



SAN FRANCISCO PLANNING DEPARTMENT

Executive Summary Conditional Use

HEARING DATE: JULY 28, 2011

Date: July 21, 2011
Case No.: 2011.0155C
Project Address: 5411 GEARY BLVD
Zoning: NC-3 (Neighborhood Commercial, Moderate Scale)
40-X Height and Bulk District
Block/Lot: 1526/035
Project Sponsor: John Kevlin
PETCO Animal Supplies
9125 Rancho Road
San Diego, CA 92121
Staff Contact: Aaron Starr – (415) 558-6362
aaron.starr@sfgov.org
Recommendation: **Disapproval**

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

Reception:
415.558.6378

Fax:
415.558.6409

Planning
Information:
415.558.6377

PROJECT DESCRIPTION

The applicant proposes to establish a formula retail business (d.b.a. Unleashed by PETCO) in a commercial building that was previously occupied by a Walgreens Pharmacy. The project does not include expanding the building and proposes only minor cosmetic exterior alterations and new signage.

According to the project sponsor's application, the Unleashed by PETCO concept was developed in 2009 as a way for pet owners who live a healthy, natural lifestyle to share that experience with their pets. The Unleashed by PETCO store will sell pet food and pet supplies, and will provide a number of pet services. No pets will be sold at the store nor will pet grooming be offered. The store will sell a variety of pet food, specializing in premium, natural, organic and raw pet nutrition. The store will also provide dog training classes, pet insurance, DNA breed testing and pet vaccination clinics, conducted by local veterinarians.

SITE DESCRIPTION AND PRESENT USE

The project site is located on the south side of Geary Boulevard between 18th and 19th Avenues in the City's Inner Richmond Neighborhood across the street from the Alexandria Theater. The subject property is 50' wide and 100' deep and the subject building covers the entire lot. The subject building was previously occupied by a Walgreens Pharmacy, but has been vacant for several years. The subject building is one-story with a mezzanine and contains approximately 6,383 sq. ft.

SURROUNDING PROPERTIES AND NEIGHBORHOOD

The project site is located in an NC-3 Zoning District that extends along Geary Boulevard and which is a major commercial corridor consisting of small to large sized businesses on each side from Van Ness Avenue to 28th Avenue. The Richmond District is generally characterized by residential uses, with commercial uses along Geary Boulevard, Clement Street and Sacramento Street, with other pockets of commercial uses elsewhere throughout the area.

NC-3 Districts are intended in most cases to offer a wide variety of comparison and specialty goods and services to a population from beyond than the immediate neighborhood, additionally providing convenience goods and services to the surrounding neighborhoods. NC-3 Districts are linear districts located along heavily trafficked thoroughfares which also serve as major transit routes. A diversified commercial environment is encouraged for NC-3 Districts, and a wide variety of uses are permitted with special emphasis on neighborhood-serving businesses.

ENVIRONMENTAL REVIEW

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

HEARING NOTIFICATION

TYPE	REQUIRED PERIOD	REQUIRED NOTICE DATE	ACTUAL NOTICE DATE	ACTUAL PERIOD
Classified News Ad	20 days	July 8, 2011	July 8, 2011	20 days
Posted Notice	20 days	July 8, 2011	July 8, 2011	20 days
Mailed Notice	10 days	July 8, 2011	July 8, 2011	20 days

The proposal requires a Section 312 neighborhood notification, which was conducted in conjunction with the conditional use notification.

PUBLIC COMMENT

- The Department received a petition with approximately 3,700 signatures on it in opposition to the proposed project. The petition has not been checked to see if there are any duplicated names. A sample petition has been included in the Commission Packet.

ISSUES AND OTHER CONSIDERATIONS

- Formula retail businesses can have a competitive advantage over independent operators because they are typically better capitalized and can absorb larger startup costs, pay more for lease space, and commit to longer lease contracts. This can put pressure on existing businesses and potentially price out new startup independent businesses.
- The increase of formula retail businesses in the City's neighborhood commercial areas, if not monitored and regulated, will hamper the City's goal of a diverse retail base with

distinct neighborhood retailing personalities comprised of a mix of businesses. Specifically, the unregulated and unmonitored establishment of additional formula retail uses may unduly limit or eliminate business establishment opportunities for smaller or medium-sized businesses, many of which tend to be non-traditional or unique, and unduly skew the mix of businesses towards national retailers in lieu of local or regional retailers, thereby decreasing the diversity of merchandise available to residents and visitors and the diversity of purveyors of merchandise.

REQUIRED COMMISSION ACTION

In order for the project to proceed, the Commission must grant conditional use authorization to allow the establishment of a formula retail establishment within the NC-3 Zoning District, pursuant to Planning Code Sections 303 and 703.4.

BASIS FOR RECOMMENDATION

- The proposed new use will not provide a development that is necessary or desirable with the surrounding neighborhood. There are a number of pet stores and services within the area, including two smaller locally-owned pet supply stores in the immediate vicinity and several others within two miles of the subject site, making the proposed use unnecessary.
- The subject area has a large concentration of formula retail establishments, and adding another formula retail store will only increasing this concentration.
- The neighborhood is well served by smaller locally owned pet stores and a larger destination formula retail pet supply store (Pet Food Express, on California Street near Presidio Avenue).
- The proposed formula retail establishment could have a negative impact on existing neighborhood character by displacing smaller local stores that provide similar products and services.

RECOMMENDATION: Disapproval

Attachments:

- Block Book Map
- Sanborn Map
- Aerial Photographs
- Project Sponsor Submittal

Attachment Checklist

- | | |
|---|---|
| <input checked="" type="checkbox"/> Executive Summary | <input checked="" type="checkbox"/> Project sponsor submittal |
| <input checked="" type="checkbox"/> Draft Motion | Drawings: <u>Existing Conditions</u> |
| <input type="checkbox"/> Environmental Determination | <input checked="" type="checkbox"/> Check for legibility |
| <input checked="" type="checkbox"/> Zoning District Map | Drawings: <u>Proposed Project</u> |
| <input checked="" type="checkbox"/> Height & Bulk Map | <input checked="" type="checkbox"/> Check for legibility |
| <input checked="" type="checkbox"/> Parcel Map | <input type="checkbox"/> Health Dept. review of RF levels |
| <input checked="" type="checkbox"/> Sanborn Map | <input type="checkbox"/> RF Report |
| <input checked="" type="checkbox"/> Aerial Photo | <input type="checkbox"/> Community Meeting Notice |
| <input checked="" type="checkbox"/> Context Photos | <input type="checkbox"/> Inclusionary Affordable Housing Program:
Affidavit for Compliance |
| <input checked="" type="checkbox"/> Site Photos | |

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

Planner's Initials

AS: G:\DOCUMENTS\Conditional Use\5411 Geary Blvd\5411 Geary Blvd.ExecutiveSummary.doc



SAN FRANCISCO PLANNING DEPARTMENT

Subject to: (Select only if applicable)

- | | |
|--|--|
| <input type="checkbox"/> Affordable Housing (Sec. 415) | <input type="checkbox"/> First Source Hiring (Admin. Code) |
| <input type="checkbox"/> Jobs Housing Linkage Program (Sec. 413) | <input type="checkbox"/> Child Care Requirement (Sec. 414) |
| <input type="checkbox"/> Downtown Park Fee (Sec. 412) | <input type="checkbox"/> Other |

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Planning Commission Draft Motion

HEARING DATE: JULY 28, 2011

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9125 Rancho Road
San Diego, CA 92121
Staff Contact: Aaron Starr – (415) 558-6362
aaron.starr@sfgov.org

ADOPTING FINDINGS RELATING TO THE DISAPPROVAL OF CONDITIONAL USE AUTHORIZATION PURSUANT TO SECTIONS 303 and 703.4 OF THE PLANNING CODE TO ALLOW A FORMULA RETAIL USE (D.B.A. UNLEASHED BY PETCO) WITHIN THE NC-3 (NEIGHBORHOOD COMMERCIAL, MODERATE SCALE) DISTRICT AND A 40-X HEIGHT AND BULK DISTRICT.

PREAMBLE

On February 15, 2011, John Kevlin (hereinafter "Project Sponsor") filed an application with the Planning Department (hereinafter "Department") for Conditional Use Authorization under Sections 303 and 703.4 of the Planning Code to allow a formula retail use (d.b.a. Unleashed by PETCO) within the NC-3 (Neighborhood Commercial, Moderate Scale) District and a 40-X Height and Bulk District.

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. 2011.

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

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

MOVED, that the Commission hereby disapproves the Conditional Use requested in Application No. 2011.0155C, 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 site is located on the south side of Geary Boulevard between 18th and 19th Avenues in the City's Inner Richmond Neighborhood across the street from the Alexandria Theater. The subject property is 50' wide and 100' deep and the subject building covers the entire lot. The subject building was previously occupied by a Walgreens Pharmacy, but has been vacant for several years. The subject building is one-story with a mezzanine and contains approximately 6,383 sq. ft.
3. **Surrounding Properties and Neighborhood.** The project site is located in an NC-3 Zoning District that extends along Geary Boulevard and which is a major commercial corridor consisting of small to large sized businesses on each side from Van Ness Avenue to 28th Avenue. The Richmond District is generally characterized by residential uses, with commercial uses along Geary Boulevard, Clement Street and Sacramento Street, with other pockets of commercial uses elsewhere throughout the area.

NC-3 Districts are intended in most cases to offer a wide variety of comparison and specialty goods and services to a population from beyond than the immediate neighborhood, additionally providing convenience goods and services to the surrounding neighborhoods. NC-3 Districts are linear districts located along heavily trafficked thoroughfares which also serve as major transit routes. A diversified commercial environment is encouraged for NC-3 Districts, and a wide variety of uses are permitted with special emphasis on neighborhood-serving businesses.

4. **Project Description.** The applicant proposes to establish a formula retail business (d.b.a. Unleashed by PETCO) in a commercial building that was previously occupied by a Walgreens Pharmacy. The project does not include expanding the building and proposes only minor cosmetic exterior alterations and new signage.

According to the project sponsor's application, the Unleashed by PETCO concept was developed in 2009 as a way for pet owners who live a healthy, natural lifestyle to share that experience with their pets. The Unleashed by PETCO store will sell pet food and pet supplies, and will provide a number of pet services. No pets will be sold at the store nor

will pet grooming be offered. The store will sell a variety of pet food, specializing in premium, natural, organic and raw pet nutrition. The store will also provide dog training classes, pet insurance, DNA breed testing and pet vaccination clinics, conducted by local veterinarians.

5. **Public Comment.** The Department received a petition with approximately 3,700 signatures on it in opposition to the proposed project.
6. **Planning Code Compliance:** The Commission finds that the Project is consistent with the relevant provisions of the Planning Code in the following manner:

- A. **Use.** Planning Code Section 713.40 permits Other Retail Sales and Services uses on the ground floor in NC-3 Districts.

The proposed use is considered an "Other Retail Sales and Service" use as defined by Planning Code Section 790.102. The proposed use would be located on the ground floor in an NC-3 district; it is principally permitted in this use district.

- B. **Hours of Operation.** Planning Code Section 711.27 states that there is no limit to hours of operation in NC-3 Zoning Districts

The proposed project's hours of operation are between 9am-9pm Monday-Saturday and 10am-6pm Sunday.

- C. **Parking.** Planning Section 151 of the Planning Code requires one off-street parking space for each 500 square feet of occupied floor area where the occupied floor area exceeds 5,000 square feet.

The Subject Property maintains a legal parking deficiency of 13 spaces. The proposed project does not propose changing the use or size of the building; therefore no parking is required and none is proposed.

- D. **Street Frontage in Neighborhood Commercial Districts.** Section 145.1 of the Planning Code requires that NC Districts containing specific uses, including retail uses, 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 subject commercial space has approximately 50 feet of frontage on Geary Boulevard approximately 70% dedicated to entrances and windows. The windows are clear and unobstructed. There are no changes proposed to the commercial frontage.

- E. **Formula Retail.** Planning Code Section 703.3 defines a formula retail use as a type of retail sales activity or retail sales establishment which, along with eleven or more other retail sales establishments located in the United States, maintains two or more of the following features: a standardized array of merchandise, a standardized facade, a standardized decor and color scheme, a uniform apparel, standardized signage, a trademark or a servicemark. Businesses that are determined to be formula retail uses require Conditional Use Authorization to be established in NC-2 Zoning Districts.

The proposed use meets at least four of the above criteria in addition to having 31 other locations in the United States. The proposed use is considered a formula retail use; as such, the project sponsor has applied for Conditional Use authorization to establish a formula retail use in a Neighborhood Commercial District.

- F. **Loading.** Planning Code Section 152 does not require on-site loading spaces where the gross floor area of the proposed retail use is less than 100,000 sq. ft.:

The proposal does not include an on-site loading space and none are required.

7. **Planning Code Section 303** establishes criteria for the Planning Commission to consider when reviewing applications for Conditional Use approval. On balance, the project does comply with said criteria in that:

- A. The proposed new uses and building, at the size and intensity contemplated and at the proposed location, will provide a development that is necessary or desirable, and compatible with, the neighborhood or the community.

The proposed new use will not provide a development that is necessary or desirable with the surrounding neighborhood. There are a number of pet stores and services within the area, including two smaller locally-owned pet supply stores in the immediate vicinity and several others within two miles of the subject site making the proposed use unnecessary. Further, the area is already served by a destination formula retail pet supply store, Pet Food Express, approximately 2 miles away.

- B. The proposed project will not be detrimental to the health, safety, convenience or general welfare of persons residing or working in the vicinity. There are no features of the project that could be detrimental to the health, safety or convenience of those residing or working the area, in that:

- i. Nature of proposed site, including its size and shape, and the proposed size, shape and arrangement of structures;

The height and bulk of the existing building will remain the same and will not alter the existing appearance or character of the project vicinity. The proposed work will not affect the building envelope.

- 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 Planning Code does not require parking or loading for the proposed use. However, there is sufficient on-street parking and there are parking lots within the immediate area that should be able to accommodate parking demand. Further the proposed use will have a similar impact of the previous retail use (Walgreens Pharmacy).

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

The proposed use is a retail store that will not produce noxious or offensive emissions.

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

The proposed project is not required to provide landscaping, open space, parking, or loading areas. Any new lighting and signage would be reviewed against current Code requirements.

- 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 some of the relevant requirements and standards of the Planning Code, however it is not consistent with the formula retail controls in the Planning Code or the 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 NC-3 Districts in that the intended use would offer specialty goods to a population greater than the immediate neighborhood, additionally providing convenience goods and services to the surrounding neighborhoods.

- 8. **Planning Code Section 303(i)** establishes criteria for the Planning Commission to consider when reviewing applications for Formula Retail Uses. On balance, the project complies with said criteria in that:

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

The subject NC-3 District runs from Van Ness Avenue to 28th Avenue. In the 20 blocks along Geary surrounding the subject site there are approximately 24 formula retail stores. The subject area has a large concentration of formula retail establishments in the area, and adding another formula retail store will only increase this concentration.

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

There are three other non-formula retail pet stores along Geary Boulevard within 1.5 miles of the subject site in addition to one large formula retail store (Pet Food Express) on California Street near Presidio Avenue and a smaller non-formula retail store at 5950 California Street. The neighborhood is well served by smaller, locally owned pet stores and a larger destination formula retail pet supply store.

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

The proposal includes only minor cosmetic changes to the existing structure, which is in keeping with the architectural and aesthetic character of the Neighborhood Commercial District.

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

According to documents supplied by the project sponsor, the Richmond neighborhood has a vacancy rate of 28%. A windshield survey of the area also found a significant number of vacant storefronts.

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

NC-3 Districts are intended to provide a mix of Citywide-serving retail uses and neighborhood-serving retail uses. This particular stretch of Geary Boulevard does provide a mix of such services.

9. **General Plan Compliance.** The Project is, on balance, not 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.

The proposed formula retail use would be located near other similar non-formula retail pet supply stores along Geary Boulevard and could have a negative impact on the viability of those businesses. The proposed development would create a substantial undesirable consequence that cannot be minimized.

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.

Because the proposed project is in close proximity to other similar businesses that don't have the same competitive advantage that is inherent in formula retail businesses, there would be an overall negative impact on the existing commercial activity in the city.

10. **Planning Code Section 101.1(b)** establishes eight priority-planning policies and requires review of permits for consistency with said policies. On balance, the project does comply with said policies in that:

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

The proposal could potentially have a negative impact on existing pet supply stores in the area.

- 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 formula retail establishment could have a negative impact on existing neighborhood character by displacing smaller local stores that provide similar products and services.

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

The proposed project would not have any impact on the City's supply of affordable housing.

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

The site is well served by transit and there is ample on-street parking as well as public parking lots near by. Further, the proposed use is similar in intensity to the use that was there previously and would not significantly alter traffic patterns in the area.

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

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

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

- 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 project would have no negative impact on existing parks and open spaces.

11. The project is not consistent with and would not promote the general and specific purposes of the Code provided under Section 101.1(b) in that, as designed, the project would be detrimental to the character and stability of the neighborhood and would not constitute a beneficial development.
12. The Commission hereby finds that disapproval of the Conditional Use authorization would promote the health, safety and welfare of the City.

DECISION

That based upon the Record, the submissions by the Applicant, the staff of the Department and other interested parties, the oral testimony presented to this Commission at the public hearings, and all other written materials submitted by all parties, the Commission hereby **DISAPPROVES Conditional Use Application No. 2011.0155C.**

APPEAL AND EFFECTIVE DATE OF MOTION: Any aggrieved person may appeal this Conditional Use Authorization to the Board of Supervisors within thirty (30) days after the date of this Motion No. XXXXX. The effective date of this Motion shall be the date of this Motion if not appealed (After the 30-day period has expired) OR the date of the decision of the Board of Supervisors if appealed to the Board of Supervisors. For further information, please contact the Board of Supervisors at (415) 554-5184, City Hall, Room 244, 1 Dr. Carlton B. Goodlett Place, San Francisco, CA 94102.

I hereby certify that the Planning Commission ADOPTED the foregoing Motion on July 28, 2011.

Linda D. Avery
Commission Secretary

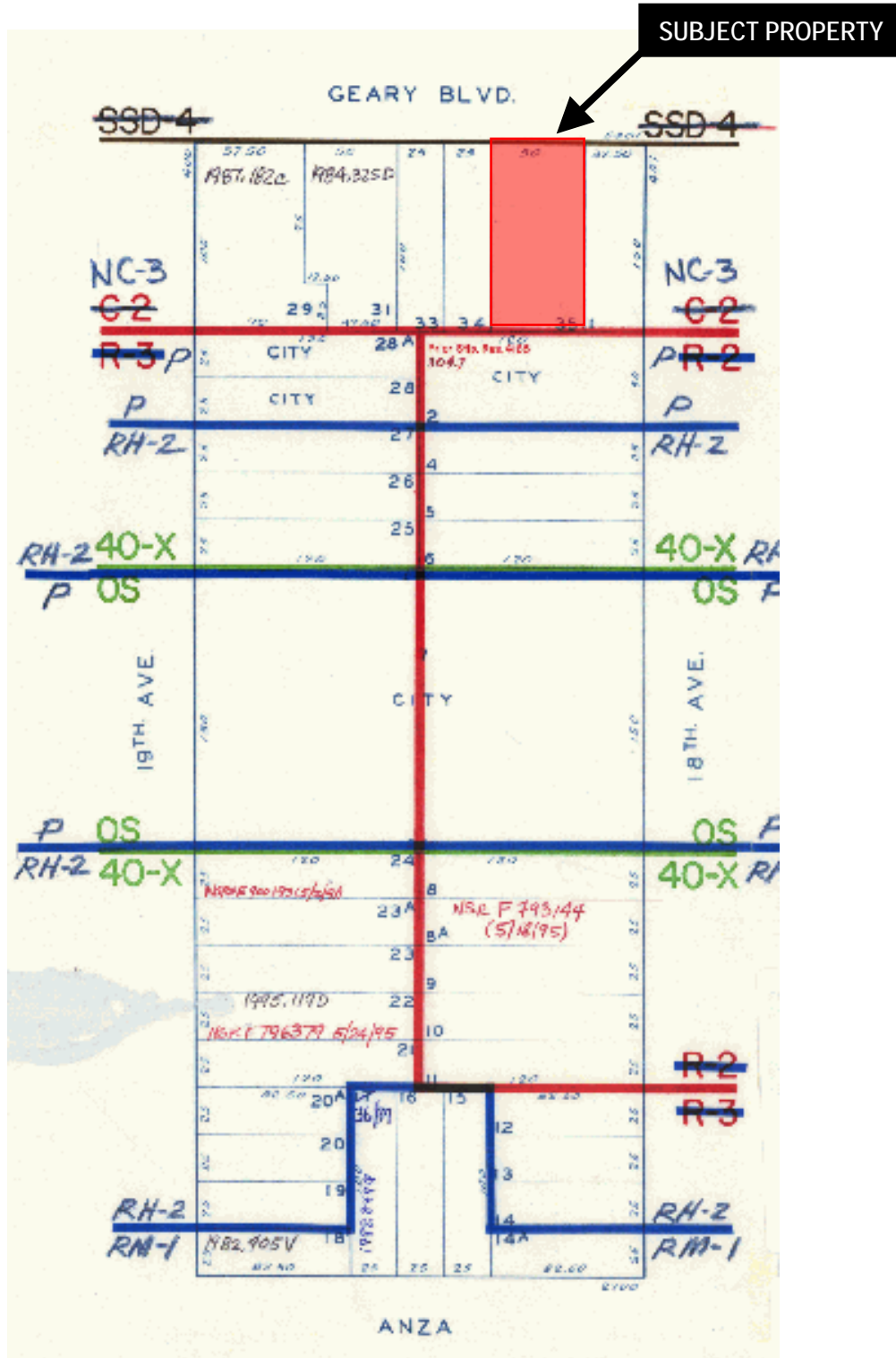
AYES:

NAYS:

ABSENT:

ADOPTED: July 28, 2011

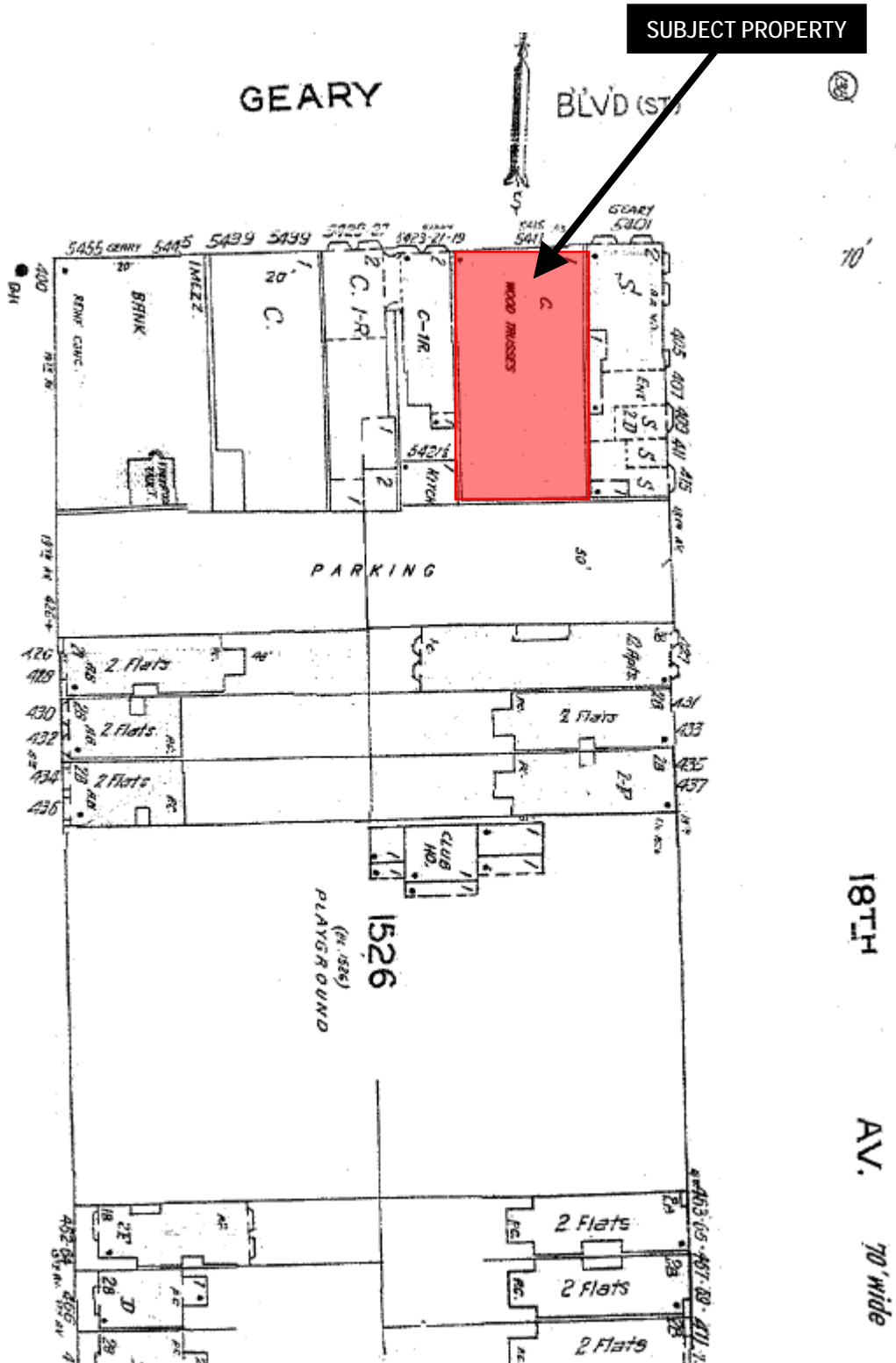
Parcel Map



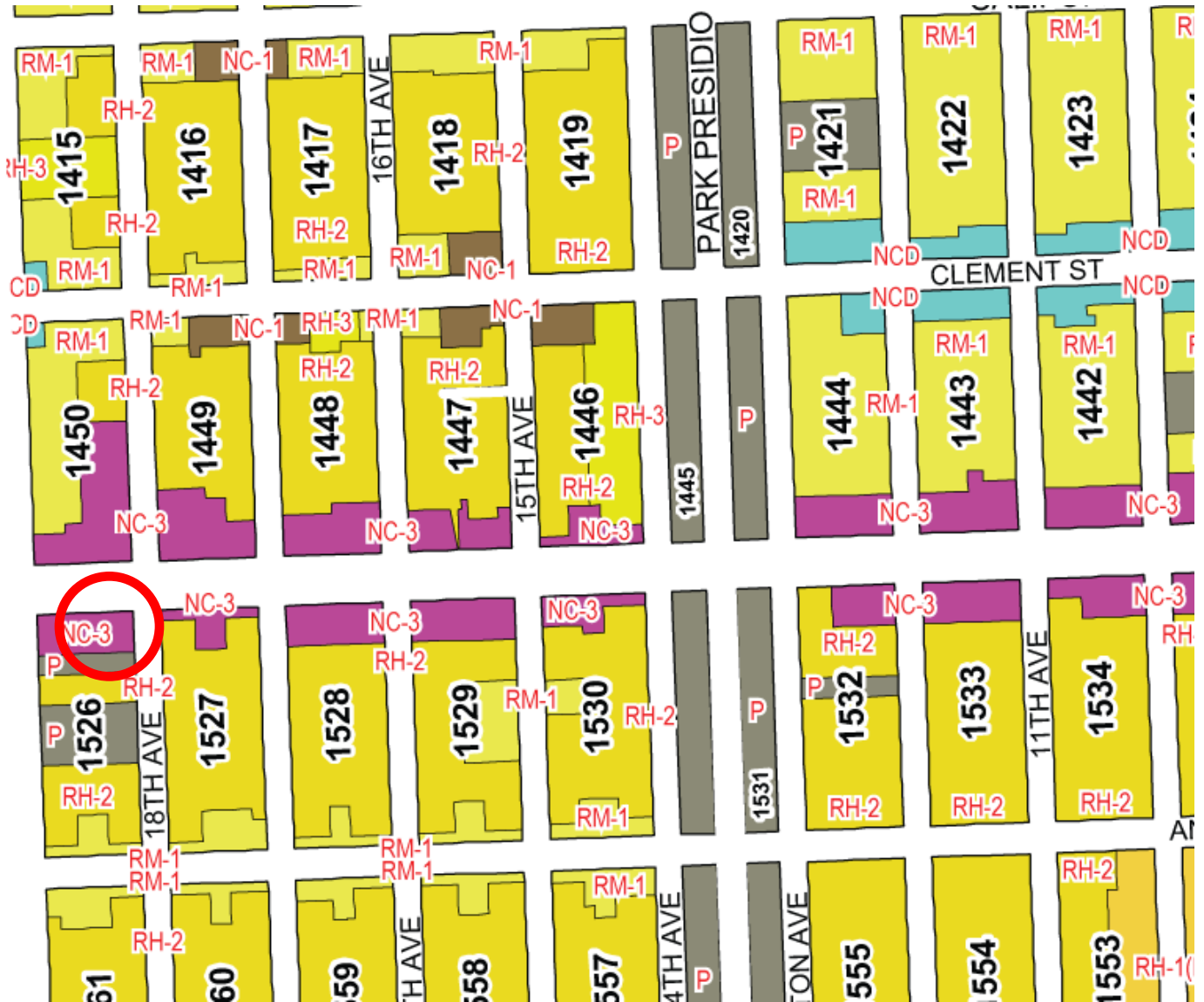
Conditional Use Hearing
 Case Number 2011.0155C
 Unleashed by PETCO
 5411 Geary Boulevard



Sanborn Map*



Zoning Map



Conditional Use Hearing
Case Number 2011.0155C
Unleashed by PETCO
5411 Geary Boulevard

Aerial Photo

SUBJECT PROPERTY



Aerial Photo



SUBJECT PROPERTY



Conditional Use Hearing
Case Number 2011.0155C
Unleashed by PETCO
5411 Geary Boulevard

Site Photo



Conditional Use Hearing
Case Number 2011.0155C
Unleashed by PETCO
5411 Geary Boulevard

**STOP
PETCO - UNLEASHED**



We, the undersigned, object to PETCO opening a new store where the old Walgreens was on Geary and 18th Ave. We feel it will diminish the friendly, small town atmosphere of the neighborhood and will have a negative effect on the small businesses in the area.

NAME	SIGNATURE	ADDRESS w/ZIP CODE	EMAIL
Kevin Clark		70 8th Ave	cataulacus@yahoo.com
HAROLD KROFMAN		2472 FRANCISCO ST.	halkrofman@sbcglobal.net
Melinda Kim		144 Hugo St, #3	Melindakim@bluewin.net
Keyral Seli		144 Hugo St #3	brzewyn@gmail.com
Cara Daniels		476th Ave 94118	
Matilda Abbe		3119 California St 94115	
KIM STURDALANT		327 12th Ave 94118	kimsturdalant@gmail.com
Steph		484 8th AVE	stephckang@gmail.com
Connie Dy		285 Buckinghamway 94132	
MARGARET GABNON		449 FILBERT	margheonad@yahoo.com
CLAUDE GABNON		449 FILBERT	gabnoness@comcast.net
Alanna Freeman		639th 94118	
Christina Maki		5226 Esmond Ave. Richmond	thecatmom@gmail.com
Ellen Hanson		1056 FULTON ST. SF, CA 94117	@comcast.net
ROBERT RANDALL		327 18th AVE SF CA 94121	
Susan Demos		241 Downys SF CA 94117	
CHRIS CORNISH		P.O. Box 14862 S.F. CA 94114	
Becky Abramowitz		489 17th Ave	
Lynette Chien		545-11th Ave	
Sylvia Bullock		59th Ave #1 SF, CA 94118	sabullock@comcast.net
Marcellina Bruch		854 MacArthur AVE 94129	Marcellina@comcast.net
Deidre McBride		930 Anza Street San Francisco CA 94114	
Kim Hogan		3135 Pacific Ave SF 94115	
Christina Tam		591-28th Ave SF 94121	
Kim Mazzone		1827 Golden Gate #12 SF 94115	
Sue Obertence		6340 Geary #2 SF 94121	
Susan Malen		657 24th Ave SF CA 94114	Sosmalen@comcast.net
BEN BERGSTEIN		350 15th AVE SF 94118	
Halle		470 Duncan St. SF 94131	
Ben		588 47th Ave San Fran 94121	
Wendy		4622 California SF 94118	
Mary Whitcomb		242A Div Ave S.F 94118	
Lee Malen		4413-17th St SF, CA 94114	
Rebecca Choy		810 36th Ave SF CA 94121	
Jan Donnelly		464 43rd	
Paula Greenwood		523-22ND AVE., SF CA 94121	



We, the undersigned, object to Petco opening a new store where the old Walgreens was on Geary. ^{at 15th Ave} We feel it will diminish the friendly, small town atmosphere of the neighborhood and will have a negative effect on the small businesses in the area. 7/17/10

57

NAME	SIGNATURE	ADDRESS OR EMAIL <i>(w/ Zipcode)</i>
GRANER WALDI	<i>Grace Resaldi</i>	336 16th Ave. 94118
JANE COLOSMO	<i>Jane Colosmo</i>	557 14th Ave 94110
<i>Carol M. Falkner</i>	CAROLE McBeltrick	94118
<i>Marcia Perry</i>	MARCIA PERRY	1682 26th Ave 94122 *
<i>June McCarty</i>	<i>June McCarty</i>	2516 SF 94123
Courtney Everett	<i>Courtney Everett</i>	390 29th Ave #11 SF 94121
Anne Hall	<i>Anne Hall</i>	450 11th Ave. SF 94118
Ron Cohen	<i>Ron Cohen</i>	1125 LAWTON ST 94122
Robert Erbach	<i>Robert Erbach</i>	281 15th Ave
Wilson B. Erbach	<i>Wilson B. Erbach</i>	
Jocelyn Plackutin	<i>Jocelyn Plackutin</i>	879 4th Ave SF 94131
<i>M. Smith</i>	<i>M. Smith</i>	1752 Vega 94117
Pamela Strong	<i>Pamela Strong</i>	720 Balboa St 94118
Olivia Nava	<i>Olivia Nava</i>	366 FUNSTON AVE SE 94118
<i>Leah Phillips</i>	<i>Leah Phillips</i>	1607 30th AVE 94122
Alice Lee	<i>Alice Lee</i>	SE. CA 94118
NANCY CLAR	<i>Nancy Clar</i>	1815 Greenwell St 94110
Bella Girschman	<i>Bella Girschman</i>	1946 Grove St #6
Bartolo Olvera	<i>Bartolo Olvera</i>	347 5th Ave Apt 2
Perla Naranjo	<i>Perla Naranjo</i>	94080
NICOLE KROSSNER	<i>Nicole Krossner</i>	1515 Mason St SF 94117
GREG SUMNER	<i>Greg Sumner</i>	788 17th AVE. S.F. CA 94121
Lauren Crawford	<i>Lauren Crawford</i>	923 5th Ave 94118
Ray B Baker	<i>Ray B Baker</i>	1437 Willard 94117
Pat Lane	<i>Pat Lane</i>	1437 Willard SF 94117
Liza Colton	<i>Liza Colton</i>	755 E. Rock SF 94122
William Foy	<i>William Foy</i>	2275 Beach St
<i>Joan Jay</i>	<i>Joan Jay</i>	2235 Beach St
REGINA LATHROP	<i>Regina Lathrop</i>	SF 94118
Joann Bieder	<i>Joann Bieder</i>	346 Pin Hill Rd 94116
Robert Krus	<i>Robert Krus</i>	815 Harbor Way, So. Richmond CA 94144
CHASE OTTNEY	<i>Chase Ottney</i>	401 43rd AVE SE, CA 9412
Martiza Arana	<i>Martiza Arana</i>	759 4th Ave SF, CA 94121

* MPerry167@hotmail.com
Will write protest email

REUBEN & JUNIUS_{LLP}

July 20, 2011

VIA MESSENGER

Ms. Christina Olague, President
San Francisco Planning Commission
1650 Mission Street, 4th Floor
San Francisco, CA 94103

**Re: Unleashed by PETCO – 5411 Geary Boulevard
Planning Department Case No. 2011.0155C
Hearing Date: July 28, 2011
Our File No.: 6547.01**

Dear President Olague and Commissioners:

This office represents PETCO Animal Supplies, Inc., the project sponsor for a proposed Unleashed by PETCO store (“Project” or “Petco”) to be located at 5411 Geary Boulevard (the “Property”), between 18th and 19th Avenues. The Project will not increase the floor area or otherwise expand the envelope of the existing vacant building.

The 5,000 square-foot Property is currently occupied by an approximately 6,383 square-foot retail building. The building is one story tall, with a mezzanine at the rear (south end) of the retail space. There are no off-street parking spaces at the Property. The Property was formerly occupied by a Walgreens Pharmacy, but has been vacant for five years.

The Richmond district continues to struggle with high vacancy and retail establishments continue to close even as the average vacancy rate in San Francisco has decreased in late 2010 and early 2011. Numerous newspaper articles have been published in the past few years regarding closing retail businesses along Geary Boulevard. A recent inventory taken of Geary Boulevard identified more than 200,000 square feet of vacant commercial space along the corridor.

A site plan and elevations for the proposed Petco are included in your packet. A photograph of the subject building is attached as **Exhibit A**. Photographs of other vacant storefronts along Geary Boulevard are attached as **Exhibit B**.

A. Benefits of the Project

Benefits of the Project will include:

- Renovating and re-activating an existing retail space that has been vacant for several years now, in an area of town that is especially hard hit with retail vacancies;
- Creation of new construction jobs during store construction;
- Creating up to 5 new entry-level jobs in the city;
- Reducing the number of automobile trips made by Richmond residents to existing PETCO stores on Sloat Boulevard and at Potrero Hill;
- Generation of new economic activity and production of business tax revenue to the City.

B. Project Description

The Project would establish an Unleashed by PETCO store in an existing building that was formerly occupied by a formula retail pharmacy and retail store (Walgreens). The Project would occupy only the approximately 5,000 square-foot ground floor of the existing building. No new construction and no alteration or modification to the exterior of the existing building is proposed. The exterior frontage of the building will be cleaned up and new signage will be installed.

The Unleashed by PETCO concept was developed in 2009 as a way for pet owners who live a healthy, natural lifestyle to share that experience with their pets. The Unleashed by PETCO store will sell pet food and pet supplies, and will provide a number of pet services. No pets will be sold at the store nor will pet grooming be offered. The store will sell a variety of pet food, specializing in premium, natural, organic and raw pet nutrition. The store will also provide dog training classes, pet insurance, DNA breed testing and pet vaccination clinics, conducted by a local veterinarian.

C. The Project will Benefit the Richmond Neighborhood

The proposed Unleashed by PETCO store will provide a retail pet supply store that will increase the variety of options pet owners have for pet food, supplies and services in the Richmond. Market estimates indicate that San Francisco represents a \$117 million marketplace for pet supplies, food and services – with the Richmond alone accounting for \$11 million.

Ms. Christina Olague

July 20, 2011

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Providing another pet store option will expand the diversity of pet food and supply options, and will likely lead to overall lower prices for consumers.

PETCO has been part of San Francisco for 20 years. Numerous customers of the existing PETCO stores in Potrero Hill and on Sloat Boulevard now travel from the Richmond district to shop at those stores – a full \$1.5 million is being spent at these stores by customers from Richmond ZIP codes annually. The Unleashed by PETCO will specifically benefit these consumers in the Richmond, as they will be able to shop in their own neighborhood for many of the goods and services they normally travel across the city to access at existing PETCO locations. The proposed Unleashed by PETCO store, however, will be limited to a size that is more appropriate for the existing character of the Richmond district. The store will be 5,000 square feet in area, about half the size of a typical PETCO store. This size better serves the area around the Property, as it will not increase the size of the existing retail building. It will also focus on serving neighborhood residents, since its size is too small to attract consumers from other areas of the city.

The proposed Unleashed by PETCO will also counteract the dramatic increase in vacant storefronts that has occurred along Geary Boulevard in recent years. By occupying one of these vacant spaces, the Project will help improve the retail market in the Richmond, while also beautifying a storefront and keeping it clear of garbage and graffiti. Also, the Project will attract more customers to this part of Geary Boulevard – customers that are more likely to support nearby businesses while they're in the area. Numerous nearby merchants have expressed their support for an Unleashed by PETCO at the Property as a way to generate additional business in the neighborhood. The larger size of the existing retail building at the Property (relative to the small retail spaces in the vicinity) means that fewer retailers are able to make use of the space. Unleashed by PETCO is uniquely situated to reactivate this site with a thriving retail business that will benefit both nearby businesses and residents.

The Project will also allow PETCO to expand its existing community-based activities in San Francisco. The PETCO Foundation is a non-profit that provides financial and other support to more than 6,200 local animal-welfare agencies across the country – including San Francisco. PETCO regularly holds adoption events and has raised \$300,000 in recent years for local animal-welfare organizations.

D. Community Outreach

PETCO has conducted extensive community outreach for the project since January of 2011. It held a community meeting on the Project on January 20, 2011. 997 cards and petitions in support of the Project have been submitted by Richmond residents and merchants. PETCO has also canvassed the merchants located near the Property and has developed a video with 7 merchants indicating their support.

One Bush Street, Suite 600
San Francisco, CA 94104

tel: 415-567-9000
fax: 415-399-9480

REUBEN & JUNIUS_{LLP}

www.reubenlaw.com

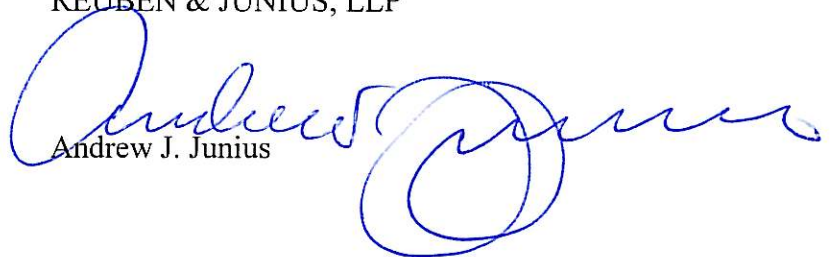
Ms. Christina Olague
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F. Conclusion

The Project requires conditional use authorization for a formula retail use. It provides substantial benefits to the City by cleaning up, occupying and reactivating a retail space along the Geary Boulevard commercial corridor that has sat vacant for several years. The store will help revitalize this area which has been struggling with a weak local economy, as is evidenced by the numerous vacant retail stores along Geary Boulevard. It also provides a local PETCO option for Richmond residents that are currently driving across town to shop at PETCO stores on Sloat Boulevard and in Potrero Hill. For all of these reasons and those listed in the application, we respectfully request this Commission grant this conditional use authorization for this Project.

Very truly yours,

REUBEN & JUNIUS, LLP


Andrew J. Junius

Encls.

cc: Commissioner Michael Antonini
Commissioner Gwen Borden
Commissioner Rodney Fong
Commissioner Ron Miguel
Commissioner Kathrin Moore
Commissioner Hisashi Sugaya
John Rahaim - Planning Director
Scott Sanchez - Zoning Administrator
Linda Avery - Commission Secretary
Elizabeth McKinley - PETCO
John Kevlin - Reuben & Junius, LLP

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REUBEN & JUNIUS, LLP

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EXHIBIT A

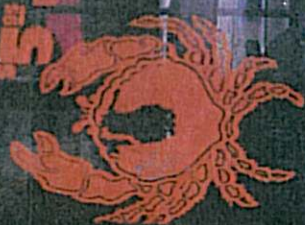


EXHIBIT B

LUCKY FORTUNE
DIM SUM • SEAFOOD
Tel: 415-751-2888

571

live Dungeoneess Crab



live Dungeoneess Crab



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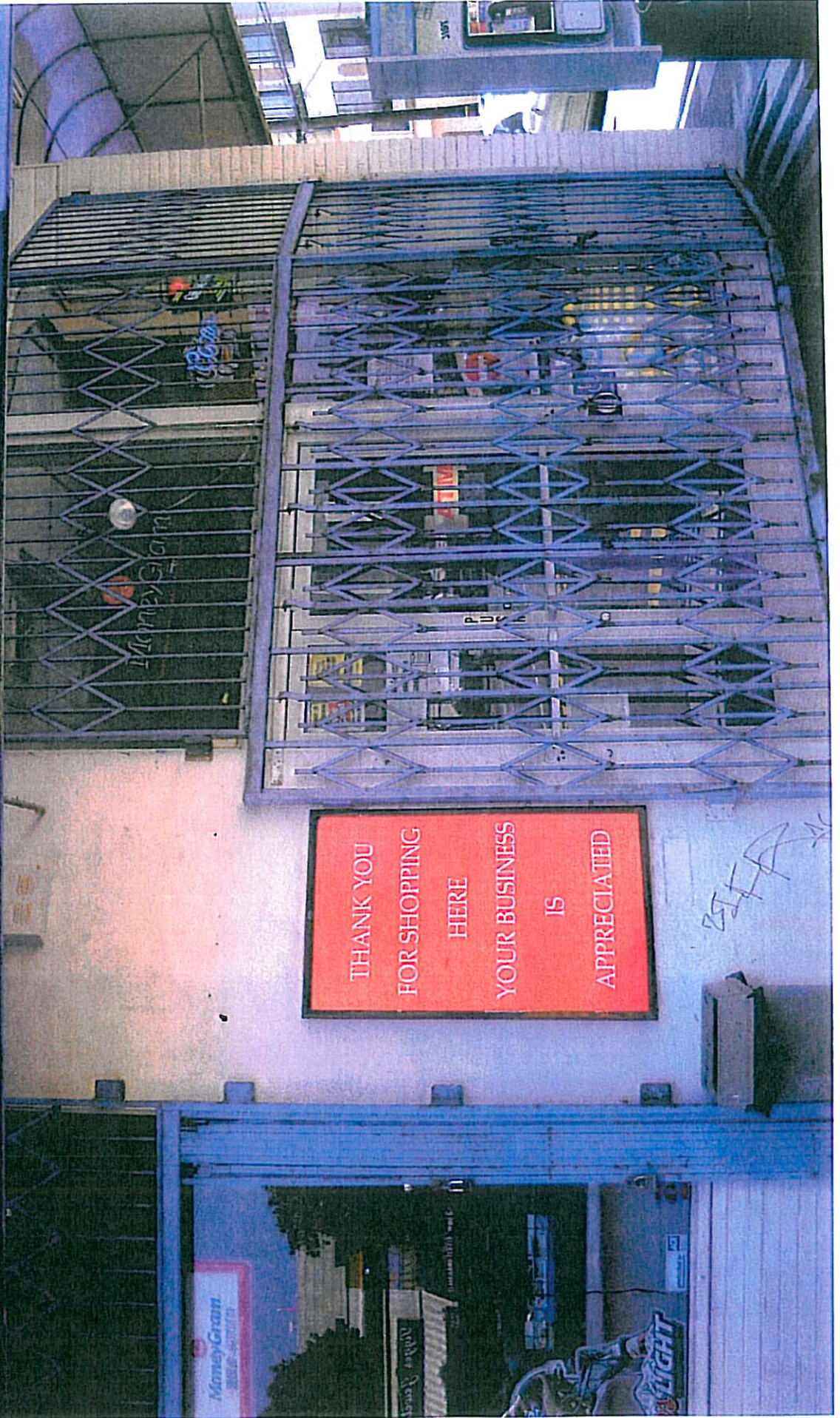
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- 1st - 4th Streets
\$6





5031

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your car is lucky!
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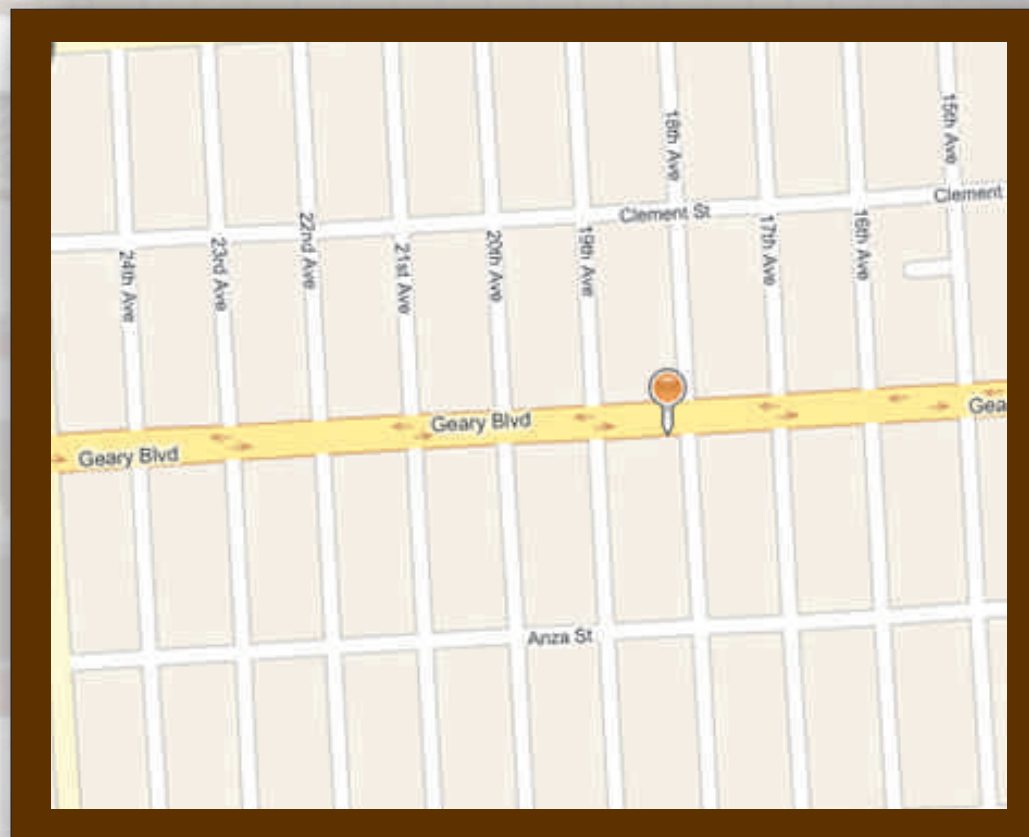


R1 - Delete background panel, increase sign to 30" "u".-06.03.10-sv
 R2 - Added two options for storefront.-12.16.10-sv
 R3: Updated callouts. 12/20/10-AJK
 R4: go with option 1. -01.06.11-sv

unleashed

by PETCO

5411 Geary Boulevard - San Francisco, CA. 94121



Signtech™

4444 Federal Blvd. San Diego CA 92102
 Phone: (619) 527-6100 / Fax: (619) 527-6111
 www.signtechUSA.com



unleashed

5411 Geary Boulevard
 San Francisco, CA. 94121

Date: 05.17.10

Salesperson: Christine Mello

Coordinator: Lisa Frederick

Designer: Svetlana Mladenov

Scale: As Noted

Revisions

△	△
△	△
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CUSTOMER APPROVAL

Customer Signature _____ Date _____
COPY, COLORS & SIZES

Signtech does NOT provide primary electrical to sign location -
RESPONSIBILITY OF OTHERS!

Customer Signature _____ Date _____

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Drawing Number: 10-00390

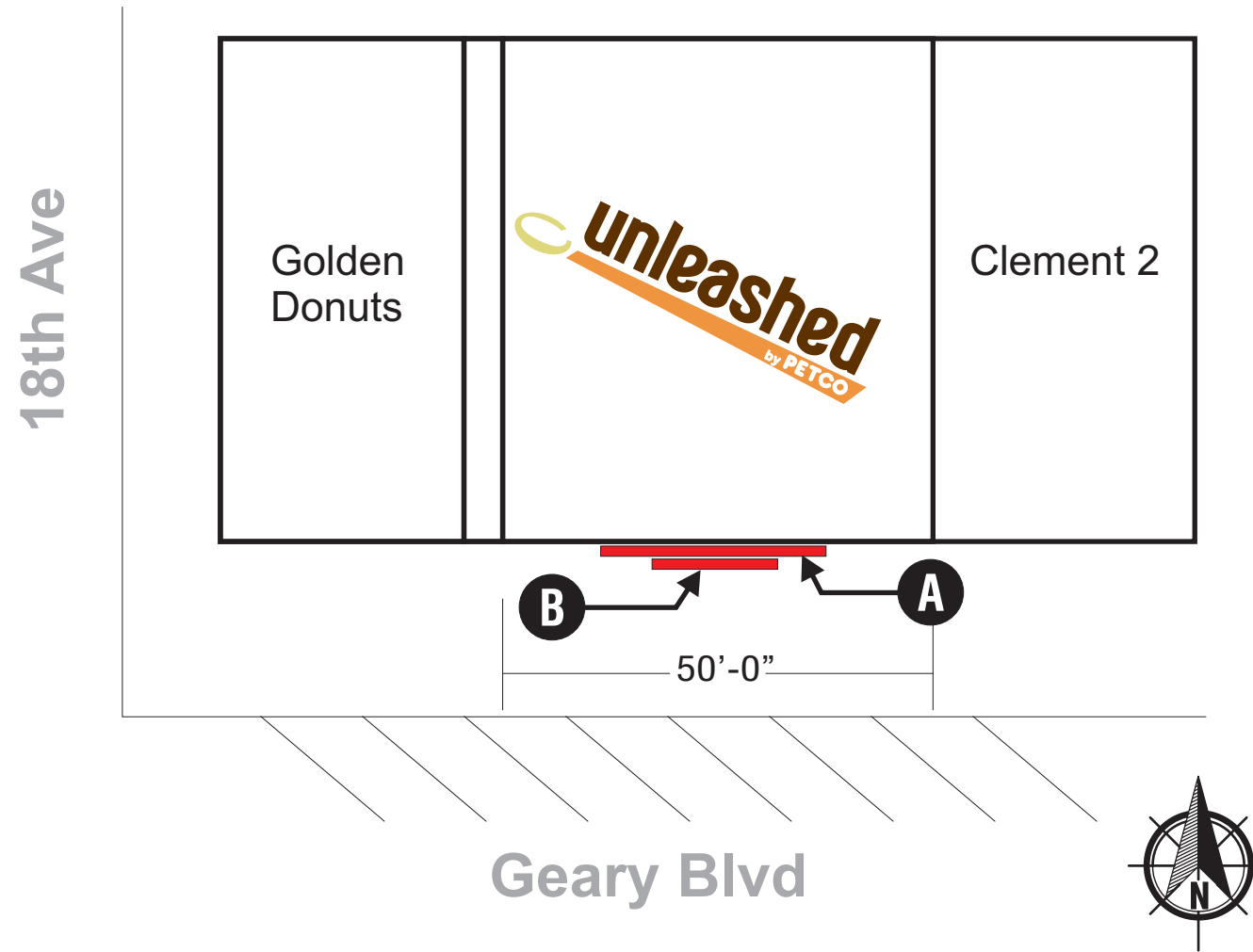
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Sheet: 1

Of : 4

R4

R1 - Delete background panel, increase sign to 30" "u".-06.03.10-sv
 R2 - Added two options for storefront.-12.16.10-sv
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Drawing Number: 10-00390

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R4

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EXISTING PHOTOS



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5411 Geary Boulevard
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Drawing Number: 10-00390

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Of : 4

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STOREFRONT ELEVATION **N.T.S.**



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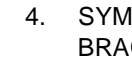
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Of : 4

KEYED NOTES

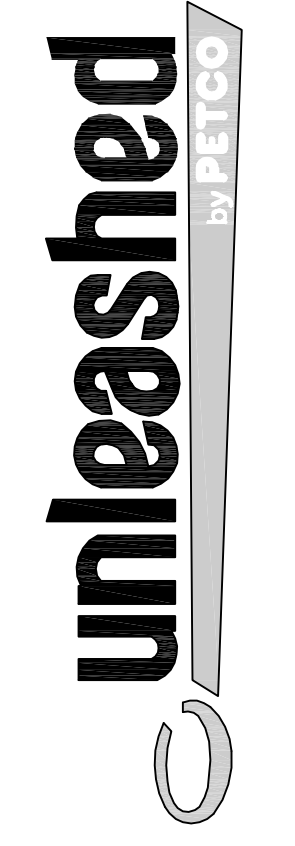
- "EMPLOYEE ONLY" ACCESSIBILITY SIGNAGE (10300)
- "MEN" & "WOMEN" ACCESSIBILITY SIGNAGE (10300)
- TYP. GYP. BD. CONTROL JT.
- ELECTRICAL OUTLET ABOVE @ 87" A.F.F.
- FREEZER; PROVIDE POWER AS REQUIRED, SEE ELEC. DWGS. FOR MORE INFORMATION.
- FUTURE USE QUAD BOX OUTLET IN CEILING
- TYP. @ WALL BUMPER
- NOT USED
- NOT USED
- NOT USED
- INTERNATIONAL SIGN OF ACCESSIBILITY (10300)
- FRIDGE UNDER THE COUNTER
- BRAILLE EXIT SIGN
- NOT USED
- STAINLESS STEEL 16 GAUGE KITCHEN GRADE FINISH COLUMN COVERING TO 42" A.F.F. REFER TO PROJECT SPECIFICATIONS MANUAL FOR ADDITIONAL INFORMATION.
- REAR PERIMETER FIXTURES TO BE INSTALLED UNDER EXISTING GYP. BD. SOFFIT @ 8'-0" A.F.F.

GENERAL PLAN NOTES

- STORE FIXTURES, FURNISHINGS AND EQUIPMENT SHALL BE INSTALLED AND LOCATED IN ACCORDANCE WITH A STORE FIXTURE LAYOUT PLAN PROVIDED TO THE CONTRACTOR BY A PETCO UNLEASHED REPRESENTATIVE AT THE TIME OF STORE FIXTURES, FURNISHINGS AND EQUIPMENT DELIVERIES TO THE JOBSITE. FINAL LOCATIONS MAY VARY FROM AS SHOWN ON THIS FLOOR PLAN.
- REFER TO PROJECT MANUAL SECTION 10300 FOR UNLEASHED STORE FIXTURE/ FURNISHINGS/ EQUIPMENT KEYCODES.
- FIRE EXTINGUISHERS (10300) SHALL BE PROVIDED AS SPECD. AND IN ACCORDANCE WITH APPLICABLE CODES. FIRE EXTINGUISHERS SHOWN (TOTAL 3) BASED ON 1 PER 2,000 S.F.
- SYMBOL KEY:  FE 3A-40B: C FIRE EXTINGUISHER W/ WALL BRACKET & SIGN (10300)
- REFER TO PROJECT MANUAL SECTION 09650, FOR INFORMATION TO OBTAIN AN AUTOCAD FILE OF THE FLOORING LAYOUT. CONTRACTOR SHALL VERIFY ALL FINISHES WITH THE UNLEASHED PROJECT MANAGER BEFORE CONSTRUCTION.

 WALL BUMPER (10300)

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Cincinnati, OH 45202
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ISSUE INFORMATION

SEPTEMBER 21, 2010

REVISIONS

 98% SET 09.21.10

FRCH DESIGN WORLDWIDE - CINCINNATI, INC.

PROJECT INFORMATION

**UNLEASHED
SAN FRANCISCO, CA**

5411 GEARY BLVD.
SAN FRANCISCO, CA 94121

PROJECT #:
23300.000

SHEET INFORMATION

**STORE FIXTURE PLAN
FINISH PLAN**

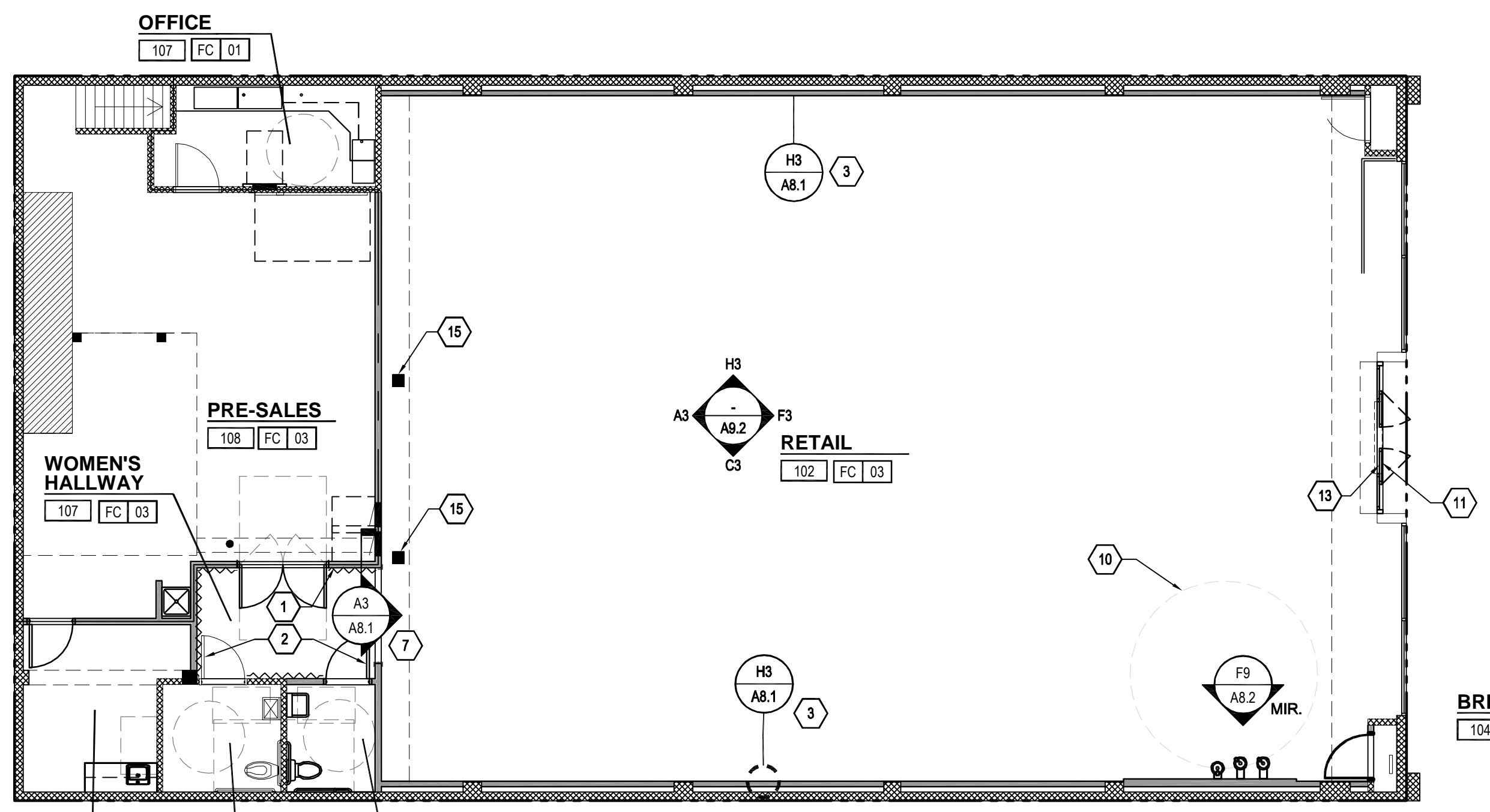
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B. CHURCH

REVIEWED BY:
R. RINK

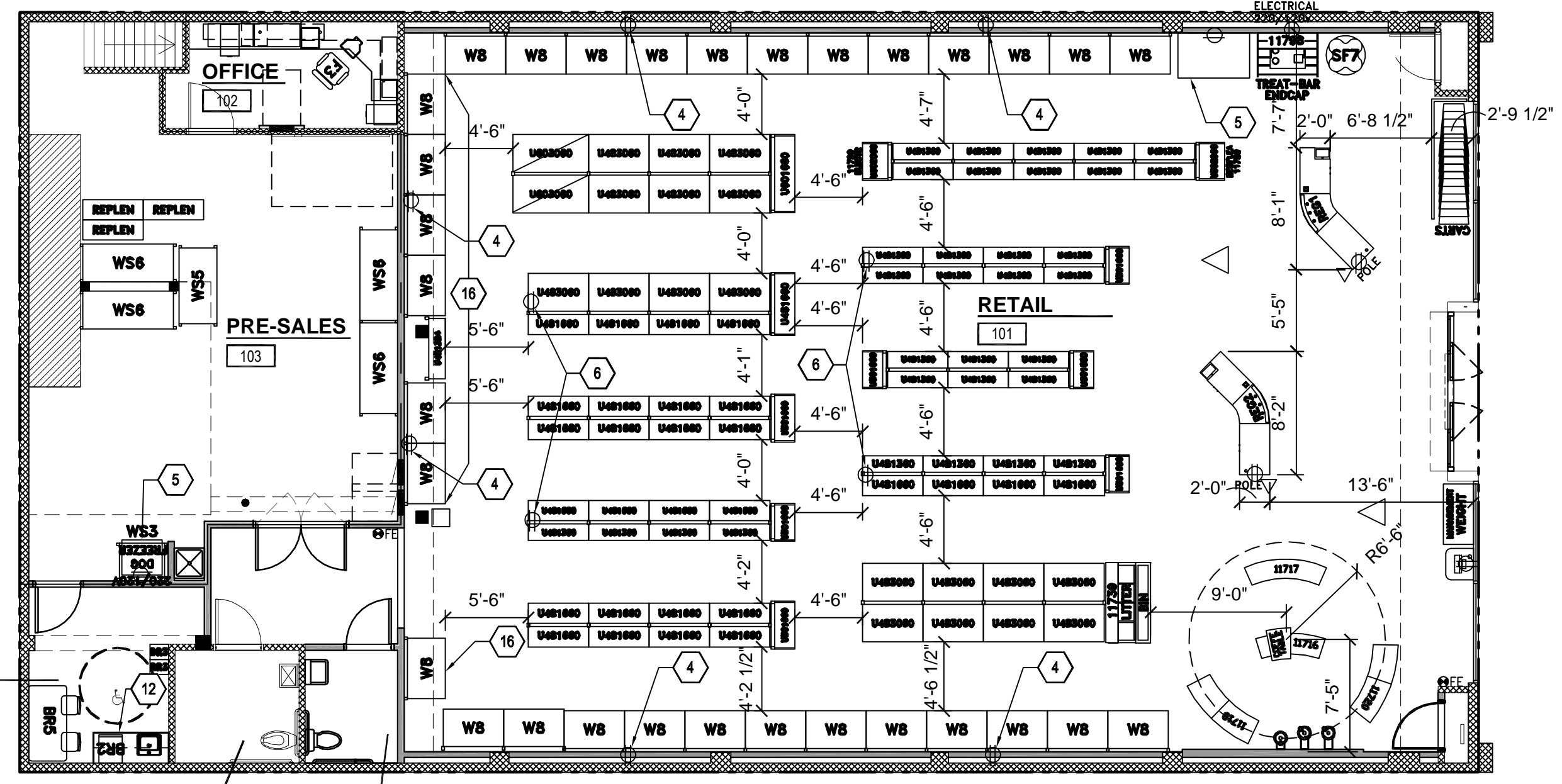
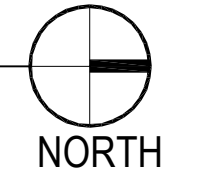
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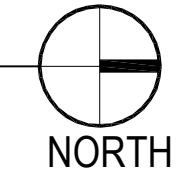
A2.2



**A1
A2.2 FLOOR FINISH PLAN**
SCALE: 1/8" = 1'-0"



**A8
A2.2 STORE FIXTURE PLAN**
SCALE: 1/8" = 1'-0"



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dog

reptile

Small
animals

fish

 unleashed
by PETCO

