the historic use of the shopping center and its location on major transit and traffic streets. It will continue to provide a compatible range of goods and services for the immediately surrounding neighborhoods and the city at large.

- 9. **Planning Code Sections 303(i) 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.

There are many formula retail uses within the NC-3 District along the Geary Boulevard commercial corridor. Within a half-mile radius of the Project Site, there are close to three dozen formula retail uses (see attached Local Formula Retail Businesses survey map). Formula retail uses currently located in the existing shopping center include Best Buy, Curves, Office Depot, Payless Shoe Source, Sally Beauty Supply, and Subway restaurant.

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

The existing shopping center has housed similar general merchandise formula retail stores offering clothing and home furnishing in the past, specifically the Sears Roebuck Company. The proposed Project will occupy retail spaces that previously housed Meroyins and the Good Guys. In the vicinity of the subject property, it would appear that most other similar retail uses are also formula retail businesses themselves. Several blocks away, at the Laurel Heights shopping center on California and Laurel Streets, there are a few small-scale formula retail clothing stores, such as Chicco and Gap. With regard to home furnishings stores, there are several located along Geary Boulevard, including Mancini's Sleep World, Sleep Train, Pier One Imports, and Lamps Plus. Trader Joe's, a general grocery store, is located diagonally across the street at Masonic Avenue and Geary Boulevard.

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

The height and bulk of the existing building will remain the same. The Project primarily involves interior remodeling work with exterior cosmetic improvements, while maintaining the existing building envelope and height. The proposed work will not affect the architectural or aesthetic character of the District.

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

The existing commercial spaces proposed to be occupied by Target have been vacant for several years. There are a number of vacant storefronts in the nearby NC-3 District, as well as vacant spaces within the existing shopping center. The establishment of the proposed Project will increase the City's workforce by approximately 200 to 250 full- and part-time employees. The revitalization and reuse of the Project Site by Target will generate pedestrian traffic that will benefit businesses located at the Project Site and surrounding areas.

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

The Project Site is located on Geary Boulevard, along a three-mile long commercial corridor that stretches from the Western Addition to the Outer Richmond neighborhood. The corridor is comprised of a mix of neighborhood-serving and Citywide-serving retail uses. Commercial uses include beauty shops, print shops, pet stores, coffee shops, restaurants, bars, dry cleaners, liquor stores, office supply stores, post offices, dental offices, and other professional offices. It is surrounded by residential dwellings and residentially-zoned districts in adjacent blocks.

10. **Planning Code Sections 121.6, 303(j) and 712.21** require Conditional Use authorization for the establishment of a large-scale retail use in Neighborhood Commercial Districts. The Planning Commission shall consider the following criteria set forth in **Section 303(j)** in addition to the criteria set forth in Sections 303(c) and (d) above, the Commission shall consider the following:

- A. The extent to which the retail use's parking is planned in a manner that creates or maintains active street frontage patterns;

The proposed Project will occupy a portion of the existing first and second levels of the shopping center and will maintain the parking configuration that has been in place since the shopping center was built in 1951. Existing surface parking lots are located at the back of the shopping center, along the eastern and southern perimeter of the Project Site, allowing active entrances and display windows to be focused on the Geary Boulevard and Masonic Avenue frontages. The existing parking layout will be maintained. Building entrances will also be focused on Geary Boulevard and Masonic Avenue in order to provide the greatest volume of pedestrian traffic, and entries in close proximity to bus stops for the 38-Geary, 43-Masonic, 2-Clement lines. As part of the Project, landscaping will be added at the edges of the parking lots and in planters on Geary Boulevard. This will soften the appearance of both the building and parking lots and improve the pedestrian experience on surrounding sidewalks.

- B. The extent to which the retail use is a component of a mixed-use project or is designed in a manner that encourages mixed-use building opportunities;

The existing shopping center was built originally as a single-tenant department store for the Sears Roebuck Company in 1951. It has been in commercial use ever since, though it now has multiple tenants. The proposed Project will be the shopping center's primary tenant, occupying up to 120,000 square feet or a maximum of 60 percent of its area. However, more than 80,000 square feet in the shopping center will remain available for occupancy by other retail tenants.

- C. This shift in traffic patterns that may result from drawing traffic to the location of the proposed use; and

The Project does not represent a new use since the space proposed for occupancy by Target has been occupied by similar formula retail operations for the last 60 years. As such, the proposed Project is not expected to "shift" traffic patterns, but to return them to the prevailing norm. The property owner is working with San Francisco Municipal Transportation Authority (MTA) to provide funding for a protected left-turn signal from southbound Masonic Avenue to eastbound O'Farrell Street, which provides access to the surface parking lots in the back of the building. This, along with improved

signage at each parking lot, will improve traffic circulation to the Project Site. The Project Sponsor is also working with the MTA to install a new traffic signal at Masonic Avenue and Ewing Terrace.

- D. The impact that the employees at the proposed use will have on the demand in the City for housing, public transit, childcare, and other social services.

The proposed Project will employ 200 to 250 persons at the Site. Most of these jobs will be part-time, entry-level positions. Target will conduct employment fairs in consultation with the First Source Hiring Administration and other organizations seeking to match local residents with job opportunities. Target expects that roughly 85 percent of its employees will be City residents, and the remainder will be residents of other Bay Area cities. As such, the Project will not appreciably increase demand for housing in the City or region, nor will it increase demand for social services, including childcare. Although a substantial portion of Target's employees are expected to commute on public transit, many arrivals and departures will be during off-peak commute hours.

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

NEIGHBORHOOD COMMERCE

Objectives and Policies

OBJECTIVE 1:

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

Policy 1.1:

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

Policy 1.3:

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

The proposed Project 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 and continue a formula retail store offering clothing, home furnishings and electronic products in a shopping center that has housed such uses since the 1950s.

OBJECTIVE 6: MAINTAIN AND STRENGTHEN VIABLE NEIGHBORHOOD COMMERCIAL AREAS EASILY ACCESSIBLE TO CITY RESIDENTS.

Policy 6.1:

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

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

12. **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 proposed Project seeks to re-use existing retail space that has historically been occupied by retail and home furnishings stores that served a neighborhood and citywide clientele. The Project will occupy a retail space that has been vacant for several years. The Project will employ 200 to 250 full- and part-time people as well as 225 construction jobs during the construction period. Target intends to hire locally by conducting a series of hiring fairs in the local community, four to six months prior to the store opening.

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

The proposed Project is a retail store; therefore, the existing housing units in the surrounding neighborhood would not be 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 Project Site is well-served by public transit and existing on-site parking and loading spaces. Several MUNI transit lines run directly in front or near the Site. Transit lines serving the Site area include the 38-Geary, 33-Masonic, 1-California, 2-Clement, 4-Sutter and 31-Balboa. In addition, the shopping mall maintains a terraced surface parking lot for 601 parking spaces and five freight loading spaces; two of which are designated for the proposed Project. Bicycle parking spaces will be increased from 28 to 42 spaces.

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

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

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

The Project will conform to the structural and seismic requirements of the City Building Code.

- G. That landmarks and historic buildings be preserved.

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

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

The proposed Project will maintain the existing building's envelope and height, and will not affect existing parks and open spaces.

13. 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.
14. 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 Project Sponsor, 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. 2010.0623C** subject to the following conditions attached hereto as "EXHIBIT A" in general conformance with plans filed with the Application, dated July 28, 2011 and labeled "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. _____. 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 28, 2011.

Linda D. Avery
Commission Secretary

AYES:

NAYS:

ABSENT:

ADOPTED: July 28, 2011

Exhibit A

Conditions of Approval

AUTHORIZATION

This authorization is for a Conditional Use Authorization to allow a Formula Retail Use (d.b.a. Target) and a use size up to 120,000 square feet located at 2675 Geary Boulevard, Assessor's Block 1094, Lot 001, pursuant to Planning Code Sections 121.2, 121.6, 303(c), 303(i), 703.4 and 712.21, in an NC-3 (Moderate-Scale Neighborhood Commercial) District, and 40-X/80-D Height and Bulk Districts; in general conformance with plans dated July 28, 2011 and labeled "EXHIBIT B" included in the docket for Case No. 2010.0623C and subject to conditions of approval reviewed and approved by the Commission on July 28, 2011 under Motion No. _____. 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 Application 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 28, 2011 under Motion No. _____.

PRINTING OF CONDITIONS OF APPROVAL ON PLANS

The conditions of approval under the "Exhibit A" of this Planning Commission Motion No. _____ 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. The 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 (3) years from the effective date of the Motion. A Building Permit Application 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.

2. **Extension.** This authorization may be extended at the discretion of the Zoning Administrator only where failure to issue a permit by the Department of Building Inspection to perform said tenant improvements is caused by a delay by a local, State or Federal agency or by any appeal of the issuance of such permit(s).

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

DESIGN

3. **Final Materials.** The Project Sponsor shall continue to work with Planning Department on the building design. Final materials, glazing, color, texture, landscaping, and detailing shall be subject to Planning Department staff review and approval. The Building/Site Permit Application and/or the Architectural Addenda shall be reviewed and approved by the Planning Department prior to issuance.

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

4. **Signage Program.** Any proposed signage shall be subject to the review and approval of the Planning Department and must comply with Article 6 of the Planning Code. However, if the creation of a "City Center Special Sign District" is adopted by the Board of Supervisors, then the provisions of that Special Sign District shall be effective. All subsequent sign permits shall conform to the approved signage program. The signage program/plan information shall be submitted and approved as part of the Site Permit for the Project.

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

5. **Rooftop Mechanical Equipment.** Pursuant to Planning Code 141, the Project Sponsor shall submit a roof plan to the Planning Department prior to Planning approval of the Building Permit application. Rooftop mechanical equipment, if any is proposed as part of the Project, is required to be screened so as not to be visible from any point at or below the roof level of the subject building.

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

6. **Lighting Plan.** The Project Sponsor shall submit an exterior lighting plan to the Planning Department prior to Planning Department's approval of the Building/Site Permit Application.

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

PARKING AND TRAFFIC

7. **Bicycle Parking.** Pursuant to Planning Code Sections 155.1 and 155.4, the Project shall provide no less than 42 Class 1 or Class 2 bicycle parking spaces. Adequate signs or notices of the availability of bicycle parking shall also be provided at the Project Site.

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

8. **Managing Traffic During Construction.** The Project Sponsor and construction contractor(s) shall coordinate with the Traffic Engineering and Transit Divisions of the San Francisco Municipal Transportation Agency (SFMTA), the Police Department, the Fire Department, the Planning Department, and other construction contractor(s) for any concurrent nearby Projects to manage traffic congestion and pedestrian circulation impacts during construction of the Project.

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

PROVISIONS

9. **First Source Hiring.** The Project shall adhere to the requirements of the First Source Hiring Construction and End-Use Employment Program approved by the First Source Hiring Administrator, pursuant to Section 83.4(m) of the Administrative Code. The Project Sponsor shall comply with the requirements of this Program regarding construction work and on-going employment required for the Project.

For information about compliance, contact the First Source Hiring Manager at 415-581-2335, www.business.services@sfgov.org

MONITORING - AFTER ENTITLEMENT

10. **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

11. **Revocation due to Violation of Conditions.** Should implementation of this Project result in complaints from interested property owners, residents, or commercial lessees which are not resolved by the Project Sponsor and found to be in violation of the Planning Code and/or the specific conditions of approval for the Project as set forth in Exhibit A of this Motion, the Zoning Administrator shall refer such complaints to the Commission, after which it may hold a public hearing on the matter to consider revocation of this authorization.
For information about compliance, contact Code Enforcement, Planning Department at 415-575-6863, www.sf-planning.org.

OPERATION

12. **Garbage, Recycling, and Composting Receptacles.** Garbage, recycling, and compost containers shall be kept within trash enclosures on the premises and hidden from public view, and placed outside only when being serviced by the disposal company. Trash shall be contained and disposed of pursuant to garbage and recycling receptacles guidelines set forth by the Department of Public Works.
For information about compliance, contact Bureau of Street Use and Mapping, Department of Public Works at 415-554-5810, <http://sfdpw.org/>.
13. **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/>
14. **Noise Control.** The premises shall be adequately soundproofed or insulated for noise and operated so that incidental noise shall not be audible beyond the premises or in other sections of the building and fixed-source equipment noise shall not exceed the decibel levels specified in the San Francisco Noise Control Ordinance.
*For information about compliance with the fixed mechanical objects such as rooftop air conditioning, restaurant ventilation systems, and motors and compressors with acceptable noise levels, contact the Environmental Health Section, Department of Public Health at (415) 252-3800, www.sfdph.org.
For information about compliance with the construction noise, contact the Department of Building Inspection, 415-558-6570, www.sfdbi.org.
For information about compliance with the amplified sound including music and television contact the Police Department at 415-553-1012 or 415-5530123, www.sf-police.org*
15. **Odor Control.** While it is inevitable that some low level of odor may be detectible to nearby residents and passersby, appropriate odor control equipment shall be installed and maintained to prevent any significant noxious or offensive odors from escaping the premises. The Building

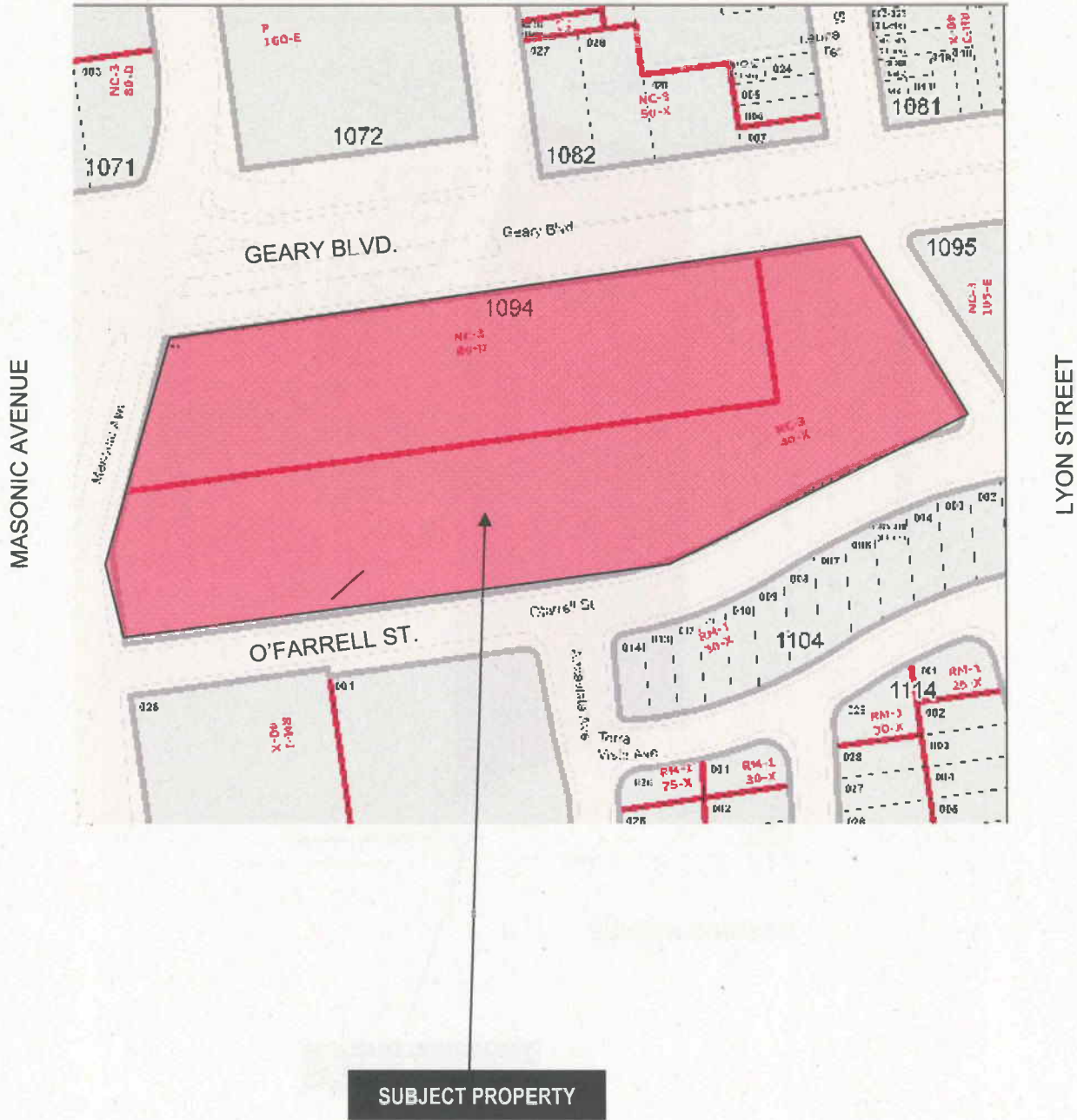
Permit Application to implement the Project shall include air cleaning or odor control equipment details and manufacturer specifications on the plans.

For information about compliance with odor or other chemical air pollutants emission standards and air quality regulations 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.

16. **Community Liaison.** Prior to issuance of a Building Permit to construct the Project and implement the approved use, the Project Sponsor shall appoint a community liaison officer to deal with the issues of concern to owners and occupants of nearby properties. The Project Sponsor shall provide the Zoning Administrator with written notice of the name, business address, and telephone number of the community liaison. Should the contact information change, the Zoning Administrator shall be made aware of such change. The community liaison shall report to the Zoning Administrator what issues, if any, are of concern to the community and what issues have not been resolved by the Project Sponsor.

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

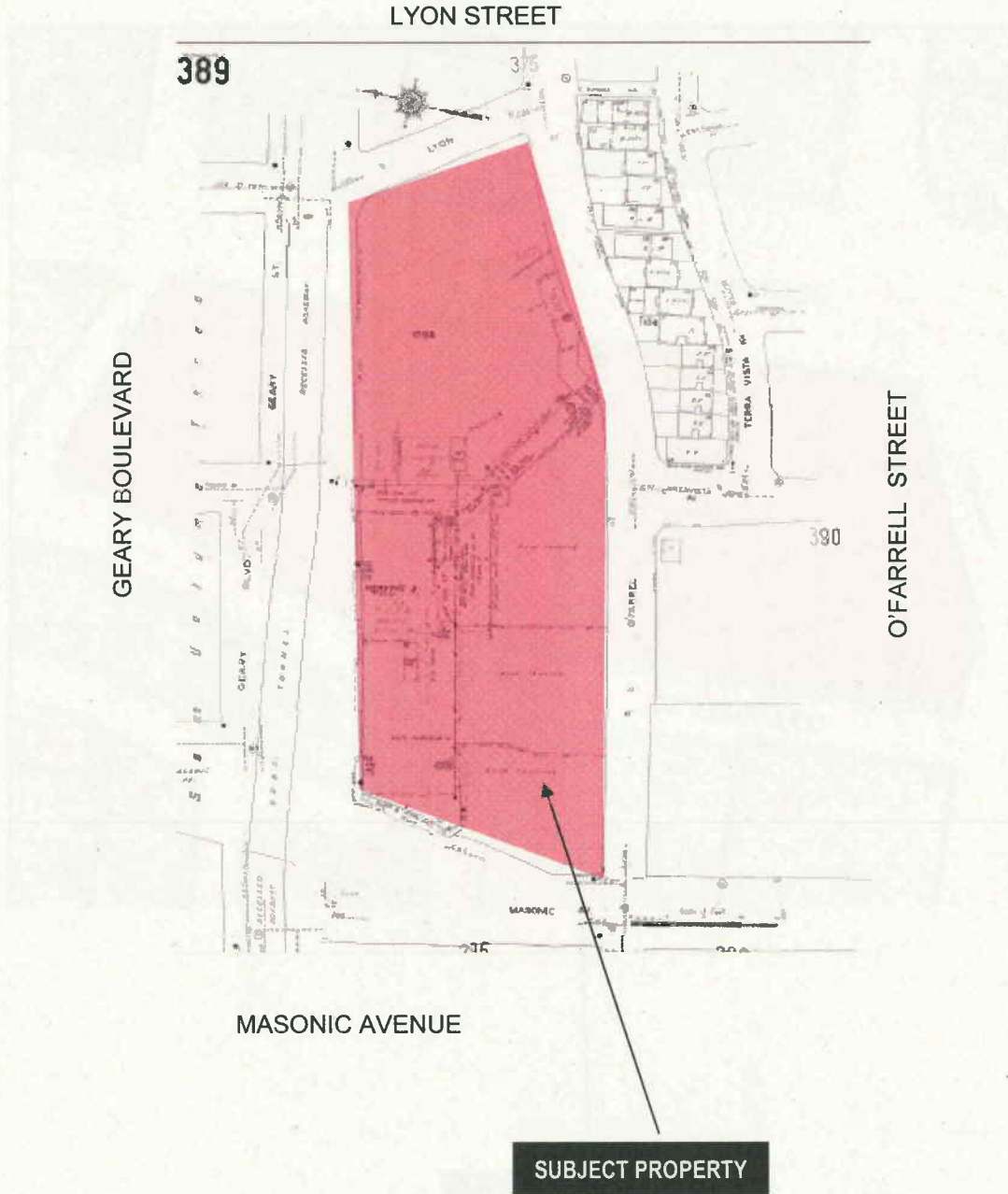
Zoning / Parcel Map



Conditional Use Hearing
Case Number 2010.0623C
2675 Geary Boulevard

Sanborn Map*

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

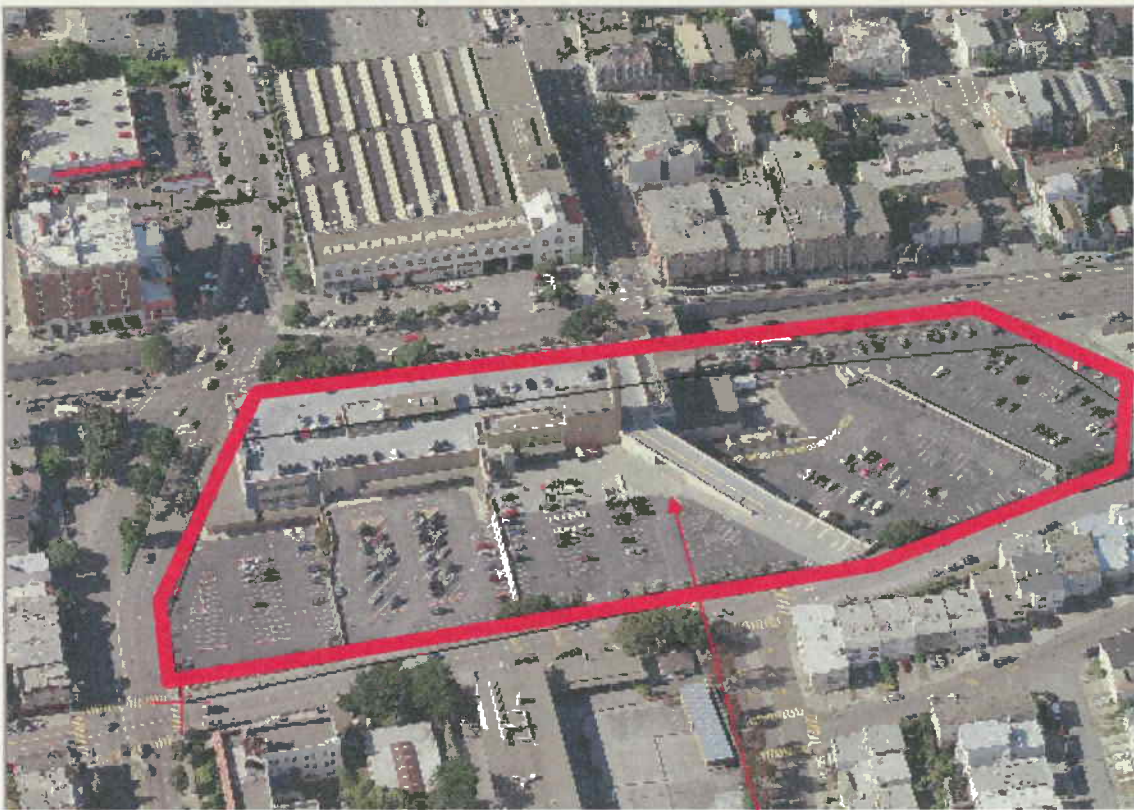


Conditional Use Hearing
Case Number 2010.0623C
2675 Geary Boulevard

Aerial Photo

GEARY BOULEVARD

MASONIC AVENUE



LYON STREET

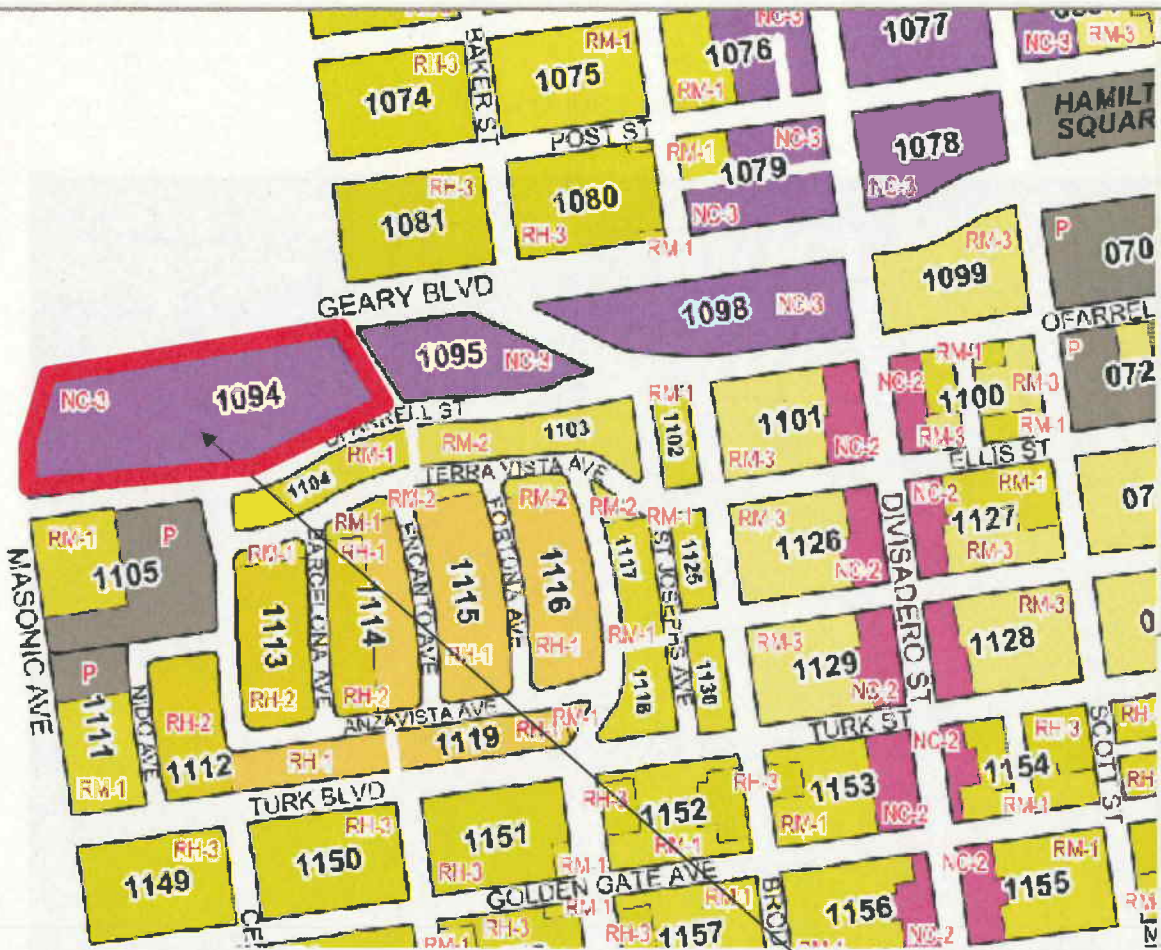
O'FARRELL STREET

SUBJECT PROPERTY



Conditional Use Hearing
Case Number 2010.0623C
2675 Geary Boulevard

Zoning Map



ZONING USE DISTRICTS

RESIDENTIAL HOUSE DISTRICTS

RH-1(D) RH-1 RH-1(S) RH-2 RH-3

RESIDENTIAL MIXED (APARTMENTS & HOUSES) DISTRICTS

RM-1 RM-2 RM-3 RM-4

NEIGHBORHOOD COMMERCIAL DISTRICTS

NC-1 NC-2 NC-3 NCD NC-S

SOUTH OF MARKET MIXED USE DISTRICTS

SPD RED RSD SLR SLI SSO

COMMERCIAL DISTRICTS

C-2 C-3-S C-3-G C-3-R C-3-O C-3(OSD)

INDUSTRIAL DISTRICTS

C-M M-1 M-2

CHINATOWN MIXED USE DISTRICTS

CRNC CVR CCB

RESIDENTIAL-COMMERCIAL DISTRICTS

RC-3 RC-4

REDEVELOPMENT AGENCY DISTRICTS

MB-RA HP-RA

DOWNTOWN RESIDENTIAL DISTRICTS

RH DTR TB DTR

MISSION BAY DISTRICTS

MB-OS MB-O

PUBLIC DISTRICT

P

PROJECT SITE



Conditional Use Hearing
Case Number 2010.0623C
2675 Geary Boulevard



A photo of the original tenant, Sears Roebuck Department Store, circa 1950.

CITY CENTER

KLA Geary, LLC

2675 Geary Blvd.
San Francisco, CA 94118

Project Sponsor:
Target Corporation

For Planning Commission Hearing
on July 28, 2011

EXHIBIT B

Project Team

Project Sponsor

Target Corporation (“Target”)

Attn: Mr. John Dewes
1000 Nicollet Mall, TPN-12i
Minneapolis, MN 55403
Tel: (612) 761-1558
Fax: (612) 761-3728
Email: john.dewes@target.com

Property Owner

KLA Geary, LLC

Attn: Mr. Adam Miller
1401 Ocean Avenue, Suite 350
Santa Monica, CA 90401
Tel: (310) 496-4130
Fax: (310) 496-4131
Email: amiller@lubertadler.com

Project Contact

Reuben & Junius, LLP

Attn: Mr. James Reuben
One Bush Street, Suite 600
San Francisco, CA 94104
Phone: (415) 567-9000
Fax: (415) 399-9480
Email: jreuben@reubenlaw.com

Architect

Studio One Eleven

Attn: Brad Williams
111 West Ocean Blvd., 21st Floor
Long Beach, CA 90802
Phone: (562) 901-1500
Email: bwilliams@studio-111.com

Table of Contents

| | |
|--|----|
| Existing & Proposed Square Footage / Parking Summary | 2 |
| Project Site & Design Goals | 3 |
| Existing Site Plan | 4 |
| Proposed Site Plan | 5 |
| Existing Landscape Plan. | 6 |
| Proposed Landscape Plan | 7 |
| Existing Floor Plans & Tenants | 8 |
| Proposed Target Floor Plans | 12 |
| Existing Elevations. | 14 |
| Overall Proposed Site Elevations. | 15 |
| Enlarged Proposed Elevations | 17 |
| Project Perspectives | 24 |
| Materials and Colors. | 27 |

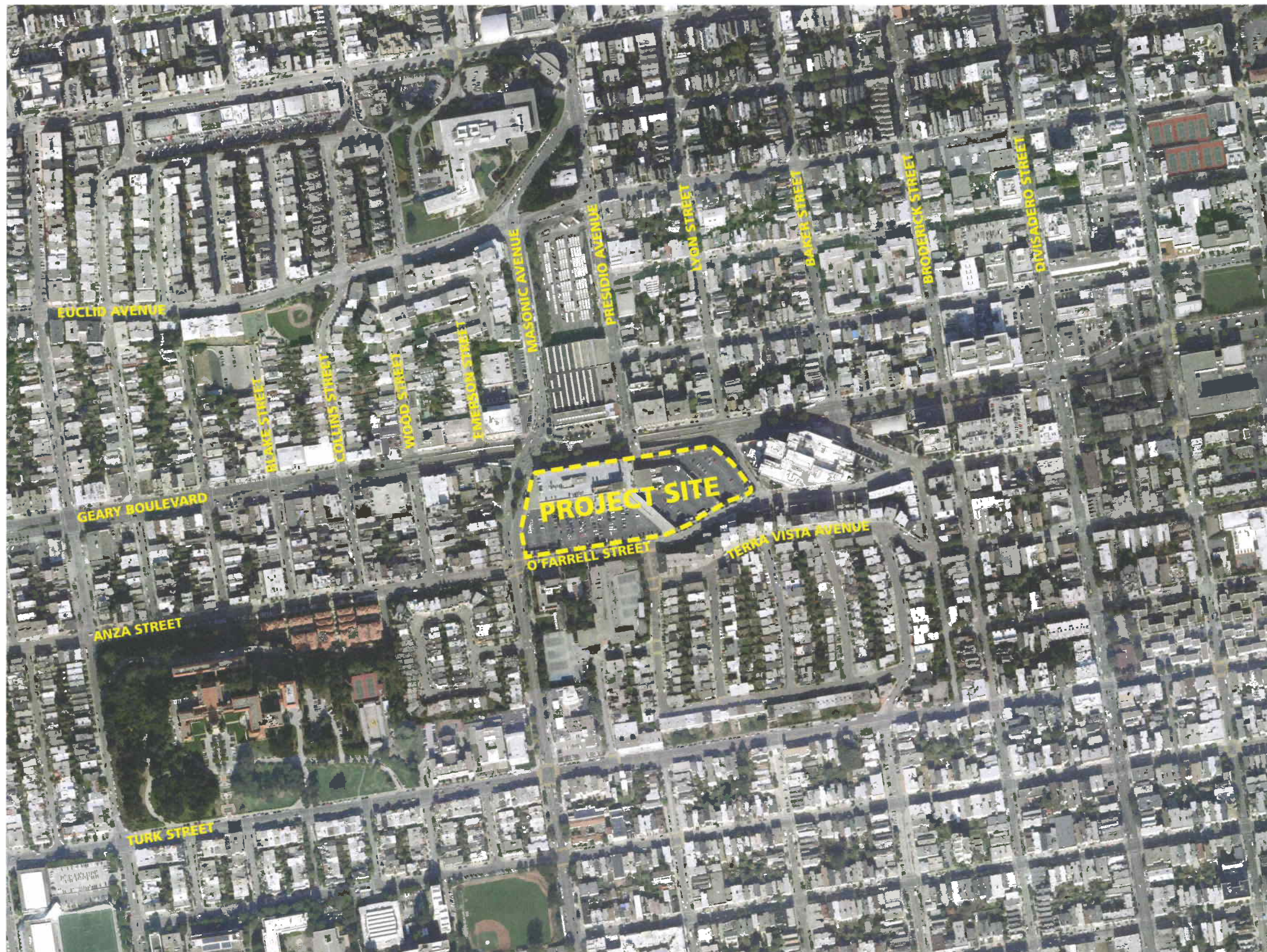
TENANT / SHOPPING CENTER SQUARE FOOTAGE

| | Existing SF | Target Occupancy | Potential Target Expansion |
|-----------------------|----------------|------------------|----------------------------|
| Proposed Target Space | 105,630 | 106,135 | 120,000 |
| Best Buy | 55,311 | 55,311 | 55,311 |
| Office Depot | 23,247 | 23,247 | 9,382 |
| Payless ShoeSource | 4,000 | 4,000 | 4,000 |
| Great Tan | 3,450 | 3,450 | 3,450 |
| City Dental | 3,000 | 3,000 | 3,000 |
| Best Buy Auto Install | 1,987 | 1,987 | 1,987 |
| Curves | 1,800 | 1,800 | 1,800 |
| Sally Beauty | 1,738 | 1,738 | 1,738 |
| Vacant | 1,274 | 1,274 | 1,274 |
| Subway | 1,092 | 1,092 | 1,092 |
| TOTAL | 202,529 | 203,034 | 203,034 |

AVAILABLE PARKING

| Lot | * Primary Accessible Tenants | Existing Parking | | Proposed Project Parking | |
|---------------|--|--------------------|---------------------|--------------------------|---------------------|
| | | Car Parking Spaces | Bike Parking Spaces | Car Parking Spaces | Bike Parking Spaces |
| Parking Lot A | Target | 72 | 7 | 72 | 7 |
| Parking Lot B | Target Payless ShoeSource Curves | 64 | 7 | 64 | 7 |
| Parking Lot C | Best Buy | 110 | 7 | 110 | 7 |
| Parking Lot D | Target Overflow City Dental | 115 | 0 | 115 | 7 |
| Parking Lot E | Target Great Tan Best Buy Auto Install Curves Sally Beauty Subway Vacant | 100 | 0 | 100 | 7 |
| Parking Lot F | Office Depot | 140 | 7 | 140 | 7 |
| TOTAL | | 601 | 28 | 601 | 42 |

* NOTE: All parking is non-exclusive and available for use by all tenants.



City Center Design Goals

The proposed Target-specific and general project improvements at City Center intend to achieve the following goals:

Activate the street edges to make the building pedestrian friendly and contribute to an active street life

1. Increase the amount of street-front display windows along Masonic Ave.
2. Maintain and add display cases along the Geary elevation to create activity, visual interest and pedestrian scale.
3. Refurbish the base building materials to provide a higher quality, durable pedestrian environment.
4. Rehabilitate grade level planters and plantings along Geary Blvd.
5. Explore building-mounted, pedestrian scale lighting.

Apply elements to the facades to moderate the building's bulky scale and give it an updated appearance

1. Add blade sign elements appropriate to the Mid-Century Modern character of the building that introduce rhythm, color and movement to the facades along Geary Blvd.
2. Add screen elements to key facade areas that provide contemporary hints of warmth, color and texture to the building.
3. Repaint the building in a new color scheme that emphasizes texture and articulation over monotonous bulk.

Creating a more sustainable building

1. Update and reuse the existing building, employing recycled materials whenever possible.
2. Enhance bicycle parking and storage.

Add landscaping to soften the environment

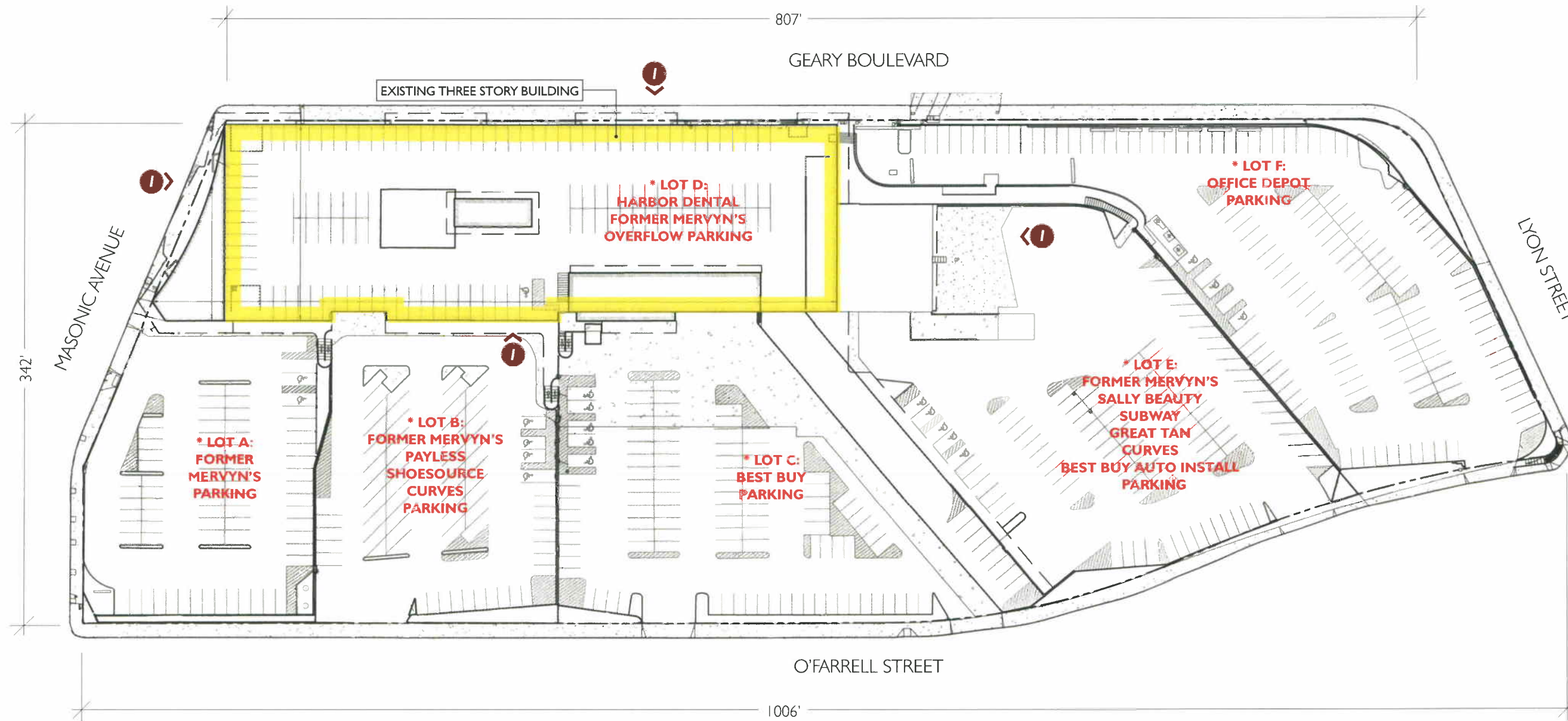
1. Vines at existing retaining walls.
2. Add drought-tolerant plants.
3. Replace landscape in existing planters.



N.T.S.

KEYNOTES

I See page 14 for existing elevations.

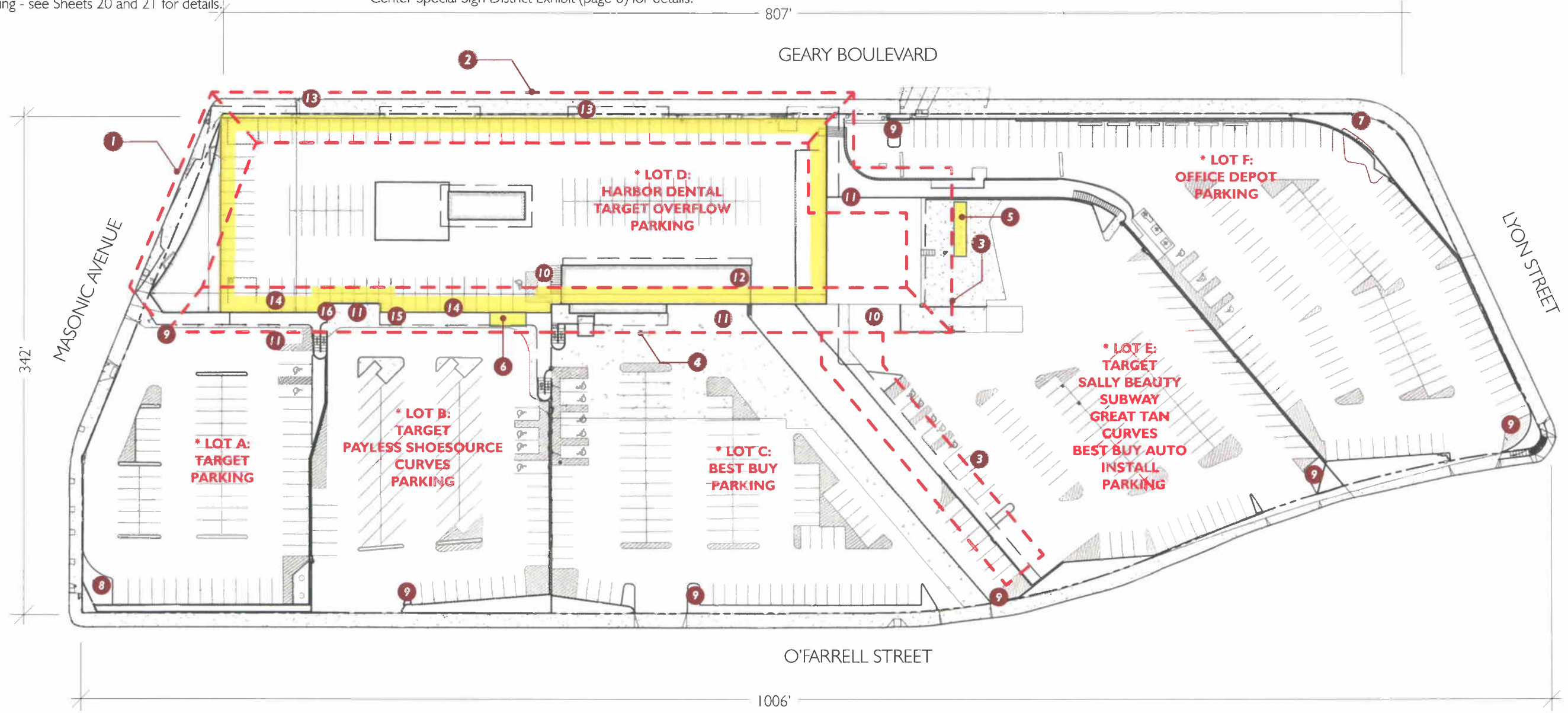


*NOTE: All parking is non-exclusive and available for use by all tenants.



KEYNOTES

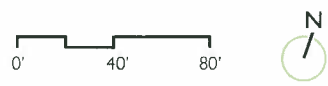
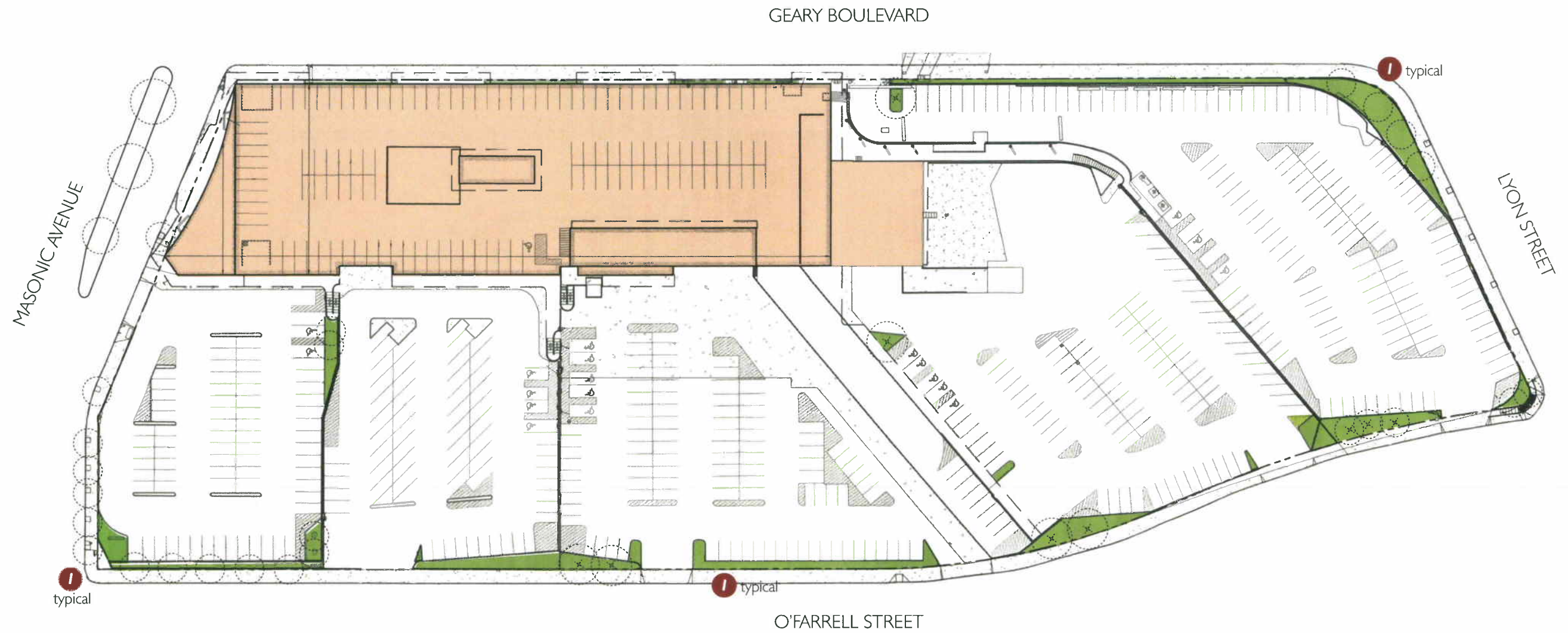
- 1 Building Elevation facing Masonic Ave.: New finishes, paint, signs, and architectural elements on existing building - see Sheet 17 for details.
- 2 Building Elevation facing Geary Blvd.: New finishes, paint, signs, and architectural elements on existing building - see Sheets 18/ and 19 for details.
- 3 Building Elevation facing Lyon Street: New finishes, paint, signs, and architectural elements on existing building - see Sheets 20 and 21 for details.
- 4 Building Elevation facing O'Farrell Street: New finishes, paint, signs, and architectural elements on existing building - see Sheets 22 and 23 for details.
- 5 Proposed approx. 355 sf loading addition.
- 6 Proposed approx. 150 sf exit stair addition.
- 7 Proposed new tenant signs at existing retaining wall - see City Center Special Sign District Exhibit (page 8) for details.
- 8 Proposed freestanding monument sign - see City Center Special Sign District Exhibit (page 27) for details.
- 9 Proposed freestanding signs at parking lot entries - see City Center Special Sign District Exhibit (page 31) for details.
- 10 Proposed bicycle parking.
- 11 Existing bicycle parking to remain.
- 12 Proposed project identification sign mounted to existing tower - see City Center Special Sign District Exhibit (page 39) for details.
- 13 New window display boxes, approx. 15 linear feet each.
- 14 New enlarged storefront entry to replace existing.
- 15 New storefront to replace solid wall, approx. 15 linear feet.
- 16 New storefront to replace existing entry doors.



*NOTE: All parking is non-exclusive and available for use by all tenants.

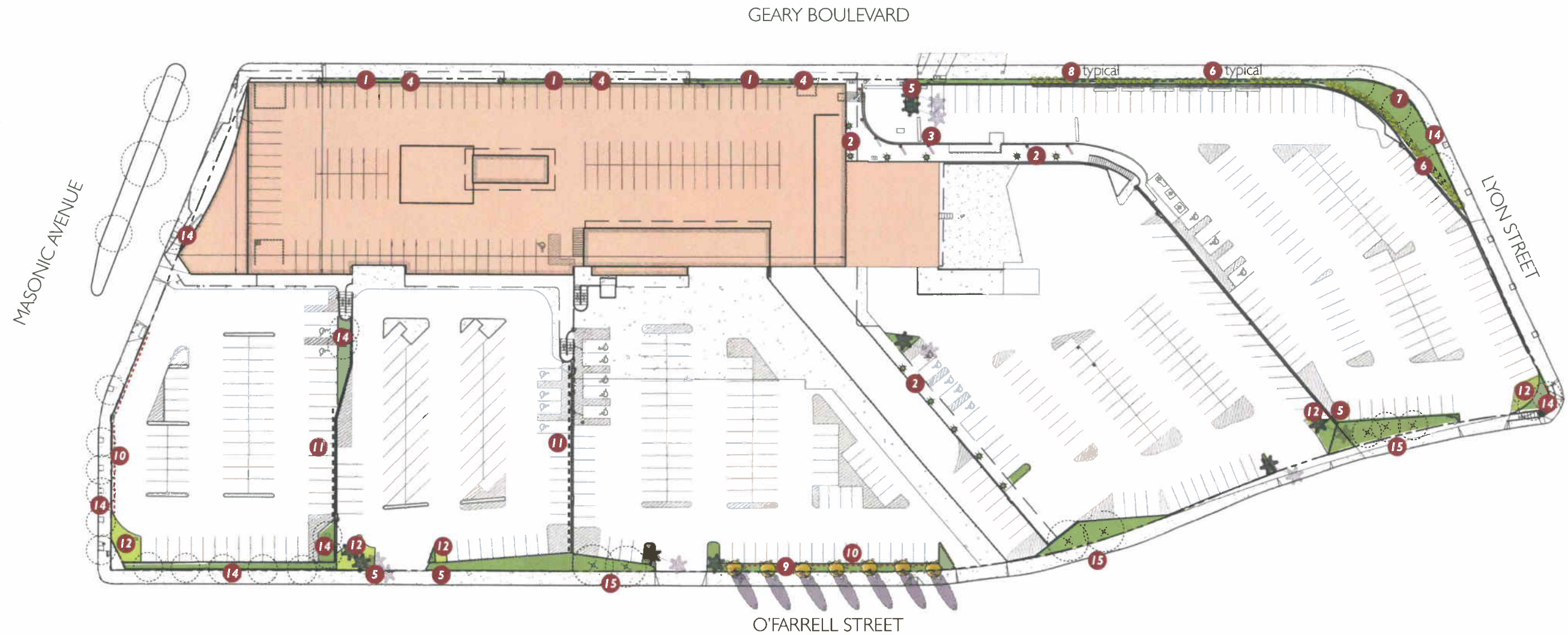
KEYNOTES

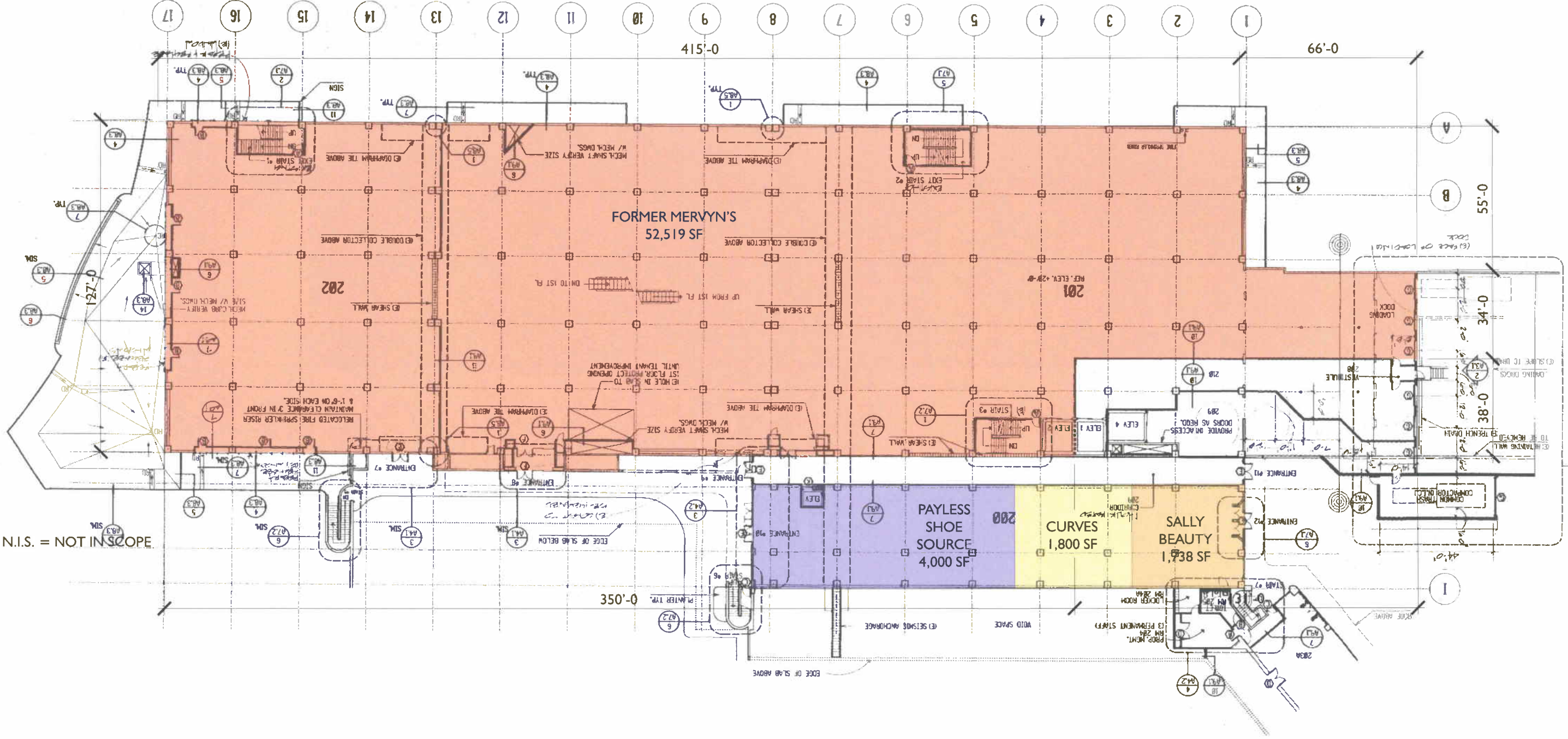
I Existing landscape to be replaced.



KEYNOTES

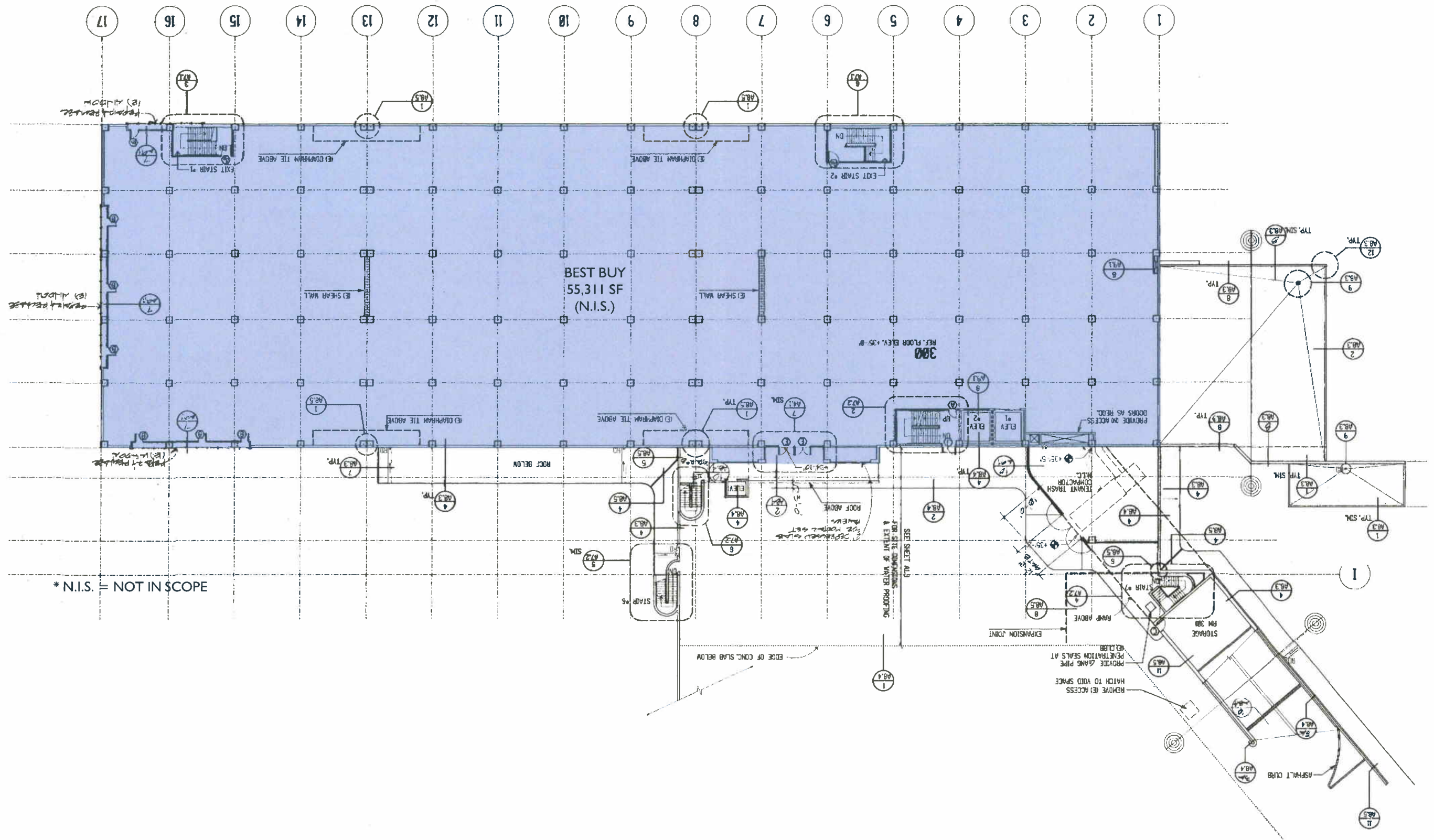
- 1 Resurface and replant existing planters.
- 2 New decorative pots.
- 3 New pedestrian scale pole lights.
- 4 Decorative planter pot on podium.
- 5 New "gateway" accent trees at parking entries (e.g. Palms).
- 6 Bamboo at base of retaining wall.
- 7 New corner landscaping.
- 8 Vine panel system on wall.
- 9 Replant existing planting area with ornamental grasses and Poplar "windbreak".
- 10 Proposed graphic screen fence.
- 11 Graphic wall - pattern paint and artificial turf panels applied to retaining wall.
- 12 Proposed new planting area.
- 13 Not used.
- 14 Existing trees to remain.
- 15 Existing trees.





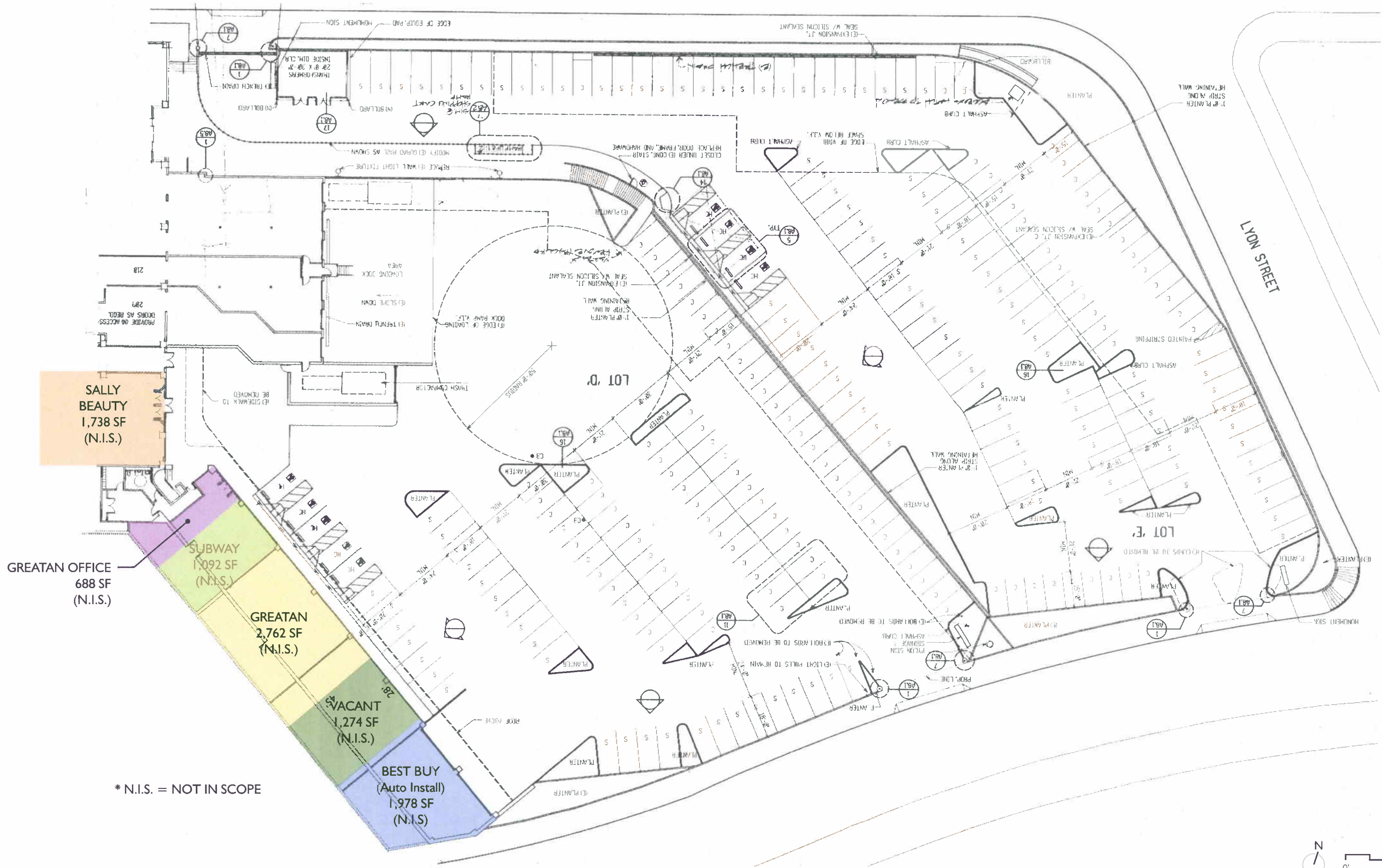
* N.I.S. = NOT IN SCOPE





* N.I.S. = NOT IN SCOPE





SALLY BEAUTY
1,738 SF
(N.I.S.)

GREATAN OFFICE
688 SF
(N.I.S.)

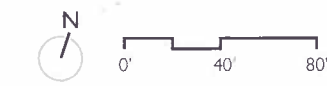
SUBWAY
1,092 SF
(N.I.S.)

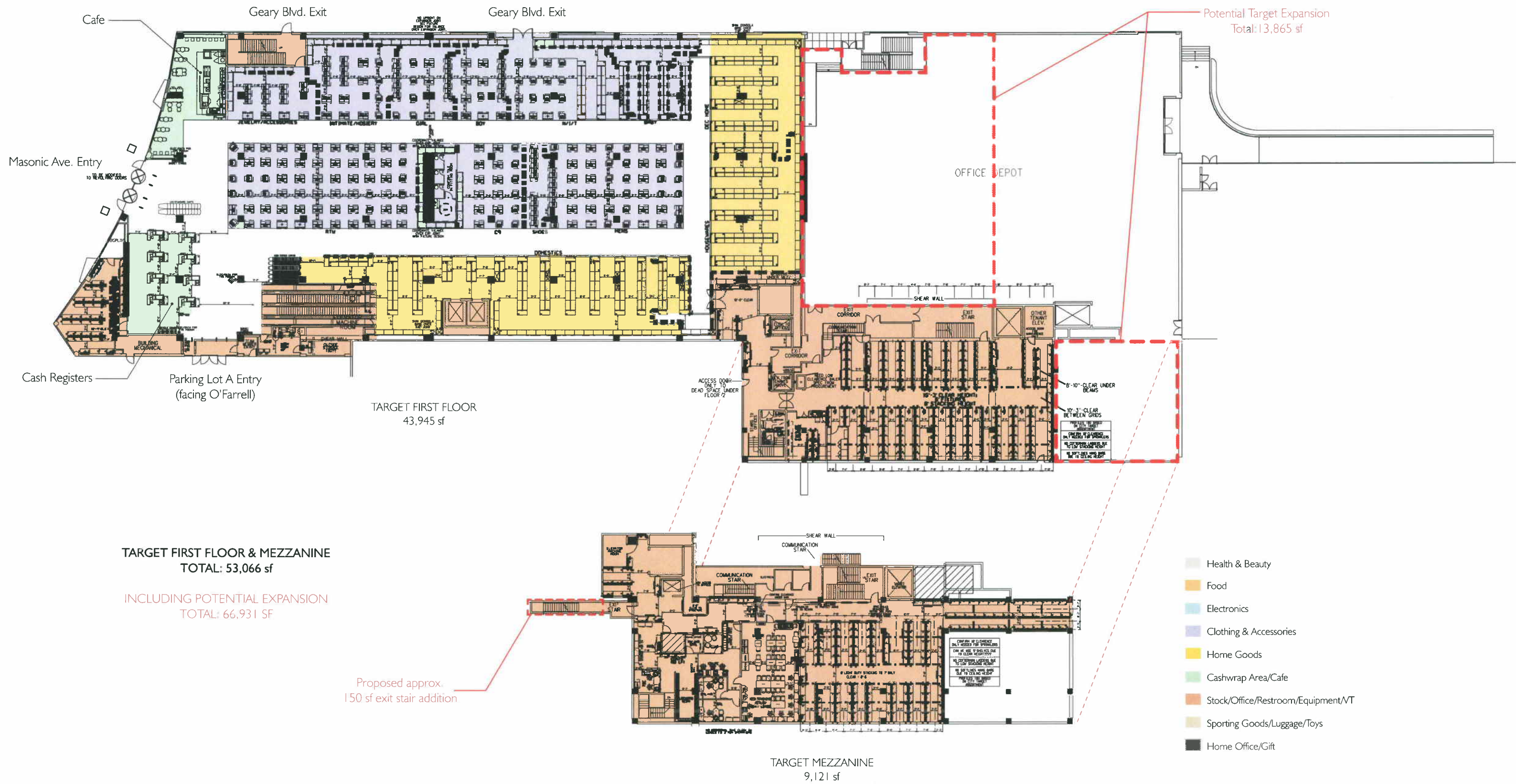
GREATAN
2,762 SF
(N.I.S.)

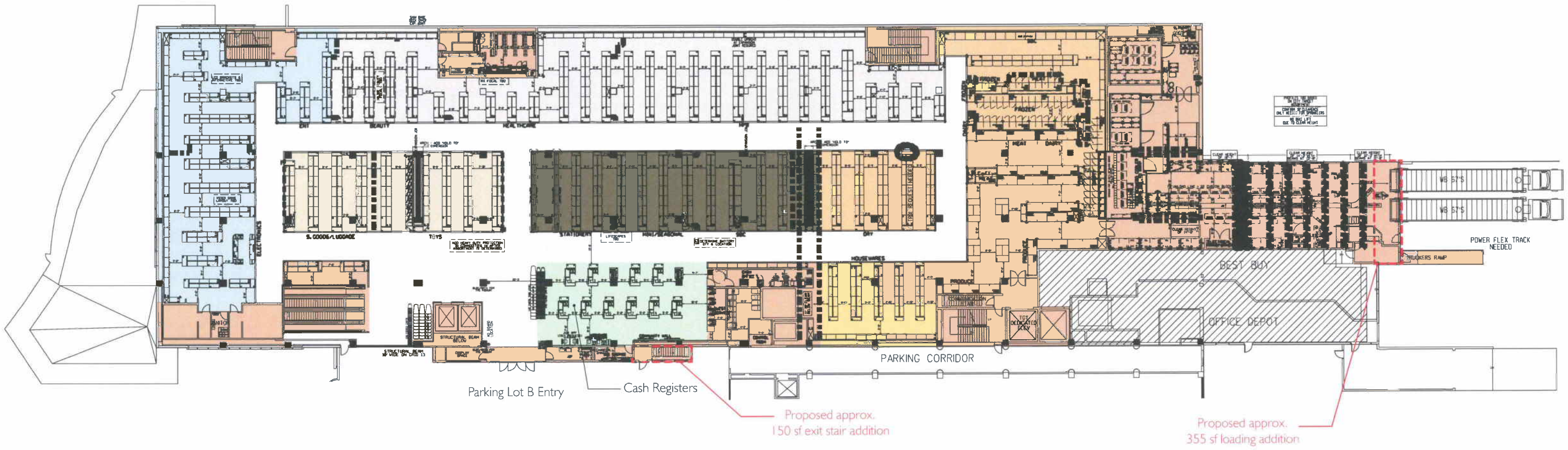
VACANT
1,274 SF
(N.I.S.)

BEST BUY
(Auto Install)
1,978 SF
(N.I.S.)

* N.I.S. = NOT IN SCOPE



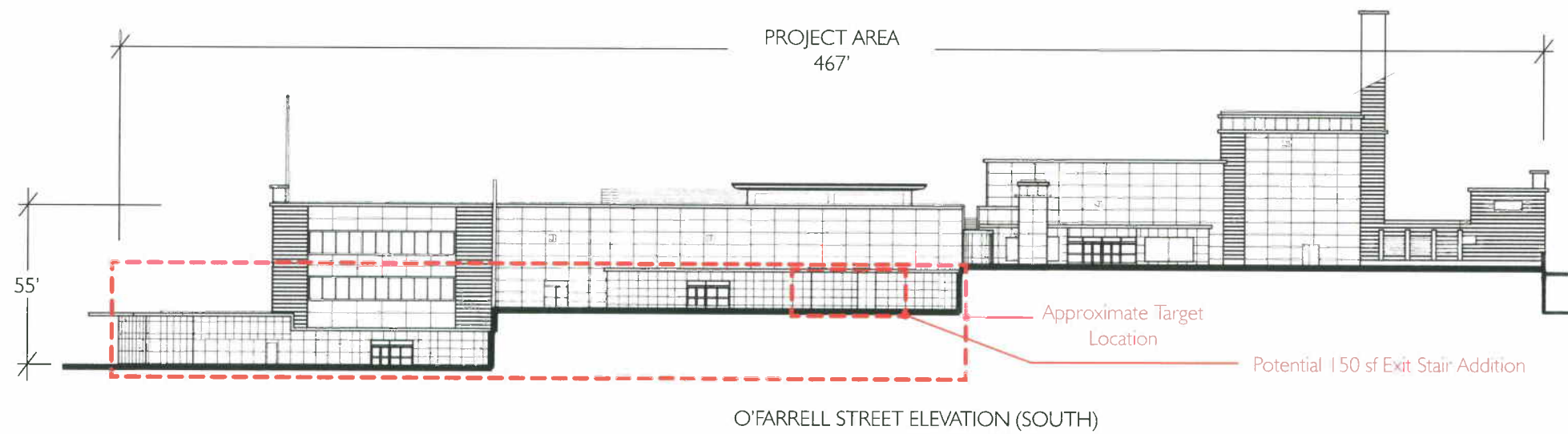
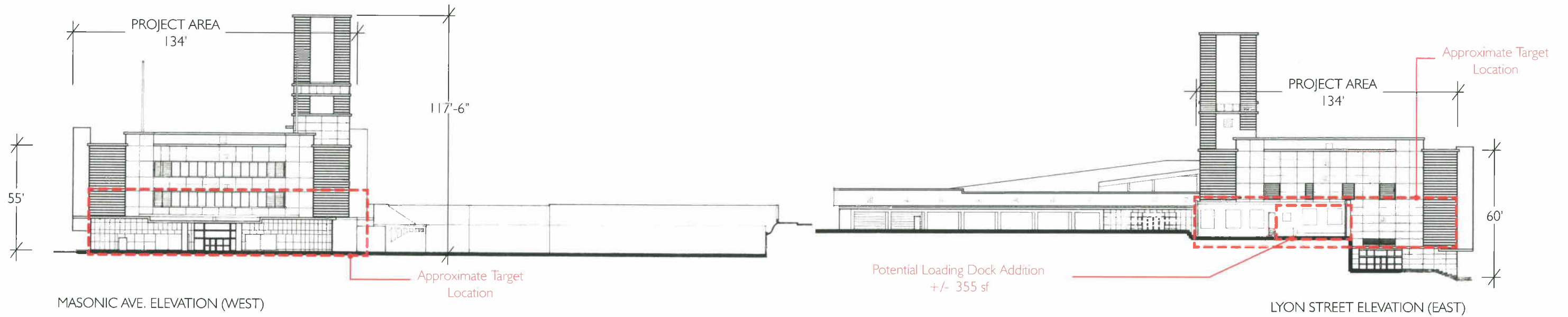
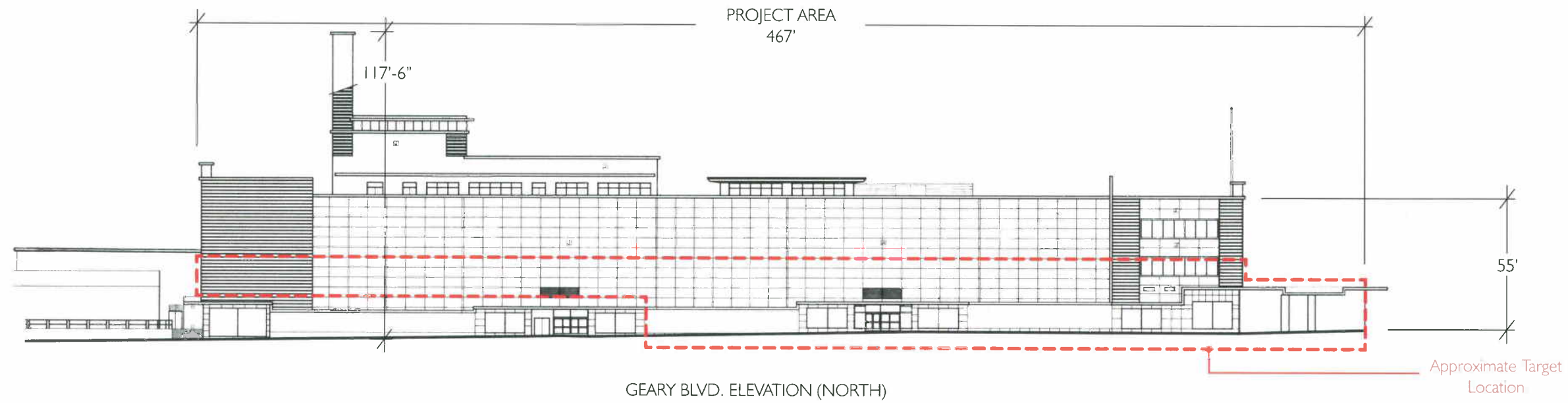




TARGET SECOND FLOOR
53,069 sf

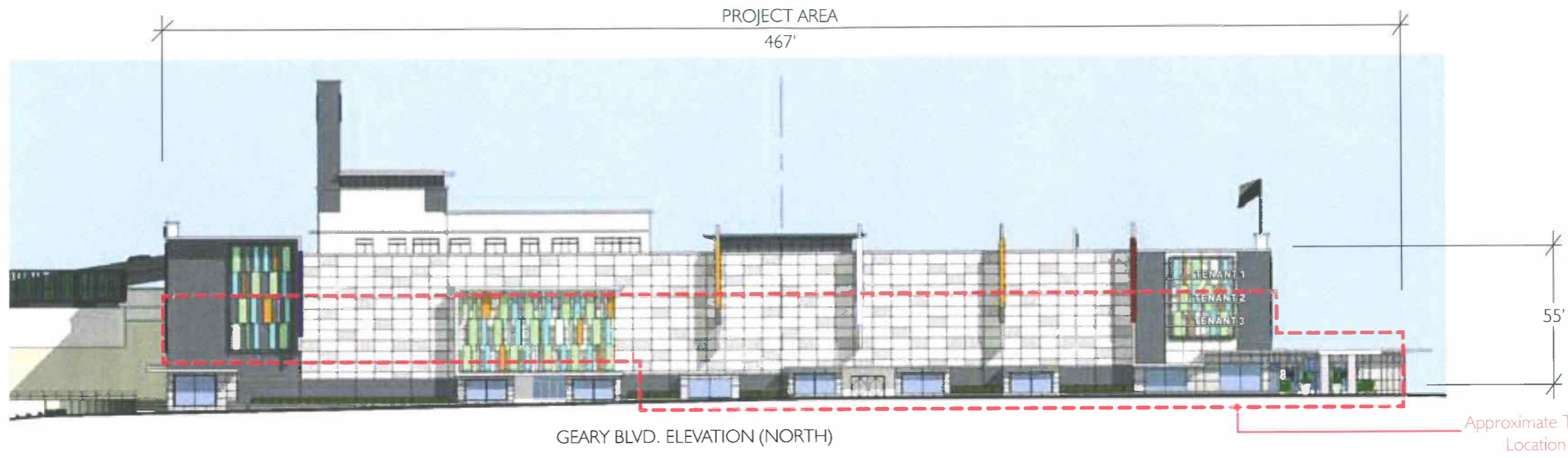
- Health & Beauty
- Food
- Electronics
- Clothing & Accessories
- Home Goods
- Cashwrap Area/Cafe
- Stock/Office/Restroom/Equipment/VT
- Sporting Goods/Luggage/Toys
- Home Office/Gift





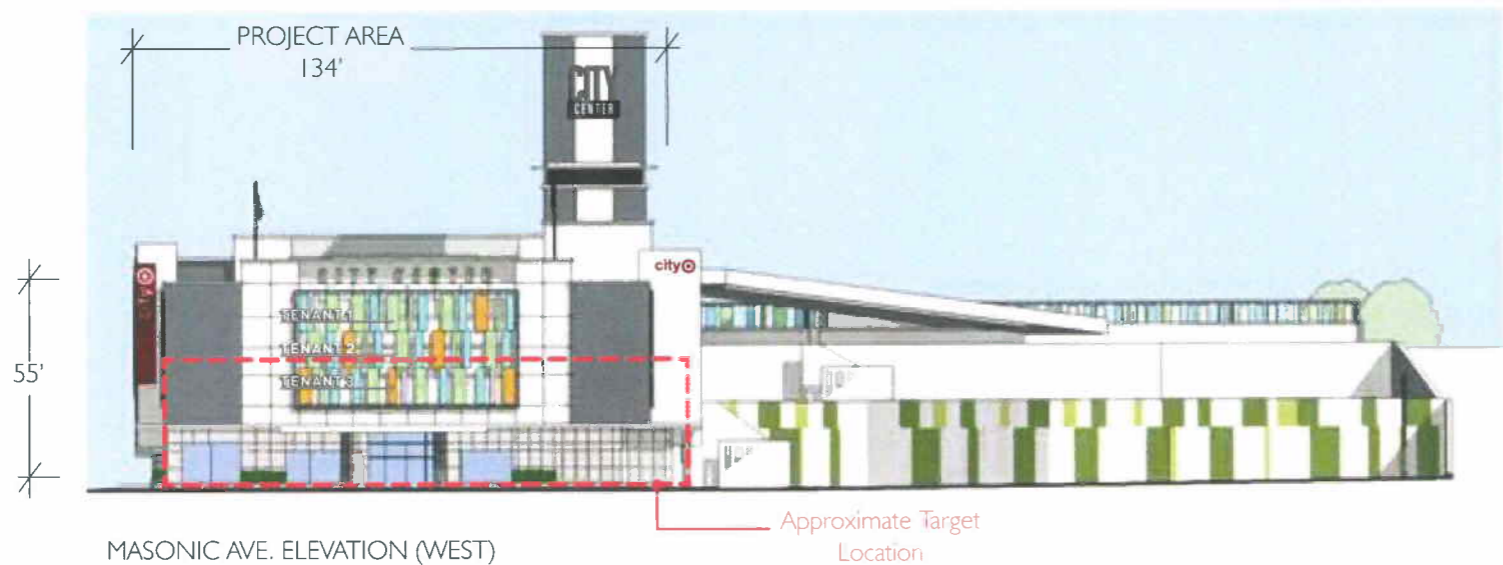
*NOTE: No change to existing building envelope other than potential minor +/- 355 sf loading addition and +/- 150 sf exit stair addition.

N.T.S.



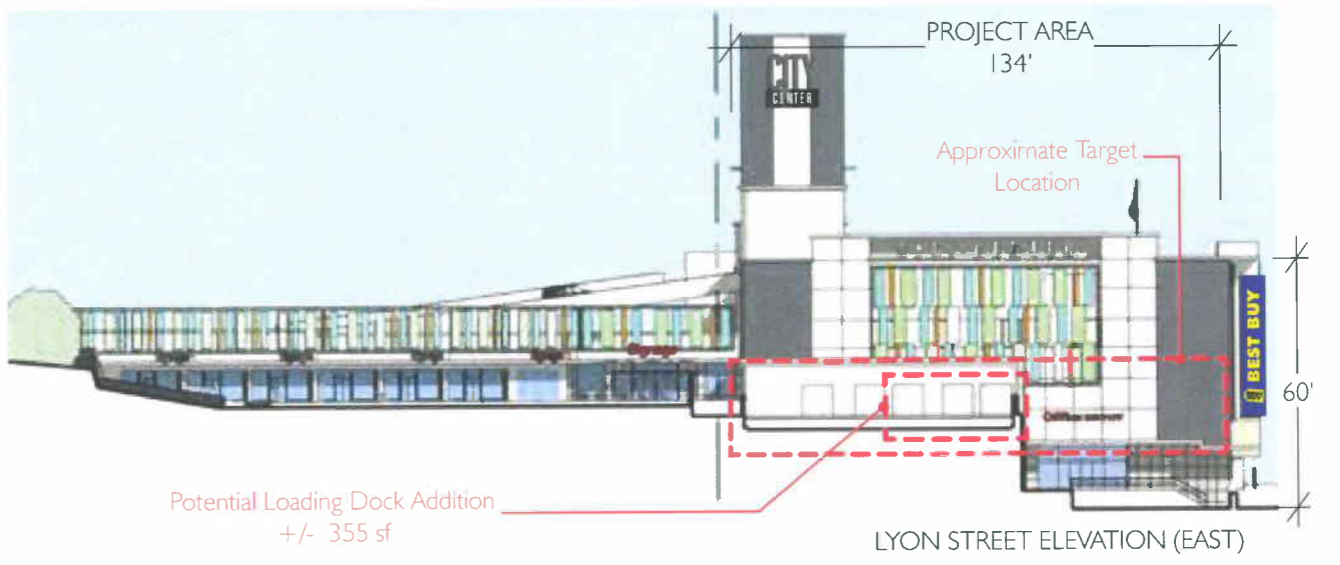
GEARY BLVD. ELEVATION (NORTH)

Approximate Target Location



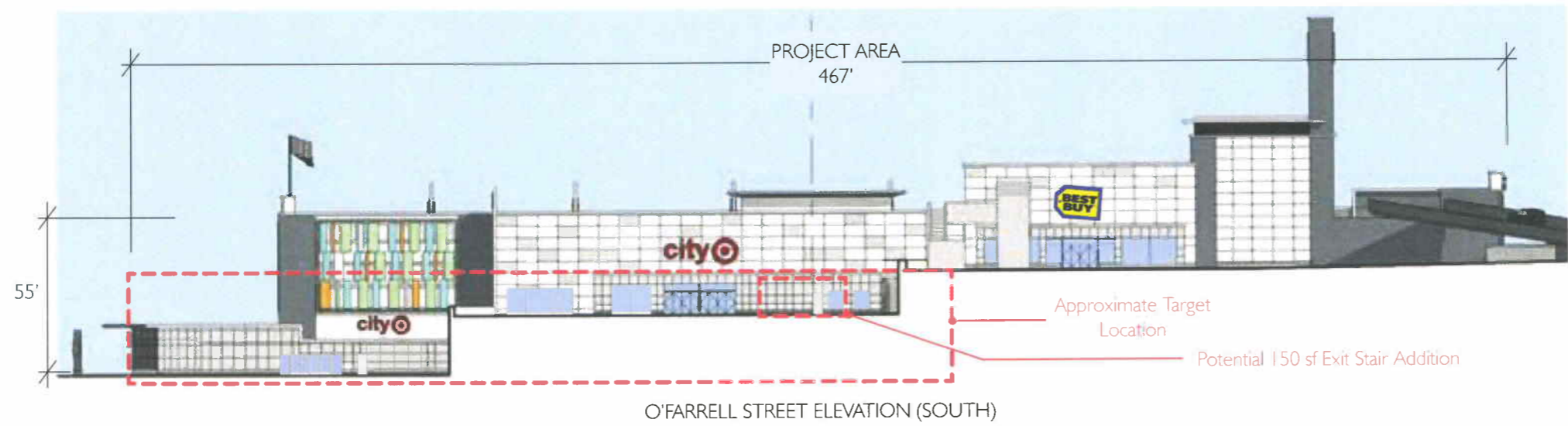
MASONIC AVE. ELEVATION (WEST)

Approximate Target Location



LYON STREET ELEVATION (EAST)

Potential Loading Dock Addition +/- 355 sf



O'FARRELL STREET ELEVATION (SOUTH)

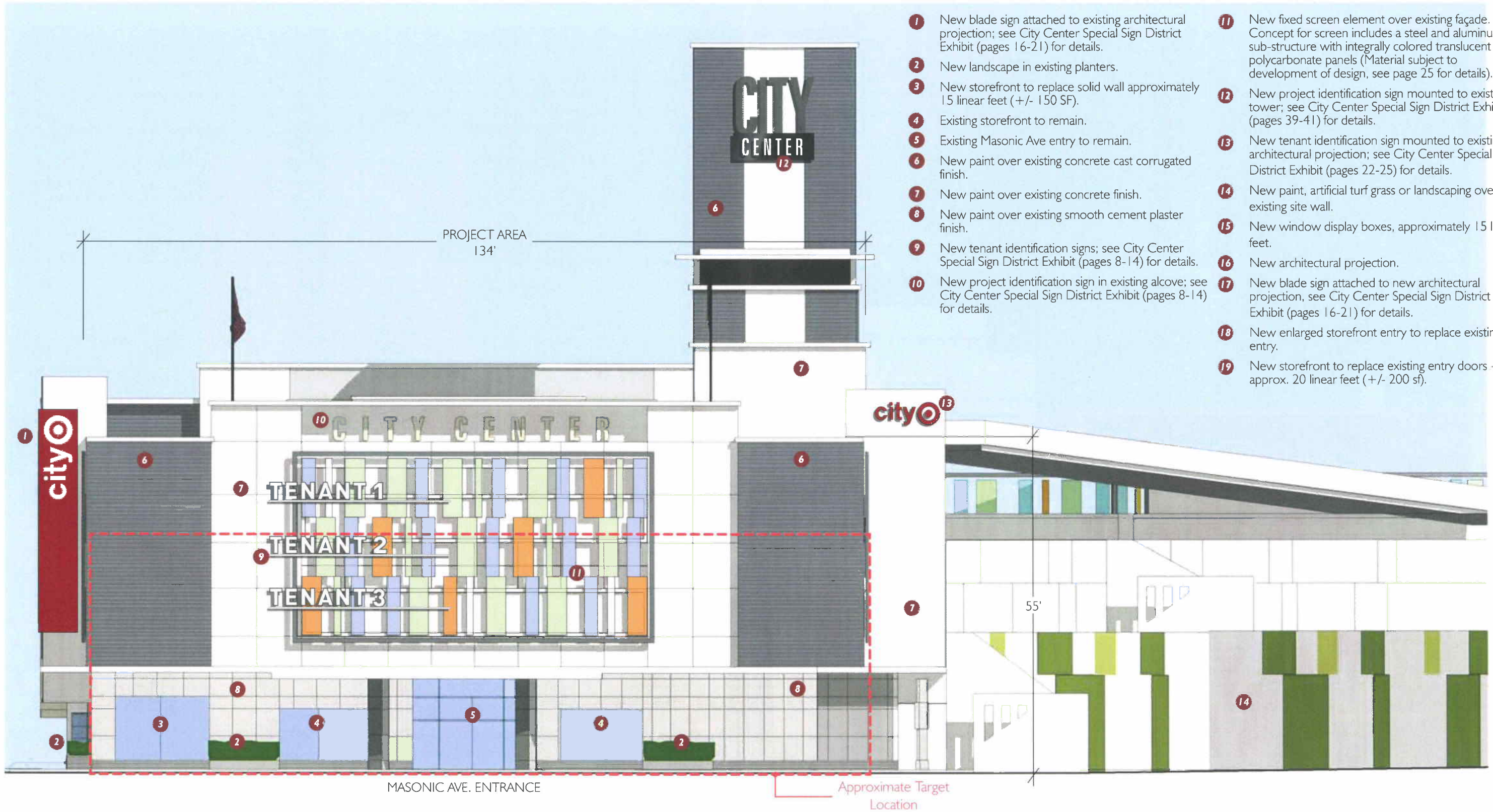
Approximate Target Location

Potential 150 sf Exit Stair Addition

* NOTE: No change to existing building envelope other than potential minor +/- 355 sf loading addition and +/- 150 sf exit stair addition.

N.T.S.

THIS PAGE INTENTIONALLY LEFT BLANK.

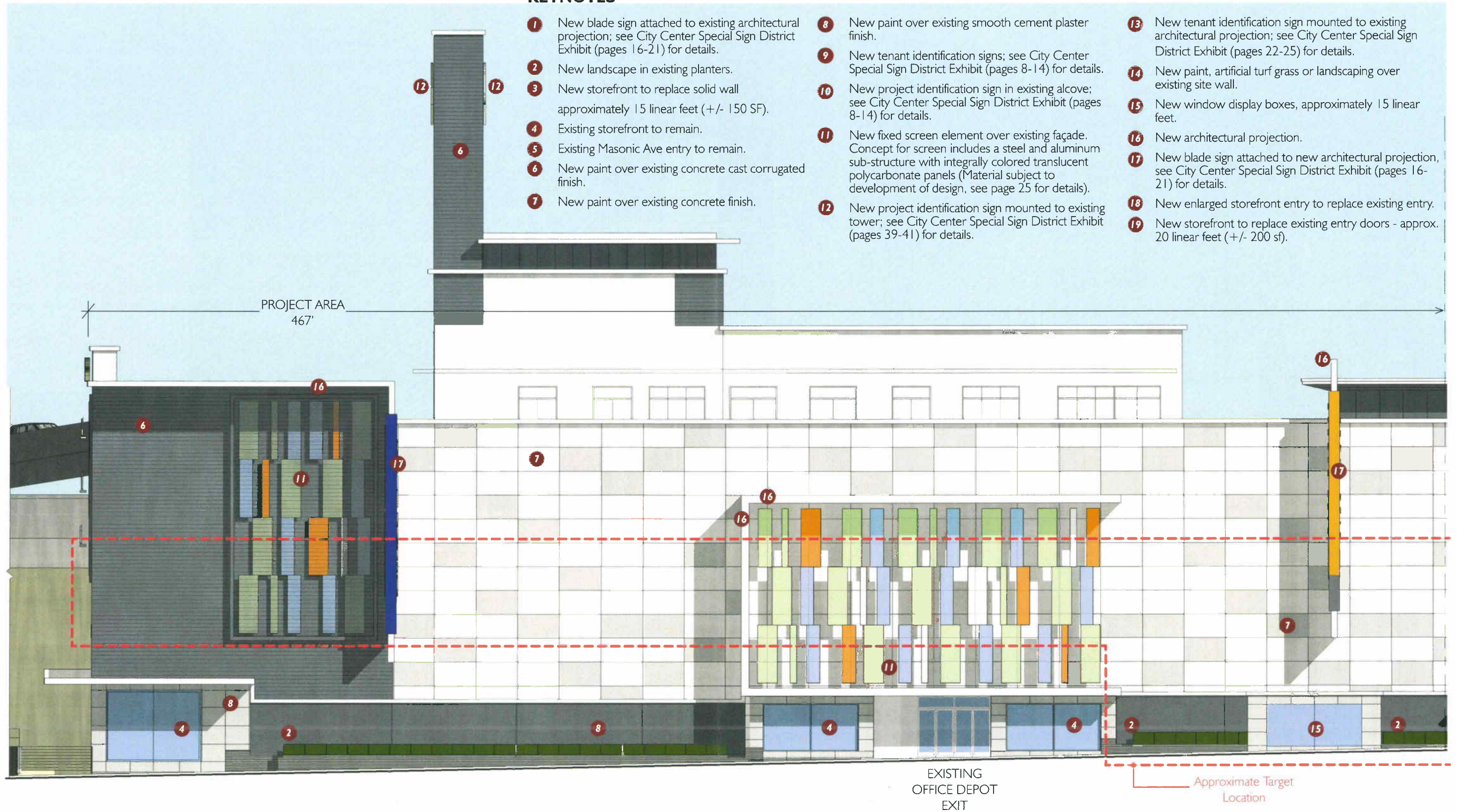


KEYNOTES

- 1 New blade sign attached to existing architectural projection; see City Center Special Sign District Exhibit (pages 16-21) for details.
- 2 New landscape in existing planters.
- 3 New storefront to replace solid wall approximately 15 linear feet (+/- 150 SF).
- 4 Existing storefront to remain.
- 5 Existing Masonic Ave entry to remain.
- 6 New paint over existing concrete cast corrugated finish.
- 7 New paint over existing concrete finish.
- 8 New paint over existing smooth cement plaster finish.
- 9 New tenant identification signs; see City Center Special Sign District Exhibit (pages 8-14) for details.
- 10 New project identification sign in existing alcove; see City Center Special Sign District Exhibit (pages 8-14) for details.
- 11 New fixed screen element over existing façade. Concept for screen includes a steel and aluminum sub-structure with integrally colored translucent polycarbonate panels (Material subject to development of design, see page 25 for details).
- 12 New project identification sign mounted to existing tower; see City Center Special Sign District Exhibit (pages 39-41) for details.
- 13 New tenant identification sign mounted to existing architectural projection; see City Center Special Sign District Exhibit (pages 22-25) for details.
- 14 New paint, artificial turf grass or landscaping over existing site wall.
- 15 New window display boxes, approximately 15 linear feet.
- 16 New architectural projection.
- 17 New blade sign attached to new architectural projection, see City Center Special Sign District Exhibit (pages 16-21) for details.
- 18 New enlarged storefront entry to replace existing entry.
- 19 New storefront to replace existing entry doors - approx. 20 linear feet (+/- 200 sf).

KEYNOTES

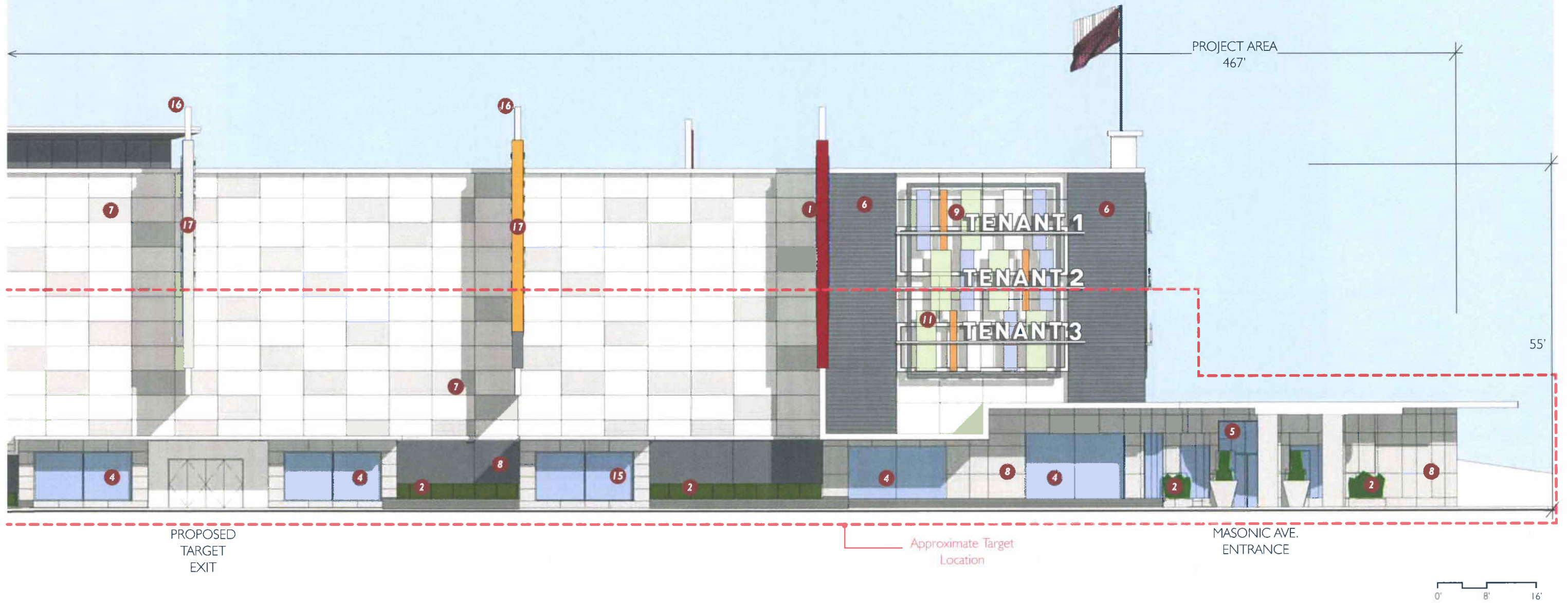
- 1 New blade sign attached to existing architectural projection; see City Center Special Sign District Exhibit (pages 16-21) for details.
- 2 New landscape in existing planters.
- 3 New storefront to replace solid wall approximately 15 linear feet (+/- 150 SF).
- 4 Existing storefront to remain.
- 5 Existing Masonic Ave entry to remain.
- 6 New paint over existing concrete cast corrugated finish.
- 7 New paint over existing concrete finish.
- 8 New paint over existing smooth cement plaster finish.
- 9 New tenant identification signs; see City Center Special Sign District Exhibit (pages 8-14) for details.
- 10 New project identification sign in existing alcove; see City Center Special Sign District Exhibit (pages 8-14) for details.
- 11 New fixed screen element over existing façade. Concept for screen includes a steel and aluminum sub-structure with integrally colored translucent polycarbonate panels (Material subject to development of design, see page 25 for details).
- 12 New project identification sign mounted to existing tower; see City Center Special Sign District Exhibit (pages 39-41) for details.
- 13 New tenant identification sign mounted to existing architectural projection; see City Center Special Sign District Exhibit (pages 22-25) for details.
- 14 New paint, artificial turf grass or landscaping over existing site wall.
- 15 New window display boxes, approximately 15 linear feet.
- 16 New architectural projection.
- 17 New blade sign attached to new architectural projection, see City Center Special Sign District Exhibit (pages 16-21) for details.
- 18 New enlarged storefront entry to replace existing entry.
- 19 New storefront to replace existing entry doors - approx. 20 linear feet (+/- 200 sf).



0' 8' 16'

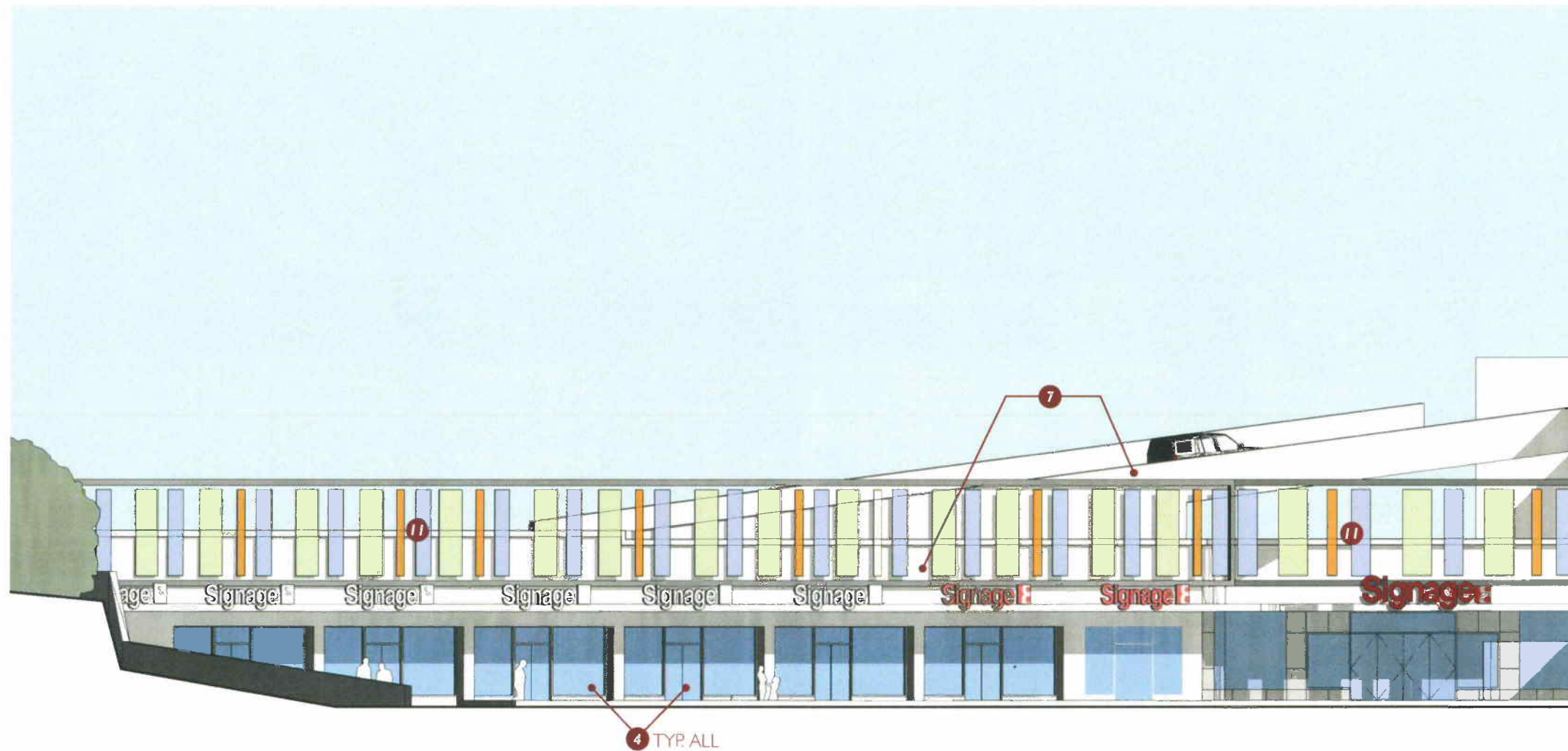
KEYNOTES

- 1** New blade sign attached to existing architectural projection; see City Center Special Sign District Exhibit (pages 16-21) for details.
- 2** New landscape in existing planters.
- 3** New storefront to replace solid wall approximately 15 linear feet (+/- 150 SF).
- 4** Existing storefront to remain.
- 5** Existing Masonic Ave entry to remain.
- 6** New paint over existing concrete cast corrugated finish.
- 7** New paint over existing concrete finish.
- 8** New paint over existing smooth cement plaster finish.
- 9** New tenant identification signs; see City Center Special Sign District Exhibit (pages 8-14) for details.
- 10** New project identification sign in existing alcove; see City Center Special Sign District Exhibit (pages 8-14) for details.
- 11** New fixed screen element over existing façade. Concept for screen includes a steel and aluminum sub-structure with integrally colored translucent polycarbonate panels (Material subject to development of design, see page 25 for details).
- 12** New project identification sign mounted to existing tower; see City Center Special Sign District Exhibit (pages 39-41) for details.
- 13** New tenant identification sign mounted to existing architectural projection; see City Center Special Sign District Exhibit (pages 22-25) for details.
- 14** New paint, artificial turf grass or landscaping over existing site wall.
- 15** New window display boxes, approximately 15 linear feet.
- 16** New architectural projection.
- 17** New blade sign attached to new architectural projection, see City Center Special Sign District Exhibit (pages 16-21) for details.
- 18** New enlarged storefront entry to replace existing entry.
- 19** New storefront to replace existing entry doors - approx. 20 linear feet (+/- 200 sf).

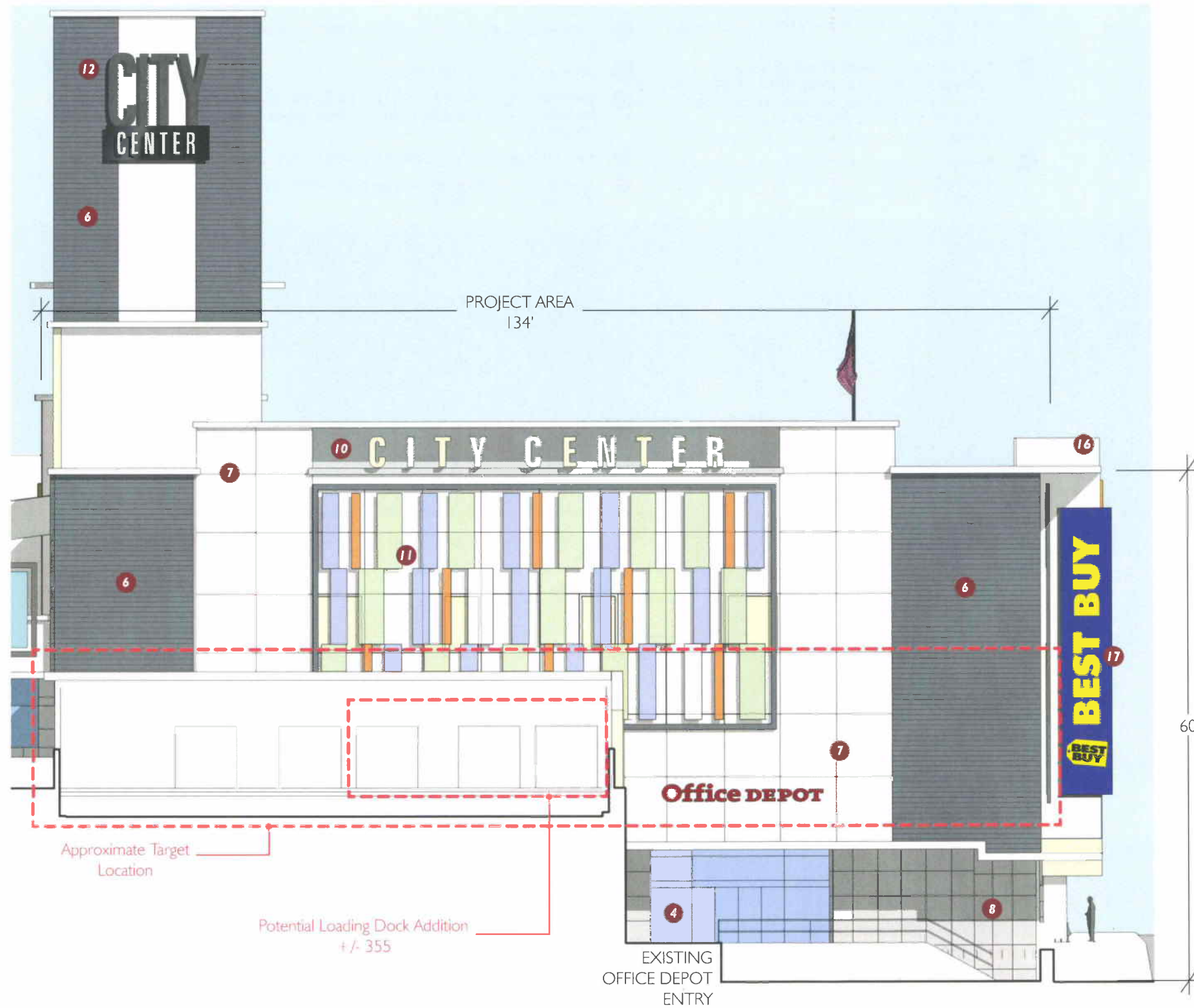


KEYNOTES

- 1 New blade sign attached to existing architectural projection; see City Center Special Sign District Exhibit (pages 16-21) for details.
- 2 New landscape in existing planters.
- 3 New storefront to replace solid wall approximately 15 linear feet (+/- 150 SF).
- 4 Existing storefront to remain.
- 5 Existing Masonic Ave entry to remain.
- 6 New paint over existing concrete cast corrugated finish.
- 7 New paint over existing concrete finish.
- 8 New paint over existing smooth cement plaster finish.
- 9 New tenant identification signs; see City Center Special Sign District Exhibit (pages 8-14) for details.
- 10 New project identification sign in existing alcove; see City Center Special Sign District Exhibit (pages 8-14) for details.
- 11 New fixed screen element over existing façade. Concept for screen includes a steel and aluminum sub-structure with integrally colored translucent polycarbonate panels (Material subject to development of design, see page 25 for details).
- 12 New project identification sign mounted to existing tower; see City Center Special Sign District Exhibit (pages 39-41) for details.
- 13 New tenant identification sign mounted to existing architectural projection; see City Center Special Sign District Exhibit (pages 22-25) for details.
- 14 New paint, artificial turf grass or landscaping over existing site wall.
- 15 New window display boxes, approximately 15 linear feet.
- 16 New architectural projection.
- 17 New blade sign attached to new architectural projection, see City Center Special Sign District Exhibit (pages 16-21) for details.
- 18 New enlarged storefront entry to replace existing entry.
- 19 New storefront to replace existing entry doors - approx. 20 linear feet (+/- 200 sf).



0' 8' 16'



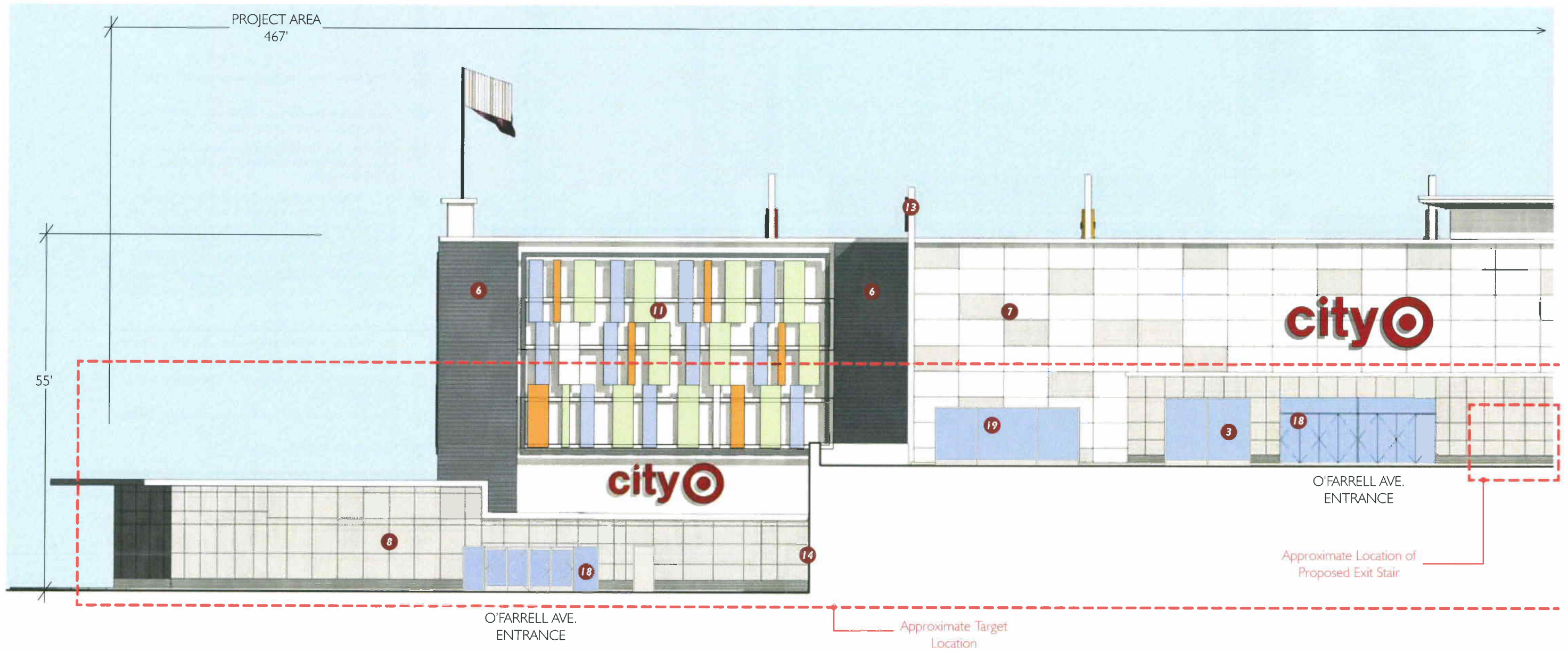
KEYNOTES

- 1 New blade sign attached to existing architectural projection; see City Center Special Sign District Exhibit (pages 16-21) for details.
- 2 New landscape in existing planters.
- 3 New storefront to replace solid wall approximately 15 linear feet (+/- 150 SF).
- 4 Existing storefront to remain.
- 5 Existing Masonic Ave entry to remain.
- 6 New paint over existing concrete cast corrugated finish.
- 7 New paint over existing concrete finish.
- 8 New paint over existing smooth cement plaster finish.
- 9 New tenant identification signs; see City Center Special Sign District Exhibit (pages 8-14) for details.
- 10 New project identification sign in existing alcove; see City Center Special Sign District Exhibit (pages 8-14) for details.
- 11 New fixed screen element over existing façade. Concept for screen includes a steel and aluminum sub-structure with integrally colored translucent polycarbonate panels (Material subject to development of design, see page 25 for details).
- 12 New project identification sign mounted to existing tower; see City Center Special Sign District Exhibit (pages 39-41) for details.
- 13 New tenant identification sign mounted to existing architectural projection; see City Center Special Sign District Exhibit (pages 22-25) for details.
- 14 New paint, artificial turf grass or landscaping over existing site wall.
- 15 New window display boxes, approximately 15 linear feet.
- 16 New architectural projection.
- 17 New blade sign attached to new architectural projection, see City Center Special Sign District Exhibit (pages 16-21) for details.
- 18 New enlarged storefront entry to replace existing entry.
- 19 New storefront to replace existing entry doors - approx. 20 linear feet (+/- 200 sf).

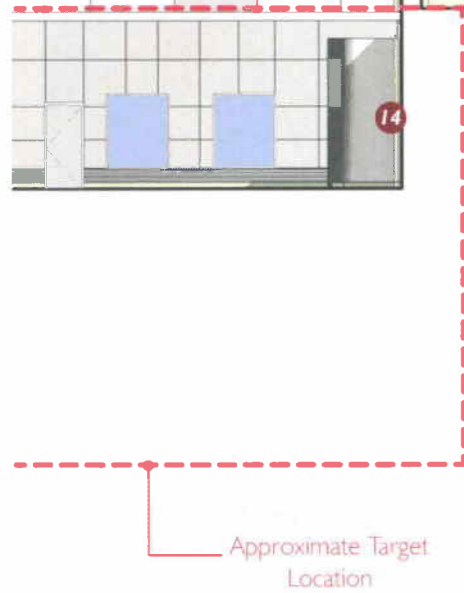
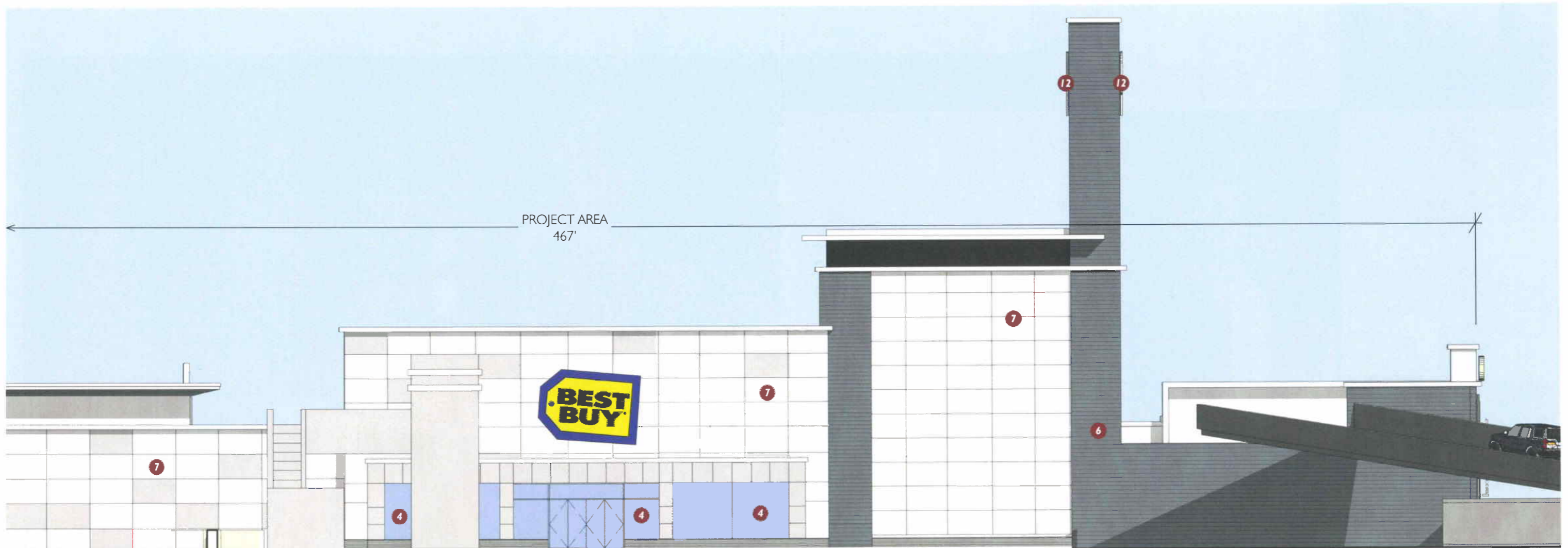
0' 8' 16'

KEYNOTES

- 1 New blade sign attached to existing architectural projection; see City Center Special Sign District Exhibit (pages 16-21) for details.
- 2 New landscape in existing planters.
- 3 New storefront to replace solid wall approximately 15 linear feet (+/- 150 SF).
- 4 Existing storefront to remain.
- 5 Existing Masonic Ave entry to remain.
- 6 New paint over existing concrete cast corrugated finish.
- 7 New paint over existing concrete finish.
- 8 New paint over existing smooth cement plaster finish.
- 9 New tenant identification signs; see City Center Special Sign District Exhibit (pages 8-14) for details.
- 10 New project identification sign in existing alcove; see City Center Special Sign District Exhibit (pages 8-14) for details.
- 11 New fixed screen element over existing façade. Concept for screen includes a steel and aluminum sub-structure with integrally colored translucent polycarbonate panels (Material subject to development of design, see page 25 for details).
- 12 New project identification sign mounted to existing tower; see City Center Special Sign District Exhibit (pages 39-41) for details.
- 13 New tenant identification sign mounted to existing architectural projection; see City Center Special Sign District Exhibit (pages 22-25) for details.
- 14 New paint, artificial turf grass or landscaping over existing site wall.
- 15 New window display boxes, approximately 15 linear feet.
- 16 New architectural projection.
- 17 New blade sign attached to new architectural projection, see City Center Special Sign District Exhibit (pages 16-21) for details.
- 18 New enlarged storefront entry to replace existing entry.
- 19 New storefront to replace existing entry doors - approx. 20 linear feet (+/- 200 sf).



0' 8' 16'



KEYNOTES

- 1 New blade sign attached to existing architectural projection; see City Center Special Sign District Exhibit (pages 16-21) for details.
- 2 New landscape in existing planters.
- 3 New storefront to replace solid wall approximately 15 linear feet (+/- 150 SF).
- 4 Existing storefront to remain.
- 5 Existing Masonic Ave entry to remain.
- 6 New paint over existing concrete cast corrugated finish.
- 7 New paint over existing concrete finish.
- 8 New paint over existing smooth cement plaster finish.
- 9 New tenant identification signs; see City Center Special Sign District Exhibit (pages 8-14) for details.
- 10 New project identification sign in existing alcove; see City Center Special Sign District Exhibit (pages 8-14) for details.
- 11 New fixed screen element over existing façade. Concept for screen includes a steel and aluminum sub-structure with integrally colored translucent polycarbonate panels (Material subject to development of design, see page 25 for details).
- 12 New project identification sign mounted to existing tower; see City Center Special Sign District Exhibit (pages 39-41) for details.
- 13 New tenant identification sign mounted to existing architectural projection; see City Center Special Sign District Exhibit (pages 22-25) for details.
- 14 New paint, artificial turf grass or landscaping over existing site wall.
- 15 New window display boxes, approximately 15 linear feet.
- 16 New architectural projection.
- 17 New blade sign attached to new architectural projection, see City Center Special Sign District Exhibit (pages 16-21) for details.
- 18 New enlarged storefront entry to replace existing entry.
- 19 New storefront to replace existing entry doors - approx. 20 linear feet (+/- 200 sf).





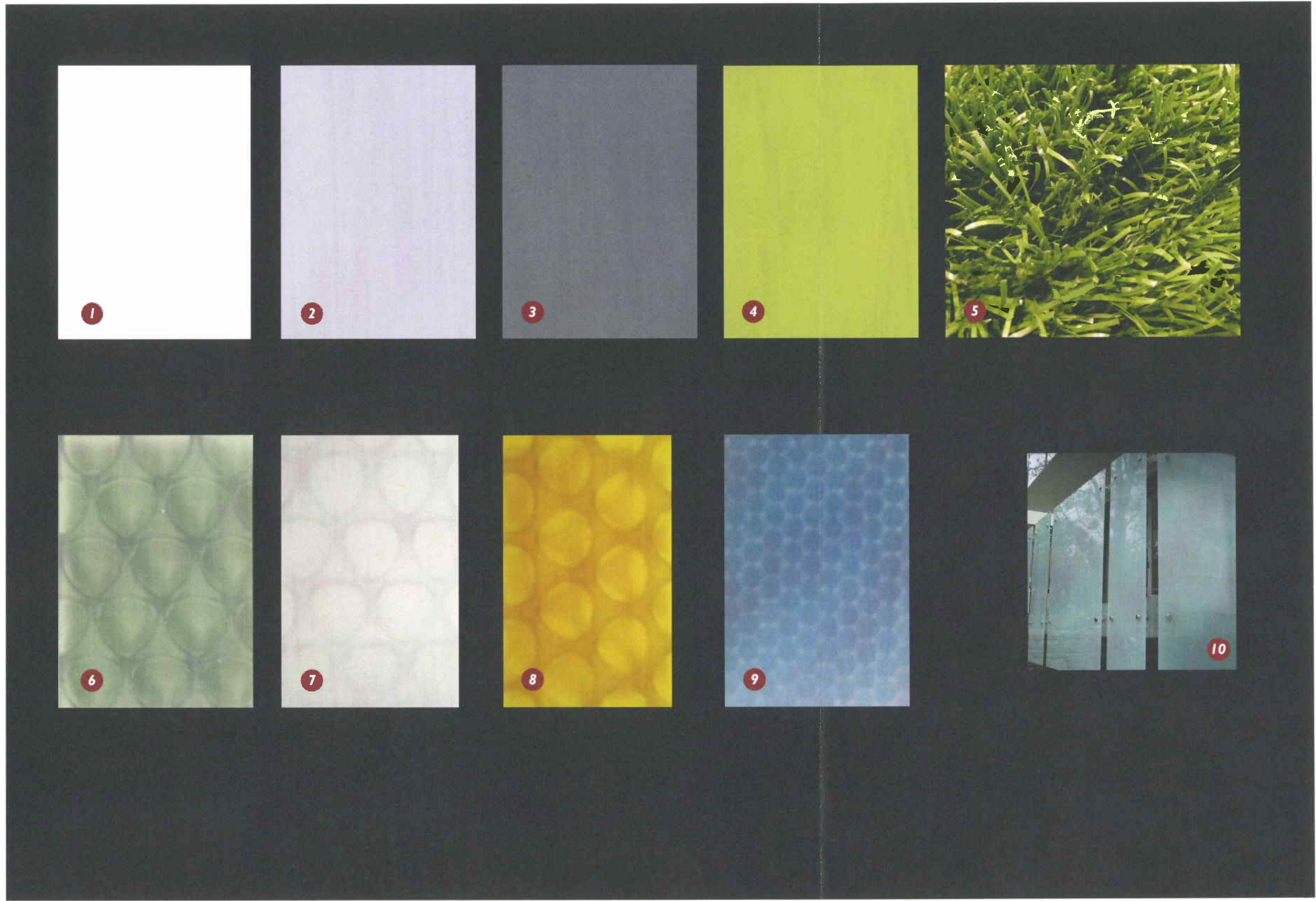
LOOKING NORTHEAST ON MASONIC AVE. TOWARD SOUTHWEST CORNER OF PROJECT SITE.



LOOKING EAST AT THE CORNER OF GEARY BLVD. AND MASONIC AVE. TOWARD NORTHWEST CORNER OF PROJECT SITE.



LOOKING WEST ON GEARY BLVD. TOWARD MASONIC AVE.



KEYNOTES

- 1 Dunn Edwards Paint - Vanilla Shake
- 2 Dunn Edwards Paint - Clouded Vision
- 3 Dunn Edwards Paint - Formal Gray
- 4 Dunn Edwards Paint - Asparagus Fern
- 5 Artificial Turf
- 6 Poly-Carbonate Panel - Satin Green (by Design Composite)
- 7 Poly-Carbonate Panel - Satin White (by Design Composite)
- 8 Poly-Carbonate Panel - Satin Orange (by Design Composite)
- 9 Poly-Carbonate Panel - Satin Blue (by Design Composite)
- 10 Stainless Steel Panel Fasteners

* Note: All materials subject to development of design.

Project Team

Table of Contents

Project Sponsor

Target Corporation (“Target”)

Attn: *Mr. John Dewes*
1000 Nicollet Mall, TPN-12i
Minneapolis, MN 55403
Tel: (612) 761-1558
Fax: (612) 761-3728
Email: john.dewes@target.com

Property Owner

KLA Geary, LLC

Attn: *Mr. Adam Miller*
1401 Ocean Avenue, Suite 350
Santa Monica, CA 90401
Tel: (310) 496-4130
Fax: (310) 496-4131
Email: amiller@lubertadler.com

Project Contact

Reuben & Junius, LLP

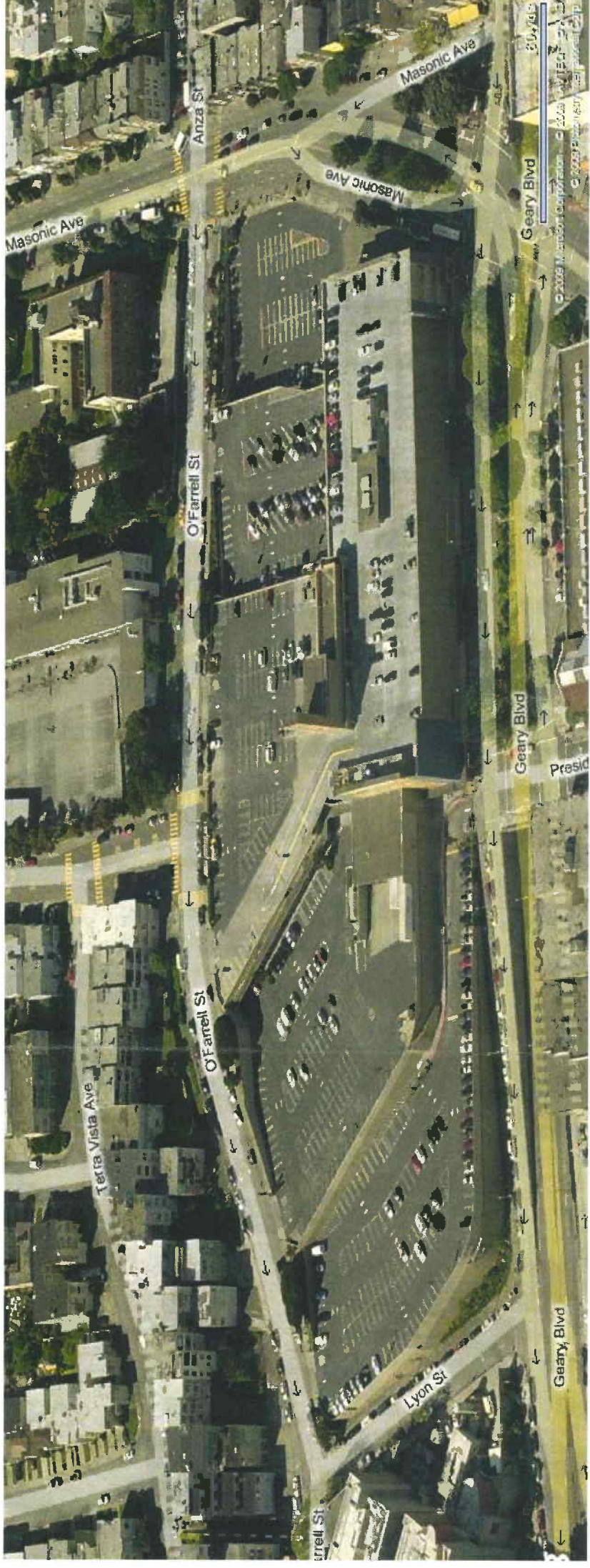
Attn: *Mr. James Reuben*
One Bush Street, Suite 600
San Francisco, CA 94104
Phone: (415) 567-9000
Fax: (415) 399-9480
Email: jreuben@reubenlaw.com

Architect

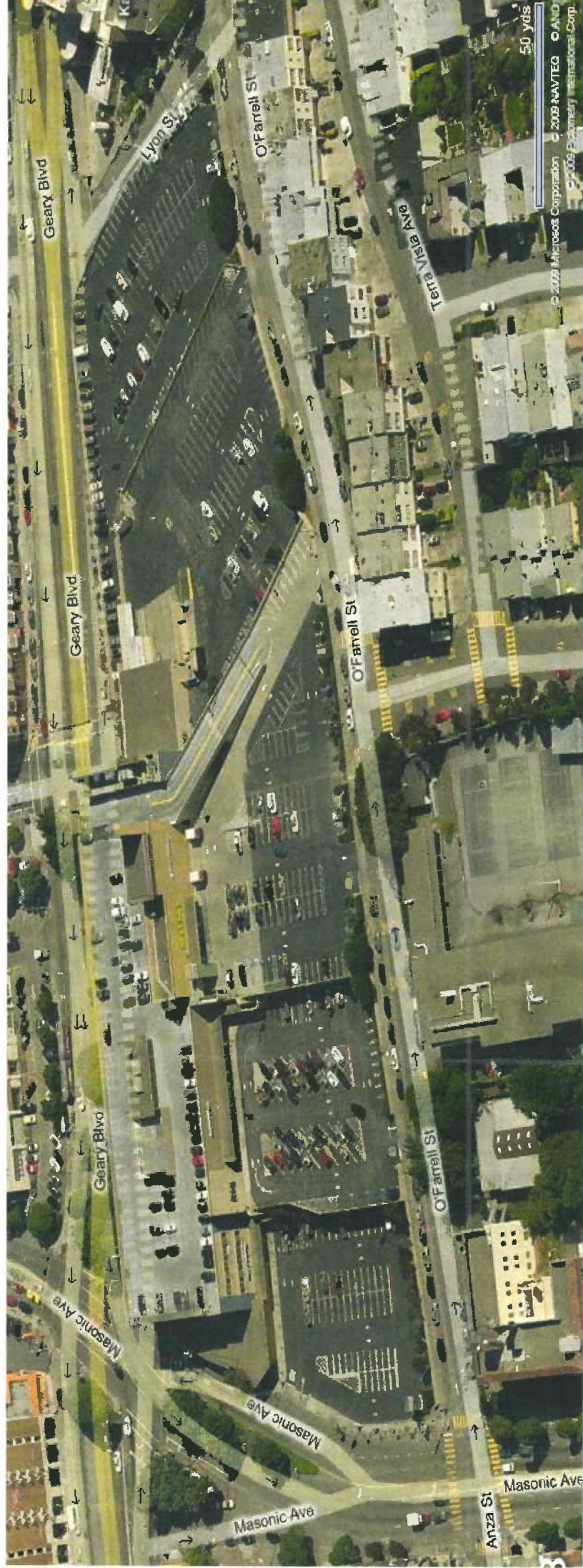
Studio One Eleven

Attn: *Brad Williams*
111 West Ocean Blvd., 21st Floor
Long Beach, CA 90802
Phone: (562) 901-1500
Email: bwilliams@studio-111.com

Existing Conditions Photographs 2



Aerial Panorama Looking South
Toward O'Farrell Street



Aerial Panorama Looking North
Toward Geary Blvd.



Aerial Photo of Existing Conditions Looking Southeast from Masonic Ave. and Geary Blvd.



View of Existing Conditions Looking East from Corner of Masonic And Geary.



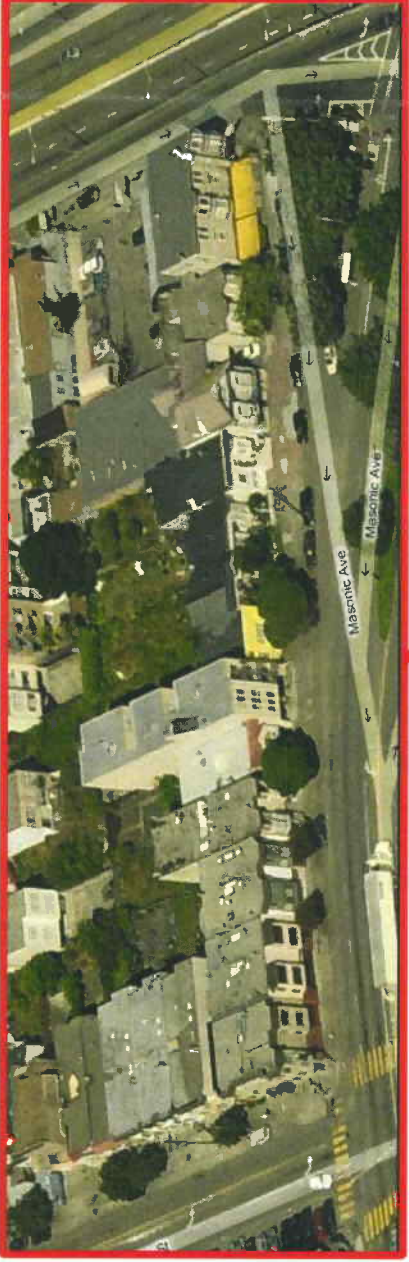
View of Existing Conditions Looking Northwest Toward Building at Parking Lot B.



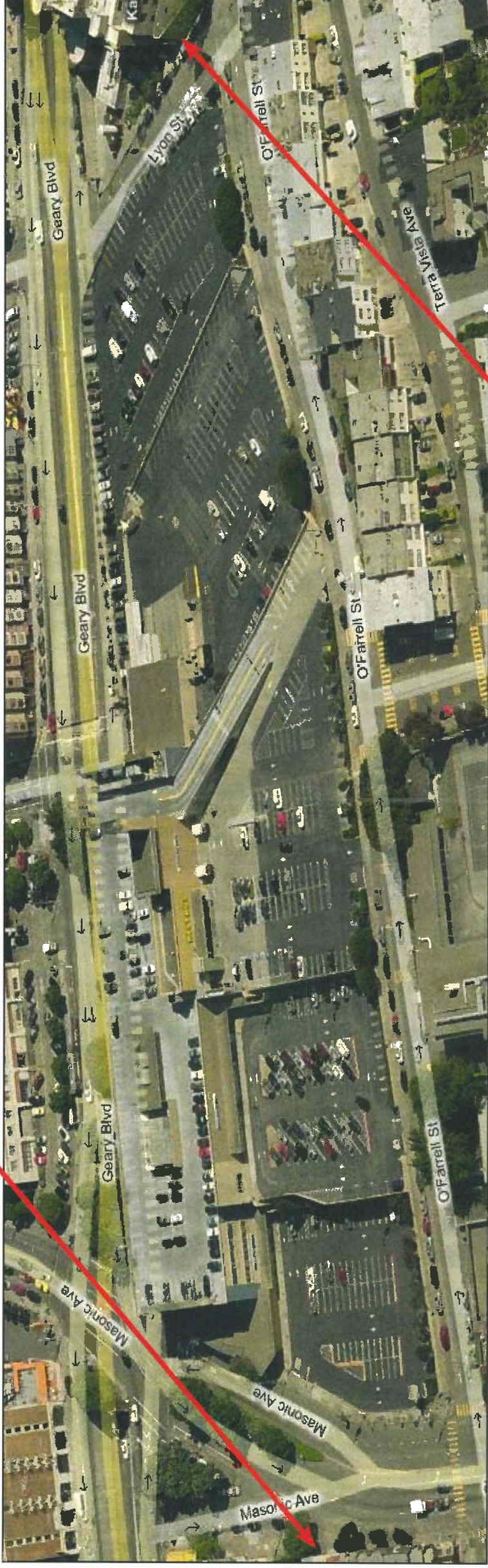
View of Existing Conditions Looking Northeast Toward Building at Parking Lot B.



View of Existing Conditions Looking West Toward Building at Parking Lot E.

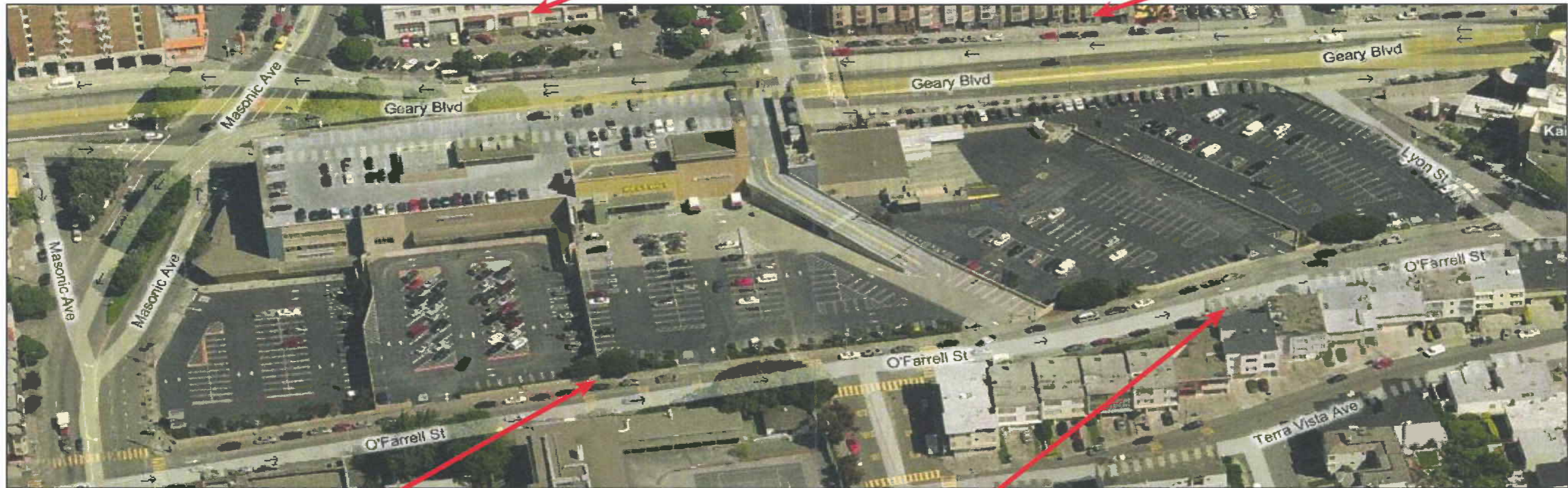
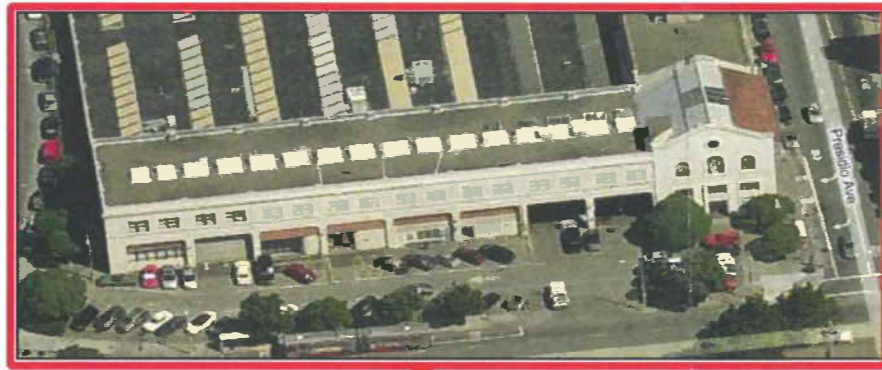


Existing Conditions on West Side of Masonic Ave.
(Opposite City Center)

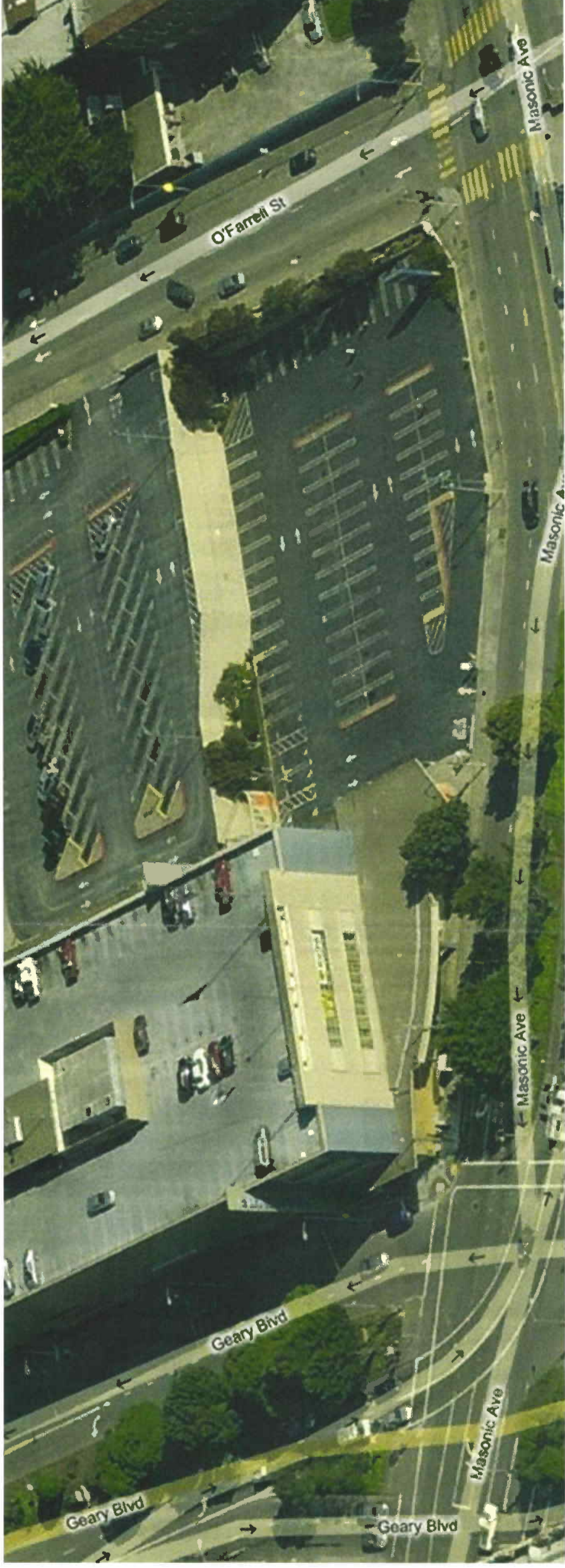


Existing Conditions on East Side of Lyon Street
(Opposite City Center)

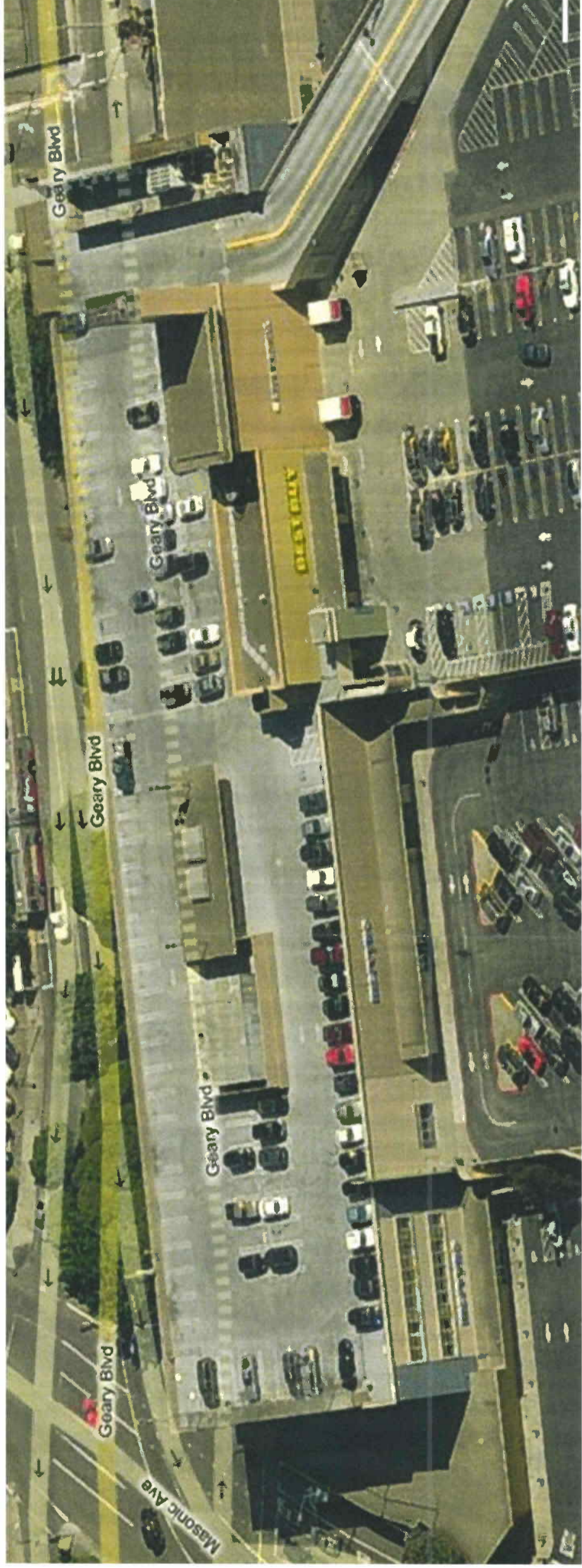
Existing Conditions on North Side of Geary Blvd.
(Opposite City Center)



Existing Conditions on South Side of O'Farrell St.
(Opposite City Center)



Masonic Ave. Panoramic View



O'Farrell Street Panoramic View

Local Formula Retail Businesses



| Index | Business | Address | Index | Business | Address | Index | Business | Address |
|-------|----------------------|------------------|-------|--------------------------------|------------------|-------|---------------------|------------------|
| 1 | Office Max | 3700 Geary Blvd. | 16 | Toyota Service Center | 3233 Geary Blvd. | 31 | Public Storage | 2690 Geary Blvd. |
| 2 | Chevron Gas Station | 3675 Geary Blvd. | 17 | Radio Shack | 3200 Geary Blvd. | 32 | Trader Joe's | 3 Masonic Ave. |
| 3 | The Hoover Company | 3628 Geary Blvd. | 18 | The UPS Store | 3145 Geary Blvd. | 33 | Allstate Insurance | 21 Masonic Ave. |
| 4 | Wells Fargo | 3624 Geary Blvd. | 19 | Sleep Train | 3100 Geary Blvd. | 34 | City Center Plaza | 2675 Geary Blvd. |
| 5 | Round Table Pizza | 3567 Geary Blvd. | 20 | Shell Gas Station | 3035 Geary Blvd. | a) | Office Depot | Suite 100 |
| 6 | US Bank | 3560 Geary Blvd. | 21 | Big-O-Tires | 3040 Geary Blvd. | b) | Best Buy | Suite 300 |
| 7 | AT&T Store | 3555 Geary Blvd. | 22 | Allstate Insurance | 3018 Geary Blvd. | c) | Subway | Suite 203 A2 |
| 8 | Pier 1 Imports | 3535 Geary Blvd. | 23 | Bridge Theatre | 3010 Geary Blvd. | d) | Sally Beauty Supply | Suite 200E |
| 9 | State Farm Insurance | 3524 Geary Blvd. | 24 | Mancini's Sleep World | 2950 Geary Blvd. | e) | Edible Arrangements | Suite 203 C2 |
| 10 | 76 Gas Station | 3501 Geary Blvd. | 25 | SuperCuts | 2747 Geary Blvd. | f) | Curves | Suite 200 E1 |
| 11 | FedEx Kinkos | 25 Stanyan St. | 26 | Carpeteria | 2930 Geary Blvd. | g) | Payless Shoe Source | Suite 200W |
| 12 | BevMo | 3455 Geary Blvd. | 27 | Liberty Tax | 2890 Geary Blvd. | 35 | Honey Baked Ham | 2190 Geary Blvd. |
| 13 | Sprint Store | 3435 Geary Blvd. | 28 | Bank of America | 2835 Geary Blvd. | | | |
| 14 | Abbey Carpets | 3301 Geary Blvd. | 29 | Firestone Tires | 2800 Geary Blvd. | | | |
| 15 | H&R Block | 3250 Geary Blvd. | 30 | Hanger Prosthetics & Orthotics | 2761 Geary Blvd. | | | |

RECEIVED

JUL 05 2011

CITY & COUNTY OF S.F.
PLANNING DEPARTMENT
NEIGHBORHOOD PLANNING