



SAN FRANCISCO PLANNING DEPARTMENT

Executive Summary Conditional Use

HEARING DATE: JULY 8, 2010

Date: July 1, 2010
Case No.: **2010.0357C**
Project Address: **3150 California Street**
Zoning: NC-2 (Neighborhood Commercial, Small Scale)
40-X Height and Bulk District
Block/Lot: 1022/013
Project Sponsor: Jim Moore
2131 Williams Street
San Leandro, CA 94577
Staff Contact: Aaron Starr – (415) 558-6362
aaron.starr@sfgov.org
Recommendation: **Approval with Conditions**

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

Reception:
415.558.6378

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415.558.6409

Planning
Information:
415.558.6377

PROJECT DESCRIPTION

The proposal is to establish a pet food and accessories store, (dba Pet Food Express), which is a formula retail use, in a commercial space that was previously occupied by a Hollywood Video Store. Pet Food Express is a locally-owned chain with approximately 34 locations located throughout the Bay Area making it the eighth largest pet specialty retailer in the USA, according to its web site. Currently Pet Food Express has two other locations in San Francisco, one in Stonestown Mall and one on Market Street at the corner of Duboce Avenue. In addition to offering pet products such as food, toys and treats, most Pet Food Express stores feature self-service pet washes, vaccination clinics, and mobile pet adoptions. Pet Food Express does not sell animals in their stores. No major exterior alterations are proposed for the subject site.

SITE DESCRIPTION AND PRESENT USE

The 19,889 square-foot project site is located on the north side of California Street between Presidio Avenue to the west and Lyon Street to the east, between the neighborhoods of Presidio Heights and Pacific Heights. The project site contains an approximately 14,525 square-foot, two-story commercial building with several offices located in the building. The space that the proposed use will occupy is approximately 5,595 sq. ft., and was previously occupied by a Hollywood Video Store. The subject parcel is a rectangular-shaped lot with a 150' frontage on California Street. The site has 24 parking spaces, four of which are specifically dedicated to the subject retail space.

SURROUNDING PROPERTIES AND NEIGHBORHOOD

The project site is located on the north side of California Street between Presidio Avenue to the west and Lyon Street to the east, between the neighborhoods of Presidio Heights and Pacific Heights. The Jewish

Community Center and the SF Fireman’s Credit Union are located half a block to the west. The subject property is part of a small NC-2 District that includes the entire block face of the subject block (1022) and the southeast and southwest corners of the intersection of California Street and Presidio Avenue. NC-2 Districts are intended to serve as the City’s Small-Scale Neighborhood Commercial Districts. These districts are linear shopping streets which provide convenience goods and services to the surrounding neighborhoods as well as limited comparison shopping goods for a wider market. The range of comparison goods and services offered is varied and often includes specialty retail stores, restaurants, and neighborhood-serving offices.

One block to the north is Sacramento Street, which has its own neighborhood specific zoning district, the Sacramento Street NCD, and two blocks to the west is Laurel Village, an NC-S Zoning District (Neighborhood Commercial Shopping Center District). The Sacramento Street NCD is characterized by small high-end stores selling antiques, art, and other specialty goods. The NC-S District provides a wider range of goods and services including a hardware store, grocery stores, coffee shops and clothing stores.

ENVIRONMENTAL REVIEW

The project is categorically exempt from the California Environmental Quality Act (“CEQA”) as a Class 1 [State CEQA Guidelines Section 15301(a)]

HEARING NOTIFICATION

TYPE	REQUIRED PERIOD	REQUIRED NOTICE DATE	ACTUAL NOTICE DATE	ACTUAL PERIOD
Classified News Ad	20 days	July 18, 2010	July 16, 2010	22 days
Posted Notice	20 days	July 18, 2010	July 18, 2010	20 days
Mailed Notice	10 days	July 18, 2010	July 18, 2010	20 days

PUBLIC COMMENT

As of Wednesday, June 30, 2010, the Department received one letter from the Geary Street Merchants Association in support of the project. In addition, the project sponsor did extensive public outreach and has put together a packet that outlines the outreach effort and a summary of the support and opposition to the project. The packet shows that 103 businesses in the area were interviewed about the proposed store; three of those interviewed were opposed, while 28 had no opinion. The packet also includes a letter of support from the Sacramento Street Neighborhood Association.

On June 30, 2010 the Department received a phone call from Bobby Wise who said that he had a petition with signatures in opposition to the proposed project. Mr. Wise is the owner of George, a boutique pet store on California Street in the Fillmore Neighborhood Commercial District, about .7 miles away from the subject site.

ISSUES AND OTHER CONSIDERATIONS

- The proposed operation will replace a formula retail establishment with another formula retail establishment. There will only be minor cosmetic changes to the existing building.

- The project sponsor has done extensive neighborhood outreach and according to their submission has strong support from the other businesses in the area.
- Taken together, the three Neighborhood Commercial Districts in this area are not over-saturated with formula retail uses.
- The project sponsor applied for and was denied Conditional Use authorization to open a Pet Food Express at 2460 Lombard Street. At that time, the Commission made clear that they were denying the application not because of the business or its practices, but because of the overwhelming neighborhood opposition and the potential negative impact to locally-owned small businesses.

REQUIRED COMMISSION ACTION

In order for the project to proceed, the Commission must grant Conditional Use authorization to allow for a formula retail use in an NC-2 District.

BASIS FOR RECOMMENDATION

The Department believes this project is necessary and/or desirable under Section 303 of the Planning Code for the following reasons:

- The project will occupy a vacant store front that is well suited for larger commercial uses that tend to be Formula Retail uses.
- There are no other similar pet food and supply stores in the immediate area that will be negatively impacted by the formula retail use.
- The District is well served by transit, and the site has four dedicated parking spaces in addition to 20 shared parking spaces; traffic impacts should be minimal.
- The proposed Project meets all applicable requirements of the Planning Code.

RECOMMENDATION: Approval with Conditions
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Attachments:

- Block Book, Sanborn and Zoning Map
- Aerial Photographs
- CU Application
- Plans
- Photographs
- Reduced Plans
- Outreach Summary



SAN FRANCISCO PLANNING DEPARTMENT

Subject to: (Select only if applicable)

- Inclusionary Housing (Sec. 315)
- Jobs Housing Linkage Program (Sec. 313)
- Downtown Park Fee (Sec. 139)
- First Source Hiring (Admin. Code)
- Child Care Requirement (Sec. 314)
- Other

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Planning Commission Motion No. XXXXX

HEARING DATE: JULY 8, 2010

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ADOPTING FINDINGS RELATING TO THE APPROVAL OF A CONDITIONAL USE AUTHORIZATION PURSUANT TO SECTIONS 303 & 703.3 OF THE PLANNING CODE TO ALLOW A FORMULA RETAIL USE (DBA PET FOOD EXPRESS) IN AN NC-2 (NEIGHBORHOOD COMMERCIAL, SMALL SCALE) DISTRICT AND A 40-X HEIGHT AND BULK DISTRICT.

PREAMBLE

On May 11, 2010, Jim Moore (Project Sponsor) filed an application with the San Francisco Planning Department (hereinafter “Department”) for Conditional Use Authorization under Planning Code Sections 303 and 703.3 to allow a Formula Retail Use (dba Pet Food Express) in an NC-2 (Neighborhood Commercial, Small Scale) District and a 40-X Height and Bulk District.

On July 8, 2010, the Commission conducted a duly noticed public hearing at a regularly scheduled meeting on Conditional Use Application No. 2010.0357C.

The Project was determined by the Department to be Categorically Exempt from the California Environmental Quality Act (“CEQA”) as a Class 1 [State CEQA Guidelines Section 15301(a)] exemption under CEQA Guidelines as described in the determination contained in the Planning Department files for this project. The Commission has reviewed and concurs with said determination.

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 approves the Conditional Use Authorization requested in Application No. 2010.0357C.

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 19,889 square-foot project site is located on the north side of California Street between Presidio Avenue to the west and Lyon Street to the east, between the neighborhoods of Presidio Heights and Pacific Heights. The project site contains an approximately 14,525 square-foot, two-story commercial building with several offices located in the building. The space that the proposed use will occupy is approximately 5,595 sq. ft., and was previously occupied by a Hollywood Video Store. The subject parcel is a rectangular-shaped lot with a 150' frontage on California Street. The site has 24 parking spaces, four of which are specifically dedicated to the subject retail space.
3. **Surrounding Properties and Neighborhood.** The project site is located on the north side of California Street between Presidio Avenue to the west and Lyon Street to the east, between the neighborhoods of Presidio Heights and Pacific Heights. The Jewish Community Center and the SF Fireman's Credit Union are located half a block to the west. The subject property is part of a small NC-2 District that includes the entire block face of the subject block (1022) and the southeast and southwest corners of the intersection of California Street and Presidio Avenue. NC-2 Districts are intended to serve as the City's Small-Scale Neighborhood Commercial Districts. These districts are linear shopping streets which provide convenience goods and services to the surrounding neighborhoods as well as limited comparison shopping goods for a wider market. The range of comparison goods and services offered is varied and often includes specialty retail stores, restaurants, and neighborhood-serving offices.

One block to the north is Sacramento Street, which has its own neighborhood specific zoning district, the Sacramento Street NCD, and two blocks to the west is Laurel Village, an NC-S Zoning District (Neighborhood Commercial Shopping Center District). The Sacramento Street NCD is characterized by small high-end stores selling antiques, art, and other specialty goods. The NC-S District provides a wider range of goods and services including a hardware store, grocery stores, coffee shops and clothing stores.

4. **Project Description.** The proposal is to establish a pet food and accessories store, (dba Pet Food Express), which is a formula retail use, in a commercial space that was previously occupied by a

Hollywood Video Store. Pet Food Express is a locally-owned chain with approximately 34 locations located throughout the Bay Area making it the eighth largest pet specialty retailer in the USA, according to its web site. Currently Pet Food Express has two other locations in San Francisco, one in Stonestown Mall and one on Market Street at the corner of Duboce Avenue. In addition to offering pet products such as food, toys and treats, most Pet Food Express stores feature self-service pet washes, vaccination clinics, and mobile pet adoptions. Pet Food Express does not sell animals in their stores. No major exterior alterations are proposed for the subject site. The store will employ approximately 8 full time and 5 part-time employees

5. **Public Comment.** As of Wednesday, June 30, 2010, the Department received one letter from the Geary Street Merchants Association in support of the project. In addition, the project sponsor did extensive public outreach and has put together a packet that outlines the outreach effort and a summary of the support and opposition to the project. The packet shows that 103 businesses in the area were interviewed about the proposed store; three of those interviewed were opposed, while 28 had no opinion. The packet also includes a letter of support from the Sacramento Street Neighborhood Association.

On June 30, 2010 the Department received a phone call from Bobby Wise who said that he had a petition with signatures in opposition to the proposed project. Bobby Wise is the owner of George, a boutique pet store on California Street in the Fillmore Neighborhood Commercial District, about .7 miles away from the subject site.

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 711.40 permits Other Retail Sales and Services uses on the ground floor in NC-2 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-2 district; it is principally permitted in this use district.

- B. **Hours of Operation.** Planning Code Section 711.27 states that permitted hours of operation for NC-2 districts is 6:00 a.m. to 2:00 a.m.

The proposed project's hours of operation are between 9:00 a.m. and 7:00 p.m., which is within the permitted hours of operation.

- 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 proposed use will have approximately 5,595 sq. ft., which requires 11 parking spaces per Section 151 of the Planning Code. The subject site contains 24 parking spaces four of which are dedicated to the subject retail space. Assuming that the rest of the floor area is used for offices, the total required

amount of parking per Planning Code Section 151 is 27 spaces, three more than exist on the site. The site has a legal deficiency of parking spaces and is not required to add more per section 150(c)(1) of the Planning Code. Any existing lawful deficiency in off-street parking or loading spaces may be carried forward as long as the use or structure is not substantially changed. Both the previous and proposed uses are classified as "Other Retail Space" in Planning Code Section 151, and the existing retail space is not being enlarged.

- D. **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 34 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.

- E. **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 not 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 use will provide a development that is necessary and desirable with the surrounding neighborhood. A windshield survey and internet search found no other comparable pet food and supply stores in the immediate vicinity. Further, the proposed use will be located in a space that was previously occupied by a formula retail use (dba Hollywood Video) and the proposed use is not in conflict with the current character of this section of California Street.

- 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 proposal is consistent with this criterion. The proposal includes moving into an existing building with only minor cosmetic changes.

- 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 proposed pet supply store would replace a video store. As both are retail uses with similar traffic patterns, there should be no change in impact to traffic patterns for persons or vehicles or the type and volume of traffic. The proposed site contains 24 parking spaces where the Planning Code requires 27 spaces. While slightly deficient in the number of required spaces, the site is within walking distance of a more pedestrian-oriented commercial corridor and residential neighborhoods, and is well-served by transit. Given this and that the use is not substantially changing, it is reasonable to assume that the proposed use will not have a negative impact on current traffic patterns and that the amount of parking onsite will be adequate for the use.

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

The proposed use would not emit noxious or offensive emission such as noise, glare, dust, or odor.

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

There are no proposed changes to the existing landscaping, and parking areas.

- 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 the Planning Code and will not adversely affect the General Plan for the reasons stated below.

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 does not comply with said criteria in that:

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

Within the subject NC-2 District, there are no other Formula Retail Uses. The other major uses in this district include the SF Fireman's Credit Union, the Laurel Hotel and Ella's Restaurant. A windshield survey conducted between Arguello Boulevard and Parker Street on California and Sacramento Streets showed that there are approximately 11 formula retail establishments in the immediate

vicinity. There are none on Sacramento Street, which tends towards a higher end retail market with design and antique stores, while California Street has more "everyday" goods and services such as a hardware store, grocery store, coffee shops and drug stores. There does not appear to be an over-concentration of formula retail uses in the area.

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

A windshield survey and an internet search did not find any comparable pet food and supply stores within the immediate vicinity.

- 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.

A windshield survey found that very few retail spaces are currently vacant except the existing space. One space in the NC-S District along California is under construction.

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

This specific NC-2 District has very few neighborhood-serving uses, Ella's Restaurant possibly being the one exception. The NC-S District along California and the NCD along Sacramento have a good mix of both neighborhood-serving and Citywide-serving uses.

9. **General Plan Compliance.** The Project, on balance, is 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 have a substantial net benefit since it would be filling a large vacant retail space and providing a retail use that the area does not currently have.

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 proposed use will bring additional commercial activity to the City and provide a service that does not currently exist in the immediate vicinity.

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 Project will not displace any neighborhood-serving retail uses; it will be located within a vacant store front that was previously occupied by another formula retail use.

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

The proposal will not have any impact on existing housing nor will it have an impact on the character of California or Sacramento Streets.

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

The proposal will have no 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 Project is to convert a vacant retail video store to a retail pet food/supply store and the existing 24 parking spaces on the site will be retained. Four of those spaces are specifically dedicated to the subject retail space and the rest are shared spaces for the complex. Therefore, the proposal will not impede MUNI transit service or overburden our streets or neighborhood parking.

- 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 is a retail establishment in a Neighborhood Commercial District. It will not impact industrial or service sector jobs.

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

The Project would comply with any building codes that are applicable to the project.

- G. That landmarks and historic buildings be preserved.

The subject building is not a designated landmark nor does it appear to be a potential historic resource. The proposed project will not have any impact on landmark or historic buildings.

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

The project will have no negative impact on existing parks and open spaces.

11. 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.
12. 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 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 **APPROVES Conditional Use Application No. 2010.0357C** subject to the following conditions attached hereto as "EXHIBIT A" in general conformance with plans filed with the Application as received on March 9, 2010 and stamped "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. 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 8, 2010.

Linda D. Avery
Commission Secretary

AYES:

NAYS:

ABSENT:

ADOPTED: July 8, 2010

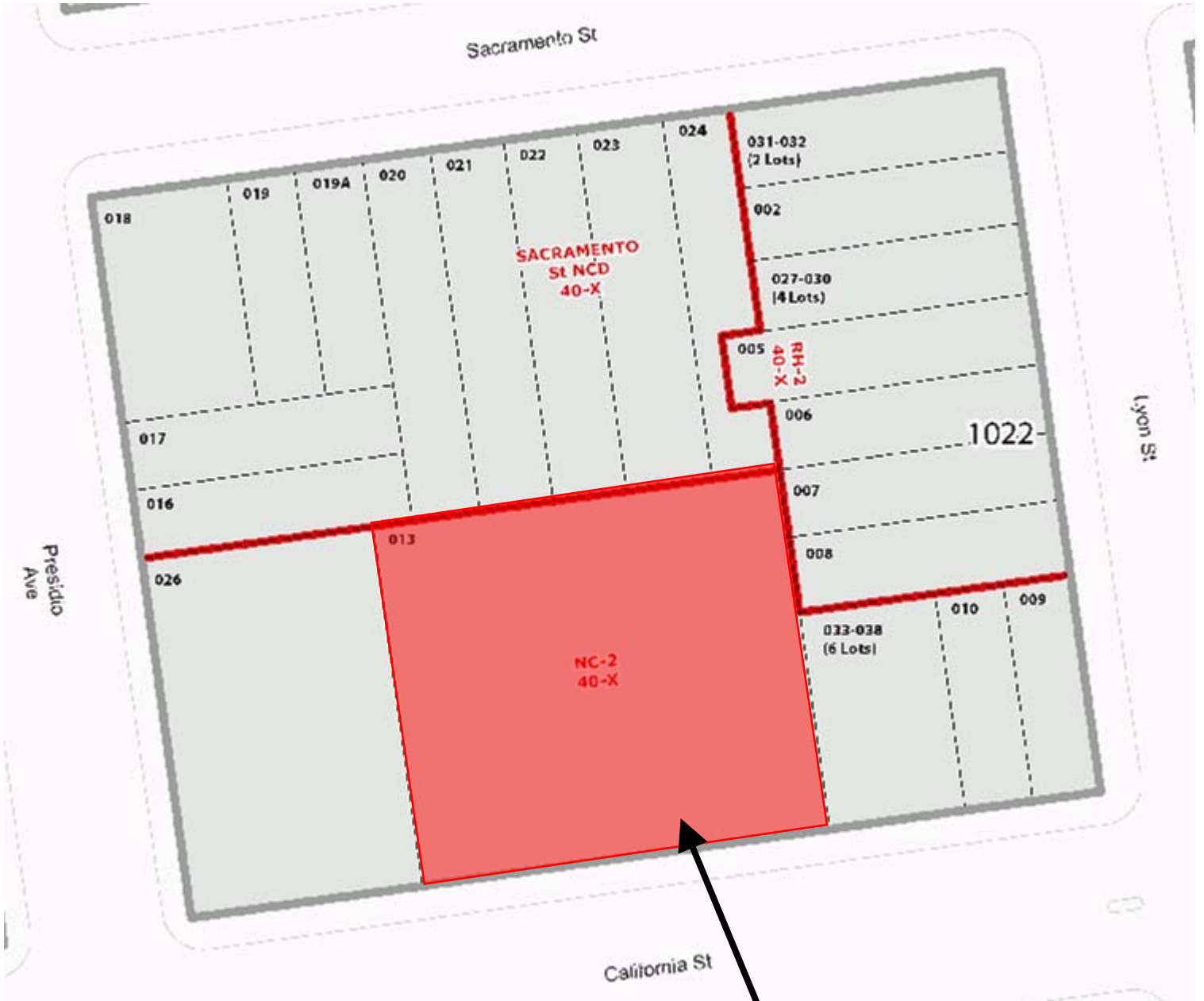
Exhibit A

Conditions of Approval

1. This authorization is for a Conditional Use Authorization under Planning Code Sections 303 and 703.3 of the Planning Code to allow a formula retail use (d.b.a. Pet Food Express) at 3150 California Street within the NC-2 (Neighborhood Commercial, Small Scale) District and a 40-X Height and Bulk District, in general conformance with plans filed with the Application as received on March 9, 2010 and stamped "EXHIBIT B" included in the docket for Case No. 2010.0357C, reviewed and approved by the Commission on July 8, 2010.
2. Prior to the issuance of the Building Permit 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 premises (Assessor's 1022, Lot 013), which notice shall state that construction has been authorized by and is subject to the conditions of this Motion.
3. Violation of the conditions contained in this Motion or of any other provisions of the Planning Code shall be subject to enforcement procedures and administrative penalties set forth under Planning Code Section 176 or Section 176.1.
4. Should monitoring of the Conditions of Approval contained in Exhibit A of this Motion be required, the Project Sponsor or successors shall pay fees as established in Planning Code Section 351(e)(1).
5. The property owner shall maintain the main entrance to the building and all sidewalks abutting the subject property in a clean condition. Such maintenance shall include, at a minimum, daily litter pickup and disposal, and washing or steam cleaning of the main entrance and abutting sidewalks at least once each week.
6. Signs and exterior lighting for the business shall be reviewed and approved by the Planning Department before they are installed.
7. The Project Sponsor shall maintain an attractive storefront providing visibility of the interior through the storefront windows.
8. The Project shall appoint a Community Liaison Officer to address issues of concern to neighbors related to the operation of this Project. The Project Sponsor shall report the name and telephone number of this Officer to the Zoning Administrator and the neighborhood for reference. The Applicant will keep the above parties apprised should a different staff liaison be designated.
9. An enclosed garbage area shall be provided within the establishment. All garbage containers shall be kept within the building until pick-up by the disposal company.

10. The authorization and right vested by virtue of this action shall be deemed void and canceled if, within 3 years of the date of this Motion, a site permit or building permit for the Project has not been secured by Project Sponsor. This authorization may be extended at the discretion of the Zoning Administrator only if the failure to issue a permit by the Department of Building Inspection is delayed by a city, state, or federal agency or by appeal of the issuance of such permit.

Parcel Map

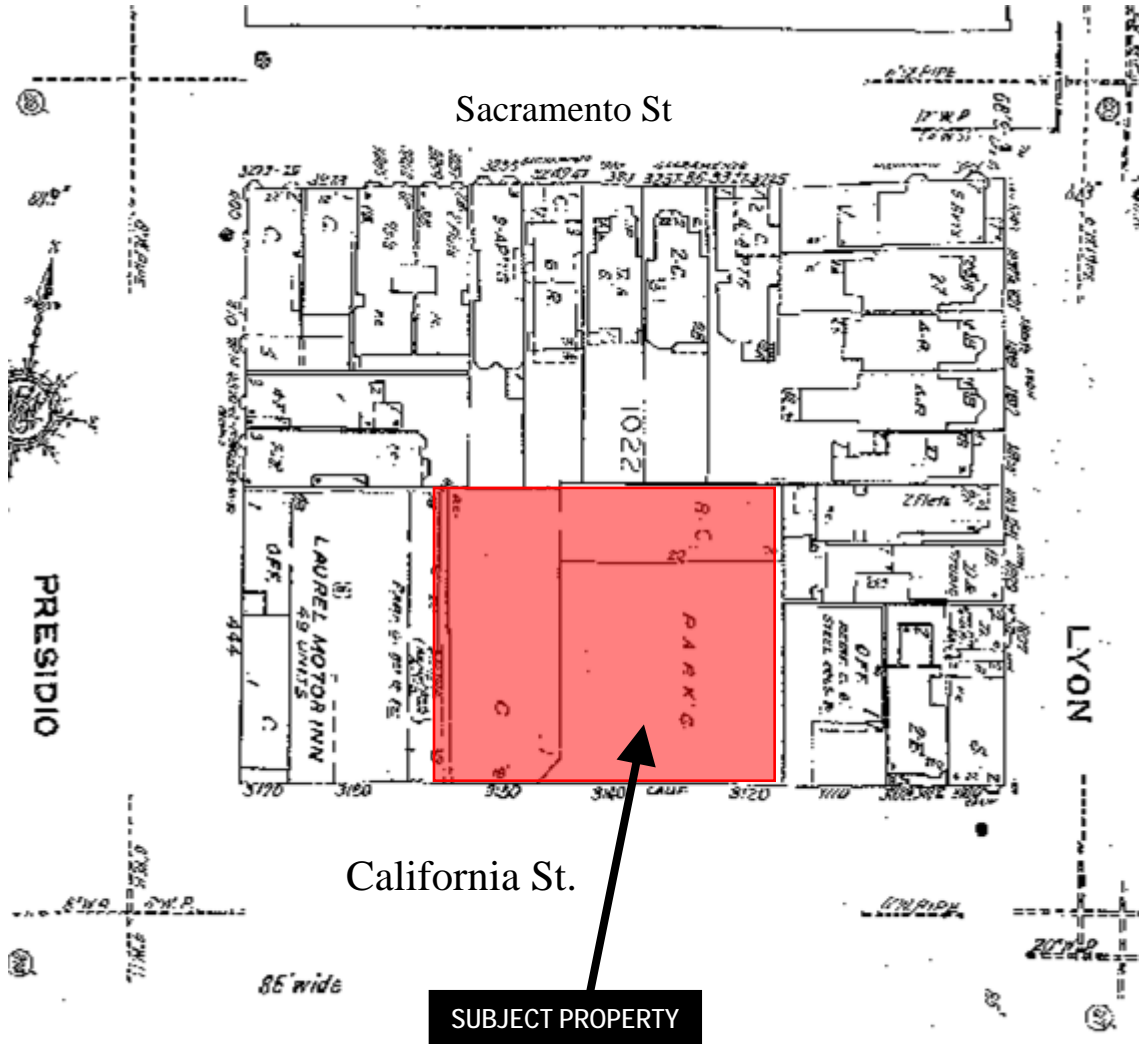


SUBJECT PROPERTY



Conditional Use Hearing
Case Number 2010.0357C
Formula Retail, Pet Food Express
3150 California Street

Sanborn Map*

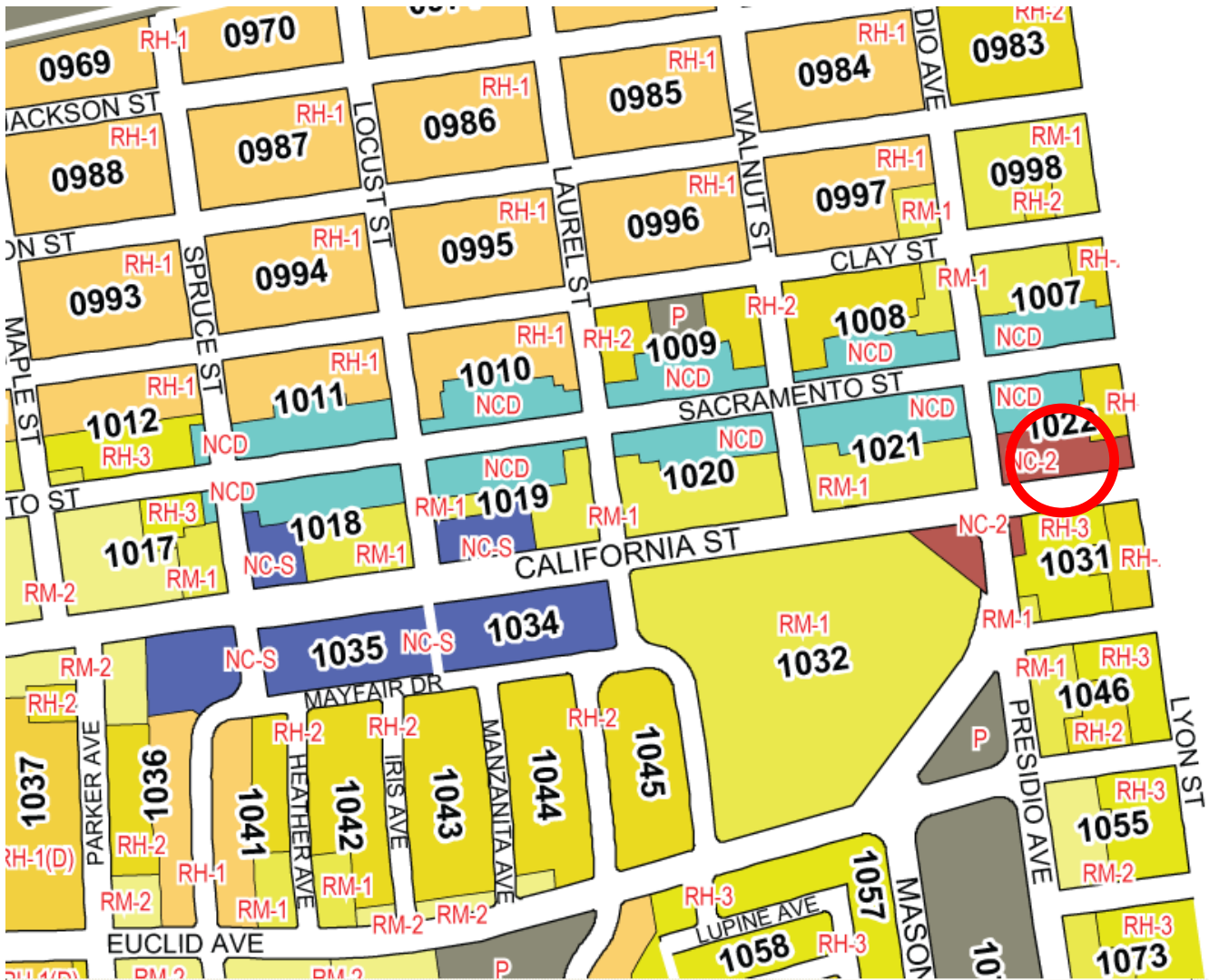


*The Sanborn Maps in San Francisco have not been updated since 1998, and this map may not accurately reflect existing conditions.



Conditional Use Hearing
Case Number 2010.0357C
Formula Retail, Pet Food Express
3150 California Street

Zoning Map



Conditional Use Hearing
Case Number 2010.0357C
Formula Retail, Pet Food Express
3150 California Street

Aerial Photo



SUBJECT PROPERTY



Conditional Use Hearing
Case Number 2010.0357C
Formula Retail, Pet Food Express
3150 California Street

Case Number

For Staff Use only

APPLICATION FOR**Conditional Use**
Authorization

1. Owner/Applicant Information

PROPERTY OWNER'S NAME:		
San Francisco University High School		
PROPERTY OWNER'S ADDRESS:	EMAIL:	TELEPHONE:
3065 Jackson Street	Jim.Chestnut@sfuhs.org	(415) 447-3110
APPLICANT'S NAME:		
Same as Above <input type="checkbox"/> Michael Levy		
ADDRESS:	EMAIL:	TELEPHONE:
2131 Williams Street, San Leandro, CA 94577	michael@petfoodexpress.com	(510) 346-7799
CONTACT FOR PROJECT INFORMATION:		
Same as Above <input type="checkbox"/> Jim Moore		
ADDRESS:	ZIP CODE:	TELEPHONE:
5340 Lawton Avenue, Oakland, Ca	94618	(510) 655-6750
E-MAIL ADDRESS:		
jim@storedevelopment.com		

2. Location and Classification

STREET ADDRESS OF PROJECT:	ZIP CODE:			
3150 California Street	94115			
CROSS STREETS:				
Presidio Avenue and Lyon Street				
ASSESSORS BLOCK/LOT:	LOT DIMENSIONS:	LOT AREA (SQ FT):	ZONING DISTRICT:	HEIGHT/BULK DISTRICT:
1022 / 13	150 x 132	19,888	NC-2, NW Quadrant	x

3. Project Description

Please check all that apply

Change of Use Change of Hours New Construction Alterations Demolition Other **Additions to Building:** Rear Front Height Side Yard

Present or Previous Use: _____ Retail Sales - Formerly Hollywood Video

Proposed Use: _____ Retail Sales

Building Permit Application No. _____

Date Filed: _____

Case Number	
	For Staff Use only

Narrative project description:

The proposed project is an interior tenant improvement for a new Pet Food Express retail store to be located in the existing Hollywood Video space. The proposed project will include retail sales of pet food and pet related supplies as well as a self service pet wash facility. It is located in a multi-tenant property with a parking facility that includes 4 dedicated parking spaces, 9 shared parking spaces and 1 accessible space.

4. Project Summary Table

If you are not sure of the eventual size of the project, provide the maximum estimates.

GROSS SQUARE FOOTAGE (GSF)	EXISTING USES:	EXISTING USES TO BE RETAINED:	NET NEW CONSTRUCTION AND/OR ADDITION:	PROJECT TOTALS:
RESIDENTIAL				
RETAIL				
OFFICE				
INDUSTRIAL				
PRODUCTION, DISTRIBUTION, AND REPAIR (PDR)				
PARKING				
OTHER (SPECIFY USE)				
TOTAL GSF				
PROJECT FEATURES	EXISTING USES:	EXISTING USES TO BE RETAINED:	NET NEW CONSTRUCTION AND/OR ADDITION:	PROJECT TOTALS:
DWELLING UNITS				
HOTEL ROOMS				
PARKING SPACES				
LOADING SPACES				
NUMBER OF BUILDINGS				
HEIGHT OF BUILDING(S)				
NUMBER OF STORIES				

PLEASE DESCRIBE ANY ADDITIONAL PROJECT FEATURES THAT ARE NOT INCLUDED IN THIS TABLE:

Case Number	
	For Staff Use only

5. Action(s) Requested (Include Planning Code Section which authorizes action)

Case Number

For Staff Use only

Priority General Plan Policies Findings

Proposition M was adopted by the voters on November 4, 1986. It requires that the City shall find that proposed projects and demolitions are consistent with eight priority policies set forth in Section 101.1 of the City Planning Code. These eight policies are listed below. Please state how the project is consistent or inconsistent with each policy. Each statement should refer to specific circumstances or conditions applicable to the property. Each policy must have a response. IF A GIVEN POLICY DOES NOT APPLY TO YOUR PROJECT, EXPLAIN WHY IT DOES NOT.

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

Please See Attached

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

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

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

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

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

7. That landmarks and historic buildings be preserved; and

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

Case Number

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Estimated Construction Costs

TYPE OF APPLICATION:	
Conditional Use Permit	
OCCUPANCY CLASSIFICATION:	
M	
BUILDING TYPE:	
Type V-B	
TOTAL GROSS SQUARE FEET OF CONSTRUCTION:	BY PROPOSED USES:
, 5, 595	Retail Sales 5, 664
ESTIMATED CONSTRUCTION COST:	
326, 000	
ESTIMATE PREPARED BY:	
Applicant's General Contractor	
FEE ESTABLISHED:	

Applicant's Affidavit

Under penalty of perjury the following declarations are made:

- The undersigned is the owner or authorized agent of the owner of this property.
- The information presented is true and correct to the best of my knowledge.
- The other information or applications may be required.

Signature: _____

Date: _____

Print name, and indicate whether owner, or authorized agent:

 Owner / Authorized Agent (circle one)

Case Number

For Staff Use only

Application Submittal Checklist

Applications listed below submitted to the Planning Department must be accompanied by this checklist and all required materials. The checklist is to be completed and **signed by the applicant or authorized agent and a department staff person.**

REQUIRED MATERIALS (please check correct column)	ENVIRONMENTAL EVALUATION	CONDITIONAL USE	RECLASSIFICATION	VARIANCE
Application, with all blanks completed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
300-foot radius map	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Address labels (original)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Address labels (copy of the above)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Site Plan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Floor Plan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Elevations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Section 303 Requirements (shown on info. sheet)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Prop. M Findings	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Photographs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Check payable to Planning Dept.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Application signed by owner or agent	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Letter of authorization for agent	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

NOTES:

- Required Material. Write "N/A" if you believe the item is not applicable. (e.g. letter of authorization is not required if application is signed by property owner.)
- Typically would not apply. Nevertheless, in a specific case, staff may require the item.
- Two sets of original labels and one copy of addresses of adjacent property owners and owners of property across street.

After your case is assigned to a planner, you will be contacted and asked to provide an electronic version of this application including associated photos and drawings.

Some applications will require additional materials not listed above. The above checklist does not include material needed for Planning review of a building permit. The "Application Packet" for Building Permit Applications lists those materials.

No application will be accepted by the Department unless the appropriate column on this form is completed. Receipt of this checklist, the accompanying application, and required materials by the Department serves to open a Planning file for the proposed project. After the file is established it will be assigned to a planner. At that time, the planner assigned will review the application to determine whether it is complete or whether additional information is

For Department Use Only

Application received by Planning Department:

By: _____

Date: _____

Question/Concern #3: Will this store have showers for pets?

Project Sponsor Response: PFE will offer self-service showers at this store and the plan is to use solar water heating. This will be the 3rd solar water heater for this purpose offered by PFE.

Question/Concern #4: What will be done with the exterior of the building?

Project Sponsor Response: The exterior design will be enhanced to get rid of the zigzag and bring in some wood, but nothing that would be glaring or stand out.

Question/Concern #5: Will the parking be the same as when it was a video store? Lot was never full when it was a video store – so many people walk here.

Project Sponsor Response: The parking will stay the same.

Question/Concern #6: Have you heard of any opposition to this proposed store, have you sensed any negative reaction?

Project Sponsor Response: The only negative that PFE is aware of is that Barry's for Pets expressed that prefer not to see any more pet stores in San Francisco.

Question/Concern #7: How many people will you employ here?

Project Sponsor Response: Eight full-time and five or six part-time.

Question/Concern #8: What type of employee training do you do?

Project Sponsor Response: PFE has a new-hire training program and training for all employees and upper management.

Question/Concern #9: When will you move in?

Project Sponsor Response: PFE will move in as soon as it obtains its Conditional use Permit, expect to open in November/December.

5/13/10

CONDITIONAL USE FINDINGS FOR 3150 CALIFORNIA STREET

Pursuant to Planning Code Section 303(c), before approving a conditional use authorization, the Planning Commission needs to find that the facts presented are such to establish the findings stated below. In the space below and on separate paper, if necessary, please present facts sufficient to establish each finding.

Finding #1. That the proposed use or feature, at the size and intensity contemplated and at the proposed location, will provide a development that is necessary or desirable for, and compatible with, the neighborhood or the community.

Planning Code Section 303(c)(1) does not define the terms “necessary or desirable.” Research of the entire Planning Code using its on-line search feature revealed many reference to the terms “necessary” and “desirable” but none of these references actually defines these terms. Nor does the legislative history of Section 303(c)(1) offer any insight into the meaning of these terms.¹ Therefore, Finding #1 uses the definitions of these two terms found in Webster's College Dictionary.² Webster's defines necessary as: 1. essential, indispensable, or requisite. Webster's defines desirable as: 1. pleasing; suitable; attractive.

As they are set forth in Finding #1, the terms “necessary or desirable” are used in the disjunctive, not the conjunctive, meaning that the proposed use must be either “necessary” or “desirable,” but not both. As will be shown below, the location of a retail store owned and operated by Pet Food Express at 3150 California Street is **both** essential, indispensable, or requisite, **as well as** pleasing; suitable; attractive to the community of pets and their owners/guardians located in the City and County of San Francisco.

Since the origin of human communities, pets³ have been and are valued members of these communities and an integral part of daily life. It would be unnatural and unusual to find a human community without pets.

¹ E-mail communication with Tara Sullivan, Legislative Affairs, San Francisco Planning Department, March 18, 2010.

² Webster's College Dictionary, Random House, 1991.

³ Any domesticated animal kept as a companion. Id.

Wherever you find large, diverse metropolitan communities, such as San Francisco, you inevitably find a large and diverse community of pets. The combined dog and cat population of San Francisco is estimated to be 323,000.⁴ (According the U. S. Census Bureau, as of July 2008, the population of San Francisco was 808,976 persons.) For these pets to thrive and make their traditional, customary and invaluable contributions to the surrounding human community, they must have more than food and shelter.

These pets and their owners/guardians require a support system or a “pet infrastructure.” Pet Food Express, along with many other San Francisco pet stores, provides the San Francisco community of pets and their owners/guardians with this support system. What distinguishes Pet Food Express and sets it apart from other pet stores are: (a) the scope, diversity and quality of the programs it provides to the community of pets and their owners/guardians, (b) the support it provides through its retail stores which are staffed by professionals trained by Pet Food Express, and (c) its pet food Safety Assurance Program. All three of these components -- programs, staff and pet food safety—as they are made available through the Pet Food Express stores, are both necessary and desirable elements of the pet infrastructure of San Francisco.

First, here is a current listing of the Community Programs provided by Pet Food Express.⁵ (Please note that Pet Food Express is a Bay Area based company and all of its Community Programs are only for the Bay Area.)

Food & litter donations to shelters and rescues: On an annual basis, Pet Food Express donates in excess of 250,000lbs of these supplies, mainly to groups with no food budgets or very limited funding.

My Mutt Poster Program: Through this program, in the past 6 years Pet Food Express has provided over \$600,000 in donations to Bay Area Rescues and Shelters. In brief, this Program works as follows. For a donation of \$250 or more to a local rescue or shelter, the donor qualifies to have a professional portrait (A My Mutt) of his/her pet taken, and displayed in the Pet Food Express store of his/her choice. On the poster is the name of the

⁴ 21st Century Animal Resources Education Services, www.21stcenturycares.org/petpopulation.htm, viewed April 17, 2101.

⁵ Source: Mike Murray, Director of Community Relations, Pet Food Express, March – April, 2010.

group to whom the donation was made, the pet's name and the date. The My Mutt Poster Program provides great exposure for the group and a source of pride for the pet's owner. Donations go directly to the groups; Pet Food Express receives no part of the donation. The cost of hiring the photographers, producing and installing the poster is just over \$300 each, all of which is paid by Pet Food Express.

Adoption Coupon program: Over the past 5 years, Pet Food Express has provided over \$300,000 to Bay Area Rescue and shelters. Pet Food Express provides all rescues and shelters with coupons which they give out to new adopters. The coupon provides a 20% discount to the new adopter for any supplies they purchase at Pet Food Express stores for their new pet. For every coupon redeemed, the group gets \$10 back.

Police Dog Support Program:

- During July, 2009, Pet Food Express raised over \$71,000 to buy police dog vests for more than 60 Bay Area Police K-9 teams.
- In 2010, Pet Food Express raised money to buy the Oakland Police Department 2 new police dogs.
- Pet Food Express provides free pet washes for all Bay Area Police and Military dogs & discounts to purchase pet food and supplies to their handlers.

Discount Program

- Pet Food Express provides discount cards to people with assistance, companion or therapy dogs.
- Pet Food Express provides discounts to school teachers who have classroom pets.
- Pet Food Express provides discounts to volunteers and staff of rescue groups and shelters.
- Pet Food Express provides discounts to veterinarians, dog walkers, pet sitters, groomers, and others in pet related businesses.

Holiday Giving Tree Program: Through this annual program, Pet Food Express donates over \$50,000 in cash and products each year to rescue groups and shelters.

Sponsor a Foster Program: Through this program, Pet Food Express provides over \$75,000 of cash and annual supplies for cats and kittens in need of help.

Fundraiser product donations and gift certificates: Pet Food Express donates over \$100,000 each year to rescue groups, shelters and schools.

PAWS (Pets are wonderful support): Pet Food Express supplies the Holiday gift bags for PAWS clients' pets. Their clients are people with terminal or disabling conditions and who could not keep their pets if not for the services provided by PAWS. Pet Food Express also contributes to the PAWS food bank and provides free pet wash days on which their volunteers may bring the clients pets to Pet Food Express stores.

Pets Unlimited Support: Pets Unlimited is the only 24 hour emergency pet hospital and full service rescue facility in San Francisco. In the period September through November 2009, Pet Food Express assisted Pets Unlimited in raising over \$35,000 for improvements to the animal hospital, which included a \$10,000 matching donation from Pet Food Express.

Dogs 4 Diabetics Support: Pet Food Express provides donations for Dogs 4 Diabetics fundraisers, and has featured this organization several times on its Pets around the Bay TV show. (See below.)

Pets around the Bay weekly TV show: Pet Food Express produces a 6 minute show each week (which appears on KPIX Channel 5, the CBS affiliate in San Francisco) that features a dog training tip of the week with Dr Ian Dunbar and a vet tip of the week from Dr Erin Troy. Also, each week the main part of the program features a variety of Bay Area animal groups. Pet Food Express spotlights over 70 different groups and has helped them get donations and volunteers through prime time weekly exposure.

Pet Transport Van: In April 2010, Pet Food Express donated a used transportation van worth approximately \$4,000 to San Francisco Animal Care & Control.

Feeding the Animals in the San Francisco Animal Care and Control Shelter: Beginning in May, 2010 through a special arrangement with Halo Pet Foods, Pet Food Express will supply free of charge all the food for the shelter animals. This program is expected to run through December 2011.

Hurricane Katrina Animal Rescue: Pet Food Express donated over \$100,000 in supplies to groups who helped rescue animals during the aftermath of Hurricane Katrina.

Contra Costa Humane Society: Pet Food Express partners with Contra Costa Humane Society in providing pet food to the Contra Costa and Solano County food banks.

Peninsula Humane Society: Pet Food Express donated all the supplies for the Peninsula Humane Society's program with the San Mateo Sheriff department, in which inmates helped train shelter dogs to prepare them for adoption.]

Second, every new employee hired at Pet Food Express goes through a full week of classroom instruction, including detailed lessons on the following:

- Pet nutrition,
- Grooming,
- Equipment (collars, leashes, etc.) and
- Proper kinds of toys and chew treats for each kind of pet.

Ongoing training on all products and services is provided monthly. Pet Food Express' Head of Educational Programs, Sue Tasa, goes out into the community to provide free pet nutritional seminars to shelters, rescue groups and dog and cat clubs. For example, on May 11, 2010, she appeared in a NBC Bay Area news feature "Your Dog's Food Might Make Him Sick" warning pet owners about the health risks posed by pet foods containing propylene glycol.

Third, Pet Food Express voluntarily operates a Safety Assurance Program. Under this Program, the company tests all pet toys for lead before they are placed on store shelves. [Pet Food Express requested the U. S. Consumer Products Safety Commission \(US CPSC\) to issue an opinion that lead in pet toys is presently forbidden under federal law applicable to human products.](#)

| The US CPSC declined to do so. Since no lead standards exist for pet products, Pet Food Express has elected to apply the current child safety standards set by the U.S. Consumer Products Safety Commission.

In order to offer greater assurances of safety and consistency in the food it sells, Pet Food Express does not sell dog and cat food and treats containing what the company believes may be suspect or inferior ingredients. Such ingredients include: unspecified animal by-products or animal by-product meals, animal fat, meat and bone meal, BHA, BHT, propylene glycol and artificial colors or flavors. Pet Food Express posts product recall information on its website and in its stores.

On April 21, 2010, at the Pre-Application Meeting for Pet Food Express' Conditional Use Permit for 3150 California Street, Rebecca Katz, Interim Director of San Francisco's Animal Care and Control (ACC) stated:

“One of the things we really appreciate about Pet Food Express is that their stores carry food for what we call pocket pets or small exotics, such as rabbits and hamsters and birds. Those are the animals most difficult for us to place. There are large pet store chains that sell them and we end up seeing a lot of them back in the shelters. People don't know where to get supplies for them so we direct them to Pet Food Express. It is really important to us to have that as well. So these are all things that are why we in the animal welfare community really appreciate what Pet Food Express is doing.”

She also commented:

“We're looking at the possibility of having a food program that Pet Food Express would help us out with, which would be incredible and significant and it looks like its going to happen and would be a huge source of support for us.”

As amply demonstrated by the above evidence, the Pet Food Express Store proposed at 3150 California Street is **necessary** because this store, along with the two other Pet Food Express stores in San Francisco and other pet stores owned by others, comprises the pet infrastructure which is essential, indispensable, and requisite to the pet population of San Francisco. The varied services and financial assistance provided by the Community Service

Programs offered by Pet Food Express, staff expertise and pet food quality assurance are all directly supported by these stores. The Pet Food Express Store proposed at 3150 California Street is **desirable** because it, along with the two other Pet Food Express stores in San Francisco and other pet stores owned by others, is pleasing; suitable and an attractive part of the system necessary to support the large pet population of San Francisco.

Further, the Pet Food Express Store proposed at 3150 California Street is compatible with the neighborhood or the community because it will be located in a pre-existing retail building (formerly Hollywood Video) on a neighborhood commercial street. This store will be consistent with the existing land use pattern set by the Neighborhood Commercial NC-2 zoning classification and with the existing, surrounding uses and buildings.

Finding #2. That such use or feature as proposed will not be detrimental to the health, safety, convenience or general welfare of persons residing or working in the vicinity, or injurious to property, improvements or potential development in the vicinity, with respect to aspects including but not limited to the following:

- (a) The nature of the proposed site, including its size and shape, and the proposed size, shape and arrangement of structures;**
- (b) 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;**
- (c) The safeguards afforded to prevent noxious or offensive emissions such as noise, glare, dust and odor;**
- (d) Treatment given, as appropriate, to such aspects as landscaping, screening, open spaces, parking and loading areas, service areas, lighting and signs.**

Each of these four factors is discussed below with respect to the Pet Food Express store proposed for 3150 California Street.

(a) The Pet Food Express store will occupy the former Hollywood Video retail store which has been vacant since November 2009. The size and configuration of the existing building envelope will not be modified or changed, except for cosmetic building façade modifications consistent with the Pet Food Express identity. Please see Exhibit ___ showing the east and south elevations of the store proposed at 3150 California Street.

(b) Since the existing on-site parking lot ingress and egress configuration functions well and the number of parking and loading spaces is adequate to serve the proposed Pet Food Express store, they will remain unchanged.

(c) The operations of a Pet Food Express store do not generate noise, glare, dust and odor.

(d) As noted above, the proposed Pet Food Express store will occupy the former Hollywood Video retail store and will utilize the existing low water use landscaping, screening, open spaces, parking and loading areas, service areas and lighting. The aging building façade will be renovated, restored and update to make it a desirable part of the neighborhood commercial district.

Finding #3. That such use or feature as proposed will comply with the applicable provisions of this Code and will not adversely affect the Master Plan.

The Commerce and Industry Element of the San Francisco General (Master) Plan designates Small-Scale Neighborhood Commercial Districts which provide convenience goods and services to the local neighborhood as well as limited comparison shopping to a wider market area. The Commerce and Industry Element designates the proposed Pet Food Express store at 3150 California Street as being within a Small-Scale Neighborhood Commercial District. The retail use proposed by Pet Food Express complies with this designation because it will serve the local neighborhood.

The City and County of San Francisco Municipal Planning Code provides for the Small Scale Neighborhood Commercial District NC-2. The NC-2 district is intended to serve as the City's Small-Scale Neighborhood Commercial District. These districts are linear shopping streets which provide convenience goods and services to the surrounding neighborhoods as well as limited comparison shopping goods for a wider market. The proposed Pet Food Express store at 3150 California Street is consistent with this zoning classification because it will serve the local neighborhood.

To conclude, it is both necessary **and** desirable that the estimated combined dog and cat population of San Francisco of 323,000 be supported by the pet infrastructure provided by Pet Food Express and other pet stores.

PRIORITY GENERAL PLAN POLICIES FINDINGS

Proposition M was adopted by the voters on November 4, 1986. It requires that the City shall find that proposed projects and demolitions are consistent with eight priority policies set forth in Section 101.1 of the City Planning Code. These eight policies are listed below and the following text states how the Pet Food Express store proposed for 3150 California Street is consistent with each policy.

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

The Pet Food Express store proposed for 3150 California Street is a neighborhood-serving retail use oriented to the everyday needs of the pet owners/guardians living in its immediate vicinity. By occupying an existing retail store formerly occupied by Hollywood Video, this proposed store will seamlessly integrate into the existing retail fabric of the neighborhood. The proposed store will not displace any existing retail stores and it will offer approximately 8 full time and 5 part-time employment opportunities to the neighborhood.

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

The Pet Food Express store proposed for 3150 California Street will occupy an existing retail facility (formerly Hollywood Video) which was previously reviewed with respect to its consistency with the character of the Laurel Heights neighborhood in which it is located.

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

The Pet Food Express store proposed for 3150 California Street will not directly affect the City's supply of affordable housing. By offering approximately 8 full time and 5 part-time employment opportunities to the neighborhood, paying from \$9.79 to \$21.00 per hour, Pet Food Express will enable its employees to take advantage of these housing opportunities.

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

Many of the patrons of the Pet Food Express store proposed for 3150 California Street will walk or drive to the store. Others will take public transit. As shown in Exhibit ____, this proposed store is located in a transit-rich location with nine Municipal Railway stops in its immediate vicinity. Patrons arriving by bicycle will park their bikes in the on-site bicycle rack which accommodates 5 bicycles. Patrons arriving by motorcycle or automobile will park in 4 assigned and 9 shared space off-street parking lot accessed from California Street.

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

By offering approximately 8 full time and 5 part-time employment opportunities to the neighborhood, paying from \$9.79 to \$21 per hour, the Pet Food Express store proposed for 3150 California Street will contribute to the service sector of San Francisco and residential employment opportunities.

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

Pet Food Express staff regularly attends the earthquake preparedness meetings with the various SPCA organizations and has committed to providing (as its is able) emergency supplies such as collars, leashes, crates and carriers, water and food dishes if the animals have to be transferred to other areas.

7. That landmarks and historic buildings be preserved.

The Pet Food Express store proposed for 3150 California Street will not adversely impact any landmarks or historic buildings.

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

The Pet Food Express store proposed for 3150 California Street will not change the existing building envelope which in any case does not adversely impact any parks and open spaces and their access to sunlight and vistas. As a matter of company policy, Pet Food Express supports local “pooper-scooper” and leash laws and encourages its patrons to be cognizant of and respect these laws. The Pet Food Express store proposed for 3150 California Street will provide and maintain a pet waste station adjacent to the store.

To conclude, as demonstrated above the Pet Food Express store proposed for 3150 California Street is consistent with the eight priority policies set forth in Section 101.1 of the City Planning Code.



1 EAST ELEVATION
A4.1

1/4" = 1'-0"



2 SOUTH ELEVATION
A4.1

1/4" = 1'-0"



greater
Geary
boulevard
merchants
& property owners
association

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COMMITTEE TO SAVE
GEARY BOULEVARD
P.O. BOX 210747
SAN FRANCISCO, CA 94121
www.savegearyblvd.com

The Geary Boulevard Merchants Association would like to express its enthusiastic support for Pet Food Express application for a use permit to join our neighborhood at 3150 California Street

Unlike many retailers who talk the good neighbor talk, we think Pet Food Express has proven to be a good neighbor at its other locations, including two in San Francisco.

Pet Food Express well-known support for pets and their owners and their many charitable contributions to support San Francisco's and the Bay Area's pet support structure makes it both a necessary and desirable as well as a welcome addition to this neighborhood.

The neighborhood does not have a pet specialty store now and we hope Pet Food Express will draw customers that will shop with our other neighborhood merchants. It's also nice to see a San Francisco-born business like Pet Food Express do well and be willing to stay here.

We are also pleased at the scope of Pet Food Express outreach to our neighborhood to solicit our thoughts on this permit application.

Sincerely

David Heller

Pre-Application Meeting Sign-in Sheet

Meeting Date: April 21, 2010

Meeting Time: 6:00 to 7:30 p.m.

Meeting Address: 3150 California Street

Project Address: 3150 California Street

Property Owner Name: San Francisco University High School

Project Sponsor/Representative: Michael Levy - Pet Food Express

Please print your name below, state your address and/or affiliation with a neighborhood group, and provide your phone number. Providing your name below does not represent support or opposition to the project; it is for documentation purposes only.

NAME/ORGANIZATION	ADDRESS	PHONE #	EMAIL	SEND PLANS
1. Robert Gram	3150 CALIFORNIA ST	346-6886		<input type="checkbox"/>
2. Chris Soudrian	3200 CALIFORNIA ST	292-122	SOUNDRIAN@SFCST.ORG	<input type="checkbox"/> JCC
3. Paul Weimer	PHRA	929-1680	paulweimer@speakeasy.net	<input type="checkbox"/>
4. Mark Klaiman	3233 Sacto	567-0700	mark@getcorp.com	<input type="checkbox"/>
5. Rachel Metzger	3252 Sacto	921 9575	rachel@thedeskset-sf.org	<input type="checkbox"/>
6. Anne Neill	3179 Calif St	922-2142	annechone@yahoo.com	<input type="checkbox"/>
7. David Heuer	5748 heavy Blvd	387-1477	david@beauty-network.com	<input type="checkbox"/>
8.				<input type="checkbox"/>
9.				<input type="checkbox"/>
10.				<input type="checkbox"/>
11.				<input type="checkbox"/>
12.				<input type="checkbox"/>
13.				<input type="checkbox"/>

Summary of discussion from the Pre-Application Meeting

Meeting Date: April 21, 2010

Meeting Time: 6:00 to 7:30

Meeting Address: 3150 California Street

Property Owner Name: San Francisco University High School

Project Sponsor/Representative: Michael Levy, Founder, Pet Food Express

Seven persons attended the Pre-Application meeting and their names are listed on the attached Pre-Application Meeting Sign-in Sheet. The meeting was conducted in a very informal manner. None of the persons who asked questions or commented identified him/herself. Questions #1 and #2 were asked by different people and the remaining questions were asked by the same person. A video disk of the meeting is also attached.

Question/Concern #1: What about the [on-site] parking situation here – I notice it's limited.

Project Sponsor Response: Based on PFE's experience with its Market Street Store, the existing parking is expected to be adequate; PFE expects there to be a lot of pedestrian traffic at this store. Neighbor points out that there is a nearby parking garage.

Question/Concern #2: What about customers who have cats and don't have cars – how do they get cat litter home? Have you considered a delivery service for customers who buy litter?

Project Sponsor Response: Pet Food Express got its name because when I had just the one store, I was planning on expanding through delivery and doing delivery franchises. But delivery did not work out for us so by the time we had the 3rd store, PFE stopped doing delivery. It's conceivable delivery is something we might look at in the future. PFE does delivery on a voluntary basis; there is one customer who is on his third guide dog that we deliver to, but don't do delivery as a set plan. This store is well-served by MUNI. PFE does have a number of alternative litters which last longer and are lighter in weight.

NOTE: As noted above, the following questions/concerns were expressed by the same person.

Question/Concern #10: Can you speed it [the CUP process] up?

Project Sponsor Response: We don't think we really can.

Question/Concern #11: Will you be going to the various merchants' associations, such as Sacramento Street?

Project Sponsor Response: Yes, we have a field representative who will meeting with every merchant in the neighborhood.



The LAUREL
LEAVE ZIZANNI

HOLLYWOOD VIDEO

3150

PLEASE RETURN BY PERMANENTLY
CLOSING
BY 10:00
BY 10:00

HOLLYWOOD VIDEO
MOVIE RETURNS
5 DAY RENTALS +
MIDNIGHT RETURNS!

HOLLYWOOD

2 HOUR
PARKING
8 AM - 6 PM
MON - FRI

SF
FREE EVERY

RIGHT TURN ONLY

HOLLYWOOD VIDEO

SR-22 FILING
922-SAVE

UNITED
GENERAL INSURANCE
AGENCY

AUDIOLOGICAL SERVICES

WELLS
FARGO
ATM



CUSTOMER ONLY

VIDEO

3150

3150 3150

3150

PHYSICAL THERAPY & PILATES

WELLS FARGO ATM

Vera Weller, L.L.

RADIOLOGICAL SERVICES



HOLLYWOOD VIDEO

3150

ZEE
OPEN

SF
FREE
EXCH



LYWOOD
VIDEO

♿
PARKING
ONLY

WELLS
FARGO

TOYOTA
6CJP875
SAN FRANCISCO



BUSINESS-TO-BUSINESS CONSENSUS REPORT
SACRAMENTO STREET NEIGHBORHOOD COMMERCIAL DISTRICT
PROJECT SPONSOR: PET FOOD EXPRESS
LOCATION ADDRESS: 3150 CALIFORNIA STREET

PREPARED BY:

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To: SF Planning Department, Zoning Administrator; John Rahaim Director
David Lindsay, Senior Planner NW; Aaron Starr, Staff Planner

CC: San Francisco Planning Commissioners, Ron Miguel President
Linda Avery, Commission Secretary

RE: Business-to-Business Consensus Report
Pet Food Express, Project Sponsor
Subject Location: 3150 California Street

Mr. Rahaim, Mr. Sanchez, Mr. Lindsay, Mr. Starr and Commission Members:

Immediately following the Pre-Application meeting at the subject location, two months were dedicated to conducting more than 100 interviews with all available merchants/business owners, or their assigned, and within the boundaries of the Sacramento Street NCD (ONLY). Included were cross sections of mixed use property owners within commercial corridors of both California St., Sacramento Street and within four privately owned sections of the Laurel Heights Mall.

Interviews carefully referenced and responded to questions and concerns about both the Project, and the Process, including accurate interpretations of "formula use," as described in the Code. Merchants/business owners interviewed then provided individually signed letters indicating one of the following: Support, Opposed, No Opinion and/or Undecided about the viability of the project.

With outreach now 95% completed, endorsements and letters received on behalf of this specific request to operate as formula use clearly shows the Project as fully vetted within the merchant/business community of the Sacramento Street NCD.

With fragile business environment currently looming over all of San Francisco's NCD's, this methodology also chronicled current economic portraiture in real time, as seen through the eyes of those whose very livelihoods often depend on direct benefits associated with changes in use, adaptive re-use and/or formula use within the NCD's.

Accurate, unbiased consensus brings unmatched clarity to the Project and the Process for everyone, and widely considered by both commissioners and small business advocates as a necessary and desirable component within the conditional use process.

Since NCD's were given opportunity to decide what is considered necessary and desirable within their community, business models pro-actively seeking successful integration must be seen as a significant assets contributing to fundamentals necessary for revitalization of a highly renewable and localized customer base.

SUMMARY OF SURVEY RESULTS AND MERCHANT RESPONSE

Consensus among merchant/business owners within the NCD revealed overwhelming support for the proposed Project. Currently (74) letters have been filed as in Support of the Project. Efforts to date recorded only (3) business owners as Opposed. This included two (non-pet related) retail uses and one Dr. of veterinary medicine, whose opposition related only to PFE's mobile vaccination programs, not formula use. Three (3) merchants remained as Undecided, and (13) thirteen recorded as No Opinion on the matter at this time. At this date, approximately (15) letters remain outstanding as N/A; indications reveal at least (12) of those remaining as in Support of the Project but awaiting signatures.

Numerous mixed-use property owners within the commercial corridor, such as Barbara D' Arcy, property owner, retail merchant and homeowner located directly behind the proposed location, and Mr. Tom McLaughlin, whose larger mixed-use building is located adjacent to the proposed project at 412 Presidio Ave., were both in full support of the Project.

Four (4) merchants expressed concern over this project having detrimental effects on future (formula use) operations gaining approvals to operate within the Sacramento Street commercial corridor. With clarification about the Process, these business owners ultimately had no objections to approvals to operate at the subject location, as it had previously been "formula use" both as Wells Fargo Bank and Hollywood Video.

Potential for (left turn) congestion at California/Presidio was a concern expressed by six (6) merchants. Business owners interviewed on this subject agreed that should traffic conditions eventually warrant change, this issue would be easily mitigated by the placement of vertical rubber standards as did the JCC.

Parking issues were not a significant concern. To the extent that people would drive, merchants felt both the subject location and the NCD had adequate parking availability.

According to MTA studies, a consistent 75% of retail businesses within most NCD's are closed by 7:00 PM. Data consistent with additional MTA studies on foot traffic within NCD's reveals a vast majority of localized customer base prefers walking to driving locally.

In contrast, pet owners under current conditions within the Sacramento Street NCD who seek simplified availability of pet related products/services (must) drive, as there are no pet supply/service operations within reasonable walking distance of the subject location.

Virtually all merchants/business owners interviewed felt strongly that creating necessary and desirable (pet friendly) foot traffic added to current economic conditions would be most welcome, as evidenced by full support of Laurel Inn Hotel, whose business model is quite proud of its "pet friendly" hotel status.

Business owners throughout the NCD universally maintained that yet another empty building of this size creating unnecessary blight is detrimental to the goals of the merchant community.

The NCD currently reports a very large pet community. Twenty-six (26) business owners interviewed reported having both personal pets and a healthy selection of treats helped attract local customers to their stores, and provided letters in Support based primarily on quick/simplified availability of products/services without leaving their stores.

Business owners such as Mr. Dick Norwood, a thirty years + veteran retailer, were quite enthusiastic about the project sponsor's interest in future events and community affairs. Recent discussions among merchants towards successful community based, pet related events, such as revival of the (previously very popular) dog walk during Easter weekend, had dozens of business owners additionally enthusiastic about the possibilities of PFE participation.

CONCLUSIONS

Stated objectives within the Neighborhood Commerce Section of the General Plan are to "maintain and strengthen viable neighborhood commercial areas easily accessible to neighborhood residents."

In referencing Policy 1 under these same objectives, which "insures and encourages retention of neighborhood servicing goods and services in the City's neighborhood commercial districts, while recognizing and encouraging diversity among districts," one would conclude essential elements of Diversity as appropriate and applicable in this case.

Specific to this request for approval to operate as formula use, the Project offers Diversity consistent with objectives and policies of the general plan.

Finally, virtually all business owners of the Sacramento Street NCD were universally appreciative of Outreach initiated and completed by this project sponsor; one whose long term investment wishes to better serve a diverse demographic, while attracting a highly renewable and localized customer base to the NCD at large. Clearly a visible sign of sincerity by this project sponsor to enhance the welfare and economics of this local community.

This Project is hereby considered as one fully vetted within the merchant/business community of the Sacramento Street NCD. Pet Food Express is now seen as a viable member of this local business community.

Disclosure

My name is Michael F. Williams, a small business advocate and San Francisco resident of 35 yrs. I am not an attorney, nor expeditor, nor paid public servant, nor do I harbor conflicts of interest that would otherwise bias interpretation of results. I hereby certify this report as executed and subsequently composed entirely by myself on behalf of both Pet Food Express and the merchant/business community of the Sacramento Street Neighborhood Commercial District. I further certify the contents and information contained herein as current, unbiased and accurate to the best of my knowledge.

Sincerely,

Name	Address	City	Zip	Yes	No	Unde	Use
Sue Fisher King	3067 Sacramento St.	San Francisco	94118	Yes			Retail
March	3075 Sacramento St.	San Francisco	94118		No		Retail
Wynne Taylor Ford Design	3085 Sacramento St.	San Francisco	94115				Retail
Henry Beguelin	3091 Sacramento St.	San Francisco	94118	Yes			Retail
Sara Shaw	3095 Sacramento St.	San Francisco	94115	Yes			Retail
James Market	3100 Sacramento St.	San Francisco	94115			No Opinion	Retail, Other (convenience store)
Bae	3101 Sacramento St.	San Francisco	94115			No Opinion	Retail
San Francisco Waldorf School	3107 Sacramento St.	San Francisco	94118			No Opinion	Neighborhood Serving (private school)
Pet Camp	3133 Sacramento St.	San Francisco	94115	Yes			Retail Services, Pet
New Star Cleaner	3164 Sacramento St.	San Francisco	94115	Yes		Verbal	Retail, Neighborhood Serving
Sacramento Wash-N-Dry	3200 Sacramento St.	San Francisco	94115	Yes			Retail, Neighborhood Serving
Aedicule Fine Framing	3225 Sacramento St.	San Francisco	94115	Yes			Retail
Pierre Deux	3228 Sacramento St.	San Francisco	94115	Yes		Verbal	Retail, Formula Use
Vintage a la Mode	3234 Sacramento St.	San Francisco	94115			Undecided	Retail
Vibrant Brains	3235 Sacramento St.	San Francisco	94115	Yes			Retail, Personal Services
Mabel Chong	3242 Sacramento St.	San Francisco	94115	Yes			Retail
Wisteria	3246 Sacramento St.	San Francisco	94115	Yes			Retail
The Desk Set	3252 Sacramento St.	San Francisco	94115	Yes			Retail
Darcy Collection	3255 Sacramento St.	San Francisco	94118	Yes			Retail, Mixed Use Prop Ownr
Tre Balm	3255 Sacramento St.	San Francisco	94115	Yes			Retail
Wilking, Inc	3273 Sacramento St.	San Francisco	94115	Yes			Retail, Other (Liquor Store)
Anthem	3274 Sacramento St.	San Francisco	94118	Yes			Retail
Osteria	3277 Sacramento St.	San Francisco	94115			N/A	Restaurant, Full Service
CitiBank	3296 Sacramento St.	San Francisco	94115			No Opinion	Financial Services
Brooks Shoes For Kids	3307 Sacramento St.	San Francisco	94118	Yes			Retail
Cobler's Bench Shoe Rep	3308 Sacramento St.	San Francisco	94118	Yes			Retail, Neighborhood Serving
Elaine Magnin	3310 Sacramento St.	San Francisco	94118	Yes			Retail
Café Luna	3313 Sacramento St.	San Francisco	94118	Yes		Verbal	Small Self Service Restaurant
Three Bags Full	3314 Sacramento St.	San Francisco	94118	Yes			Retail
Beautiful Orchids	3319 Sacramento St.	San Francisco	94118	Yes			Retail
Hardware Unlimited	3326 Sacramento St.	San Francisco	94118	Yes			Retail, Neighborhood Serving
Twiga	3333 Sacramento St.	San Francisco	94118			Undecided	Retail
Josh Hardy Galleries	3350 Sacramento St.	San Francisco	94118	Yes			Retail
Kensington & Associates	3364 Sacramento St.	San Francisco	94118	Yes			Retail
honeyes & heroes	3366 Sacramento St.	San Francisco	94118	Yes		Verbal	Retail
Kouchak's	3369 Sacramento St.	San Francisco	94118	Yes			Retail
Paul Mahder Gallery	3378 Sacramento St.	San Francisco	94118	Yes			Retail
Marilyn Jeager Skincare	3384 Sacramento St.	San Francisco	94118	Yes			Retail, Personal Services
Mom's The Word Maternity	3385 Sacramento St.	San Francisco	94118	Yes			Retail
Thomas Moser Cabinet Makers	3395 Sacramento St.	San Francisco	94118	Yes			Retail
Lavatola Fine Linen	3401 Sacramento St.	San Francisco	94118	Yes			Retail
Button Down	3415 Sacramento St.	San Francisco	94118	Yes			Retail
Music Together	3429 Sacramento St.	San Francisco	94115			N/A	Retail Services, Other
Waterlillies, Inc.	3440 Sacramento St.	San Francisco	94118	Yes			Retail
Post & Parcel, Inc.	3450 Sacramento St.	San Francisco	94118			No Opinion	Retail, Neighborhood Serving
Jenn Maur Gallery	3457 Sacramento St.	San Francisco	94118	Yes		No Opinion	Retail
Goodbyes Consignment 1	3464 Sacramento St.	San Francisco	94118	Yes			Retail
Goodbyes Consignment 2	3483 Sacramento St.	San Francisco	94118	Yes			Retail
Rosa's Gift Gallery	3484 Sacramento St.	San Francisco	94118	Yes			Retail
San Francisco Women Artists	3489 Sacramento St.	San Francisco	94118			No Opinion	Retail
Catherine Jane	3490 Sacramento St.	San Francisco	94118	Yes			Retail
Boga Oriental Rugs	3499 Sacramento St.	San Francisco	94118			No Opinion	Retail
Merriwether	3524 Sacramento St.	San Francisco	94118		No		Retail
Designer Consigner	3525 Sacramento St.	San Francisco	94118	Yes			Retail
Botta's Auto Body	3536 Sacramento St.	San Francisco	94118			N/A	Automotive Repair
Synergy Fitness Studio	3556 Sacramento St.	San Francisco	94118	Yes			Personal Services
Snippity Crickets	3562 Sacramento St.	San Francisco	94118	Yes			Retail
Kinder Sport	3566 Sacramento St.	San Francisco	94118	Yes			Retail
Rims & Goggles	3568 Sacramento St.	San Francisco	94118	Yes			Retail
Philanthropist	3571 Sacramento St.	San Francisco	94118			N/A	Retail
Sonoma Country Store	3575 Sacramento St.	San Francisco	94118			No Opinion	Retail
Locust Cleaners	3585 Sacramento St.	San Francisco	94118	Yes			Retail, Neighborhood Serving

Name	Address	City	Zip	Yes	No	Unde	Use
Bath Sense	3600 Sacramento St.	San Francisco	94118	Yes			Retail
Acuity Vision Boutique	3610 Sacramento St.	San Francisco	94118			No Opinion	Retail
Dolce & Salato	3613 Sacramento St.	San Francisco	94118	Yes			Small Self Service Restaurant
Luna Boutique	3615 Sacramento St.	San Francisco	94118	Yes		Verbal	Retail
The Grocery Store	3625 Sacramento St.	San Francisco	94118	N/A		N/A	Retail
Patrick Richards	3631 Sacramento St.	San Francisco	94118			No Opinion	Retail, Personal Services (salon)
Spruce	3640 Sacramento St.	San Francisco	94118			N/A	Restaurant, Full Service
Andrew Skurman, Architect	3654 Sacramento St.	San Francisco	94118	Yes			Business/Professional Service
Mighty Pilates	3654 Sacramento St.	San Francisco	94118	Yes			Retail, Personal Services (fitness)
Sociale	3665 Sacramento St.	San Francisco	94118	Yes			Restaurant, Full Service
Magic Flute	3673 Sacramento St.	San Francisco	94118	Yes			Restaurant, Full Service
Soiree	3676 Sacramento St.	San Francisco	94118	Yes			Retail
dottie doolittle	3680 Sacramento St.	San Francisco	94118	Yes		Verbal	Retail
The Ribbonerie	3695 Sacramento St.	San Francisco	94118	Yes			Retail
LPH Business Services	3701 Sacramento St.	San Francisco	94118	Yes			Retail, Business Services
	3100 California St.	San Francisco	94115	Yes			Retail, Other (convenience store)
Audiological Services of San Francisco	3150 California St.	San Francisco	94115	Yes			Personal Services, Medical
Impact Physical Therapy	3150 California St.	San Francisco	94115	Yes			Personal Services
La Ventana Treatment	3150 California St.	San Francisco	94115	Yes			Personal Services/Medical
United General Insurance	3150 California St.	San Francisco	94115			Undecided	Business/Professional Services
Sweet Jo's	3200 California St.	San Francisco	94118	Yes			Large Self Service Restaurant
UC, Laurel Heights Campus	3200-3300 California St.	San Francisco	94115			N/A	Insitution, Large
San Francisco Fire Credit Union	3201 California St.	San Francisco	94115			N/A	Financial Services, Large
Dayenu	3220 California St.	San Francisco	94118	Yes			Retail
Beautiful	3401 California St.	San Francisco	94115	Yes			Retail (Large Fast Food)
Bryan's	3445 California St.	San Francisco	94118			N/A	Retail/grocery store
Wine Impression	3461 California St.	San Francisco	94118	Yes			Retail
Rigolo	3465 California St.	San Francisco	94118			N/A	Restaurant, Full Service
A.G. Ferrari Foods	3490 California St.	San Francisco	94118			N/A	Retail/grocery store
Pomodoro	3611 California St.	San Francisco	94118			No Opinion	Restaurant, Full Service
Presidio Way Veterinary Hosp	3619 California St.	San Francisco	94118		No		Retail, Neighborhood Serving
Walter Adams Framing	355 Presidio Ave.	San Francisco	94115			N/A	Retail
Nomadic Outfitters	412 Presidio Avenue	San Francisco	94115	Yes			Retail
Property Ownr Mxd Use	412 Presidio Ave.	San Francisco	94115	Yes			Property Owner, Mixed Use
The Laurel Inn	444 Presidio Avenue	San Francisco	94115	Yes			Tourist Hotel
Swank	444 Presidio Avenue	San Francisco	94115	Yes			Bar/Lounge
Ella's Restaurant	500 Presidio Ave.	San Francisco	94115			N/A	Small Full Service Restaurant
Eel & Ermine	514 Presisio Ave	San Francisco	94115	Yes			Retail
Jewish Community Center	California & Presidio	San Francisco	94115	Yes			Institutions, Large
Gentle Parking Garage	California & Presidio	San Francisco	94115	Yes		Verbal	Parking Garage
San Francisco University High Sch	3063 Jackson St.	San Francisco	94115			No Opinion	School, Private
PLEASE NOTE: Current updates (attached) are hereby entered into public record on this date, June 28, 2010.							
Additional letters and/or changes to this Consensus Report will not be accepted after 12:00 Noon, June 30, 2010.							
Once staff recommendations are made to commissioners, recording of consensus will formally close.							
Michael F. Williams							



greater
Geary
boulevard
merchants
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association

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www.savegearyblvd.com

The Geary Boulevard Merchants Association would like to express its enthusiastic support for Pet Food Express application for a use permit to join our neighborhood at 3150 California Street

Unlike many retailers who talk the good neighbor talk, we think Pet Food Express has proven to be a good neighbor at its other locations, including two in San Francisco.

Pet Food Express well-known support for pets and their owners and their many charitable contributions to support San Francisco's and the Bay Area's pet support structure makes it both a necessary and desirable as well as a welcome addition to this neighborhood.

The neighborhood does not have a pet specialty store now and we hope Pet Food Express will draw customers that will shop with our other neighborhood merchants. It's also nice to see a San Francisco-born business like Pet Food Express do well and be willing to stay here.

We are also pleased at the scope of Pet Food Express outreach to our neighborhood to solicit our thoughts on this permit application.

Sincerely

David Heller

The Desk Set

invitations • gifts • fine stationery

June 21, 2010

The Sacramento Street Merchants Association would like to give its support for Pet Food Express and their application for a use permit to join our neighborhood at 3150 California Street.

Our neighborhood does not have a specialty pet store, and we know our residential neighbors have 4-legged family members, evidenced by the frequency of dog water bowls our merchants leave out and the special treats that many shops give to these special “shoppers”.

We look forward to their contribution to the neighborhood!

Sincerely,



Rachel Lopez Metzger

Owner of The Desk Set

President of the Sacramento Street Merchants Association

LYON STREET 2022

Source
Street

SACRAMENTO

CALIFORNIA