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)
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

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

<table>
<thead>
<tr>
<th>TYPE</th>
<th>REQUIRED PERIOD</th>
<th>REQUIRED NOTICE DATE</th>
<th>ACTUAL NOTICE DATE</th>
<th>ACTUAL PERIOD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Classified News Ad</td>
<td>20 days</td>
<td>July 8, 2011</td>
<td>July 8, 2011</td>
<td>20 days</td>
</tr>
<tr>
<td>Posted Notice</td>
<td>20 days</td>
<td>July 8, 2011</td>
<td>July 8, 2011</td>
<td>20 days</td>
</tr>
<tr>
<td>Mailed Notice</td>
<td>10 days</td>
<td>July 8, 2011</td>
<td>July 8, 2011</td>
<td>20 days</td>
</tr>
</tbody>
</table>

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
Executive Summary
Hearing Date: July 28, 2011

Attachment Checklist

- Executive Summary
- Draft Motion
- Environmental Determination
- Zoning District Map
- Height & Bulk Map
- Parcel Map
- Sanborn Map
- Aerial Photo
- Context Photos
- Site Photos

- Project sponsor submittal
  Drawings: Existing Conditions
  Check for legibility
  Drawings: Proposed Project
  Check for legibility

- Health Dept. review of RF levels
- RF Report
- Community Meeting Notice
- Inclusionary Affordable Housing Program: Affidavit for Compliance

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
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 Section S 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.


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

<table>
<thead>
<tr>
<th>NAME</th>
<th>SIGNATURE</th>
<th>ADDRESS w/ZIP CODE</th>
<th>EMAIL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kevin Carl</td>
<td></td>
<td>70 6th Ave</td>
<td><a href="mailto:catalagus@yahoo.com">catalagus@yahoo.com</a></td>
</tr>
<tr>
<td>Halsey Kaufman</td>
<td></td>
<td>2471 7th Ave</td>
<td><a href="mailto:halsey@email.com">halsey@email.com</a></td>
</tr>
<tr>
<td>Melinda Kinn</td>
<td></td>
<td>144 Hugo St #13</td>
<td><a href="mailto:melinda@email.com">melinda@email.com</a></td>
</tr>
<tr>
<td>Kayson Smith</td>
<td></td>
<td>141 Hugo St #11</td>
<td><a href="mailto:kayson@email.com">kayson@email.com</a></td>
</tr>
<tr>
<td>Case Daniels</td>
<td></td>
<td>47 6th Ave</td>
<td><a href="mailto:case@email.com">case@email.com</a></td>
</tr>
<tr>
<td>Matilda Athie</td>
<td></td>
<td>3119 California St 94115</td>
<td><a href="mailto:matilda@email.com">matilda@email.com</a></td>
</tr>
<tr>
<td>Kim Baird</td>
<td></td>
<td>327 12th Ave</td>
<td><a href="mailto:kim@email.com">kim@email.com</a></td>
</tr>
<tr>
<td>Breyer &amp;</td>
<td></td>
<td>480 8th Ave</td>
<td><a href="mailto:breyer@email.com">breyer@email.com</a></td>
</tr>
<tr>
<td>Conner Byan</td>
<td></td>
<td>285 Bicknammwy 94112</td>
<td><a href="mailto:conner@email.com">conner@email.com</a></td>
</tr>
<tr>
<td>Margaret Gannon</td>
<td></td>
<td>444 E. 1st St</td>
<td><a href="mailto:margaret@email.com">margaret@email.com</a></td>
</tr>
<tr>
<td>CLAY &amp; GANNON</td>
<td></td>
<td>444 E. 1st St</td>
<td><a href="mailto:clay@email.com">clay@email.com</a></td>
</tr>
<tr>
<td>Aloma Freeman</td>
<td></td>
<td>630 11th Ave</td>
<td><a href="mailto:alma@email.com">alma@email.com</a></td>
</tr>
<tr>
<td>Chris Ching Aik</td>
<td></td>
<td>3026 3rd Ave</td>
<td><a href="mailto:ching@email.com">ching@email.com</a></td>
</tr>
<tr>
<td>Ben Hanson</td>
<td></td>
<td>1056 Fuller St</td>
<td><a href="mailto:ben@email.com">ben@email.com</a></td>
</tr>
<tr>
<td>MARY GLADYS</td>
<td></td>
<td>527 1st Ave</td>
<td><a href="mailto:mary@email.com">mary@email.com</a></td>
</tr>
<tr>
<td>Susan Henry</td>
<td></td>
<td>241 1st Ave</td>
<td><a href="mailto:susan@email.com">susan@email.com</a></td>
</tr>
<tr>
<td>Chris Cornish</td>
<td></td>
<td>P.O. Box 1486</td>
<td><a href="mailto:chris@email.com">chris@email.com</a></td>
</tr>
<tr>
<td>Becky Abramowitz</td>
<td></td>
<td>528 17th Ave</td>
<td><a href="mailto:becky@email.com">becky@email.com</a></td>
</tr>
<tr>
<td>LINDA CLINE</td>
<td></td>
<td>595 11th Ave</td>
<td><a href="mailto:linda@email.com">linda@email.com</a></td>
</tr>
<tr>
<td>Syeda Nuru</td>
<td></td>
<td>503 13th Ave</td>
<td><a href="mailto:syeda@email.com">syeda@email.com</a></td>
</tr>
<tr>
<td>MARY ELIANA</td>
<td></td>
<td>954 New Alhambra St 94112</td>
<td><a href="mailto:marya@email.com">marya@email.com</a></td>
</tr>
<tr>
<td>Deirdre McBride</td>
<td></td>
<td>930 10th Ave</td>
<td><a href="mailto:deirdre@email.com">deirdre@email.com</a></td>
</tr>
<tr>
<td>Kim Hogan</td>
<td></td>
<td>312 S. 10th Ave</td>
<td><a href="mailto:kim@email.com">kim@email.com</a></td>
</tr>
<tr>
<td>Christine T.</td>
<td></td>
<td>591 8th Ave</td>
<td><a href="mailto:christine@email.com">christine@email.com</a></td>
</tr>
<tr>
<td>Kim Mazzoni</td>
<td></td>
<td>189 S. 10th Ave</td>
<td><a href="mailto:kim@email.com">kim@email.com</a></td>
</tr>
<tr>
<td>Sue Mertens</td>
<td></td>
<td>653 29th Ave</td>
<td><a href="mailto:sue@email.com">sue@email.com</a></td>
</tr>
<tr>
<td>Susan Mallen</td>
<td></td>
<td>550 15th Ave</td>
<td><a href="mailto:susan@email.com">susan@email.com</a></td>
</tr>
<tr>
<td>BEN BERGSTEIN</td>
<td></td>
<td>970 Duncan St</td>
<td><a href="mailto:ben@email.com">ben@email.com</a></td>
</tr>
<tr>
<td>Beth Sklavin</td>
<td></td>
<td>588 47th Ave</td>
<td><a href="mailto:beth@email.com">beth@email.com</a></td>
</tr>
<tr>
<td>Glenda Shriver</td>
<td></td>
<td>4240 S. 10th Ave</td>
<td><a href="mailto:glenda@email.com">glenda@email.com</a></td>
</tr>
<tr>
<td>Karen Schmidt</td>
<td></td>
<td>413 19th Ave</td>
<td><a href="mailto:karen@email.com">karen@email.com</a></td>
</tr>
<tr>
<td>Delores Cheval</td>
<td></td>
<td>810 30th Ave</td>
<td><a href="mailto:delores@email.com">delores@email.com</a></td>
</tr>
<tr>
<td>Gene D'Amico</td>
<td></td>
<td>523 22nd Ave</td>
<td><a href="mailto:gene@email.com">gene@email.com</a></td>
</tr>
</tbody>
</table>
We, the undersigned, object to Petco opening a new store where the old Walgreens was on Geary. 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

<table>
<thead>
<tr>
<th>NAME</th>
<th>SIGNATURE</th>
<th>ADDRESS OR EMAIL</th>
</tr>
</thead>
<tbody>
<tr>
<td>GRACE RINALDI</td>
<td>Grace Rinaldi</td>
<td>390 16th Ave 94118</td>
</tr>
<tr>
<td>JANE COLOSO</td>
<td>Jane Coloso</td>
<td>557 14th Ave 94110</td>
</tr>
<tr>
<td>Rachel B. Bedell</td>
<td>Rachel B. Bedell</td>
<td>1630 S 94123</td>
</tr>
<tr>
<td>Marisa Pena</td>
<td>Marisa Pena</td>
<td>2376 S 94123</td>
</tr>
<tr>
<td>Maureen McClellan</td>
<td>Maureen McClellan</td>
<td>2590 29th Ave 94121</td>
</tr>
<tr>
<td>George Everett</td>
<td>George Everett</td>
<td>450 11th Ave 94119</td>
</tr>
<tr>
<td>Ann Hall</td>
<td>Ann Hall</td>
<td>1225 Lawson St 94118</td>
</tr>
<tr>
<td>Ron Cohen</td>
<td>Ron Cohen</td>
<td>281 15th Ave 94122</td>
</tr>
<tr>
<td>Robert Ehrlich</td>
<td>Robert Ehrlich</td>
<td>281 15th Ave 94122</td>
</tr>
<tr>
<td>Helen B. Ehrlich</td>
<td>Helen B. Ehrlich</td>
<td>281 15th Ave 94122</td>
</tr>
<tr>
<td>Joanne Ackerman</td>
<td>Joanne Ackerman</td>
<td>579 13th Ave 94117</td>
</tr>
<tr>
<td>Pamela Strong</td>
<td>Pamela Strong</td>
<td>7400 Babcock St 94119</td>
</tr>
<tr>
<td>Olivia Nava</td>
<td>Olivia Nava</td>
<td>366 Funston Ave 94127</td>
</tr>
<tr>
<td>Kathie Miller</td>
<td>Kathie Miller</td>
<td>715 S 94080</td>
</tr>
<tr>
<td>Nancy Chiar</td>
<td>Nancy Chiar</td>
<td>1815 Greenwich St 94110</td>
</tr>
<tr>
<td>Bella Hirschman</td>
<td>Bella Hirschman</td>
<td>1946 Conne Dr 94110</td>
</tr>
<tr>
<td>Pamela Olmedo</td>
<td>Pamela Olmedo</td>
<td>397 S 94080</td>
</tr>
<tr>
<td>Perla Naranjo</td>
<td>Perla Naranjo</td>
<td>1515 Howard S.F. 94117</td>
</tr>
<tr>
<td>Nicole Krossner</td>
<td>Nicole Krossner</td>
<td>781 17th Ave S.F. 94121</td>
</tr>
<tr>
<td>Greg Summer</td>
<td>Greg Summer</td>
<td>223 5th Ave 94118</td>
</tr>
<tr>
<td>Lauren Crawford</td>
<td>Lauren Crawford</td>
<td>1437 Wilbrod 94117</td>
</tr>
<tr>
<td>Ray B Baker</td>
<td>Ray B Baker</td>
<td>1437 Wilbrod 94117</td>
</tr>
<tr>
<td>Fred Lynn</td>
<td>Fred Lynn</td>
<td>1437 Wilbrod 94117</td>
</tr>
<tr>
<td>Lisa Colton</td>
<td>Lisa Colton</td>
<td>1437 Wilbrod 94117</td>
</tr>
<tr>
<td>William Fox</td>
<td>William Fox</td>
<td>2275 Beach S.F. 94118</td>
</tr>
<tr>
<td>John Joy</td>
<td>John Joy</td>
<td>2275 Beach S.F. 94118</td>
</tr>
<tr>
<td>Ginger Latham</td>
<td>Ginger Latham</td>
<td>2275 Beach S.F. 94118</td>
</tr>
<tr>
<td>Joycelyn Sutter</td>
<td>Joycelyn Sutter</td>
<td>2275 Beach S.F. 94118</td>
</tr>
<tr>
<td>Joann Sutter</td>
<td>Joann Sutter</td>
<td>2275 Beach S.F. 94118</td>
</tr>
<tr>
<td>Robert Keyn</td>
<td>Robert Keyn</td>
<td>2275 Beach S.F. 94118</td>
</tr>
<tr>
<td>Chase Clancy</td>
<td>Chase Clancy</td>
<td>2275 Beach S.F. 94118</td>
</tr>
<tr>
<td>Maitza Amsa</td>
<td>Maitza Amsa</td>
<td>2275 Beach S.F. 94118</td>
</tr>
</tbody>
</table>

Email: M8perry167@gmail.com
Phone: 94119

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.
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.
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
EXHIBIT A
EXHIBIT B
Moving Sale

Every item must go!

Furniture, kitchen goods, decor, etc.

Saturday, April 3rd

10:00am - 2:00pm

between

100 & 101 Virginia
unleashed

5411 Geary Boulevard - San Francisco, CA. 94121
This design is the exclusive property of Signtech and cannot be reproduced in whole or in part, without their prior written approval.

Customer Approval

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

Customer Signature: ___________________________ Date: ____________

Copies Colors & Sizes

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

Customer Signature: ___________________________ Date: ____________

Drawing Number: 10-00390

Work Order Number: 49682

Sheet: 4 Of 4

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

R1 - Delete background panel, increase sign to 30" height-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
KEYED NOTES

1. "EMPLOYEE ONLY" ACCESSIBILITY SIGNAGE (10300)
2. "MEN" & "WOMEN" ACCESSIBILITY SIGNAGE (10300)
3. TYP. GYP. BD. CONTROL JT.
4. ELECTRICAL OUTLET ABOVE @ 87" A.F.F.
5. Frehzer; Provide Power as Required. See Elec. DWGS. for More Information.
6. Future Use Quad Box Outlet in Drawing
7. FIRE EXTINGUISHER W/ WALL BRACKET & SIGN (10300)
8. REFER TO PROJECT MANUAL SECTION 09650 FOR INFORMATION TO OBTAIN AN AUTOCAD FILE OF THE FLOORING LAYOUT.
9. KEYED NOTES

10. FRIDGE UNDER THE COUNTER
11. BRAILLE EXIT SIGN
12. INTERNATIONAL SIGN OF ACCESSIBILITY (10300)
13. STAINLESS STEEL 16 GAUGE KITCHEN GRADE FINISH COLUMN COVERING TO 42" A.F.F. REFER TO PROJECT SPECIFICATIONS MANUAL FOR ADDITIONAL INFORMATION.
14. Future Use Quad Box to be installed under existing unit. See As Noted for dimensions.
15. REAR PERIMETER FIXTURES TO BE INSTALLED UNDER EXISTING GYP. BD. SOFFIT @ 8'-0" A.F.F.

GENERAL PLAN NOTES

1. 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 JOB SITE. FINAL LOCATIONS MAY VARY FROM AS SHOWN ON THIS FLOOR PLAN.
2. REFER TO PROJECT MANUAL SECTION 10300 FOR UNLEASHED STORE FIXTURE/ FURNISHINGS/ EQUIPMENT KEYCODES.
3. 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.
4. SYMBOL KEY 3A-40B: C FIRE EXTINGUISHER W/ WALL BRACKET & SIGN (10300)
5. REFER TO PROJECT MANUAL SECTION 09650, FOR INFORMATION TO OBTAIN AN AUTOCAD FILE OF THE FLOORING LAYOUT.
6. CONTRACTOR SHALL VERIFY ALL FINISHES WITH THE UNLEASHED PROJECT MANAGER BEFORE CONSTRUCTION.

NOTES

1. "EMPLOYEE ONLY" ACCESSIBILITY SIGNAGE (10300)
2. "MEN" & "WOMEN" ACCESSIBILITY SIGNAGE (10300)
3. TYP. GYP. BD. CONTROL JT.
4. ELECTRICAL OUTLET ABOVE @ 87" A.F.F.
5. Frehzer; Provide Power as Required. See Elec. DWGS. for More Information.
6. Future Use Quad Box Outlet in Drawing
7. FIRE EXTINGUISHER W/ WALL BRACKET & SIGN (10300)
8. REFER TO PROJECT MANUAL SECTION 09650 FOR INFORMATION TO OBTAIN AN AUTOCAD FILE OF THE FLOORING LAYOUT.
9. FRIDGE UNDER THE COUNTER
10. BRAILLE EXIT SIGN
11. INTERNATIONAL SIGN OF ACCESSIBILITY (10300)
12. STAINLESS STEEL 16 GAUGE KITCHEN GRADE FINISH COLUMN COVERING TO 42" A.F.F. REFER TO PROJECT SPECIFICATIONS MANUAL FOR ADDITIONAL INFORMATION.
13. Future Use Quad Box to be installed under existing unit. See As Noted for dimensions.
14. REAR PERIMETER FIXTURES TO BE INSTALLED UNDER EXISTING GYP. BD. SOFFIT @ 8'-0" A.F.F.