



SAN FRANCISCO PLANNING DEPARTMENT

Executive Summary Conditional Use

HEARING DATE: JULY 23, 2015

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Date: July 13, 2015
Case No.: **2015-004739CUA**
Project Address: **2326 Fillmore Street**
Zoning: Upper Fillmore NCD (Neighborhood Commercial District)
40-X Height and Bulk District
Block/Lot: 0612/035
Project Sponsor: Janet Crane
Freebairn-Smith & Crane
442 Post Street
San Francisco, CA, 94102
Staff Contact: Alexandra Kirby – (415) 575-9133
alexandra.kirby@sfgov.org

PROJECT DESCRIPTION

The applicant proposes to establish a 945 square foot formula retail use (a shoe store d.b.a. Superga) in an existing commercial space formerly occupied by a retail use (d.b.a. Peruvian Connection). Superga is an Italian footwear company that specializes in canvas tennis shoes with approximately 83 international locations. The business owner has been granted exclusivity in Northern California by the Vice President of sales, and as such no other Superga locations are likely to open in the Bay Area or San Francisco (see Appendix A). The project includes minor tenant improvements and new signage.

The proposal requires a Conditional Use Authorization pursuant to Planning Code Sections 303 and 703.3, and 703.4 to establish a 945 square-foot formula retail use (d.b.a. Superga) at the ground floor of a commercial building located in the Upper Fillmore NCD and a 40-X Height and Bulk District.

SITE DESCRIPTION AND PRESENT USE

The project site is located at the east side of Fillmore Street between Washington and Clay Streets in the Pacific Heights neighborhood, Assessor's Block 0612, Lot 035. The parcel is 4,530 square feet in area and is occupied by a three-story mixed-use building constructed circa 1900. There are two commercial storefronts at the ground floor with residential apartments above. The 945 square foot space intended for the project is vacant and was formerly occupied by a retail use (d.b.a. Peruvian Connection), which closed in 2014.

SURROUNDING PROPERTIES AND NEIGHBORHOOD

The project site is located on the Upper Fillmore commercial corridor between Washington and Clay Streets. The Upper Fillmore NCD spans approximately 6 blocks of Fillmore Street from Jackson Street in the north to Bush Street in the south. The surrounding development consists of a variety of commercial and mixed-use buildings mostly featuring residential uses above ground-floor commercial establishments. The scale of development in the area consists of a mix of two- to four-story structures mostly built between 1900 and the 1930s. The Upper Fillmore NCD is intended to provide convenience goods and services to the surrounding neighborhoods as well as comparison shopping goods and services on a specialized basis for a wider trade area. Commercial businesses are active during the day and evening and include a number of bars, restaurants, specialty groceries, and specialty clothing stores. The surrounding zoning is primarily RH-2 (Residential House, Two-Family) and RM-1 (Residential – Mixed, Low Density) District zoning.

There are approximately 145 commercial storefronts within the Upper Fillmore NCD, 45 of which are formula retail establishments, amounting to a concentration of approximately 31%. These include 18 clothing retailers, 10 other general retailers, two gas stations, four financial and limited financial locations, and six limited restaurants.

Table 1. Upper Fillmore NCD Ground Floor Frontage Breakdown per Land Use¹

LAND USE TYPE	UPPER FILLMORE NCD FRONTAGE TOTAL (FT.)	UF NCD %	¼ MILE VICINITY FRONTAGE TOTAL (FT.)	VICINITY %
Animal Hospital	215	3%	215	4%
Business / Professional	216	3%	151	2%
Dry Cleaning	53	>1%	32	>1%
Entertainment	33	>1%	33	>1%
Financial	218	3%	201	3%
Gas Station	464	7%	464	8%
Grocery	516	8%	516	8%
Limited Restaurant / Restaurant	1538	25%	1417	23%
Medical	112	2%	142	2%
Other Retail	2532	40%	2515	41%
Personal Service	332	5%	275	10%
Vacant	45	>1%	134	5%
Total	6264	100%	6095	100%

¹ The Upper Fillmore NCD Land Use table was developed using data collected by the project sponsor and reviewed by Planning Department Staff in 2015.

The use mix is varied in the Upper Fillmore NCD. Retail establishments comprise if 40% of the frontage of the district, while eating establishments (limited restaurants and restaurants combined) comprise of 25% of the ground floor frontage. These calculations do not include non-retail establishments, such as residences, institutions, parking, or public services.

ENVIRONMENTAL REVIEW

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

HEARING NOTIFICATION REQUIREMENTS

TYPE	REQUIRED PERIOD	REQUIRED NOTICE DATE	ACTUAL NOTICE DATE	ACTUAL PERIOD
Classified News Ad	20 days	July 2, 2015	July 2, 2015	20 days
Posted Notice	30 days	June 22, 2015	June 22, 2015	30 days
Mailed Notice	30 days	June 22, 2015	June 22, 2015	30 days

PUBLIC COMMENT

- To date, the Department has received one letter in support of the project from the Fillmore Merchants Association (See Appendix B), in addition to 24 emails in support of the project. No letters or emails in opposition to the project have been received.

ISSUES AND OTHER CONSIDERATIONS

- The Planning Department has recently adopted new legislation regarding Formula Retail establishments in the City, which expands the Citywide definition of formula retail to include business that have 11 or more outlets worldwide, to include businesses that are at least 50% owned by a formula retail businesses and in any of the following land use categories: Limited Financial Service, Fringe Financial Service, Business and Professional Service, Personal Services, Massage Establishment and Tobacco Paraphernalia Establishment, which were not previously included in the City's formula retail definition. The proposed establishment is considered a formula retail use with approximately 83 locations internationally.
- Formula retail findings are included in the Draft Motion for the Commission to consider.
- The Project would introduce a new formula retail use within the Upper Fillmore Neighborhood Commercial District, and thus result in a net increase in the number of formula retail uses within the district.
- There are approximately 45 existing formula retail establishments out of 145 retail uses within the Upper Fillmore NCD, amounting to a total concentration of approximately 31%.

- There are five existing shoe retailers and a total of 46 apparel retailers in the subject NCD. Superga specializes in casual footwear, predominantly canvas tennis shoes, for adults and children. Other footwear retailers in the Upper Fillmore NCD predominantly specialize in leather and boutique footwear.

REQUIRED COMMISSION ACTION

For the Project to proceed, the Commission must grant Conditional Use authorization to allow the establishment of a 945 square foot formula retail use d.b.a Superga within the Upper Fillmore Neighborhood Commercial District pursuant to Planning Code Sections 703.3, 703.4 and 303.

BASIS FOR RECOMMENDATION

- Superga would attract a diverse customer base and help contribute to the vitality of the overall District as a neighborhood and Citywide servicing district that specializes in a varied array of retailers.
- The proposed use would nominally increase the overall concentration of formula retail establishments within the Upper Fillmore NCD.
- The existing business is within close access to public transit.
- The Project meets all applicable requirements of the Planning Code.
- The Project is desirable for and compatible with the surrounding neighborhood.

RECOMMENDATION:	Approval with Conditions
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Attachments:

Block Book Map
Sanborn Map
Zoning Map
Aerial Photograph
Site Photograph
Map of Formula Retail locations in the vicinity

Exhibit Checklist

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

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

AK
Planner's Initials

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SAN FRANCISCO PLANNING DEPARTMENT

Subject to: (Select only if applicable)

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

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Planning Commission Draft Motion

HEARING DATE: JULY 23, 2015

Date: July 13, 2015
Case No.: **2015-004739CUA**
Project Address: **2326 Upper Fillmore**
Zoning: Upper Fillmore NCD (Neighborhood Commercial Transit District)
40-X Height and Bulk District
Block/Lot: 0612/005
Project Sponsor: Janet Crane
Freebairn-Smith & Crane
442 Post Street
San Francisco, CA, 94102
Staff Contact: Alexandra Kirby – (415) 575-9133
alexandra.kirby@sfgov.org

ADOPTING FINDINGS RELATING TO THE APPROVAL OF CONDITIONAL USE AUTHORIZATION PURSUANT TO SECTIONS 703.3, 703.4 AND 303.1 OF THE PLANNING CODE TO ESTABLISH A FORMULA RETAIL STORE (D.B.A. SUPERGA), WITHIN THE UPPER FILLMORE NCD (NEIGHBORHOOD COMMERCIAL DISTRICT), AND A 40-X HEIGHT AND BULK DISTRICT.

PREAMBLE

On April 15, 2015, Janet Crane (hereinafter "Project Sponsor") filed an application with the Planning Department (hereinafter "Department") for Conditional Use Authorization under Planning Code Section(s) 703.3, 703.4 and 303 to establish a formula retail use (a shoe store d.b.a. Superga) in the existing 945 square-foot tenant space previously occupied by a retail use (an apparel retail store d.b.a. The Peruvian Connection) located within the Upper Fillmore NCD (Neighborhood Commercial District) and a 40-X Height and Bulk District.

On July 23, 2015, the San Francisco Planning Commission (hereinafter "Commission") conducted a duly noticed public hearing at a regularly scheduled meeting on Conditional Use Application No. 2015-004739CUA.

This is not considered a Project under the California Environmental Quality Act, and does not require environmental review.

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. 2015-004739CUA, subject to the conditions contained in “EXHIBIT A” of this motion, based on the following findings:

FINDINGS

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

1. The above recitals are accurate and constitute findings of this Commission.
2. **Site Description.** The project site is located at the east side of Fillmore Street between Washington and Clay Streets in the Pacific Heights neighborhood, Assessor’s Block 0612, Lot 035. The parcel is 4,530 square feet in area and is occupied by a three-story mixed-use building constructed circa 1900. There are two commercial storefronts at the ground floor with residential apartments above. The 945 square foot space at the ground floor intended for the project is vacant and was formerly occupied by a retail use (d.b.a. Peruvian Connection), which closed in 2014.
3. **Surrounding Neighborhood.** The project site is located on the Upper Fillmore commercial corridor between Washington and Clay Streets. The Upper Fillmore NCD spans approximately 6 blocks of Fillmore Street from Jackson Street in the north to Bush Street in the south. The surrounding development consists of a variety of commercial and mixed-use buildings mostly featuring residential uses above ground-floor commercial establishments. The scale of development in the area consists of a mix of two- to four-story structures predominantly built between 1900 and the 1930s. The Upper Fillmore NCD is intended to provide convenience goods and services to its immediate neighborhood as well as comparison shopping goods and services on a specialized basis for a wider trade area. Commercial businesses are active during both day and evening and include a number of bars, restaurants, specialty groceries, and specialty clothing stores. The surrounding zoning is primarily RH-2 (Residential House, Two-Family) and RM-1 (Residential – Mixed, Low Density) District zoning.
4. **Project Description.** The applicant proposes to establish a 945 square foot formula retail use (d.b.a. Superga) in an existing retail space formerly occupied by a retail use (d.b.a. Peruvian Connection). The project includes minor tenant improvements. Superga is an Italian footwear company that specializes in tennis shoes with approximately 83 international locations.

5. **Public Comment.** The Department has received 24 emails in support for this project as well as one letter of support from the Fillmore Merchants Association. The Department has received no letters or calls in opposition to the project to date.
6. **Planning Code Compliance:** The Commission finds that the Project is consistent with the relevant provisions of the Planning Code in the following manner:
 - A. **Formula Retail.** Planning Code Section 703.3 provides additional criteria for the Planning Commission to consider when considering any discretionary review pursuant Section 703.3, Formula Retail Uses:

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

There are approximately 45 existing ground story formula retail establishments out of approximately 145 retail establishments within the Upper Fillmore NCD, including 28 general retail locations, two gas stations, four financial service locations, and six limited restaurants. The existing intensity of formula retail uses is approximately 31% of all businesses within the district, and 32% of the total commercial retail street frontage. The proposed establishment would increase the concentration of formula retail establishments to approximately 32% and would nominally increase the formula retail commercial frontage in the district.

Based on an evaluation of the linear frontage of all retail locations located within a ¼ mile of the subject property, 39 of 123 retail establishments are formula retail. This comprises of 32% of the businesses and 33% of the commercial street frontage at the ground floor. The proposed use would increase the concentration of formula retail businesses to 32.5%, and would nominally affect the ratio of formula street frontage.

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

Within the 6-blocks of the Upper Fillmore NCD, there are five existing shoe retailers, none of which are formula retail, and a total of 46 apparel retailers in the Upper Fillmore NCD. Superga is a shoe retailer that only produces casual footwear, predominantly canvas sneakers, for adults and children. The company has approximately 83 international locations and none located in California to date. Other footwear stores in the area include Freda Salvador, Gimme Shoes, Paolo Shoes, and Crosswalk, all of which specialize in leather and boutique footwear.

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

The project will occupy an existing location previously occupied by a retail use (d.b.a. Peruvian Connection) and no exterior alterations are proposed. Therefore, the proposed use will have no effect on the architectural and aesthetic character of the district. Proposed signage will be limited to a painted wall sign.

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

There is currently 1 vacancy out of 145 commercial locations within the Upper Fillmore NCD, creating a vacancy rate of less than 1%. This reflects the vacancy rate within the ¼ mile vicinity as well.

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

34% (49) of the occupied retail uses in the Upper Fillmore NCD are "Daily-Needs," or neighborhood-serving; of these, 14 are formula retail, including six limited-restaurants and four banks. The remaining 66% (96 locations) of locations which do not serve daily needs is composed of 22 restaurants, 4 bars, 3 gas stations, and 65 retail uses. The proposed retail use does not qualify as a "Daily-Needs" use.

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

Of the approximate 145 commercial establishments in the Upper Fillmore NCD, there are approximately 45 formula retail establishments amounting to 31% formula retail. The subject project would add an additional formula retail establishment to the district, increasing the intensity to approximately 32%. There is a high concentration of formula retail clothing and other retail stores in the district, including Athleta, Alice and Olivia, Aesop, Marc by Marc Jacobs, Ralph Lauren, Rag and Bone, and Steven Alan.

Table 1. Upper Fillmore NCD Ground Floor Frontage Breakdown per Land Use¹

LAND USE TYPE	FILLMORE ST FRONTAGE TOTAL (FT.)	FILLMORE AVE. %
Animal Hospital	215	3%
Business / Professional	216	3%
Dry Cleaning	53	>1%
Entertainment	33	>1%
Financial	218	3%
Gas Station	464	7%
Grocery	516	8%
Limited Restaurant / Restaurant	1538	25%
Medical	112	2%

¹ The Upper Fillmore NCD Land Use table was developed using data collected by the project sponsor and reviewed by Planning Department Staff in 2015.

Other Retail	2532	40%
Personal Service	322	5%
Vacant	45	>1%
Total	6264	100%

The use mix is varied in the subject NCD. Retail establishments comprise of 40% of the frontage of the Upper Fillmore NCD, while eating establishments (limited restaurants and restaurants combined) comprise of 25% of the ground floor frontage. These calculations do not include non-retail establishments, such as 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.

- B. 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 first 25' of building depth on the second floor is devoted to an active retail use. The primary façade of the subject storefront is glazed and the proposed storefront design would respect the existing storefront transparency. No obscured glazing or other elements that would reduce the level of transparency at the second floor will be used. The project does not propose any decorative railings or grillwork in front of or behind existing windows.

- C. 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.

- D. 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.

- E. Use Size.** Section 746.21 establishes size limits on nonresidential uses in the Upper Fillmore NCD. Within the District, conditional use authorization is required for any nonresidential use that exceeds 4,000 square feet.

The subject space occupies less than 4,000 square feet, therefore the Project does not require Conditional Use authorization for use size.

- F. 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 hours of operation are 11 a.m. to 7 p.m., Mondays through Saturdays, 12 p.m. through 5 p.m. Sundays.

- 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 project is desirable because it provides a unique retail use to the Upper Fillmore NCD that is compatible with the surrounding commercial context. The proposed use would continue the historic use of the subject building.

- 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:

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.

- 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.

- 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 sites 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 Upper Fillmore Neighborhood Commercial District 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 Upper Fillmore 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 goods and services to the neighborhood and will provide resident employment opportunities to those in the community, including collaboration with the Raphael House (see Appendix A). 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 fill an existing vacancy with commercial activity similar to the one vacated from the subject project site in 2014, 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.

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. The project will provide the Upper Fillmore NCD with its only personal service fitness establishment that offers adult dance classes.

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.

The proposal would retain the existing mix of neighborhood-serving retail uses and provide future opportunities for resident employment including collaboration with the Raphael House and their career development program, which provides employment opportunities for homeless families in San Francisco.

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

The Project would not impact the character or diversity of the neighborhood.

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

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

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

The Project would not adversely affect public transit or place a burden on the existing supply of parking in the neighborhood. The Project Site is well-served by public transit.

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

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

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

This proposal will not affect the property's ability to withstand an earthquake.

- G. That landmarks and historic buildings be preserved.

The existing building is not a landmark and it is not historically rated.

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

The project will have no negative effect on existing parks and open spaces. The Project does not have an effect on open spaces.

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.

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. 2015-4739CUA** subject to the following conditions attached hereto as "EXHIBIT A" in general conformance with plans on file, dated April 15, 2015, 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 July 23, 2015.

Jonas Ionin
Commission Secretary

AYES:

NAYS:

ABSENT:

ADOPTED:

EXHIBIT A

AUTHORIZATION

This authorization is for a conditional use to allow a formula retail general merchandise store (d.b.a. Superga) located at 2326 Fillmore Street , Block 0612, Lot 005 pursuant to Planning Code Sections 703.3, 703.4 and 303 within the **Upper Fillmore Neighborhood Commercial District**, and a **40-X** Height and Bulk District; in general conformance with plans, dated **April 15, 2015** and stamped "EXHIBIT B" included in the docket for Case No. **2015-004739CUA** and subject to conditions of approval reviewed and approved by the Commission on **July 23, 2015** 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 **July 23, 2015** 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 and Expiration.** The authorization and right vested by virtue of this action is valid for three years from the effective date of the Motion. A building permit from the Department of Building Inspection to construct the project and/or commence the approved use must be issued as this Conditional Use authorization is only an approval of the proposed project and conveys no independent right to construct the project or to commence the approved use. The Planning Commission may, in a public hearing, consider the revocation of the approvals granted if a site or building permit has not been obtained within three (3) years of the date of the Motion approving the Project. Once a site or building permit has been issued, construction must commence within the timeframe required by the Department of Building Inspection and be continued diligently to completion. The Commission may also consider revoking the approvals if a permit for the Project has been issued but is allowed to expire and more than three (3) years have passed since the Motion was approved.

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

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

DESIGN

2. **Signage.** Any signs on the property shall be made to comply with the requirements of Article 6 of the Planning Code.

MONITORING

3. **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.

OPERATION

4. **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/>

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

5. **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

MONITORING - AFTER ENTITLEMENT

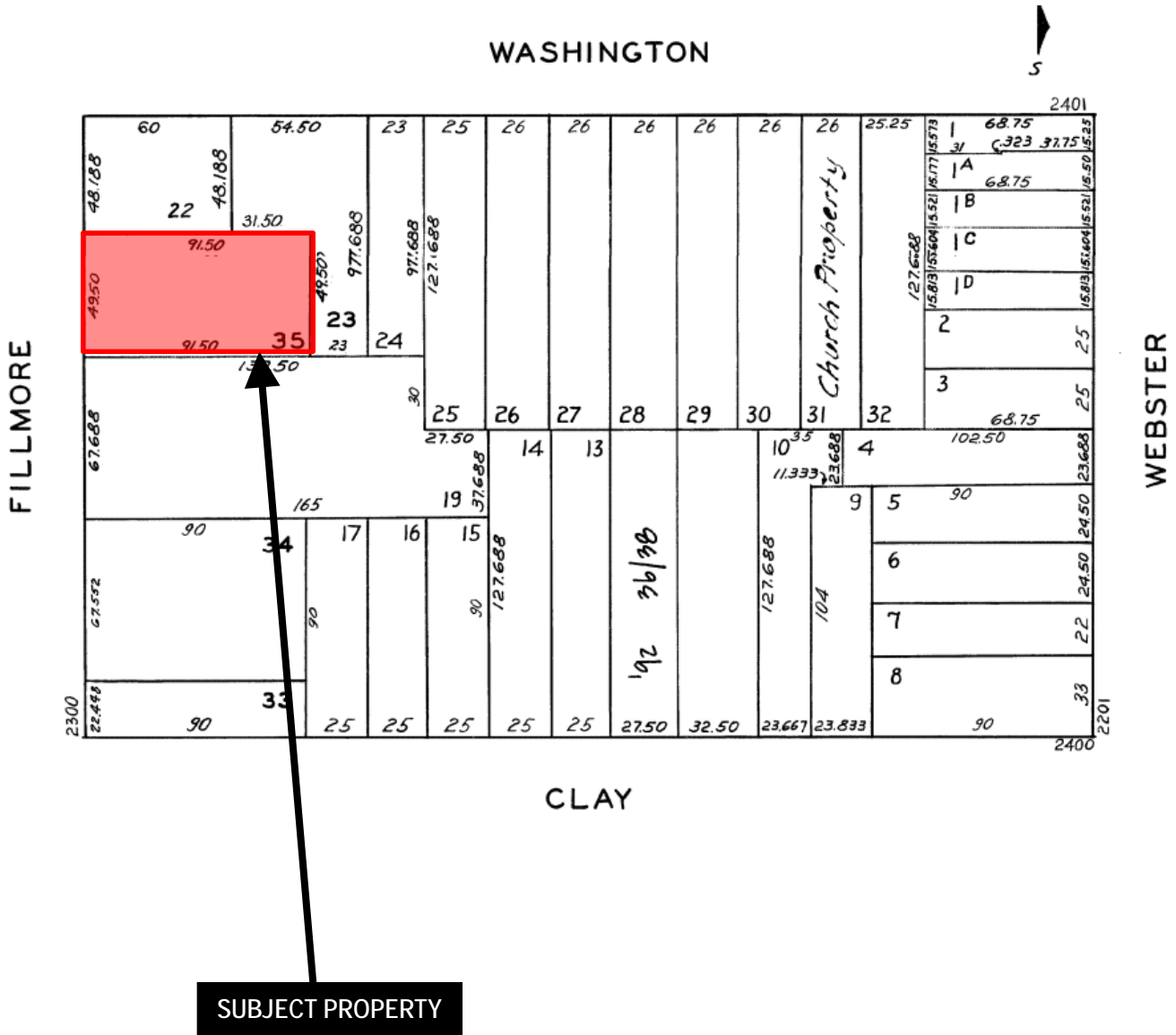
6. **Enforcement.** Violation of any of the Planning Department conditions of approval contained in this Motion or of any other provisions of Planning Code applicable to this Project shall be subject to the enforcement procedures and administrative penalties set forth under Planning Code Section 176 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

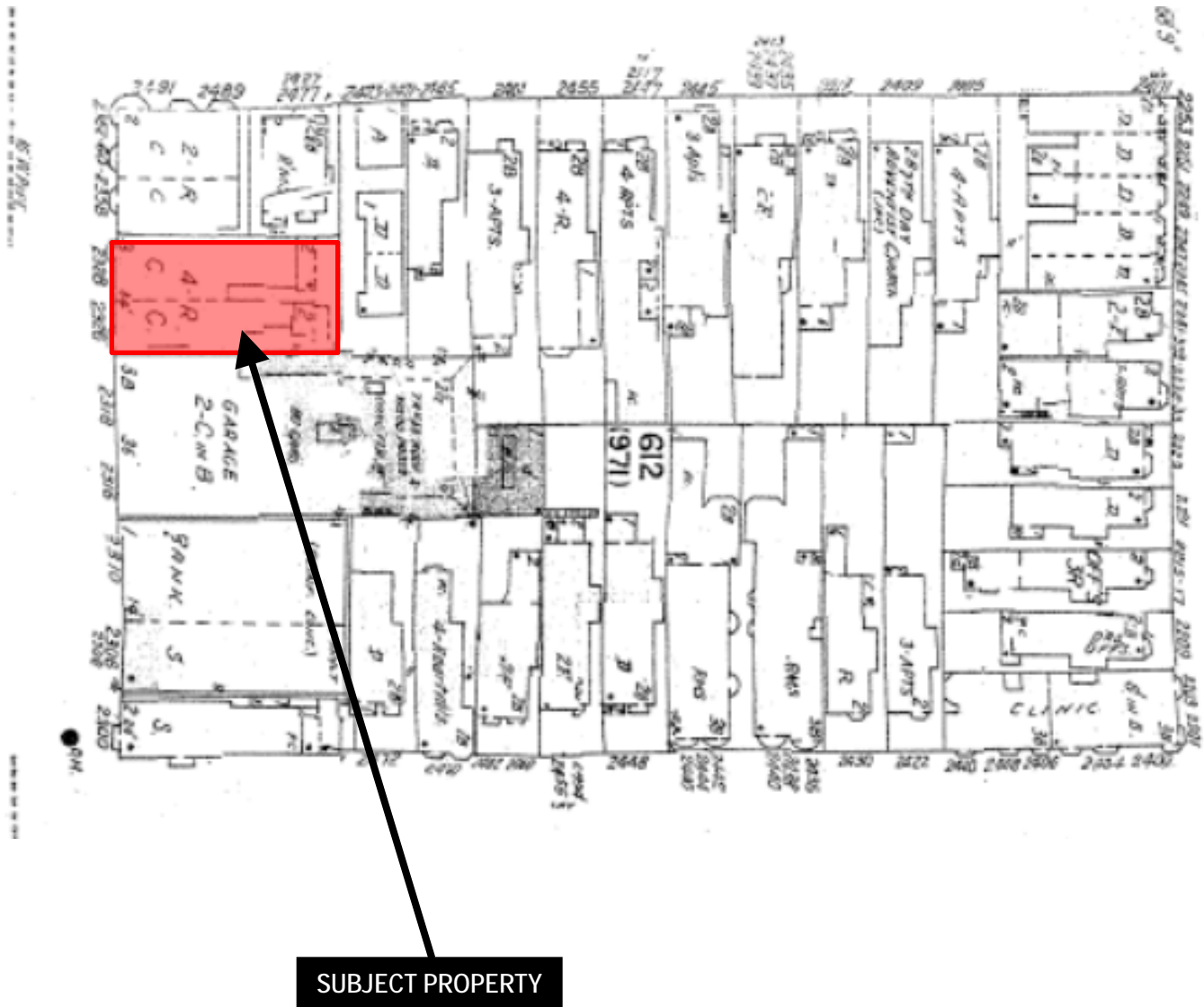
7. **Revocation due to Violation of Conditions.** Should implementation of this Project result in complaints from interested property owners, residents, or commercial lessees which are not resolved by the Project Sponsor and found to be in violation of the Planning Code and/or the specific conditions 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

Parcel Map



Sanborn Map*



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



Conditional Use Hearing
Case Number 2015-004739CUA
2326 Fillmore Street
Block 0612 Lot 035

Zoning Map



Conditional Use Hearing
Case Number 2015-004739CUA
2326 Fillmore Street
Block 0612 Lot 035

Aerial Photo (looking east)



SUBJECT PROPERTY

Conditional Use Hearing
Case Number 2015-004739CUA
2326 Fillmore Street
Block 0612 Lot 035

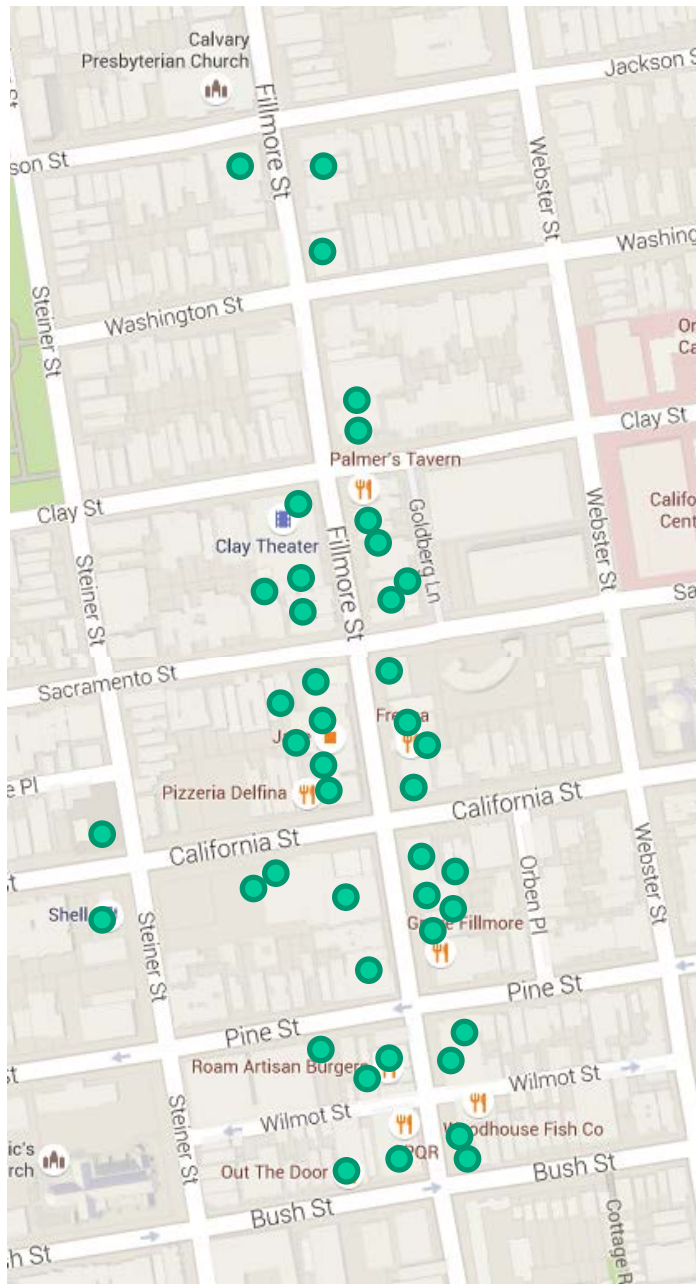
Site Photo



SUBJECT
STOREFRONT

Conditional Use Hearing
Case Number 2015-004739CUA
2326 Fillmore Street
Block 0612 Lot 035

Existing Formula Retail in the Upper Fillmore NCD



Conditional Use Hearing
Case Number 2015-004739CUA
2326 Fillmore Street
Block 0612 Lot 035

Appendix A

BasicNet S.p.A.

Largo Maurizio Vitale, 1
10152 Torino
Italy
phone +39 011 2617 1
fax +39 011 2617 595
free number 800 80 2000
e-mail: someone@basic.net
pec: basicnet@legalmail.it
www.basic.net

BasicNet

Mr. Daniel Sider
AICP Senior Advisor for Special Projects
Planning Department, City and County of
San Francisco
1650 Mission Street, Ste 400
San Francisco, CA 94103

May 4th 2015

Via e-mail to: dan.sider@sfgov.org

Copy to: claudiasvolpi@gmail.com

Dear Mr. Sider,

I am writing in regards to a Conditional Use application to open a Superga family shoe store at 2326 Fillmore Street. This application has been submitted by Ms. Claudia Volpi, whom our US licensee has granted, upon our authorization, a royalty-free license to use the SUPERGA trademark.

Unlike the franchise business model we employ in Italy, Ms. Volpi shall not use the same store design, displays nor will she sell only Superga merchandise.

In addition, we currently have no intention of replicating our franchise model in the United States and Mrs. Volpi has been given exclusivity for Northern California, so it will be her option whether to expand beyond the store on Fillmore Street.

I hope this clarifies for you our relationship with Ms. Volpi.

Should you have any questions, you may contact me via email at Lorenzoboglione@basic.net.

This letter is sent upon request of Mrs. Volpi and cannot be construed as an undertaking of Superga Trademark S.A. or any of its affiliated companies towards any third party.

Yours sincerely,

Lorenzo Boglione

Vice President, Sales



Capitale Sociale Euro 31.716.672,04 i.v.
R.E.A. 631153 della C.C.I.A.A. di Torino
Numero Registro Imprese Torino
Partita I.V.A. e Codice Fiscale 04413650013





**Raphael
House**
Inspiring Families.
Illuminating Hope.

June 4, 2015

Claudia Volpi
4529 25th Street
San Francisco, CA 94114

Dear Claudia,

It was a pleasure to meet with you last week and learn of your plans to open a Superga retail shop on Fillmore Street later this year. I am sure it will add to the vitality of the area and be successful.

We talked about how a partnership with Raphael House might create a win/win situation for our residents and your new business.

For over 40 years, Raphael House has provided residential shelter and a variety of support services to build brighter futures for homeless families in San Francisco. Our career development program has a proven track record of empowering families and promoting financial independence. We work with residents to identify strengths, remove barriers to employment and assess their skills in relation to appropriate employment opportunities.

Once Raphael House residents are job ready, it is critical to have employment partners that are willing and able to provide them with an opportunity to return to work. Our employment partners range from large corporations to small businesses like yours.

We would be pleased to work with you to identify candidates who reside at Raphael House, or have moved into permanent housing through our Bridge Program, who might be excellent candidates for an internship at Superga (teens), or part-time or full time employment (parents).

You need loyal, competent employees to help your new store be successful. We have capable candidates in our workforce development program who would love the opportunity to work and grow their skill set by having direct hands on experiences in all aspects of running a small business like Superga. Thus, is it truly an exciting and potential win/win proposition for Raphael House and your new retail store.

Let me know when we might move on to next steps to make this wonderful partnership opportunity a reality.

Sincerely,

Benjamin Aune
Executive Director

Appendix B



Wednesday, May 06, 2015

San Francisco Planning Commission
1650 Mission Street, Suite 400
San Francisco, CA 94103-2414

Dear Mr. Sider:

I am writing to you as the President of the Fillmore Merchants Association to support Mrs. Claudia Volpi and her plan to open a Superga family shoe store on Fillmore Street. Ms. Volpi is a local resident who for years has supported Fillmore Merchants as a customer and now has taken the time to explain her project and gain the support of fellow retailers on the street.

While on the surface it seems that she falls under the formula retail ordinance, she has demonstrated in that we are not dealing with a company, but with a person- who will own and operate her store, as we do, and who will work to support our businesses and to continue to improve the street and its relationship with the community it serves. She has personally met with business owners to share her project, to obtain feedback and to discuss ways to collaborate.

A family shoe store is a great addition to Fillmore Street and this product a complement for the others available today. Her desire to keep the look and feel of the shop intact is also a plus. This is not a mass retailer paying lip service, this is a person with a strong Italian heritage wanting to bring a product of her childhood to families in San Francisco because it is desirable here. We see no reason to oppose her doing so.

Thank you for your time and consideration, you may contact me at ~~510.333.0401~~ ^{(510) 333-0401.}

Sincerely,

A handwritten signature in dark ink, appearing to read "Vasilios Kiniris", with a long horizontal stroke extending to the right.

Vasilios Kiniris

From: [Christine Friel](#)
To: [Kirby, Alexandra \(CPC\)](#)
Subject: Claudia Volpi/Superga Shoe store
Date: Thursday, May 14, 2015 1:54:18 PM

Hello Ali,

I am writing in support of Claudia Volpi and her proposed Superga shoe store on Fillmore. I have known Claudia personally for three years.

Among many of her great qualities she is solid, trustworthy, intelligent and get-it-done while being full of integrity.

I think her proposed store will bring a much needed asset to Fillmore street. The Superga store will give a stylish but affordable shoe option to the whole family, which is unique and much needed in that shopping district.

I could not more fully endorse Claudia and her proposed Superga shoe store! Please help her make it a reality.

Most Sincerely,
Christine Friel

Christine Friel, L.Ac., FABORM, DNBAO (founder)
Carissa Kelly, L.Ac.
Rachel Root, L.Ac.
Mia Stableford, L.Ac., CMT
Paulene Harrell, CMT

Double Happiness Health
3380 20th Street #102
San Francisco, CA 94110
Office 415.255.2252
Fax 415.255.2258
<http://www.doublehappinesshealth.com/>

From: [Greg Daniels](#)
To: [Kirby, Alexandra \(CPC\)](#)
Subject: I support the opening of a Superga shop at 2326 Fillmore Street
Date: Thursday, May 14, 2015 2:01:44 PM

Dear Ms. Kirby,

I am writing this email to you in support of the proposed Superga shop at 2326 Fillmore St. I live with my family in the Cow Hollow neighborhood and believe this shop will be a welcome addition to Fillmore St. corridor. I look forward to the opportunity to bring my entire family to the shop to buy stylish yet affordable sneakers.

Best,

Greg Daniels
2506 Filbert St
San Francisco, CA 94123

From: [Elisabetta Fagioli](#)
To: [Kirby, Alexandra \(CPC\)](#)
Subject: In favour of the Superga Store on Fillmore
Date: Friday, May 29, 2015 11:14:23 AM

Dear Ms. Kirby,

My name is Elisabetta Fagioli and I would like to support the opening of the Superga store on Fillmore Street whose owner is Claudia Volpi.

First of all Superga is a staple brand among the classy, elegant sport footwear in Italy, and Claudia is a wonderful entrepreneur and business woman. The presentation of the store she gave us at the Italian Consulate a while ago was outstanding, and the addition of a few details she has in mind to make the store available for some extra activities involving the Fillmore street community was a touch of sensitivity and attention to the vibrant and active life we have in our city.

I hope her project can come true!

Thank you for your attention.

Best regards,

Elisabetta Fagioli
email: bibisfusa@gmail.com
Cellular: 415 307-9502

From: [Kate Stoia](#)
To: [Kirby, Alexandra \(CPC\)](#)
Subject: In support of Superga shop at 2326 Fillmore
Date: Thursday, June 11, 2015 8:17:40 PM

Dear Ms. Kirby:

I was so excited to learn of the potential opening of a new store with quality Italian sneakers on Fillmore Street. This store is to be run by a local mom and is a great addition to the offerings on Fillmore. As a parent of two kids in SF, I would like to shop locally and this store would be a great option for us -- much better than Zappos! Please move quickly to grant the application for this store at this location.

Many thanks

Kate Stoia
4030 23rd Street
SF, CA 94114

From: [Melissa Raphaely](#)
To: [Kirby, Alexandra \(CPC\)](#)
Cc: [claudia volpi](#); [claudia volpi](#)
Subject: Subject: Superga Shop at supe2326 Fillmore Street
Date: Friday, July 03, 2015 12:57:51 AM

Dear Ms Kirby

I'm writing to support the proposed Superga shop on Fillmore. There are not enough kid's shoe options in SF neighborhoods, especially for older kids.

I have resorted to shopping online, when I would much prefer to patronize our neighborhood establishments (and especially Claudia's!) and be able to actually try the shoes on. This is a great amenity for busy parents and also encourages our kids to experience our wonderful streets and neighborhoods and shop locally too.

As a Berkeley trained City Planner myself, I am very much in favor of the proposed retail concept as accessible, affordable, fun and needed by SF parents! This is exactly the kind of retail that would enhance the retail mix, revenue base, and type of traffic that is in all our interests.

Sincerely,
Melissa Raphaely

415 412 4886

636 30th street
San Francisco CA 94131

Planner: Ali Kirby
email: alexandra.kirby@sfgov.org
Address: [1650 Street, Suite 400, San Francisco, 94103](#)
Subject: Superga Shop at [2326 Fillmore Street](#)

Sent from my iPhone

From: [Kate Smith](#)
To: [Kirby, Alexandra \(CPC\)](#)
Cc: [Ted Smith](#)
Subject: Superego Shop at 2326 Fillmore Street
Date: Wednesday, May 20, 2015 12:06:07 PM

Dear Ali,

I am writing to express our families support of the Superego store that is to be opened on Fillmore Street. My husband and I have known the Volpi's since they moved to San Francisco. My husband has known Nic Volpi for many years prior and they have worked together on many transactions in their world of business.

I can honestly attest to and speak about Claudia with nothing but glowing comments. She is a very smart, articulate business woman. She has worked on Wall street, done marketing for Villa de Este on Lake Cuomo, Italy and is world traveled. She sets her mind to a goal and achieves it, strategically and empathetically. She first moved here and wanted to further the education of children with Italian immersion. There are not many people you meet that can move to town, start planting the seed of expanding a successful Italian immersion preschool into an actionable plan.

She managed to create a board, raise funds, create a strategic plan and implement all aspects of those plans. Within 3 years of arriving in San Francisco, she secured a 20 year lease for the school in the Dog Patch. The school was built and the grand opening was this past fall.

Claudia is a change agent, in a calm, direct manner. She does not do things without a plan or vision. I think she would be a great addition to the Fillmore Street Merchants Association as she understands what it means to give back to the community, partner with your cohorts and work together. There really isn't and I in the word TEAM.

As for what the store represents, many schools and families live in these neighborhoods. I know the price point is achievable and many kids love wearing these shoes. I showed my friend the brand and she pulled 4 pair out of her closet and said she would be there. I think it would be nice to have another child oriented store on this block. It is a great block to shop and peruse. Many parents walk their kids home from 5 schools in a 5 block radius of this store.

Please consider this endorsement. I think Claudia Volpi and the brand Superego would be received well.

Many Thanks,

Kate Smith
Raphael House Board Chair and community Volunteer
Kate@smithted.com
415-279-3700

Ted Smith
President and Partner

Union Square Advisors
Ted@smithed.com

From: [anna.brockway](#)
To: [Kirby, Alexandra \(CPC\)](#)
Subject: Superga on Fillmore - Letter of Support
Date: Thursday, May 14, 2015 2:20:07 PM

To whom it may concern,

I am writing as local SF resident of Cow Hollow/Pacific Heights to communicate my support for the opening of a Superga store on Fillmore Street.

I am a mother of 4 and I would like to have more local merchants who act as kids shopping resources. Fillmore Street in particular would benefit not only from a children's store but an affordable one too boot (pun intended!)

As the shop will be operated by a local SF mom and Italian American, it fits with the character of neighborhood. I welcome this retailer to our community.

Best regards,

Anna Brockway

From: [Andrew Majoch](#)
To: [Kirby, Alexandra \(CPC\)](#)
Subject: Superga Per Favore!-- Support for Store Proposal on 2326 Filmore Street
Date: Thursday, May 14, 2015 2:48:42 PM

Ali,

I write to offer support for the proposed Superga store at 2326 Filmore Street. As a resident of the area (I live at Pine and Broderick), a parent of a 4 year old, and as the President of the Board of Directors of the Istituto Italiano di Scuola (sfiis.org), an adult language school in San Francisco, I can say unequivocally that adding a Superga store to the neighborhood would be a welcome addition, would provide a unique and vibrant addition to the neighborhood, and enhance the overall glamour of the street.

The street is filled with unique, stylish, and compelling alternatives in retail, dining, and services, and adding Superga seems like a natural addition. Plus, offering stylish Italian, and affordable shoes for children is simply a good business decision in my opinion, and offers nothing close to the threat of a massive chain store entering the neighborhood. I don't think there are more than 5 Superga stores in the US so you would be adding a "rare find that charms" vs. "another store like everywhere else... yawn.."

Please bring Superga to Filmore!

With regards,
Andy Majoch

Andrew Majoch
Sr. Principal HR Business Partner, BioOncology
Genentech
andrewma@gene.com
650.467.0754 (office)
650.452.8806 (cell)

From: [Joe Farris](#)
To: [Kirby, Alexandra \(CPC\)](#)
Subject: Superga Shop at 2326 Fillmore St.
Date: Thursday, May 14, 2015 8:28:41 PM

Dear Ms Kirby,

I am writing in support of Claudia Volpi and her intent to open a Superga Shop at 2326 Fillmore St. This shop will be a welcome addition to Fillmore Street and you would be hard pressed to find a shop owner that cares more about the community than Claudia.

My wife and I have lived in SF for more than 20 years and are raising our two kids in the City. Another option for children's shoes is always a plus! We love Superga shoes and are confident the parents of SF will feel the same way.

I know Claudia as our children go to school together and we both serve on the board of the school. She is a passionate Italian-American, mother and community pillar who will accept nothing less than bringing something new and interesting to an already terrific neighborhood.

It's obviously hard for small businesses to afford to be here and to establish themselves. I trust the City would do what it could to support small business owners like Claudia and set them up for success. We are looking forward to being able to buy Superga shoes in SF soon!

Thank you,

Joe Farris
415-515-7397

From: [Jonathan Adler San Francisco](#)
To: [Kirby, Alexandra \(CPC\)](#)
Cc: [Tyler Fuentes](#); santurio@aol.com
Subject: Superga Shop at 2326 Fillmore Street
Date: Thursday, May 14, 2015 3:55:00 PM

Hi Ali,

Hello from Jonathan Adler on Fillmore! We hope you're having a fabulous day so far. We'd like to take a moment to express our enthusiasm and support for Claudia joining us merchants here in Pacific Heights.

Superga would be a great addition to the existing shops on our lovely little strip. A casual aesthetic of footwear would complement rather than compete with any other businesses in the area. While Superga is of a lower price point compared to the rest of the apparel retail Pac Heights has, their attention to detail, quality, and their story makes them as, if not more, impressive and genuine than other retailers in the neighborhood. We also love the idea that this store has the ability to serve all of a families footwear needs, from baby to dad, which is most convenient in a very family-centric district of San Francisco.

Please help us have Claudia and Superga join our Fillmore family! We here at JASF would be more than happy to provide any additional information or written support you may need, so please let me know how else we can help!

Thank you, Ali, see you in the neighborhood!

J'Adoringly,

JONATHAN ADLER SAN FRANCISCO
2133 Fillmore St. | San Francisco, CA 94115
415.563.9500 | sf@jonathanadler.com

visit us at www.jonathanadler.com | stay connected @jonathanadler

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From: [Alison Thompson](#)
To: [Kirby, Alexandra \(CPC\)](#)
Subject: Superga Shop at 2326 Fillmore Street
Date: Thursday, May 14, 2015 4:29:09 PM

Dear Ms Kirby,

I am writing to voice my support for Claudia Volpi's application to open a Superga shop on Fillmore street. As a mother of two I struggle to find a local store with fun, affordable shoes that we can actually try on and not have to ship back and forth from an internet site. Claudia's Superga store would fit that need perfectly and would be a fantastic addition to Fillmore street. I know Claudia well and she is an incredibly talented, professional entrepreneur, there is no question in my mind that her store will be a huge success. She is a tremendous marketer and her store will pull customers from all over the bay area to Fillmore Street and benefit all of the merchant located around her.

Approving her application would be a boon for the entire neighborhood.

Best
Alison Thomsson

From: [Vanessa Neumann](#)
To: [Kirby, Alexandra \(CPC\)](#)
Subject: Superga Shop at 2326 Fillmore Street
Date: Friday, May 15, 2015 9:14:24 AM

Dear Ms. Kirby,

I am writing to you in order to express my full support to opening the Superga Shop at 2326 Fillmore Street.

As a mother, friend and administrator of Live Oak School, I am very excited about having a superga store in San Francisco. There are very few children shoe stores in the city. The Superga store will add tremendous value to the offering of retail shops on Fillmore street.

Please accept the proposal to open the Superga store on Fillmore street.

Thank you,
Vanessa Neumann

From: [Jennifer Duquemin](#)
To: [Kirby, Alexandra \(CPC\)](#)
Subject: Superga Shop at 2326 Fillmore Street
Date: Friday, May 15, 2015 3:22:13 PM

We live in Pacific Heights, and I support the opening of a Superga shop at 2326 Fillmore Street.

Best,
Jennifer Duquemin

From: [Rory L. Weinstein](#)
To: [Kirby, Alexandra \(CPC\)](#)
Cc: [Claudia Volpi](#)
Subject: Superga Shop at 2326 Fillmore Street
Date: Wednesday, May 20, 2015 9:43:51 PM

Dear Ali,

My friend Claudia Volpi just gave me the exciting news that she is planning to open a Superga shoe store on Fillmore soon. My family and I could not be more excited. We love Superga (it's super fun and stylish), we live in Pacific Heights (not far from Fillmore Street), and we would love to finally have a kids' shoe store nearby that we could walk to! We hope you will escort Claudia and Superga through the planning process as quickly as you can.

Additionally, I want to let you know that I have known Claudia for the past 15 years - since before she or I were ever married or had children. She is one of the most energetic, creative, responsible, upstanding and genuine people I have ever known.

Everything she has ever been involved with has been a resounding success - almost by the sheer force of her own will and unwillingness to settle for anything less. She is a true "force" in the most positive way, and you can rest assured that she will manage Superga in the same fashion. Her shop is certain to be an excellent addition to Fillmore Street and San Francisco at large.

Thank you for your time. I can't wait to buy my Supergas soon!

Sincerely,
Rory Weinstein
2507 Pacific Avenue, San Francisco, CA 94115

Rory Leventhal Weinstein
rory_leventhal@yahoo.com
415-652-0872

From: [Hailey Young](#)
To: [Kirby, Alexandra \(CPC\)](#)
Subject: Superga Shop at 2326 Fillmore Street
Date: Thursday, May 14, 2015 1:33:48 PM

Dear Planner Kirby,

I am writing this letter in support of the Superga Shop opening at 2326 Filmore Street. I am a resident in lower pac heights at 1930 Franklin street, and I frequent the Filmore shopping street quite often as that is my neighborhood district I can easily walk to.

I have lived in the neighborhood for years, and I have noticed that Filmore and surrounding area need more options for affordable shoes shopping for all members of the family. I only mostly see women's dress shoes shops, and this will be a great addition to the Filmore street for stylish and affordable casual shoes.

I am also in favor of the shop's opening due to the fact that it will be run and operated by another San Francisco local resident, Claudia Volpi, instead of non-local merchant.

Please feel free to contact me should you need to discuss anything.

Thanks and best,
Hailey

Hailey Heesun Young
Legal Counsel
US IP Center (Silicon Valley)
Samsung Electronics US R&D Center
2180 Sand Hill Road, Suite 300
Menlo Park, California 94025
Direct dial: 650-529-3709
Email: hailey.young@samsung.com

From: [Bennett, Grazia](#)
To: [Kirby, Alexandra \(CPC\)](#)
Subject: Superga shop at 2326 Fillmore
Date: Thursday, May 14, 2015 1:36:17 PM
Attachments: [image003.png](#)

Dear Ms. Kirby,

I am writing to you in support of Claudia Volpi's request to open a Superga shop at 2326 Fillmore. The shop is going to be a positive addition to this vibrant street. The product is not in competition with the current merchants. The shop will become a catalyst for kids and adults who want to wear comfortable, affordable and stylish walking shoes.

Please do not hesitate to contact me if you have any question.

Thank you for your consideration.

Warmly,

Grazia Bennett

Grazia Bennett

DRE# 01889420

Sotheby's International Realty

415.294.4244 direct

Grazia.Bennett@SothebysHomes.com

www.graziabennett.com

<http://www.graziabennett.com/testimonials.php>

<http://www.graziabennett.com/soldproperties.php>



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From: [Elisabeth Roberts](#)
To: [Kirby, Alexandra \(CPC\)](#)
Subject: Superga shop on Fillmore street
Date: Thursday, May 21, 2015 10:25:56 AM

Dear Ms Kirby,

I am writing this letter to support the opening of the proposed Superga shop on Fillmore street. I am a friend of Claudia Volpi and have a great deal of respect for her business acumen and her passion for family and community. She also understands what it is like to raise a family in the city and to provide affordable and stylish shoes for everyone. The number of projects she has successfully led to support community is staggering. In short, Claudia Volpi gets it done, and leaves everyone happy.

I am confident that The Superga shop on Fillmore street would be a great asset to the neighborhood and I fully support it.

Thank you,

Elisabeth Weiss Roberts RN BSN PHN

EWRoberts
Time Capsule Films
www.timecapsule-films.com
415.505.2546

From: [Celeste Perron](#)
To: [Kirby, Alexandra \(CPC\)](#)
Subject: Superga store on Fillmore
Date: Wednesday, May 20, 2015 2:58:46 PM

Dear Ms Kirby,

I am writing to share my support of the proposed Superga store on Fillmore Street and to share my reasons for supporting it:

1. I am a huge fan of the brand Superga and have been wearing them for 25 years. They are very durable, classic shoes and I think they are a very eco-friendly choice because they last forever and never go out of style. I would love to buy them locally instead of ordering them online.
2. I have two children (7 and 9) and have to order their shoes from Zappos.com because there are not great, easy shopping options here. I try to avoid the big malls and big box stores, and there are no boutiques with a big selection of sizes and styles for children their age. I shopped at Brooks on Sacramento when they were little but they have outgrown it. Ordering shoes online is a hassle because they often don't fit right and need to be returned, plus I would like to support an SF brick-and-mortar business.
3. Claudia Volpi is a friend and fellow parent at my children's school. She is a wonderfully active participant in the SF community and I know that any business with her at the helm will be a great addition to the city.

Many thanks!

Celeste Perron Oberfest
3936 20th Street
San Francisco, CA 94114

415-626-1272

From: [isabel manchester](#)
To: [Kirby, Alexandra \(CPC\)](#)
Subject: Superga Store
Date: Saturday, May 16, 2015 11:47:15 AM

HI Supervisor Kirby,

I am a local business owner here in San Francisco, and I wanted to send a letter of support for the Superga Store opening here on Fillmore Street. Claudia Volpi is a San Francisco Mom, wife and Italian american who continues to bring her passion for Italy and family here to San Francisco in positive ways. She most recently spearheaded the growth and success of an Italian immersion preschool here in San Francisco - La Scuola. She is dedicated to the success of the city and is constantly looking for ways to participate in the community.

On a more practical note, I am also the mother of two, and the Fillmore absolutely needs more options for kids shopping.

Thank you for your consideration. I know the concern is the large chain name from Italy, but I can assure you this is a family run, small independent unit, with an owner that is committed to the product and the neighborhood.

Please do not hesitate to call on me if you have any additional questions.

**Sincerely,
Isabel Manchester**

MIGHTY | Project One | CHAMBERS eat + drink | Mercer | The Phoenix Hotel

THIRTYONE | MADISON
550 15th Street
San Francisco, CA 94103
ph. 415.290-5006

From: [Grijalva Francisco](#)
To: [Kirby, Alexandra \(CPC\)](#)
Subject: Superga store
Date: Friday, July 03, 2015 9:15:30 AM

I write in support of the Superga store on Fillmore. It will be a great addition for San Francisco. Dr. Francisco Grijalva

Sent from my iPhone

From: [Dunja Solari](#)
To: [Kirby, Alexandra \(CPC\)](#)
Subject: Superga Store
Date: Thursday, May 14, 2015 9:04:36 PM

Dear Ms Kirby,

I am writing to express my support for the opening of a Superga shop at 2326 Fillmore Street.

I am a mother of 2 and would like to have a shoe store on Fillmore Street where I can buy shoes for my children, my husband and myself.

Shoes are not one of those items that can easily be ordered online, instead shoes for the whole family are best bought in person at a store, to make sure that they fit. Although Fillmore street has many clothes stores, there is a need for a shoe store that serves families.

Thank you for your consideration.

Sincerely,

Dunja Solari

From: [Elizabeth Asdorian](#)
To: [Kirby, Alexandra \(CPC\)](#)
Subject: Support for Claudia Volpi and Superga
Date: Saturday, May 23, 2015 4:41:18 PM

Hi there -

I just wanted to email a quick note of support for a family working with you to get a project through planning. Claudia Volpi and her family are wonderful, thoughtful, responsible, and considerate people who do everything with integrity. I truly believe their store—and the stewardship that Claudia lends to any project she is involved with—will be a tremendous asset to the Fillmore corridor. Claudia successfully opened an Italian school in the city recently and she will bring the same passion and compassion to her new venture.

Thanks so much for your consideration.

Best,

Elizabeth Asdorian
338 Winfield St.
San Francisco 94110
415.970.0245

From: [Bargetto, Richard](#)
To: [Kirby, Alexandra \(CPC\)](#)
Cc: [Claudia Volpi \(via Google Docs\) \(claudiasvolpi@gmail.com\)](#)
Subject: Support for Superga on Fillmore Street - A definite YES
Date: Friday, May 15, 2015 11:39:42 AM

Hello Alexandra,

I recently heard that the Planning Commission is considering Claudia Volpi's application to open a Superga store on Fillmore street. Simply stated, this is a fantastic idea!

I live in Hayes valley and shop on Fillmore street frequently and would love to access Superga on Fillmore as family shoe store. With all the walking our family does in San Francisco, having one place that can fit the shoe needs of my daughter, partner and myself is ideal. The additional fact that these shoes are affordable is just an added plus for our family on a budget.

I fully support this project and I look forward to seeing Superga on Fillmore street very soon. Thanks for your effort in making this happen for our community.

Richard Bargetto
174 Lily Street @ Octavia
SF, CA 94012

From: [Emiko Higashi](#)
To: [Kirby, Alexandra \(CPC\)](#)
Subject: Support Superga Shop on Filmore Street
Date: Thursday, July 02, 2015 2:30:06 PM

Dear Ms. Kirby,

I am writing to express my strong support for the opening of a Superga shop at 2326 Fillmore Street.

I have two children and observed that the northern quadrant of Filmore needs more options for kids' shopping especially shoes. Superga is stylish, affordable, brings a flair of Italy to the neighborhood, family-centric environment (the whole family can purchase their shoes there), and most importantly, a family-owned business (as opposed to mass brands.) on Filmore which allows Filmore neighborhood to maintain its unique character.

I hope you support Superga's opening on Filmore.

Regards,
Emiko

--

Emiko Higashi
3030 Washington Street
SF, CA 94115

APPLICATION FOR CONDITIONAL USE AUTHORIZATION: SUPERGA RETAIL STORE

2363 Fillmore Street
San Francisco, CA 94115

April 03, 2015 CONDITIONAL USE SUBMISSION

DRAWING INDEX

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- SITE / ROOF PLAN
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- 5
- STOREFRONT SECTION / RENDERED PROPOSED ELEVATIONS
- 6
- FORMULA RETAIL SITE DIAGRAM

VICINITY MAP



Project:

Superga

2326 Fillmore Street
San Francisco, CA 94115

Freebairn-Smith & Crane
Planning Urban Design Architecture
442 Post Street
San Francisco CA 94102
(415) 398-4094
(415) 398-4096 Fax

Consultants:

Sheet Title:

COVER SHEET

Date:
03 APRIL 2015

Issued For:
CU Submission

Scale: N.A.
File: SUP_CU_0_COVER
Project: SUP
Drawn By: TEAM
Ref North:

Checked By: J.C.
Sheet No:

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WASHINGTON STREET

Project:

Superga

2326 Fillmore Street
San Francisco, CA 94115

Freebairn-Smith & Crane

Planning Urban Design Architecture
442 Post Street
San Francisco CA 94102
(415) 398-4094
(415) 398-4096 Fax

Consultants:

Sheet Title:

SITE / ROOF PLAN

Date: 03 APRIL 2015
Issued For: CU Submission

Scale: N.A.

File: SUP_CU_1_SP

Project: SUP

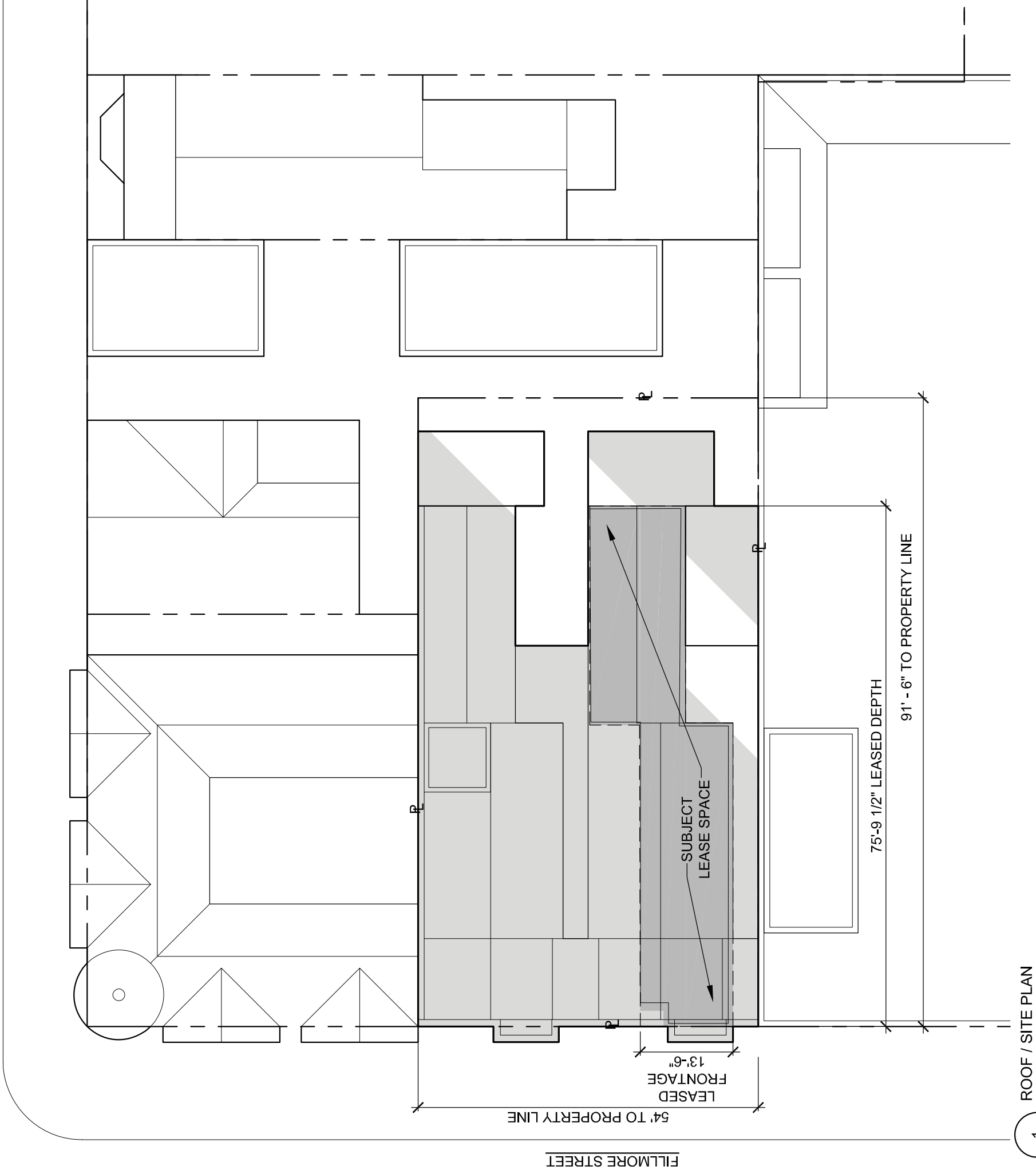
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Checked By: J.C.

Sheet No:



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1 ROOF / SITE PLAN

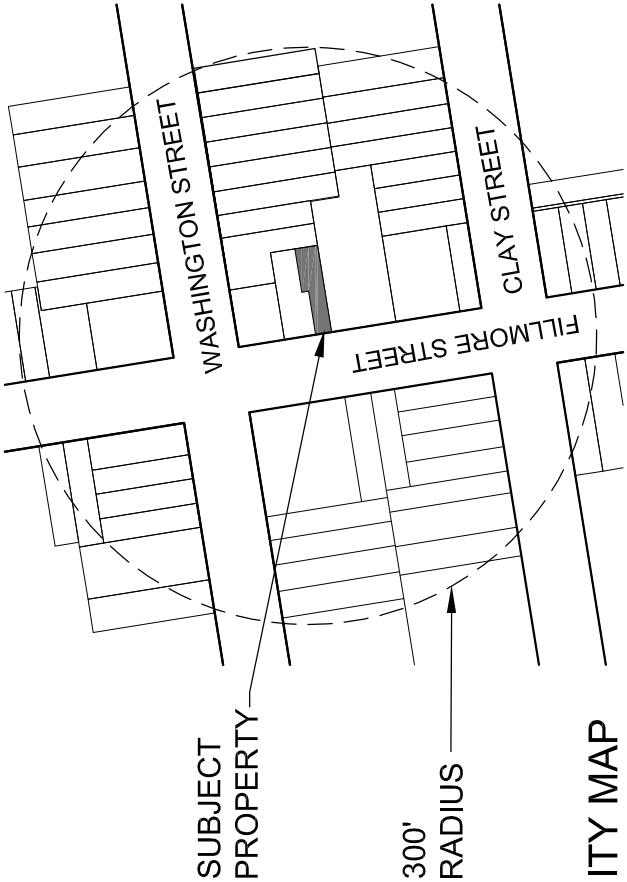
1/16" = 1'-0"



EXISTING CONDITIONS EAST SIDE OF FILLMORE STREET



EXISTING CONDITIONS WEST SIDE OF FILLMORE STREET



VICINITY MAP

Project:

Superga

2326 Fillmore Street
San Francisco, CA 94115

Freebairn-Smith & Crane

Planning Urban Design Architecture
442 Post Street
San Francisco CA 94102
(415) 398-4094
(415) 398-4096 Fax

Consultants:

Sheet Title:

EXISTING SITE PHOTOS
FILLMORE STREET
EAST SIDE &
WEST SIDE

Date:

03 APRIL 2015

Issued For:

CU Submission

Scale: N.A.

File: SUP_CU_2_SitePhotos

Project: SUP

Drawn By: TEAM

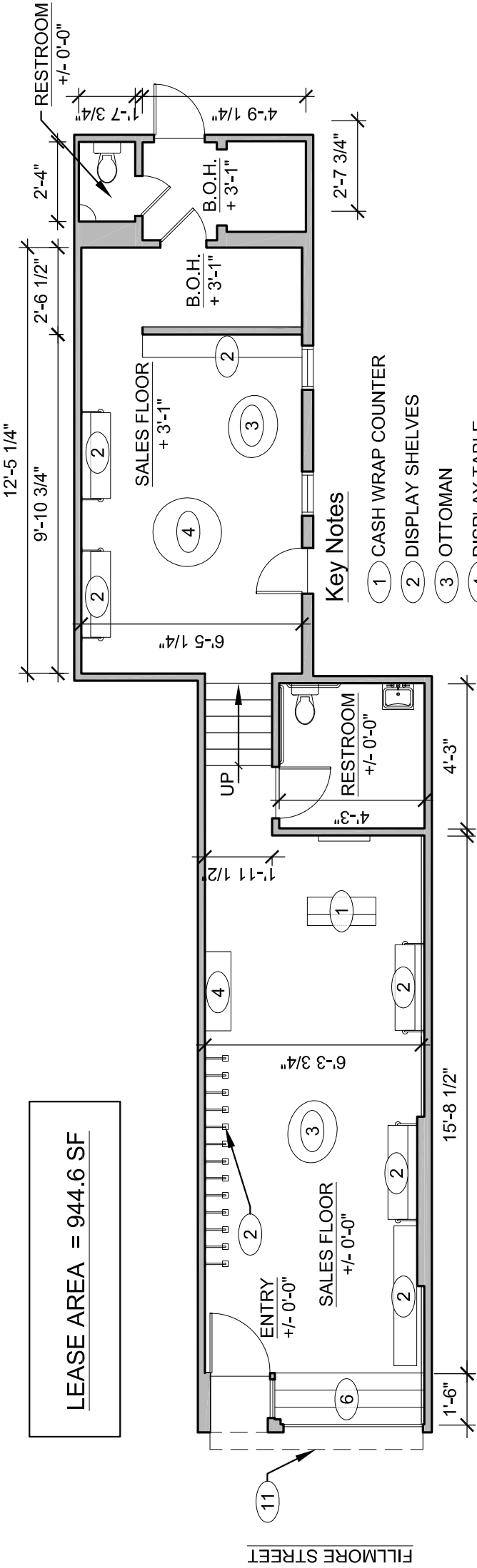
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Checked By: J.C.

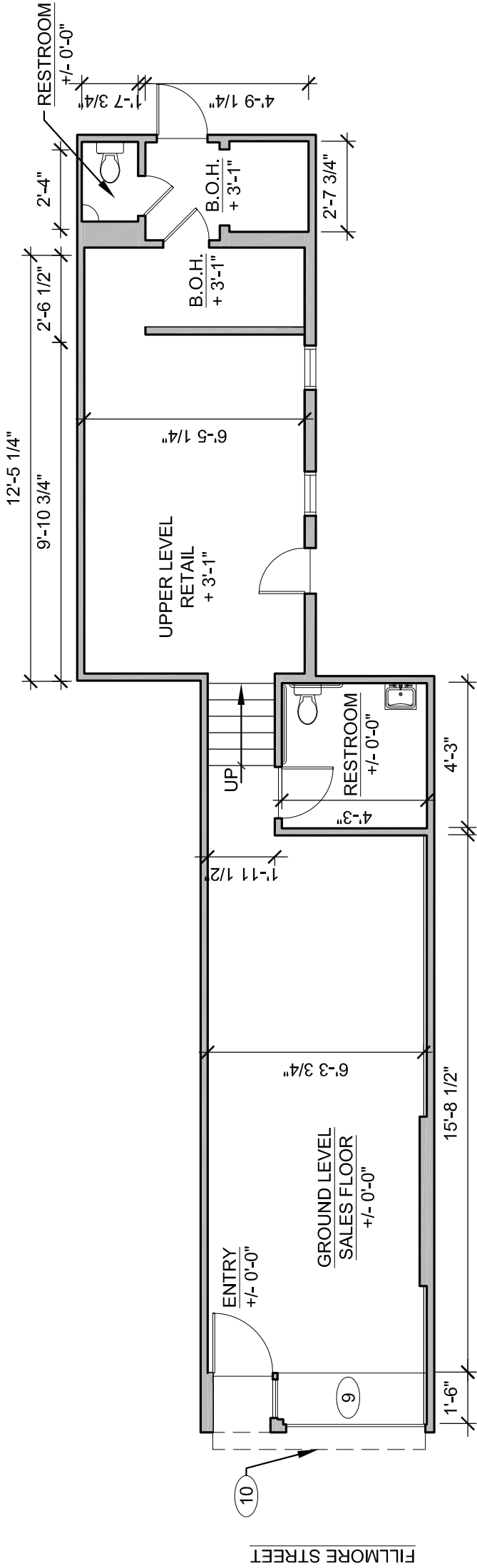
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2 PROPOSED FLOOR PLAN
1/8" = 1'-0"

EXISTING RETRACTABLE AWNING WITH NEW FABRIC AND GRAPHICS



1 EXISTING FLOOR PLAN
1/8" = 1'-0"

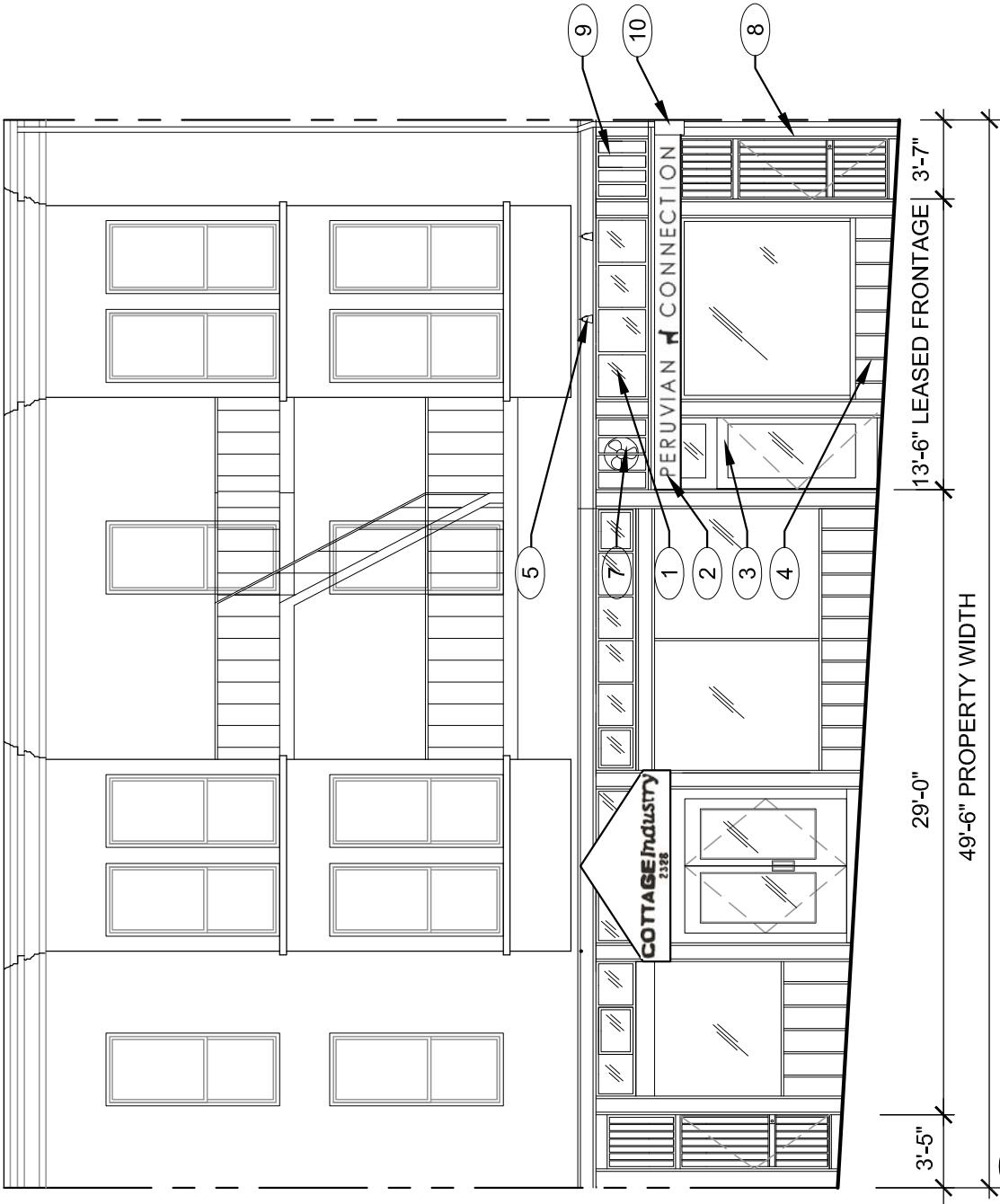
NOTE: NEW EXTERIOR WORK LIMITED TO NEW RED PAINT, NEW RED FABRIC AND WHITE LETTERING ON EXISTING RETRACTABLE FRAME AWING, REMOVAL OF TWO EXISTING WALL SCONCES, AND ADDITION OF AN AUTOMATIC DOOR OPENER DUE TO EXISTING CONSTRAINTS

PROPOSED ELEVATION KEY NOTES

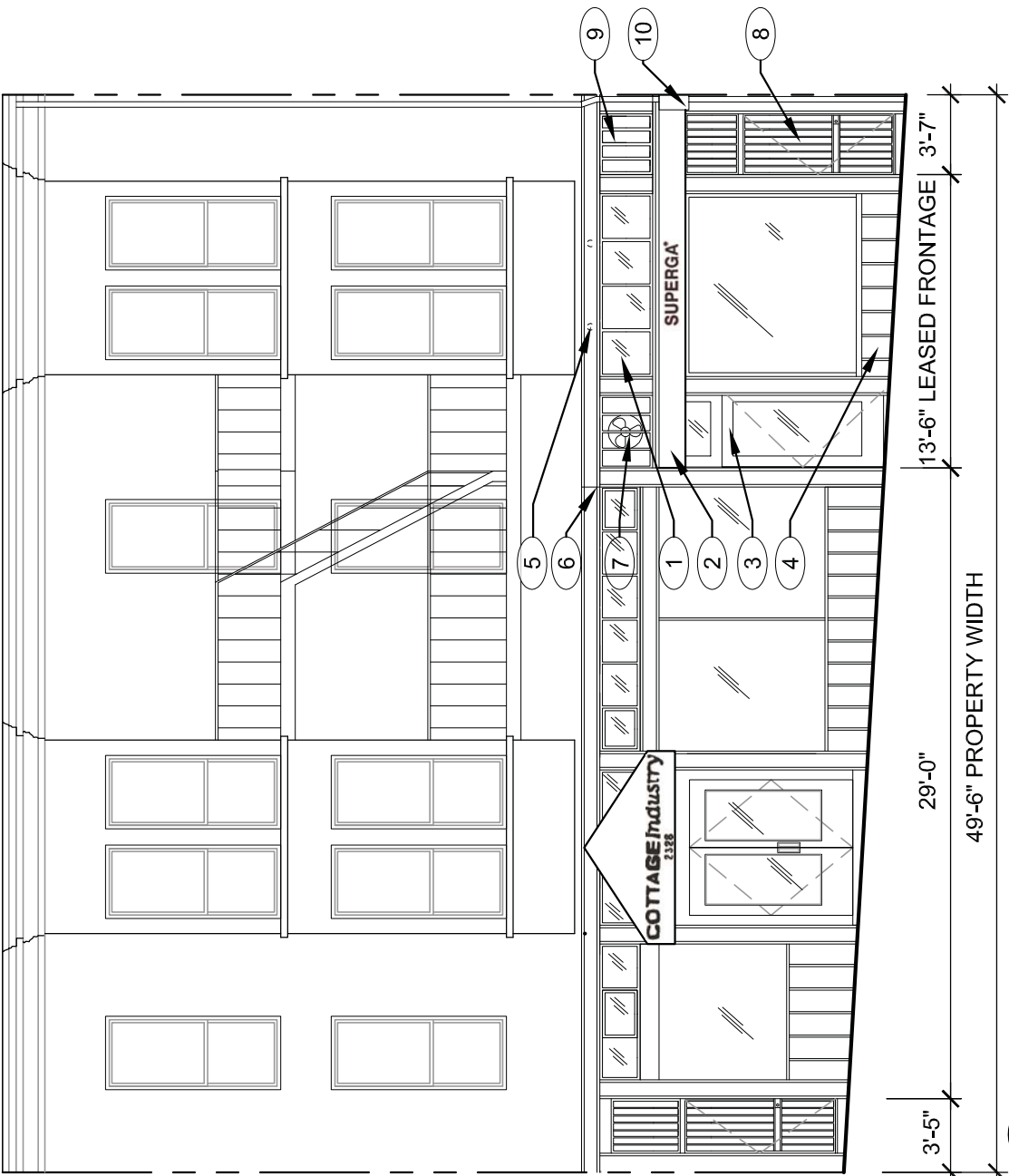
- 1 EXISTING TRANSOM WINDOWS FRAMES (NEW PAINT)
- 2 EXISTING RETRACTABLE AWNING WITH NEW FABRIC AND LETTERING
- 3 EXISTING WOOD DOOR AND TRANSOM (NEW STAIN WITH CLEAR FINISH) WITH NEW AUTOMATIC DOOR OPENER AND HIGH LOW ACTUATOR BUTTONS
- 4 EXISTING BOARD AND BATTEN PONY WALL (NEW PAINT)
- 5 REMOVE EXISTING WALL SCONCE LIGHTS, PULL WIRE AND PATCH FASCIA.
- 6 PAINT LINE BETWEEN STOREFRONT COLORS
- 7 EXISTING STEEL GRATE (NEW PAINT) WITH EXISTING EXHAUST FAN BEHIND
- 8 EXISTING PAINTED STEEL GATE TO RESIDENTIAL UNITS ABOVE. PAINTED SAME COLOR AS SUBJECT LEASE PROPERTY STOREFRONT(NEW PAINT)
- 9 EXISTING PAINTED STEEL GRATE TO RESIDENTIAL AREAWAY. PAINTED SAME COLOR AS SUBJECT LEASE PROPERTY STOREFRONT (NEW PAINT)
- 10 EXISTING PAINTED ELECTRICAL SERVICE BOX AND PIPE. PAINTED SAME COLOR AS SUBJECT LEASE PROPERTY STOREFRONT (NEW PAINT)

EXISTING ELEVATION KEY NOTES

- 1 EXISTING TRANSOM WINDOWS FRAMES PAINTED
- 2 EXISTING RETRACTABLE AWNING WITH LOGO GRAPHICS
- 3 EXISTING WOOD DOOR AND TRANSOM
- 4 EXISTING BOARD AND BATTEN PONY WALL (PAINTED)
- 5 EXISTING WALL SCONCE LIGHTS
- 7 EXISTING STEEL GRATE WITH EXISTING EXHAUST FAN BEHIND
- 8 EXISTING PAINTED STEEL GATE TO RESIDENTIAL UNITS ABOVE. PAINTED SAME COLOR AS SUBJECT LEASE PROPERTY STOREFRONT.
- 9 EXISTING PAINTED STEEL GRATE TO RESIDENTIAL AREAWAY. PAINTED SAME COLOR AS SUBJECT LEASE PROPERTY STOREFRONT.
- 10 EXISTING PAINTED ELECTRICAL SERVICE BOX AND PIPE. PAINTED SAME COLOR AS SUBJECT LEASE PROPERTY STOREFRONT.



2 EXISTING FILLMORE STREET ELEVATION
1/8" = 1'-0"



1 PROPOSED FILLMORE STREET ELEVATION
1/8" = 1'-0"

Project:
Superga

2326 Fillmore Street
San Francisco, CA 94115

Freebairn-Smith & Crane
Planning Urban Design Architecture
442 Post Street
San Francisco CA 94102
(415) 398-4094
(415) 398-4096 Fax

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Sheet Title:

**EXISTING AND
PROPOSED
STOREFRONT
ELEVATION**

Date:
03 APRIL 2015

Issued For:
CU Submission

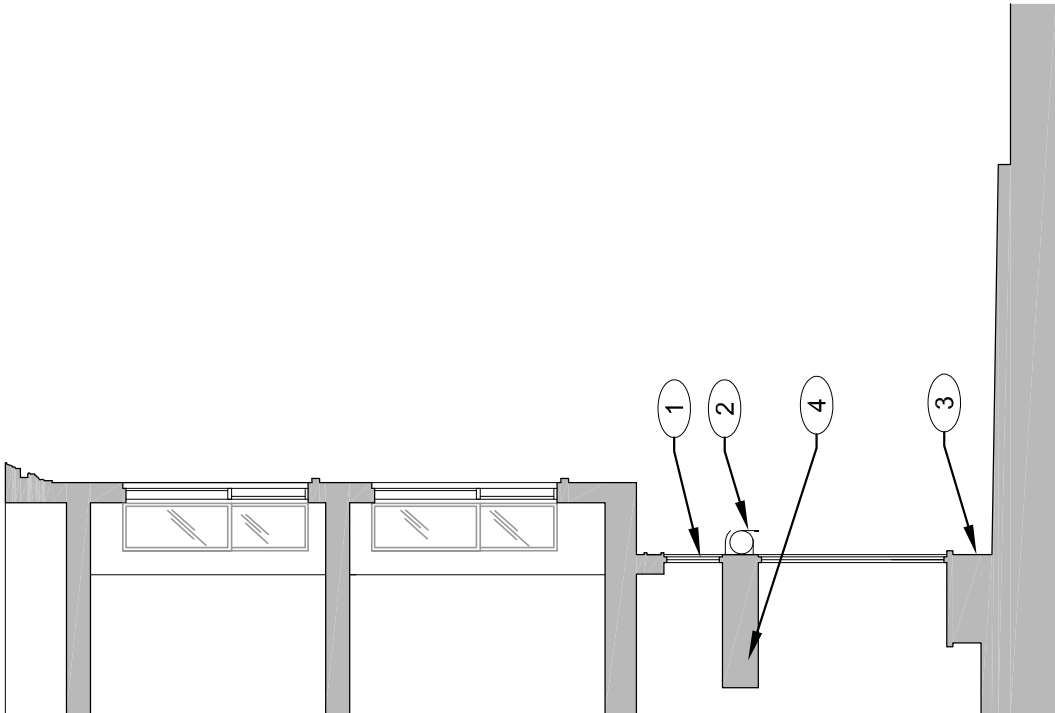
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Project: SUP
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PROPOSED AND EXISTING KEY NOTES

PROPOSED AND EXISTING KEY NOTES

- 1 EXISTING TRANSOM WINDOW TO REMAIN
- 2 EXISTING RETRACTABLE FABRIC AWNING TO REMAIN (NEW FABRIC)
- 3 EXISTING BOARD AND BATTEN PONY WALL WITH DISPLAY PODIUM ON INTERIOR TO REMAIN
- 4 EXISTING INTERIOR SOFFIT TO REMAIN



2 STOREFRONT WALL SECTION (NO CHANGE)

1/8" = 1'-0"



1 PROPOSED STOREFRONT RENDERING

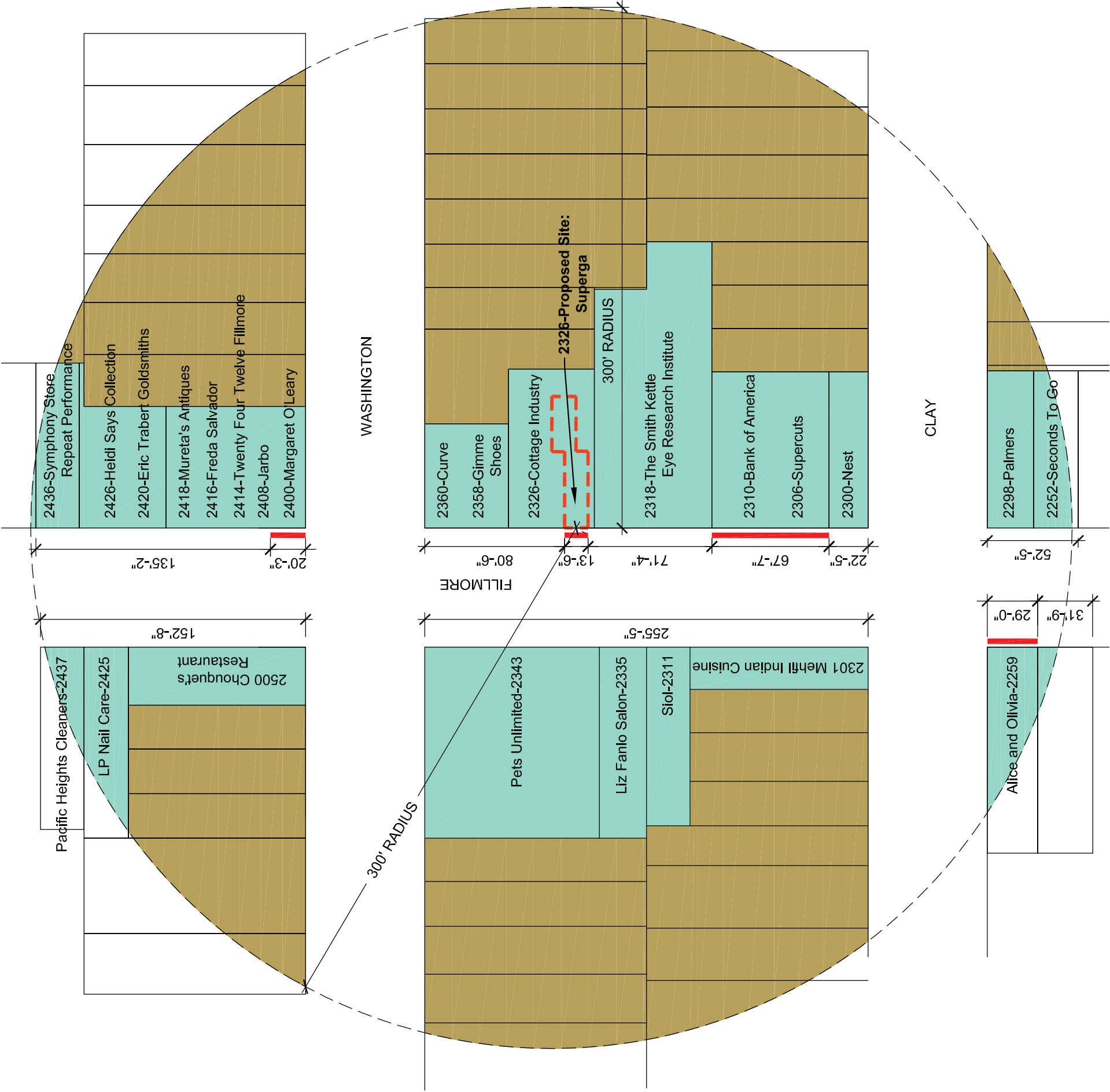
LEGEND

RESIDENTIAL PROPERTIES

COMMERCIAL PROPERTIES

FORMULA RETAIL STOREFRONTS

PROPOSED SITE



FORMULA RETAIL = 14%			
PERCENTAGE OF FORMULA RETAIL FRONTAGE COMPARED TO ALL FRONTAGE ON BOTH SIDES OF FILLMORE STREET WITHIN A 300' RADIUS.			
LINEAR FOOTAGE OF ALL STOREFRONT	932'-0"		
LINEAR FOOTAGE OF FORMULA RETAIL STOREFRONT	130'-4"		
LINEAR FOOTAGE OF NON-FORMULA RETAIL STOREFRONT	801'-8"		
PERCENTAGE OF FORMULA RETAIL STOREFRONT LINEAR FOOTAGE TO OVERALL STOREFRONT.	14%		