



# SAN FRANCISCO PLANNING DEPARTMENT

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## Executive Summary Conditional Use

HEARING DATE: OCTOBER 15, 2015

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San Francisco,  
CA 94103-2479

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Information:  
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*Date:* October 8, 2015  
*Case No.:* **2015-005741CUA**  
*Project Address:* **2453-2455 Fillmore Street**  
*Zoning:* Upper Fillmore NCD (Neighborhood Commercial District)  
40-X Height and Bulk District  
*Block/Lot:* 0606/038-039  
*Project Sponsor:* James Abrams  
J. Abrams Law, P.C.  
575 Florida Street, Suite 150  
San Francisco, CA, 94110  
*Staff Contact:* Wayne Farrens – (415) 575-9172  
wayne.farrens@sfgov.org

### PROJECT DESCRIPTION

The applicant proposes to establish an approximately 1,341 square-foot Formula Retail use (a café dba “Blue Bottle Coffee”) in two existing commercial spaces, one of which is vacant (formerly a Formula Retail café dba “Tully’s Coffee”) and one currently occupied by a retail use (dba “Juicy News”). Blue Bottle is a coffee roasting company which distributes its coffee beans to cafés, retailers, and directly to consumers. The company also operates its own cafés and currently has 22 locations in California, New York, and Japan. The project includes the consolidation of two storefronts, minor tenant improvements, and new signage.

The proposal requires a Conditional Use Authorization pursuant to Planning Code Sections 186.1, 303, and 303.1 to allow a change of operator and physical expansion of a nonconforming Formula Retail Limited Restaurant use (formerly dba “Tully’s Coffee”) within the Upper Fillmore NCD and a 40-X Height and Bulk District.

### SITE DESCRIPTION AND PRESENT USE

The project site is located at the southwest corner of Fillmore and Jackson Streets in the Pacific Heights neighborhood, Assessor’s Block 0606, Lots 038-039. The parcel is approximately 1,724 square feet in area and is occupied by a four-story mixed-use building constructed circa 1908. There are two commercial storefronts at the ground floor with residential apartments above. The approximately 1,341 square-foot space intended for the project is comprised of two existing commercial spaces currently addressed as 2453 and 2455 Fillmore Street. Juicy News, a retailer specializing in newspaper and magazine sales, currently occupies approximately 474 square feet at 2453 Fillmore Street. The adjacent 2455 Fillmore



Street is approximately 867 square feet in size and was last occupied by Tully's Coffee, a Formula Retail café which closed this location in 2014.

## **SURROUNDING PROPERTIES AND NEIGHBORHOOD**

The project site is located on the Upper Fillmore commercial corridor on the southwest corner of Fillmore and Jackson 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).

There are approximately 135 commercial storefronts within the Upper Fillmore NCD, 40 of which are Formula Retail establishments, amounting to a concentration of approximately 30%. The district is presently home to 30 eating establishments (limited restaurant and restaurant combined), of which six are Formula Retail, amounting to a concentration of 20%.

**Table 1. Upper Fillmore NCD Ground Floor Frontage Breakdown per Land Use<sup>1</sup>**

<b>LAND USE TYPE</b>	<b>TOTAL STREET FRONTAGE IN UPPER FILLMORE NCD (FT)</b>	<b>PERCENTAGE OF DISTRICT</b>	<b>TOTAL STREET FRONTAGE IN ¼ MILE VICINITY</b>	<b>PERCENTAGE OF VICINITY</b>
Animal Hospital	215	3.8%	215	4.9%
Business / Professional	134	2.4%	53	1.2%
Dry Cleaning	53	0.9%	32	0.7%
Entertainment	33	0.6%	33	0.8%
Financial	201	3.5%	184	4.2%
Gas Station	223	3.9%	223	5.1%
Grocery	516	9.1%	494	11.3%
Limited Restaurant / Restaurant	1419	25%	1048	24%
Medical	142	2.5%	92	2.1%
Other Retail	2385	41.9%	1693	38.7%
Personal Service	322	5.7%	261	6%

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



Vacant	45	0.8%	45	1%
<b>Total</b>	<b>5688</b>	<b>100%</b>	<b>4373</b>	<b>100%</b>

The use mix is varied in the Upper Fillmore NCD. Retail establishments comprise approximately 42% of the frontage of the district, while eating establishments (limited restaurants and restaurants combined) comprise 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	20 days	June 22, 2015	June 22, 2015	30 days
Mailed Notice	30 days	June 22, 2015	June 22, 2015	30 days

## PUBLIC COMMENT

- The Planning Department has not received any public comment in support of or in opposition to the proposed project.

## ISSUES AND OTHER CONSIDERATIONS

- The proposed establishment is considered a Formula Retail use with approximately 22 locations internationally. Formula Retail findings are included in the Draft Motion for the Commission to consider.
- The project would replace an existing Formula Retail use within the Upper Fillmore Neighborhood Commercial District, and thus result in no net change in the number of Formula Retail uses within the district.
- The project would remove an existing non-Formula Retail use within the Upper Fillmore Neighborhood Commercial District, and thus result in a nominal increase to the concentration of Formula Retail street frontage within the district.
- There are approximately 40 existing Formula Retail establishments out of 135 retail uses within the Upper Fillmore NCD, amounting to a total concentration of approximately 30%.
- Of the 30 eating establishments within the Upper Fillmore NCD, three are cafes comparable to Blue Bottle Coffee. All three are Formula Retail uses (dba "Peet's Coffee & Tea," "La Boulange," and "Starbucks Coffee").



## **REQUIRED COMMISSION ACTION**

For the Project to proceed, the Commission must grant Conditional Use authorization to allow a change of operator for the existing, legal nonconforming Formula Retail use and to allow the expansion of a legal nonconforming use within the Upper Fillmore Neighborhood Commercial District, pursuant to Planning Code Sections 186.1, 303, and 303.1.

## **BASIS FOR RECOMMENDATION**

- Blue Bottle Coffee 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 not increase the overall concentration of Formula Retail establishments within the Upper Fillmore NCD.
- The existing business is within close access to public transit, including Muni lines 1, 3, 10, and 22.
- The project meets all applicable requirements of the Planning Code.
- The project meets the requirements of the Planning Commission's Performance-Based Design Guidelines.
- The project is desirable for and compatible with the surrounding neighborhood.

<b>RECOMMENDATION:</b> <b>Approval with Conditions</b>
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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

\_\_\_\_\_  
WF  
Planner's Initials









# SAN FRANCISCO PLANNING DEPARTMENT

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*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

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wayne.farrens@sfgov.org

**ADOPTING FINDINGS RELATING TO THE APPROVAL OF CONDITIONAL USE AUTHORIZATION PURSUANT TO SECTIONS 186.1, 303 AND 303.1 OF THE PLANNING CODE TO ALLOW A CHANGE OF OPERATOR AND THE EXPANSION OF A NONCONFORMING FORMULA RETAIL USE (DBA "BLUE BOTTLE COFFEE"), WITHIN THE UPPER FILLMORE NCD (NEIGHBORHOOD COMMERCIAL DISTRICT), AND A 40-X HEIGHT AND BULK DISTRICT.**

### PREAMBLE

On May 7, 2015, James Abrams (hereinafter "Project Sponsor") filed an application with the Planning Department (hereinafter "Department") for Conditional Use Authorization under Planning Code Section(s) 186.1, 303, and 303.1 to allow a change of operator and physical expansion of a Formula Retail use, located within the Upper Fillmore NCD (Neighborhood Commercial District) and a 40-X Height and Bulk District.

On October 15, 2015, the San Francisco Planning Commission (hereinafter "Commission") conducted a duly noticed public hearing at a regularly scheduled meeting on Conditional Use Application No. 2015-005741CUA.



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. 2015-005741CUA, 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 southwest corner of Fillmore and Jackson Streets in the Pacific Heights neighborhood, Assessor's Block 0606, Lots 038-039. The parcel is approximately 1,724 square feet in area and is occupied by a four-story mixed-use building constructed circa 1908. There are two commercial storefronts at the ground floor with residential apartments above. The approximately 1,341 square-foot space intended for the project is comprised of two existing commercial spaces currently addressed as 2453 and 2455 Fillmore Street. Juicy News, a retailer specializing in newspaper and magazine sales, currently occupies approximately 474 square feet at 2453 Fillmore Street. The adjacent 2455 Fillmore Street is approximately 867 square feet in size and was last occupied by Tully's Coffee, a Formula Retail café which closed this location in 2014.
3. **Surrounding Neighborhood.** The project site is located on the Upper Fillmore commercial corridor on the southwest corner of Fillmore and Jackson 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).
4. **Project Description.** The applicant proposes to establish an approximately 1,341 square-foot Formula Retail use (a café dba "Blue Bottle Coffee") in two existing commercial spaces, one of which is vacant (formerly a Formula Retail café dba "Tully's Coffee") and one currently occupied



by a retail use (dba "Juicy News"). Blue Bottle is a coffee roasting company which distributes its coffee beans to cafés, retailers, and directly to consumers. The company also operates its own cafés and currently has 22 locations in California, New York, and Japan. The project includes the consolidation of two storefronts, minor tenant improvements, and new signage.

5. **Public Comment.** The Planning Department has not received any public comment in support of or in opposition to the proposed project.
6. **Planning Code Compliance:** The Commission finds that the Project is consistent with the relevant provisions of the Planning Code in the following manner:
  - A. **Formula Retail.** Planning Code Section 703.3 provides additional criteria for the Planning Commission to consider when considering any discretionary review pursuant to Section 703.3, Formula Retail Uses:

- a. The existing concentrations of Formula Retail uses within the district.

*There are approximately 40 existing ground story Formula Retail establishments out of approximately 135 retail establishments within the Upper Fillmore NCD. The existing intensity of Formula Retail uses is approximately 30% of all businesses within the district, and 29% of the total commercial retail street frontage. The proposed establishment replaces an existing Formula Retail use, resulting in no net change in concentration. The proposed expansion into the adjacent storefront 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, 27 of 92 retail establishments are Formula Retail. This comprises 29% of the businesses and 27% of the commercial street frontage at the ground floor. The proposed establishment replaces an existing Formula Retail use, resulting in no net change in concentration. The proposed expansion into the adjacent storefront would nominally increase the Formula Retail commercial frontage within the ¼ mile vicinity.*

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

*Within the six blocks of the Upper Fillmore NCD, there are 10 existing Limited Restaurants, three of which are cafes comparable to the proposal – Peet's Coffee & Tea, Starbucks Coffee, and La Boulange.*

- 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 Formula Retail use (dba "Tully's Coffee") 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 is limited to one window sign and two blade signs at the corner of Fillmore and Jackson Streets.*



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

*There is currently 1 vacancy out of 135 commercial locations within the Upper Fillmore NCD, creating a vacancy rate of less than 1%. This calculation does not include the subject site, which has been vacant since 2014.*

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

*Thirty-four percent (46 locations) of the occupied retail uses in the Upper Fillmore NCD are "Daily-Needs," or neighborhood-serving; of these, 13 are Formula Retail, including five Limited Restaurants. The remaining 66% (88 locations) of locations which do not serve daily needs includes 19 restaurants, three gas stations, and 65 retail uses. The proposed retail use is considered a "Daily-Needs" use.*

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

*The proposed use is consistent with the existing character of the Upper Fillmore NCD which is composed of many Formula Retailers who specialize in unique, high-quality goods and services. The products offered by Blue Bottle Coffee would attract both local residents and visitors, contributing to the overall vitality of the district. Other retail stores in the district include 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 Use<sup>1</sup>**

LAND USE TYPE	TOTAL STREET FRONTAGE IN UPPER FILLMORE NCD (FT)	PERCENTAGE OF DISTRICT
Animal Hospital	215	3.8%
Business / Professional	134	2.4%
Dry Cleaning	53	0.9%
Entertainment	33	0.6%
Financial	201	3.5%
Gas Station	223	3.9%
Grocery	516	9.1%
Limited Restaurant / Restaurant	1419	25%
Medical	142	2.5%

<sup>1</sup> 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	2385	41.9%
Personal Service	322	5.7%
Vacant	45	0.8%
<b>Total</b>	<b>5688</b>	<b>100%</b>

*The use mix is varied in the subject NCD. Retail establishments comprise approximately 42% of the frontage of the Upper Fillmore NCD, while eating establishments (limited restaurants and restaurants combined) comprise approximately 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 ground 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 ground 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 restaurants to provide one parking space for every 200 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 718.21 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 2,499 square feet.

*The subject space occupies less than 2,499 square feet; therefore the Project does not require Conditional Use authorization for use size.*

- F. Hours of Operation.** Pursuant to Sections 718.27 of the Code, the principally permitted hours of operation are from 6 a.m. to 2 a.m.

*The proposed hours of operation are 7 a.m. to 7 p.m., seven days a week.*

- 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 fills an existing vacancy and provides a unique Limited Restaurant 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, including Muni lines 1, 3, 10, and 22.*

- 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 Limited Restaurant 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. 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.

*The Upper Fillmore NCD lost a neighborhood-serving café with the closure of Tully's Coffee in 2014. The proposal would return that neighborhood-serving café use to the district in the tenant space vacated by Tully's Coffee.*



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.*

- 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 affect 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 effect 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, including Muni lines 1, 3, 10, and 22.*

- 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. Exterior improvements are not proposed other than new signage, which is minimalistic in design.*



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. 2015-5741CUA** subject to the following conditions attached hereto as "EXHIBIT A" in general conformance with plans on file, dated May 7, 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 October 15, 2015.

Jonas Ionin  
Commission Secretary

AYES:

NAYS:

ABSENT:

ADOPTED:



## EXHIBIT A

### AUTHORIZATION

This authorization is for a conditional use to allow a change of operator and physical expansion of a nonconforming Formula Retail use (dba "Blue Bottle Coffee") located at 2453-2455 Fillmore Street , Block 0606, Lots 038-039 pursuant to Planning Code Sections 186.1, 303, and 303.1 within the **Upper Fillmore Neighborhood Commercial District**, and a **40-X** Height and Bulk District; in general conformance with plans, dated **May 7, 2015** and stamped "EXHIBIT B" included in the docket for Case No. **2015-005741CUA** and subject to conditions of approval reviewed and approved by the Commission on **October 15, 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 **October 15, 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.
2. **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](http://www.sf-planning.org).*

### DESIGN

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

### MONITORING

4. **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](http://www.sf-planning.org).*

### OPERATION

5. **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](http://www.sf-planning.org)*

6. **Noise Control.** The premises shall be adequately soundproofed or insulated for noise and operated so that incidental noise shall not be audible beyond the premises or in other sections of the building and fixed-source equipment noise shall not exceed the decibel levels specified in the San Francisco Noise Control Ordinance.

*For information about compliance with the fixed mechanical objects such as rooftop air conditioning, restaurant ventilation systems, and motors and compressors with acceptable noise levels, contact the Environmental Health Section, Department of Public Health at (415) 252-3800, [www.sfdph.org](http://www.sfdph.org)*

*For information about compliance with the construction noise, contact the Department of Building Inspection, 415-558-6570, [www.sfdbi.org](http://www.sfdbi.org)*

*For information about compliance with the amplified sound including music and television contact the Police Department at 415-553-0123, [www.sf-police.org](http://www.sf-police.org)*

7. **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](http://www.sf-planning.org)*

## MONITORING - AFTER ENTITLEMENT

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](http://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.



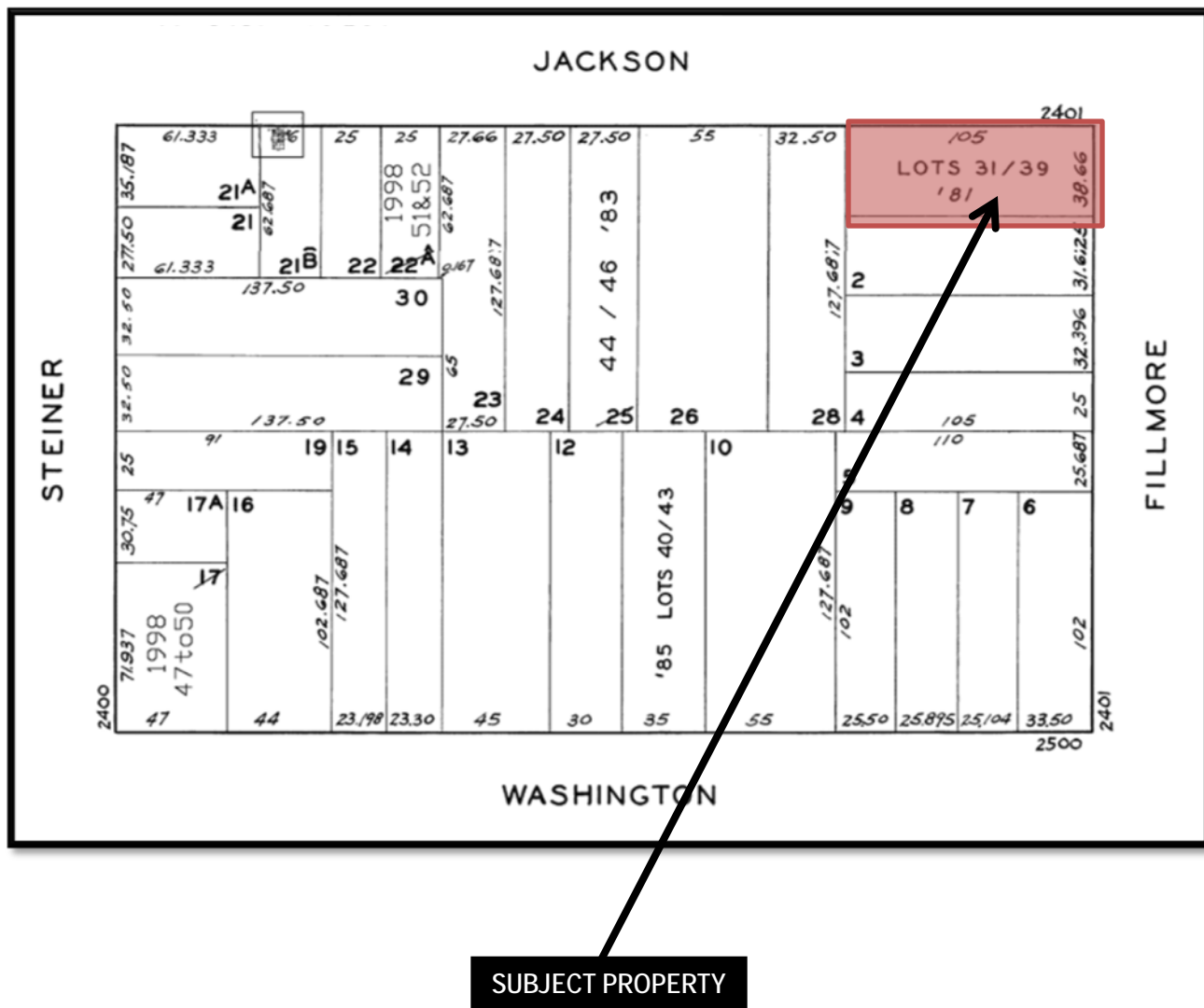
*For information about compliance, contact Code Enforcement, Planning Department at 415-575-6863,  
[www.sf-planning.org](http://www.sf-planning.org)*





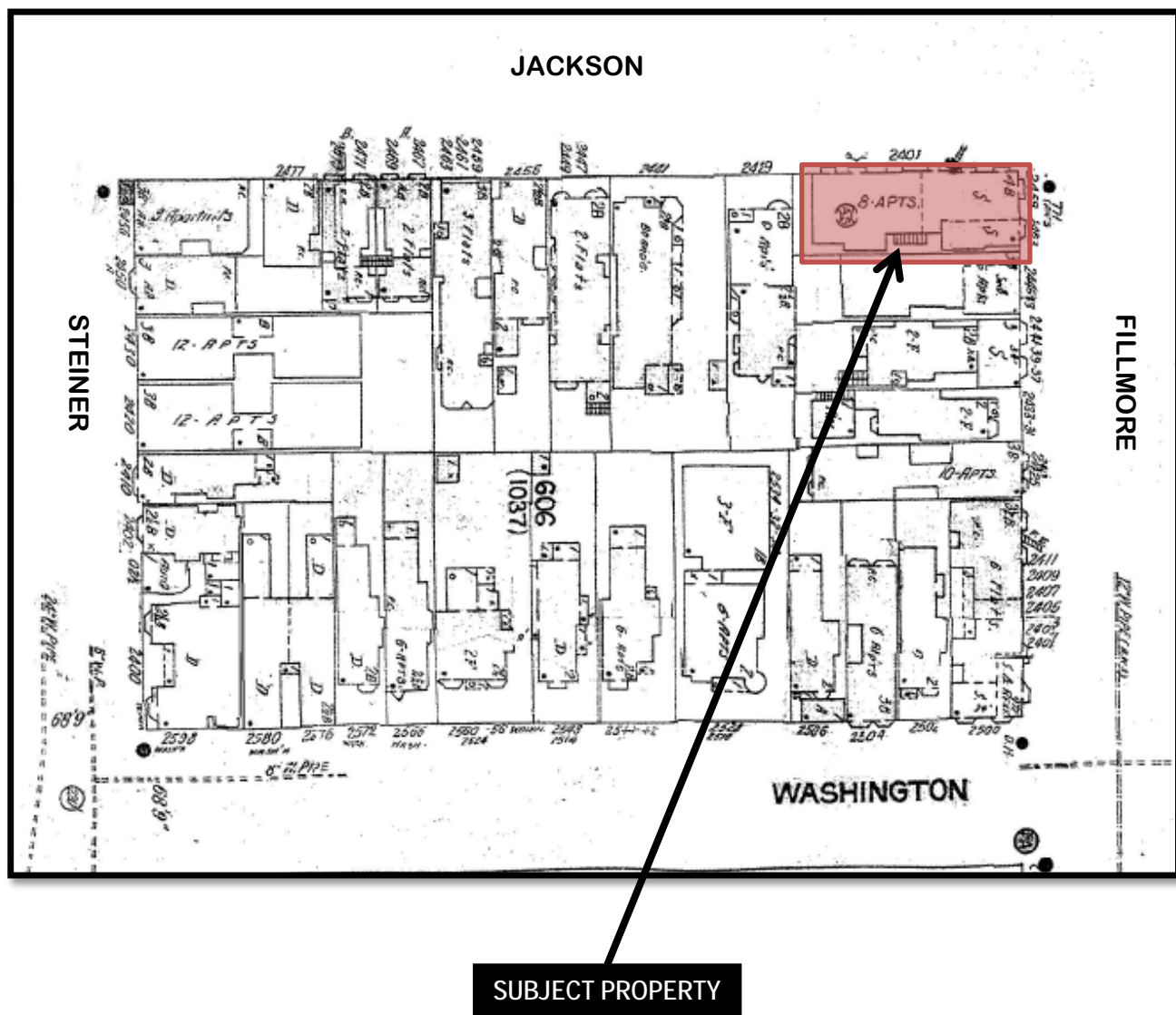


# Block Book Map





# Sanborn Map



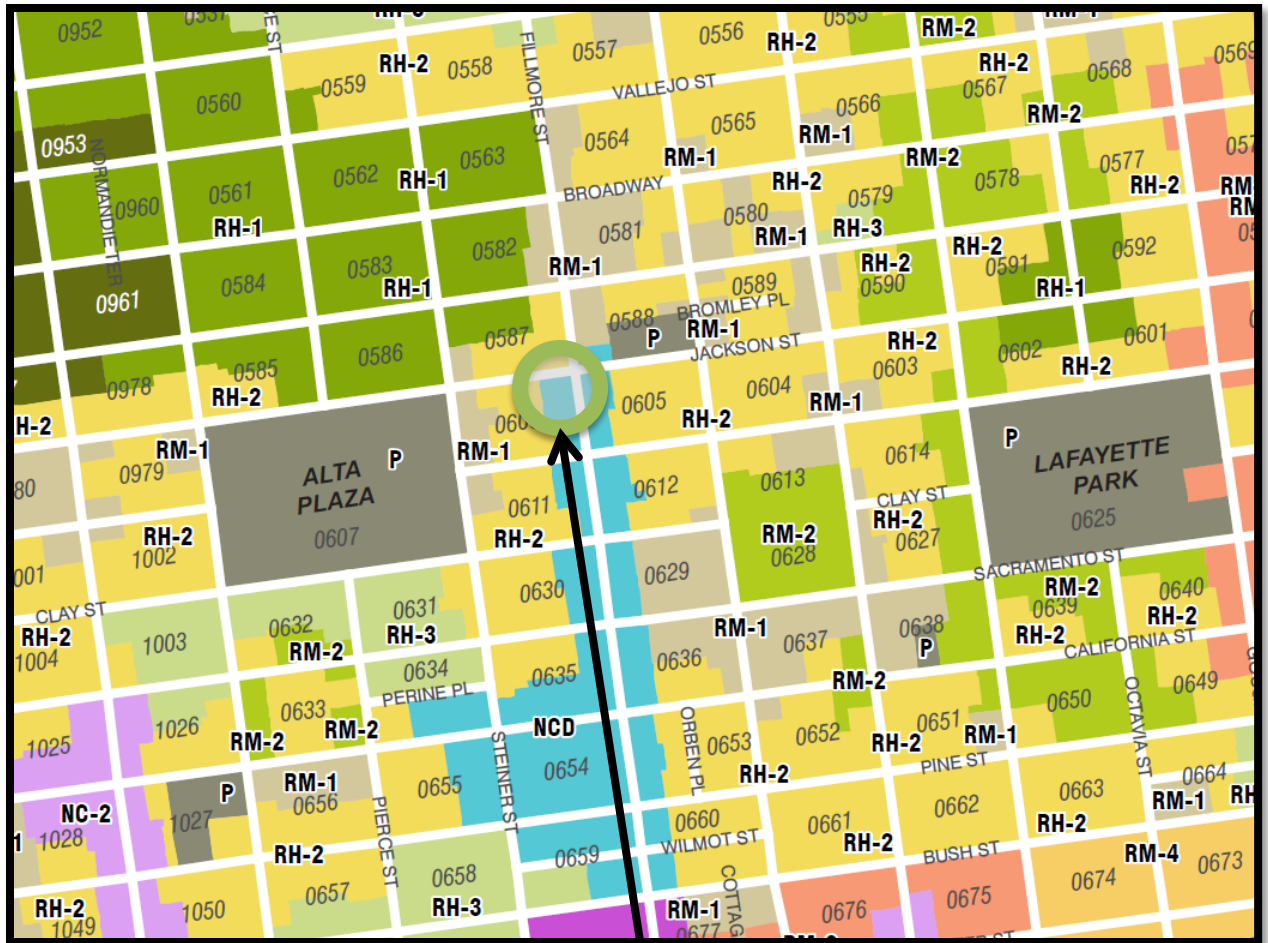
**SAN FRANCISCO  
PLANNING DEPARTMENT**



Conditional Use Hearing  
**Case Number 2015-005741CUA**  
 2453-2455 Fillmore Street  
 Block 0606 Lots 038-039



# Zoning Map



SUBJECT PROPERTY

SAN FRANCISCO  
**PLANNING DEPARTMENT**



Conditional Use Hearing  
**Case Number 2015-005741CUA**  
2453-2455 Fillmore Street  
Block 0606 Lots 038-039



# Aerial Photo



SUBJECT PROPERTY

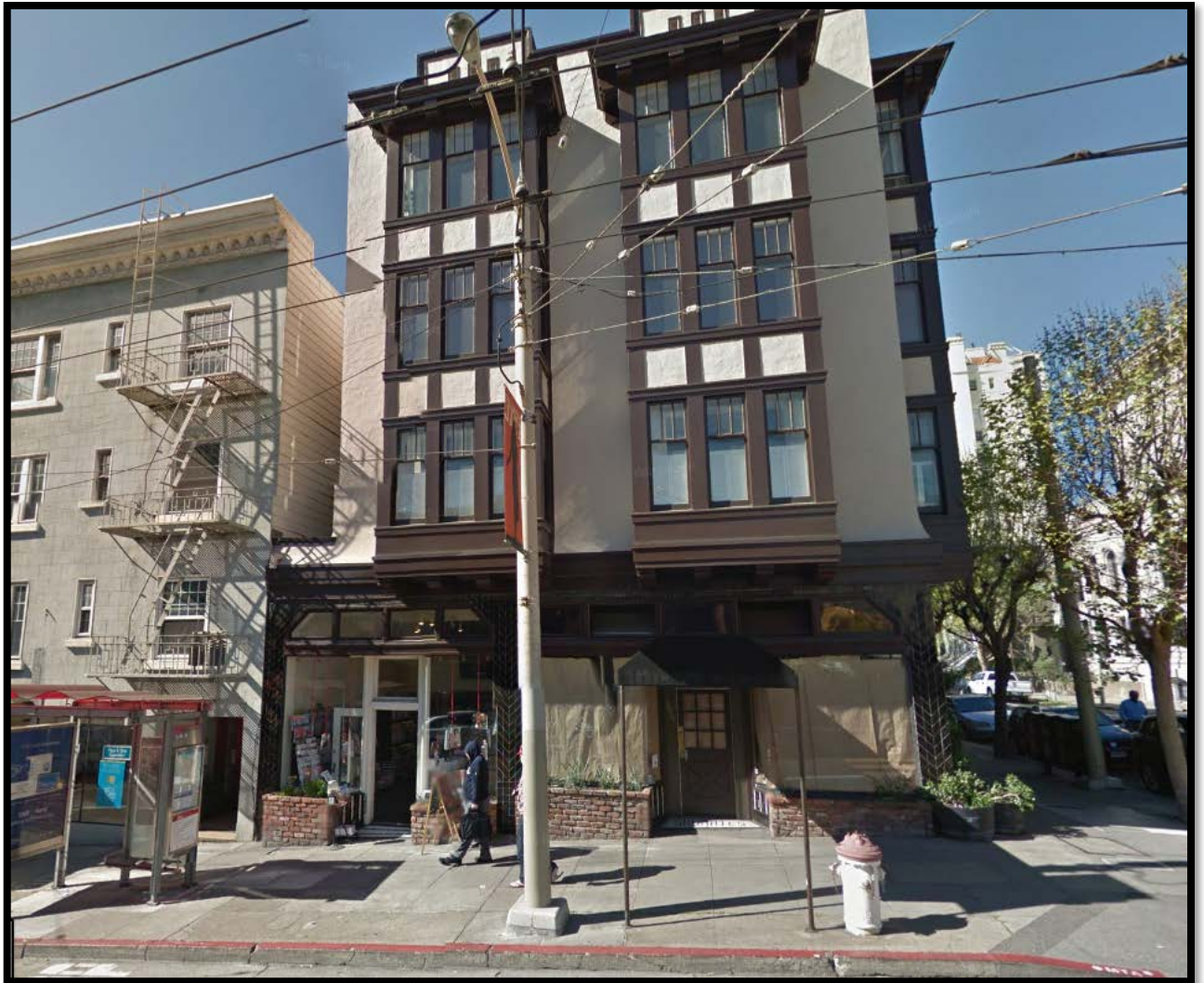
SAN FRANCISCO  
**PLANNING DEPARTMENT**



Conditional Use Hearing  
**Case Number 2015-005741CUA**  
2453-2455 Fillmore Street  
Block 0606 Lots 038-039



# Site Photo



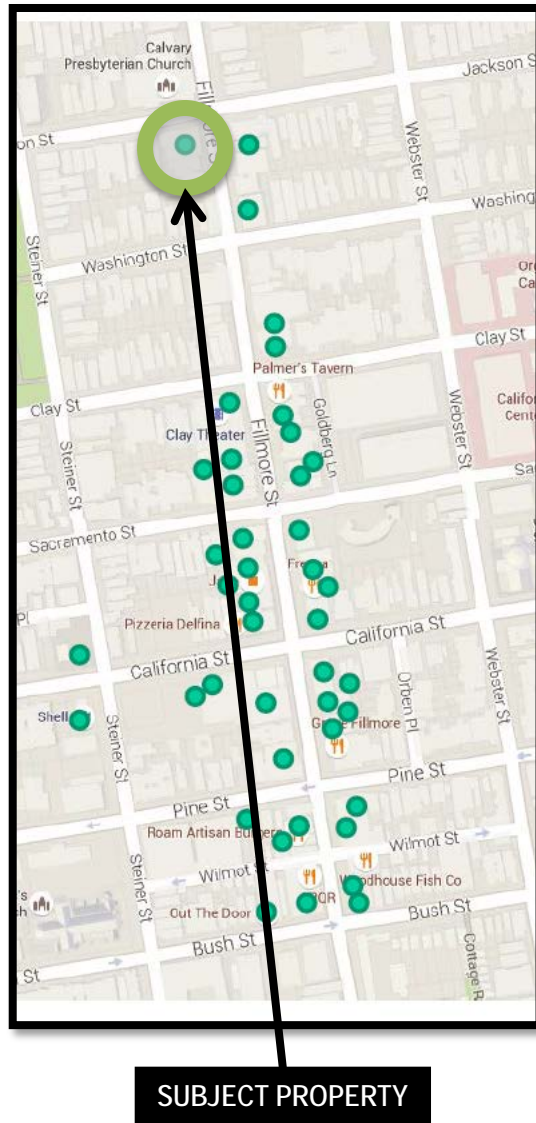
SAN FRANCISCO  
**PLANNING DEPARTMENT**



Conditional Use Hearing  
**Case Number 2015-005741CUA**  
2453-2455 Fillmore Street  
Block 0606 Lots 038-039



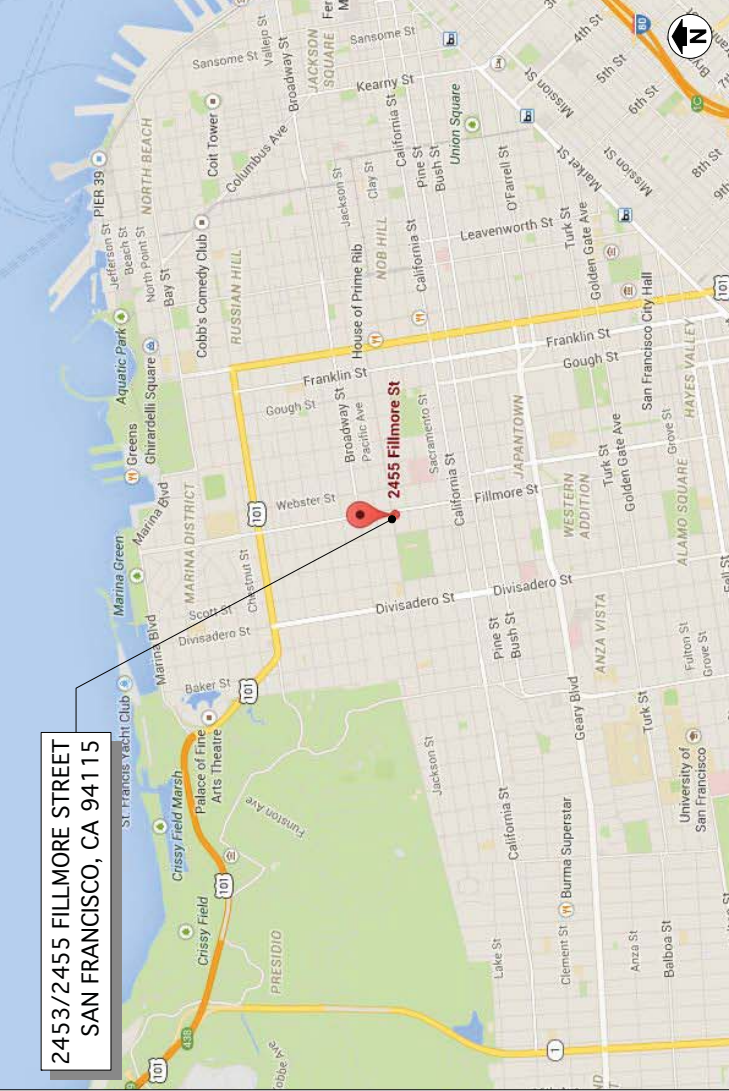

# Formula Retail Locations within Upper Fillmore NCD





# BLUE BOTTLE COFFEE

## CONDITIONAL USE APPLICATION

VICINITY MAP	PROJECT DIRECTORY	DRAWING INDEX
	<p><b>OWNER:</b> BLUE BOTTLE COFFEE CO. 300 WEBSTER STREET OAKLAND CA 94067 TEL: 718.387.4160 CONTACT: Arion Paylo EMAIL: arion@bluebottlecoffee.com</p> <p><b>ARCHITECT OF RECORD:</b> CROME ARCHITECTURE 905 FOURTH STREET SAN RAFAEL, CA 94901 TEL: 415.453.0700 CONTACT: MAX CROME EMAIL: max@cromearchitecture.com</p>	A0.0 COVER SHEET A0.1 SITE PLAN A0.2 300' RADIUS MAP A0.3 NEIGHBORHOOD SURVEY A1.0 DEMOLITION PLAN A1.1 PROPOSED FLOOR PLAN A3.0 EXISTING EXTERIOR ELEVATION A3.1 PROPOSED EXTERIOR ELEVATION A3.2 EXISTING/PROPOSED EXTERIOR ELEVATION A3.3 STREET CONTEXT PHOTOGRAPHS A3.4 STREET CONTEXT & FACADE DETAILS
SITE MAP	PROJECT DATA	SCOPE OF WORK
	<p><b>PROJECT ADDRESS:</b> 2453/2455 FILLMORE STREET SAN FRANCISCO, CALIFORNIA 94115 APN NO.: 0606/038 &amp; 039 SCOPE OF WORK: CUP APPLICATION</p> <p><b>CODES:</b> CBC 2013, CEC 2013, CPC 2013, CMC 2013, CFC 2013, CALIFORNIA GREEN BUILDING STANDARD (WHERE APPLICABLE), TITLE 24, CALIFORNIA RETAIL FOOD CODE</p> <p><b>BUILDING TYPE:</b> NO CHANGE, NON-SPRINKLERED, V-A</p> <p><b>ZONING DISTRICT:</b> NCD UPPER FILLMORE STREET NEIGHBORHOOD COMMERCIAL</p> <p><b>HEIGHT/BULK DISTRICT:</b> 40-X</p> <p><b>YEAR BUILT:</b> 1908</p> <p><b>USE:</b> RETAIL</p> <p><b>OCCUPANCY GROUP:</b> A-2</p> <p><b>EXISTING SF:</b> 1,341 S.F. (INTERIOR) 1,469 S.F. (LOD)</p> <p><b>EXISTING SITE SF:</b> 1,724 S.F. (BUILDING + COURTYARD)</p> <p><b>NUMBER OF STORIES:</b> 1</p> <p><b>SEATING:</b> 33 SEATS INSIDE (&lt;50) 14 SEATS ON SIDEWALK</p>	<p>THIS PROJECT IS TO ESTABLISH A BLUE BOTTLE COFFEE RETAIL STORE AT 2453 AND 2455 FILLMORE STREET. A CONDITIONAL USE AUTHORIZATION IS SOUGHT TO CHANGE THE OWNER/OPERATOR OF AN EXISTING NON-CONFORMING FORMULA RETAIL LIMITED-RESTAURANT USE AT 2455 FILLMORE STREET (FROM TULLY'S COFFEE INTO BLUE BOTTLE COFFEE) AND TO EXPAND AN EXISTING NON-CONFORMING FORMULA RETAIL LIMITED-RESTAURANT USE INTO THE ADJACENT RETAIL SPACE AT 2453 FILLMORE STREET. THE NEW BLUE BOTTLE COFFEE WOULD COMBINE THE TWO EXISTING RETAIL SPACES INTO A SINGLE CAFE. THE INTERIOR OF THE SPACE WILL BE REMODELED WITH NEW CABINETS, FINISHES, AND EQUIPMENT WITH ASSOCIATED ELECTRICAL AND MECHANICAL UPGRADES. MINOR EXTERIOR MODIFICATIONS ARE PROPOSED TO CREATE A COHESIVE STOREFRONT. ANY EXTERIOR MODIFICATIONS WOULD BE CONSISTENT WITH THE PLANNING DEPARTMENT'S PERFORMANCE-BASED DESIGN GUIDELINES FOR FORMULA RETAIL USES.</p>







2453/2455 FILLMORE STREET - SAN FRANCISCO  
CALIFORNIA 9 4 1 1 5

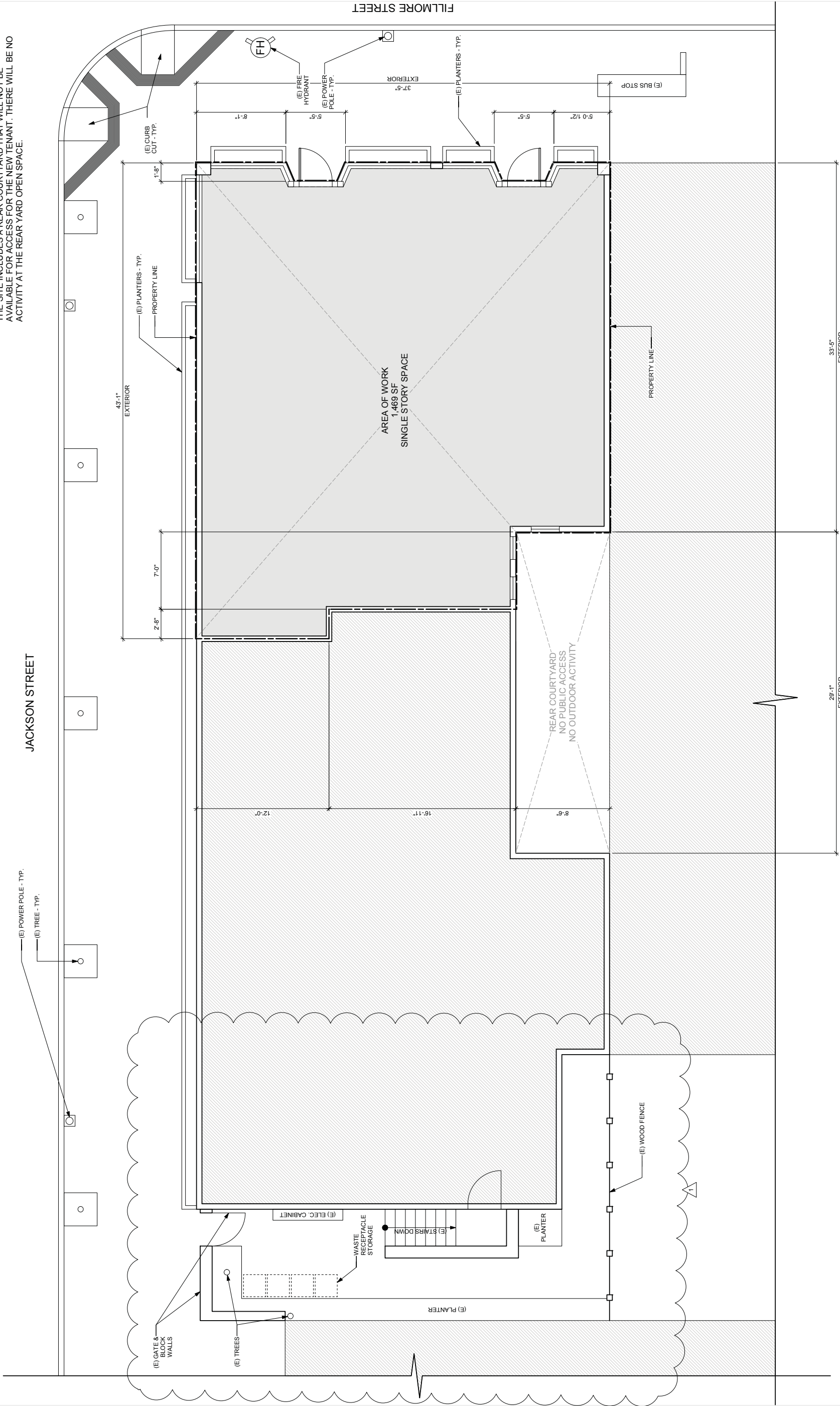
SUBMITTAL  
CLIP APPLICATION 05/07/15  
CU RESUBMITTAL 07/15/15

SITE PLAN

SHEET NUMBER

A0.1

GENERAL NOTES:  
2453/2455 FILLMORE STREET IS AN EXISTING 2 TENANT STRUCTURE.  
THERE ARE TWO EXISTING STOREFRONTS THAT WILL SERVE A  
SINGLE USE ON THE INSIDE. ONE ENTRANCE WILL BE MADE  
INOPERABLE.  
THE SITE INCLUDES A REAR COURTYARD THAT WILL NOT BE  
AVAILABLE FOR ACCESS FOR THE NEW TENANT. THERE WILL BE NO  
ACTIVITY AT THE REAR YARD OPEN SPACE.



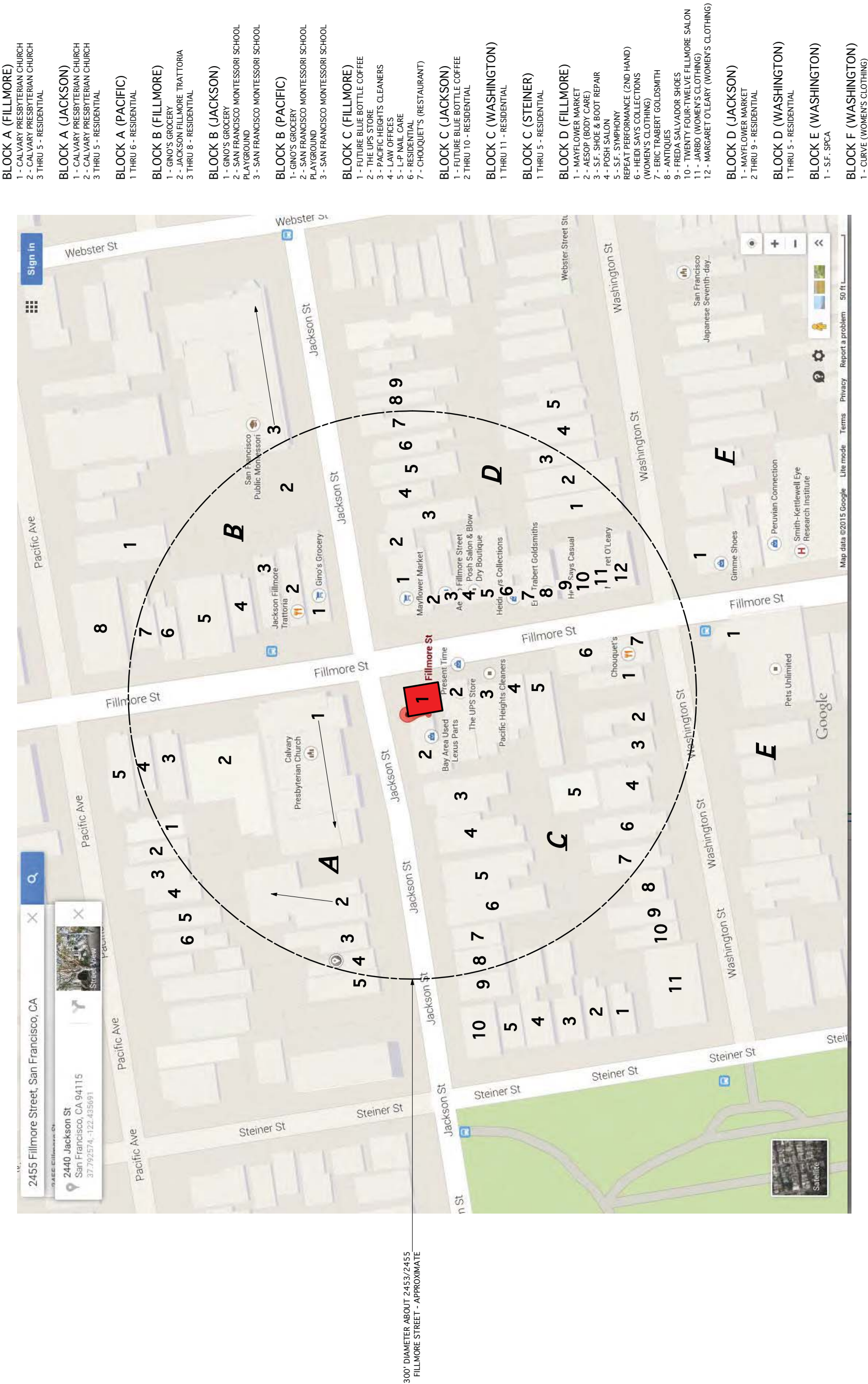




2453/2455 FILLMORE STREET - SAN FRANCISCO  
CALIFORNIA 9 4 1 1 5

SUBMITTAL 05/07/15  
CLIP APPLICATION  
CU RESUBMITTAL 07/15/15

300' RADIUS MAP





FILLMORE STREET - WEST SIDE OF STREET

<b>BLOCK 25</b> RESIDENTIAL	<b>BLOCK 36</b> RESIDENTIAL
<b>BLOCK 26</b> RESIDENTIAL	<b>BLOCK 37</b> RESIDENTIAL
<b>BLOCK 27</b> RESIDENTIAL	<b>BLOCK 38</b> RESIDENTIAL
<b>BLOCK 28</b> RESIDENTIAL	<b>BLOCK 39</b> RESIDENTIAL
<b>BLOCK 29</b> RESIDENTIAL	<b>BLOCK 40</b> RESIDENTIAL
<b>BLOCK 30</b> RESIDENTIAL	<b>BLOCK 41</b> RESIDENTIAL
<b>BLOCK 31</b> RESIDENTIAL	<b>BLOCK 42</b> RESIDENTIAL
<b>BLOCK 32</b> RESIDENTIAL	<b>BLOCK 43</b> RESIDENTIAL
<b>BLOCK 33</b> RESIDENTIAL	<b>BLOCK 44</b> RESIDENTIAL
<b>BLOCK 34</b> RESIDENTIAL	<b>BLOCK 45</b> RESIDENTIAL
<b>BLOCK 35</b> RESIDENTIAL	<b>BLOCK 46</b> RESIDENTIAL
<b>BLOCK 36</b> RESIDENTIAL	<b>BLOCK 47</b> RESIDENTIAL
<b>BLOCK 37</b> RESIDENTIAL	<b>BLOCK 48</b> RESIDENTIAL

<b>BLOCK 29</b> RESIDENTIAL FUTURE BLUE BOTTLE COFFEE THE UPS STORE PACIFIC HEIGHTS CLEANERS LAW OFFICES L-P NAIL CARE CHOUQUET'S (RESTAURANT)	<b>BLOCK 41</b> RESIDENTIAL CHRIST EPISCOPAL CHURCH ALTA PLAZA PRESCHOOL REMAISSANCE SALON
<b>BLOCK 30</b> RESIDENTIAL SAN FRANCISCO SPA LIZ FANLO MAKEUP & HAIR NEHL INDIAN CUISINE & BAR PACIFIC HEIGHTS GREEN CLEANERS	<b>BLOCK 42</b> RESIDENTIAL SHELL SERVICE STATION OFFICES
<b>BLOCK 31</b> RESIDENTIAL ALICE & OLIVIA (WOMEN'S CLOTHING) CLAY THEATER THE KOOPLES (CLOTHING) PIETRO TODD - PACIFIC HEIGHTS (SALON) LUMI (WOMEN'S CLOTHING) TEN-CHI SLUSH CELO-EUROPEAN CLOTHING BLACK FLEECE (CLOTHING) NOAH'S BAGELS PACIFIC HEIGHTS TRAVEL SERVICE VACANT RETAIL KG REAL ESTATE GEORGE (PET SUPPLIES) JOLI BIJOU SALON	<b>BLOCK 43</b> RESIDENTIAL ZEPHYR REAL ESTATE OFFICES SHELL SERVICE STATION
<b>BLOCK 32</b> RESIDENTIAL PEET'S COFFEE & TEA MOLLER ARCHITECTURE BROWSER BOOKS JONATHAN ADLER INTERIOR DESIGN ROTA (COFFEE SHOP) KIDZ (KIDZ'S CLOTHING) RUT (CLOTHING & LIFESTYLE) BENNET COSMETICS BOUTIQUE GALLERY OF JEWELS PAPYRUS HEIDI SAYS SHOES DINO & SANTINO'S PIZZA & DINING SMITTEN ICE CREAM PIZZERIA DELFINA SIMPLY BALANCED PILATES STUDIO GOLDEN GATE GUPIES PRESCHOOL BUBBLE POP ELECTRIC SALON	<b>BLOCK 44</b> RESIDENTIAL ZEPHYR REAL ESTATE OFFICES SHELL SERVICE STATION

<b>BLOCK 33</b> RESIDENTIAL MOLLIE STONE'S MARKET STARBUCKS CHASE VINO (WINE STORE) KURAYA (FURNITURE) CURBSIDE CAFE SIFT DESSERT BAR FILLMORE DE NOVA (WOMEN'S CLOTHING) TACOBAR (RESTAURANT) ROBERTA ROLLER RABBIT ELITE CAFE LA BOLLANCE (BAKERY & CAFE) MO (WOMEN'S CLOTHING) SANDRO (CLOTHING) LUTHER (WOMEN'S CLOTHING) TRAVEL USA PRO WALTER ADAMS CUSTOM FRAMING BUN NEE (RESTAURANT) MAC COSMETICS THAI STICK ON FILLMORE (RESTAURANT) PACIFIC HEIGHTS HEALTH CLUB FLOW STUDIOS (YOGA) CONNECTED KIDZ (OCCUPATIONAL THERAPIST)	<b>BLOCK 45</b> RESIDENTIAL ZEPHYR REAL ESTATE OFFICES SHELL SERVICE STATION
<b>BLOCK 34</b> RESIDENTIAL ADDISON (SALON) KIEHL'S SKIN PAPER SOURCE STEVEN ALAN (CLOTHING) FLORIO BAR & CAFE UNIDENTIFIED BUILDING (PINE & STEINER)	<b>BLOCK 46</b> RESIDENTIAL ELLA MOSS (WOMEN'S CLOTHING) VACANT RETAIL PERFECT CLEANERS INNOVATION KITCHEN ZINC DETAILS (DESIGN) MINISTRY OF SUPPLY (MEN'S CLOTHING) CROSSROADS TRADING CO. (CLOTHING) FLOR INSPIRED MODULAR FLOOR COVERING OUT THE DOOR (RESTAURANT)

NCD NEIGHBORHOOD COMMERCIAL ZONED DISTRICT - EXISTING USE MAP

BUSINESSES ARE LISTED TOP TO BOTTOM (NORTH TO SOUTH) BY BLOCK AS INDICATED
COLOR CODE: FOOD ESTABLISHMENT: RESTAURANT, LIMITED RESTAURANT, BAR: 28 TOTAL FORMULA RETAIL (FOOD AND NON-FOOD): 42 TOTAL
BUSINESSES WITHIN 300' OF 2453/2455 FILLMORE STREET
BUSINESSES WITHIN 1/4 MILE OF 2453/2455 FILLMORE STREET



SURVEY FINDINGS FOR THE UPPER FILLMORE STREET NCD NEIGHBORHOOD DISTRICT:

STOREFRONT BUSINESSES:	184
OF THIS TOTAL THERE EXIST THE FOLLOWING -	
RETAIL BUSINESSES:	157
FORMULARY BUSINESSES:	42
FOOD ESTABLISHMENTS:	28
CAFE'S COMPARABLE TO BLUE BOTTLE:	4
VACANCIES:	3 (TWO WERE FORMERLY FOOD ESTABLISHMENTS, ONE WAS RETAIL)

OF THE FOOD ESTABLISHMENTS WITHIN 300' OF 2453/2455 FILLMORE STREET, NONE ARE FORMULARY ESTABLISHMENTS.  
NONE ARE CAFES OR ESTABLISHMENTS COMPARABLE TO BLUE BOTTLE.

THE NEIGHBORHOOD CURRENTLY HAS 3 VACANCIES, OR A 1.6% VACANCY. NO VACANCIES ARE WITHIN 300' OF 2453/2455 FILLMORE STREET. ONE VACANCY IS WITHIN 1/4 MILE OF 2453/2455 FILLMORE STREET.

FILLMORE STREET - EAST SIDE OF STREET

<b>BLOCK 1</b> RESIDENTIAL	<b>BLOCK 21</b> RESIDENTIAL
<b>BLOCK 2</b> RESIDENTIAL	<b>MARC BY MARC JACOBS</b> CREDO BEAUTY
<b>BLOCK 3</b> RESIDENTIAL	IN WATER FLOWERS ISCHIKO (WOMEN'S CLOTHING)
<b>BLOCK 4</b> RESIDENTIAL	REBECCA MNKOFF (WOMEN'S CLOTHING) CROSSWALK SHOES
<b>BLOCK 5</b> RESIDENTIAL	<b>JOE (WOMEN'S CLOTHING)</b> <b>FRESCA (RESTAURANT)</b>
<b>BLOCK 6</b> RESIDENTIAL	WELLS FARGO BANK THE ROOT & THE BRANCH HOLISTIC HEALTH INSTITUTE FOR HEALTH & HEALING
<b>BLOCK 7</b> RESIDENTIAL	<b>BLOCK 22</b> RESIDENTIAL
<b>BLOCK 8</b> RESIDENTIAL	<b>RAG &amp; BONE (CLOTHING)</b> ELIZABETH CHARLES (WOMEN'S CLOTHING)
<b>BLOCK 9</b> RESIDENTIAL	<b>NAVS (MAKE-UP)</b> INTERNATIONAL ORANGE (SPA & YOGA)
<b>BLOCK 10</b> RESIDENTIAL	<b>RALPH LAUREN (CLOTHING)</b> JAMES PERSE (CLOTHING)
<b>BLOCK 11</b> RESIDENTIAL	<b>HARRY'S BAR</b> GROVE HILLMORE (RESTAURANT)
<b>BLOCK 12</b> RESIDENTIAL	PAOLO SHOES
<b>BLOCK 13</b> RESIDENTIAL	<b>BLOCK 23</b> RESIDENTIAL
<b>BLOCK 14</b> RESIDENTIAL	VACANT RETAIL
<b>BLOCK 15</b> RESIDENTIAL	<b>GLAZZ TERYAKI GRILL</b> <b>ALEXIS BITTAR (JEWELRY)</b>
<b>BLOCK 16</b> RESIDENTIAL	<b>THE SHADE STORE</b> <b>COTELAC (CLOTHING)</b>
<b>BLOCK 17</b> RESIDENTIAL	PIANA SAN FRANCISCO (CLOTHING)
<b>BLOCK 18</b> RESIDENTIAL	<b>BLOCK 24</b> RESIDENTIAL
<b>BLOCK 19</b> RESIDENTIAL	<b>WOODHOUSE FISH CO.</b> FRAICHE (YOGURT)
<b>BLOCK 20</b> RESIDENTIAL	<b>DRYBAR SAN FRANCISCO</b> HI HO SILVER (JEWELRY)
<b>BLOCK 21</b> RESIDENTIAL	NARUMI (ANTIQUES)
<b>BLOCK 22</b> RESIDENTIAL	SUSAN HOWELL DESIGN (MISC.)
<b>BLOCK 23</b> RESIDENTIAL	STERLING BANK & TRUST
<b>BLOCK 24</b> RESIDENTIAL	RUSSIAN HILL DOG GROOMING
<b>BLOCK 25</b> RESIDENTIAL	
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2453/2455 FILLMORE STREET - SAN FRANCISCO  
CALIFORNIA 94115

SUBMITTAL  
CLIP APPLICATION 05/07/15  
CU RESUBMITTAL 07/15/15



EXISTING/DEMO PLAN

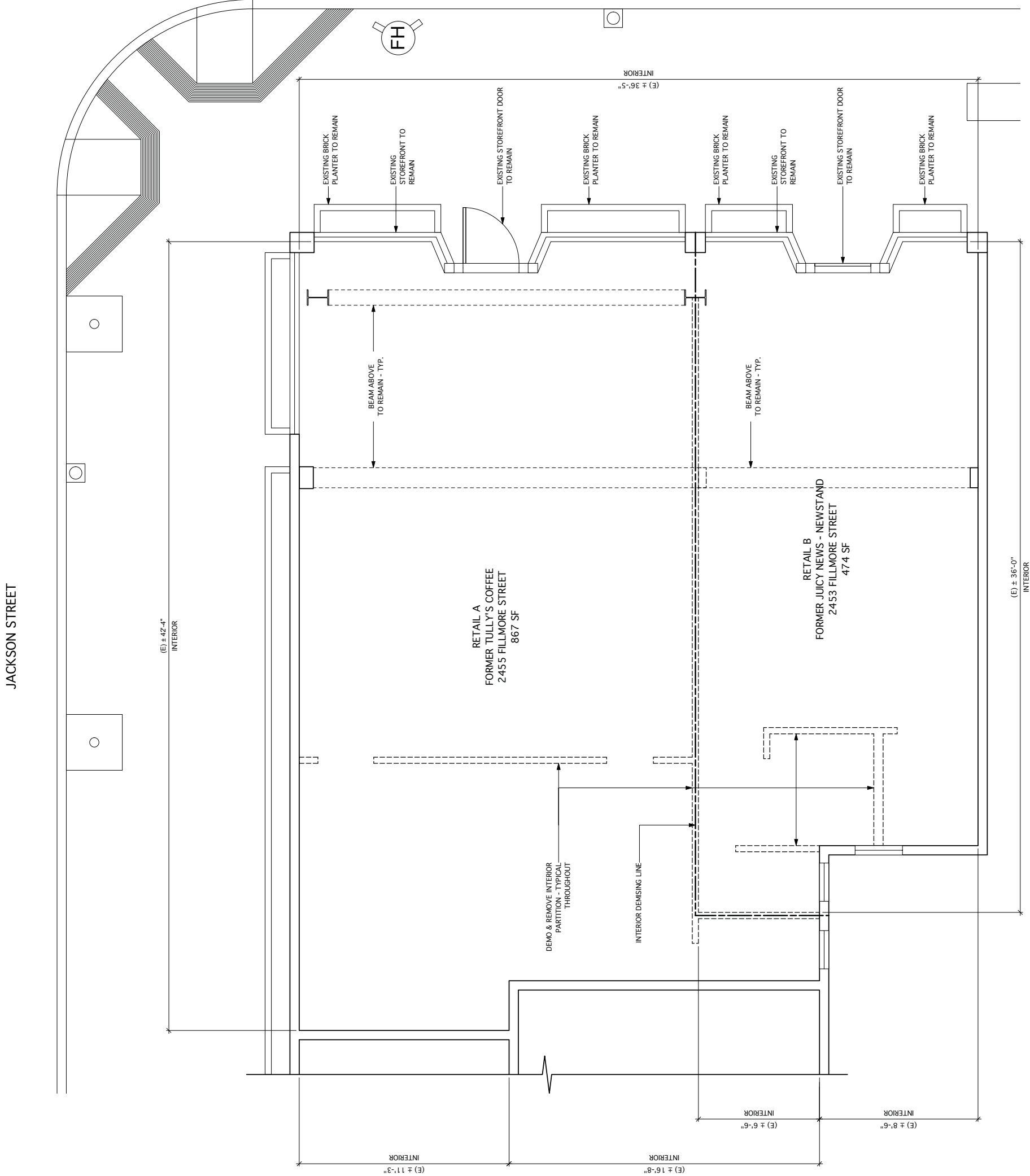
SHEET NUMBER

A1.0

WALL LEGEND

- EXISTING WALLS TO BE DEMOLISHED
- EXISTING FIXTURES, EQUIPMENT OR STRUCTURES TO BE REMOVED
- EXISTING WALL OR COMPONENT TO REMAIN
- NEW WALL TO ALIGN AND MATCH WITH EXISTING
- EXISTING STOREFRONT: BASE AND GLAZING

GENERAL NOTES:  
DEMOLITION WILL OCCUR AS REQUIRED TO REMOVE THE SECONDARY TENANT SPACE. INTERIOR FINISHES INCLUDING FLOORING (TO SUBFLOOR), WALL FINISHES, CEILING (TO STRUCTURE), FIXTURES, LIGHTING, EQUIPMENT, ETC. SHALL BE REMOVED.  
ELECTRICAL AND PLUMBING COMPONENTS REMOVED SHALL BE CAPPED BACK TO MAIN.



1 EXISTING/DEMO PLAN  
Scale: 3/8" = 1'-0"





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FLOOR PLAN  
PROPOSED

SHEET NUMBER

A1.1

WALL LEGEND

- EXISTING WALLS TO BE DEMOLISHED
- EXISTING FIXTURES, EQUIPMENT OR STRUCTURES TO BE REMOVED
- EXISTING WALL OR COMPONENT TO REMAIN
- NEW WALL TO ALIGN AND MATCH WITH EXISTING
- EXISTING STOREFRONT: BASE AND GLAZING

**GENERAL NOTES:**  
BY REMOVING THE SECONDARY TENANT SPACE, THE FLOOR AREA ON THE FORMER JUICY NEWS SPACE WILL NEED TO BE RAISED TO MATCH THE FINISH FLOOR LEVEL AT THE FORMER TULLEY'S COFFEE SPACE. THE EXISTING HISTORIC STOREFRONT WILL BE RESTORED TO ENHANCE THE PEDESTRIAL EXPERIENCE WITH RESPECT TO THE CHARACTER AND NATURE OF THE NEIGHBORHOOD.

THE FURNITURE LAYOUT PROVIDES FOR 33 INTERIOR SEATS AND 14 EXTERIOR SEATS. THE REAR COURTYARD OPEN SPACE SHALL NOT OFFER PUBLIC ACCESS. THERE SHALL BE NO ACTIVITY IN THE REAR COURTYARD OPEN SPACE.

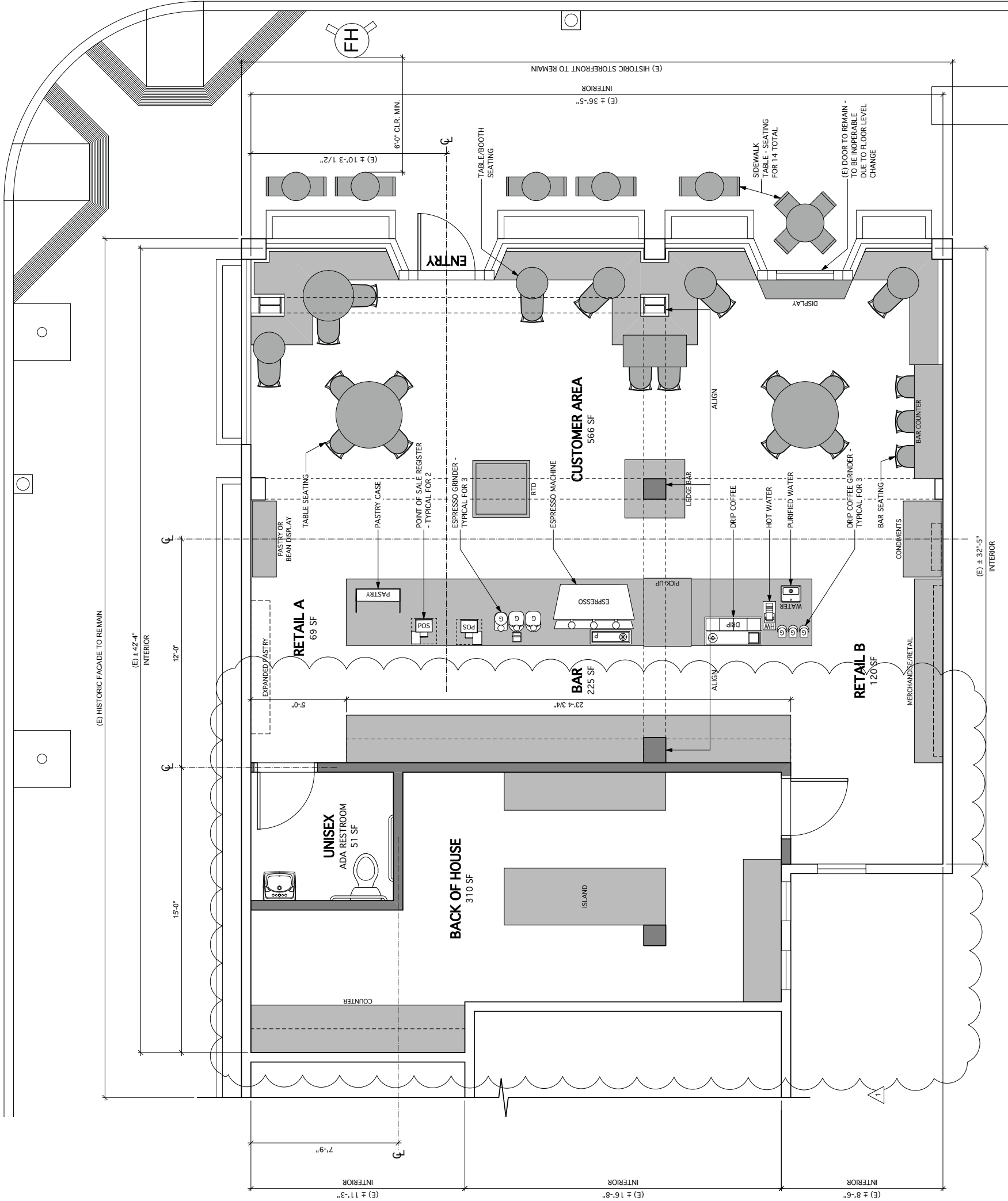
- UTILITY NOTES:**
- EXISTING ELECTRICAL SERVICES TO BE COMBINED INTO ONE.
  - PLUMBING AND WASTE LINES TO TENNANT SPACE TO BE UPGRADED. HVAC TO BE EVALUATED BY ENGINEER DURING CONSTRUCTION DOCUMENT PHASE.

SQUARE FOOTAGE CALCULATIONS: INTERIOR

CUSTOMER AREA (SEATING)	566 S.F.
RETAIL A	69 S.F.
RETAIL B	120 S.F.
BAR (SERVICE)	225 S.F.
BACK OF HOUSE	310 S.F.
RESTROOM	51 S.F.
TOTAL INTERIOR	1341 S.F.

FILLMORE STREET

JACKSON STREET



1 PROPOSED FLOOR PLAN  
Scale: 3/8" = 1'-0"





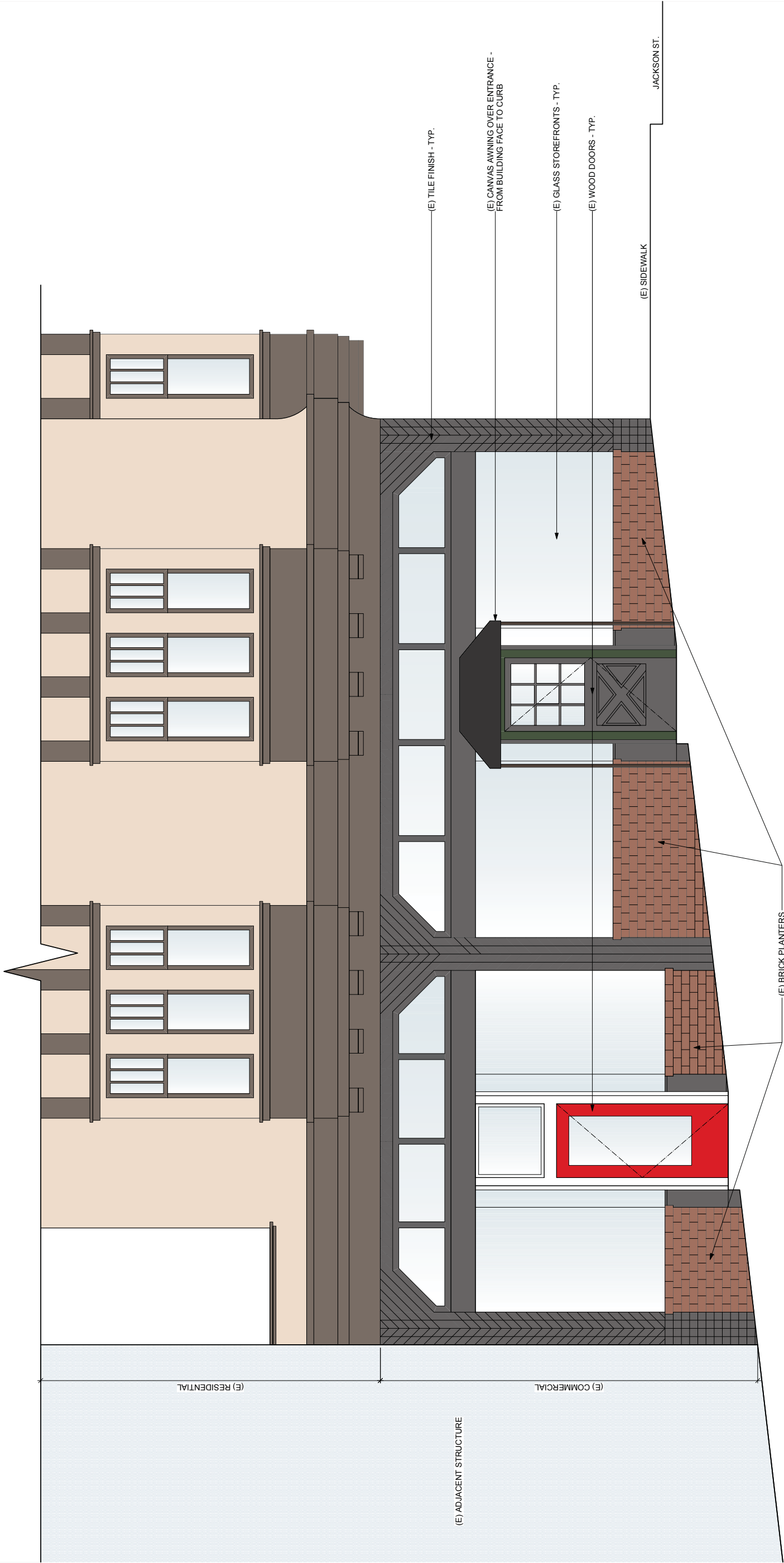
2453/2455 FILLMORE STREET - SAN FRANCISCO  
CALIFORNIA 9 4 1 1 5

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EXISTING  
EXTERIOR ELEVATION

SHEET NUMBER

A3.0



1 (E) EXTERIOR ELEVATION @ FILLMORE STREET  
Scale: 1/2" = 1'-0"



GENERAL NOTES:  
EXTERIOR FACADE FINISHES AND MATERIALS TO BE REPAIRED AND RESTORED. TYPICAL FOR PAINTED SURFACES, DECORATIVE TILE AND GLAZED SURFACES.

NEW STOREFRONT SIGNAGE SHALL BE MOUNTED SO AS NOT TO COMPROMISE THE APPEARANCE OR INTEGRITY OF EXISTING HISTORICAL GLAZING AND TILE.

Crome Architecture

905 Fourth Street San Rafael, California 94901 | 415.453.0700 | 415.453.0875



2453/2455 FILLMORE STREET - SAN FRANCISCO  
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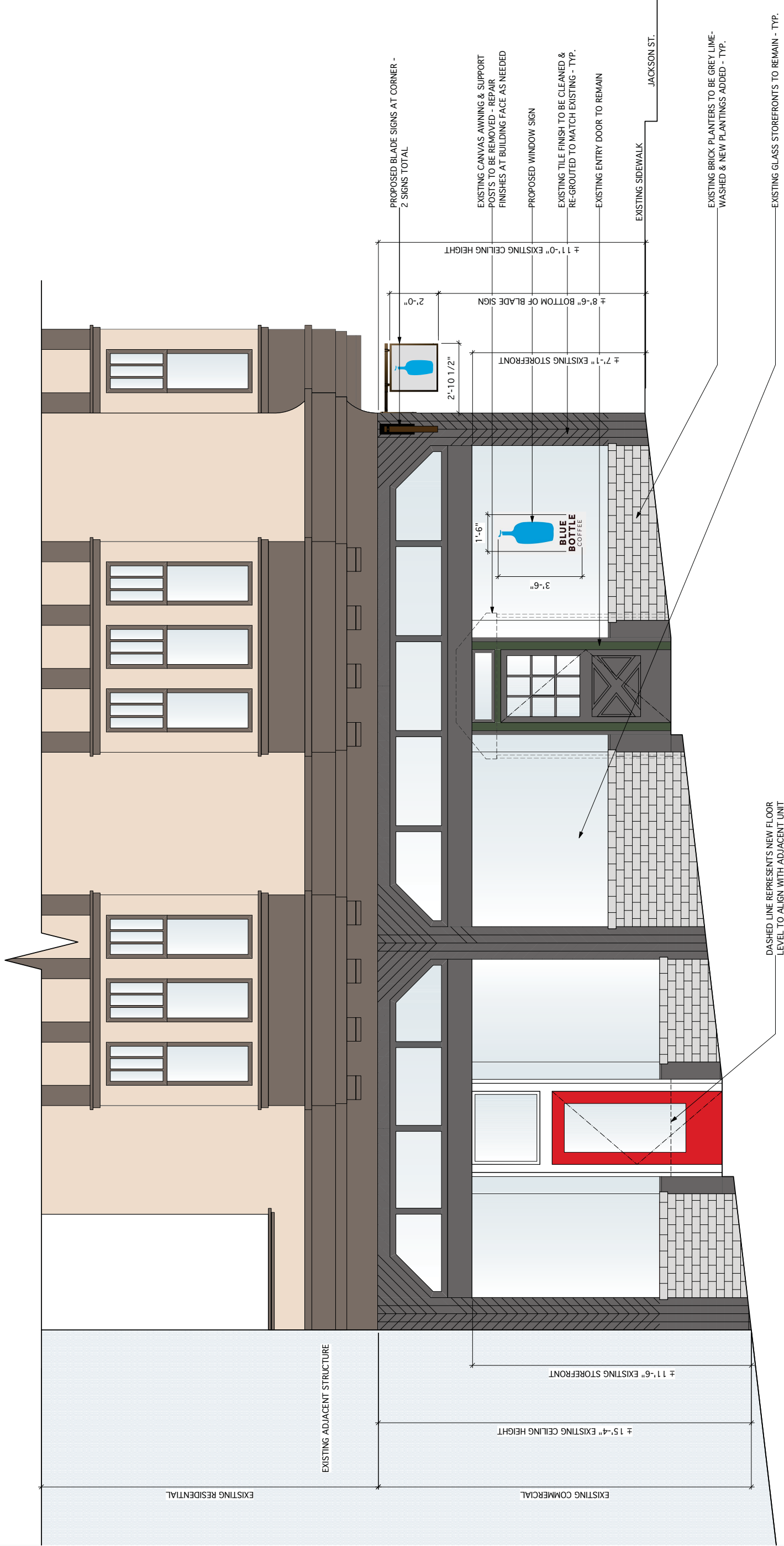
SUBMITTAL  
CLIP APPLICATION 05/07/15  
CU RESUBMITTAL 07/15/15

PROPOSED  
EXTERIOR ELEVATION

SHEET NUMBER

A3.1

1 PROPOSED EXTERIOR ELEVATION @ FILLMORE STREET  
Scale: 1/2" = 1'-0"





GENERAL NOTES:  
EXTERIOR FACADE FINISHES AND MATERIALS TO BE REPAIRED AND RESTORED. TYPICAL FOR PAINTED SURFACES, DECORATIVE TILE AND GLAZED SURFACES.

NEW STOREFRONT SIGNAGE SHALL BE MOUNTED SO AS NOT TO COMPROMISE THE APPEARANCE OR INTEGRITY OF EXISTING HISTORICAL GLAZING AND TILE.

Crome Architecture

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CALIFORNIA 9 4 1 1 5

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CLIP APPLICATION  
CU RESUBMITTAL 07/15/15



EXISTING/PROPOSED  
EXTERIOR ELEVATION

1 EXISTING/PROPOSED EXTERIOR ELEVATION @ JACKSON STREET  
Scale: 1/2" = 1'-0"

A3.2

SHEET NUMBER





2453-2455 FILLMORE STREET: STREET CONTEXT



EAST ELEVATION OF 2453-2455 FILLMORE STREET



2453-2455 FILLMORE STREET: STREET CONTEXT



NORTH ELEVATION OF 2453-2455 FILLMORE STREET



OPPOSITE STREET CONTEXT: NORTHEAST CORNER OF FILLMORE & JACKSON STREETS



OPPOSITE STREET CONTEXT: SOUTHWEST CORNER OF FILLMORE & JACKSON STREETS



OPPOSITE STREET CONTEXT: NORTHWEST CORNER OF FILLMORE & JACKSON STREETS





STREET VIEW OF 2453 FILLMORE STREET



ENTRANCE DETAIL AT 2455 FILLMORE STREET



RESIDENTIAL ENTRANCE OF 2401 JACKSON STREET



STREET VIEW OF 2455 FILLMORE STREET  
(FROM JACKSON STREET)



ENTRANCE DETAIL AT 2453 FILLMORE STREET



ENTRANCE DETAIL AT 2455 FILLMORE STREET



STREET VIEW OF 2455 FILLMORE STREET



2453/2455 FILLMORE STREET - SAN FRANCISCO  
CALIFORNIA 94115

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CLIP APPLICATION  
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STREET CONTEXT  
FACADE DETAILS

SHEET NUMBER

A3.4

Crome Architecture

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