



SAN FRANCISCO PLANNING DEPARTMENT

Executive Summary Conditional Use

HEARING DATE: JUNE 21, 2018

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

Reception:
415.558.6378

Fax:
415.558.6409

Planning
Information:
415.558.6377

Date: June 13, 2018
Case No.: **2017-015611CUA**
Project Address: 4049 24th Street
Zoning: 24th Street-Noe Valley Neighborhood Commercial District
40-X Height and Bulk District
Block/Lot: 6507/024
Project Sponsor: Sharon Cox
Plinth
58 West Portal #328
San Francisco, CA, 94127
Staff Contact: Jeff Horn – (415) 575-6925
jeffrey.horn@sfgov.org

PROJECT DESCRIPTION

The proposal is for Conditional Use Authorization to establish a Formula Retail use (dba "Healthy Spot") within a vacant 2,496 square foot commercial retail unit (previously occupied by "RadioShack"). The proposal includes non-structural tenant improvements and new exterior finishes.

REQUIRED COMMISSION ACTION In order for the Project to proceed, the Commission must grant a Conditional Use Authorization for the proposed Formula Retail use, pursuant to Planning Code Sections 303, 303.1, and 728.

ISSUES AND OTHER CONSIDERATIONS

Public Comment & Outreach. The Department has received substantial public comments regarding this project. The Project Sponsor has submitted a summary of community outreach, mailings and meetings that have occurred since October 2017.

- **Support.** The Department has received three letters in support of the project, one of which is from the Noe Valley Merchants and Professionals Association. The Project sponsor has submitted 1,418 physical signatures cards (1,204 local, 214 non-local), 1,022 digital signatures (219 local, 803 non-local) of a petition, 6 pages of online support comments, and 51 individual letters of support.
- **Opposition.** The Department has received 21 individual emails and letters in opposition to the project, 34 copies of a form letter starting with "Please preserve the local business...", and 394 copies of a form letter starting with "I am writing to you today...". The letters are generally in

opposition to formula retails uses in Noe Valley, and some are specifically in opposition to a pet supply and grooming Formula Retail Use in Noe Valley.

BASIS FOR RECOMMENDATION

The Department finds that the Project is, on balance, consistent with the Objectives and Policies of the General Plan and meets all applicable requirements of the Planning Code. The proposed project will occupy vacant storefront on the subject block, which will be complimentary to the mix of existing neighborhood-serving uses within the neighborhood. It will also provide new job opportunities to the City. The proposed use would nominally increase the overall concentration of Formula Retail establishments but would not increase the existing amount of street frontage devoted to formula retail uses within this portion of the 24th Street – Noe Valley Neighborhood Commercial Zoning District. The Department also finds the project to be necessary, desirable, and compatible with the surrounding neighborhood, and not to be detrimental to persons or adjacent properties in the vicinity.

ATTACHMENTS:

Draft Approval Motion – Conditional Use Authorization
Exhibit A – Conditions of Approval
Draft Disapproval Motion – Conditional Use Authorization
Exhibit B – Plans
Exhibit C – Maps and Context Photos
Exhibit D – Project Sponsor submittal
Exhibit E – Written Correspondences Support
Exhibit F – Written Correspondences in Opposition



SAN FRANCISCO PLANNING DEPARTMENT

Subject to: (Select only if applicable)

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

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

Reception:
415.558.6378

Fax:
415.558.6409

Planning
Information:
415.558.6377

Planning Commission Motion No. XXXXX

HEARING DATE: JUNE 21, 2018

Case No.: **2017-015611CUA**
Project Address: **4049 24th Street**
Zoning: 24th Street-Noe Valley Neighborhood Commercial District
40-X Height and Bulk District
Block/Lot: 6507/024
Project Sponsor: Sharon Cox
Plinth
58 West Portal #328
San Francisco, CA, 94127
Staff Contact: Jeff Horn – (415) 575-6925
jeffrey.horn@sfgov.org

ADOPTING FINDINGS RELATING TO THE APPROVAL OF CONDITIONAL USE AUTHORIZATION PURSUANT TO SECTIONS 303 AND 303.1 OF THE PLANNING CODE TO ESTABLISH A FORMULA RETAIL USE (D.B.A. HEALTHY SPOT) LOCATED AT 4049 24TH STREET, BLOCK 6507, LOT 024 PURSUANT TO PLANNING CODE SECTIONS 303, 303.1 AND 728 WITHIN THE 24TH STREET – NOE VALLEY NEIGHBORHOOD COMMERCIAL DISTRICT AND A 40-X HEIGHT AND BULK DISTRICT

PREAMBLE

On December 7, 2017, Sharon Cox (hereinafter "Project Sponsor") filed an application with the Planning Department (hereinafter "Department") for Conditional Use Authorization under Planning Code Section(s) 303, 303.1 and 728 to establish a Formula Retail use (dba "Healthy Spot") within a vacant 2,496 square foot commercial retail unit (previously occupied by "RadioShack") located within the 24th Street-Noe Valley Neighborhood Commercial District (24th Street-NV NCD) and a 40-X Height and Bulk District.

On June 21, 2018, the San Francisco Planning Commission (hereinafter "Commission") conducted a duly noticed public hearing at a regularly scheduled meeting on Conditional Use Application No. 2017-015611CUA.

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 authorizes the Conditional Use requested in Application No. 2015-015611CUA, subject to the conditions contained in "EXHIBIT A" of this motion, based on the following findings:

FINDINGS

Having reviewed the materials identified in the preamble above, and having heard all testimony and arguments, this Commission finds, concludes, and determines as follows:

1. The above recitals are accurate and constitute findings of this Commission.
2. **Project Description.** The applicant proposes to establish a Formula Retail use (dba "Healthy Spot") within a vacant 2,496 square foot commercial retail unit (previously occupied by "RadioShack"). The proposal includes non-structural tenant improvements and new exterior finishes. The proposed project would operate 7 days a week from approximately 8 AM to 8 PM on weekdays and 9 AM to 8 PM on weekends
3. **Site Description.** The project site is located on the south side of 24th Street between Castro and Noe Streets, Lot 024 in Assessor's Block 6507, in Noe Valley. The project site is within the 24th Street – Noe Valley NCD (Neighborhood Commercial) District and a 40-X Height and Bulk district. The project site currently contains, three-story duplex with a vacant ground floor commercial unit and a residential unit in the upper floors. The lot is 25 feet wide and 114 in depth, containing approximately 2,866 square feet in lot area.
4. **Surrounding Neighborhood.** The project site is located approximately in the middle of the block-face flanked by buildings on the east and a City owned surface parking lot to the west. The adjacent building to the east is two-story over garage four-unit condominium residential building. The adjacent building to the west is a one-story commercial structure. The block-face on the north and the south are characterized by one- to four-story buildings, and of mixed architectural style. At the street level, some buildings exhibit commercial use and some exhibit residential use (defined by entryways and garages); the majority of uses at the ground floor are commercial. The buildings also vary in density from single-family residences to small multi-unit apartment buildings. Approximately 2/5-mile to the east is the Muni J-Church line on Church Street, three Muni bus lines run within ¼-mile of the site (nos. 24, 35, 48), and the regional serving BART stop at 24th Street-Mission is less than a one mile from the subject property.

5. **Public Comment & Outreach.** The Department has received substantial public comments regarding this project. The Project Sponsor has submitted a summary of community outreach, mailings and meetings that have occurred since October 2017.

Support. The Department has received three letters in support of the project, one of which is from the Noe Valley Merchants and Professionals Association. The Project sponsor has submitted 1,418 physical signatures cards (1,204 local, 214 non-local), 1,022 digital signatures (219 local, 803 non-local) of a petition, 6 pages of online support comments, and 51 individual letters of support.

Opposition. The Department has received 21 individual emails and letters in opposition to the project, 34 copies of a form letter starting with "Please preserve the local business...", and 394 copies of a form letter starting with "I am writing to you today...". The letters are generally in opposition to formula retails uses in Noe Valley, and some are specifically in opposition to a pet supply and grooming Formula Retail Use in Noe Valley.

6. **Conditional Use Findings.** Planning Code Section 303 establishes criteria for the Planning Commission to consider when reviewing applications for Conditional Use authorization. On balance, the project complies with said criteria in that:

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

The 24th Street – Noe Valley Neighborhood Commercial District is a daytime-oriented, multi-purpose commercial district that provides a mixture of convenience and comparison shopping goods and services to a predominantly local market area. According to the Commission Guide to Formula Retail, Pet supplies and Dog Grooming are considered daily needs, and given the large number of dog owners residing within the district, it can be considered both a necessary and desirable use.

- 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. The Project will involve interior tenant improvements to an existing, vacant retail space, as well as installation of new signage on the first floor of the building's exterior. These improvements will activate the existing ground-floor retail space at the Property by providing a desirable and appropriately-scaled new neighborhood-serving amenity. The area of the store is within the maximum allowable size for non-residential use.

- ii. The accessibility and traffic patterns for persons and vehicles, the type and volume of such traffic, and the adequacy of proposed off-street parking and loading;

The Project will be a fully accessible foot traffic driven store where most customers stop by on their daily walks with their dogs in the neighborhood. Most grooming customers pre-book so that customer arrival is evenly spread throughout the day with no "high traffic" times. No loading or parking spaces are provided or required.

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

The Project will provide full wall insulation in all areas where dogs are kept for the grooming services. This area will also have acoustic ceiling tiles to further increase the sound absorption and barrier to the adjoining buildings and surroundings. These safeguards proved their effectiveness in existing Healthy Spot stores, many of which are next to residences, restaurants, high-end boutiques, and medical offices. The staff is trained to clean the store daily. The Project is committed to creating a positive experience for customers and to maintaining a clean, inviting and vibrant store.

- iv. That the use as proposed would provide development that is in conformity with the purpose of the applicable Neighborhood Commercial District.

The existing building has no front yard, parking, loading or service area and none are proposed or required. The City will review all associated lighting and signage and The Project will comply with the Planning Code and Performance Based Design Standards, as well as the Building Code.

- 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 all relevant requirements and standards of the Planning Code and is consistent with objectives and policies of the General Plan as detailed below.

- D. That the use as proposed would provide development that is in conformity with the purpose of the applicable Neighborhood Commercial District.

The proposed project is consistent with the stated purposed of 24th Street -NV NCD in that the intended use is located at the ground floor, will provide a compatible convenience service for the immediately surrounding neighborhoods during daytime hours.

- 7. **Formula Retail.** Formula Retail uses within the 24th Street-NV NCD Zoning District require a Conditional Use Authorization. Planning Code Section 303.1 provides additional criteria for the Planning Commission to consider when considering any conditional use pursuant Section 303.1, Formula Retail Uses:

- a. The existing concentrations of formula retail uses within the district.

The Project Sponsor conducted a Formula Retail survey in early 2018. Based on the survey, there are 18 existing Formula Retail establishments out of 111 commercial uses zoned 24th Street-NV NCD, which accounts for approximately 16.2% of all businesses within the vicinity. The previous use was RadioShack, a Formula Retail store, therefore the Formula Retail Concentration is not increased.

Table 1 Formula Retail Concentration in the 1/4 mile radius plus NCD by Business Type

4049 24th Street % FR Frontage			
Type of Business	Commercial Frontage Total (LF)	FR Stores Frontage (LF)	% FR Frontage
Bar	91.833	0	0%
Cleaners	135	0	0%
Financial Services	501.25	465.25	7.4%
Arts Theater	58	0	0%
Grocery	336	130	2.1%
Office	65	0	0%
Limited Restaurant	644.417	156.417	2.5%
Gym	196	25	3%
Personal Services	611.875	16	0.3%
Pet Sales and Services	18	0	0%
Professional Services	881.708	225.5	3.6%
Restaurant	516.458	0	0%
Retail	1308.917	172	2.7%
Hair/Nail Salon	378.667	15	0.2%
Hotel	8	0	0%
Vacant	512.011	0	0%
Total	6263.136	1205.167	19.2%
Vacancy Rate	8.2%		

There are approximately 6263 commercial linear feet within a one-quarter-mile radius, and the vacancy rate is 8% or 512 linear feet. There are 1205 Formula Retail linear feet within a one-quarter-mile radius.

The existing percentage of commercial linear frontage dedicated to Formula Retail businesses is 19.2% (1205/6263) of total commercial linear frontage, within the one-quarter-mile vicinity. With the proposed Formula Retail use at 4049 24th Street, the concentration of Formula Retail businesses would increase to 19.6% (1230/6263).

The Project would not significantly increase the concentration of total formula retail use

frontage within a one-quarter-mile radius.

The Project would not significantly increase the concentration of total Formula Retail frontage within a one-quarter-mile radius, or within the same Zoning District. There is a high concentration of commercial storefronts in the District, but most of the uses are Financial and Professional Services or Restaurant. This District has a low concentration of Formula Retail retail businesses, with one (1) pet supply use nearby. The frontage dedicated to Formula Retail would not significantly increase as a result of this Project. The Commission finds that the change from Retail to Formula Retail would adversely affect the existing commercial uses within the 24th Street-NV NCD and within a one-quarter-mile proximity

- b. The availability of other similar retail uses within the district.

There is one pet supply store within the 300' radius, The Animal Company. This store focuses on birds with over 90% of storefront display related to birds. The Project will not carry any bird related merchandise or services. The next closest Pet Supply store, Noe Valley Pet Co., is 0.6 mi away, well outside of the 1/4 mile radius and outside the 24th Street-Noe Valley Neighborhood Commercial District. Pet supplies and food are also available in the Whole Foods Store and Walgreens, but the nature of the retail experience in those stores is not comparable to a dedicated pet supply store such as Healthy Spot. There is no existing dog grooming business within the 24th Street-Noe Valley Neighborhood Commercial District or within the 1/4 mile radius. The nearest dog grooming business is 0.3 mi away in the NC-1 district.

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

The subject property is located with the 24th Street Historic Commercial Corridor District, and the project proposes no structural changes to the existing commercial unit, the entry and fenestration will remain in their existing location and proportions. The Project will adapt the modern aesthetic of the existing Radio Shack store to fit better within the warm and friendly Noe Valley Neighborhood Commercial District. The Project will change the non-original quarry tile under the storefront to a more in-character wooden siding to match the existing siding. The harsh aluminum storefront door will be replaced with a wooden door and the size of the signage panel above will be reduced in scale by painting the trim to match the Victorian building façade. On the interior, the Project will use natural and environmentally-friendly materials such as Bamboo and Kirei that complement Noe Valley's street architecture and do not take away from the area's historic beauty. Healthy Spot's aesthetic incorporates strong bursts of bold color. The store's block coloring mimics the vibrant colors of the building facades in Noe Valley and gives the store's interior a bold, playful character. This creates an engaging and friendly customer experience, compatible with the lively, friendly neighborhood surroundings of Noe Valley.

- d. The existing retail vacancy rates within the district.

Of the approximately 6263 commercial linear feet within a one-quarter-mile radius, the vacancy rate is 8% or 512 linear feet.

- e. The existing mix of Citywide-serving retail uses and neighborhood-serving retail uses within the district.

The 24th Street – Noe Valley Neighborhood Commercial District is a multi-purpose commercial district that services a predominantly local market area. Few citywide retail uses are present. A majority of the retail is intended to serve the daily needs of the neighborhood residents within walking distance of their residence or workplace. Dog and Cat supplies and Dog Grooming is considered to be a daily need according to the Commission Guide to Formula.

The project will not change the concentration of citywide-serving retail uses and neighborhood-serving retail within the district.

- f. Additional data and analysis set forth in the Performance-Based Design Guidelines adopted by the Planning Commission.

The use mix is varied in the subject NCD. Retail establishments comprise of 21% of the frontage of the district, banks comprise of 8%, professional services comprise of 14%, personal services comprise of 10%, while eating establishments (limited restaurants and restaurants combined) comprise of 18% of the ground floor frontage. 8% of frontage is vacant. These calculations do not include non-retail establishments, such as residences, institutions, parking, or public services.

- g. For formula retail uses of 20,000 square feet or more, except for General or Specialty Grocery stores as defined in Articles 2, 7, 8 of this Code, the contents of an economic impact study prepared pursuant to Section 303(i) of the Planning Code.

As the subject retail use is less than 20,000 square feet, an economic impact study is not required for this project.

- A. **Street Frontage in Neighborhood Commercial Districts.** Planning Code Section 145.1 requires that within NC Districts space for active uses shall be provided within the first 25 feet of building depth on the ground floor and 15 feet on floors above from any facade facing a street at least 30 feet in width. In addition, the floors of street-fronting interior spaces housing non-residential active uses and lobbies shall be as close as possible to the level of the adjacent sidewalk at the principal entrance to these spaces. Frontages with active uses that must be fenestrated with transparent windows and doorways for no less than 60 percent of the street frontage at the ground level and allow visibility to the inside of the building. The use of dark or mirrored glass shall not count towards the required transparent area. Any decorative railings or grillwork, other than wire mesh, which is placed in front of or behind ground floor windows, shall be at least 75 percent open to perpendicular view. Rolling or sliding security gates shall consist of open grillwork rather than solid material, so as to provide visual interest to pedestrians when the gates are closed, and to permit light to pass

through mostly unobstructed. Gates, when both open and folded or rolled as well as the gate mechanism, shall be recessed within, or laid flush with, the building facade.

The subject commercial space has approximately 25-feet of frontage on 24th Street with approximately all devoted to either the entrance or visually open areas. There are no changes proposed to the commercial frontage.

- B. **Off-Street Parking and Loading.** Section 151 requires retail stores to provide one parking space for every 500 square feet of occupied floor area, where the occupied floor area exceeds 5,000 square feet.

The project does not occupy more than 5,000 square feet of floor area, and therefore does not require the provision of off-street parking.

- C. **Loading.** Section 152 requires off-street freight loading for uses above a certain size. Eating Retail uses up to 10,000 square feet in gross floor area are not required to provide off-street freight loading.

The project is less than 10,000 square feet in gross floor area and is therefore not required to provide off-street freight loading.

- D. **Use Size.** Section 728 establishes size limits on nonresidential uses in the 24th Street-NV NCD. Within the District, conditional use authorization is required for any nonresidential use that exceeds 2,500 square feet.

The subject space occupies less than 2,500 square feet and is therefore principally permitted.

- E. **Hours of Operation.** Pursuant to Sections 746.27 of the Code, the principally permitted hours of operation are from 6 a.m. to 2 a.m.

The proposed project would operate 7 days a week from approximately 8 AM to 8 PM on weekdays and 9 AM to 8 PM on weekends, within the principally permitted hours.

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

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

The size of the proposed use is in keeping with other storefronts on the block face. The 24th Street – Noe Valley Neighborhood Commercial District is a daytime-oriented, multi-purpose commercial district that provides a mixture of convenience and comparison shopping goods and services to a

predominantly local market area. According to the Commission Guide to Formula Retail, Pet supplies and Dog Grooming are considered daily needs, and given the large number of dog owners residing within the district, it can be considered both a necessary and desirable use.

- 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 size and shape of the site and the size, shape and arrangement of the building will not be altered as part of this project. The proposed work will not affect the building envelope. The Project will involve interior tenant improvements to an existing, vacant retail space, as well as installation of new signage on the first floor of the building's exterior. These improvements will activate the existing ground-floor retail space at the Property by providing a desirable and appropriately-scaled new neighborhood-serving amenity. The area of the store is within the maximum allowable size for non-residential use.

- 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 a 2,496 square-foot retail use. The Project will be a fully accessible foot traffic driven store where most customers stop by on their daily walks with their dogs in the neighborhood. Most grooming customers pre-book so that customer arrival is evenly spread throughout the day with no "high traffic" times. No loading or parking spaces are provided or required.

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

The Project will provide full wall insulation in all areas where dogs are kept for the grooming services. This area will also have acoustic ceiling tiles to further increase the sound absorption and barrier to the adjoining buildings and surroundings. These safeguards proved their effectiveness in existing Healthy Spot stores, many of which are next to residences, restaurants, high-end boutiques, and medical offices. The staff is trained to clean the store daily.

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

The existing building has no front yard, parking, loading or service area and none are

proposed or required. The City will review all associated lighting and signage and the Project will comply with the Planning Code and Performance Based Design Standards, as well as the Building Code.

- c. The accessibility and traffic patterns for persons and vehicles, the type and volume of such traffic, and the adequacy of proposed off-street parking and loading;

The Project will not affect public transit or overburden the existing supply of parking in the neighborhood. The Project may attract residents and visitors from outside of the neighborhood; however, this area is well serviced by transit.

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

The Project will not produce noxious or offensive emissions related to noise, glare and dust. The studio space was previously insulated with new insulation and additional noise dampening measures are proposed to mitigate noise concerns. These safeguards proved their effectiveness in existing Healthy Spot stores, many of which are next to residences, restaurants, high-end boutiques, and medical offices. The staff is trained to clean the store daily.

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

The project would not alter the site's landscaping, open spaces, parking and loading areas, service areas, and lighting. Any new signage will be required to comply with the requirements of the Planning Code.

- f. 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 all relevant requirements and standards of the Planning Code and is consistent with objectives and policies of the General Plan as detailed below.

- g. That the use as proposed would provide development that is in conformity with the purpose of the applicable Neighborhood Commercial District.

The proposed project is consistent with the stated purpose of the 24th Street-NV NCD in that the intended use will provide a compatible personal service use for the immediately surrounding neighborhoods during daytime and evening hours and is compliant with the limitations on certain uses within the NCD.

- 8. **General Plan Compliance.** The Project is, on balance, consistent with the Objectives and Policies of the General Plan.

NEIGHBORHOOD COMMERCE

Objectives and Policies

OBJECTIVE 1:

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

Policy 1.1:

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

Policy 1.2:

Assure that all commercial and industrial uses meet minimum, reasonable performance standards.

Policy 1.3:

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

The proposed project will provide desirable services to the neighborhood and will provide resident employment opportunities to those in the community. The conditions of approval will ensure that the use meets minimum, reasonable performance standards. Further, the project site is located within a Neighborhood Commercial District and is thus consistent with activities in the commercial land use plan.

OBJECTIVE 2:

MAINTAIN AND ENHANCE A SOUND AND DIVERSE ECONOMIC BASE AND FISCAL STRUCTURE FOR THE CITY.

Policy 2.1:

Seek to retain existing commercial and industrial activity and to attract new such activity to the City.

The Project will occupy an existing vacancy with commercial activity similar to the one vacated from the subject project site in 2015 and will help maintain the diverse economic base of the City.

OBJECTIVE 6:

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

Policy 6.1:

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

Policy 6.2:

Promotes economically vital neighborhood commercial districts which foster small business enterprises and entrepreneurship, and which are responsive to the economic and technological innovation in the marketplace and society.

Policy 6.3:

Preserve and promote the mixed commercial-residential character in neighborhood commercial districts. Strike a balance between the preservation of existing affordable housing and needed expansion of commercial activity.

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

9. **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.
 - B. That existing housing and neighborhood character be conserved and protected in order to preserve the cultural and economic diversity of our neighborhoods.
 - C. That the City's supply of affordable housing be preserved and enhanced,
 - D. That commuter traffic 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.
 - F. That the City achieve the greatest possible preparedness to protect against injury and loss of life in an earthquake.
 - G. That landmarks and historic buildings be preserved.
 - H. That our parks and open space and their access to sunlight and vistas be protected from development.
10. 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.
11. The Commission hereby finds that approval of the Conditional Use Authorization would promote the health, safety and welfare of the City.

Summary Findings: The proposed Formula Retail limited restaurant use will occupy approximately 25 linear feet of NCD. The Project will provide desirable goods to the neighborhood and will not increase the intensity of activity in the district than the current existing use. The proposed use is complementary to the

District and provides nearby residents and employees a neighborhood amenity. The Project will not interfere with other needed neighborhood-serving businesses in the area since there are several other vacant retail spaces within the NCD. The proposal would not displace commercial tenants, affect existing housing, neighborhood parking availability or significantly increase traffic congestion. It will have no effect on the property's ability to withstand an earthquake, alter a landmark/historic building or affect any city-owned parks/open space. On balance, the Project is consistent with the Objectives and Policies of the General Plan.

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. 2017-015611CUA** subject to the following conditions attached hereto as "EXHIBIT A" in general conformance with plans on file, dated December 7th, 2017, 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.

Protest of Fee or Exaction: You may protest any fee or exaction subject to Government Code Section 66000 that is imposed as a condition of approval by following the procedures set forth in Government Code Section 66020. The protest must satisfy the requirements of Government Code Section 66020(a) and must be filed within 90 days of the date of the first approval or conditional approval of the development referencing the challenged fee or exaction. For purposes of Government Code Section 66020, the date of imposition of the fee shall be the date of the earliest discretionary approval by the City of the subject development.

If the City has not previously given Notice of an earlier discretionary approval of the project, the Planning Commission's adoption of this Motion, Resolution, Discretionary Review Action or the Zoning Administrator's Variance Decision Letter constitutes the approval or conditional approval of the development and the City hereby gives **NOTICE** that the 90-day protest period under Government Code Section 66020 has begun. If the City has already given Notice that the 90-day approval period has begun for the subject development, then this document does not re-commence the 90-day approval period.

I hereby certify that the Planning Commission ADOPTED the foregoing Motion on June 21, 2018.

Jonas P. Ionin
Commission Secretary

AYES:

NAYS:

ABSENT:

ADOPTED: June 21, 2018

EXHIBIT A

AUTHORIZATION

This authorization is for a conditional use to allow a Formula Retail use (d.b.a. Healthy Spot) located at 4049 24th Street, Block 6507, Lot 024 pursuant to Planning Code Sections 303 and 303.1. within the 24th Street – Noe Valley Neighborhood Commercial District, and a 40-X Height and Bulk District; in general conformance with plans, dated December 7th, 2017 and stamped “EXHIBIT B” included in the docket for Case No. 2017-015611CUA and subject to conditions of approval reviewed and approved by the Commission on June 21, 2018 under Motion No. XXXXX. This authorization and the conditions contained herein run with the property and not with a particular Project Sponsor, business, or operator.

RECORDATION OF CONDITIONS OF APPROVAL

Prior to the issuance of the building permit or commencement of use for the Project the Zoning Administrator shall approve and order the recordation of a Notice in the Official Records of the Recorder of the City and County of San Francisco for the subject property. This Notice shall state that the project is subject to the conditions of approval contained herein and reviewed and approved by the Planning Commission on June 21, 2018 under Motion No. XXXXX.

PRINTING OF CONDITIONS OF APPROVAL ON PLANS

The conditions of approval under the 'Exhibit A' of this Planning Commission Motion No. XXXXX shall be reproduced on the Index Sheet of construction plans submitted with the Site or Building permit application for the Project. The Index Sheet of the construction plans shall reference to the Conditional Use authorization and any subsequent amendments or modifications.

SEVERABILITY

The Project shall comply with all applicable City codes and requirements. If any clause, sentence, section or any part of these conditions of approval is for any reason held to be invalid, such invalidity shall not affect or impair other remaining clauses, sentences, or sections of these conditions. This decision conveys no right to construct, or to receive a building permit. “Project Sponsor” shall include any subsequent responsible party.

CHANGES AND MODIFICATIONS

Changes to the approved plans may be approved administratively by the Zoning Administrator. Significant changes and modifications of conditions shall require Planning Commission approval of a new Conditional Use authorization.

Conditions of Approval, Compliance, Monitoring, and Reporting

PERFORMANCE

1. **Validity.** The authorization and right vested by virtue of this action is valid for three (3) years from the effective date of the Motion. The Department of Building Inspection shall have issued a

Building Permit or Site Permit to construct the project and/or commence the approved use within this three year period.

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

2. **Expiration and Renewal.** Should a Building or Site Permit be sought after the three (3) year period has lapsed, the project sponsor must seek a renewal of this Authorization by filing an application for an amendment to the original Authorization or a new application for Authorization. Should the project sponsor decline to so file, and decline to withdraw the permit application, the Commission shall conduct a public hearing in order to consider the revocation of the Authorization. Should the Commission not revoke the Authorization following the closure of the public hearing, the Commission shall determine the extension of time for the continued validity of the Authorization.

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

3. **Diligent pursuit.** Once a site or Building Permit has been issued, construction must commence within the timeframe required by the Department of Building Inspection and be continued diligently to completion. Failure to do so shall be grounds for the Commission to consider revoking the approval if more than three (3) years have passed since this Authorization was approved.

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

4. **Extension.** All time limits in the preceding three paragraphs may be extended at the discretion of the Zoning Administrator where implementation of the project is delayed by a public agency, an appeal or a legal challenge and only by the length of time for which such public agency, appeal or challenge has caused delay.

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

5. **Conformity with Current Law.** No application for Building Permit, Site Permit, or other entitlement shall be approved unless it complies with all applicable provisions of City Codes in effect at the time of such approval.

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

DESIGN

6. **Signage.** The Project Sponsor shall develop a signage program for the Project which shall be subject to review and approval by Planning Department staff before submitting any building permits for construction of the Project. All subsequent sign permits shall conform to the approved signage program. Once approved by the Department, the signage program/plan information shall be submitted and approved as part of the site permit for the Project. All exterior signage shall be designed to complement, not compete with, the existing architectural character

and architectural features of the building. *For information about compliance, contact the Case Planner, Planning Department at 415-558-6378, , www.sf-planning.org*

7. **Garbage, composting and recycling storage.** Space for the collection and storage of garbage, composting, and recycling shall be provided within enclosed areas on the property and clearly labeled and illustrated on the architectural addenda. Space for the collection and storage of recyclable and compostable materials that meets the size, location, accessibility and other standards specified by the San Francisco Recycling Program shall be provided at the ground level of the buildings.

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

MONITORING

8. **Enforcement.** Violation of any of the Planning Department conditions of approval contained in this Motion or of any other provisions of Planning Code applicable to this Project shall be subject to the enforcement procedures and administrative penalties set forth under Planning Code Section 176 or Section 176.1. The Planning Department may also refer the violation complaints to other city departments and agencies for appropriate enforcement action under their jurisdiction.

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

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

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

OPERATION

10. **Garbage, Recycling, and Composting Receptacles.** Garbage, recycling, and compost containers shall be kept within the premises and hidden from public view and placed outside only when being serviced by the disposal company. Trash shall be contained and disposed of pursuant to garbage and recycling receptacles guidelines set forth by the Department of Public Works.

For information about compliance, contact Bureau of Street Use and Mapping, Department of Public Works at 415-554-5810, <http://sfdpw.org/>

11. **Sidewalk Maintenance.** The Project Sponsor shall maintain the main entrance to the tenant space and all sidewalks abutting the subject property in a clean and sanitary condition in compliance with the Department of Public Works Streets and Sidewalk Maintenance Standards.

For information about compliance, contact Bureau of Street Use and Mapping, Department of Public Works, 415-695-2017. <http://sfdpw.org/>

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

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

13. **Lighting.** All Project lighting shall be directed onto the Project site and immediately surrounding sidewalk area only and designed and managed so as not to be a nuisance to adjacent residents. Nighttime lighting shall be the minimum necessary to ensure safety but shall in no case be directed so as to constitute a nuisance to any surrounding property.

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

MONITORING - AFTER ENTITLEMENT

14. **Enforcement.** Violation of any of the Planning Department conditions of approval contained in this Motion or of any other provisions of Planning Code applicable to this Project shall be subject to the enforcement procedures and administrative penalties set forth under Planning Code Section 176 or Section 176.1. The Planning Department may also refer the violation complaints to other city departments and agencies for appropriate enforcement action under their jurisdiction.

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

15. **Revocation due to Violation of Conditions.** Should implementation of this Project result in complaints from interested property owners, residents, or commercial lessees which are not resolved by the Project Sponsor and found to be in violation of the Planning Code and/or the specific conditions of approval for the Project as set forth in Exhibit A of this Motion, the Zoning Administrator shall refer such complaints to the Commission, after which it may hold a public hearing on the matter to consider revocation of this authorization.

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



SAN FRANCISCO PLANNING DEPARTMENT

Subject to: (Select only if applicable)

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

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

Reception:
415.558.6378

Fax:
415.558.6409

Planning
Information:
415.558.6377

Planning Commission Motion No. XXXXX

HEARING DATE: JUNE 21, 2018

Case No.: **2017-015611CUA**
Project Address: **4049 24th Street**
Zoning: 24th Street-Noe Valley Neighborhood Commercial District
40-X Height and Bulk District
Block/Lot: 6507/024
Project Sponsor: Sharon Cox
Plinth
58 West Portal #328
San Francisco, CA, 94127
Staff Contact: Jeff Horn – (415) 575-6925
jeffrey.horn@sfgov.org

ADOPTING FINDINGS RELATING TO THE DISAPPROVAL OF CONDITIONAL USE AUTHORIZATION PURSUANT TO SECTIONS 303 AND 303.1 OF THE PLANNING CODE TO ESTABLISH A FORMULA RETAIL USE (D.B.A. HEALTHY SPOT) LOCATED AT 4049 24TH STREET, BLOCK 6507, LOT 024 PURSUANT TO PLANNING CODE SECTIONS 303, 303.1 AND 728 WITHIN THE 24TH STREET – NOE VALLEY NEIGHBORHOOD COMMERCIAL DISTRICT AND A 40-X HEIGHT AND BULK DISTRICT

PREAMBLE

On December 7, 2017, Sharon Cox (hereinafter "Project Sponsor") filed an application with the Planning Department (hereinafter "Department") for Conditional Use Authorization under Planning Code Section(s) 303, 303.1 and 728 to establish a Formula Retail use (dba "Healthy Spot") within a vacant 2,496 square foot commercial retail unit (previously occupied by "RadioShack") located within the 24th Street-Noe Valley Neighborhood Commercial District (24th Street-NV NCD) and a 40-X Height and Bulk District.

On June 21, 2018, the San Francisco Planning Commission (hereinafter "Commission") conducted a duly noticed public hearing at a regularly scheduled meeting on Conditional Use Application No. 2017-015611CUA.

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. 2015-015611CUA, subject to the conditions contained in "EXHIBIT A" of this motion, based on the following findings:

FINDINGS

Having reviewed the materials identified in the preamble above, and having heard all testimony and arguments, this Commission finds, concludes, and determines as follows:

1. The above recitals are accurate and constitute findings of this Commission.
2. **Project Description.** The applicant proposes to establish a Formula Retail use (dba "Healthy Spot") within a vacant 2,496 square foot commercial retail unit (previously occupied by "RadioShack"). The proposal includes non-structural tenant improvements and new exterior finishes. The proposed project would operate 7 days a week from approximately 8 AM to 8 PM on weekdays and 9 AM to 8 PM on weekends
3. **Site Description.** The project site is located on the south side of 24th Street between Castro and Noe Streets, Lot 024 in Assessor's Block 6507, in Noe Valley. The project site is within the 24th Street – Noe Valley NCD (Neighborhood Commercial) District and a 40-X Height and Bulk district. The project site currently contains, three-story duplex with a vacant ground floor commercial unit and a residential unit in the upper floors. The lot is 25 feet wide and 114 in depth, containing approximately 2,866 square feet in lot area.
4. **Surrounding Neighborhood.** The project site is located approximately in the middle of the block-face flanked by buildings on the east and a City owned surface parking lot to the west. The adjacent building to the east is two-story over garage four-unit condominium residential building. The adjacent building to the west is a one-story commercial structure. The block-face on the north and the south are characterized by one- to four-story buildings, and of mixed architectural style. At the street level, some buildings exhibit commercial use and some exhibit residential use (defined by entryways and garages); the majority of uses at the ground floor are commercial. The buildings also vary in density from single-family residences to small multi-unit apartment buildings. Approximately 2/5-mile to the east is the Muni J-Church line on Church Street, three Muni bus lines run within ¼-mile of the site (nos. 24, 35, 48), and the regional serving BART stop at 24th Street-Mission is less than a one mile from the subject property.

5. **Public Comment & Outreach.** The Department has received substantial public comments regarding this project. The Project Sponsor has submitted a summary of community outreach, mailings and meetings that have occurred since October 2017.

Support. The Department has received three letters in support of the project, one of which is from the Noe Valley Merchants and Professionals Association. The Project sponsor has submitted 1,418 physical signatures cards (1,204 local, 214 non-local), 1,022 digital signatures (219 local, 803 non-local) of a petition, 6 pages of online support comments, and 51 individual letters of support.

Opposition. The Department has received 21 individual emails and letters in opposition to the project, 34 copies of a form letter starting with "Please preserve the local business...", and 394 copies of a form letter starting with "I am writing to you today...". The letters are generally in opposition to formula retails uses in Noe Valley, and some are specifically in opposition to a pet supply and grooming Formula Retail Use in Noe Valley.

6. **Conditional Use Findings.** Planning Code Section 303 establishes criteria for the Planning Commission to consider when reviewing applications for Conditional Use authorization. On balance, the project complies with said criteria in that:

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

The 24th Street – Noe Valley Neighborhood Commercial District is a daytime-oriented, multi-purpose commercial district that provides a mixture of convenience and comparison shopping goods and services to a predominantly local market area. According to the Commission Guide to Formula Retail, Pet supplies and Dog Grooming are considered daily needs, and given the large number of dog owners residing within the district, it can be considered both a necessary and desirable use.

The proposed formula retail use will not provide a development that is necessary or desirable at this location. There are a number of similar establishments in the neighborhood, which are characterized as independently-owned businesses.

- 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. The Project will involve interior tenant improvements to an existing, vacant retail space, as well as installation of new signage on the first floor of the building's exterior. These improvements will activate the

existing ground-floor retail space at the Property by providing a desirable and appropriately-scaled new neighborhood-serving amenity. The area of the store is within the maximum allowable size for non-residential use.

- ii. The accessibility and traffic patterns for persons and vehicles, the type and volume of such traffic, and the adequacy of proposed off-street parking and loading;

The Project will be a fully accessible foot traffic driven store where most customers stop by on their daily walks with their dogs in the neighborhood. Most grooming customers pre-book so that customer arrival is evenly spread throughout the day with no "high traffic" times. No loading or parking spaces are provided or required.

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

The Project will provide full wall insulation in all areas where dogs are kept for the grooming services. This area will also have acoustic ceiling tiles to further increase the sound absorption and barrier to the adjoining buildings and surroundings. These safeguards proved their effectiveness in existing Healthy Spot stores, many of which are next to residences, restaurants, high-end boutiques, and medical offices. The staff is trained to clean the store daily. The Project is committed to creating a positive experience for customers and to maintaining a clean, inviting and vibrant store.

- iv. That the use as proposed would provide development that is in conformity with the purpose of the applicable Neighborhood Commercial District.

The existing building has no front yard, parking, loading or service area and none are proposed or required. The City will review all associated lighting and signage and The Project will comply with the Planning Code and Performance Based Design Standards, as well as the Building Code.

- 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 Planning Commission found that the Project does not comply with all relevant requirements and standards of the Planning Code and is not consistent with objectives and policies of the General Plan as detailed below.

- D. That the use as proposed would provide development that is in conformity with the purpose of the applicable Neighborhood Commercial District.

The Planning Commission found that the proposed Formula Retail use was not in conformity with the purpose of the applicable Neighborhood Commercial District. The 24th Street-NV NCD provides a wide selection of convenience goods and services for the residents of the Noe Valley neighborhood. The pleasant pedestrian character of the district is derived directly from the intensely active retail frontage on 24th Street and predominantly consists of nonformula retail merchants.

7. **Formula Retail.** Formula Retail uses within the 24th Street-NV NCD Zoning District require a Conditional Use Authorization. Planning Code Section 303.1 provides additional criteria for the Planning Commission to consider when considering any conditional use pursuant Section 303.1, Formula Retail Uses:

- a. The existing concentrations of formula retail uses within the district.

The Project Sponsor conducted a Formula Retail survey in early 2018. Based on the survey, there are 18 existing Formula Retail establishments out of 111 commercial uses zoned 24th Street-NV NCD, which accounts for approximately 16.2% of all businesses within the vicinity. The previous use was RadioShack, a Formula Retail store, therefore the Formula Retail Concentration is not increased.

Table 1 Formula Retail Concentration in the 1/4 mile radius plus NCD by Business Type

4049 24th Street % FR Frontage			
Type of Business	Commercial Frontage Total (LF)	FR Stores Frontage (LF)	% FR Frontage
Bar	91.833	0	0%
Cleaners	135	0	0%
Financial Services	501.25	465.25	7.4%
Arts Theater	58	0	0%
Grocery	336	130	2.1%
Office	65	0	0%
Limited Restaurant	644.417	156.417	2.5%
Gym	196	25	3%
Personal Services	611.875	16	0.3%
Pet Sales and Services	18	0	0%
Professional Services	881.708	225.5	3.6%
Restaurant	516.458	0	0%
Retail	1308.917	172	2.7%
Hair/Nail Salon	378.667	15	0.2%
Hotel	8	0	0%
Vacant	512.011	0	0%
Total	6263.136	1205.167	19.2%
Vacancy Rate	8.2%		

There are approximately 6263 commercial linear feet within a one-quarter-mile radius, and the vacancy rate is 8% or 512 linear feet. There are 1205 Formula Retail linear feet within a one-quarter-mile radius.

The existing percentage of commercial linear frontage dedicated to Formula Retail businesses is 19.2% (1205/6263) of total commercial linear frontage, within the one-quarter-mile vicinity. With the proposed Formula Retail use at 4049 24th Street, the concentration of Formula Retail businesses would increase to 19.6% (1230/6263).

The Project would not significantly increase the concentration of total formula retail use frontage within a one-quarter-mile radius.

The Project would not significantly increase the concentration of total Formula Retail frontage within a one-quarter-mile radius, or within the same Zoning District. There is a high concentration of commercial storefronts in the District, but a majority of the uses are Financial and Professional Services or Restaurant. This District has a low concentration of Formula Retail retail businesses, with one (1) pet supply use nearby. The frontage dedicated to Formula Retail would not significantly increase as a result of this Project. The Commission finds that the change from Retail to Formula Retail would adversely affect the existing commercial uses within the 24th Street-NV NCD and within a one-quarter-mile proximity

b. The availability of other similar retail uses within the district.

There is one pet supply store within the 300' radius, The Animal Company. This store focuses on birds with over 90% of storefront display related to birds. The Project will not carry any bird related merchandise or services. The next closest Pet Supply store, Noe Valley Pet Co., is 0.6 mi away, well outside of the 1/4 mile radius and outside the NCD-24th Street-Noe Valley Neighborhood Commercial District Pet supplies and food are also available in the Whole Foods Store and Walgreens, but the nature of the retail experience in those stores is not comparable to a dedicated pet supply store such as Healthy Spot. There is no existing dog grooming business within the NCD-24th Street-Noe Valley Neighborhood Commercial District or within the 1/4 mile radius. The nearest dog grooming business is 0.3 mi away in the NC-1 district.

c. The compatibility of the proposed formula retail use with the existing architectural and aesthetic character of the district.

The subject property is located with the 24th Street Historic Commercial Corridor District, and the project proposes no structural changes to the existing commercial unit, the entry and fenestration will remain in their existing location and proportions. The Project will adapt the modern aesthetic of the existing Radio Shack store to fit better within the warm and friendly Noe Valley Neighborhood Commercial District. The Project will change the non-original quarry tile under the storefront to a more in-character wooden siding to match the existing siding. The harsh aluminum storefront door will be replaced with a wooden door and the size of the signage panel above will be reduced in scale by painting the trim to match the Victorian building façade. On the interior, the Project will use natural and environmentally-friendly materials such as Bamboo and Kirei that complement Noe Valley's street architecture and do not take away from the area's historic beauty. Healthy Spot's aesthetic incorporates strong bursts of bold color. The store's block coloring mimics the vibrant colors of the building facades

in Noe Valley and gives the store's interior a bold, playful character. This creates an engaging and friendly customer experience, compatible with the lively, friendly neighborhood surroundings of Noe Valley.

- d. The existing retail vacancy rates within the district.

Of the approximately 6263 commercial linear feet within a one-quarter-mile radius, the vacancy rate is 8% or 512 linear feet.

- e. The existing mix of Citywide-serving retail uses and neighborhood-serving retail uses within the district.

The 24th Street – Noe Valley Neighborhood Commercial District is a multi-purpose commercial district that services a predominantly local market area. Few citywide retail uses are present. A majority of the retail is intended to serve the daily needs of the neighborhood residents within walking distance of their residence or workplace. Dog and Cat supplies and Dog Grooming is considered to be a daily need according to the Commission Guide to Formula.

The project will not change the concentration of citywide-serving retail uses and neighborhood-serving retail within the district.

- f. Additional data and analysis set forth in the Performance-Based Design Guidelines adopted by the Planning Commission.

The use mix is varied in the subject NCD. Retail establishments comprise of 21% of the frontage of the district, banks comprise of 8%, professional services comprise of 14%, personal services comprise of 10%, while eating establishments (limited restaurants and restaurants combined) comprise of 18% of the ground floor frontage. 8% of frontage is vacant. These calculations do not include non-retail establishments, such as residences, institutions, parking, or public services.

- g. For formula retail uses of 20,000 square feet or more, except for General or Specialty Grocery stores as defined in Articles 2, 7, 8 of this Code, the contents of an economic impact study prepared pursuant to Section 303(i) of the Planning Code.

As the subject retail use is less than 20,000 square feet, an economic impact study is not required for this project.

- A. **Street Frontage in Neighborhood Commercial Districts.** Planning Code Section 145.1 requires that within NC Districts space for active uses shall be provided within the first 25 feet of building depth on the ground floor and 15 feet on floors above from any facade facing a street at least 30 feet in width. In addition, the floors of street-fronting interior spaces housing non-residential active uses and lobbies shall be as close as possible to the level of the adjacent sidewalk at the principal entrance to these spaces. Frontages with active uses that must be fenestrated with transparent windows and doorways for no less than 60 percent of

the street frontage at the ground level and allow visibility to the inside of the building. The use of dark or mirrored glass shall not count towards the required transparent area. Any decorative railings or grillwork, other than wire mesh, which is placed in front of or behind ground floor windows, shall be at least 75 percent open to perpendicular view. Rolling or sliding security gates shall consist of open grillwork rather than solid material, so as to provide visual interest to pedestrians when the gates are closed, and to permit light to pass through mostly unobstructed. Gates, when both open and folded or rolled as well as the gate mechanism, shall be recessed within, or laid flush with, the building facade.

The subject commercial space has approximately 25-feet of frontage on 24th Street with approximately all devoted to either the entrance or visually open areas. There are no changes proposed to the commercial frontage.

- B. **Off-Street Parking and Loading.** Section 151 requires retail stores to provide one parking space for every 500 square feet of occupied floor area, where the occupied floor area exceeds 5,000 square feet.

The project does not occupy more than 5,000 square feet of floor area, and therefore does not require the provision of off-street parking.

- C. **Loading.** Section 152 requires off-street freight loading for uses above a certain size. Eating Retail uses up to 10,000 square feet in gross floor area are not required to provide off-street freight loading.

The project is less than 10,000 square feet in gross floor area and is therefore not required to provide off-street freight loading.

- D. **Use Size.** Section 728 establishes size limits on nonresidential uses in the 24th-NV NCD. Within the District, conditional use authorization is required for any nonresidential use that exceeds 2,500 square feet.

As the subject space occupies less than 2,500 square feet and is therefore principally permitted.

- E. **Hours of Operation.** Pursuant to Sections 746.27 of the Code, the principally permitted hours of operation are from 6 a.m. to 2 a.m.

The proposed project would operate 7 days a week from approximately 8 AM to 8 PM on weekdays and 9 AM to 8 PM on weekends, within the principally permitted hours.

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

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

The size of the proposed use is in keeping with other storefronts on the block face. The 24th Street – Noe Valley Neighborhood Commercial District is a daytime-oriented, multi-purpose commercial district that provides a mixture of convenience and comparison shopping goods and services to a predominantly local market area. According to the Commission Guide to Formula Retail, Pet supplies and Dog Grooming are considered daily needs, and given the large number of dog owners residing within the district, it can be considered both a necessary and desirable use.

- 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 size and shape of the site and the size, shape and arrangement of the building will not be altered as part of this project. The proposed work will not affect the building envelope. The Project will involve interior tenant improvements to an existing, vacant retail space, as well as installation of new signage on the first floor of the building's exterior. These improvements will activate the existing ground-floor retail space at the Property by providing a desirable and appropriately-scaled new neighborhood-serving amenity. The area of the store is within the maximum allowable size for non-residential use.

- 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 a 2,496 square-foot retail use. The Project will be a fully accessible foot traffic driven store where most customers stop by on their daily walks with their dogs in the neighborhood. Most grooming customers pre-book so that customer arrival is evenly spread throughout the day with no "high traffic" times. No loading or parking spaces are provided or required.

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

The Project will provide full wall insulation in all areas where dogs are kept for the grooming services. This area will also have acoustic ceiling tiles to further increase the sound absorption and barrier to the adjoining buildings and surroundings. These safeguards proved their effectiveness in existing Healthy Spot stores, many of which are

next to residences, restaurants, high-end boutiques, and medical offices. The staff is trained to clean the store daily.

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

The existing building has no front yard, parking, loading or service area and none are proposed or required. The City will review all associated lighting and signage and the Project will comply with the Planning Code and Performance Based Design Standards, as well as the Building Code.

- c. The accessibility and traffic patterns for persons and vehicles, the type and volume of such traffic, and the adequacy of proposed off-street parking and loading;

The Project will not affect public transit or overburden the existing supply of parking in the neighborhood. The Project may attract residents and visitors from outside of the neighborhood; however, this area is well serviced by transit.

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

The Project will not produce noxious or offensive emissions related to noise, glare and dust. The studio space was previously insulated with new insulation and additional noise dampening measures are proposed to mitigate noise concerns. These safeguards proved their effectiveness in existing Healthy Spot stores, many of which are next to residences, restaurants, high-end boutiques, and medical offices. The staff is trained to clean the store daily.

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

The project would not alter the site's landscaping, open spaces, parking and loading areas, service areas, and lighting. Any new signage will be required to comply with the requirements of the Planning Code.

- f. 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 all relevant requirements and standards of the Planning Code and is consistent with objectives and policies of the General Plan as detailed below.

- g. That the use as proposed would provide development that is in conformity with the purpose of the applicable Neighborhood Commercial District.

The proposed project is consistent with the stated purpose of the 24th Street-NV NCD in that the intended use will provide a compatible personal service use for the immediately surrounding neighborhoods during daytime and evening hours, and is compliant with the limitations on certain uses within the NCD.

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

NEIGHBORHOOD COMMERCE

Objectives and Policies

OBJECTIVE 1:

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

Policy 1.1:

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

Policy 1.2:

Assure that all commercial and industrial uses meet minimum, reasonable performance standards.

Policy 1.3:

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

The proposed development would not have a substantial net benefit as similar products are offered through existing stores in the neighborhood. The proposed formula retail store would negatively affect the diversity of this portion of 24th Street by adding another formula retail use, which would erode the existing character of the area

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.

While the proposed use could bring additional commercial activity to the City, given the proposed use's competitive advantage, it could have the undesirable consequence of harming the non formula retail businesses in the area.

OBJECTIVE 6:

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

Policy 6.1:

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

Policy 6.2:

economically vital neighborhood commercial districts which foster small business enterprises and entrepreneurship, and which are responsive to the economic and technological innovation in the marketplace and society.

Policy 6.3:

Preserve and promote the mixed commercial-residential character in neighborhood commercial districts. Strike a balance between the preservation of existing affordable housing and needed expansion of commercial activity.

The Project is a formula retail use and is not considered a small business enterprise. Formula retail businesses may have a competitive advantage over independent retailers 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, which will negatively impact the economic vitality of the 24th Street-NV NCD.

9. **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.
 - B. That existing housing and neighborhood character be conserved and protected in order to preserve the cultural and economic diversity of our neighborhoods.
 - C. That the City's supply of affordable housing be preserved and enhanced,
 - D. That commuter traffic 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.
 - F. That the City achieve the greatest possible preparedness to protect against injury and loss of life in an earthquake.
 - G. That landmarks and historic buildings be preserved.
 - H. That our parks and open space and their access to sunlight and vistas be protected from

development.

10. 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.
11. The Commission hereby finds that approval of the Conditional Use Authorization would promote the health, safety and welfare of the City.

Summary Findings: The proposed Formula Retail limited restaurant use will occupy approximately 25 linear feet of NCD. The proposed formula retail use will not provide a development that is necessary or desirable at this location. There are a number of similar establishments in the neighborhood, which are characterized as independently-owned businesses. On balance, the Project is not consistent with the Objectives and Policies of the General Plan.

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. 2017-015611CUA** subject to the following conditions attached hereto as "EXHIBIT A" in general conformance with plans on file, dated December 7th, 2017, 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.

Protest of Fee or Exaction: You may protest any fee or exaction subject to Government Code Section 66000 that is imposed as a condition of approval by following the procedures set forth in Government Code Section 66020. The protest must satisfy the requirements of Government Code Section 66020(a) and must be filed within 90 days of the date of the first approval or conditional approval of the development referencing the challenged fee or exaction. For purposes of Government Code Section 66020, the date of imposition of the fee shall be the date of the earliest discretionary approval by the City of the subject development.

If the City has not previously given Notice of an earlier discretionary approval of the project, the Planning Commission's adoption of this Motion, Resolution, Discretionary Review Action or the Zoning Administrator's Variance Decision Letter constitutes the approval or conditional approval of the development and the City hereby gives **NOTICE** that the 90-day protest period under Government Code Section 66020 has begun. If the City has already given Notice that the 90-day approval period has begun for the subject development, then this document does not re-commence the 90-day approval period.

I hereby certify that the Planning Commission ADOPTED the foregoing Motion on June 21, 2018.

Jonas P. Ionin
Commission Secretary

AYES:

NAYS:

ABSENT:

ADOPTED: June 21, 2018

APPLICATION FOR SITE PERMIT FOR CONDITIONAL USE AUTHORIZATION FOR FORMULA RETAIL: Healthy Spot

4049 24th Street
San Francisco, CA 94114

07 December 2017 CONDITIONAL USE SUBMISSION

Project:
Healthy Spot
4049 24th Street
San Francisco CA 94111

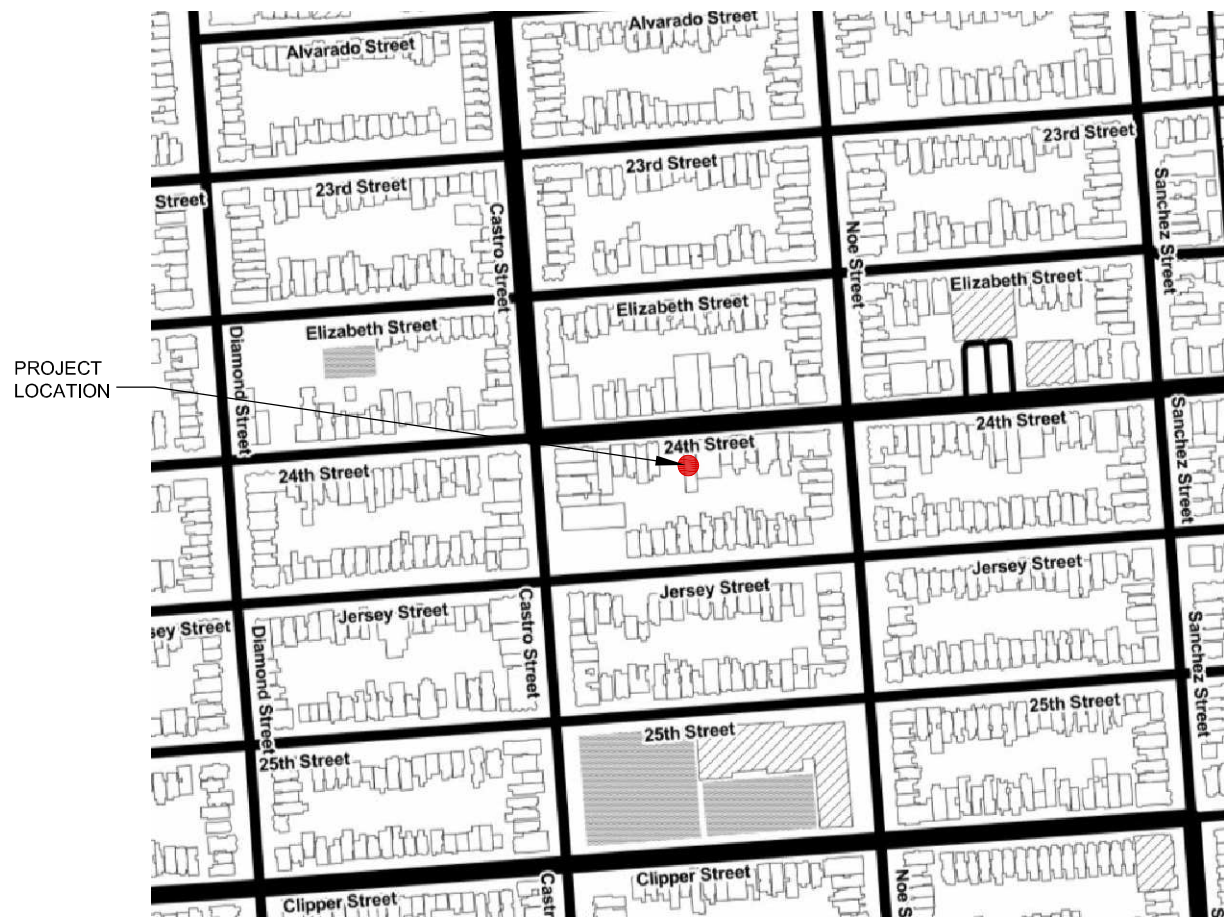
plinth
Architecture Urban Design Interiors

58 West Portal Ave. # 328
San Francisco CA 94127
(415) 260-6889

DRAWING INDEX

0	COVER SHEET
1	ROOF / SITE PLAN
2	SITE PHOTOS
A-200	EXISTING FLOOR PLAN
A-300	EXISTING STOREFRONT
A-400	PROPOSED FLOOR PLAN WITH ISOMETRIC VIEWS
A-500	PROPOSED STOREFRONT

VICINITY MAP



Sheet Title:
COVER SHEET

Date:
7 DEC 2017

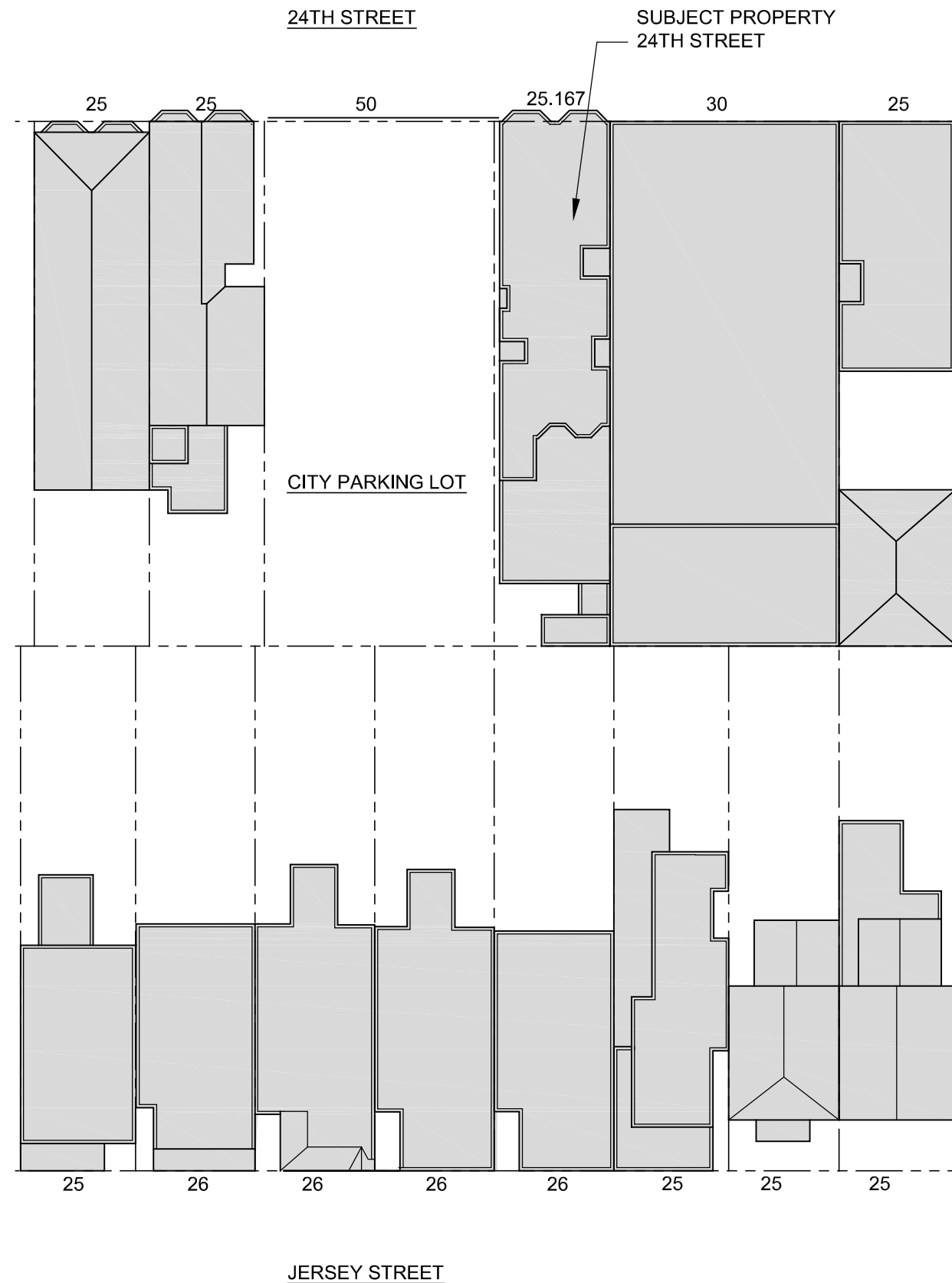
Issued For:
CU Submission

Scale: N.A.
File:
Project: 17HEA
Drawn By:
Ref North:

Checked By: SC
Sheet No:

N

0



Project:
Healthy Spot
4049 24th Street
San Francisco CA 94111

plinth
Architecture Urban Design Interiors

58 West Portal Ave. # 328
San Francisco CA 94127
(415) 260-6889

Sheet Title:
SITE / ROOF PLAN

Date:
7 DEC 2017

Issued For:
CU Submission

Scale: 1/32" = 1'-0" @ 11X17
File:
Project: 17HEA
Drawn By:
Ref North:

Checked By: SC
Sheet No:

1



NOE STREET

SUBJECT
PROPERTY
CONT'D BELOW



CASTRO STREET

CONT'D ABOVE

1 EXISTING CONDITIONS SOUTH SIDE OF 24TH STREET



CASTRO STREET

CONT'D BELOW



NOE STREET

CONT'D ABOVE

2 EXISTING CONDITIONS NORTH SIDE OF 24TH STREET

Project:
Healthy Spot
4049 24th Street
San Francisco CA 94111

plinth
Architecture Urban Design Interiors

58 West Portal Ave. # 328
San Francisco CA 94127
(415) 260-6889

Sheet Title:
**EXISTING
SITE PHOTOS**

Date:
7 DEC 2017

Issued For:
CU Submission

Scale: N.A.
File:
Project: 17HEA
Drawn By: KK
Ref North:

Checked By: SC
Sheet No:





akarstudios

1404 THIRD STREET PROMENADE, SUITE 201
SANTA MONICA, CA 90401
310.393.0625
akarstudios.com

THESE DRAWINGS, SPECIFICATIONS, IDEAS, DESIGNS, AND ARRANGEMENTS REPRESENTED THEREBY ARE AND SHALL REMAIN THE PROPERTY OF AKAR STUDIOS. NO PART THEREOF SHALL BE COPIED, DISCLOSED TO OTHERS, OR USED IN CONNECTION WITH ANY WORK OR PROJECT FOR WHICH THEY HAVE BEEN PREPARED AND DEVELOPED WITHOUT THE WRITTEN CONSENT OF AKAR STUDIOS.

Client

healthyspot.

Consultants

SEAL AND SIGNATURE

NO.	DATE	DESCRIPTION
△		
△		
△		
△		
△		
△		
△		
△		
△		

KEY NOTES

1. [E] STOREFRONT & ENTRANCE
2. [E] GATE FOR UPPER FLOORS
3. [E] STAIRWAY
4. [E] BUILDING OVERHANG
5. [E] COLUMNS
6. [E] INTERIOR RAILING
7. [E] ELECTRICAL SERVICE
8. [E] ELECTRICAL SUBPANELS
9. [E] TELEPHONE / DATA BOARD
10. [E] LOW BRICK WALL

KEY PLAN

HEALTHYSPOT

4049 24TH STREET
SAN FRANCISCO

EXISTING PLAN

SHEET:

A200

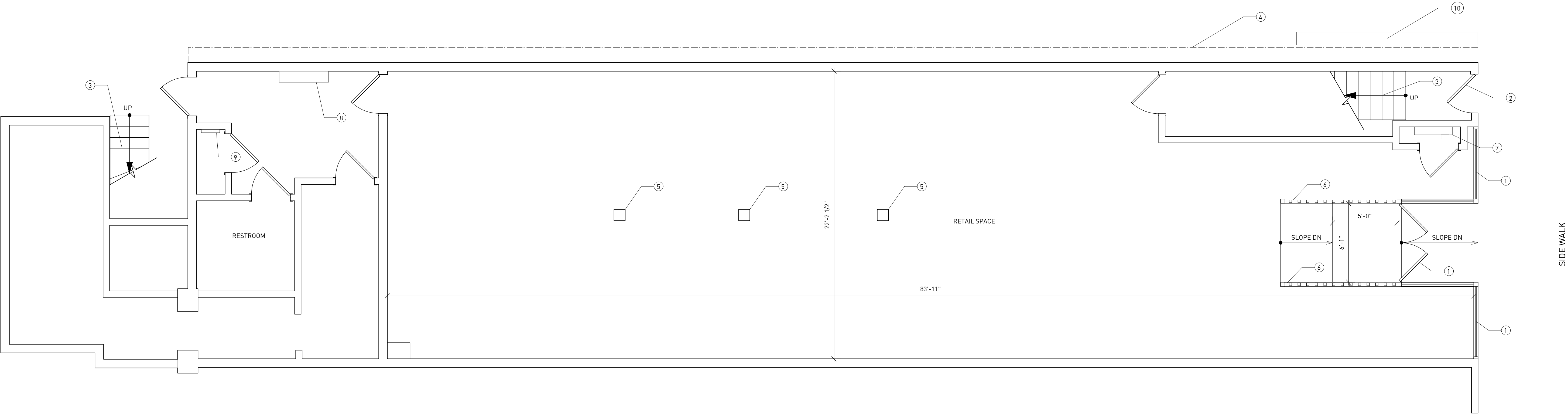
SCALE: 1/4" = 1'-0"

DRAWN BY:

JOB #:

ISSUE DATE:

[E] ADJACENT PARKING LOT



ADJACENT TENANT



akarstudios

1404 THIRD STREET PROMENADE, SUITE 201
SANTA MONICA, CA 90401
310.393.0625
akarstudios.com

THESE DRAWINGS, SPECIFICATIONS, IDEAS, DESIGNS, AND ARRANGEMENTS REPRESENTED THEREBY ARE AND SHALL REMAIN THE PROPERTY OF AKAR STUDIOS. NO PART THEREOF SHALL BE COPIED, DISCLOSED TO OTHERS, OR USED IN CONNECTION WITH ANY WORK OR PROJECT FOR WHICH THEY HAVE BEEN PREPARED AND DEVELOPED WITHOUT THE WRITTEN CONSENT OF AKAR STUDIOS.

Client

healthyspot.

Consultants

SEAL AND SIGNATURE

NO.	DATE	DESCRIPTION
△		
△		
△		
△		
△		
△		
△		
△		
△		

KEY NOTES

- 1. [E] STOREFRONT ENTRANCE
- 2. [E] STOREFRONT WINDOWS
- 3. [E] GATE FOR UPPER FLOORS
- 4. SIGNAGE LOCATION
- 5. [E] ADA PUSH BUTTONS
- 6. [E] SLOPE. REFER TO PLAN
- 7. [E] SIGNAGE POST BY CITY
- 8. [E] LOW BRICK WALL

KEY PLAN

HEALTHYSPOT

4049 24TH STREET
SAN FRANCISCO

STOREFRONT ELEVATION

SHEET:

A300

SCALE: 1/2" = 1'-0"

DRAWN BY:

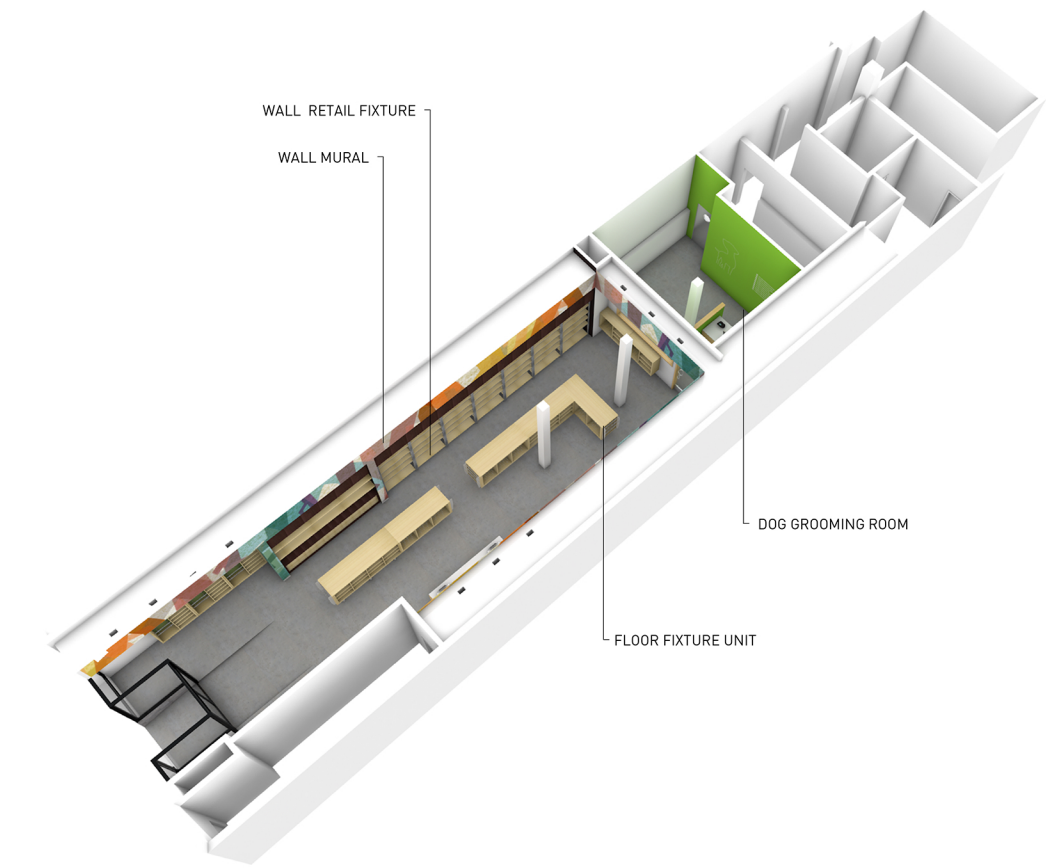
JOB #:

ISSUE DATE:



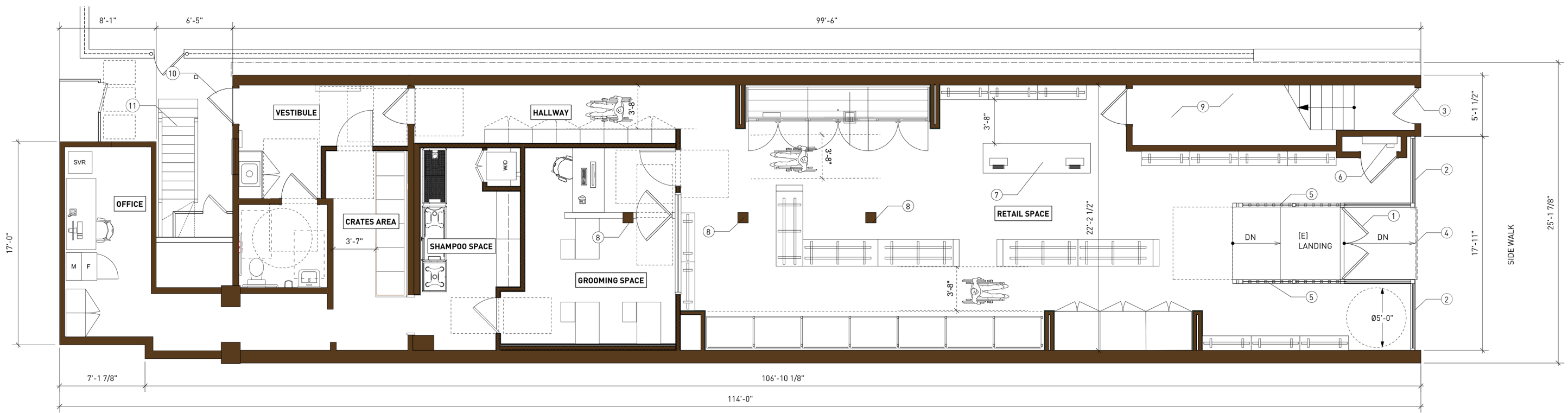
ADJACENT BUILDING

ADJACENT PARKING LOT



2 ISOMETRIC VIEWS
N.T.S.

[E] ADJACENT PARKING LOT



KEY NOTES

1. [E] STOREFRONT ENTRANCE
2. [E] STOREFRONT WINDOWS
3. [E] GATE FOR UPPER FLOORS
4. SIGNAGE LOCATION ABOVE
5. [E] RAILING
6. [E] ELECTRICAL SERVICE PANEL
7. CASHWRAP COUNTER
8. [E] COLUMNS
9. UNDERSIDE OF [E] STAIRWAY OF BUILDING
10. [E] DOOR
11. [E] STAIR FOR UPPER FLOORS

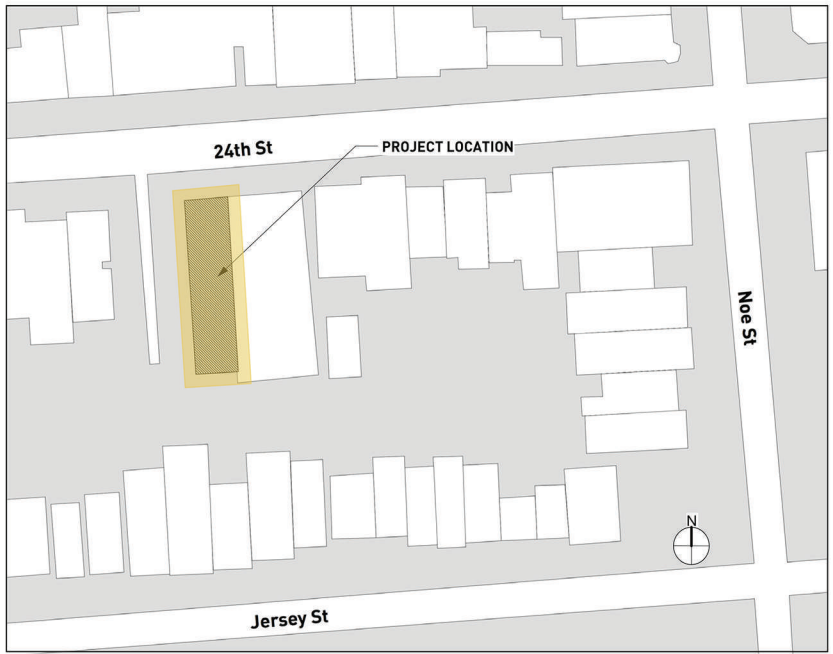
1 SPACE PLAN
Scale: 1/4" = 1'-0"



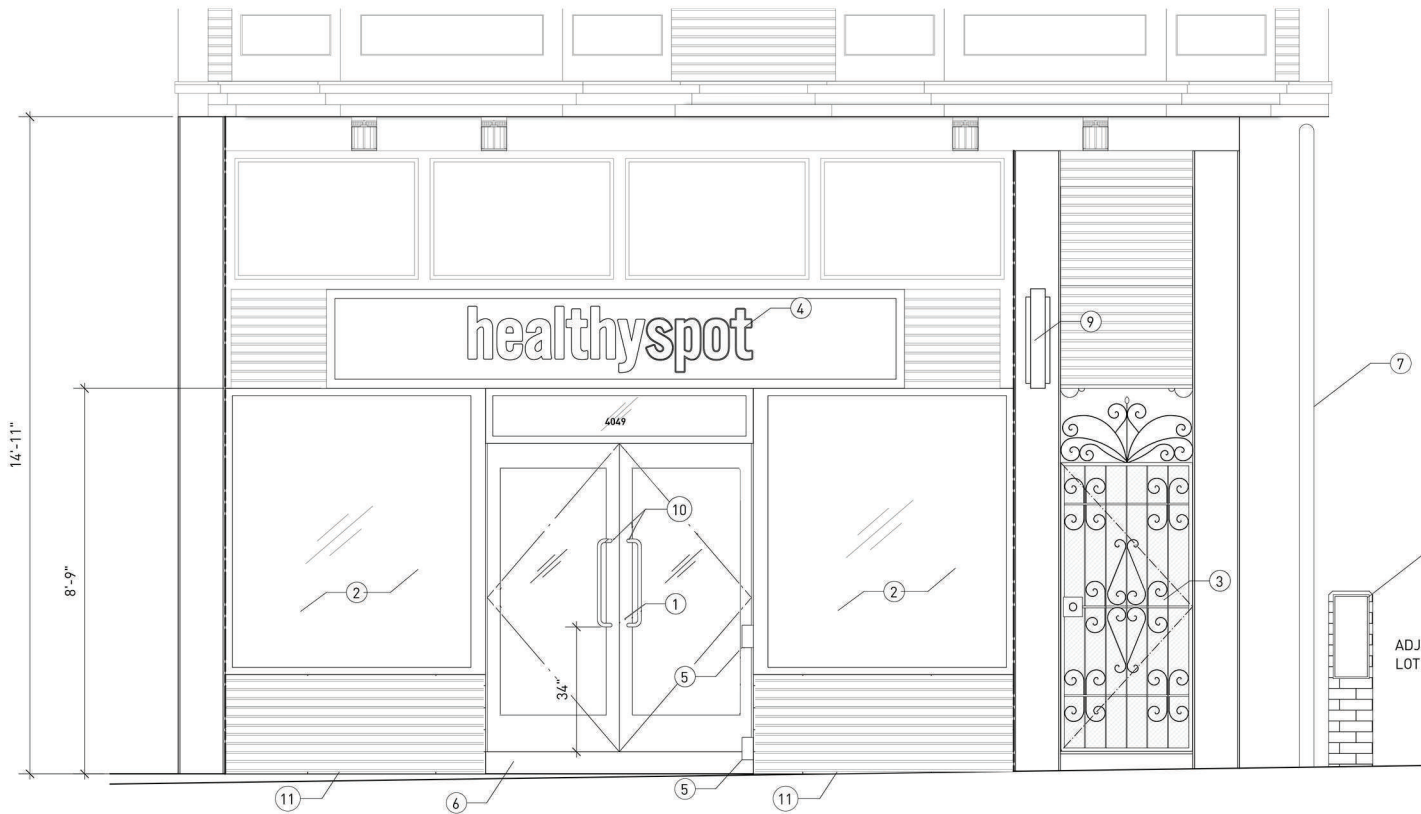
5 EXTERIOR RENDER



4 EXTERIOR PHOTO



3 VICINITY MAP
N.T.S.



1 STOREFRONT ELEVATION
Scale: 1/2" = 1'-0"

KEY NOTES

1.
[N] WOOD DOUBLE DOOR ENTRY
2.
[E] STOREFRONT WINDOWS TO REMAIN
3.
[E] GATE FOR UPPER FLOORS
4.
[N] SIGNAGE LOCATION W/ [N] PAINT ON BACKGROUND
5.
[E] ADA PUSH BUTTONS TO REMAIN
6.
[E] SLOPE. REFER TO PLAN
7.
[E] SIGNAGE POST BY CITY
8.
[E] LOW BRICK WALL
9.
[N] BLADE SIGN. REFER TO SIGNAGE DRAWING.
10.
[N] 24" LONG DOOR HANDLES
11.
[N] WOOD STOREFRONT BASE

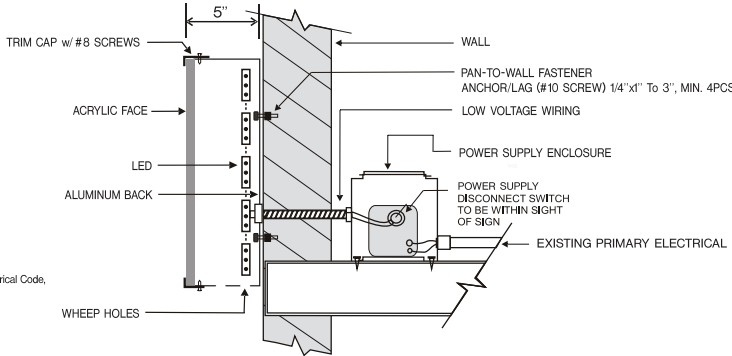
Storefront Sign
Sign Area: 11.9 s.f.



Manufacture and install (1) set of Internally-illuminated LED Face-lit Channel Letter Sign

Letter Face : White acrylic
Trim Cap : 3/4" wide / Paint to match 3M #3630-156 (Vivid Green) / PMS 355C
Return : 5" deep .040 aluminum / Paint to match 3M #3630-156 (Vivid Green) / PMS 355C
Back : .040 aluminum
LED : White LED

Letter Face : White acrylic w/ vinyl overlay (3M #3630-156 Vivid Green)
Trim Cap : 3/4" wide White
Return : 5" deep .040 aluminum / White finish
Back : .040 aluminum
LED : White LED



E-208049
UL LISTED

WALL TYPE	FASTENER TYPE
DRYWALL / STUDS	WOOD SCREW 3/8" TO 1/2" X 2" TO 4" redhead
CONCRETE	ANCHOR/LAG 3/8" TO 1/2" X 2" TO 4" redhead
STUCCO / SHEETROCK	ANCHOR/LAG 3/8" TO 1/2" X 2" TO 4" redhead
STEEL BEAMS	MACH. ANCH. 3/8" TO 1/2" X 2" TO 4" redhead

* This sign is intended to be installed in accordance with requirements of Article 600 of the National Electrical Code, 2013 NEC and Appendix H, 2013 CBC, and/or other applicable local codes. This includes proper grounding and bonding of sign.



2812 Peck Rd., El Monte, CA 91731
T: (626) 444-8181 F: (626) 444-8448
E-Mail: info@successsingroup.com
www.SuccessSignGroup.com

San Francisco, CA

Approval

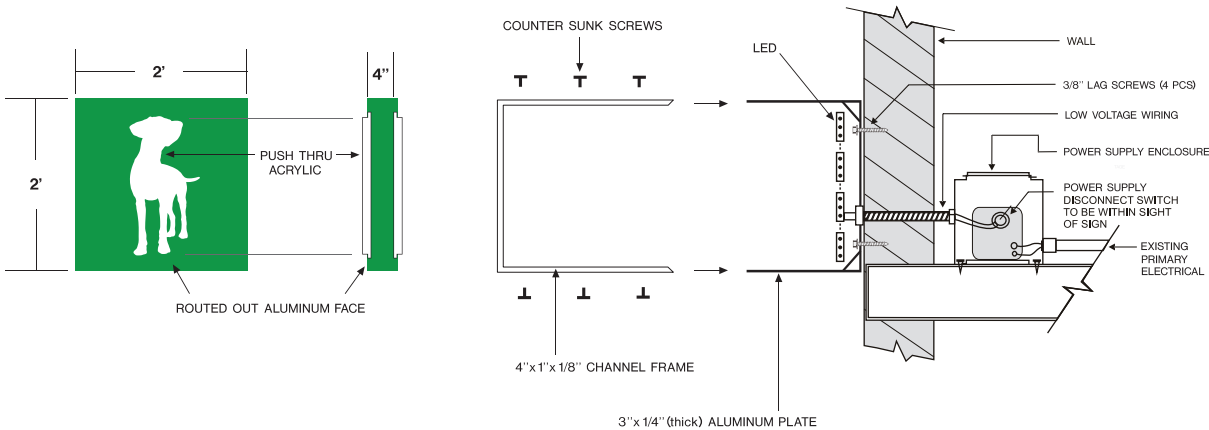
4 MAIN SIGN DRAWING

Blade Sign

Front View

Side View

Construction Detail



Manufacture and install (1) set of double-sided LED Blade Sign with Push Thru acrylic graphic

Face : .080 aluminum routed out per graphic. Paint to match the color 3M #3630-156 (Vivid Green) / PMS 355C
Return : 4" deep .080 aluminum welded to face. Paint to match the color 3M #3630-156 (Vivid Green) / PMS 355C
Push Thru Graphic : 1/2" thick clear acrylic with white acrylic backed from inside
LED : White LED



2812 Peck Rd., El Monte, CA 91731
T: (626) 444-8181 F: (626) 444-8448
E-Mail: info@successsingroup.com
www.SuccessSignGroup.com

San Francisco, CA

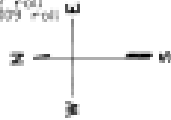
Approval

3 BLADE SIGN DRAWING

PROGRESS SET

Parcel Map

REC'D
#11995
Oct 2002 roll
For 2009 roll



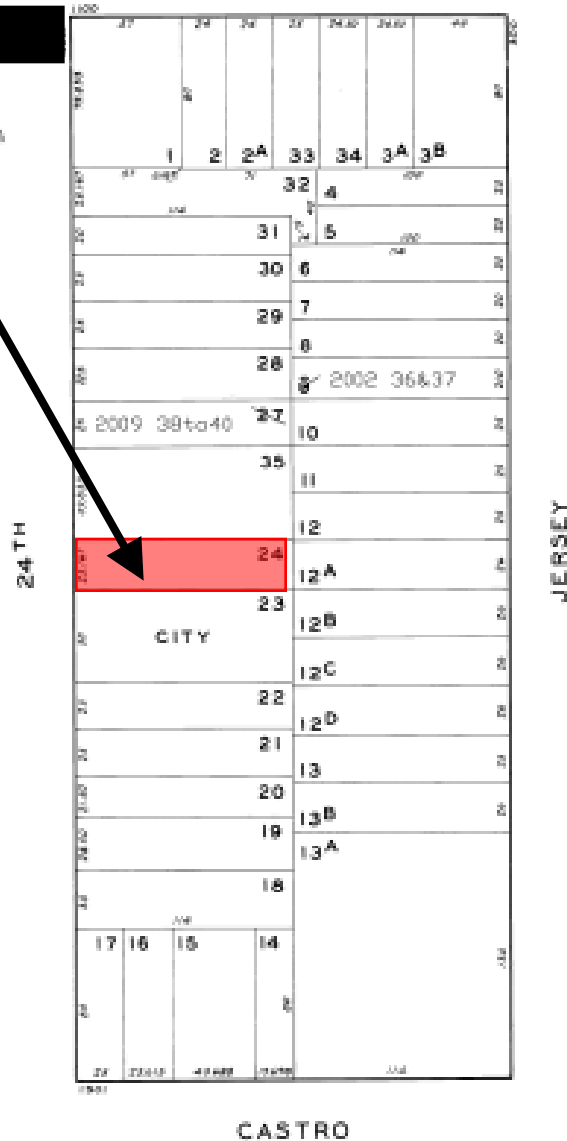
6507

HORNER'S ADD. BLK. 181

REVISED '80
" '85
Revised 2002
Revised 2009

NOE

SUBJECT PROPERTY



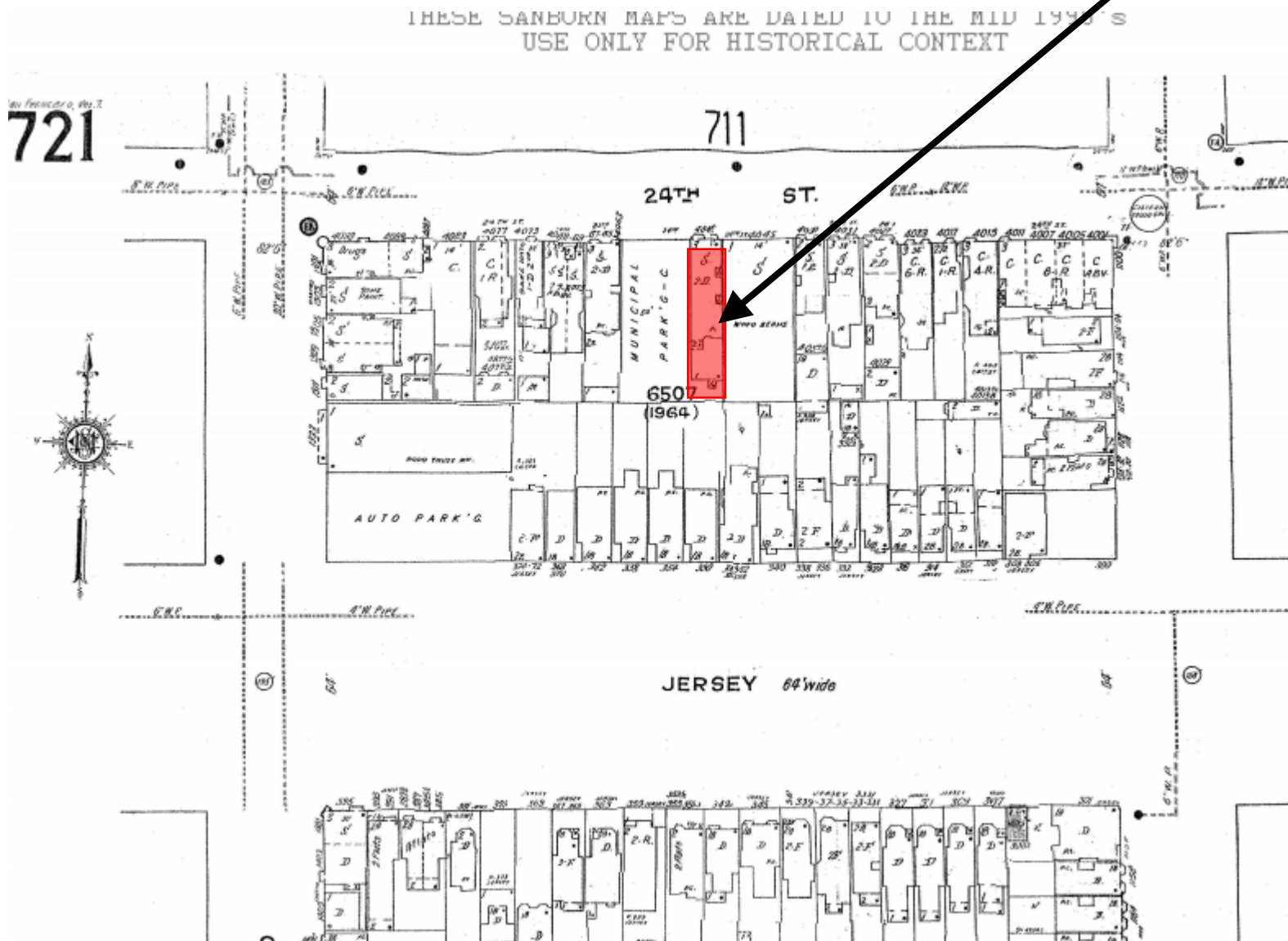
CASTRO

Conditional Use Authorization Hearing
Case Number 2017-015611CUA
4049 24th Street



Sanborn Map*

SUBJECT PROPERTY

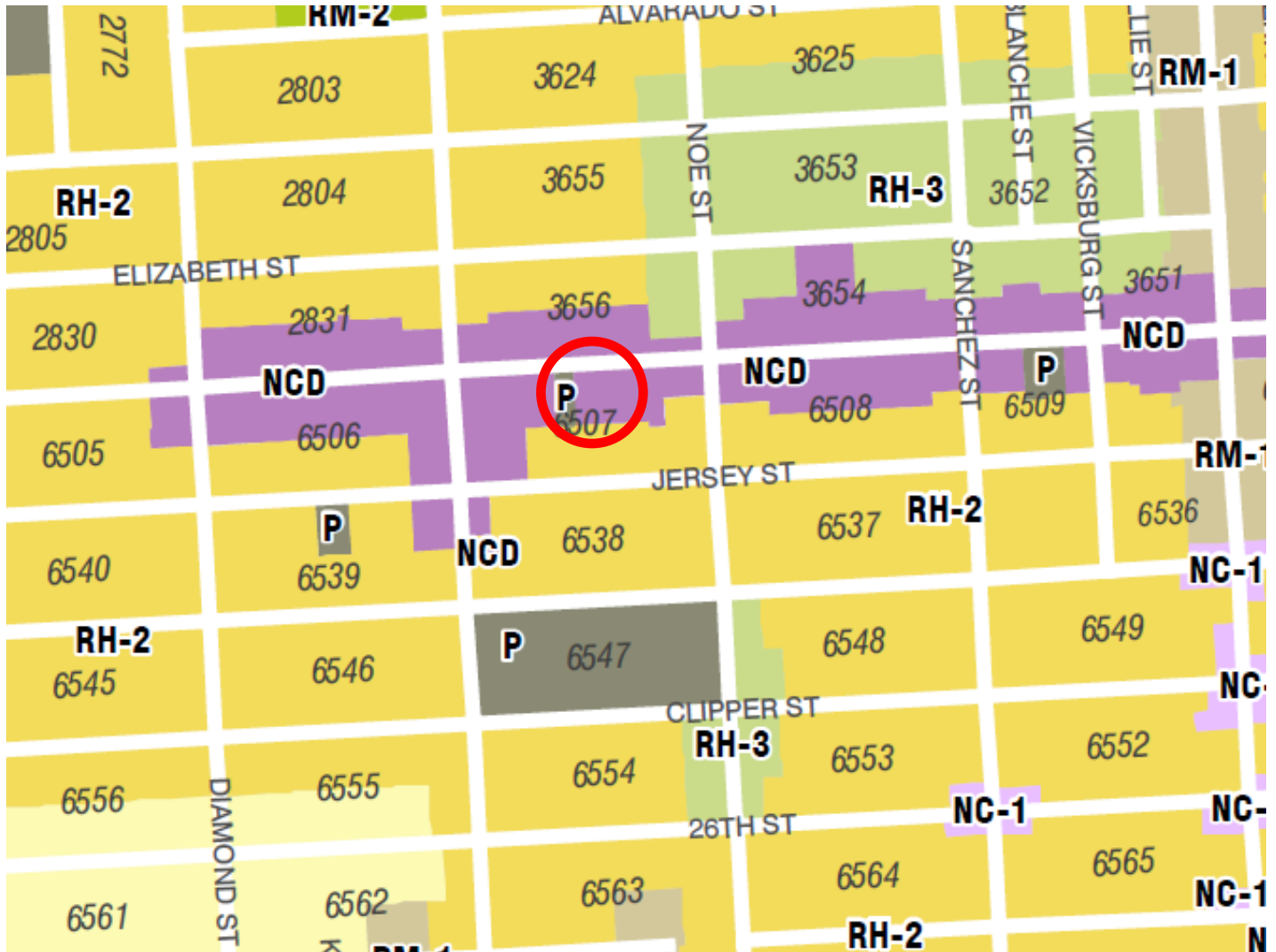


*The Sanborn Maps in San Francisco have not been updated since 1998, and this map may not accurately reflect existing conditions.



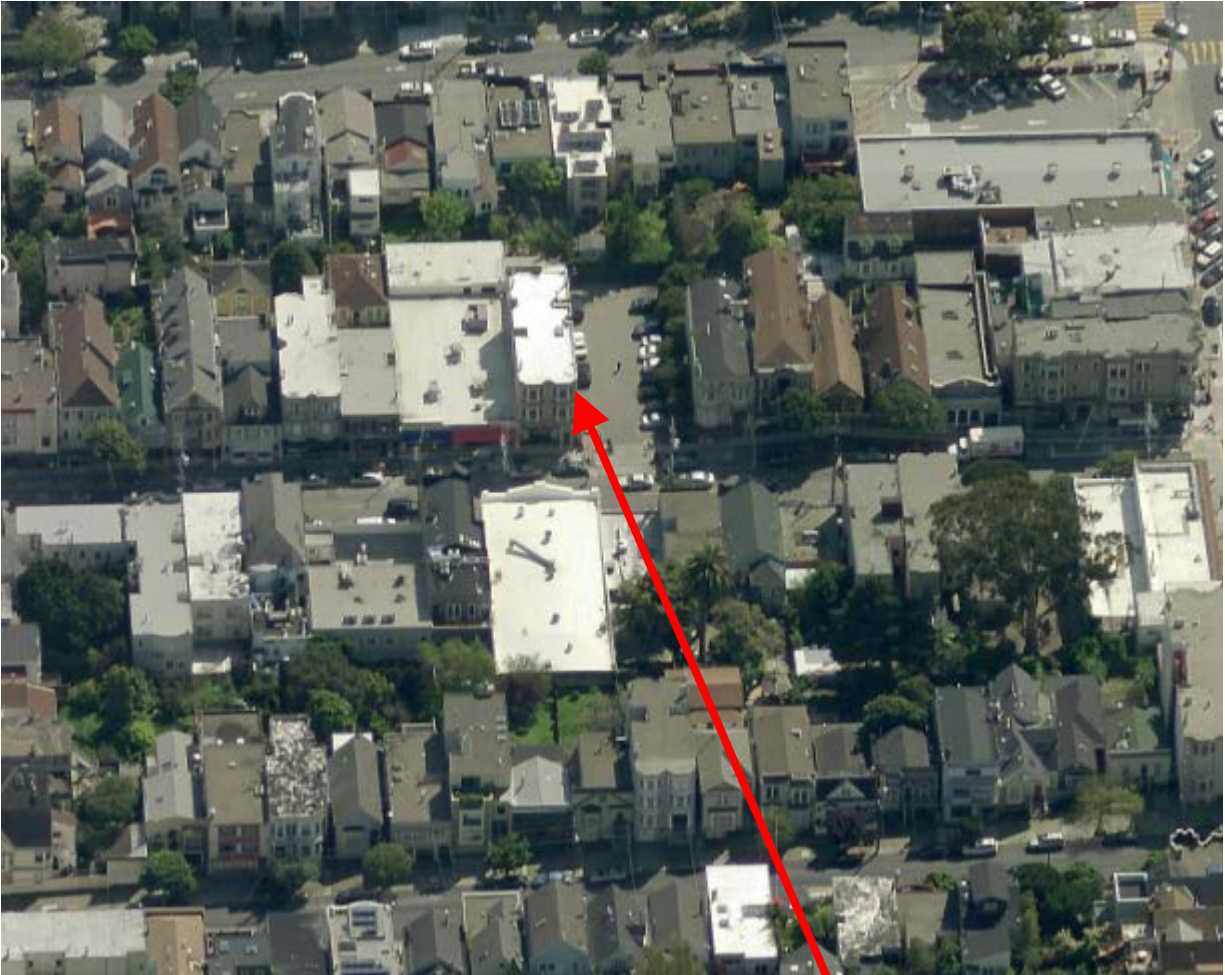
Conditional Use Authorization Hearing
Case Number 2017-015611CUA
4049 24th Street

Zoning Map



Conditional Use Authorization Hearing
Case Number 2017-015611CUA
4049 24th Street

Aerial Photo



SUBJECT PROPERTY

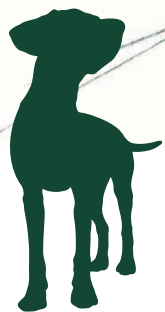
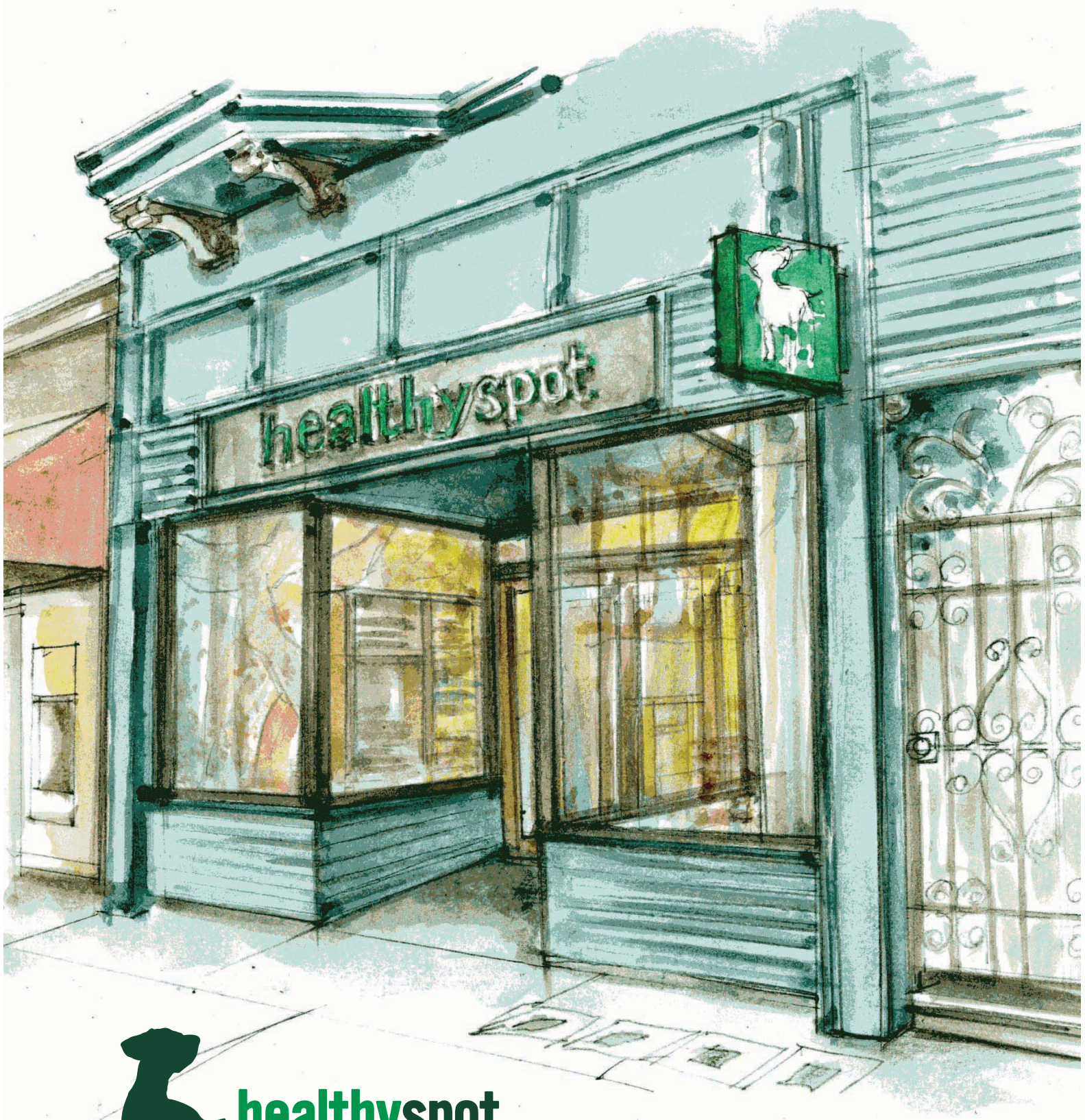


Conditional Use Authorization Hearing
Case Number 2017-015611CUA
4049 24th Street

Existing Site Photo



Conditional Use Authorization Hearing
Case Number 2017-015611CUA
4049 24th Street



healthyspot®
mind, body and bowl®

HEALTHY SPOT NOE VALLEY
4049 24th Street, San Francisco, CA 94114



NOE VALLEY PETS ARE UNDERSERVED

SAN FRANCISCO AND NOE VALLEY PET POPULATION*



250,000+

DOGS AND CATS IN
SAN FRANCISCO

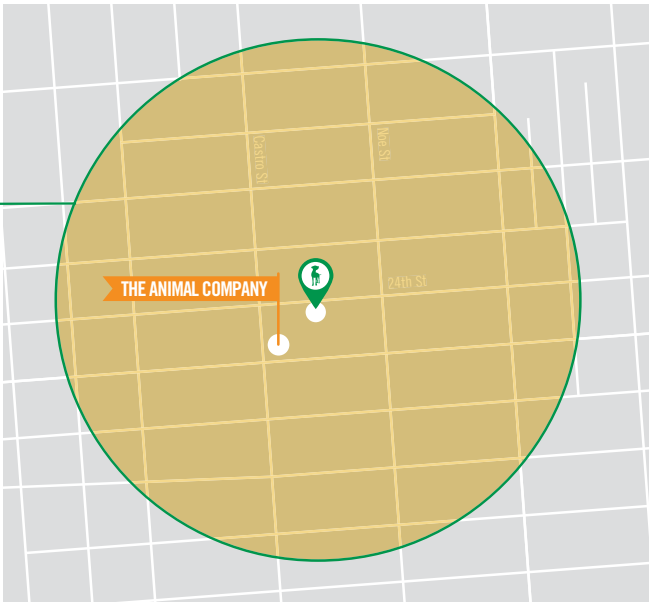
6,400+

DOGS AND CATS IN
NOE VALLEY



1,400+

DOGS AND CATS IN 1/4
MILE OF OUR LOCATION
WITH ONLY 1 PRIMARILY
BIRD-FOCUSED PET
RETAILER TO CURRENTLY
SERVE THEM



*Numbers based off 2017 ESRI Data and 2012 Pet Ownership & Demographics Sourcebook.
140,278 Dogs and 111,082 Cats in SF County and 840 Dogs and 634 Cats in 1/4 mile of proposed site.

NOE VALLEY RETAIL AND SERVICE DENSITY*

The pet retailer/grooming space has the opportunity to grow.



20

RESTAURANTS



17

HAIR SALONS



17

COFFEE SHOPS



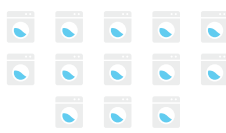
15

CLOTHING STORES



14

NAIL SALONS



13

DRY CLEANERS/LAUNDRY



10

GYMS



7

JEWELRY STORES



5

BANKS



4

WINE & LIQUOR STORES



2

DOG GROOMERS



2

PET RETAILERS

*Noe Valley Neighborhood defined by SF Department of City Planning. Approx. 1 Mile Radius.
Inclusive of 24th St. and Church St. Retail Corridor

NOE VALLEY PET RETAILER/SERVICE OVERVIEW



WE PROVIDE A DIFFERENT EXPERIENCE

**Approximate Square Footage Allocation*

HEALTHY SPOT

2,500 ft²



- 50% Dog (1,250 ft²)
- 15% Cat (375 ft²)
- 35% Grooming (875 ft²)

THE ANIMAL COMPANY

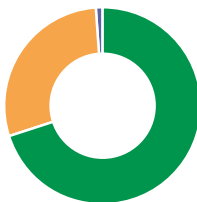
1,500 ft²



- 27% Dog (405 ft²)
- 7% Cat (105 ft²)
- 66% Bird (990 ft²)

NOE VALLEY PET CO

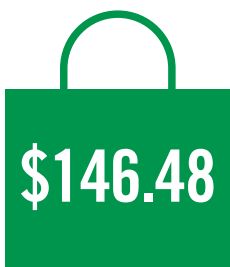
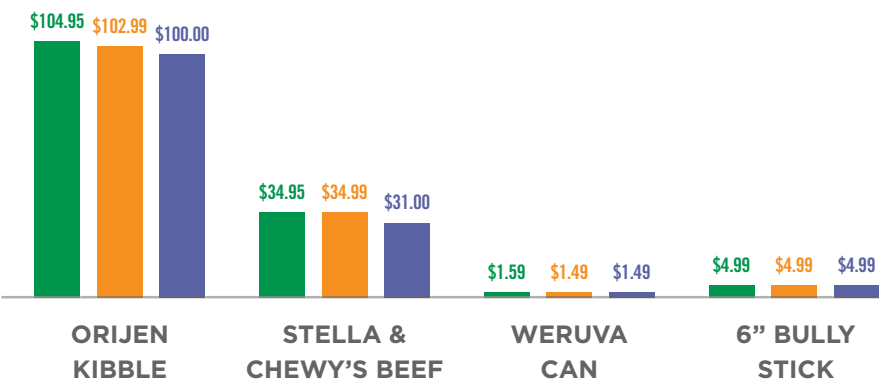
1,000 ft²



- 70% Dog (700 ft²)
- 29% Cat (290 ft²)
- 1% Small Animal (10 ft²)

WE DO NOT UNDERCUT OUR COMPETITION

● Healthy Spot ● The Animal Company ● Noe Valley Pet Co



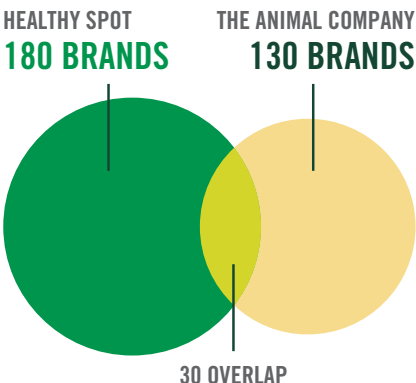
BASKET TOTALS OF THE FOUR ITEMS

WE OFFER DIFFERENT PRODUCTS

**Quantities are approximations from dog/cat brands visibly merchandised*

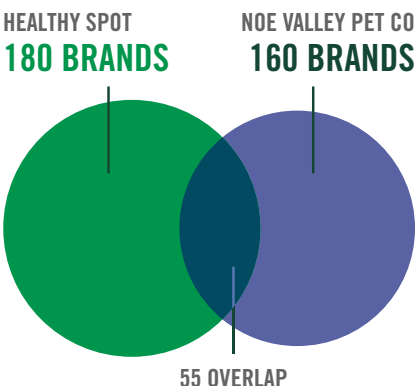
83%

OF HEALTHY SPOT BRANDS ARE NOT OFFERED BY THE ANIMAL COMPANY

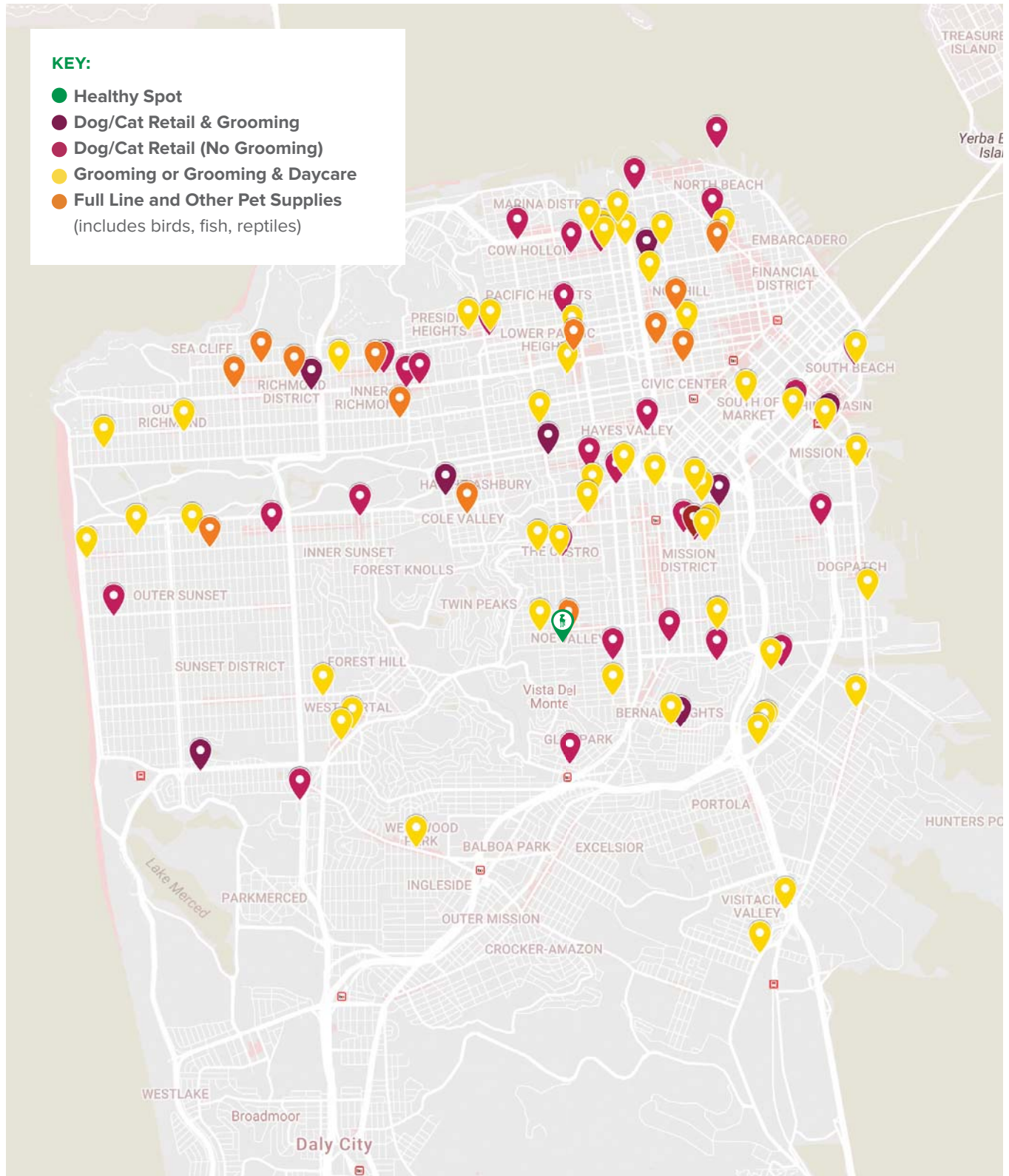


69%

OF HEALTHY SPOT BRANDS ARE NOT OFFERED BY NOE VALLEY PET CO



ALL PET RETAILERS AND GROOMERS IN SAN FRANCISCO



*Based on current Google and Yelp listings.

HEALTHY SPOT OVERVIEW



OUR FOUNDERS STORY



Healthy Spot was founded by Andrew Kim and Mark Boonnark in 2008.

After living in San Francisco during the 2007 pet food recall, they were inspired to help other pet parents find the highest quality products and services. Andrew had recently adopted his pup Maya and was looking for a safe food option for her, but found it hard to decipher between brands. Mark had lost his pup Biscuit to cancer and was concerned about the safety of the big pet food brand that he was feeding to Biscuit. Determined to create a better way to select the right pet products, they started Healthy Spot.

Today, after opening fourteen locations in Southern California, Andrew and Mark are excited to bring Healthy Spot's curated selection of dog and cat product and best-in-class grooming services to one of their favorite neighborhoods in San Francisco: Noe Valley.

HEALTHY SPOT OVERVIEW



WHAT HEALTHY SPOT WILL BRING TO NOE VALLEY



A complete assortment of wholesome, organic pet foods across the raw, raw alternative and dry food categories, as well as safe, eco-friendly toys, treats and health products.



Locally hired retail team members that are highly trained in pet nutrition to find the perfect, safest food for your dog or cat.



A grooming team that advocates and thoroughly trains for a dog grooming experience that is positive for the owner, and safe for the pup.



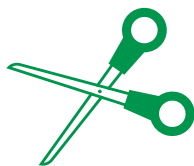
Fun community events that support local pet rescue partners and local businesses.

HEALTHY SPOT NOE VALLEY AT A GLANCE



150+

EXPECTED
CUSTOMER TRAFFIC
DAILY



650+

DOGS GROOMED
MONTHLY



6+

LOCAL EMPLOYEES
HIRED



10+

COMMUNITY EVENTS
ANNUALLY



10+

ADOPTION EVENTS
ANNUALLY

*Numbers based off Healthy Spot Company Averages estimated for Noe Valley location

HEALTHY SPOT OVERVIEW

WE BELIEVE IN SUPPORTING OUR COMMUNITY

At Healthy Spot, we strongly believe in fostering community in each location we serve.

Whether hosting local pet-friendly events or partnering with neighboring businesses and nonprofits, we are dedicated to creating rewarding experiences for our pet community. This includes organizing yoga with your pup, hikes with your pet family, Yappy Hours at local restaurants, Pool Pawties and Ice Cream Socials. We are also committed to giving back to our communities through volunteering or participating in local parades and Pride Walks throughout the cities we support. We recently partnered with The Midnight Mission in Downtown Los Angeles to provide supplies for, create and distribute 300 hygiene kits for the homeless. Our teams also handed out 350 meals, plus 100 lbs. of Healthy Spot donated dog food to The Midnight Mission community.



WE ARE ABOUT INTEGRITY, FIRST AND FOREMOST

Integrity is one of our core values and we will always put your pet's health first. In 2010, Proctor and Gamble acquired one of our primary food vendors, Natura. At the time, Natura accounted for 75% of our food sales and was an extremely important part of our business. With Proctor and Gamble's history of pet food recalls, we knew there was a potential risk to our pet community's health and well-being, so we immediately pulled all Natura products off our shelves and ended our partnership with them. While a tough business decision, it was the right choice for our customers as Natura had several recalls in the years following the acquisition after a 40-year history of having zero recalls.

Healthy Spot will always take these types of precautionary measures to protect our customers and their pets. In 2013, the New York Agricultural Department found high levels of an illegal antibiotic in popular jerky treats manufactured in China, which may have been related to hundreds of pet illnesses and deaths. These were our best-selling treats at the time. Upon discovery of this report and recognizing that China has questionable pet product manufacturing standards, Healthy Spot stopped selling this treat and any other consumable product from China, despite the substantial loss of business.

HEALTHY SPOT OVERVIEW



WE BELIEVE IN GIVING BACK AND MAKING A DIFFERENCE



Healthy Spot is proud to support local rescue organizations and the pets that they serve through our Rescue Spot Adoptions Program. Not only do we host cage-free dog adoptions in our daycare rooms every Sunday, but we also select one of our Rescue Spot Adoption Partners each month to be the beneficiary of our Rescue Spot Round-Up efforts in store. Customers can round their purchase total up to the nearest dollar and that difference gets donated to the chosen rescue organization. **Healthy Spot has generated over \$300k in donations to local rescues since we opened our doors!**

In 2016, we dedicated a permanent adoption space for LA Love and Leashes in our Santa Monica store. **Since this partnership began, we have helped over 2,100 dogs and cats find new loving homes.**



In 2017, co-founder Andrew Kim, worked closely with Social Compassion in Legislation to help sign into law AB 485, the Pet Rescue and Adoption Act. This law made what is known as the “humane model” for pet stores mandatory throughout California. The “humane model” requires that pet stores only sell or adopt out dogs, cats or rabbits that have been sourced from shelters or rescues, and in effect blocking “puppy mills” from selling animals in California stores. **Not only has this been Healthy Spot’s business model since the first store opened in 2008, but as a result of this bill passing, rescue pets now have more opportunities to find their forever home.**

HEALTHY SPOT OVERVIEW



THE HEALTHY SPOT DIFFERENCE



Healthy Spot offers best-in-class dog grooming services and products to ensure a positive and safe experience for your dog. Unlike traditional salons, our groomers take appointments one by one, limiting the amount of time your pup needs to stay in a kennel. Our award-winning grooming instructors insure that all of our stylists are highly trained and skilled, while putting an emphasis on pet safety and handling. In addition, we not only perform traditional breed haircuts, but we also offer Japanese styling, a highly crafted, creative approach that favors whimsy over standard cuts and makes the dog resemble a stuffed toy. Plus we offer hand stripping, the lengthened process of removing unnecessary fur from the root of specific dog breeds to produce a tidier and healthier coat. To round out this unique experience, Healthy Spot only uses premium products that are natural, eco-friendly and bio-degradable for all dog treatments.



HEALTHY SPOT OVERVIEW



OUR CUSTOMERS LOVE US!



4.5 AND 5 STAR

Yelp ratings across all 12 locations and 1,500+ reviews

Healthy Spot is extremely proud of the recent awards from our local communities.



2018, 2017 AND 2016 WINNER

Santa Monica Most Loved:
Pet-Centric Business



THE ARGONAUT

Best of the Westside
2017, 2016 and 2015
Pet Boarders/Groomer:
1st Place Marina Del Rey



LOS ANGELES TIMES OC

Best 2017
Readers Choice
Pet Store & Grooming

OUR EMPLOYEES LOVE US!

With over 130 reviews on Glass Door,
our rating stands strong at:



4.3

OUT OF 5 STARS



84%

WOULD RECOMMEND
WORKING AT HEALTHY SPOT
TO A FRIEND



96%

APPROVE OF OUR CEO,
ANDREW KIM

HIGHLIGHTS FROM OUR COMMUNITY



Healthy Spot is a well-respected name in the pet community; they carry high quality, well-made and thoughtfully curated products and continually work hard to innovate and delight their customers. **They are strong advocates for local San Francisco small businesses, carrying brands like ours and Wildebeest.** I believe their presence will bring a positive level of energy and excitement to the local dog community here.

THE ENTIRE TEAM

P.L.A.Y. Pet Lifestyle and You

For The Honest Kitchen, Healthy Spot is the ideal retailer; they carry only the **very best products**, they have the **very best staff**, **never discount** and they are the **“go to resource”** in their communities for expert advice on pet nutrition.

CHARLES POSTINS

Co-Founder of
The Honest Kitchen

Andrew Kim and Mark Boonnark have been nothing short of a delight to work with, and as they have grown, they have done an incredible job maintaining their small business core values. In each of their locations, **they have gone to great lengths to ensure they are in tune with the community, providing a tailored experience to all of their patrons.**

ANNIE HART

Founder
Rescue from the Hart

In all of the neighborhoods here in Southern California where Healthy Spot has opened, there has been a **real focus to give back to that community**, and I know that San Francisco would be no exception. Not only does **Healthy Spot create great jobs** with opportunities for growth, it also provides a place where pet lovers in the **community can come to meet others, learn, and be inspired.**

M. HORNER

Healthy Spot Team Member

My dog and I love the employees and foods they provide. They offer **quality, organic and natural lines of food and products. We love their grooming services and daycare** when we're in LA. We travel between SF and LA and I would be so happy to support this location.

J. TUTANA

Customer

Both Mark and Andrew have **set the bar so high when it comes to integrity, profits with principles, our best investment being our people** - there's no wonder they've rallied such an overwhelmingly supportive team of enthusiasts behind them in every new venture. The city of San Francisco would be hard pressed to find a more passionate group of people to welcome into their community, they should be doing everything they can to bring an anchor like Healthy Spot into the fold.

J. HAYNES

Healthy Spot Team Member

We are committed to inspiring healthy pet lifestyles by creating authentic experiences and fostering community, one pet at a time.



Healthy Spot Community Outreach Summary

October, 2017

- Introductory email to Noe Valley Merchants and Professionals Association
- Introductory email to Noe Valley Community Benefit District
- Introductory email to Noe Valley Association

November, 2017

- Community Meeting

January, 2018

- In person introduction to Vas Kiniris, Secretary of the SF Council of District Merchants Association (SFCDMA)
- In person introduction to Jim Lazarus, Senior VP of Public Policy with the SF Chamber of Commerce
 - Healthy Spot became an active member of the Chamber shortly thereafter
- Introductory email to Friends of Noe Valley (they declined a presentation)
- Introductory email to Noe Valley CBD (they declined a presentation)
- Attended the NVMPA meeting
- Co-founders introduced themselves individually to merchants along the corridor

February, 2018

- Introductory email to Noe Neighborhood Council (they declined a presentation)
- Introductory email to Upper Noe Neighbors (they declined a presentation)
- Attended the NVMPA meeting

March, 2018

- Attended the NVMPA meeting

April, 2018

- Co-founders walked corridor again to follow up with merchants individually, collect signatures of support

May, 2018

- Attended the NVMPA meeting, secured official endorsement
- Update email to Friends of Noe Valley
- Update email to Noe Valley CBD
- Update email to Upper Noe Neighbors
- Update email to Noe Neighborhood Council

healthspot. COMPETITIVE LANDSCAPE

In a 1-mile radius from our 3 most tenured stores, we see a strong presence of competition that still exists since our opening, and new competition joining our market after we opened.

KEY:

- COMPETITORS THAT EXISTED BEFORE OUR OPENING THAT ARE STILL OPEN
- NEW PET RETAILER AND GROOMING COMPETITORS SINCE OUR OPENING



HEALTHY SPOT SANTA MONICA

5 Existing Competitors
4 New Competitors



HEALTHY SPOT WEST HOLLYWOOD

8 Existing Competitors
9 New Competitors

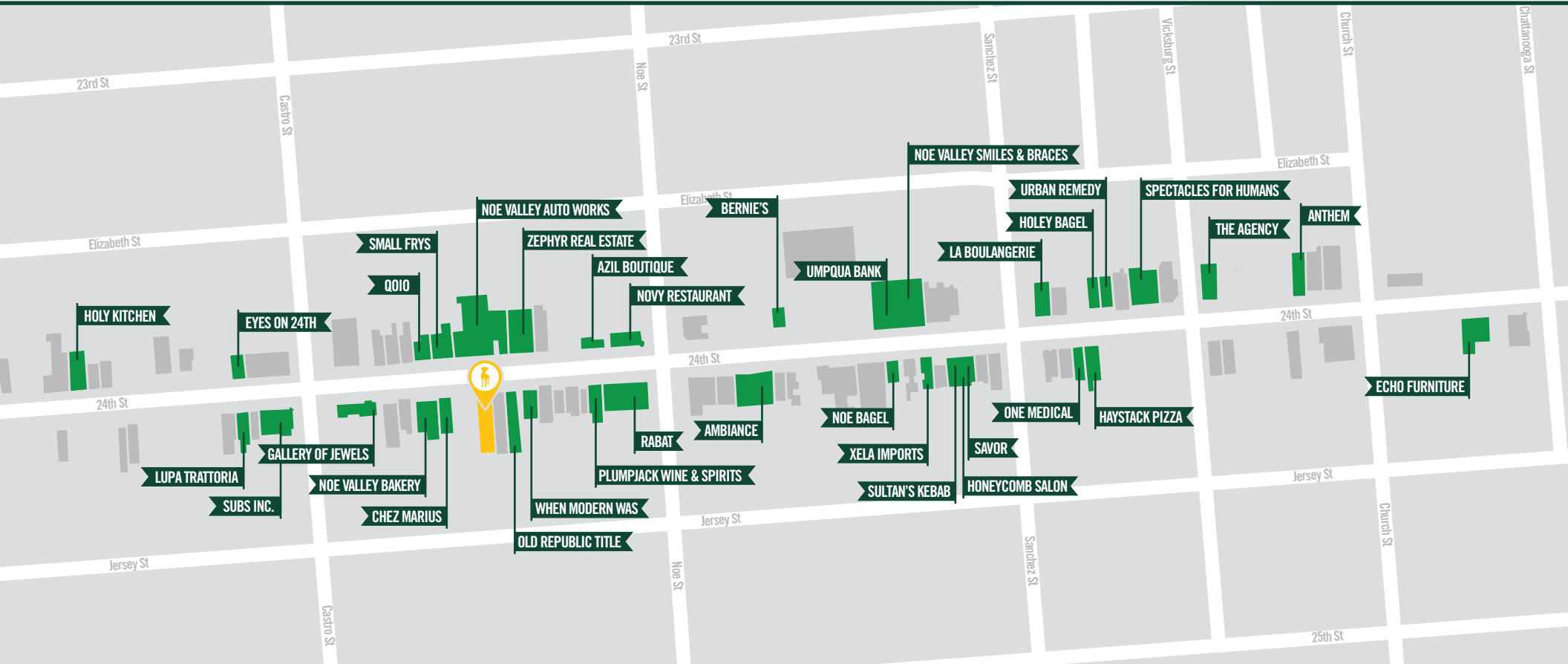


HEALTHY SPOT MARINA DEL REY

6 Existing Competitors
1 New Competitor



NOE VALLEY MERCHANT CORRIDOR - LOCAL BUSINESS SUPPORT



**36 LOCAL BUSINESSES
SUPPORT HEALTHY SPOT**

KEY:

- HEALTHY SPOT
- SUPPORTIVE MERCHANTS
- OTHER MERCHANTS

*Empty storefronts, residential-only buildings, public spaces and parking lots not included on map

4049 24th Street Vicinity Survey

Supporting Conditional Use Permit Application for Healthy Spot at
4049 24th Street, San Francisco, CA

April 15, 2018

TABLE OF CONTENTS

1	Executive Summary.....	2
2	Background	2
3	Methodology.....	2
4	Data Sources	3
5	Survey Findings	3-5

FIGURES AND TABLES

Figure 1	Vicinity Survey Area Map	3
Table 1	Formula Retail Concentration by Business Type	4
Figure 2	% Formula Retail Frontage	5

APPENDIX A Block/Lot List, Business Names, Addresses and Commercial Frontage

1 Executive Summary

Healthy Spot, is seeking a discretionary approval from San Francisco Planning to open a Pet Sales and Services Store at 4049 24th Street.

As part of Healthy Spot's Conditional Use application, a characterization of the 1/4 mile radius area and the 24th Street / Noe Valley Neighborhood Commercial District (NCD) was requested to assess the Formula Retail concentration in the area.

Based on the survey carried out and described in the sections below, the concentration of all Formula Retail establishments in the 1/4 mile radius plus the NCD district is 19.2% of total commercial frontage.

The category Pet Sales and Services accounts for 0.3% of the total commercial frontage and 0% of the Formula Retail frontage in the combined areas.

The vacancy rate for the 1/4 mile plus NCD district is 8.2% vacant linear footage of storefront to total commercial storefront.

2 Background

As part of the Healthy Spot application for Conditional Use Authorization for Formula Retail Establishments in the 24th Street / Noe Valley NCD, SF Planning requested a characterization of the immediate vicinity of the proposed establishment location. In particular, an analysis of the Formula Retail (FR) concentration as a percentage of all ground floor commercial uses in the 1/4 mile area around the proposed store and the 24th Street / Noe Valley Neighborhood Commercial District (NCD) was requested.

3 Methodology

The vicinity survey carried out to support the Healthy Spot application followed the methodology indicated in the SF Planning Commission Guide to Formula Retail, which is summarized below:

1. Calculation shall include all parcels that are wholly or partially located within the selected radius (1/4 mile) and the NCD area that are also zoned commercial or contain commercial uses.
2. Concentration is based on the Neighborhood Commercial District methodology, adopted as policy by the Planning Commission on April 11, 2013 per Resolution No. 18843.
3. For each property, including the subject property, the total linear frontage of the lot facing a public right-of-way is divided by the number of storefronts. The linear frontage shall include the corner parcels.
4. Storefronts at second or higher floors are not considered. Split level floors, resulting in a basement and a raised first floor, are included in the calculations.
5. Formula Retail storefronts and their linear frontage are separated from the non-Formula Retail establishments and their linear frontage.
6. The final calculations are the percentages (%) of Formula Retail and non-Formula Retail frontages (half or higher of a percentage point shall be rounded up).

4 Data Sources

A number of data sources were used and consulted to carry out this Vicinity Survey and are listed below.

- 1/4 mile radius and 24th Street / Noe Valley NCD area are based on the San Francisco Property Information Map GIS system.
- Assessor's block maps were consulted via the San Francisco Property Information Map system for lot widths.
- Google Street View (Oct 2017 Imagery) was consulted.
- An initial site visit was carried out the week of December 4, 2017 to inspect the survey area and subsequently validate findings.
- An internet search was then conducted to confirm street addresses and Formula Retail status.
- A second site visit was carried out on April 13th to confirm if there had been any changes to vacancies or Formula Retail locations since the initial survey.

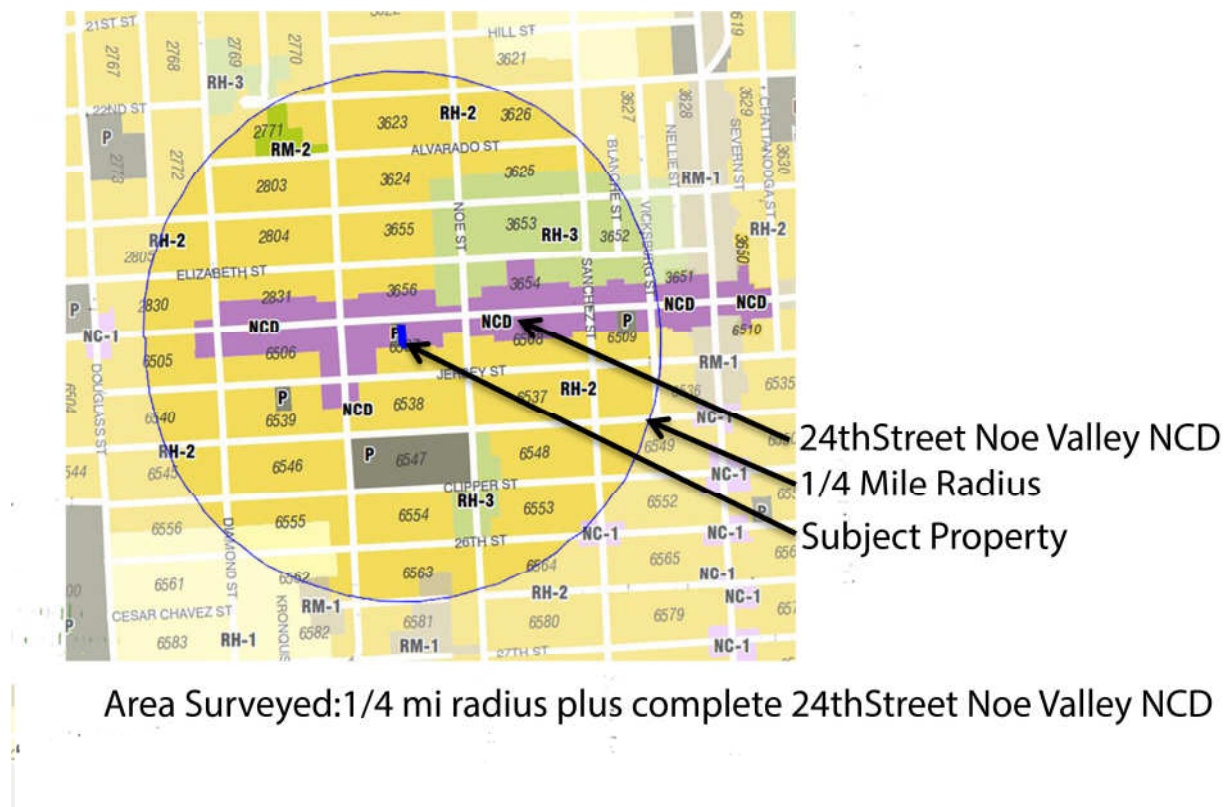
5 Survey Findings

Figure 1 below shows the spatial context of this Vicinity Survey.

The proposed Healthy Spot store at 4049 24th Street falls approximately in the middle of the 24th Street / Noe Valley NCD. The lots that have been surveyed for the purpose of this analysis are either falling within the 1/4 mile radius or in the NCD.

The list of blocks and lots surveyed is attached in appendix A.

Figure 1 Vicinity Survey Area Map



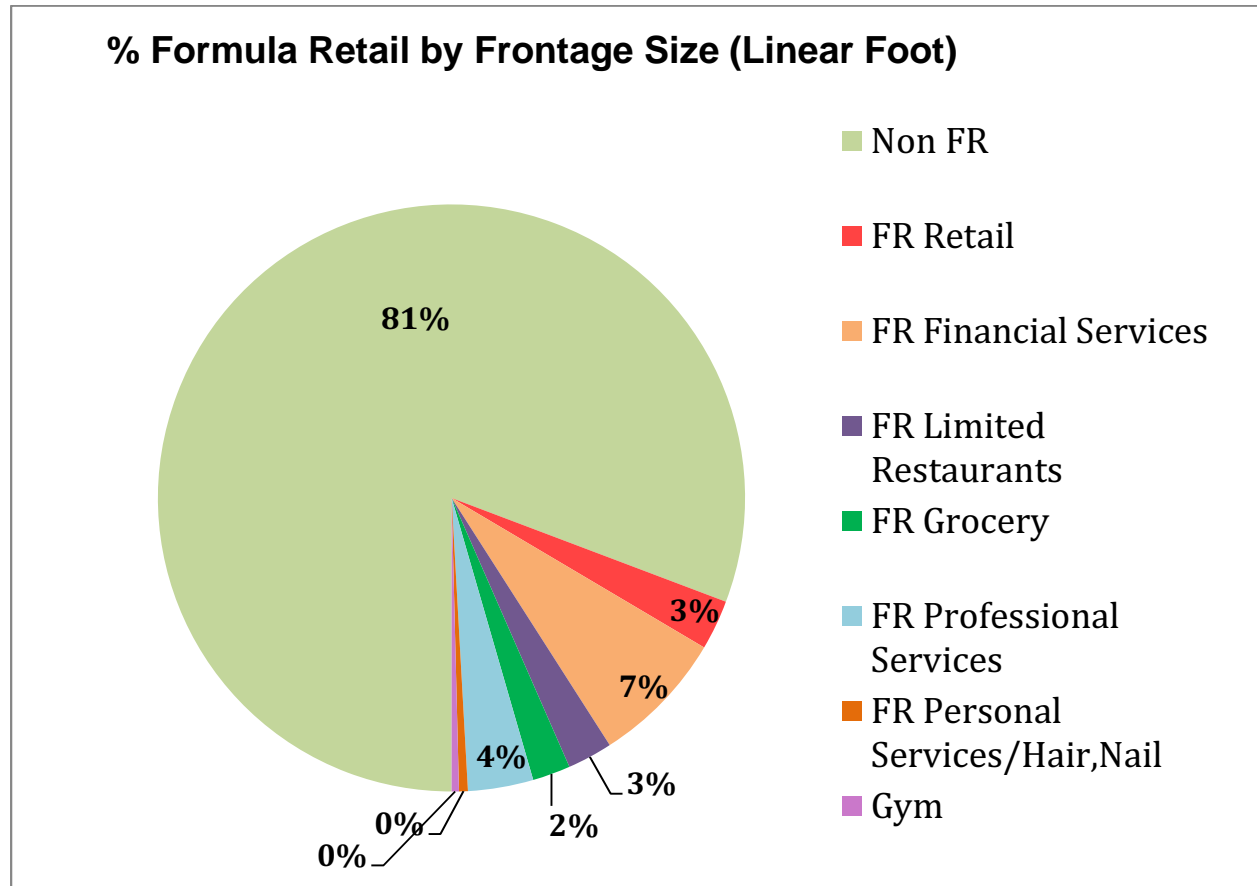
As presented in Table 1 and below, the FR concentration recorded for the 1/4 mile radius around 4049 24th Street and the totality of the 24th Street / Noe Valley NCD is 19.2% of total commercial frontage. The vacancy rate is 8.2%.

Table 1 Formula Retail Concentration in the 1/4 mile radius plus NCD by Business Type

4049 24th Street % FR Frontage			
Type of Business	Commercial Frontage Total (LF)	FR Stores Frontage (LF)	% FR Frontage
Bar	91.833	0	0%
Cleaners	135	0	0%
Financial Services	501.25	465.25	7.4%
Arts Theater	58	0	0%
Grocery	336	130	2.1%
Office	65	0	0%
Limited Restaurant	644.417	156.417	2.5%
Gym	196	25	3%
Personal Services	611.875	16	0.3%
Pet Sales and Services	18	0	0%
Professional Services	881.708	225.5	3.6%
Restaurant	516.458	0	0%
Retail	1308.917	172	2.7%
Hair/Nail Salon	378.667	15	0.2%
Hotel	8	0	0%
Vacant	512.011	0	0%
Total	6263.136	1205.167	19.2%
Vacancy Rate	8.2%		

Figure 2 below shows the % of Formula Retail frontage to the total commercial frontage categorized by Formula Retail business type in the combined 1/4 mile radius and the NCD district. Pet Sales and Services occupy approximately 0.3% of the total commercial frontage and 0% of the Formula Retail frontage.

Figure 2 Formula Retail Frontages



APPENDIX A : 4049 24th St, Conditional Use Formula Retail (F.R.) Survey

Block	Lot	Address #	Street	Business Name	F.R.?	Commercial Frontage (ft)	Use
3650	22	1185	Church	Minna Nails		12	Hair/Nail Salon
3650	22	1193	Church	Makras Real Estate		11	Professional Services
3650	22	1195	Church	Mabuhay Beauty		12	Hair/Nail Salon
3650	22	1195	Church	Fahrenheit		10.667	Hair/Nail Salon
3650	21	1199	Church	Hamlet		25	Restaurant
3650	21	NA	24th	Hamlet		62	Restaurant
3651	22	3848	24th	The Agency		25	Professional Services
3651	22	NA	Vicksburg	The Agency		34	Professional Services
3651	21	3838	24th	The Dubliner		25	Bar
3651	20	3836	24th	The Upper Hand		20	Hair/Nail Salon
3651	17	3818	24th	vacant		20	vacant
3651	49	3810	24th	Shoe Biz		20	Retail
3651	14	3800 #2	24th	Fit Lite Fitness by 24 hr Fitness	Y	25	Gym
3651	14	3800	24th	Stirling Bank & Trust	Y	25	Financial Services
3651	14	NA	Church	Stirling Bank & Trust	Y	94	Financial Services
3652	12	3850	24th	Alain Pinel Realtors	Y	25	Professional Services
3652	12	NA	Vicksburg	Alain Pinel Realtors	Y	45	Professional Services
3652	13	3856	24th	Saru Sushi Bar		21	Restaurant
3652	45	3862	24th	Spectacles for Humans		16	Retail
3652	46	3868	24th	Martha & Bros Coffee Co		20	Limited Restaurant
3652	16	3870	24th	Urban Remedy		25	Limited Restaurant
3652	17	3872	24th	Holey Bagel		16	Limited Restaurant
3652	44	3892	24th	Hood Chiropractic & Physical Therapy		20	Professional Services
3652	44	3898	24th	La Boulangerie de San Francisco		40	Limited Restaurant
3652	44	NA	Sanchez	La Boulangerie de San Francisco		40	Limited Restaurant
3654	19	3998	24th	Chase Bank	Y	50.917	Financial Services
3654	19	NA	Noe	Chase Bank	Y	61.5	Financial Services
3654	not 17 1	3982	24th	Just for Fun & Scribbledoodles/Artsake		35	Retail
3654	16	3980	24th	CB Prints		25	Personal Services
3654	41	3966		Bernie's coffee Shop		20	Limited Restaurant
3654	41	3950	24th	Whole Foods	Y	130	Grocery
3654	42	3938	24th	Umpqua Bank	Y	40	Financial Services
3654	42	3932	24th	Noe Valley Smiles and Braces		40	Professional Services
3654	7A	3920	24th	Arte Bella		21	Retail
3654	7	3914	24th	TC Salon Nail Salon		25	Hair/Nail Salon
3654	6	3910	24th	vacant		12	vacant
3654	40	3908	24th	Vacant - under construction		25	vacant
3654	40	3900	24th	St Clair's Liquors		21	Retail
3654	40	NA	Sanchez	St Clair's Liquors		40	Retail
3656	44	4098	24th	Bank of America	Y	55	Financial Services
3656	44	NA	Castro	Bank of America	Y	69	Financial Services
3656	44	1233	Castro	Heads Up Hair Care		20	Hair/Nail Salon
3656	22	4082	24th	Mitre Box		22	Personal Services

Block	Lot	Address #	Street	Business Name	F.R.?	Commercial Frontage (ft)	Use
3656	22	4080	24th	Sean		18	Retail
3656	22	4078	24th	Russo Music		18	Personal Services
3656	20	4068	24th	Qoio		22	Retail
3656	19	4066	24th	Small Frys		18	Retail
3656	17	4054	24th	Valley Tavern		25	Bar
3656	15	4050	24th	Noe Valley Auto Works		50	Personal Services
3656	14	4042	24th	Patxi's		22	Restaurant
3656	12	4040	24th	Zephyr Real Estate		50	Professional Services
3656	11	4028	24th	Easy Breezy		21	Limited Restaurant
3656	11	4028	24th	Noe Valley Spa		4	Personal Services
3656	9	4018	24th	vacant		15	vacant
3656	8A	4010	24th	Azil Boutique		10	Retail
3656	8A	4008	24th	Moe's Barbershop&BeautyParlor		35	Hair/Nail Salon
3656	8	4000	24th	Novy		55	Restaurant
3656	8	NA	Noe	Novy		20	Restaurant
2831	21	751	Diamond	Diamond Café		21	Limited Restaurant
2831	21	NA	24th	Diamond Café		30	Limited Restaurant
2831	21	741	Diamond	vacant		28	vacant
2831	21	737	Diamond	Bacco		60	Restaurant
2831	20	4190	24th	Edward Jones Investments	Y	20	Financial Services
2831	16	4166	24th	Holy Kitchen		22	Restaurant
2831	15	4162	24th	Aesthetic Dentistry of Noe Valley		18	Professional Services
2831	14	4156	24th	Paragon Real Estate Group Noe		18	Professional Services
2831	10	4138	24th	Barney's		35	Restaurant
2831	9	4126	24th	Summit Funding		20	Financial Services
2831	6	4110	24th	Eyes On 24th		19	Retail
2831	5	4108	24th	Peasant Pies		16	Limited Restaurant
2831	5	4106	24th	Mani Pedi Beauty Spa		16	Hair/Nail Salon
2831	5	4104	24th	The UPS Store	Y	16	Personal Services
2831	5	4102	24th	Charlie's Corner		32	Retail
2831	5	NA	Castro	Charlie's Corner		42	Retail
6505	1	4207	24th	JV Skin and Beauty		25	Hair/Nail Salon
6505	1	NA	24th	The Rabbit Hole		22	Arts Theater
6505	1	800	Diamond	The Rabbit Hole		36	Arts Theater
6505	2	810	Diamond	Noe Valley Salon		16	Hair/Nail Salon
6505	3	816	Diamond	Miracle Physical Therapy		18	Professional Services
6505	4	820	Diamond	Vacant		20	Vacant
6506	7	NA	Jersey	Vacant		40	Vacant
6506	7	1354	Castro	Vacant		22	Vacant
6506	7	1352	Castro	Michelle's Tailor		11.875	Personal Services
6506	5	1332	Castro	Hamano Sushi		21	Restaurant
6506	49	1330	Castro	Noe Valley Law Offices		25	Professional Services
6506	3	1320	Castro	Contigo		19	Restaurant
6506	2	1316	Castro	The Peaks		41.833	Bar
6506	2	1314	Castro	Terra Mia		22	Retail

Block	Lot	Address #	Street	Business Name	F.R.?	Commercial Frontage (ft)	Use
6506	1	1306	Castro	Mapamundi		22	Retail
6506	1	1302	Castro	Mary's Exchange		10	Retail
6506	1	1300	Castro	Subs Inc		10	Limited Restaurant
6506	1	NA	24th	Subs Inc		62	Limited Restaurant
6506	1	4107	24th	Wink SF		18	Retail
6506	43	4109	24th	Lupa Trattoria		14	Restaurant
6506	42A	4123	24th	Little Chihuahua		18	Restaurant
6506	40	4137	24th	Of Barbers and Bears		10	Hair/Nail Salon
6506	36	4153	24th	Murphy & Obrien Investments		16	Financial Services
6506	35	4157	24th	Droubi Compass		16	Professional Services
6506	34	4159	24th	Yoga Mayu		12	Gym
6506	32	4171	24th	Vacant (under construction)		25	Vacant
6506	31	4175	24th	Vacant		24	Vacant
6506	30	4181	24th	Fred Meyer printing Company		20	Personal Services
6506	46	4193	24th	Noe Valley Cyclery		40	Retail
6507	1	NA	Noe	Rabat		57	Retail
6507	1	4001	24th	Rabat		38	Retail
6507	1	4007	24th	Griddle Fresh		16	Limited Restaurant
6507	1	4011	24th	Plumpjack Wines		20	Retail
6507	32	4015	24th	Tung Sing Restaurant		28	Limited Restaurant
6507	31	4017	24th	Eye Q Optometry		13	Professional Services
6507	30	4023	24th	Rainbow Nail Spa		18	Hair/Nail Salon
6507	29	4027	24th	Video Wave		18	Retail
6507	28	4031	24th	Supercuts	Y	15	Hair/Nail Salon
6507	38	4037	24th	When Modern Was		15	Retail
6507	35	4045A	24th	Old Republic	Y	22	Financial Services
6507	35	4045	24th	Wells Fargo	Y	27.833	Financial Services
6507	24	4049	24th	Vacant - Subject Property		19	Vacant
6507	22	4063	24th	Chez Marius		17	Restaurant
6507	21	4069	24th	Chocolate Covered		10	Retail
6507	21	4071	24th	Rare Device		10	Personal Services
6507	20	4073	24th	Noe Valley Bakery		18	Retail
6507	19	4077	24th	Flowers of the Valley		15	Retail
6507	19	4081	24th	Solo Salon		10	Hair/Nail Salon
6507	17	4089	24th	Gallery of Jewels		15	Retail
6507	17	NA	24th	Cotton Basics		42	Retail
6507	17	1301	Castro	Cotton Basics		25	Retail
6507	16	1303C	Castro	Nail Chic		11	Hair/Nail Salon
6507	16	1303D	Castro	Tone of Music Audio		11	Retail
6507	15	1305	Castro	Bistro SF Grill		18	Restaurant
6507	15	1307	Castro	The Animal Company		18	Pet Sales and Services
6507	14	1309	Castro	Two Birds		14.5	Retail
6507	13A	1333	Castro	Walgreens	Y	42	Retail
6507	13A	NA	Jersey	Walgreens	Y	130	Retail
6508	1	NA	Sanchez	Pressed Juicery	Y	35	Limited Restaurant

Block	Lot	Address #	Street	Business Name	F.R.?	Commercial Frontage (ft)	Use
6508	1	3901	24th	Pressed Juicery	Y	16.417	Limited Restaurant
6508	1	3903	24th	French Tulip		9	Retail
6508	40	3909	24th	Astrid's Rabat Shoes		20	Retail
6508	39	3913	24th	Savor		20	Restaurant
6508	39	3915	24th	Lazeez		17	Limited Restaurant
6508	39	3915	24th	Noe Valley Mall		7	Retail
6508	38	3917	24th	Casa Mexicana		23	Limited Restaurant
6508	37	3925	24th	Xela Imports		18	Retail
6508	36	3927	24th	Artisana		20	Retail
6508	36	3927	24th	Law Offices		5	Professional Services
6508	35	3933	24th	Noe Bagel		18	Limited Restaurant
6508	34	3961	24th	Vacant		50.917	Vacant
6508	33	3945	24th	Fresca		25.458	Restaurant
6508	32	3953	24th	High Class Nails		12	Hair/Nail Salon
6508	31A	3957	24th	Folio Book Shop		15	Retail
6508	31A	3953	24th	Schuman Music Studio		6	Personal Services
6508	31	3961	24th	Vacant		29.094	Vacant
6508	29	3969	24th	Coragene Savio Dentist		25.917	Professional Services
6508	28A	3977	24th	Locksmith Central		9	Personal Services
6508	28A	3977	24th	Ocean Front Walkers		9	Retail
6508	28	3979	24th	Ambiance		18	Retail
6508	27	3935	24th	The Podolls		19	Retail
6508	26	3989	24th	The Lotus Method		18	Gym
6508	25	3991	24th	Toast		20	Restaurant
6508	25	3995	24th	Starbucks	Y	25	Limited Restaurant
6508	25	NA	Noe	Starbucks	Y	80	Limited Restaurant
6509	1	3801	24th	Happy Donuts		25	Limited Restaurant
6509	1	NA	Church	Happy Donuts		40	Limited Restaurant
6509	1	3807	24th	Shufat Market		25	Grocery
6509	1	3813	24th	Vacant		25	Vacant
6509	38	3821	24th	Noe Valley Wine&Spirits		17	Retail
6509	38	3823	24th	Songbird Studios		8	Personal Services
6509	35	3845	24th	Stephen Moore Home		21	Retail
6509	35	NA	Vicksburg	Stephen Moore Home		51	Retail
6509	29	3853	24th	Vacant		25	Vacant
6509	29	NA	Vicksburg	Vacant		28	Vacant
6509	29	304	Vicksburg	Olive This Olive That		25	Grocery
6509	28	3859	24th	Vacant		20	Vacant
6509	23	3881	24th	Haystack Pizza Restaurant		22	Restaurant
6509	22	3885	24th	One Medical	Y	25	Professional Services
6509	21	3893	24th	24th St Cheese Co		21	Grocery
6509	53	3899	24th	Hill & Co Real Estate	Y	19	Professional Services
6509	53	NA	Sanchez	Hill & Co Real Estate	Y	35	Professional Services
6510	23A	3751	24th	Vacant		40	Vacant
6510	23A	NA	Chatanooga	Vacant		35	Vacant

Block	Lot	Address #	Street	Business Name	F.R.?	Commercial Frontage (ft)	Use
6510	23	3769	24th	Echo Furniture		26	Retail
6510	22A	3775	24th	Nomad Rugs		25	Retail
6510	21	3783	24th	Best Cleaners		25	Cleaners
6510	21	3789	24th	Vacant		30	Vacant
6510	21	NA	24th	ATA Martial Arts		30	Gym
6510	21	1201	Church	ATA Martial Arts		40	Gym
6539	2	1414	Castro	Vacant		6	Vacant
	2	1414	Castro	Calliope Dance Studio		14	Gym
	2	1414	Castro	Blue Ova Health		14	Professional Services
	2A	1420	Castro	Sea Breeze Cleaners		30	Cleaners
6538	25	NA	Jersey	Salon 1401		17	Hair/Nail Salon
6538	25	1401	Castro	Salon 1401		50	Hair/Nail Salon
6538	23	1431	Castro	Viola		22	Hair/Nail Salon
1/4 Mile Radius							
3623	1	900	Noe & 22nd	FitWell Chiropractic Sports Medicine		16	Professional services
3623	1	NA	22nd & Noe	FitWell Chiropractic Sports Medicine		50	Professional services
3623	25	901	Castro & 22	Jennifer Katz Inc		21	Professional services
3623	25	NA	22nd & Castro	Jennifer Katz Inc		35	Professional services
3622	12	3800	22nd & Noe	Let's Do Wash		30	Cleaners
3622	12	NA	Noe & 22nd	Let's Do Wash		50	Cleaners
3624	31	1001	Castro & Alvarado	1001 Castro Street		18	Grocery
3624	31	NA	Alvarado & Castro	1001 Castro Street		40	Grocery
3624	1	950	Noe & Alvarado	Mark Ulness		26.5	Professional services
3624	1	NA	Alvarado & Noe	Mark Ulness		60	Professional services
3625	6	NA	23rd & Sanchez	998 Sanchez		25.833	Professional services
3625	6	998	Sanchez & 23rd	998 Sanchez		35	Professional services
3653	65	3901	Sanchez & 23rd	One Medical	Y	26.5	Professional services
3653	65	NA	23rd & Sanchez	One Medical	Y	50	Professional services
2804	31	601	23rd & Diamond	Pre- School		100	Personal Services
2804	31	601	23rd & Diamond	Pre- School		20	Personal Services
2804	31	601A	Diamond & 23rd	Diamond 23 BnB		8	Hotel
2804	22	649	Diamond & Elizabeth	Pixie Hall Studios		25	Personal Services
2804	22	NA	Elizabeth & Diamond	Pixie Hall Studios		45	Personal Services
2830	1	700	Diamond & Elizabeth	Mullins & Co		23.958	Professional services
2830	1	NA	Elizabeth & Diamond	Mullins & Co		30	Professional services
6536	55/57	1199	Sanchez & 25th	Noe Integrated Health		18	Personal Services
6536	55/57	NA	25th & Sanchez	Noe Integrated Health		20	Personal Services
6546	51-53	1500	Castro & 25th	Castro Computer Services		30	Personal Services
6546	51-53	NA	25th & Castro	Castro Computer Services		40	Personal Services
6555	1	1600	Castro & Clipper	Trends for Hair		19	Personal Services
6555	1	NA	Clipper & Castro	Trends for Hair		36	Personal Services
6555	9	1622	Castro & 26th	Soko Joshi Women's Judo Club		21	Gym
6555	9	NA	26th & Castro	Soko Joshi Women's Judo Club		36	Gym
6548	6A	1250	Sanchez & C	Lola		24	Retail

Block	Lot	Address #	Street	Business Name	F.R.?	Commercial Frontage (ft)	Use
6548	6A	NA	Clipper & Sa	Lola		25	Retail
6548	64/66	1201	Noe & 25th	Chinese Medicine Works		19	Personal Services
6548	64/66	NA	25th & Noe	Chinese Medicine Works		40	Personal Services
6553	4A	1290	Sanchez & 2	Fog City Athletics		25	Retail
6553	4A	NA	26th & Sand	Fog City Athletics		63.417	Retail
6554	24	1601	Castro & Cli	PG&E Offices		25	Office
6554	24	NA	Clipper & Ca	PG&E Offices		40	Office
6554	19	1649	Castro & 26	Angel's Market		22	Grocery
6554	19	NA	26th & Cast	Angel's Market		55	Grocery

AFFIDAVIT FOR Formula Retail Establishments

1. Location and Classification

STREET ADDRESS OF PROJECT:		
4049 24th Street		
ASSESSORS BLOCK/LOT:	ZONING DISTRICT:	HEIGHT/BULK DISTRICT:
6507 / 024	NCD- Noe Valley 24th Street	40-X

2. Proposed Use Description

PROPOSED USE (USE CATEGORY PER ARTICLE 7 OR 8):	
Retail Sales and Services	
PROPOSED BUSINESS NAME:	
Healthy Spot	
DESCRIPTION OF BUSINESS, INCLUDING PRODUCTS AND/OR SERVICES:	
Pet Supplies Store and Dog Grooming. Dog and Cat food and supplies will be sold. Services include dog grooming, and outside vendor provided non-anesthetic teeth cleaning and dog behavior training.	
BUILDING PERMIT APPLICATION NO.: (if applicable)	CONDITIONAL USE CASE NO.: (if applicable)
NA	

3. Quantity of Retail Locations

		TOTAL
3.a	How many retail locations of this business are there worldwide? Please include any property for which a land use permit or entitlement has been granted.	14
3.b	How many of the above total locations are in San Francisco?	0

If the number entered on Line 3.a above is 11 or more, then the proposed use *may* be a Formula Retail Use. *Continue to section 4 below.*

If the number entered on Line 3.a above is 10 or fewer, no additional information is required. Proceed to section 5 on the next page and complete the Applicant's Affidavit.

4. Standardized Features

Will the proposed business utilize any of the following Standardized Features?

	FEATURES	YES	NO
A	Array of Merchandise	<input type="checkbox"/>	<input checked="" type="checkbox"/>
B	Trademark	<input checked="" type="checkbox"/>	<input type="checkbox"/>
C	Servicemark	<input type="checkbox"/>	<input checked="" type="checkbox"/>
D	Décor	<input checked="" type="checkbox"/>	<input type="checkbox"/>
E	Color Scheme	<input checked="" type="checkbox"/>	<input type="checkbox"/>
F	Façade	<input type="checkbox"/>	<input checked="" type="checkbox"/>
G	Uniform Apparel	<input checked="" type="checkbox"/>	<input type="checkbox"/>
H	Signage	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	TOTAL	5	

Enter the total number of Yes/No answers above.

If the total YES responses is **two (2) or more**, then the proposed use is a Formula Retail Use.

5. Applicant's Affidavit

NAME:		Sharon Cox		<input type="checkbox"/> Property Owner	<input checked="" type="checkbox"/> Authorized Agent
MAILING ADDRESS: (STREET ADDRESS, CITY, STATE, ZIP)					
58 West Portal Ave #328					
PHONE:			EMAIL:		
(415) 260-6889			cox@plintharch.com		

Under penalty of perjury the following declarations are made:

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

Applicant's Signature:

Date: 12-07-2017

PLANNING DEPARTMENT USE ONLY			
PLANNING CODE SECTION(S) APPLICABLE:			
HOW IS THE PROPOSED USE REGULATED AT THIS LOCATION?			
<input type="checkbox"/> Principally Permitted <input type="checkbox"/> Principally Permitted, Neighborhood Notice Required (Section 311/312) <input type="checkbox"/> Not Permitted <input type="checkbox"/> Conditional Use Authorization Required (Please list Case Number below)			
CASE NO.	MOTION NO.	EFFECTIVE DATE	NSR RECORDED?
			<input type="checkbox"/> Yes <input type="checkbox"/> No
COMMENTS:			
VERIFIED BY:			
Signature: _____		Date: _____	
Printed Name: _____		Phone: _____	



FOR MORE INFORMATION: Call or visit the San Francisco Planning Department

Central Reception
1650 Mission Street, Suite 400
San Francisco CA 94103-2479

TEL: **415.558.6378**
FAX: **415 558-6409**
WEB: <http://www.sfplanning.org>

Planning Information Center (PIC)
1660 Mission Street, First Floor
San Francisco CA 94103-2479

TEL: **415.558.6377**
*Planning staff are available by phone and at the PIC counter.
No appointment is necessary.*

EXHIBIT A

CONDITIONAL USE FINDINGS

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.

The 24th Street – Noe Valley Neighborhood Commercial District is a daytime-oriented, multi-purpose commercial district that provides a mixture of convenience and comparison shopping goods and services to a predominantly local market area. According to the Commission Guide to Formula Retail, Pet supplies and Dog Grooming are considered daily needs, and given the large number of dog owners residing within the district, it can be considered both a necessary and desirable use.

2. That such use or feature as proposed will not be detrimental to the health, safety, convenience or general welfare of the 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 the structures.

The height and bulk of the existing building will remain the same. The Project will involve interior tenant improvements to an existing, vacant retail space, as well as installation of new signage on the first floor of the building's exterior. These improvements will activate the existing ground-floor retail space at the Property by providing a desirable and appropriately-scaled new neighborhood-serving amenity. The area of the store is within the maximum allowable size for non-residential use.

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:

Healthy Spot will be a fully accessible foot traffic driven store where most customers stop by on their daily walks with their dogs in the neighborhood. Most grooming customers pre-book so that customer arrival is evenly spread throughout the day with no "high traffic" times. No loading or parking spaces are provided or required.

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

The Healthy Spot store will provide full wall insulation in all areas where dogs are kept for the grooming services. This area will also have acoustic ceiling tiles to further increase the sound absorption and barrier to the adjoining buildings and surroundings.

These safeguards proved their effectiveness in existing Healthy Spot stores, many of which are next to residences, restaurants, high-end boutiques, and medical offices. The staff is trained to clean the store daily. Healthy Spot is committed to creating a positive experience for customers and to maintaining a clean, inviting and vibrant store.

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

The existing building has no front yard, parking, loading or service area and none are proposed or required. The City will review all associated lighting and signage and Healthy Spot will comply with the Planning Code and Performance Based Design Standards, as well as the Building Code.

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

This business complies with the intent of the Neighborhood Commercial Zoning and will not adversely affect the City's Master Plan.

PRIORITY GENERAL PLAN POLICY FINDINGS

The project is consistent with the eight priority policies listed below:

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

Healthy Spot will have a *staff of eight with six staff hired locally*. Healthy Spot will also outsource behavior training and non-anesthetic teeth cleaning which will increase opportunities for local trainers and technicians. Healthy Spot plans to cooperate with other local businesses for events and for other promotions and will join the Merchants Association. Opening hours will be 7 days a week from approximately 8 AM to 8 PM weekdays and 9 AM to 8 PM weekends.

The retail uses will be enhanced given that this property has been vacant since early 2017. *Resident employment will be enhanced given that Healthy Spot has a proven good employer track record with a 4.3 rating and 96% approval of CEO Andrew Kim on Glass Door (over 130 reviews).*

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

There will be no effect on existing housing.

The character of the building and the neighborhood will remain very much as it is today. The scale of the business is comparable to others in the neighborhood.

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

This use has no effect on the supply of affordable housing.

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

This business has no effect on commuter traffic and will not interfere with Muni transit service. Healthy Spot is a foot traffic driven store where most customers stop by on their daily walks with their dogs in the neighborhood. Customer arrival will be evenly-spread throughout the day with no "high traffic" times. The average customer visit length is 30 minutes, therefore even those customers who choose to visit by automobile will not overburden the parking in the vicinity.

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.

This store does not affect uses for the City's industrial or service sectors. The Property has housed a retail use for many decades. The Project proposes no office uses. The Project will contribute to a diverse economic base by adding a compatible retail service use in a vacant retail space within a district in which there are a number of retail vacancies. The business will create six locally hired positions as well as opportunities for local dog trainers and teeth cleaning technicians. Additionally, the tenant improvement work will create new, temporary construction jobs.

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

The store has prepared and will implement an earthquake preparedness plan.

7. That Landmarks and historic buildings are preserved.

There is no change to the exterior of the building other than wood trim painting and a proposed replacement of the non-original material below the storefront to wood siding to match the original building siding and the replacement of the non-original aluminum doors with wood doors. Planning/Preservation will review this proposed adaptation and Healthy Spot will abide by Planning/Preservation's recommendations.

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

No additions to the existing building envelope are proposed, and the building has no impact on parks or open space.

FORMULA RETAIL CRITERIA FOR 4049 24th STREET

1. The existing concentration of formula retail within the district

Within the 1/4 mile radius of 4049 24th Street and the full extent of the 24th Street-Noe Valley NC District (see Figure 1 – Survey Area), *the Formula Retail Concentration* is 19.2%. The previous use was Radio Shack, a Formula Retail store, therefore the Formula Retail Concentration is not increased.*

**For supporting information see 4049 24th Street Vicinity Survey dated April 15, 2018.*

2. The availability of other similar uses within the district

There is one pet supply store within the 300' radius, *The Animal Company*. This store focuses on birds with over 90% of storefront display related to birds. Healthy Spot will not carry any bird related merchandise or services. The next closest Pet Supply store, *Noe Valley Pet Co.*, is 0.6 mi away, well outside of the 1/4 mile radius and outside the NCD-24th Street-Noe Valley Neighborhood Commercial District

Pet supplies and food are also available in the Whole Foods Store and Walgreens, but the nature of the retail experience in those stores is not comparable to a dedicated pet supply store such as Healthy Spot. There is no existing dog grooming business within the NCD-24th Street-Noe Valley Neighborhood Commercial District or within the 1/4 mile radius. The nearest dog grooming business is 0.3 mi away in the NC-1 district. (See Addendum 1 for the background story and description of Healthy Spot's mission and services which distinguish the store.)

3. The compatibility of the proposed formula retail use within the existing architectural and aesthetic character of the district

With Planning and Preservation approval, Healthy Spot will adapt the cold modern aesthetic of the existing Radio Shack store to fit better within the warm and friendly Noe Valley Neighborhood Commercial District. Healthy Spot will change the non-original quarry tile under the storefront to a more in-character wooden siding to match the existing siding. The harsh aluminum storefront door will be replaced with a wooden door and the size of the signage panel above will be reduced in scale by painting the trim to match the Victorian building façade. On the interior, Healthy Spot use natural and environmentally-friendly materials such as Bamboo and Kirei that complement Noe Valley's street architecture and do not take away from the area's historic beauty. Healthy Spot's aesthetic incorporates strong bursts of bold color. The store's block coloring mimics the vibrant colors of the building facades in Noe Valley and gives the store's interior a bold, playful character. This creates an engaging and friendly customer experience, compatible with the lively, friendly neighborhood surroundings of Noe Valley.

4. Existing retail vacancy rates within the district

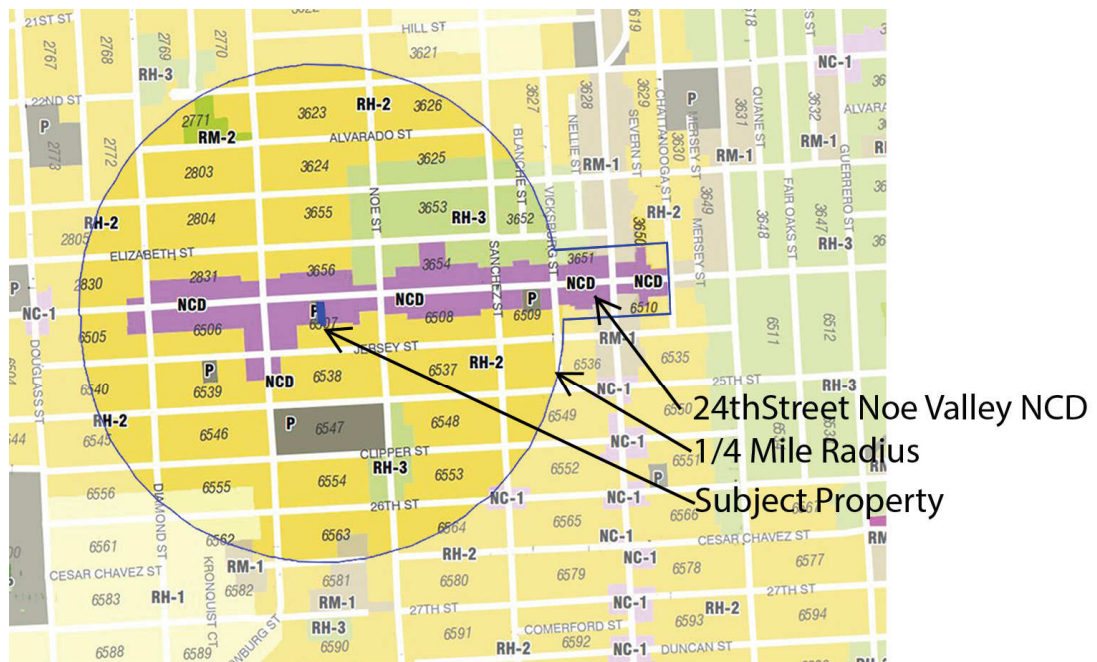
The vacancy rate for Formula Retail Commercial Frontage in linear feet / total linear feet of Commercial Frontage within the quarter mile radius and the entirety of the 24th Street Noe Valley Neighborhood Commercial District is *8.2%.

*For supporting information see 4049 24th Street Vicinity Survey dated April 15, 2018.

5. The existing mix of Citywide-serving retail use and neighborhood-serving retail uses within the district

The 24th Street – Noe Valley Neighborhood Commercial District is a multi-purpose commercial district that services a predominantly local market area. Few citywide retail uses are present. A majority of the retail is intended to serve the daily needs of the neighborhood residents within walking distance of their residence or workplace. Dog and Cat supplies and Dog Grooming is considered to be a daily need according to the Commission Guide to Formula Retail.

Figure 1 : Survey Area



Area Surveyed: 1/4 mi radius plus complete 24th Street Noe Valley NCD

Note: 1/4 mile radius and 24th Street Noe Valley NCD per San Francisco Planning Radius Map and Zoning Map

Addendum 1 : The Story of Healthy Spot

Healthy Spot owners Mark and Andrew both went to school at UC Berkeley. They both loved the Bay Area and Andrew was able to remain to live and work in San Francisco for several years after. It was then, during the massive pet food recalls of 2007 when hundreds of dogs and cats died and many thousands more were sickened that Andrew adopted his Shitzu mix, Maya.

Many of the foods recommended by Andrew's family, friends, and vets were on the recall list. Mark and Andrew discussed what was going on and felt that their pets deserved better. They felt they could build a socially responsible, community based business centered on the idea of providing healthy, holistic and premium alternatives to the traditional pet supplies and services. This is how Healthy Spot started.

Mark and Andrew are excited to be returning to where they met and the origins of Healthy Spot. San Francisco has played an integral part of the development of the concept and it's fitting as they hit their 10 year anniversary to bring their business back to their roots.

Healthy Spot inspires healthy pet lifestyles and aims to provide Noe Valley pet owners with the education they need to make the best decisions for their dogs and cats. Healthy Spot is committed to offering a full range of wholesome, organic food lines as well as a wide selection of safe and eco-friendly toys, treats, training tools, grooming products, and services. Healthy Spot tracks every pet food recall and stocks only the highest quality products.

Healthy Spot is also committed to fostering social awareness of better canine care practices and humane animal treatment through *their* philanthropic and community involvement. Healthy Spot's goal is to become an integral social space for the Noe Valley community by hosting events like monthly Yappy Hours, Puppy Play Dates and pet adoption events. With the participation of local vendors, *they* hope to bring the community closer together and create experiences where local pet owners can socialize and bond.

Noe Valley Merchants Support - Healthy Spot

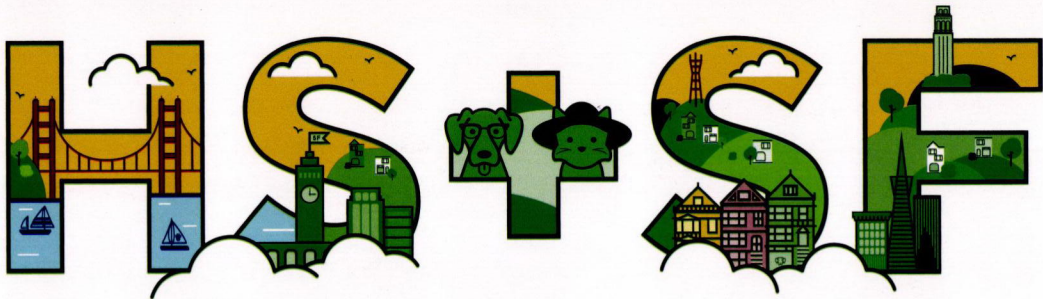


Yes, I support Healthy Spot bringing a new store to Noe Valley at 4049 24th Street!

As a manager/business owner in Noe Valley, I support Healthy Spot's plans to bring highly curated dog and cat products, grooming, expert advice, and friendly service to the neighborhood.

<u>BUSINESS</u>	<u>CONTACT NAME</u>	<u>ADDRESS</u>	<u>PHONE/EMAIL</u>
LUNA TRATTORIA	STEFANO COROLA	4049 24th St	415 282 5872
La Boulangerie SF.	Johana Bardales	3898 24th	415 796 3830
Zephyr P.E	Karen Harvey	4040 24th St	415. 426. 3303
OLD REPUBLIC TITUS	CHRIS MATTHEWS	4045 24TH ST	415. 282 0830

By signing above, you are consenting to Healthy Spot submitting the information provided to the City and County of San Francisco and are also consenting to Healthy Spot contacting you related to its application and for future marketing purposes.



HELP BRING **healthyspot** TO SAN FRANCISCO!

Let's make our new San Francisco store at 4049 24th Street a reality.
Head to **HealthySpot.com/NoeValley** to show your support.

Information shared may become part of our official application with the San Francisco Planning Department.

HEALTHYSPOT.COM | @HEALTHYSPOT





Yes! I support Healthy Spot bringing a new store to San Francisco at 4049 24th Street!

Name:

Rexnaldo Hernandez

Email:

DOCEMILLONES4U@G.MAIL.COM

Zip Code:

94112

HEALTHYSPOT.COM/NOEVALLEY



HEALTHY SPOT SUPPORT COMMENTS

NAME	EMAIL ADDRESS	ZIP CODE	COMMENT
Jack Valentine	jackvalentine.open@gmail.com		Hi there, I'm a Noe Valley resident and I recently read the Hoodline article about your company trying to open up a new location in Noe Valley. https://hoodline.com/2018/05/noe-valley-pet-merchants-organize-against-la-based-chain . I wanted to say I think the movement against your business is ridiculous and a display of San Francisco NIMBYism at its worst. We live in a capitalist economy where competition should be encouraged and the best company should win. Your potential competition is clearly scared of you and in my opinion shouldn't be allowed to cower behind changing the rules. Admittedly I know next to nothing about your business and I don't currently own any pets so I know that my opinion in this matter is not particularly relevant. But I did want to let you know that I support your right to open up a business and compete in the free market. I hope you are successful in getting approval for your new business and I will let consumers will decide how successful you are.
Sunde White	sundewhiteindustries@yahoo.com		Hey guys, I just wanted to give you a little moral support about the Noe Valley expansion. I know everyone's giving you a hard time and it must be stressful. The bottom line is is you seem to have a pretty specific niche of natural pet food which doesn't threaten any of the stores that oppose you. (There's a local coffee shop across from a Starbuck's for cryin' out loud!) For instance, if the pet store up the street that opposes you really thought about it, their niche is bird boarding and care, they barely even have dog and cat stuff! Sorry to tangent but I thought you might like to know that not all neighbors are against you.
Rick Peters	tt650r@yahoo.com		Please don't be put off by a very small number of people who do not want you here in MY neighborhood as most of the cry babies complaining about your arrival are not from around here anyway and think they are living in Martha's Vineyard or the Hamptons. Hope your business prospers and I look forward to watching an empty store front come to life because after all nothing looks worse than an vacated store on a great block.. Best of luck
Pattie Ramirez	Pattieramirez3@gmail.com	91335	I have been taking my dog to Healthy Spot for almost 2 years. The staff there is super friendly and knowledgeable about the products. The groomers are very good with my dog, they are very patient and caring.
Tara Buenaventura	t.buenaventura@sbcglobal.net	90068	A friendly, knowledgeable shop with hand-picked products that are beautifully displayed! You wouldn't want less for your pet, and also an enjoyable shopping experience for pet parents. Still need to attend a "pawty".
Matthew Pirz	mpirz@primalpetfoods.com	94044	Andrew & Mark are longtime advocates of the raw food category, they have built a successful business rooted in consumer education around proper nutrition leading to a healthier life for pets. Their Healthy Spot store would be a strong addition to the San Francisco marketplace.

NAME	EMAIL ADDRESS	ZIP CODE	COMMENT
Rocio	Rociogilly@gmail.com	91311	As a former employee, and to this day customer of Healthy Spot in SoCal locations, I cannot think of a more appropriate union than HS+SF, as it is my belief they share and understand similar values regarding community, care and communication. HS cares about what their customers needs as well as where and who they go to get the products from. They are responsible and take accountability for what they do, which is why they are invested in knowing everything about the products they carry. They love to bring their customers together for social gatherings at their stores (adoptions, yappy hours, etc.) because a community that gets together thrives. Needless to say, I am all for Healthy Spot in San Francisco:)
Alex walsh	mrwalsha2@gmail.com	91601	Both my dogs and my cat have all benefitted massively from the knowledge and assistance this team has provided to me, and our dogs are healthier than we could ever hope. All thanks to this store and their food and knowledge of the products they serve
Jeff Van Arsdale	Jeffvanarsdale@hotmail.com	92626	Congratulations Healthy Spot. I was introduced to you by a dog lover who lives in the area. Healthy Spot is perfectly suited to upscale neighborhoods like Noe Valley SF . I'm sure the locals will appreciate your quality product and services pet store . Costa Mesa Newport Store is Perfect Next to Mothers Market!
Elizabeth Romaine	elizabeth.romaine@teamone-usa.co	90027	Dear Andrew & Mark, Hello! I first met you up at Laurel Canyon Dog Park years ago and went to the opening of the West Hollywood store. We've since adopted 2 of our Dachshunds at this location and bought many, many, MANY stuffed squirrels there along with lovely shampoos, great food & treats for our pack. Good luck up North! All the best, Elizabeth Romaine & Rick Rolnick
Richard Lawrence	richard@ziwipets.com	94110	Every community who has loving pet parents should be excited to have Healthy Spot wanting to open - they are a first class retailer who want to do the best for your pets and who will work within your community
Casey Hernandez	caseyhernandez626@gmail.com	90035	Everyone should have closer access to the quality pet products Healthy Spot has to offer, and the help of the extremely knowledgeable employees they have to educate their customers. I purchase food and drive it out to my sister for her dog just cause she's not close to a store but I want to make sure her dog is well taken care of, just like mine is!
Dorothy Nadolski	dottienadolski@hotmail.com	90703	Healthy Spot continues to adhere to the most outstanding employee training in safety and handling of customer dogs along with continued education in dog grooming techniques which keeps the standards exceptionally high for all involved in the care of the animals in their care.
Mark Horner	Markdavidhorner@gmail.com	92647	Healthy Spot is a company that truly lives by its core values. All my experiences with the owners have been positive, and I have consistently seen examples of how they contribute to the communities where they are located. I think Healthy Spot would have a very positive impact on the neighborhood of Noe Valley

NAME	EMAIL ADDRESS	ZIP CODE	COMMENT
Brynne Haymaker	Brynnehaymaker@gmail.com	91367	Healthy Spot is a fabulous company that promotes rescue and adoption. They also host amazing events so the community can come together and bond over their love of animals. It has been fabulous for my dogs and we have met the best people thanks to them!
Carol Shogren	CarolShogren@shogrenmail.com	90069	Healthy Spot is a great addition to any community. They are professional, hire & train employees to be knowledgeable about the products they sell and are very community oriented. Love you, Healthy Spot!
Tara Gardiner	tara@gardinerconnections.com	90042	Healthy Spot is a great addition to your community! Mark and Andrew and the Healthy Spot team are wonderful humans and advocates for the animal community. My pups have been happy (and spoiled) Healthy Spot customers for the past 8 years. Congrats on having such a community staple join Noe Valley!
Michelle Nakash	michellenakash@gmail.com	90046	Healthy Spot is a great company. I take my dog there all the time for grooming and supplies, they are so knowledgeable. They really care and they would be a great addition to any community.
Caroline Kourkaji	carolinewithaltmans@yahoo.com	90069-2232	Healthy Spot is a great company. They care and educate pet parents. They carry healthy, organic and a variety of options from food, treats, toys and beds. They are a great addition to a community with love for animals
Clarissa Dolphin	clarissa.dolphin@gmail.com	90018	Healthy Spot is an amazing chain with the most caring, attentive staff. I am so happy there are so many stores throughout L.A. I have been a customer since we welcomed our first puppy home in January and have never been disappointed.
Mary Helen Horn	maryhelen@ziwipets.com	66210	Healthy Spot is an amazing company that truly has the pets best interest in mind. Their intense focus on pets nutritional needs drives their decisions and recommendations to pet parents every day. Being a pet lover myself I would highly recommend Healthy Spot to any family member, friend or dog lover.
Leigh-Anne Kolasins	superfangers@aol.com	92614	Healthy Spot is not only a wonderful place to shop for your pup, but a place that brings the community together, through social events and work with non-profit organisations. Any city would be lucky to have Healthy Spot become part of their community.
Carlin Traxler	Traxties@gmail.com	90046	Healthy Spot may be considered a corporate chain, but each location is individual to its neighborhood and the staff's product knowledge is always exemplary. Their primary focus is on your pet's health and well being - their food selection is of the highest quality and is not reliant on big brand names. They are also proud to support the artisan community by stocking handmade accessories from local makers. They strive for quality and craftsmanship in all of their products, and NorCal would be a perfect fit for their growing business.
Kelly	kelly@jaxandbones.com	91706	Healthy Spot promotes and carries only high food and supplies, is community-oriented, and owned by pet lovers concerned with health and wellness. San Francisco pet parents would only benefit from a store like this.

NAME	EMAIL ADDRESS	ZIP CODE	COMMENT
Anne Christian	anne@dogplusbone.com	78756	Healthy Spot's support of small businesses makes a positive impact on the pet market by introducing smaller brands to customers and providing an alternative to the big box store's selection. We can't thank them enough for their support of small businesses like ours. - Owner of Dog + Bone
Genoveva Gonzalez	gengonvel@yahoo.com	91605	I am a doggie mom. As I began my search for the right groomer for my pet, I found the Healthy Spot . No where else I have recived the attention and nice treatment to my dog, but here. I first got a tryout of their attention and great service as I took my boss dogs to be groom there . At the Santa Monica CA. Location. We love Cory , Sara, (my boss dogs groomers) and Mathew my dog groomer. Thank you all...and all customer service associates , I have only great things to say about all of you guys. Thanks
Bill Parsons	williamparsonspphoto@yahoo.com	94952	I am sad to hear that a few stores in Noe Valley have taken this to such an extreme place as their petition. Where do we draw the line on big box, should good companies like you all, you find success be shunned just because of that success. No way! Two notes I think you may want to share if this does come to the planning commission. Neither of the stores on the petition buy and sell any pet products from local manufactures and most of those jumping on the band wagon on the petition don't even live in SF. Thanks for standing up for being a good successful company! i support you.
Marc Hill	mhill@stellaandchewys.com	53211	I am the CEO of a super premium pet food manufacturer, and we have been doing business with Healthy Spot for over 7 years. They are a class act, deeply committed to serving the best food and products to pets. We do not sell our products to big box retailers and Healthy Spot is not big box retailer. Healthy Spot is committed to help neighborhood pet stores thrive just as we are. They will add great value to SF, pets and the larger community.
Andrea levy	andreaulevy@gmail.com	94123	I can't tell you how much we'd love having a Healthy Spot in our city. Since moving to SF it's been next to impossible to find the food I use to keep my dog healthy. I've been stuck relying on online ordering which has led to some bad experiences. We need Healthy Spot.
Judy Tyler	judytyler@mac.com	90049	I can't think of a company with more integrity and commitment to offering only top quality products you know you can trust giving to your beloved pets. And the owners, Andrew and Mark, are quite simply the best! I've been patronizing The Healthy Spot in Santa Monica from the very beginning in 2008, and have always found the staff to be extremely caring and helpful. A wonderful store in every way!
Dennis Ni	senornee@gmail.com	94086	I lived in LA when Healthy Spot opened it's first store, and you could immediately see the difference between them and actual big box retailers such as Petco. This is a store whose business model thrives on community engagement and trust. Its Facebook site is evidence of this, as you can see regular events for local pet owners run at each location, not generic "corporate events". As such, I have no doubt Healthy Spot will help bring out, not dilute, the character of the neighborhood, just as any mom and pop store would.

NAME	EMAIL ADDRESS	ZIP CODE	COMMENT
mikie benedict	mikie.benedict@gmail.com	91364	I love the healthy spot. While I'm not a resident of San Francisco, I can confidently attest to their contribution to my local community and making it a better environment. Their staff is incredible and they greet you like an old friend. They love and take care of my dog like their own and they're just the most incredible group of people- a testament to their bosses and the owners of this great business. A healthy spot in the neighborhood is a neighborhood I want to be in!
Donna Owens	learn2groom@aol.com	91761	I think that Healthy Spot is an amazing company that embraces the diversity of each community they join. They genuinely care about making a positive impact and support local rescues, pet adoptions, fundraisers and community events. In addition, they provide wonderful career opportunities and training for others who are passionate about pets and want to work in a fun and positive environment.
Candice Chan	Candice.chan211@gmail.com	90403	I'm a Bay Area native who transplanted to LA. Healthy Spot is my favorite pet store anywhere! The information you provide is invaluable and I've learned about so many great brands from you all. I tell my family (who all have dogs)- about you all the time, and we share snacks and tips. It'll be amazing for them to get to you all easily in SF! Plus, that way I can stop carting treats as contraband in my suitcase to them whenever I head home. So excited for you all!
Laura Small	laurasmall74@yahoo.com	90069	Our beloved Frenchie, Franklin died from that terrible dog food recall in 2007, at the young age of six. We were devastated. Now we are so careful with what we feed our current Frenchie, Roosevelt. He just turned 11 and still acts like a puppy! Thank you Healthy Spot for contributing to Roosevelt's good health! Best of luck and hope you'll be in the Bay area too!
kelly russell	khudsonr@hotmail.com	94123	PLEASE come to SF!! We just moved to SF from LA and am so sad you're not here yet. My dog Lucy loves getting groomed and going to daycare at Healthy Spot!
Danielle Meyers-Ra	Danielle@reddingo.com	98052	Red Dingo has had the opportunity to work and grow with Healthy Spot for many years now. They are in amazing company to work with. Healthy Spot truly cares about their customers pets health and needs. San Francisco would benefit greatly by opening their community to Healthy Spot. Kindly, Danielle
Yvette Beaulieu	yvette.beaulieu@waxcenter.com	90402	The level of knowledge, professionalism and passion of Healthy Spot employees is unmatched. Lulu_thefrenchie is always greeted by first name and with a smile. I know she is in good hands with this company. My only wish is that they had more locations such as San Francisco, Scottsdale & Pasadena!

NAME	EMAIL ADDRESS	ZIP CODE	COMMENT
Kim Broadbeck	kbsf2009@gmail.com	94110	<p>The opposition is silly to me. Why wouldn't we want to have more choices for our pets in Noe Valley? So much better to have a thriving business than yet ANOTHER empty storefront. There are enough pets in Noe Valley to go around. Also, my cats were impacted by that pet food recall in 2007, so I am grateful that there are people out there who care enough to make a business around providing healthy food choices for our pets. The controversy over this is just silly to me.</p> <p>Sending my support your way!</p>
Luis T. Ramirez	22cowboy@earthlink.net	90803	<p>This company's owners truly care about the well being of pets. They are not a machine like a PetSmart or Petco. They truly care. The products they sell are carefully vetted with pet's health as the singular focus. Grooming/care oriented services are all top notch, again with the primary focus being the well being of pets.</p>
Sharron Shayne	sharronshayne@gmail.com	90035	<p>This is my all time favorite pet store. The salespeople, the grooming dept and the daycare people are just do fabulous. I also recently switched from Darwin's raw organic dog food for my 8 lb Terrier rescue, Roselilly, to Small Batch raw dog food at Healthy Spot and I and Roselilly are very pleased. I've sent lots of people to the Beverly Grove store in Los Angeles. That's MY store! Great! Love them!</p>
Caroline McCormick	Cpmccormick@gmail.com	90404	<p>We adopted our beautiful boxer, Julia, in 2010 when she was just one year old. She's never had anything but Orjen dog food from Healthy Spot (Santa monica) which is one of her favorite places to visit! She is almost 9 years old and runs 4 times per week with her daddy, 3-4 miles. She has slowed down just a little bit as she use to keep up with his 5-6 mile runs. Her vet gushes about how healthy she is at every exam. We know that getting great nutrition through her doggie food and treats from Healthy Spot has been key to her great health! We LOVE Healthy Spot!</p>
Bono TheDoggie	bonothedoggie@gmail.com	90036	<p>We live in Los Angeles and go to many Healthy Spots and their events too (yeah dog!).</p> <p>My Mom's sister (My Auntie Val) lives in Berkeley it would be great to go to Healthy Spots up there too when we visit her.</p> <p>Plus she has A LOT of friends with doggies and kitties who would love Healthy Spot! Wags, Bono & Amoreen</p>
Karen Rozenblatt	krozenblatt@gmail.com	90266	<p>Wonderful service and staff. The store is stocked with the healthiest variety of pet food, treats and pet supplies. The store is spotless and a pleasure to visit. My dog always looks amazing after a grooming there!</p>
SANDRA MITCHELL	sandra@mmcreativestudio.com	90014	<p>Wonderful! Will use when we travel up for business - fantastic staff and resources. Having a safe and healthy environment for our family pets is terribly over due in the USA. Go to every city please!!! Thank you, SPM</p>



HELP BRING HEALTHY SPOT TO SAN FRANCISCO!

Founders Andrew Kim and Mark Boonnark began building the foundation for Healthy Spot while living in San Francisco. The 2007 pet food recall fueled their fire and led them to establish the company in 2008. They envisioned a community that inspired healthy pet lifestyles by providing best-in-class dog and cat products, canine grooming and local events.

Fast forward to 2018 - we are excited to bring their vision to life in Noe Valley!

Share your excitement and support for our Noe Valley location by signing here.

To learn more about our mission and our core values, [click here](http://noevalley.healthyspot.com/).



Andrew Kim & Mark Boonnark
Co-Founders of Healthy Spot



Yes!

I support Healthy Spot
bringing a new store to
San Francisco at
4049 24th Street!

Your Name *

Email *

Zip Code *

**If you have any additional
thoughts, feel free to leave
them here:**

As a token of our appreciation, we'll email you an offer for a free bag of Healthy Spot treats, redeemable when our store opens.

SUBMIT

By submitting your contact information, you are agreeing to receive updates on our journey to San Francisco. This information may be included in our application with the San Francisco Planning Department.



HEALTHY SPOT DIGITAL SIGNATURES

SITE COLLECTED	NAME	EMAIL	ZIP CODE
HS+SF Landing Page	Eric Tam	etam888@gmail.com	0
HS+SF Landing Page	Jessica	Jsilva1717@hotmail.com	2744
HS+SF Landing Page	Barbara Kane-Burke	kane_burke@msn.com	7950
HS+SF Landing Page	Katelyn Paloma	Killig2013@gmail.com	9804
HS+SF Landing Page	Ana	ana@gfpet.com	10010
HS+SF Landing Page	Courtney	courtney@foundmyanimal.com	11206
HS+SF Landing Page	Cara Holland	cara@onofriends.com	11249
HS+SF Landing Page	Melinda Lee	Isunshinei@gmail.com	11795
HS+SF Landing Page	Nicole Kim	nicolemariakim@gmail.com	22201
HS+SF Landing Page	Christine Yoshikawa	sapphiegram@gmail.com	32446
HS+SF Landing Page	Dina Balint	Dinab207@yahoo.com	33139
HS+SF Landing Page	Ashlynn Magnolia Brink	ashlynn@housecatclub.com	33707
HS+SF Landing Page	Mackenzie Martinez	Mackenziemartinez32@yahoo.com	40272
HS+SF Landing Page	Risa Niemand-Wagmeister	Thewper@hotmail.com	45102
HS+SF Landing Page	Ellen Lawson	ellen@fluffandtuff.com	48083
HS+SF Landing Page	Fred Kroeplin	FKROEPLIN@IODOGS.COM	53022
HS+SF Landing Page	Nancy Butkus	nbutkus@iodogs.com	53022
HS+SF Landing Page	Andrea Lane	jordean1@yahoo.com	53024
HS+SF Landing Page	Valerie	vnecci@iodogs.com	53033
HS+SF Landing Page	becky rao	brao@iodogs.com	53076
HS+SF Landing Page	Kailas Rao	krao@iodogs.com	53076
HS+SF Landing Page	Marc Hill	mhill@stellaandchewys.com	53211
HS+SF Landing Page	COLLEEN COLLIES	COLLEENCOLLIES@GMAIL.COM	53225
HS+SF Landing Page	John Harty	john@spunkypup.com	55331
HS+SF Landing Page	Gina Davis	gmvdavis@gmail.com	55356
HS+SF Landing Page	Abby baldocchi	Abaldocchi@monmouthcollege.edu	60042
HS+SF Landing Page	CT Baldocchi	Baldocchi5@gmail.com	60050
HS+SF Landing Page	Delaney	Laney1224@icloud.com	60050
HS+SF Landing Page	Christal	Christaln727@gmail.com	60072
HS+SF Landing Page	robert mena	robertmena34@yahoo.com	60076
HS+SF Landing Page	Luke	Info@docapet.com	60616
HS+SF Landing Page	Meredith Carruthers	meredith_carruthers@redlands.edu	63124

Not sure if you are aware, but prior to my 28 years on 24th Street, I was a pharmacist and independent pharmacy owner for 10 years in Denver, Colorado. We all know the fate of that business. Fighting the “Big Boys” was a way of life. I survived by being creative and strategic. My professional pharmacies were located next to the front door in physician medical buildings. Customers walked directly from the doctor’s office to my pharmacies. CONVENIENCE was my “trump card”.

As an independent, learning to swim with the sharks is a way of life.

Gallery of Jewels has survived our 28 years with the same approach. We are not immune to the current retail reality; business is down. We have to work hard to earn our business and we do. We are surrounded by competition. Offering unique, accessible, jewelry along with fantastic customer service, is our daily practice.

As far as Healthy Spot is concerned, my initial choice was to protect The Animal Company. Lock out a similar business. The pie is only so big!

However, after much thought and internal debate, I had to answer the tough question, “what is best for the neighborhood?” As we all have heard, Noe Valley retail business is severely in decline, even depressed. We need to turn this reality around. Healthy Spot could very well be the seed that brings about change; inspiration for other retail businesses to invest in the neighborhood. This action could very well begin repopulating the Noe Valley business corridor. Watch it grow.

I am confident The Animal Company and other local pet stores will survive and even thrive. Contrary to “protectionist” approach and instead embracing “free market” attitudes, I believe the market size will actually increase by attracting new shoppers all over the city. This will benefit all.

I vote yes for Healthy Spot.

Bill Hoover
Merchant
Board Member NVMPA

Grace Chon
822 N Benton Way
Los Angeles CA 90026

June 1 2018

San Francisco Planning Commission
1650 Mission St #400
San Francisco, CA 94103
(415) 558-6378

To Whom It May Concern:

I am writing this letter in reference to Healthy Spot's potential expansion to San Francisco. I've had the pleasure of working closely with Healthy Spot since the very beginning, back in 2008 when they had 1 store in Santa Monica. They were quickly embraced by the community, because Healthy Spot offered something different – customers could trust that everything offered in the store was of the utmost quality, from treats to food to toys.

But the really special thing Healthy Spot offered was a sense of community and belonging for pet lovers. They continuously brought people together with events such as their Halloween Party, book signings in the store, and "Yappy Hours." As I've watched their brand blossom over the last decade, what's struck me the most is how Healthy Spot has managed to continue their original community first ethos, in every single new location. And when Healthy Spot shows up, the community shows up! People embrace Healthy Spot because they are a company that has heart, and customers know it.

I've continued a decade long partnership with Healthy Spot because their actions have always reflected the values they espouse. Very early on in the business, Andrew and I were both interviewed by a popular magazine about dog breeds people like to buy. We both told the magazine they should make a mention about dog rescue, but the magazine was hesitant. I remember Andrew very staunchly told them that if they didn't encourage readers to rescue dogs, then he didn't want to be quoted. I recall being deeply impressed by his character because generating publicity and exposure is so important for a new business. It's a small act, but one that has stuck with me for years.

The residents of Noe Valley would be incredibly lucky to have Healthy Spot open in their neighborhood. Though services and retail goods may already be represented, Healthy Spot's heart and commitment to the community is inimitable.

Sincerely,



Grace Chon
Photographer and Author
grace@gracechon.com



2/8/2018

Members of the Planning Commission,

My name is Charlie Postins and I am the co-founder of a pet food company called The Honest Kitchen based in San Diego.

Having worked with Andrew Kim and Mark Boonnark of Healthy Spot for over 7 years and I was delighted to learn that they planned to stretch their business wings outside of the Los Angeles area and open a store in Noe Valley. However, I have been disheartened to hear that their plans have been met with skepticism by some in the Noe Valley area.

The Honest Kitchen manufactures and sells a line of dehydrated pet food that happens to be the only pet food in America to be approved by the FDA to be labeled "Human Grade". It is our belief that pets deserve the very best ingredients in their food and that means Human Grade foods.

One of the challenges we face as a brand is communicating the value proposition with dehydrated and Human Grade foods. As a result, we are constantly answering questions such as 'why should a consumer pay a little more for good food and why should I feed Human Grade food?'.

Due to this we rely on forging great relationships with our retailers, so they and their associates can be the voice piece of our brand and to inform pet parents of why good food matters so much. We thrive in stores where the retailers are the "go to resource" in the community for expert advice. On the other hand you will not find our products in any "big box" discounters such as Petco and Petsmart; these types of stores just do not have the quality staff to help communicate the benefits of our brand. Furthermore, we consider "big box" stores to be discounters of largely "average" products. This is not a home for us.

For The Honest Kitchen, Healthy Spot is the ideal retailer; they carry only the very best products, they have the very best staff, never discount and they are the "go to resource" in their communities for expert advice on pet nutrition. For all these reasons I was shocked to hear that Noe Valley had questioned Healthy Spot moving into the area and suggest that your commit reconsiders their position. Healthy Spot is a first-class retailer and any community should be proud to partner with.

If you need any addition comments or thoughts on this issue I would be only too happy to answer your questions.

Regards,

Charlie Postins,
Co-Founder.



February 28, 2018

Dear President Hillis and Members of the Planning Commission,

As a local San Francisco company ourselves, we strongly support Healthy Spot and their effort to open a new store at 4049 24th Street in Noe Valley. We believe their store will be a great addition to the neighborhood and will provide tremendous value to the local community.

We've worked with Healthy Spot since 2015 and they have proven to be an excellent partner of ours; Andrew Kim and Mark Boonnark are exemplary small business owners and have been a pleasure to collaborate and work with. Healthy Spot is a well-respected name in the pet community; they carry high quality, well-made and thoughtfully curated products and continually work hard to innovate and delight their customers. They are strong advocates for local San Francisco small businesses, carrying brands like ours and Wildebeest. I believe their presence will bring a positive level of energy and excitement to the local dog community here.

Healthy Spot regularly hosts adoption events and actively contributes to dog rescues, which is a testament to their mission and values. They also host very successful "Yappy Hours" and other social events that not only bring the pet parent community around them closer together, but they also educate and offer free services. I have no doubt that they will foster a strong sense of community in the neighborhood they are in.

There is no question that Healthy Spot would be a tremendous addition to San Francisco, and I strongly urge you approve their application.

Sincerely,

The team at P.L.A.Y. Pet Lifestyle and You

246 2nd Street Unit A

San Francisco CA 94105



WILDEBEEST.CO
HELLO@WILDEBEEST.CO
415 390 2584
744 ALABAMA STREET #1
SAN FRANCISCO, CA 94110

March 1, 2018

Dear Members of the Planning Commission,

I'm writing today in support of Healthy Spot's effort to open a new retail location in San Francisco.

Healthy Spot's mission of serving the community with the best products and friendly services is clear and is carried out successfully by their entire team led by Andrew and Mark, from the operating managers to the individual staff at the retail locations.

In the past 5+ years of working with Healthy Spot, I've had the pleasure of getting to know the different facets of their exemplary business. They work hard and are proactive about constantly improving and trying to bring positive effects to the communities they're in.

As a long time member of the Noe Valley community, I have no doubt that Healthy Spot's proposal for the new store comes with only the best intentions and that they'll be a fresh, productive addition to top off our vibrant neighborhood.

With excitement and eagerness to see Healthy Spot find a new home at 4049 24th Street, I ask that you approve their application without further ado.

Sincerely,

Jane Lee

Owner of Wildebeest

JAX & BONES

Feb 25, 2017

RE: Healthy Spot Corporation

Dear President Hillis and Members of the Planning Commission,

I am writing this letter in support for Healthy Spot and their effort to open a new store at 4049 24th Street in Noe Valley. Healthy Spot has been a client of ours since 2009. I have worked closely with the founders and outstanding staff at Healthy Spot for many years and feel very confident that they would be an excellent addition to your community and merchant corridor.

The company is committed to offering the highest quality standards for their products and services and have been extraordinarily professional and attentive in their business dealings with us. They practice and operate with integrity.

I encourage you to approve their application without a doubt and would be happy to provide additional information if need be.

Warm Regards,



Tina Nguyen
President
626 444 4550 (office)
310 630 9736 (cell)



March 8 2018

Dear President Hillis and Members of the Planning Commission,

After having the pleasure of working with both Andrew Kim and Mark Boonnark over the past three years, it would be my opinion that Healthy Spot would be a strong, positive draw for any retail corridor. I personally have been in the pet food industry for over 15 years and Mark and Andrew are impeccable when it comes to Healthy Spot's branding standards. This unfortunately, is not the case with many pet specialty retailers today.

Healthy Spot continues to set the bar with high moral values and manufacturer branding standards. Champion Petfoods considers Healthy Spot to be a leader in the pet specialty umbrella and we are fortunate to have the opportunity to be a part of their vision and mission.

Sincerely,

Maia Kapach

Regional Sales Manager, USA South, Mid West

March 1, 2018

Dear President Hillis and Members of the Planning Commission,

As supporters of their community, I have personally seen Healthy Spot promote positive growth, by giving back. I have known both Andrew Kim and Mark Boonnark, as business owners, for over 10 years, before they had a chain of stores. Their values and commitment to their community have not changed regardless of how many stores they have.

Having Healthy Spot in Noe Valley will bring tremendous value to your community.

Please consider their application as a beneficial partner in your community.

Sincerely,

James Clark, Healthy Spot Supporter
Fromm Family Foods



Premium Pet Food and Treats Since 1999

March 6, 2018

Dear President Hillis and Members of the Planning Commission,

I strongly support Healthy Spot and their effort to open a new store at 4049 24th Street in Noe Valley. Healthy Spot is an outstanding small company, and Andrew Kim and Mark Boonnark are exemplary small business owners.

In our personal experience with Andrew and Mark, they have proven themselves to have the highest quality standards for their products and services and have been extraordinarily professional and attentive in their business dealings with us and others.

There is no question that Healthy Spot would be a tremendous addition to any merchant corridor, and I urge you approve their application without delay. The communities they are a part of Southern California truly value their services, support and knowledge. Your residents will appreciate your decision.

Sincerely,

Breann Shook
Co-Owner
Grandma Lucy's



March 1, 2018

Dear President Hillis and Members of the Planning Commission,

I strongly support Healthy Spot and their effort to open a new store at 4049 24th Street in Noe Valley. Healthy Spot has been an outstanding retail partner to Primal Pet Foods, a pet food company born in San Francisco, for nearly a decade. Andrew Kim and Mark Boonnark are exemplary small business owners with a high level of commitment to creating an optimal environment both their employees and their consumers to enjoy.

In our personal experience with Andrew and Mark, they have proven themselves to have the highest quality standards for the products and services they provide the community and have been extraordinarily professional and attentive in their business dealings with us.

Primal Pet Foods already enjoys a strong relationship with many of the existing pet supply retailers in San Francisco, but there is no question that Healthy Spot would be a positive addition to any merchant corridor. Robust, fair competition centered on the quality of goods and services offered pushes all businesses to improve their level of service in the community, and Healthy Spot would certainly bring that to San Francisco. I urge you approve their application without delay.

Sincerely,

**Matthew Pirz
Vice President Primal Pet Foods**



3/2/2018

Dear President Hillis and Members of the Planning Commission,

I writing this letter to recommend and strongly support Healthy Spot and their effort to open a new store at 4049 24th Street in Noe Valley. Healthy Spot is an outstanding small company that provides a top notch shopping experience with exceptional customer services and value added services. Owners Andrew Kim and Mark Boonnark are exemplary small business owners with strong integrity and the customers' best interest is always priority number one.

In my personal experience with Andrew and Mark, they have proven themselves to have the highest quality standards for their products and services, and have been extraordinarily professional and attentive in their business dealings with us and others. Their grassroots movement has delivered on their mission by "inspiring healthy pet lifestyles by creating authentic experiences and fostering community, one pet a time." I consider them industry pioneers whose infusion of fresh ideas have brought a new wave of excitement to our industry and its peers. I'm confident they will do the same for your neighborhood.

Without a doubt, Healthy Spot would be a tremendous addition to any merchant corridor, and an asset to your community and I urge you approve their application without delay.

Sincerely,

Daryl Rosenberg

Daryl Rosenberg

West Coast Regional Sales Manager

March 12th, 2018

Dear President Hillis and Members of the Planning Commission,

I strongly support Healthy Spot and their effort to open a new store at 4049 24th Street in Noe Valley. Healthy Spot is an outstanding small company, and Andrew Kim and Mark Boonnark are exemplary small business owners.

In our personal experience with Andrew and Mark, they have proven themselves to have the highest quality standards for their products and services, and have been extraordinarily professional and attentive in their business dealings with us and others.

There is no question that Healthy Spot would be a tremendous addition to any merchant corridor, and I urge you approve their application without delay.

Sincerely,

A handwritten signature in black ink, appearing to read "Mary Helen Horn". The signature is fluid and cursive, with the first name "Mary" being the most prominent.

Mary Helen Horn

President North America – Ziwi USA Inc.



SCIL
Social Compassion
in Legislation

May 2, 2018

RE: Healthy Spot – Proposed Noe Valley Location

Dear President Hillis and Members of the Planning Commission,

Social Compassion in Legislation (SCIL) strongly supports Healthy Spot and their effort to open a new store at 4049 24th Street in Noe Valley. Healthy Spot is an outstanding small company, and Andrew Kim and Mark Boonmark are exemplary small business owners.

In 2017, SCIL sponsored AB 485, the Pet Rescue and Adoption Act, authored by Assemblymember Patrick O'Donnell and signed into law by Governor Brown. The law made what is known as the "humane model" for pet stores mandatory throughout California. The "humane model" requires that pet stores only sell or adopt out dogs, cats, or rabbits that have been sourced from shelters or rescues, and in effect blocking "puppy-mills" from selling animals in California stores. This is a model that has been pioneered and perfected by Healthy Spot.

In fact, Andrew Kim was an outspoken proponent of AB 485 and testified in support of the bill in several legislative committees despite opposition from many of his professional peers. Andrew respectfully testified how Healthy Spot thrives while not selling high-priced puppy-mill sourced animals and instead creates meaningful partnerships with local shelters and rescues to help animals find loving homes. In return, the communities in which Healthy Spot operates have supported the business with great enthusiasm. The smashing legislative success of AB 485 would not have been possible without Healthy Spot's shining example of the "humane model."

Additionally, in our experience with Andrew and Mark, they have proven themselves to have the highest quality standards for their products and services, and have been extraordinarily professional and attentive in their business dealings with us as a supporter of our non-profit organization.

There is no question that Healthy Spot would be a tremendous addition to any merchant corridor, and I urge you approve their application without delay.

Best regards and all our respect,

Judie Mancuso
Founder/President

May 8th, 2018

Dear President Hillis and Members of the Planning Commission,

I strongly support Healthy Spot and their effort to open a new store at 4049 24th Street in Noe Valley. Healthy Spot is a fantastic small company, and we love having them in our neighborhood. The staff is always friendly and very knowledgeable about all the products in their store.

In my own experience with the company, they have been supportive and passionate about our rescue and our cause. We are excited to be working with them for our monthly adoptions and excited to be one of their rescue roundup partners.

I unequivocally believe that Healthy spot would be a great addition to any neighbourhood and I strongly encourage you to approve their application.

Sincerely,

Cynthia Young
Animal Hope and Wellness
[14456 Ventura Blvd.](#)
[Sherman Oaks, CA 91423](#)
747-998-5568

Instagram: <https://www.instagram.com/animalhopeandwellness/?hl=en>
<https://www.instagram.com/dogsfoanimalhopeandwellness/>

Facebook: <https://www.facebook.com/animalhopeandwellness/>



May 10, 2018

Planning Commission
San Francisco Planning Department
1650 Mission St., #400
San Francisco, CA 94103

Dear President Hillis and Commissioners,

I am writing to you in support of Healthy Spot and its effort to open a new store at 4049 24th Street in Noe Valley.

Unlike giant chain stores, Healthy Spot is a community-oriented business, owned by Andrew Kim and Mark Boonnark, who are conscientious and ethical.

In our personal experience with Andrew and Mark, they have proven themselves to have the highest quality standards for their products and services. They have been extraordinarily professional and attentive in their business dealings with us and others.

There is no question that Healthy Spot would be a positive addition to any merchant corridor. I urge that you approve their application without delay.

Sincerely,

Marie Atake
Founder & President



May 8, 2018

Dear President Hillis and Members of the Planning Commission,

I strongly support Healthy Spot and their effort to open a new store at 4049 24th Street in Noe Valley. Healthy Spot is an outstanding small company, and Andrew Kim and Mark Boonnark are exemplary small business owners and assets to any compassionate animal community.

In our personal experience with Andrew and Mark, they have proven themselves, time and again, to have the highest quality standards for their products, services and their integrity. They have been extraordinarily professional and attentive in their business dealings with us and others.

Healthy Spot supports the community, both human and animal, by supporting local rescues with a space to promote rescue pets for adoption. They also have fundraising programs which allow rescues like ours to raise funds that save more pets in need. They bring a community of pet loving people together to not only save lives but to get and keep our beloved pets healthy just by shopping there!

There is no question that Healthy Spot would be a tremendous addition to any merchant corridor, and I urge you approve their application without delay.

Sincerely,

Maureen Delaney

FOUNDER/PRESIDENT

DELANEY'S DOG 501(c)(3)





Rescue
FROM
THE Hart

Po Box 8024
Van Nuys, CA 91409
rescuefromthehart@gmail.com
www.rescuefromthehart.org
(310) 490-5685

May 9th, 2018

Dear President Hillis and Members of the Planning Commission,

My name is Annie Hart and I am the founder of Rescue From The Hart. For the past 6 years, I have had the pleasure of teaming up with Healthy Spot for our adoption events.

Andrew Kim and Mark Boonnark have been nothing short of a delight to work with, and as they have grown, they have done an incredible job maintaining their small business core values. In each of their locations, they have gone to great lengths to ensure they are in tune with the community, providing a tailored experience to all of their patrons.

Over the years, Andrew and Mark have proven themselves to have the highest quality standards for their products and services, and have been extraordinarily professional and attentive in their business dealings with us and others.

I strongly urge you to support Healthy Spot and their effort to open a new store at 4049 24th Street in Noe Valley. Healthy Spot is an outstanding small company and I truly believe Noe Valley pet lovers would benefit from having them.

Sincerely,

Annie Hart



May 8, 2018

Dear President Hillis and Members of the Planning Commission,

Operation Blankets Of Love is an animal welfare and emergency non-profit. Healthy Spot's Andrew Kim and Mark Boonnark are exemplary small business owners. For several years, we have had a very successful partnership with them- they allowed us to have drop-off bins in all their stores for donated pet items from their customers and their community. Their stores are always busy with animal lovers because of their great reputation. They are well known in the animal welfare world for giving back to the animal rescue world.

We strongly support Healthy Spot and their effort to open a new store at 4049 24th Street in Noe Valley. Andrew, Mark and the entire staff are truly professional, friendly and knowledgeable of their products.

Healthy Spot would be a positive addition and asset to any merchant corridor and bring in more people to your area. We urge you approve their application as soon as possible.

Sincerely,

Eileen and Brad Smulson

Co- Founders

Our Tax I.D. is 80-0238786.

Your donation is deductible to the extent allowed by law.

16911 San Fernando Mission, PMB 187, Granada Hills, CA 91344

operationblanketsoflove.org – (818) 402-6586



May 8th, 2018

Dear President Hillis and Members of the Planning Commission,

In 2004, Marley's Pit Stop Rescue was founded as an all volunteer, grass roots animal charity whose mission is not only to secure homes for abandoned and unwanted animals, but also empower community based solutions to end animal homelessness. Marley's provides Outreach programs, volunteer and fostering opportunities, homeless animal awareness events and partners with local community retailers for adoption fairs.


Having moved from holding our adoption fairs from big box retailers like PetCo and Pet Smart, we made the decision to work with Healthy Spot exclusively in support of our goal to work within our community with small business owners whose mission, in part was reflected in kind.

Marley's Pit Stop Rescue participated in adoption events at the first Healthy Spot in Santa Monica almost 10 years ago and still maintain relationships with their customers, volunteers and adopters who continue to choose to Healthy Spot for their pets needs.

Andrew Kim and Mark Boonnark have taken a personal and vested interest in our success and have gone above and beyond to support our rescue efforts. Healthy Spot has hosted Fundraisers for our rescue and even matched funds. Most importantly, Healthy Spot provides an environment where the pet guardian feels valued, retail selection is carefully considered, staff is educated and respectful and a fun place that animals love to visit.

I strongly support Healthy Spot and their effort to open a new store at 4049 24th Street in Noe Valley. In a time when many retailers have lost sight of the individual customer experience, Healthy Spot would be a tremendous addition to the community and we encourage you to approve their application without delay.

Sincerely,



Elizabeth Lujambio

Founder, CEO

Marley's Pit Stop Rescue

PO Box 90811

Los Angeles, CA 90009

EIN: 20-1209355



Dear President Hillis and Members of the Planning Commission,

I strongly support Healthy Spot's efforts to open a new location at 4049 24th St in Noe Valley. Healthy Spot is a phenomenal small company run by truly knowledgeable and caring small business owners, Andrew Kim and Mark Boonnark. Mr. Kim, Mr. Boonnark and the entire Healthy Spot family do so much good for the communities they are located in.

The owners of Healthy Spot along with their wonderful employees, do so much to not only educate their fellow members about the healthiest options for their pets, they also put on numerous community events for people and their pets to come together and get to know each other. Healthy Spot employees are very knowledgeable about healthy pet care options, and are so friendly, welcoming and helpful to their customers who come into their stores and to these local events.

Healthy Spot also has a strong presence in local animal rescue efforts. As a small, local rescue owner, and a proud Healthy Spot adoption partner, Healthy Spot is so generous and helpful to us. Not only do they allow us to show our animals monthly at one of their locations, they have held a gala for all of their rescue partners, and do in store promotions, and holiday inspired events to help all of the local rescues raise money for their non-profit organizations. They donate a lot of healthy dog and cat food to local rescues, and help us advertise our animals who are in need of homes. I have also first-hand seen Healthy Spot employees help customers who have found stray animals, find a caring rescue to save these animals.

There is no question that Healthy Spot would make a great and beneficial addition to any community. Not only do they provide the healthiest options for our pets, but they bring so many people together in the community, and help *tremendously* in helping local animal rescues save lives. I would highly urge you to approve their application without delay. Please feel free to contact me with any questions.

Thank you,

Kiah Hagen

Founder & Director of Pacific Pups Rescue

Info@pacificpupsrescue.com

www.pacificpupsrescue.com



May 9th, 2018

Dear President Hillis and Members of the Planning Commission:

On behalf of The Rescue Train, we wholeheartedly support Healthy Spot and their effort to open a new store at 4049 24th Street in Noe Valley. Healthy Spot is a unique small company, and Andrew Kim and Mark Boonnark are extraordinary leaders and small business owners.

The Rescue Train has personally had over a decade of friendship and support in working with Healthy Spot. Not only is their store a fun and informative shopping experience, it also supports the community and their pets. Healthy Spot “walks the walk” as they generously support the local animal welfare organizations making every community they are in a kinder place. They have tremendous integrity, loyalty, honesty and creativity.

There is no question that Healthy Spot would enhance any merchant corridor, and we urge you to approve their application without delay.

Sincerely,

Lisa Young
Executive Director
www.TheRescueTrain.org
(323)899-5640

The Rescue Train

11271 Ventura Boulevard • Suite 405 • Studio City, California • Telephone: (323) 899-5640
website: www.therescuetrain.org email: info@rescuetrain.org

Hello San Francisco!

My name is Rhonda Haug and I wanted to tell you why I am Healthy Spot. I have never in my 20 years of working in the Pet Industry worked for a company, who cares so deeply for not only the people that work with them but the communities they serve as well.

To say that Their Best Investment is in their people is no lie. I have had multiple opportunities presented to me while working with Healthy Spot, Off site training seminars, books to read to better my personal experiences and knowledge, Continuous training and development. I have done these things with so many amazing and talented people. We learn from each other every day.

I have made lasting friendships, not only with fellow team members but with Healthy Spot customers as well. I met one of my best friends when she came in to shop at one of our locations. We pride ourselves in being part of the communities around us, we hold playdates and birthday pawties for our customer's and their fur babies. We have social hours in our stores (yappy hours) to bring the community together to bond over something they all love, their pets!

We are so involved in the local rescue and adoption efforts in our areas that we close our daycares (those that have them) on Sunday's, to allow for groups to use the room, to find these babies their furever homes. We actively partner with different food companies to help feed the dogs that are still waiting for their perfect home.

I participated in a school tour to teach children about better pet nutrition and what it means to feed your pets a better and well-balanced diet. We taught them about grooming and daycare and customer service. It's such a rewarding feeling to see these kids engaged and asking questions about something they find interesting. Their faces light up when you can tell them ways to help their personal pets.

I could go on and on about my job with Healthy Spot, and the dedication and love I have for this company, but I will end by saying this, when you can go to work every day and feel like you are going to visit family (coworkers and customers alike) It's the absolute best feeling! Hearing your customers come in, sometimes in tears thanking you for all the help they received, without expecting anything in return, is the most rewarding experience at a job I have ever had! That is why, I am Healthy Spot.

Thank you so much for your time,

Sincerely,

Rhonda Haug



March 19, 2018

Dear President Hillis and Members of the Planning Commission,

I strongly support Healthy Spot and their effort to open a new store at 4049 24th Street in Noe Valley.

I stumbled upon Healthy Spot when I was researching for a wholesome foods retailer for my dogs. I wanted to know that the place I was shopping from would have a knowledgeable staff that cared about the well-being of animals more than they did about turning up a profit. I had questions about what sort of foods were beneficial for my dogs and what types of ingredients I should avoid and Healthy Spot was the just the ticket. Just as us humans have Trader Joes, Sprouts, Whole Foods, etc..., I was in search for retailer with a more compassionate business model where there's a greater emphasis on quality over quantity. What I wanted was an alternative from Petco and the like and when I discovered Healthy Spot and learned about its Mission Statement and the core values, I was smitten. Something came over me, the more I learned about the company, the more I wanted to not just shop from it but to work for it too and I don't regret leaving my last job in order to get hired at Healthy Spot because even though the work I do is behind-the-scenes, it's essential to the day-to-day operation of the business as a whole and it's very rewarding to know that I too am making a difference with pet owners providing great food for their happy healthy pets.

There is no question that Healthy Spot would be a tremendous addition to any merchant corridor, and I urge you approve their application without delay.



Hello San Francisco!

Four years ago my life changed. Four years ago I started working for Healthy Spot as their Content Writer and I have never been happier or more fulfilled with the work that I do. Prior to Healthy Spot, my entire career was in the hospitality industry. But my true passion has always been working with animals, volunteering at both city shelters and private rescue organizations.

Core Value #8: We believe our best investment is in our people.

Healthy Spot has one of the most diverse workforces I have ever worked with – and our diversity truly reflects the diversity of the communities we serve. Multiracial, multicultural, LGBT, millennials to boomers, dog owners and cat owners – we all work together to inspire healthy pet lifestyles. Healthy Spot truly looks for the person that is the best fit for the job and for the organization regardless of age, gender, race, nationality, sexual orientation, etc. Pride in our pack!

Equally as important is the respect that our founders, Andrew Kim and Mark Boonnark, have for their team members. My “job” is that of instructional designer, to create training materials for the company, however I am considered part of the leadership team. My experience as Director of Training for major restaurant companies is valued as an asset and my input has been sought out on a number of occasions.

Core Value #5: We believe in supporting our community.

In addition to our in-house Yappy Hours, Puppy Play Dates, and Howl-o-Ween Pawties where our neighbors are invited to come by to socialize, we are also committed to supporting the rescue community. Since 2014, my pup and I have been a part of the Healthy Spot team of sponsored runners (or walker in my case) participating in the *Race for the Rescues*. Our flagship store in Santa Monica houses *LA Love & Leashes*, a non-profit group dedicated to finding homes for as many of the 50,000+ dogs and cats that enter our city shelters every year. Since its inception in 2008, our *Round-Up for Rescues* program has raised over \$200,000 for local animal rescue organizations. Amazing what a little spare change can do!

Our commitment is not just to the pet community. We have volunteered at the Midnight Mission, serving meals and distributing hygiene packs to the homeless in downtown LA and hosted an Earth Day clean-up at the Silverlake Dog Park. We participate every year in both the West Hollywood and Long Beach Pride Parades. And our commitment extends to our Healthy Spot community as well, supporting the personal favorite charities and schools of our team members through silent auction events and donations. And then there are the company picnics, kickball tournaments, bonfires on the beach, holiday festivities, and the Nacho Bar (prepared and served by members of the leadership team) awarded to the store that won the 2017 Halloween decorating contest, just to mention a few. The team that plays together, stays together!

We are all valued for the knowledge, skills, and experience that we bring to the table. We are all part of the success of Healthy Spot, success that is driven by the strengths of our teams. Thanks to Healthy Spot, I get to do what I do best and I get to learn while I’m doing it! I am proof that you can teach an old dog new tricks (pun intended). At the end of the day, I am doing more than just teaching someone how to carry a tray or how to make a margarita or a pizza. I am helping arm our team members with the information they need to help our customers provide the best for their pets mind, body and bowl. And that’s a pretty awesome feeling. What I do makes a difference.

What Healthy Spot does makes a difference. I am excited and proud to be introducing the Noe Valley neighborhood to Healthy Spot and welcoming them to our family. Four years ago my life changed as did the life (and health) of my pets. We are all better for that change.

Toni Shizuru
Content Writer



Sincerely,

Pete Soto
Warehouse Associate

healthyspot | headquarters

[8380 Isis Avenue](#)
[Los Angeles, CA 90045](#)





March 17th, 2018

To whom it may concern:

I've had the pleasure of working for Healthy Spot since November of 2016. When I first came to the company, it was as a retail member and I remember being super excited about being part of a company that is really committed in making a difference not only in pet lifestyles but in their community.

As time went by and I got more in-depth training from other members of the team, I came to realize how passionate, knowledgeable and virtuous everyone at Healthy Spot really is, and how that deep love toward pet's health and nutrition spreads across the entire company: from owners Andrew and Mark, to the stores, HQ and even our warehouse!

In the past year I've had countless opportunities to grow and learn within the company, and received overwhelming support from my managers when I expressed interest in changing departments. Realizing that Healthy Spot really cares for their employees and encourages inside promotions changed my life: I'm currently working for the Marketing Department and - honestly- I don't think there are words to describe how grateful I am to our institution for all their trust, support and guidance.

I'm extremely confident that Healthy Spot will be a great addition to the San Francisco community and that we -as a company- will have a positive impact on your pet's mind, body and bowl.

Looking forward to meeting you soon.

Casandra Gutierrez
Community Marketing Coordinator



To whom it may concern:

My name is Jennifer Honda, and I have been an employee of Healthy Spot since June of 2011. I want to share my experience and journey to help shed light on what we do, and what we believe in.

In the almost 7 years that I have been here, Healthy Spot has invested in my personal development and provided me with a career, and invaluable skills that I will take with me for the rest of my life. When I was hired as a 21-year-old, I had no set career plans, and I didn't know anything about the pet industry. I joined the team because I always had a love for animals, and had just adopted my first dog. What started as a part time job to get me through graduate school, became a full-time job, then a management opportunity, and eventually a career as a senior leader at our corporate office. As a non-pet expert, and someone who had never managed a team before, Healthy Spot has invested in my skillsets, taken me under their wings, and motivated me to become the leader, expert, and professional that I am today.

We are more than just a pet store, and we provide more than just a job. Our standards for the services and products that we provide extend to the culture and work place that we have created. People often ask me what my favorite part of my job is- and while bringing your dog to work every day and working with pets is very rewarding- the real driving force behind the love for my job is the sense of community that I belong to. We all are here because we love pets, but more so- because we believe in our mission and we believe in the work that we do every day. I feel a real sense of community every day when I walk into our office, and every time I walk into one of our locations. That sense of community, as well as the love and passion for helping pets and impacting our customer's lives is brought to life with every store opening, and with every new community we join.

Andrew and Mark have instilled in us that our success is not driven by individuals, but by the strength we have in our teams, and in turn, the impact those teams have on staff, customers and their pets. I believe that the communities of San Francisco deserve to experience what that sense of a Healthy Spot community feels like- that the people of San Francisco would benefit from having an employer of choice, one that builds career paths, available to them. That the lives of the pets in San Francisco deserve to be bettered by the services and goods that we provide. We are not just a pet store, we are not just one business, we are a team- comprised of our employees, our customers, their pets, and the communities that we have joined. We are eager and ready to be given the opportunity to join your community, so that we can continue to invest in the lives of others through our work.

Sincerely,

Jennifer Honda
Healthy Spot Services Operations Manager

Hey San Francisco!

I have worked a few companies before coming on board to Healthy Spot. Work was exactly what that was, another job another paycheck but after a few couple days at Healthy Spot I realized this was going to be much more different in comparison to my previous jobs, this was going to be my career! I had no background in the pet industry let alone experience in the position in which I started in. During my interview I even learned I was feeding my pup some not so good food. I was given some samples to try out and sure enough my pup fell in love with the freeze dried! I went home after that interview and looked through the ingredient label of what I was feeding to discover the horrible ingredients I was feeding my pup.

On my first day at Healthy Spot we rescued a stray dog from streets! We were able to take him in to a rescue and have him evaluated. At the end of that Journey that dog was adopted! By our one of our very own and that dog has a name and it's Jake! At the end of the week we went out on a team bonding event to a baseball game, which was so much fun!

I am grateful for what Healthy Spot has done for me from giving me a chance to become who I am today. I have been able to provide a much more healthier and happy life for my pup from the beginning of my journey here with Healthy Spot. The standards here are set high for a reason, and that is to provide the best there is for our furry family! My pup "Baby" has been so much happier since I have changed her diet and I owe that to the knowledge I have learned here.

Our core values and mission statement really defines who we are and what makes us happy to achieve what we do every day! We would love to be able to share the knowledge and happiness with San Francisco to feel the way we do in seeing our furry family happy!

Bryan Huitron

Warehouse Manager

Hello San Francisco,

My name is Cindy Reyes. I am a Grooming instructor at Healthy Spot and I have been working for this company for about 7 years. My career began as a bather where I prepared dogs for the grooming stylist and took care of my own appointments. I had been in the dog industry prior to working at Healthy Spot and I had not found a place where they would take the time to teach me to become a grooming stylist. After a year of working as a bather at Healthy Spot, I was given the opportunity to become a grooming apprentice to learn how to clip and style dogs. I continued to earn a living while receiving my education at Healthy Spot.

Once accepted into the grooming styling program I was then taught by Patricia Sugihara, who is now the Grooming Director of Healthy Spot. During my training, I was taught grooming safety procedures, additional handling skills, and proper usage of new equipment. Patricia's focus was to safely groom dogs without pressuring them to stay still, or force them in any kind of way. She taught us how to position our scissors and clippers to prevent injuries. Shortly after my training I was promoted to manager along with a raise, and finally moved up to becoming a grooming instructor for Healthy Spot. Each year healthy spot sponsors a group of staff members to travel to grooming competitions and educational trade shows to learn more each year regardless of your level of expertise. I have learned so much by competing and I am able to give that knowledge to my students that wish to become great grooming stylist one day.

Healthy Spot has not only given me a job, they have given me an opportunity to make my job a career. Prior to Healthy Spot I worked as a bather for a mom and pop grooming business and although I desired to become a groomer they would never give me the opportunity. I feel so fortunate to have found Healthy Spot. The quality of education I received could have cost over seven thousand dollars and Healthy Spot gave me the opportunity to obtain my dream. I have a passion for what I do and healthy spot encourage me to become a better groomer and instructor. In addition, I have had the opportunity through Healthy Spot for my students and I to participate with so many rewarding community events to help and support different dog rescue organizations. It would be so exciting to have a Healthy Spot location in San Francisco.

Thank your consideration
Cindy Reyes

Hello San Francisco!

As an employee of Healthy Spot, a small, locally owned and operated business, I'm excited about their desire to expand into the San Francisco market. Any neighborhood would be lucky to have a company that cares so much about their community, their pets, and their pet owners. I've worked with a variety of companies over the years, but have never found one that gives so much back with a desire for a healthier pet lifestyle.

Community events, "yappy hours," event sponsorships, community hikes and so much more are a common sight. They even donate to pet related charitable organizations every month. I've loved our Halloween costume contests and Easter eggs hunts done in the stores.

Our diverse Healthy Spot family comes together for group bonfires, holiday gatherings or just quick a get together after work. They support and encourage the "family" feel of the organization and make every employee feel part of their family regardless of their backgrounds.

San Francisco would be lucky to welcome Healthy Spot into their community and I am proud to call them my family.

Clark Woodford



March 25, 2018

Dear President Hillis and Members of the Planning Commission,

I strongly support Healthy Spot and their effort to open a new store at 4049 24th Street in Noe Valley. Working for Healthy Spot I am reminded each day that I have the power to lead, inspire and advocate for healthier pet lifestyles. It's time for the Bay Area to be recognized for fostering the *familia* that is Healthy Spot, as it is where Andrew Kim and Mark Boonark attended UC Berkeley and eventually came up with the goal that is now Healthy Spot. There is not very much that separates The City and Healthy Spot, both are pioneers of a movement(s) many claimed to be impossible, and inspired people to believe in the power of knowledge. Both understand the responsibility and importance that comes with fostering a diverse community. Healthy Spot came into my life at a time where I was so ready to fully invest my drive and love for working in pet care but was struggling to find a company with values that aligned with my own. I am glad that Healthy Spot and I found one another and I am proud to be a part of a fellow Golden Bears, Andrew and Mark's successful endeavor.

In my personal experience with Andrew and Mark, they have proven themselves to have the highest quality standards for their products and services, and have been extraordinarily professional and attentive at every level in the company.

There is no question that Healthy Spot would be a tremendous addition to any merchant corridor, and I urge you approve their application without delay.

Sincerely,

Christine Xolotl Munoz



Hello San Francisco!

My name is Courtney Baker Burke and I am proud to be a Healthy Spot employee for the past three years. In my time with Healthy Spot I have been able to connect with the communities we serve and been able to improve many dogs and cats lives through the work we do. We are a small family that truly cares about our employees and our customers.

Mind, body, and bowl are the words we use to improve each pet's live that come into our stores. Through our daycare service for small dogs we provide a safe and clean environment for dogs to socialize under constant supervision and complete transparency. Our daycare walls are made of glass and anyone can watch the pups play and how our staff interacts with them.

Our salons pride them self on safety and quality while speed is an afterthought. We provide a safe and warm environment for each dog that comes into our salons and move at their pace not ours. Our groomers go through intense training and are constantly learning how to improve their skills. That is why you will see so many dogs come in and be excited to see their regular groomer and feel comfortable with us and leave looking amazing.

For the dog and cat's body we provide a various of small and transparent food selection and can provide an experience that is lost by most retailers in the past few years. While most retailers have found ways to provide a cheaper online service, cut employee labor costs, and lower customer service standards Healthy Spot has done the opposite. When a customer walks into our doors we don't just see a dollar sign or a quick sale we see a chance to create a bond with a new pet and a relationship with the pet parent. I have had the great opportunity to open a few new stores and help build the community in that area but also be part of the community at our first store in Santa Monica. Where the customers there are extremely loyal and come in on their daily walks with their pups. When you are so close to your customers you get the chance to really connect with them and help them with their animals. Being part of these various communities is amazing you get to see pet parents when they first rescue their new animal and watch them grow. I can tell you that I have been in retail for 16 years and never experienced quite anything like when I am working with the customers at one of our locations. From helping an animal that was just adopted get adjusted to helping a pet parent through their pet's allergies or even helping the pet parent with the loss of the pet. We have become the staple in the communities we serve for providing a caring and loving experience. We stay true to quality and will not compromise our quality for one reason, we want to provide the best for our friends and families that come into our stores.

I really hope that you let us become part of your amazing community! We would love the chance to get to know your furry friends and the amazing people in Noe Valley!

Hello San Francisco!

My name is Destiny Schanfarber, a Salon Area Manager. This is my second year as an employee of Healthy Spot, and I cannot believe how much this company has changed my mindset of the pet world. Through learning the benefits of a quality diet, a safe and loving experience of a groom, and the improvements daycare can provide to the quality of life, I will never accept anything less!

Two years ago, when accepting this position, the plan was to teach store level managers how to lead a team. Instead, they taught me the proper way to care for an animal. The genuine concern all departments have for the health of pets is overwhelming. The training that goes into each department is second to none. Employees not only experts on all the options Healthy Spot has to offer, but why what Healthy Spot has to offer is better. The mission of the company is not to be the biggest and the best, but to have so much influence over the pet community that the standards are raised across the industry.

By welcoming Healthy Spot into your city, you will undoubtedly see the change in the life of your beloved pets, be educated beyond what is currently offered, and become a part of something bigger.

Thank you for your time,

Destiny Schanfarber

March 19, 2018

Dear President Hills and Members of the Planning Commission,

I truly believe that Healthy Spot would be an amazing addition to Noe Valley. As someone who graduated with a major in Urban Planning, I know how vital it is to plan a city that develops into a strong community. You might be asking why an urban planning major is working at Healthy Spot. The reason is that through the various subjects that urban planning covers, community development was by far my favorite and in my opinion, the most important aspect to developing a thriving city. Healthy Spot is more than just a pet store. It is a small business that embraces their core values. One of the values which is listed in every Healthy Spot is "We believe in supporting our Community".

I am a Community Ambassador here at Healthy Spot and this value couldn't hold more true to what Healthy Spot does on a daily basis. Our community events bring people together to bond over our connection to our furry family members. We provide healthy options to dogs and cats and get happy pets and people in return. Not only are our customers and their pets happy, but our staff is the best working environment I've ever been a part of. I come to work enthusiastic and leave just the same. I honestly have the best job because of the culture of Healthy Spot, our community, and of course, seeing our four-legged friends. I would like to share a quote that I ran across during my time in college studying community development. This quote by Wendell Berry, to me, encompasses Healthy Spot's core value of supporting our community:

"A community is the mental and spiritual condition of knowing that the place is shared, and that the people who share the place define and limit the possibilities of each other's lives. It is the knowledge that people have of each other, their concern for each other, their trust in each other, the freedom with which they come and go among themselves."

I have no doubt that Healthy Spot would be an amazing opportunity to help the community grow and thrive!

Sincerely,

Iretta Hanson

To whom it may concern:

In my career, I've experienced a lot of companies making promises and declarations, deeming their commitments to their people as paramount to all else. In reality, time and time again I've found these declarations to be nothing more than words to attract talent. In my most recent role, prior to Healthy Spot, I worked for a large financial firm in Talent Acquisition – when I decided to move on, I knew I could no longer lend my talents to a company that doesn't truly value culture and integrity in a meaningful and visible way, then I found Healthy Spot.

The very first week I worked with Healthy Spot, team members from all locations in addition to our entire HQ team got together and volunteered their time, carpooled down to “The Mission” (a homeless food bank and outreach here in DTLA). Each pool met there early in the morning and dispersed into various groups to assist with the day's events in whatever way we could. I worked alongside our Director of HR and Services Operations Manager in hair nets and aprons, serving each shift of lunch to the homeless community. We later gathered as a team to hand out care packages to not only the homeless, but to their pets as well (socks, toothpaste, packaged food, dog treats, etc).

And this was all just in my first week!! Since that day in 2016 I knew I made the right decision in joining this team of passionate individuals. I've had some of my best days here helping to grow and develop this caring family. Both Mark and Andrew have set the bar so high when it comes to integrity, profits with principles, our best investment being our people - there's no wonder they've rallied such an overwhelmingly supportive team of enthusiasts behind them in every new venture. The city of San Francisco would be hard pressed to find a more passionate group of people to welcome into their community, they should be doing everything they can to bring an anchor like Healthy Spot into the fold.

In full and undying support,

Jennifer Haynes

Talent Acquisition Specialist



Healthy Spot is a good place to start an entry level career from Marketing, to Retail, as well as Grooming. For a company this small, training is very important and as a result managers do a good job of drilling policies and SOP's into an employee from day one. I've been able to practice disciplines like photography for the company because when you can contribute your talents Healthy Spot will recognize it. I recommend Healthy Spot for younger people looking for an entry level job.

Joe Hotter



March 26, 2018

Dear President Hillis and Members of the Planning Commission,

I strongly support Healthy Spot and their effort to open a new store at 4049 24th Street in Noe Valley. Healthy Spot is an outstanding small company, and Andrew Kim and Mark Boonnark are exemplary small business owners.

I have personally never worked for a company that has such high standards and so much integrity. I love working for this company and I truly believe in our mission. We are here because we care so much about the health and well-being of dogs and cats. We strive to give the best services and customer service possible. I am truly proud to work for this company and I believe we would make an amazing addition to your city.

Sincerely,

Jordan Harrison



To whom it may concern,

I found Healthy Spot at a time when I was a full-time student for nursing and managing a company as a full-time area manager. I was introduced to the company by a mutual friend who worked there and reluctantly took an interview to meet the owners. I was blown away by the passion they had for the company and decided to immediately sign on to help this company grow. I still remember Andrew, our owner, asking me what I would like to implement in the company. First of all, I've never had a chance to actually develop a policy at any other company that I could see to fruition. A lot of companies are already set in their ways and will accept ideas but never really implement them. My dream was to always develop team and growth from within and I told Andrew that I wanted to develop a culture where internal candidates received the first opportunity to be promoted before we looked externally.

I am proud to say that our culture of success through succession has successfully merged my ideas with the reality of how the company is run. We have a diverse and talented group of individuals that covers the spectrum of what we find in our day to day lives. We tap that talent within our organization to find the new leaders for each successive store we open. It's hard to describe the enjoyment I get out of promoting from within, but I've been in the retail world for a long time and I love the Healthy Spot team for allowing me to see success through succession be a reality.

I'd also like to mention that as a Latino male working in the retail world, I had yet to encounter a company with many prominent Latino's in a position of stature. For that matter there hasn't been a diversity in leadership at many companies while the workforce has been diverse. I am proud to work for a successful and growing company that represents so many people.

To add to my happiness at this company, I met my wife here who is a Korean adoptee, studied at Harvard, and is our amazing inventory analyst. We now have a beautiful daughter who I hope gets to work at a wonderful company like Healthy Spot is.

I now have 2 degrees with my most recent one being a nursing degree. Healthy Spot allowed me the flexibility to continue to lead the company while working and studying to be a nurse, which is a full-time job of its own. Even after being recruited to the medical world, my future firmly rests with Healthy Spot as nothing can compare with the family I have developed here.

I hope future stories like mine will live on in your community and I can't wait to help develop the next great leaders from the San Francisco area.

Thank you,

Jorge Irigoyen

Regional Manager

Hi my name is Karleigh Palmeter and I started out as a Community Ambassador for our Long Beach store. Shortly before my one year anniversary with Healthy Spot I was given the opportunity to grow within the company and was promoted to a Lead Ambassador for our Santa Monica, Marina del Rey, and Playa Vista stores. As a community ambassador we are able to interact with our community and create authentic connections through our pet friendly events. In my experience with Healthy Spot, as both an employee and a customer, I can honestly say the company prioritizes our pets health and happiness first and foremost. As an employee we are given all the tools we need to provide a wholesome experience for our guests and pets. We are taught the Healthy Spot mission statement and ten core values in order to be honest and consistent in our goal to provide only the highest quality products and services for our pets. I have learned so much about the pet industry in my time with this company and I feel proud to be working for a company where pets are family and what we do here is actually making a positive and profound difference in our pets lives.

Greetings, San Francisco!

My name is Leslie Bennett. I am Healthy Spot. I'd like to tell you a little about myself.

Healthy Spot employs a multi-cultural workforce of talented people who are passionate about pets. Our stores rely almost exclusively on full time, benefited employees (94% of current staff). Healthy Spot is committed to the health and wellness of employees, and offered comprehensive medical coverage well before this was mandated by the Affordable Care Act, which we support. In Noe Valley, Healthy Spot will be a local employer of choice, and one of the few pet-centric retailers in the area offering primarily full time employment.

Organizationally, over 74% of our employees identify as female. We are as diverse as the communities we live in and serve: in 2017, approximately 44% of employees self-identified as Hispanic or Latino; over 10% as Asian; 10% as multiracial, and over 5% as African American.

As employees, we are encouraged to engage with the communities we serve. Healthy Spot sponsors participation in the large Pride parades in West Hollywood and Long Beach each year, and provides employees and their family and friends with commemorative t-shirts so that we are a visible presence – ***we take pride in our pack***. Last year, when West Hollywood made the decision that the 2017 parade would be a Resist march, my husband and I were proud to walk beside business founder, Andrew Kim.

As you likely surmised, we are very involved with local animal rescue organizations; one such organization is embedded into our flagship store in Santa Monica, where they enjoy dedicated (and separate) spaces for cat and dog adoptions. We both practice and promote Adopt Don't Shop. Each year, Healthy Spot sponsors runners (okay, some of us walk!) for Pasadena's Race for the Rescues, where we've helped to raise tens of thousands of dollars for rescue groups. We also foster community in our stores, through our Yappy Hours and Play Dates, Howl-o-Ween bash, *Doga*, and a variety of other events that invite neighbors to drop in, share food and drink, and get to know each other. We are not a presence in the neighborhood, but rather a neighbor.

We are involved with our local schools, partnering with vocational programs for children and young adults with intellectual disabilities, as well as neuro-typical students. One of the highlights of my job is touring student groups through our stores, where young people are exposed to canine and feline nutrition, learn about dog behavior, and watch apprentices learn their craft from expert grooming instructors.

In closing, I want to say how proud I am to be a part of this organization, and the work that we do. My name is Leslie Bennett, and I am Healthy Spot.

Dear Noe Valley,

Before accepting the position as Recruiting Coordinator for Healthy Spot, I made sure the company's mission statement and core values aligned with my own. Yes, this was my dream job, but at the end of day, the company's culture and values is top priority in my opinion. In my previous jobs, I only saw the company's mission statement and core values (if they had any) on the first day in my onboarding paperwork, or on a quick training video. Never did I hear or see them again. I realized that wasn't the case at Healthy Spot. After doing lots of research and getting a feel for the culture during my interview process, it seemed like everything lined up and I was excited to start!

The two Core Values that instantly stood out to me when I first became a part of the family here at Healthy Spot was #5: We believe in supporting our Community and #6: We believe in giving back and making a Difference. During my first week at Healthy Spot, my co-workers were already talking about signing up for a 5K and 10K race. I decided to join and run with the rest of the Healthy Spot team where we helped raise money for The Rescue Train, a non-profit, no kill organization that helps reduce the number of animals in shelters. It was a blast! We raised money, ran in the 10K and helped support animals in need. After that day, I realized this company wasn't like the others. Healthy Spot's mission statement and core values aren't just in the employee handbook. I also see them painted on the walls at every location and most importantly, they're in action every single day.

I believe that Healthy Spot would be an amazing addition to your neighborhood and I strongly support their effort to open a new store at 4049 24th Street in Noe Valley. Andrew Kim and Mark Boonnark have been nothing but outstanding leaders, role models and small business owners.

Sincerely,

Lindsay Brown

To whom this may concern,

San Francisco has just as many dogs in comparison to kids, if not more. A community so upbeat and transcendent I would definitely think their residents would want nothing but the best for their fur babies. I strongly support the development of a Healthy Spot in SF, because I too, am a doggy parent. I have personally witnessed the honest and hard work their staff put in. Healthy Spot has a keen eye to finding just the right people. Everyone I have met is able to reflect the passion and belief that aligns with the company's mission, which is to build a wholesome lifestyle for dogs and owners' mind, body, and bowl. I hope this letter can help illuminate the benefit of having Healthy Spot as a part of your community!

Sincerely,

Lucy Wang

Beverly Grove Salon

During my three years at Healthy Spot as the Talent Acquisition Manager, I have seen countless ways in which this company truly lives up to its Core Values and Mission Statement. The other companies that I have worked for had Mission Statements, but they never seemed to mean anything more than just words in a brochure.

This company truly invests in their people, and wants them to grow both personally and professionally. I first saw this in all of the professional development trainings that are provided at our headquarters. During my first week on the job, I attended a Franklin Covey training, aimed at giving us the tools we would need to better manage our time and priorities. Our CEO Andrew also teaches Management workshops at our Headquarters, and speaks to new hires at the monthly Cultural Orientation. It's really evident to me that our Founders regard our people as the most important part of the company, and that they make the effort and investments required to attract and retain great people.

In all of the neighborhoods here in Southern California where Healthy Spot has opened, there has been a real focus to give back to that community, and I know that San Francisco would be no exception. Not only does Healthy Spot create great jobs with opportunities for growth, it also provides a place where pet lovers in the community can come to meet others, learn, and be inspired.

Sincerely,

Mark Horner

Healthy Spot is unlike any place I have ever been employed with. I have worked at two different locations so far (Marina Del Rey and Santa Monica), and this place is an important part of each of those communities. I have seen dogs drag their owners inside, because they're so happy to come in and be greeted with a warm welcome and a treat. I have comforted and effectively aided frustrated customers who are desperate for a safe and healthy solution to their dog's ailments. Many of the dogs and customers have become familiar faces, since they visit us so often and come to our monthly events. Healthy Spot is a treasure in these communities.

Personally, I am experiencing growth and development here at a rate I did not expect—I am constantly learning new things, and I love it! In my almost-full-year of working here, I've been promoted from Keyholder, to Team Lead, and am now training as Assistant Manager. Throughout that time, my growth in knowledge of: supplements, skin products and food that helps support a healthier life, has been continuous. Every day, I get to pass along that knowledge to different people who all share a love for their pets. It is a true pleasure to come into work and be able to hold genuine conversations that actually make a difference in someone's life. I love that I am able to sell things that actually help pets, and that our customers come back to share their experiences with us. Getting to hold puppies and pet dogs everyday is a wonderful perk. The work I do is rewarding and brings a smile to my face constantly. I am excited to see Healthy Spot thrive by being true to their values and putting principles before profits.

-Nancy Garcia

To whom it may concern,

My name is Omar Jazaerle. I am a Lebanese-American citizen who has spent all of his life in the Middle East. Upon my arrival to California, I had a lot of trouble finding a place of my own, a job and prospects for continuing my education.

After having applied to Healthy Spot, it was like everything was falling into place; I found an apartment down the street from the Santa Monica location, I found a university to continue my engineering degree, I adopted my first cat from LA Love & Leashes and my entire understanding of domestic animal life was changed when I started my training.

On a professional level, Healthy Spot has given me many tools to perfect my customer relations. The idea of putting honesty and integrity first will ensure our dedication to an innocent animal's health and educate others of our responsibility to them.

Personally, I believe every city should have a Healthy Spot. Having a place whose sole purpose is to educate, improve and foster an animal-loving community is integral for the society we should all be striving to create; I've spent a lifetime watching men hurt one another over religious and political views and therefore it has been a pleasure to work with love toward a selfless goal dedicated to all animals' minds, bodies and bowls.

Omar J.



April 28, 2018

Dear President Hillis and Members of the Planning Commission,

I strongly support Healthy Spot and their effort to open a new store at 4049 24th Street in Noe Valley. Healthy Spot is an outstanding small company, and Andrew Kim and Mark Boonnark are exemplary small business owners.

I began working with this company because as a customer, I experienced the love and passion Healthy Spot possesses for animals and their community. However, since beginning my own journey as a Healthy Spot employee, I learned that that care and compassion not only extends to their customers, but also to their employees. In my personal experience it is rare that companies not only make a positive impact on their community, but also on the lives of their employees, which I believe is a testament to their character.

Healthy Spot would be a wonderful addition to any community; be prepared to gain not only a friendly neighbor, but also a family.

Sincerely,
Rachel Lee



Dear San Francisco,

My Name is Rene Alvarado, and I've been with Healthy Spot approximately three years. I came to Los Angeles after living in San Diego a few years, with the hope of finding something that I was truly passionate about. I did not want the traditional retail job, especially after spending quite a few years in conventional retail. I mean conventional retail for a reason. Healthy Spot is more than just retail, we are family. How many people can say that about their job and truly mean it? We are a group of people gathered for a common goal and purpose.

I came into the company as a full timer, despite having a management background, but my priority wasn't status. I wanted to do something I cared about so I took the job despite a huge pay cut. Fast track 6 months later, I went from full time to running our Marina Del Rey location. They trusted me enough to surpass a lot of other qualified employees. I feel lucky being in a company that's still so small because I can see it grow and grow along with it. It gives me great pleasure being able to do that.

We are not in the business of just selling dog food, but rather in the business of inspiring and educating. I can say I am truly blessed working for this organization; that values the community, values their employees and values their customer. Andrew and Mark have really set the template on how a business should be ran.

I have learned more in my short time here, than I ever did at any other job. Not only how to be a better role model for my team but in my own personal life. Life lessons, I can always carry with me. I've learned how to better myself in so many ways. Through lectures and trainings and personal one on ones. The experience for their employees is always at presence of mind and not because they must, but because they want to.

Healthy Spot is committed to their community and loves to give back. We partner up with non-profit charities to help dogs and cats in need. We partner up with small vendors with the shared values and we round up food to give back to shelters in need. I mean thousands of pounds of food. We do a round up program which our clients can round up to the nearest dollar and every single month we change the charity around to try and touch base with as many as possible. Volunteering in Downtown Los Angeles to help the homeless community. We host Earth Day clean ups every year, not to mention we strive for eco friendliness in store.

San Francisco, you are in for a very special treat!

Rene Alvarado

Experience Manager



March 16, 2018

Dear President Hillis and Members of the Planning Commission,

I strongly support Healthy Spot and their effort to open a new store at 4049 24th Street in Noe Valley. Healthy Spot is an outstanding small company, and Andrew Kim and Mark Boonnark are exemplary small business owners.

Healthy Spot is far more than just your average pet store. It is a store in which we believe that your pet's mental, physical health and happiness ALWAYS comes first! We also believe the importance of building a strong community within Healthy Spot. We believe knowledge is power! We also believe that the best investment you will ever make is in your loved ones and ourselves.

In my personal experience with Andrew and Mark, they have proven themselves to have the highest quality standards for their products and services, and have been extraordinarily professional and attentive in their business dealings with us and others. They also know what it is like, first hand to always want to give your pets the best life they can possibly have. Starting with creating the foundations of a healthy and happy life.

There is no question that Healthy Spot would be a tremendous addition to any merchant corridor, and I urge you approve their application without delay.

Sincerely,

Samantha Lopez





April 16, 2018

Dear President Hillis and Members of the Planning Commission,

As a recent college graduate, I'm thrilled I landed an opportunity with Healthy Spot. Healthy Spot is truly a brilliant company, dedicated to forming a family with both their employees and customers alike. From keeping true to their values in all that they do, it reflects in the outcome of happy guests and motivated staff. When you visit a Healthy Spot, you'll see how much dedication is given to each customer as they are welcomed back by their names and invited to pick up on last visit's conversation.

Since my hiring date, I've witnessed only professionalism, kindness, and attentiveness to the business and the entire pet industry. From providing a wide array of healthy foods to alerting our customer base about pet food and product recalls, it shows how Healthy Spot is on an entirely different level about caring for pets.

I strongly support Healthy Spot and their effort to open a new store at 4049 24th Street in Noe Valley. Healthy Spot is a small company formed to provide the healthiest foods and safest services, form relationships within the community, and serve as a one stop shop to answer every pet owner's concerns. I urge you to allow San Francisco's community to give Healthy Spot a chance.

Sincerely,

Stephanie Aguilera





June 7, 2018

Dear President Hillis and Members of the Planning Commission,

The Noe Valley Merchants and Professionals Association (NVMPA) is proud to offer its strong support for Healthy Spot's application to open a new store at 4049 24th Street here in Noe Valley.

As a merchant association, we are tasked with the job of looking at Noe Valley as a *whole*, and of continually finding new ways to keep the 24th Street corridor a diverse, unique, a compelling destination for pedestrians, residents, families, and workers. We believe, unequivocally, that Healthy Spot is *exactly* the type of additive new business that will help keep the 24th Street corridor thriving.

Over the course of the last seven months, Andrew Kim and Mark Boonark have proven to us that Healthy Spot will be a true asset to the neighborhood and community. Their one-on-one outreach to all of the merchants along the corridor, as well as their commitment to attending all of the NVMPA meetings this year has been above and beyond our expectation.

As further sign of their commitment to the neighborhood, Healthy Spot has pledged to host, plan, market and execute one pet-focused community event in the Noe Valley Town Square every year. In addition, they will be hosting at least ten pet adoption-oriented events in their store every year.

Please do not hesitate in voting to approve Healthy Spot's application, as they stand to be a critical component to the future success of the 24th Street corridor. We believe that they will add a unique experience as well as unique products and services that are not currently offered in Noe Valley. Further, we believe their presence in Noe Valley will help the neighborhood remain a beautiful and desirable place to live, shop, work and play.

Sincerely,

Rachel Swann, President

GARDINER CONNECTIONS

The art of business

June 10th, 2018

To Whom It May Concern:

I have had the distinct pleasure of knowing Andrew Kim for the past decade. During Healthy Spot's first year of business, I was introduced to him through a business associate. Shortly after that time, I joined the team as a consultant to help execute marketing strategies for their "homegrown" California company.

As a creative business consultant specializing in branding and marketing, I work across varied businesses and industries across the United States. I was honored to be part of the Healthy Spot team for almost 5 years – joining the team when there were two stores. During my time with Healthy Spot, I was part of the team that helped open 4 additional stores.

My main role was to execute marketing efforts that drove brand awareness through experiences. From the beginning, being part of the communities around their retail stores was a priority. Building relationships with neighboring businesses and hosting joint events like "Yappy Hours" with our community partners set up a model for a healthy existence joining very established community networks. As they still do today, we supported community events, farmers markets, wellness events and other initiatives that benefited the community as a whole.

In the digital age we live in, experiential marketing was and still is a focus of Healthy Spot. Their belief (and core value) that pets are family is what we modeled all our in-store and community marketing around. Healthy Spot through their retail stores and staff create environments that their customers feel like part of the family and serves as a community hub for pet parents.

From the very beginning, several aspects were very apparent. Both Andrew and his business partner Mark have a laser sharp and unique vision for their stores fueled by compassion and integrity. Both of them as business owners, and standup humans, care deeply for the communities

GARDINER CONNECTIONS

The art of business

they are part of, their employees, clients and the animal communities they serve. It shows in every aspect of their business. Their passion and commitment is unparalleled.

As their business has grown, they have held true to their founding principles. Operating with integrity, offering quality and healthy products, exceptional services, supporting community, and giving back are what in my opinion has built their loyal following in and around Los Angeles. Recently, attending their 10-year anniversary party at their flagship Santa Monica location, seeing the support of the community, vendors, longtime customers and their four-legged companions, it was confirmation that what Andrew and Mark have built is something truly special.

On behalf of myself, my loyal Healthy Spot four-legged companions, Bella and Hudson, we kindly urge the Planning Commission to approve Healthy Spot to join your beautiful city. The healthy and positive environment Healthy Spot brings will only add to any neighborhood they are part of. I know they are grateful for your consideration.

Please feel free to reach out to me directly should you have further questions. Thank you!

Kind Regards,



Tara Gardiner

Founder, Gardiner Connections

Former Marketing Partner of Healthy Spot

(586) 291.2105

tara@gardinerconnections.com

FROM THE DESK OF

ANN THAM

June 11th, 2018

San Francisco City Hall
Commission Chambers Rm. 400
1 Dr Carlton B Goodlett Place
San Francisco, CA 94103

To Whom It May Concern:

My name is Ann Tham and I am a long time resident of the city of San Francisco. I'm proud to have grown up most of my life in the Bay Area and currently am a homeowner in the lower Pacific Heights neighborhood.

Additionally, I operate a small consulting business, Rue de Saintonge, where I work with brands to develop their business strategy. I have worked with retailers of all sizes ranging from Ralph Lauren, Maidenform, Seldom Seen (a local San Francisco boutique located in the Hayes Valley) and currently with Levi Strauss.

In 2017, I was engaged by Healthy Spot to assist with business development efforts where I was evaluating various markets of interest for Healthy Spot. It was through this work where I came to know Andrew Kim and Mark Boonnark, as well as, Healthy Spot. Since then, I have been thoroughly impressed with the integrity and values held by the founders and the brand - reflected in quality of products they sell to the community engagement that they promote.

Through the work I did for Healthy Spot, it was surprising for me to uncover that there are no pet stores in San Francisco that offered a premium experience to consumers! As such, I was thrilled to learn that Healthy Spot was bringing its unique business proposition to San Francisco. In my opinion, there is a clear whitespace in the pet retailing business for a localized premium pet retailer.

I ask that the San Francisco Planning Commission consider supporting Healthy Spot's request for a Condition Use Permit for the 24th Street location in Noe Valley. I am confident that Healthy Spot's presence will add to the interesting retail landscape within the community without compromising the viability of existing businesses. Rather, I believe that their presence will help drive traffic to the neighborhood through its unique offering not found anywhere else within San Francisco.

Thank you very much for your consideration.

Best,

Ann Tham

✓
Jeffery Horn
San Francisco Planning Dept.

Case #2017-015611CUA

I am writing to you today to ask for your help to keep our neighborhood unique and economically healthy. The way to maintain the special atmosphere of our neighborhood, that so many of us have come to love and appreciate is to firmly stand behind and support our small businesses and foster a well balanced community. We entreat you to not allow our neighborhood to fall victim, as others have, to the devastating effects of Formula Retail businesses that force out our beloved and unique small business and then proceed to drive up prices, neighboring leases and our cost of living.

Please preserve the balance that currently exists among animal supply and service business in Noe Valley and all of district 8. Currently there are 10 pet stores and another 10 grooming shops (which employ around 20 groomers) within 1.5 miles of the proposed formula retail location. These current businesses provide for the needed goods and services desired by pet owners in our community.

The formula retail store from Los Angeles, Healthy Spot, is now attempting to upset this balance. Clearly there is no need for their products or services. There is nothing necessary or desirable this company will provide to the community. Since the current customer base is already being satisfactorily served, it is clear that the only way for them to profit is through predatory means and this will harm the current businesses that we have come to love. I am sure you are aware of the unfair advantages that formula retail stores have over small businesses which is specifically why they need a conditional use permit.

Not only are we concerned for our pet serving small businesses but for our neighborhood over all, as allowing Healthy Spot access to Noe Valley would set a devastating precedence. There clearly is no need for this business. Please do not let this be the case that DSW or Gap Kids or The Olive Garden or even Burger King and Taco Bell use to get their permits passed. These may seem like far fetched examples but once you are on that slippery slope it doesn't take long to get to the bottom.

Please keep Noe unique, support our small businesses, preserve the character and charm of our city; Please deny the conditional use permit to Healthy Spot.

Sincerely,

Maureen Barry
1030 Church
San Francisco, CA
94114

Dear Jeffery Horn
San Francisco Planning Dept.

Case #2017-015611CUA

Please preserve the local businesses that provide the personal attention that we as pet lovers have come to rely on for our pets here in Noe Valley. We know and trust the owners of our neighborhood stores because they are there working day after day. We know they have our pets best interest at heart and that we can always come to them personally with any concerns we might have. We also know that their existence has already been made more difficultly by online markets and encroaching big box and chain stores.

The idea of one of these chain store moving into our neighborhood is truly upsetting. A chain store can not provide the personal care nor contribute to the community in the same way as our local businesses can and will most certainly threaten their very existence. Finding loving and reliable care for our pets is difficult and the existing businesses are part of what has made Noe so appealing to our family. Please do not allow the chain store from LA, Healthy Spot, to harm this pet loving community and the small businesses that serve it.

Deny the continual use permit to Healthy Spot.

Please !

Sincerely,

Mary Chare
1092 Noe St
SF CA 94114

David Hegarty

4388 23rd Street
San Francisco, CA 94114

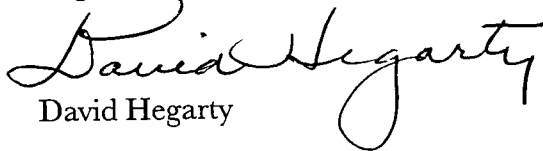
December 5, 2017

To Whom It May Concern:

I would like to express my strong objection to the idea that a Los Angeles pet store chain is proposing to lease the retail space formerly occupied by Radio Shack on 24th Street in Noe Valley. This would likely put pet stores that are admirably serving the community, owned and operated by local families, in financial trouble, potentially resulting in more empty Noe Valley storefronts.

"Healthy Spot" is not needed or wanted in our neighborhood. As a 32-year resident of Noe Valley, I will fight this proposal in every way possible. I seriously question the integrity of the Merchants Association if they are even considering such a destructive proposition.

Regards,


David Hegarty

Robert J. Durham Jr.
88 Whitney Street
San Francisco, California 94131-2743

April 21, 2018

Mr. Rich Hillis
Commission President
San Francisco Planning Department
1650 Mission Street, Suite 400
San Francisco, CA 94103

Re: Case #2017-015611CUA

Dear President Hillis:

I write regarding an application by Healthy Spot to open one of its retail chain locations in our neighborhood. **I urge you to deny the conditional use permit to Healthy Spot.**

I have been a resident of Noe Valley (and a dog owner) since 2000. Our neighborhood is already well-served by existing pet supply and grooming businesses, and there is no need or desire for the goods and services that Healthy Spot proposes providing.

Sincerely,



Robert J. Durham Jr.

cc: Honorable Jeff Sheehy
1 Dr. Carlton B. Goodlett Place, Room 244
San Francisco, California 94102-4689

Mr. Jeffrey Horn
San Francisco Planning Department
1650 Mission Street, Suite 400
San Francisco, California 94103

Victor A. Flores
88 Whitney Street
San Francisco, California 94131-2743

April 21, 2018

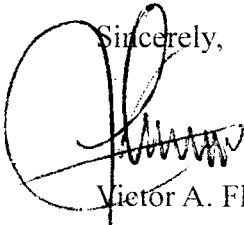
Mr. Rich Hillis
Commission President
San Francisco Planning Department
1650 Mission Street, Suite 400
San Francisco, CA 94103

Re: Case #2017-015611CUA

Dear President Hillis:

I write regarding an application by Healthy Spot to open one of its retail chain locations in our neighborhood. **I urge you to deny the conditional use permit to Healthy Spot.**

I have been a resident of Noe Valley (and a dog owner) since 2000. Our neighborhood is already well-served by existing pet supply and grooming businesses, and there is no need or desire for the goods and services that Healthy Spot proposes providing.

Sincerely,

Victor A. Flores

cc: Honorable Jeff Sheehy
1 Dr. Carlton B. Goodlett Place, Room 244
San Francisco, California 94102-4689

Mr. Jeffrey Horn
San Francisco Planning Department
1650 Mission Street, Suite 400
San Francisco, California 94103

RENA BRANSTEN

GALLERY

Jeffery Horn
Senior Planner
San Francisco Planning Department
Southwest Team, Current Planning Division
1650 Mission St, Ste. 400
San Francisco, CA
94103

Dear Mr. Horn,

I am writing to you on behalf of The Animal Company, a store on Castro and 25th street that I have patronized for about 25 years. I have lived in San Francisco since 1955 and recently have been dismayed by many changes I have seen in neighborhoods throughout the city.

The Animal Company is located in a lovely community of mostly local shops. They service their customers with pet food and items related to people with dogs, cats, and birds, as well as trimming bird's feet and other needs. The atmosphere is pleasant and typical of a place that is oriented towards the customer. It would be sad to see another large pet store invade the city.

Thank you for your time and consideration in this matter.

Best regards,



Rena Bransten

Jere Fleming

939 Delmas Ave., San Jose, CA 95125
408-931-4507
jerefleming@yahoo.com

12/14/2017

To Whom It May Concern:

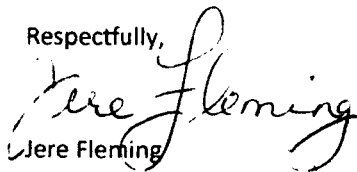
This letter is written to address a potential decision to allow a chain business to be opened in the Noe Valley District of San Francisco.

I would like to express my opinion on the matter and to respectfully request consideration such that chain businesses not be allowed to operate within this district for the following reasons:

- 1) To preserve the current character and allure of this historical shopping district based on independent, small businesses that have a heritage of operating in this area.
- 2) The appeal and outstanding reputations of the smaller, long established businesses are a vital connection in drawing in customers to this market location. I personally elected to come from San Jose, CA to do business with a reputable and highly rated business in this district.
- 3) To reduce the risk of large chains driving out the local businesses that sustain a business base in Noe Valley
- 4) To continue to offer the superior services and products to customers that come along with a personal touch of exceptional customer care that comes from small, independent businesses operating in Noe Valley

I appreciate your consideration of these views in the matter. Feel free to contact me if you need any additional information.

Respectfully,


Jere Fleming



FROM THE DESK OF

LEN MOORS

December 5, 2017

To Whom It May Concern:

It has come to my attention that a new chain pet store from Los Angeles named Healthy Spot is considering to lease the property which once was Radio Shack. As a long-time resident of Noe Valley, I profoundly reject this move and think it a great mistake for the Noe Valley Merchant Association to allow it.

As you are well aware, there are already plenty of outstanding pet stores in the area that have loyally served the Noe Valley community for many years. Why would you knowingly want to hurt them by allowing not only another pet supply store to compete with their businesses, but also bring in a chain store that will obviously crush these locally-owned businesses, forcing them to move out of the area? Not only do I find this unethical, but a bad business move, as this will force local businesses to raise prices because of increasing rent, or re-locate altogether, leaving more empty storefronts on 24th Street than just Radio Shack.

Please reconsider this proposal of allowing Healthy Spot to lease on 24th Street. If not, I, like many other Noe Valley residents, will do everything in my power to stop this from happening.

Sincerely,

A handwritten signature in cursive script that reads "Len Moors".

Len Moors

Dec 2, 2017

I'm writing to express my concern about a potential new chain store moving into the Noe Valley shopping area. I bought a condo on 23rd and Sanchez in the heart of Noe Valley back in 2010 and one of the driving reasons for me to purchase in this area was because of the vibrant and diverse small local shops that lined 24th street and the surrounding area.

I prefer to shop at small, local, family-owned businesses for a variety of reasons, not only because of the convenience in location to my home. I've found that these smaller non-chain stores tend to have employees that are friendlier, more welcoming, know their products inside and out, and have a great balance of being happy and professional, all signs that they enjoy their jobs which makes me much more inclined to want to shop at these stores.

I find most chain stores to have unhappy and often unhelpful employees and a high turnover rate which is unfortunate since one of the main benefits of being a repeat and loyal customer is getting to know the staff so they can become familiar with the products and services that the customers want and enjoy.

I'm very much opposed to any chain store opening in the area, either in a new sector or a competitive sector for existing stores. I feel strongly that those larger, often sterile, chain stores take away from the unique and charming atmosphere found in Noe Valley. I know several family, friends, and neighbors that feel the same.

I've shopped at some of the small, family-owned stores in the area for many years, some of my favorites include The Animal Company on Castro, and Echo Furniture, Artisana, and Just for Fun on 24th street. I also don't mind paying slightly higher prices at these stores than on Amazon or other chain stores. I find the personal attention, unique products, and staff experience far outweighs the minimal cost savings.

Amy Brotman
983 Sanchez Street
415.378.2746

A handwritten signature in black ink that reads "Amy Brotman". The signature is fluid and cursive, with a small dot above the 'i' in Brotman.

From: jmen fous

Sent: Thursday, January 25, 2018 10:23 AM

To: shop@healthspot.com

Cc: editor@noevalleyvoice.com; media@acehardware.com; service@colehardware.com; cliff@cliffsvariety.com; theanimalcompanysf@gmail.com; marketing@radioshack.com

Subject: need hardware store not petstore

Dear HealthSpot,

Saw sign on our RadioShack address at 4049 24th street 94114 than it might become a pet store?

I and many NV residents were not aware of this...

Can we the residents of Noe Valley please have a say? Can the NVvoice get involved and setup a residents vote?

We love pets but have enough pet stores in NV, such as next to Walgreen and there's one on church

What we really need is a HARDWARE or hobby STORE again, please can the CCed think about a HW store here

(My second choice would be a blue bottle café if the HW cant happen, 3rd is petstore)

We had a HW store years ago but turned into a medical office, while ColeHW (mission) had a huge fire
We had a RadioShack but apparently closed because less and less is made in the US (more made in china)

and more and more people are lazy and prefer ordering things online on their dumb smartphone rather than going to brick and mortar stores, as a result RS closed and hobbyists now have nowhere to go nearby,

but with this new presidency things may turn around and hopefully more made in the US and physical stores

Long story short there is currently no HW store in a huge radius and people are tired of going as far as Cliffs

to buy a simple tool, piece of wood, bulb, or tiny AV connector

To all, we need another HW or electronics-hobbies store, please can we make this happen

NVresident

To: San Francisco Planning Department
From: Carrie Slaughter
Re: Case #2017-015611CUA
Date: April 12, 2018

I am writing to you to request that you not allow the formula retail store "Healthy Spot" from Los Angeles into the Noe Valley Neighborhood. As a native San Franciscan, I have been a patron of Noe Valley shops for almost forty (40) years. Noe Valley has had a long history of small unique businesses, and has resisted the trend to include large cooperate owned business with little to no ties to the local community. This has created a vibrant neighborhood, rich with unique, small business that the community supports. Many of us are on a first name basis with many of the owners of these shops. We, the community do not want to see these long standing, small businesses, many of them family owned and operated displaced by large, formula retail stores that do not offer any service that is not already offered by our small businesses.

There are ten (10) pet stores and another ten (10) pet grooming stores within one and half (1 ½) miles of the proposed formula retail location. Healthy Spot does not offer any service that is not already offered by our small businesses. Healthy Spot also has the reputation of undercutting their competitor's prices, to steal their patrons and then when all the local competition is out of business they raise their prices. They strategically put small business out of business so they can limit the competition and create a monopoly. This is not what we want to see in Noe Valley. We want our small business to continue to thrive and prosper.

We the patrons of Noe Valley request that you not allow this formula shop in our beloved neighborhood. We do not want to see our beloved small businesses displaced. We do not want to see our neighborhood looking like a suburban strip mall full of McDonalds, Forever 21 and other large non unique retail shops.

San Francisco was once the Emerald City. You have all already sold out all of us natives by allowing Tech companies with thousands of employees to come here and not pay the taxes the rest of us have to pay. This has resulted in teachers, janitors and longtime San Franciscans being evicted and displaced by the tech company's employees. This has raised the cost of housing so that only the very rich can live here. Please do not allow this same displacement of our small business community in Noe Valley.

Thank you



Carrie Slaughter

Cjslaughter8@hotmail.com

415-948-3883

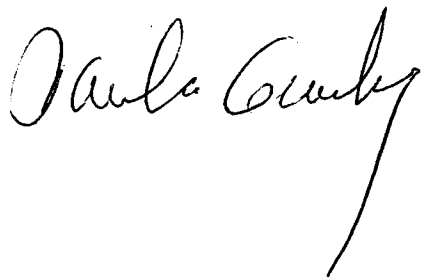
To Whom it Concerns:

Many of us who live in or near Noe Valley are concerned about the possible opening of a new chain store for pet supplies, grooming etc.

There are already several small pet stores in existence in the vicinity who rely on business for their livelihood. Also there are many other parts of San Francisco which have NONE of these stores and might greatly appreciate one coming in.

Please consider another location and keep Noe Valley the small business neighborhood that has made it special for so long.

Thanks,
Paula Ginsburg

A handwritten signature in black ink, reading "Paula Ginsburg". The signature is written in a cursive style with a long, sweeping tail on the last letter of the last name.

Horn, Jeffrey (CPC)

From: David Upchurch <david.upchurch@yahoo.com>
Sent: Saturday, April 28, 2018 3:14 PM
To: richhillissf@gmail.com
Cc: Sheehy, Jeff (BOS); mylocalpetshop@gmail.com; Horn, Jeffrey (CPC)
Subject: Please deny the Conditional Use permit for Formula Retail requested by Healthy Spot in Noe Valley Case #2017-015611CUA

CASE #2017-015611CUA

Dear Rich Hillis, Planning Commission President
cc: Jeffery Horn, City Planner and Supervisor Jeff Sheehy

I am writing today to ask for your help in keeping our Noe Valley neighborhood unique and economically healthy. The way to maintain the special atmosphere of our commercial neighborhood, that so many of us have come to love and appreciate, is to stand behind and support our small businesses.

Please preserve the balance that currently exists among local small pet shops and groomers in Noe Valley and District 8. Currently there are 10 pet shops and another 10 grooming shops within 1.5 miles of the proposed formula retail location at 4049 24th Street.

Healthy Spot is A formula retail chain store from Los Angeles, now attempting to upset this balance. There is not a community need or desire for their products or services. The neighborhood is already well served by existing pet-related businesses in an already crowded and competitive market. It would be tempting for a chain store to use predatory means that would harm the current businesses that we have come to love. Retail formula chain stores have unfair advantages over small businesses, which is specifically why they are required to seek a Conditional Use Permit.

We believe that allowing Healthy Spot access to Noe Valley would set a devastating precedent for san francisco, one that threatens the unique culture of our commercial districts and neighborhoods.

Please keep Noe unique, support our small businesses, preserve the character and charm of our city.

Please deny the Conditional Use Permit to Healthy Spot.

Sincerely,

David Upchurch
1081 Noe Street
San Francisco, CA 94114
415- 517- 7283

Horn, Jeffrey (CPC)

From: lancy woo <lancywoo@gmail.com>
Sent: Monday, April 16, 2018 2:44 PM
To: richhillissf@gmail.com
Cc: Melgar, Myrna (CPC); planning@rodneyfong.com; Johnson, Milicent (CPC); Koppel, Joel (CPC); Moore, Kathrin (CPC); Richards, Dennis (CPC); Horn, Jeffrey (CPC); Sheehy, Jeff (BOS); Jamie Cotton
Subject: no to healthy spot

Case #2017-015611CUA

Dear Rich Hillis, Planning commission president,

Kindly deny the application for a permit to healthy spot.

I am a native San Franciscan and i was here when petco and pet smart first opened. It was so sad watching so many small businesses shut down after they came in. I have owned my own grooming salon for over 20 years and i have been in the animal business for over 30. I am friends with a lot of the local grooming stores and pet stores. We all shop from the same vendors and a chain store has way too much buying power to compete with. It is tough enough having a business in San Francisco given all the other costs and talking to local shops all around me we have the same issues where we barely make enough to stay afloat. Having a large chain come in and pretend they will be helpful is going to cause severe damage to all small stores who are trying to earn an honest living and also employing local people. Having employees is so very costly given the minimum wage and all the taxes we have to pay that having to compete with a chain store like healthy spot will cause possible layoffs and not to mention the fact that there are already 20 stores within a 1.5 mile radius of the new location. I work hard because i love what i do and i care a lot about the neighborhood and the other stores that i have know forever. Please don't allow healthy spot to come in , it will affect all the local pet stores and grooming shops. The effect of one of these stores coming in is the possibility of 5 stores going out. I like to think that each of these small stores offers a unique flare to San Francisco and supports the community it serves. There store is based out of L.A. and will at the end support its shareholders and owners in L.A. and not give back the richness to San Francisco.

Thank you for your consideration.

Lancy Woo

4299 24th street
San Francisco, Ca. 94114

Horn, Jeffrey (CPC)

From: Helen Fong <helenwfong@hotmail.com>
Sent: Wednesday, April 18, 2018 10:55 AM
To: richhillissf@gmail.com
Cc: Horn, Jeffrey (CPC); Sheehy, Jeff (BOS); mylocalpetshop@gmail.com
Subject: Case #2017-015611CUA

Dear Rich Hillis, Planning Commission President,

I am writing to you today to ask for your help to keep our neighborhood unique and economically healthy. The way to maintain the special atmosphere of our neighborhood, that so many of us have come to love and appreciate, is to firmly stand behind and support our small businesses and foster a well balanced community. We entreat you to not allow our neighborhood to fall victim, as others have, to the devastating effects of Formula Retail businesses that force out our beloved and unique small business and then proceed to drive up prices, neighboring leases and our cost of living.

Please preserve the balance that currently exists among animal supply and service business in Noe Valley and all of District 8. Currently there are 10 pet stores and another 10 grooming shops (which employ around 20 groomers) within 1.5 miles of the proposed formula retail location. These current businesses provide the needed goods and services desired by pet owners in our community.

The formula retail store from Los Angeles, Healthy Spot, is now attempting to upset this balance. Clearly, there is no need for their products or services. There is nothing necessary or desirable this company will provide to the community. Since the current customer base is already being satisfactorily served, it is clear that the only way for them to profit is through predatory means and this will harm the current businesses that we have come to love. I am sure you are aware of the unfair advantages that formula retail stores have over small businesses which is specifically why they need a Conditional Use Permit.

Not only are we concerned for our small local pet shops, but also for our neighborhood overall. Allowing Healthy Spot access to Noe Valley would set a devastating precedent. There clearly is no need or desire for this business. Please do not let this be the case that allows DSW, Gap Kids, The Olive Garden, or even Burger King and Taco Bell to get their permits passed. These may seem like far fetched examples, but once you are on that slippery slope it doesn't take long to get to the bottom.

Please keep Noe Valley unique, support our small businesses, preserve the character and charm of our city.

Please deny the Conditional Use Permit to Healthy Spot.

Sincerely,

Helen Fong

Horn, Jeffrey (CPC)

From: Antje Kann <antjekann@yahoo.com>
Sent: Friday, April 20, 2018 9:06 AM
To: richhillissf@gmail.com
Cc: Horn, Jeffrey (CPC); Sheehy, Jeff (BOS); mylocalpetshop@gmail.com
Subject: Healthy Spot Conditional Use Permit

Dear Mr. Hillis,

I don't have a pet, but I do live in Noe Valley and shop on 24th Street several days a week and support our local stores. While the many vacant store fronts at the moment represent a crisis, the solution is not to allow formula retail into a neighborhood shopping district. The reason why people do shop in our local neighborhoods is because they value local businesses--we have plenty of malls available where we can shop at chain stores.

Allowing chain stores into our local shopping districts would cause further damage in an already stressed economic environment for retail stores. Chain stores represent the few types of tenants that can afford to move into available store fronts with exorbitantly high rents. Rather than letting rents decrease to more sustainable levels, allowing chain stores would validate the current inflated rental rates.

Please deny the conditional use permit to Healthy Spot. Our local stores need all the support that they can get from our elected government officials to counter well-funded commercial strategists that represent the financial interests of investors outside of our communities.

Best regards,

Antje Kann
4209 24th St

Horn, Jeffrey (CPC)

From: Animal Company <theanimalcompanysf@gmail.com>
Sent: Sunday, March 04, 2018 4:02 PM
To: Horn, Jeffrey (CPC)
Subject: Fwd: plea for no new chain pet stores in Noe Valley

----- Forwarded message -----

From: **Paula Ginsburg** <paula.onesimplething@gmail.com>
Date: Mon, Dec 4, 2017 at 2:36 PM
Subject: plea for no new chain pet stores in Noe Valley
To: theanimalcompanysf@gmail.com

To Whom it Concerns:

Many of us who live in or near Noe Valley are concerned about the possible opening of a new chain store for pet supplies, grooming etc.

There are already several small pet stores in existence in the vicinity who rely on business for their livelihood. Also there are many other parts of San Francisco which have NONE of these stores and might greatly appreciate one coming in.

Please consider another location and keep Noe Valley the small business neighborhood that has made it special for so long.

Thanks,
Paula Ginsburg

Horn, Jeffrey (CPC)

From: Renee Georgulas <rgeorgulas@yahoo.com>
Sent: Tuesday, May 22, 2018 5:08 PM
To: Horn, Jeffrey (CPC)
Subject: Noe Valley Pet Shops

Dear Mr. Horn,

I am writing today to ask the Planning Commission to deny Healthy Spot's request for a Conditional Use Permit in Noe Valley.

I live in Noe Valley and use the shops and services in Noe Valley on a regular basis. There are a number of pet stores providing everything from harnesses and leashes to treats and grooming services. There is even a shop that provides bathing services for dirty dogs. From my research on Healthy Spot, they would provide nothing that is not already being provided in Noe Valley.

I have lived in San Francisco off and on since 1984. Allowing large retailers to get a toehold in our lovely city will completely destroy that part of San Francisco which has made it a unique city and a desired destination. There is no need to invite Healthy Spot into our beautiful, unique city.

I plan to be attend the Planning Commission when the Healthy Spot Conditional Use Permit is discussed. As a long-time resident and voter, I hope the Planning Commission will take my thoughts into account as it makes this decision.

Thank you for your time,

Renee Georgulas
660 Clipper St, San Francisco

Horn, Jeffrey (CPC)

From: nihipalim001@hawaii.rr.com
Sent: Wednesday, March 14, 2018 10:19 AM
To: Horn, Jeffrey (CPC)
Subject: Case #2017-015611CUA

Follow Up Flag: Follow up
Flag Status: Completed

Dear Jeffrey Horn
San Francisco Planning Dept.
Case #2017-015611CUA

I am writing to ask for your help in keeping our Noe Valley neighborhood unique and economically healthy. The way to maintain the special atmosphere of our commercial neighborhood, that so many of us have come to love and appreciate, is by standing behind and supporting our small businesses and fostering a well balanced community. We entreat you to not allow our neighborhood to fall victim, as others have, to the devastating effects of Formula Retail businesses that force out our beloved and unique small businesses and then proceed to drive up prices, neighboring leases and our cost of living.

Please preserve the balance that currently exists among animal supply and service business in Noe Valley and District 8. Currently there are 10 pet stores and another 10 grooming shops (which employ around 20 groomers) within 1.5 miles of the proposed formula retail location at 4049 24th Street.

The formula retail chain store from Los Angeles, Healthy Spot, is now attempting to upset this balance. There is not a community desire or market demand for their products or services. The pet-related business is already crowded and competitive in this area. It would be tempting for a chain store to use predatory means that would harm the current businesses that we have come to love. Retail formula chain stores have unfair business advantages over small businesses which is specifically why they are required to seek a conditional use permit.

We believe allowing Healthy Spot access to Noe Valley would set a devastating precedence that threatens the unique culture of our commercial district and neighborhood.

Please keep Noe unique, support our small businesses, preserve the character and charm of our city; Please deny the conditional use permit to Healthy Spot.

Sincerely,

Michele Nihipali
3663 21st St.
San Francisco, CA 94114

Horn, Jeffrey (CPC)

From: Michael Dryden <mdryden211@gmail.com>
Sent: Sunday, June 03, 2018 5:43 PM
To: Horn, Jeffrey (CPC)
Subject: "Proposed Healthy Spot, 4049-24th Street, File No. 2017-015611CUA"

Dear Mr. Horn:

As a long time Castro resident and member of the Castro Merchants association, I am writing in opposition to the application from the formula retailer Healthy Spot to locate in Noe Valley.

With the advent of on-line shopping, ever-rising retail rents, higher labor and other merchant expenses, taxes, etc. small businesses in our city must have the backing of SF management. Therefore, I ask that you deny a conditional us permit to a formula retailer that will dilute the established pet businesses both in Noe Valley and Castro.

Our merchants are our neighbors, tax payers and employers.

Sincerely Yours,

Michael R. Dryden
642 Alvarado St #211
San Francisco, CA 94114

May 31, 2018

Via Email
Jeff Horn, Staff Planner
San Francisco Planning Department
1650 Mission Street, Suite 400
San Francisco, CA 94103

Re: Conditional Use Authorization, Case No. 2017-015611CUA for proposed Healthy Spot at 4049 24th Street

Dear Mr. Horn,

As we've seen in the past, a formula retail pet business has torn a community apart. With neighbors and businesses fighting each other. Noe Valley is a unique small business destination which the San Francisco community all values. This formula retailer is neither necessary nor desirable for our community.

Presently, there are 10 independently owned pet stores and 10 grooming shops within a 1.5-mile radius of this location. Many are LGBT owned and operated. These small businesses will be irrevocably damaged by the addition of Healthy Spot. It seems extremely short sighted on behalf of the commission to potentially cause 20 empty retail spaces by filling one.

It should be noted the San Francisco Small Business commission along with many Merchant organizations have voted to oppose this conditional use permit.

The community of Noe Valley believes it is important to maintain the small business atmosphere which draws shoppers from around the City and Bay Area. Please keep Noe Valley local and independent. Say no to Healthy Spot.

Respectfully,

A handwritten signature in dark ink, appearing to read 'Daniel Bergerac', written in a cursive style.

Daniel Bergerac