



SAN FRANCISCO PLANNING DEPARTMENT

Executive Summary Conditional Use Authorization

HEARING DATE: APRIL 26, 2018

Case No.: **2016-000378CUA**
Project Address: **1600 Jackson Street**
Zoning: Polk Street Neighborhood Commercial Zoning District
65-A Height and Bulk District
Block/Lot: 0595/002, 003
Project Sponsor: Jody Knight on behalf of Whole Foods Market
Reuben, Junius & Rose, LLP
San Francisco, CA 94104
Staff Contact: Nicholas Foster – (415) 575-9167
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Recommendation: **Approval with Conditions**

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PROJECT DESCRIPTION

The proposed project ("Project") would establish a new General Grocery store (a Retail Sales and Services Use) operating as a Formula Retail Use (d.b.a. "365 by Whole Foods") at the subject property. The Project would involve both interior and exterior tenant improvements to the existing two-story-over-garage building, with no expansion of the gross square footage contained within the existing structure. The exterior tenant improvements include a horizontal extension of the existing parapet, new paint, and new store signage. The General Grocery store would occupy the entirety of the existing structure containing 43,898 gross square feet, with an area located on floor one dedicated to prepared foods for on- or off-site consumption, seating area on floor two, and accessory office space on floor two. The proposed Project does not constitute a change of use as the previous use (d.b.a. "Lombardi Sports") and the proposed use are both considered Retail Sales and Service Uses under the Planning Code. The subject building has been vacant since December of 2014, when Lombardi Sports ceased operations.

REQUIRED COMMISSION ACTION BASIS FOR RECOMMENDATION

In order for the Project to proceed, the Commission must grant a Conditional Use Authorization, pursuant to Planning Code Sections 303, 303.1, 703(d), 703.4, and 723, to permit a new General Grocery store (a Retail Sales and Service Use) operating as a Formula Retail Use (d.b.a. "365 by Whole Foods") at the subject property.

ISSUES AND OTHER CONSIDERATIONS

- **Public Comment & Outreach.** The Department has received 139 letters of support from residents of the neighborhood and 30 letters in opposition from both individuals as well as neighborhood organizations including: Cathedral Hill Neighbors Association; Chinatown

Community Development Center; Local 2; Lower Polk Neighbors, Middle Polk Neighborhood Association; North Beach Business Association; Pacific Avenue Neighborhood Association; San Francisco Council of District Merchants Associations; Sierra Club; Telegraph Hill Dwellers; and Van Ness Corridor Neighborhoods Council.

The Project Sponsor conducted one official Pre-Application Meeting and a total of 9 community meetings, plus additional community outreach to introduce to the Project to neighbors and neighborhood organizations. The feedback has generally been mixed; numerous area residents have commented about their strong desire to introduce a grocery store to the Project Site, while numerous neighborhood organizations commenting about the desire to keep Formula Retail Uses out of the Polk Street Corridor, with a preference for a mixed-use project at the subject property that contains housing (including below-market rate units).

- **Pending Legislation.** At the June 2, 2016 Planning Commission hearing, Department Staff presented legislation prohibiting Formula Retail Uses in the Polk Street Neighborhood Commercial District (NCD) (Case No. 2016-001823PCA; Board File No. 160102). The proposed Ordinance, introduced by Supervisor Peskin (District 3 Supervisor), would amend Planning Code Section 303.1(f) to include the Polk Street Neighborhood Commercial District (NCD) on the list of zoning districts that prohibit Formula Retail Uses. The subsequent use of 1600 Jackson Street is a great concern to the communities that live, recreate and shop in the Polk Street Corridor. Department Staff understands this concern to be a motivating factor behind the proposed Ordinance. After hearing the item, the Planning Commission recommended that the Board of Supervisors disapprove the proposed ordinance (Resolution No. 19655). As of the publication date of this document, the Resolution has since been forwarded to the Board of Supervisors, however, the Ordinance has yet to be heard at either the Land Use Committee or the full Board of Supervisors. Given that the Ordinance has not been voted on by the Board of Supervisors, the Department has agendized the Project with a recommendation of approval with conditions.

BASIS FOR RECOMMENDATION

The Department finds that the Project is, on balance, consistent with the Objectives and Policies of the General Plan. The Department also finds the project to be necessary, desirable, and compatible with the surrounding neighborhood, and not to be detrimental to persons or adjacent properties in the vicinity. The Project will activate a vacant commercial storefront and help induce pedestrian traffic within the area. Although the proposed Project involves a Formula Retail Use, with the addition of one new formula retail use, the concentration of formula retail uses within the Polk Street NCD would only increase by approximately 2.6% (as measured by linear feet) or by 0.3% (as measured by number of commercial storefronts).

ATTACHMENTS:

Draft Motion – Conditional Use Authorization
Exhibit A – Conditions of Approval
Exhibit B – Plans and Renderings
Exhibit C – Environmental Determination

Exhibit D – Land Use Data
Exhibit E – Maps and Context Photos
Exhibit F - Public Correspondence
Exhibit G - Project Sponsor Brief



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Planning Commission Draft Motion

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Block/Lot: 0595/002, 003
Project Sponsor: Jody Knight on behalf of Whole Foods Market
Reuben, Junius & Rose, LLP
San Francisco, CA 94104
Property Owner: 1600 Jackson Street 76%, LLC; 1600 Jackson 24%, LLC &
1616 Jackson Street, LLC
San Francisco, CA 94109
Staff Contact: Nicholas Foster – (415) 575-9167
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ADOPTING FINDINGS RELATING TO THE APPROVAL OF CONDITIONAL USE AUTHORIZATION PURSUANT TO SECTIONS 303, 303.1, 703(d), 703.4, AND 723 OF THE PLANNING CODE TO ALLOW THE ESTABLISHMENT OF A FORMULA RETAIL USE FOR A GENERAL GROCERY STORE (RETAIL SALES AND SERVICE USE) (D.B.A. "365 BY WHOLE FOODS") WITHIN THE POLK STREET NEIGHBORHOOD COMMERCIAL ZONING DISTRICT AND A 65-A HEIGHT AND BULK DISTRICT, AND ADOPTING FINDINGS UNDER THE CALIFORNIA ENVIRONMENTAL QUALITY ACT.

PREAMBLE

On January 8, 2016, Melinda Sarjapur of Reuben, Junius & Rose, LLP, on behalf of Whole Foods Market, LLC (hereinafter "Project Sponsor") filed an application with the Planning Department (hereinafter "Department") for Conditional Use Authorization under Planning Code Sections 303, 303.1, 703(d), 703.4, and 723 to allow the establishment of General Grocery Store (Retail Sales and Service Use) for a Formula Retail Use (d.b.a. "365 by Whole Foods") within the Polk Street Neighborhood Commercial Zoning District and a 65-A Height and Bulk District.

On May 24, 2016, the Project Sponsor submitted an Environmental Evaluation Application. The application packet was accepted on May 24, 2016 and assigned Case No. 2016-000378ENV.

On May 22, 2017, the Department issued a Notification of Project Receiving Environmental Review to owners and occupants of properties within a 300 foot radius of the project site, and other interested parties. The notification period was open through June 5, 2017; however, public comments were accepted throughout the environmental review process.

On April 24, 2018, the Project was issued a Categorical Exemption, Class 32 (California Environmental Quality Act (CEQA) Guidelines Section 15322). Approval of the Conditional Use Authorization by the Planning Commission is the Approval Action for the project. The Approval Action date establishes the start of the 30-day appeal period for this CEQA exemption determination pursuant to Section 31.04(h) of the San Francisco Administrative Code.

On April 26, 2018, the San Francisco Planning Commission (hereinafter "Commission") conducted a duly noticed public hearing at a regularly scheduled meeting on Conditional Use Application No. 2016-000378CUA.

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. 2016-000378CUA, subject to the conditions contained in "EXHIBIT A" of this motion, based on the following findings:

FINDINGS

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

1. The above recitals are accurate and constitute findings of this Commission.
2. **Project Description.** The proposed project ("Project") would establish a new General Grocery store (a Retail Sales and Services Use) operating as a Formula Retail Use (d.b.a. "365 by Whole Foods") at the subject property. The Project would involve both interior and exterior tenant improvements to the existing two-story-over-garage building, with no expansion of the gross square footage contained within the existing structure. The exterior tenant improvements include a horizontal extension of the existing parapet, new paint, and new store signage. The General Grocery store would occupy the entirety of the existing structure containing 43,898 gross square feet, with an area located on floor one dedicated to prepared foods for on- or off-site consumption, seating area on floor two, and accessory office space on floor two. The proposed Project does not constitute a change of use as the previous use (d.b.a. "Lombardi Sports") and the proposed use are both considered Retail Sales and Service Uses under the Planning Code. The subject building has been vacant since December of 2014, when Lombardi Sports ceased operations.

The Project Sponsor has prepared a Transportation Management Plan (TMP) for the proposed Project. The TMP includes detailed information on the store's operations, truck routing, passenger loading operations, required SFMTA approvals, store operations, loading operations and schedule, the parking management plan, education program, monitoring activities, and transportation demand management measures. The TMP was informed by a loading analysis prepared for the Project. The Project Sponsor is responsible for implementing this TMP.

3. **Site Description and Present Use.** The 22,471-square-foot project site ("Site") (Assessors Block 0595, Lots 002 and 003) (District 3) is located on the block bounded by Polk Street to the east, Jackson Street to the south, Van Ness Avenue to the west, and Pacific Avenue to the north. The Site contains two downsloping lots (as measured from Jackson Street) and contains 146'-5" feet of street frontage along Jackson Street and 165'-4" of street frontage along Polk Street. The Site is occupied by two existing structures that have functioned as one structure serving commercial uses. The larger structure (1600-1604 Jackson Street, located at the corner of Jackson and Polk Streets) is a 2-story-over-garage commercial building, constructed in 1908. The garage area contains 70 parking spaces and is accessible only from Polk Street. The smaller structure (1616 Jackson Street) is a 2-story commercial building constructed in 1900. The smaller structure has served as the loading and receiving area for the former commercial uses and is internally connected to the larger corner structure. The Site previously contained an apparel store (Retail Sales and Services Use) (dba "Lombardi Sports"); that establishment ceased operations in December of 2014.
4. **Surrounding Properties and Neighborhood.** The Project Site is located within the western portion of the Nob Hill Neighborhood, within the Polk Street Neighborhood Commercial (NCD) Zoning District, and the 65-A Height and Bulk District. The vicinity contains a mix of land uses with residential, commercial, and mixed-use developments located throughout the Zoning District. The immediate site context includes a range of development intensities, from single-story buildings containing auto repair uses along Jackson Street, to 4+ story buildings with residential above ground-floor retail uses along Polk Street. The two buildings abutting the subject property contain residential uses, including 70 Dwelling Units at 1650 Jackson Street (immediately to the west of the subject property), and 17 Dwelling Units at 1601 Pacific Avenue (immediately to the north of the subject property). With some exceptions, the larger floorplate buildings tend to be sited nearest to major intersections (e.g. Polk and Pacific Streets). There exists a mix of fine-grained small commercial storefronts along Polk Street, with large development lots containing single commercial uses (such as the subject property) and mixed-use developments containing both residential and non-residential uses. Other zoning districts in the vicinity of the Project Site include: Pacific Avenue Neighborhood Commercial District (NCD); RC-4 (Residential-Commercial, High Density); and RM-1 through RM-3 (Residential-Mixed, Low to Medium Density) Zoning Districts.
5. **Public Outreach and Comments.** The Department has received 139 letters of support from residents of the neighborhood and 30 letters in opposition from both individuals as well as neighborhood organizations including: Cathedral Hill Neighbors Association; Chinatown Community Development Center; Local 2; Lower Polk Neighbors, Middle Polk Neighborhood Association; North Beach Business Association; Pacific Avenue Neighborhood Association; San Francisco Council of District Merchants Associations; Sierra Club; Telegraph Hill Dwellers; and Van Ness Corridor Neighborhoods Council.

The Project Sponsor conducted one official Pre-Application Meeting and a total of 9 community meetings, plus additional community outreach to introduce to the Project to neighbors and neighborhood organizations. The feedback has generally been mixed; numerous area residents have commented about their strong desire to introduce a grocery store to the Project Site, while numerous neighborhood organizations commenting about the desire to keep Formula Retail Uses

out of the Polk Street Corridor, with a preference for a mixed-use project at the subject property that contains housing (including below-market rate units).

6. **Planning Code Compliance.** The Commission finds that the Project is consistent with the relevant provisions of the Planning Code in the following manner:

- A. **Use (Section 723).** The Planning Code lists Retail Sales and Service Uses as a principally permitted use with the Polk Street NCD at the first and second stories.

The proposed Project would establish a new General Grocery store (d.b.a. "365 by Whole Foods") at the subject property; General Grocery store (use) is listed as a Retail Sales and Service Use under Planning Code Section 102. Therefore, the proposed Project conforms with Planning Code Section 723.

- B. **Formula Retail Use (Sections 303.1, 723).** The Planning Code requires Conditional Use Authorization for the establishment of Formula Retail Uses within the Polk Street NCD.

The proposed Project would establish a new General Grocery store (a Retail Sales and Services Use) operating as a Formula Retail Use (d.b.a. "365 by Whole Foods") at the subject property. The Project Sponsor filed Conditional Use Authorization Case No. 2016-00378CUA to allow the Formula Retail Use. See Section No. 8 for specific Conditional Use Authorization Findings for Formula Retail Uses, as required by Planning Code Section 303.1.

While the proposed tenant, (d.b.a. "365 by Whole Foods") does not currently maintain more than 11 retail locations worldwide, the retailer would be operated by the parent company, Whole Foods Market, which operates 473 retail locations worldwide, including 7 retail locations within San Francisco. The nearest Whole Foods Market is located at 1765 California Street, approximately 5 blocks away from the Project Site. In addition, the "365 by Whole Foods" brand maintains seven of the standardized features identified by the Planning Code Section 303.1. Therefore, the "365 by Whole Foods" retailer is considered a Formula Retail Use. Whole Foods has plans to expand the "365 by Whole Foods" brand, which, would increase the number of stores branded as "365 by Whole Foods" to greater than 11 stores worldwide.

- C. **Accessory Use (Sections 703, 723, 102).** The Planning Code lists Retail Sales and Service Uses as a principally permitted use with the Polk Street NCD at the first and second stories.

The proposed Project would establish a new General Grocery store at the subject property; General Grocery store (use) is listed as a Retail Sales and Service Use under Planning Code Section 102. The Project also includes an area on Floor 1 where prepared foods (e.g. hot foods, salad bar, etc.) would be available to patrons for immediate consumption, as well as a seating area on Floor 2 to allow patrons to consume the prepared foods. The food preparation area and seating area, totaling approximately 6,000 square feet, are considered part of the Principal Use since the definition of General Grocery store permits minor amounts of food on site for immediate consumption, per Planning Code Section 102. In addition, the Project includes approximately 1,917 square feet of Accessory Office Use on Floor 2. The Accessory Office Use would be utilized by the General Grocery store tenant (dba "365 by Whole Foods") and the use is considered to be necessary to the operation of the lawful Principal or

Conditional Use. At only approximately 8 percent of the total occupied floor area, the Accessory Office Use is well below the 1/3 of total floor area threshold for Accessory Uses. Therefore, the proposed Project conforms with Planning Code Sections 703, 732, and 102.

- D. **Use Size (Sections 723, 121.2).** The Planning Code permits non-residential uses up to 1,999 square feet and requires Conditional Use Authorization for 2,000 square feet or above. The use size limit (maximum) in the Polk Street NCD is 4,000 square feet.

The proposed Project would establish a new General Grocery store at the subject property; General Grocery store (use) is listed as a Retail Sales and Service Use under Planning Code Section 102. The Project would utilize the entirety of the existing 43,898 gross square foot building, with no expansion or increase in gross floor area proposed. The last legal use was a sporting goods/apparel store (Retail Sales and Service Use under Planning Code Section 102), and the Project does not propose any change of use. While no record of Conditional Use Authorization approval was found for the subject property for the last legal use, a Planning Code interpretation regarding use size in the NC Districts, effective October 1993, states that per Section 121.2, "a conforming use which was over the threshold but which predated the use size limit requirement could change to a different use occupying the same floor area without a conditional use authorization as long as there was no significant increase in the floor area." Based upon available information, it appears that the current use size of the subject property was legally established according to the applicable zoning and building laws of the time and predated the current use size controls. As the existing use size of the property does not conform to the current Code, the last legal use would be considered non-conforming with regard to use size limits. Given these facts, the proposed continuation of the same use category (Retail Sales and Service Use) as an existing, non-conforming use (related to use size) at the subject property would not require Conditional Use Approval for Use Size. Therefore, the proposed Project conforms with Planning Code Sections 723 and 121.2.

- E. **Floor Area Ratio (Sections 723, 123).** The Planning Code permits a maximum Floor Area Ratio (FAR) of 2.5:1 in the Polk Street NCD.

The proposed Project would utilize the entirety of the existing 43,898 gross square foot building, with no expansion or increase in gross floor area proposed. With an aggregate Site Area of 22,471 square feet, the existing FAR for the subject property is 1.88:1, below the maximum FAR limit for the Polk Street NCD. Therefore, the proposed Project conforms with Planning Code Sections 723 and 123.

- F. **Hours of Operation (Section 723).** The Planning Code states that the principally permitted hours of operation are from 6:00 a.m. to 2 a.m., with Conditional Use Authorization required for maintaining hours of operation from 2 a.m. to 6 a.m., as defined by Planning Code Section 102.

The proposed Project would establish a new General Grocery store at the subject property with hours of operation from 8 a.m. to 10 p.m. daily. Per the Project Sponsor, business hours may be extended in advance of major holidays but the General Grocery store would not open prior to 6 a.m. Inventory, restocking, and other similar store operations activities would occur at any time during a 24-hour period, during non-business hours. Therefore, the proposed Project conforms with Planning Code Section 723.

- G. **Street Frontage in Neighborhood Commercial Districts (Section 145.1).** The Planning Code 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 proposed Project would establish a new General Grocery store (Retail Sales and Service Use) at the subject property. General Grocery is listed as an "Active Commercial Use" under Section 145.4. As such, the Project would support active, pedestrian-oriented commercial uses at the Project Site. The Project would occupy both of the existing floors, and would maintain the existing fenestration pattern, which, allows for ample transparency into the storefront. The previous tenant (d.b.a. "Lombardi Sports") maintained a mural along both the Polk and Jackson Street frontages that partially obscured the existing windows. While the Project does not currently propose any new windows, the Project would remove the existing mural to increase transparency for the existing storefront. In-kind window replacement may occur as part of future tenant improvements. Such improvements would be subject to general conformity with the Commission Guide for Formula Retail (Performance-Based Design Guidelines) as well as the Department's Standards for Storefront Transparency. Therefore, the proposed Project conforms with Planning Code Section 145.1.

- H. **Off-Street Parking (Sections 723, 150, 151, 151.1).** The Planning Code does not require off-street parking for any use in the Polk Street NCD. Instead, parking maximums apply to the Project Site. Per Planning Code Section 151.1, up to one space for each 500 square feet of Occupied Floor Area up to 20,000 square feet, plus one car for each 250 square feet of Occupied Floor Area in excess of 20,000 square feet is permitted.

The existing below-grade parking garage contains 70 independently-accessible parking spaces. At 28,844 square feet of Occupied Floor Area, up to a maximum of 44 parking spaces would otherwise be permitted for the Project. The proposed Project is not proposing to add or remove any additional parking beyond the existing 70 spaces. Per Section 150(d) ("Spaces to be Retained"), once any off-street parking or loading space has been provided which wholly or partially meets the requirements of this Code, such off-street parking or loading space shall not thereafter be reduced, eliminated or made unusable in any manner. Therefore, the Project is permitted to utilize the existing 70 off-street parking spaces. As such, the Project is in compliance with Code Sections 723, 150, 151, and 151.1.

- I. **Off-Street Freight Loading (Sections 723, 152).** The Planning Code requires one off-street freight loading space for non-residential uses exceeding 10,000 square feet and two spaces for non-residential uses exceeding 60,000 square feet.

The Project proposes 43,898 gross square feet of non-residential use, requiring one off-street loading space. While the existing building contains a loading and receiving area along the Jackson Street frontage, the existing building does not contain any off-street loading space that would allow larger trucks to access, allowing trucks to remain completely outside of the public right-of-way. Therefore, per Planning Code Section 150(c)(1), any lawful deficiency in off-street parking or loading spaces existing on such effective date may be carried forward for the structure or use, apart from such major addition. As the Project does not constitute a major addition, as defined by the Code, the Project is able to carry the lawful deficiency of off-street loading forward. While the Project does not propose adding an off-street loading space, the Project proposes on-street loading along the Jackson Street frontage, adjacent the existing loading and receiving area. Currently, there exists an approximately 20' commercial loading zone along the Jackson Street frontage, directly in front of the subject property. The Project would extend that commercial loading zone to approximately 100'. In addition, there exists a 24' curb cut located directly in front of the loading/receiving area serving the subject property that delivery trucks could utilize to pull away from the commercial loading zone. The Project Sponsor has agreed to execute a Transportation Management Plan (TMP) to actively manage curbside loading to reduce any potential congestion that may occur from queuing trucks delivering goods to the building. See the Transportation Management Plan (TMP) for more information. Therefore, the proposed Project conforms with Planning Code Sections 723 and 152.

- J. **Bicycle Parking (Section 155.1).** The Planning Code requires one Class 1 bicycle parking space for every 7,500 square feet of Occupied Floor Area, and one Class 2 bicycle parking space for every 2,500 sq. ft. of Occupied Floor Area (minimum two spaces).

The existing building contained 25,089 square feet of Occupied Floor Area, with no Class 1 or Class 2 bicycle parking spaces provided. The proposed Project would add Class 1 and Class 2 bicycle parking spaces in the amounts required per Code, with 6 Class 1 bicycle parking spaces and 16 Class 2 bicycle parking spaces. Therefore, the proposed Project conforms with Planning Code Section 155.1.

- K. **Car-Sharing (Section 166).** The Planning Code allows up to a maximum of 5 optional car-share spaces for non-residential uses.

The proposed Project does not contain any residential uses and is therefore not required to provide any car-share spaces. Instead, the Project is limited to a maximum of 5 optional car-share spaces. The Project proposes adding 1 optional car-share space. Therefore, the proposed Project conforms with Planning Code Section 166.

- L. **Signage (Section 607.1).** The Planning Code regulates the size and number of signs on buildings. The Code states that the number of projecting signs shall not exceed one per business. The area of such sign, as defined in Planning Code Section 602.1(a), shall not exceed 24 square feet. The height of the sign shall not exceed 24 feet, or the height of the wall to which it is attached, or the height of the lowest of any residential windowsill on the wall to which the sign is attached, whichever is lower. Such signs may be non-illuminated,

indirectly, or directly illuminated. The Code does not otherwise limit the number of wall or window signs. The area of such sign, as defined in Planning Code Section 602.1(a), shall not exceed the lesser of 2 square feet/business street frontage or 100 square feet. The height of the sign shall not exceed 24 feet, or the height of the wall to which it is attached, or the height of the lowest of any residential windowsill on the wall to which the sign is attached, whichever is lower. Further, Formula Retail Uses are subject to conformity with the *Planning Commission's Performance-Based Design Guidelines (Commission Guide for Formula Retail)*.

The signage program was reviewed by the Planning Department, and the sign program was found to be consistent with the Planning Commission's Performance-Based Design Guidelines (Commission Guide for Formula Retail). The proposed Project includes Code-compliant signs in the following amounts: 1 projecting sign and 2 wall signs along both street frontages (Jackson and Polk Streets).

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

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

The proposed Project will replace a vacant retail space and does not involve expansion of the building envelope. The proposed retail use is consistent with the character of ground-floor land uses along Polk Street, which provides a diverse mix of citywide and neighborhood-serving retail uses. The proposed store will provide high quality grocery items and take-out food to local residents and the City at-large. The "365 by Whole Foods" General Grocery store would complement the existing mix of goods and services available within the neighborhood, making it a necessary and desirable new use.

- i. The intensity of activity in the district is not such that allowing the larger use will be likely to foreclose the location of other needed neighborhood-servicing uses in the area;

The Project would utilize the entirety of the existing 43,898 gross square foot building, with no expansion, increase in gross floor area, or change of use proposed. Given the existing building has been vacant since December of 2014, and other vacant storefronts exist within the vicinity, it is unlikely that the proposed Project would cause the foreclosure of other needed neighborhood serving uses in the area.

- ii. The proposed use will serve the neighborhood, in whole or in significant part, and the nature of the use requires a larger size in order to function;

The proposed Project would utilize the entirety of the existing 43,898 gross square foot building, with no expansion, increase in gross floor area, or change of use proposed. Whole Foods is a large, national General Grocery retailer that is also a Formula Retail Use. Comparable retailers often require buildings with large floorplates, or large gross square footage amounts (e.g. 25,000 square feet and above), due to host of complex operational requirements. As such, the Project site is well-suited for a national retailer that necessitates a larger store to meet its operational needs.

- iii. The building in which the use is to be located is designed in discrete elements which respect the scale of development in the district;

The proposed Project would utilize the entirety of the existing building, with no expansion, increase in gross floor area, or change of use proposed. As such, only interior and exterior tenant improvements are proposed. The Project would occupy both of the existing floors, and would maintain the existing fenestration pattern, which, allows for ample transparency into the storefront. The previous tenant (d.b.a. "Lombardi Sports") maintained a mural along both the Polk and Jackson Street frontages that partially obscured the existing windows. While the Project does not currently propose any new windows, the Project would remove the existing mural to increase transparency for the existing storefront. In addition, the signage program was reviewed by the Planning Department, and the sign program was found to be consistent with the Planning Commission's Performance-Based Design Guidelines (Commission Guide for Formula Retail).

- B. The proposed project will not be detrimental to the health, safety, convenience or general welfare of persons residing or working in the vicinity. There are no features of the project that could be detrimental to the health, safety or convenience of those residing or working the area, in that:

- i. Nature of proposed site, including its size and shape, and the proposed size, shape and arrangement of structures;

The proposed Project will involve interior and exterior tenant improvements to an existing, vacant retail building, as well as installation of new signage. These improvements will re-activate the existing ground-floor retail space by providing a desirable and appropriately-scaled new retail use. There will be no changes to the size or shape of the existing building; its height and bulk will remain the same.

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

The existing building previously contained a Retail Sales and Service Use (d.b.a. "Lombardi Sports") within the same envelope and included 70 parking spaces in a below-grade garage. The existing traffic pattern is not anticipated to be significantly impacted by the proposed Project. It is anticipated that new patrons of the grocery store would walk or bike to the store from the immediate vicinity, reinforcing the active, pedestrian-oriented, and continuous commercial frontage along Polk Street.

While the Project does not propose adding an off-street loading space, the Project proposes to utilize an approximately 100' on-street loading along the Jackson Street frontage, adjacent to the existing loading and receiving area. The Project Sponsor has prepared a Transportation Management Plan (TMP) for the proposed Project to address any possible disruption to the neighborhood and congestion in front of the subject property. The TMP includes detailed information on the store's operations, truck routing, passenger loading operations, required SFMTA approvals, store operations, loading operations and schedule, the parking

management plan, education program, monitoring activities, and transportation demand management measures.

The TMP will allow the Project Sponsor to actively manage curbside loading as a means to alleviate any potential congestion that may occur from queuing trucks delivering goods to the subject property.

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

The proposed Project includes interior tenant alterations to an existing building. The Project will not include any uses that would emit noxious or offensive emissions such as noise, glare, dust and odor, and will provide proper venting for the space in compliance with the San Francisco Building Code standards.

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

The proposed Project will upgrade the exterior of the existing building, including removing existing window screens and adding new, Code-compliant signage. The Project will also add 16 Class 2 bike parking spaces on the Jackson and Polk Street frontages. The signage program was reviewed by the Planning Department, and the sign program was found to be consistent with the Planning Commission's Performance-Based Design Guidelines (Commission Guide for Formula Retail).

- C. That the use as proposed will comply with the applicable provisions of the Planning Code and will not adversely affect the General Plan.

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

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

The proposed project is consistent with the stated purposed of the Polk Street Neighborhood Commercial District in that the intended use is located at the ground floor, will provide a compatible convenience service for the immediately surrounding neighborhoods during daytime hours.

- 8. **Formula Retail.** Planning Code Section 303.1 provides additional criteria for the Planning Commission to consider when considering any conditional use pursuant Section 303.1, Formula Retail Uses:

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

The Project Sponsor conducted a Formula Retail survey in early 2018. Based on the survey, there are 296 commercial storefronts with retail uses subject to Formula Retail Controls within the Polk Street

NCD. Of those 296 storefronts, 23 storefronts contain Formula Retail Uses, resulting in a concentration of formula retail uses within the Polk Street NCD of approximately 7.8%. As measured by linear feet, the concentration of formula retail uses within the Polk Street NCD is approximately 9.9%. Within an 1/4 mile vicinity ("Vicinity" includes areas within both Polk Street NCD and other Zoning Districts within 1/4 mile of the subject property), there are 240 commercial storefronts, with 36 storefronts containing Formula Retail Uses, leading to an existing concentration of formula retail uses within the vicinity of approximately 15.0%. As measured by linear feet, the concentration of formula retail uses within the Vicinity is approximately 19.7%. (See Tables 1 & 2 for additional information.)

Table No. 1: Ground-floor Commercial Frontage Survey within the Polk Street NCD
(as measured in lineal feet and # storefronts).¹

1600 Jackson Street Formula Retail (Polk Street NCD Zoning District)						
Use Type	Total Commercial Frontage in NCD (feet)	Total Formula Retail Frontage in NCD (feet)	Formula Retail Frontage Concentration in NCD (feet)	Total Commercial Count in NCD (#)	Total Formula Retail Count in NCD (#)	Formula Retail Count Concentration in NCD (#)
Animal Hospital	32	0	0%	1	0	0%
Financial Services	77.5	77.5	100%	2	2	100%
Institutional	416.9	0	0%	8	0	0%
Limited-Restaurant	857.95	55.7	6.5%	24	3	12.5%
Liquor Store	142	0	0%	3	0	0%
Medical Service	375.79	0	0%	10	0	0%
Personal Service	1,390.14	63.5	4.6%	49	2	4.1%
Professional Service	1,625.00	72.2	4.4%	42	3	7.1%
Restaurant	3,143.42	22	0.7%	75	1	1.3%
Retail	3,924.00	900.7	23.0%	82	12	14.6%
Total	11,984.7	1,191.6	9.9%	296	23	7.8%
Vacant	1,569.65	0	0%	47	0	0%
City-wide Serving Retail Uses	5,300.1	714.1	13.8%	129	14	10.9%
Daily-Serving Retail Uses	6,684.6	477.5	7.1%	167	9	5.4 %

¹ Land Use Table was developed using data collected by the Project Sponsor and reviewed by Planning Department Staff in 2018.

Table No. 2: Ground-floor Commercial Frontage Survey within 1/4 mile Vicinity (as measured in lineal feet and # storefronts).²

1600 Jackson Street Formula Retail (within ¼ mile vicinity)						
Use Type	Total Commercial Frontage in Vicinity (feet)	Total Formula Retail Frontage in Vicinity (feet)	Formula Retail Frontage Concentration in Vicinity (feet)	Total Commercial Count in Vicinity (#)	Total Formula Retail Count in Vicinity (#)	Formula Retail Count Concentration in Vicinity (#)
Animal Hospital	32	0	0%	1	0	0%
Financial Services	314.88	314.88	100%	5	5	100%
Institutional	810.90	0	0%	10	0	0%
Limited-Restaurant	728.45	80.7	11.1%	19	4	21.1%
Liquor Store	85.9	0	0%	2	0	0%
Medical Service	433.76	134.06	30.9%	7	1	14.3%
Personal Service	1,144.83	53.5	4.7%	28	1	3.6%
Professional Service	1,734.91	246.31	14.2%	39	6	15.4%
Restaurant	2,692.62	103.80	3.9%	53	2	3.8%
Retail	4,036.46	1,428.57	35.4%	76	17	22.4%
Total	12,014.71	2,361.82	19.7%	240	36	15.0%
Vacant	1,405.48	0	0%	35	0	0%
City-wide Serving Uses	6,137.77	1,580.86	25.8%	121	23	19.0%
Daily-Serving Uses	5,877.18	780.97	13.3%	119	13	10.9%

- B. The availability of other similar retail uses within the district and within the vicinity of the proposed project.

Within the Polk Street NCD, there are only two (2) locations with similar retail uses (Real Food Company, located at 2140 Polk Street; and Trader Joe's, located at 1095 Hyde Street). Within approximately 1/4 mile of the subject property (includes locations outside of the Polk Street NCD), there are two (2) locations with similar retail uses (Whole Foods Market, located at 1765 California Street; and Golden Veggie Market, located at 1475 Polk Street).

- C. The compatibility of the proposed Formula Retail use with the existing architectural and aesthetic character of the district.

² Land Use Table was developed using data collected by the Project Sponsor and reviewed by Planning Department Staff in 2018.

The proposal would active a previously-vacant space. Therefore, the proposal would adaptively reuse an underutilized space with two large street frontages (along Jackson and Polk Streets). The signage program was reviewed by the Planning Department, and the sign program was found to be consistent with the Planning Commission's Performance-Based Design Guidelines (Commission Guide for Formula Retail).

- D. The existing retail vacancy rates within the district and within the vicinity of the proposed project.

There are 47 other vacancies within the Polk Street NCD (13.7% vacancy rate) and 35 vacancy within the 1/4 mile vicinity (12.7% vacancy rate).

- E. The existing mix of Citywide-serving retail uses and daily needs-serving retail uses within the district and within the vicinity of the proposed project.

Based upon the survey, there are 167 daily need-serving retail uses (defined by the Planning Code as: Limited Restaurants; Other Retail, Sales and Services; Personal Services; Limited Financial Services; and Specific Trade Shops) and 129 city-wide serving retail uses (defined as all other uses) within the Polk Street NCD. The existing mix of daily needs-serving uses versus city-wide retail uses within the Polk Street NCD is tipped more towards daily needs-serving retail uses (56.3% to 43.7%, respectively). Within 1/4 mile of the subject property, the existing mix of daily needs-serving uses versus city-wide retail uses is fairly balanced (48.9% to 51.1%, respectively). The proposed use (General Grocery store) would increase the concentration of daily needs-serving retail uses within the Polk Street NCD to 57.4% (and 50.2% within 1/4 mile of the subject property).

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

With the addition of one new formula retail use, the concentration of formula retail uses within the Polk Street NCD would only increase by approximately 2.6% (as measured by linear feet) or by 0.3% (as measured by number of commercial storefronts), while the concentration of formula retail uses within 1/4 mile of the subject property would only increase by approximately 2.6% (as measured by linear feet) or by 0.4% (as measured by number of commercial storefronts). Both of these increases are considered nominal. These calculations do not include non-retail establishments, such as residential uses, or parking lots.

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

While the Project proposes more than 20,000 gross square feet of Formula Retail Use, as a General Grocery store, as defined by the Code, the Project is therefore not required to prepare an economic impact study.

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

COMMERCE AND INDUSTRY ELEMENT

GENERAL/CITYWIDE

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.

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.

OBJECTIVE 3:

PROVIDE EXPANDED EMPLOYMENT OPPORTUNITIES FOR CITY RESIDENTS, PARTICULARLY THE UNEMPLOYED AND ECONOMICALLY DISADVANTAGED.

Policy 3.1:

Promote the attraction, retention and expansion of commercial and industrial firms which provide employment improvement opportunities for unskilled and semi-skilled workers.

NEIGHBORHOOD COMMERCE

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.

URBAN DESIGN ELEMENT

Objectives and Policies

OBJECTIVE 1:

EMPHASIS OF THE CHARACTERISTIC PATTERN WHICH GIVES TO THE CITY AND ITS NEIGHBORHOODS AN IMAGE, A SENSE OF PURPOSE, AND A MEANS OF ORIENTATION.

Policy 1.3

Recognize that buildings, when seen together, produce a total effect that characterizes the city and its districts.

Policy 1.6:

Make centers of activity more prominent through design of street features and by other means.

The Project would establish a new General Grocery store (a Retail Sales and Services Use) operating as a Formula Retail Use (d.b.a. "365 by Whole Foods") at the subject property. The Project would involve both interior and exterior tenant improvements to the existing two-story-over-garage building, with no expansion of the existing structure. The proposed Project does not constitute a change of use as the previous use (d.b.a. "Lombardi Sports") and the proposed use are both considered Retail Sales and Service Uses under the Planning Code.

The Project proposes to establish a new retail store within an existing commercial space that has been vacant since December of 2014. In doing so, the Project would bring new commercial activity to the City in a location designated for commercial retail uses by the Planning Code and the General Plan. Moreover, General Grocery (Retail Sales and Service Use) is considered a "daily need." Daily needs service retailers are those that provide goods and services that residents want within walking distance of their residence or workplace. Given that Neighborhood Commercial Districts are intended to serve the daily needs of the neighborhood residents, the proposed Project would be establishing a daily need use within the Polk Street NCD, thereby supporting the Objectives and Policies of Commerce and Industry Element of the General Plan. The Project will also affirmatively support the General Plan by creating 100-110 new jobs at the commencement of operations, increasing the City's sales tax base.

The Project would involve interior and exterior renovations to the existing building. Exterior modifications would be designed to complement the architectural and aesthetic character of nearby retail structures along the vibrant Polk Street commercial corridor, including increasing ground floor transparency. The Project would provide a new retail use anchoring the corner location, consistent with the aesthetic character of many other buildings within the Polk Street NCD. On balance, the Project is consistent with the Objectives and Policies of the General Plan.

10. **Planning Code Section 101.1(b)** establishes eight priority-planning policies and requires review of permits for consistency with said policies. On balance, the project complies with said policies in that:

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

The Project Site does not currently possess any neighborhood-serving retail uses since the Site has been vacant since December of 2014. Once operational, the Project will provide employment opportunities for neighborhood residents. The General Grocery store (dba "365 by Whole Foods") will add to the diversity of existing retail uses in the neighborhood.

- 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 will support housing in the neighborhood by offering a walkable high-quality option for groceries and takeout-food.

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

The existing building contained only non-residential uses and the proposed Project would maintain only non-residential uses. As such, the Project will have no 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 Site is located within Polk Street NCD, and within close proximity to the Van Ness commercial corridor. The Project would utilize a vacant retail space that was most recently occupied by another retail store. The existing building contains off-street vehicular parking and the proposed Project would utilize the existing off-street vehicular parking spaces for those patrons who are not able to walk or take transit to the store. The Project would also add Class 2 bicycle parking spaces where none existed previously. Given the Project Site is located within a walkable neighborhood commercial district, most patrons are expected to arrive to the Project Site by means of walking, bicycling, or utilizing an array of existing public transit options. The following MUNI lines provide access to the Project Site: 90 Owl; 76 Marin Headlands; 60 Powell & Hyde; 49 Van Ness/Mission; 47 Van Ness; 30X Marina Express; 27 Bryant; 19 Polk; 12 Folsom; and 01 California. The on-street loading zone will be actively managed by store personnel, as outlined in the Transportation Management Plan, as to not impede MUNI transit service.

- 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 contribute to a diverse economic base by adding a General Grocery store within the Polk Street NCD, in which there are a number of existing commercial retail vacancies. The tenant

(dba "365 by Whole Foods") will provide future opportunities for resident employment by creating temporary construction jobs as well as approximately 100-110 new full-time and part-time jobs at the commencement of store operations.

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

The Project will conform to all structural and seismic requirements of the San Francisco Building Code, and thus meet this requirement.

- G. That landmarks and historic buildings be preserved.

The Project will not adversely alter any landmarks or historic buildings.

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

The Project does not involve any expansion of the existing building and will therefore have no effect on parks or open space, or their access to sunlight and views.

11. The Project is consistent with and would promote the general and specific purposes of the Code provided under Section 101.1(b) in that, as designed, the Project would contribute to the character and stability of the neighborhood and would constitute a beneficial development.
12. The Commission hereby finds that approval of the Conditional Use Authorization would promote the health, safety and welfare of the City.

DECISION

That based upon the Record, the submissions by the Applicant, the staff of the Department and other interested parties, the oral testimony presented to this Commission at the public hearings, and all other written materials submitted by all parties, the Commission hereby **APPROVES Conditional Use Authorization Application No. 2016-000378CUA** subject to the following conditions attached hereto as "EXHIBIT A" in general conformance with plans on file, dated April 17, 2018, 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. 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 April 26, 2018.

Jonas P. Ionin
Commission Secretary

AYES:

NAYS:

ABSENT:

ADOPTED: April 26, 2018

EXHIBIT A:
CONDITIONS OF APPROVAL

EXHIBIT A

AUTHORIZATION

This authorization is for a conditional use to allow a General Grocery store (a Retail Sales and Services Use) operating as a Formula Retail Use (d.b.a. "365 by Whole Foods") located at 1600 Jackson Street, Lots 002 and 003 in Assessor's Block 0595, pursuant to Planning Code Sections 303, 303.1, 703(d), 703.4, and 723 within the Polk Street Neighborhood Commercial Zoning District and a 65-A Height and Bulk District; in general conformance with plans, dated April 17, 2018, and stamped "EXHIBIT B" included in the docket for Case No. **2016-000378CUA** and subject to conditions of approval reviewed and approved by the Commission on **April 26, 2018** under Motion No **XXXXXX**. 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 **April 26, 2018** under Motion No **XXXXXX**.

PRINTING OF CONDITIONS OF APPROVAL ON PLANS

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

SEVERABILITY

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

CHANGES AND MODIFICATIONS

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

Conditions of Approval, Compliance, Monitoring, and Reporting

PERFORMANCE

1. **Validity.** The authorization and right vested by virtue of this action is valid for three (3) years from the effective date of the Motion. The Department of Building Inspection shall have issued a Building Permit or Site Permit to construct the project and/or commence the approved use within this three-year period.

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

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

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

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

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

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

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

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

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

Operation

DESIGN – COMPLIANCE AT PLAN STAGE

6. **Final Materials.** The Project Sponsor shall continue to work with Planning Department on the building design. Final materials, glazing, color, texture, landscaping, and detailing shall be subject to Department staff review and approval. The architectural addenda shall be reviewed and approved by the Planning Department prior to issuance.

For information about compliance, contact the Case Planner, Planning Department at 415-558-6378, www.sf-planning.org

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

For information about compliance, contact the Case Planner, Planning Department at 415-558-6378, www.sf-planning.org

8. **Transformer Vault.** The location of individual project PG&E Transformer Vault installations has significant effects to San Francisco streetscapes when improperly located. However, they may not have any impact if they are installed in preferred locations. Therefore, the Planning Department recommends the following preference schedule in locating new transformer vaults, in order of most to least desirable:

- a. On-site, in a basement area accessed via a garage or other access point without use of separate doors on a ground floor façade facing a public right-of-way;
- b. On-site, in a driveway, underground;
- c. On-site, above ground, screened from view, other than a ground floor façade facing a public right-of-way;
- d. Public right-of-way, underground, under sidewalks with a minimum width of 12 feet, avoiding effects on streetscape elements, such as street trees; and based on Better Streets Plan guidelines;
- e. Public right-of-way, underground; and based on Better Streets Plan guidelines;
- f. Public right-of-way, above ground, screened from view; and based on Better Streets Plan guidelines;
- g. On-site, in a ground floor façade (the least desirable location).

Unless otherwise specified by the Planning Department, Department of Public Work's Bureau of Street Use and Mapping (DPW BSM) should use this preference schedule for all new transformer vault installation requests.

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

9. **Noise.** Plans submitted with the building permit application for the approved project shall incorporate acoustical insulation and other sound proofing measures to control noise.

For information about compliance, contact the Case Planner, Planning Department at 415-558-6378, www.sf-planning.org

Operation

10. **Odor Control Unit.** In order to ensure any significant noxious or offensive odors are prevented from escaping the premises once the project is operational, the building permit application to implement the project shall include air cleaning or odor control equipment details and manufacturer specifications on the plans. Odor control ducting shall not be applied to the primary façade of the building.

For information about compliance, contact the Case Planner, Planning Department at 415-558-6378, www.sf-planning.org

PARKING AND TRAFFIC

11. **Bicycle Parking.** Pursuant to Planning Code Sections 155.1 and 155.4, the Project shall provide no fewer than **6** Class 1 and **16** Class 2 bicycle parking spaces. SFMTA has final authority on the type, placement and number of Class 2 bicycle racks within the public ROW. Prior to issuance of first architectural addenda, the project sponsor shall contact the SFMTA Bike Parking Program at bikeparking@sfmta.com to coordinate the installation of on-street bicycle racks and ensure that the proposed bicycle racks meet the SFMTA's bicycle parking guidelines. Depending on local site conditions and anticipated demand, SFMTA may request the project sponsor pay an in-lieu fee for Class II bike racks required by the Planning Code.

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

12. **Showers and Clothes Lockers.** Pursuant to Planning Code Section 155.3, the Project shall provide no fewer than **1** shower and **6** clothes lockers.

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

13. **Managing Traffic During Construction.** The Project Sponsor and construction contractor(s) shall coordinate with the Traffic Engineering and Transit Divisions of the San Francisco Municipal Transportation Agency (SFMTA), the Police Department, the Fire Department, the Planning Department, and other construction contractor(s) for any concurrent nearby Projects to manage traffic congestion and pedestrian circulation effects during construction of the Project.

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

14. **Transportation Management Plan.** The Project Sponsor has prepared a Transportation Management Plan (TMP) for the proposed Project. The TMP includes detailed information on the store's operations, truck routing, passenger loading operations, required SFMTA approvals, store operations, loading operations and schedule, the parking management plan, education program, monitoring activities, and transportation demand management measures. The TMP was informed by a loading analysis prepared for the Project. The Project Sponsor is responsible for implementing this TMP.

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

Operation

PROVISIONS

15. **First Source Hiring.** The Project shall adhere to the requirements of the First Source Hiring Construction and End-Use Employment Program approved by the First Source Hiring Administrator, pursuant to Section 83.4(m) of the Administrative Code. The Project Sponsor shall comply with the requirements of this Program regarding construction work and on-going employment required for the Project.

For information about compliance, contact the First Source Hiring Manager at 415-581-2335, www.onestopSF.org

MONITORING - AFTER ENTITLEMENT

16. **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

17. **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

OPERATION

18. **Sidewalk Maintenance.** The Project Sponsor shall maintain the main entrance to the building 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>

19. **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

Operation

20. **Lighting.** All Project lighting shall be directed onto the Project site and immediately surrounding sidewalk area only, and designed and managed so as not to be a nuisance to adjacent residents. Nighttime lighting shall be the minimum necessary to ensure safety, but shall in no case be directed so as to constitute a nuisance to any surrounding property.
For information about compliance, contact Code Enforcement, Planning Department at 415-575-6863, www.sf-planning.org
21. **Hours of Operation.** The subject establishment is limited to the following hours of operation: from 6:00a.m. to 2:00a.m., seven days per week.
For information about compliance, contact Code Enforcement, Planning Department at 415-575-6863, www.sf-planning.org
22. **One-year Report Back.** Approximately one year from the commencement of store operations, Planning Staff, the Project Sponsor, and grocery store operator (dba "365 by Whole Foods") shall provide an informational report to the Planning Commission on the status of vehicle queuing, commercial loading and impact to peak commute conditions on Jackson and Polk Streets, if any.
For information about compliance, contact Code Enforcement, Planning Department at 415-575-6863, www.sf-planning.org

EXHIBIT C:
ENVIRONMENTAL DETERMINATION



SAN FRANCISCO PLANNING DEPARTMENT

CEQA Categorical Exemption Determination

PROPERTY INFORMATION/PROJECT DESCRIPTION

Project Address		Block/Lot(s)
1600 Jackson Street (365 by Whole Foods Market)		0595/002 & 0595/003
Case No.		Permit No.
2016-000378ENV		
<input checked="" type="checkbox"/> Addition/ Alteration	<input type="checkbox"/> Demolition (requires HRE for Category B Building)	<input type="checkbox"/> New Construction
<p>Project description for Planning Department approval.</p> <p>The project site is located on the northwest corner of the Jackson Street and Polk Street in the Nob Hill neighborhood. The project site is occupied by a 48-foot-tall, two-story over basement, 43,898-gross-square-foot commercial building that has been vacant since 2014. The existing building was constructed in 1908 and was most recently occupied by a sporting goods store ("Lombardi Sports").</p> <p>The proposed project would convert the existing vacant building into a Whole Foods 365 Store. The ground floor would contain retail uses (12,301 square feet of occupied retail floor area), accessory storage, and a kitchen for preparing takeout, and a takeout area for customers to select packaged and self-serve hot and cold food to take out of the store or up to the second floor seating area, similar to other Whole Foods and 365 stores. The second floor would contain retail uses (8,779 square feet of occupied retail floor area), a seating area, storage, accessory office space, and space for mechanical equipment.</p> <p>The second floor seating area would also serve as a community space for small, non-profit, community groups that are housed in the Middle Polk neighborhood, particularly during non-peak hours. The proposed project</p> <p>CONTINUED IN FULL ON ADDITIONAL PAGE</p>		

STEP 1: EXEMPTION CLASS

Note: If neither class applies, an <i>Environmental Evaluation Application</i> is required.	
<input type="checkbox"/>	Class 1 - Existing Facilities. Interior and exterior alterations; additions under 10,000 sq. ft.
<input type="checkbox"/>	Class 3 - New Construction. Up to three new single-family residences or six dwelling units in one building; commercial/office structures; utility extensions; change of use under 10,000 sq. ft. if principally permitted or with a CU.
<input checked="" type="checkbox"/>	<p>Class 32 - In-Fill Development. New Construction of seven or more units or additions greater than 10,000 sq. ft. and meets the conditions described below:</p> <p>(a) The project is consistent with the applicable general plan designation and all applicable general plan policies as well as with applicable zoning designation and regulations.</p> <p>(b) The proposed development occurs within city limits on a project site of no more than 5 acres substantially surrounded by urban uses.</p> <p>(c) The project site has no value as habitat for endangered rare or threatened species.</p> <p>(d) Approval of the project would not result in any significant effects relating to traffic, noise, air quality, or water quality.</p> <p>(e) The site can be adequately served by all required utilities and public services.</p> <p>FOR ENVIRONMENTAL PLANNING USE ONLY</p>
<input type="checkbox"/>	Class ____

STEP 2: CEQA IMPACTS

TO BE COMPLETED BY PROJECT PLANNER

If any box is checked below, an *Environmental Evaluation Application* is required.

<input type="checkbox"/>	Air Quality: Would the project add new sensitive receptors (specifically, schools, day care facilities, hospitals, residential dwellings, and senior-care facilities within an Air Pollution Exposure Zone? Does the project have the potential to emit substantial pollutant concentrations (e.g., backup diesel generators, heavy industry, diesel trucks, etc.)? (refer to EP_ArcMap > CEQA Catex Determination Layers > Air Pollution Exposure Zone)
<input type="checkbox"/>	Hazardous Materials: If the project site is located on the Maher map or is suspected of containing hazardous materials (based on a previous use such as gas station, auto repair, dry cleaners, or heavy manufacturing, or a site with underground storage tanks): Would the project involve 50 cubic yards or more of soil disturbance - or a change of use from industrial to residential? If yes, this box must be checked and the project applicant must submit an Environmental Application with a Phase I Environmental Site Assessment. <i>Exceptions: do not check box if the applicant presents documentation of enrollment in the San Francisco Department of Public Health (DPH) Maher program, a DPH waiver from the Maher program, or other documentation from Environmental Planning staff that hazardous material effects would be less than significant (refer to EP_ArcMap > Maher layer).</i>
<input checked="" type="checkbox"/>	Transportation: Does the project create six (6) or more net new parking spaces or residential units? Does the project have the potential to adversely affect transit, pedestrian and/or bicycle safety (hazards) or the adequacy of nearby transit, pedestrian and/or bicycle facilities?
<input type="checkbox"/>	Archeological Resources: Would the project result in soil disturbance/modification greater than two (2) feet below grade in an archeological sensitive area or eight (8) feet in a non -archeological sensitive area? (refer to EP_ArcMap > CEQA Catex Determination Layers > Archeological Sensitive Area)
<input type="checkbox"/>	Subdivision/Lot Line Adjustment: Does the project site involve a subdivision or lot line adjustment on a lot with a slope average of 20% or more? (refer to EP_ArcMap > CEQA Catex Determination Layers > Topography)
<input type="checkbox"/>	Slope = or > 20%: Does the project involve any of the following: (1) square footage expansion greater than 1,000 sq. ft. outside of the existing building footprint, (2) excavation of 50 cubic yards or more of soil, (3) new construction? (refer to EP_ArcMap > CEQA Catex Determination Layers > Topography) If box is checked, a geotechnical report is required.
<input type="checkbox"/>	Seismic: Landslide Zone: Does the project involve any of the following: (1) square footage expansion greater than 1,000 sq. ft. outside of the existing building footprint, (2) excavation of 50 cubic yards or more of soil, (3) new construction? (refer to EP_ArcMap > CEQA Catex Determination Layers > Seismic Hazard Zones) If box is checked, a geotechnical report is required.
<input type="checkbox"/>	Seismic: Liquefaction Zone: Does the project involve any of the following: (1) square footage expansion greater than 1,000 sq. ft. outside of the existing building footprint, (2) excavation of 50 cubic yards or more of soil, (3) new construction? (refer to EP_ArcMap > CEQA Catex Determination Layers > Seismic Hazard Zones) If box is checked, a geotechnical report will likely be required.

If no boxes are checked above, GO TO STEP 3. If one or more boxes are checked above, an *Environmental Evaluation Application* is required, unless reviewed by an Environmental Planner.

Comments and Planner Signature (optional):

Noise is regulated by the San Francisco Noise Ordinance. The requirements of the Noise Ordinance are designed to prevent sleep disturbance, protect public health, and prevent the acoustical environment from progressive deterioration. The project's increase to the existing traffic volumes would not double traffic in the area and therefore would not cause a noticeable increase in the ambient noise level in the project vicinity. Noise generated by the project's loading activities would be considered common and generally acceptable in an urban

CONTINUED IN FULL ON ADDITIONAL PAGE

STEP 3: PROPERTY STATUS - HISTORIC RESOURCE
TO BE COMPLETED BY PROJECT PLANNER

PROPERTY IS ONE OF THE FOLLOWING: (refer to Parcel Information Map)	
<input type="checkbox"/>	Category A: Known Historical Resource. GO TO STEP 5.
<input checked="" type="checkbox"/>	Category B: Potential Historical Resource (over 45 years of age). GO TO STEP 4.
<input type="checkbox"/>	Category C: Not a Historical Resource or Not Age Eligible (under 45 years of age). GO TO STEP 6.

STEP 4: PROPOSED WORK CHECKLIST
TO BE COMPLETED BY PROJECT PLANNER

Check all that apply to the project.	
<input type="checkbox"/>	1. Change of use and new construction. Tenant improvements not included.
<input type="checkbox"/>	2. Regular maintenance or repair to correct or repair deterioration, decay, or damage to building.
<input type="checkbox"/>	3. Window replacement that meets the Department's <i>Window Replacement Standards</i> . Does not include storefront window alterations.
<input type="checkbox"/>	4. Garage work. A new opening that meets the <i>Guidelines for Adding Garages and Curb Cuts</i> , and/or replacement of a garage door in an existing opening that meets the Residential Design Guidelines.
<input type="checkbox"/>	5. Deck, terrace construction, or fences not visible from any immediately adjacent public right-of-way.
<input type="checkbox"/>	6. Mechanical equipment installation that is not visible from any immediately adjacent public right-of-way.
<input type="checkbox"/>	7. Dormer installation that meets the requirements for exemption from public notification under <i>Zoning Administrator Bulletin No. 3: Dormer Windows</i> .
<input type="checkbox"/>	8. Addition(s) that are not visible from any immediately adjacent public right-of-way for 150 feet in each direction; does not extend vertically beyond the floor level of the top story of the structure or is only a single story in height; does not have a footprint that is more than 50% larger than that of the original building; and does not cause the removal of architectural significant roofing features.
Note: Project Planner must check box below before proceeding.	
<input type="checkbox"/>	Project is not listed. GO TO STEP 5.
<input checked="" type="checkbox"/>	Project does not conform to the scopes of work. GO TO STEP 5.
<input type="checkbox"/>	Project involves four or more work descriptions. GO TO STEP 5.
<input type="checkbox"/>	Project involves less than four work descriptions. GO TO STEP 6.

STEP 5: CEQA IMPACTS - ADVANCED HISTORICAL REVIEW
TO BE COMPLETED BY PROJECT PLANNER

Check all that apply to the project.	
<input type="checkbox"/>	1. Project involves a known historical resource (CEQA Category A) as determined by Step 3 and conforms entirely to proposed work checklist in Step 4.
<input type="checkbox"/>	2. Interior alterations to publicly accessible spaces.
<input type="checkbox"/>	3. Window replacement of original/historic windows that are not "in-kind" but are consistent with existing historic character.
<input type="checkbox"/>	4. Façade/storefront alterations that do not remove, alter, or obscure character-defining features.
<input type="checkbox"/>	5. Raising the building in a manner that does not remove, alter, or obscure character-defining features.
<input type="checkbox"/>	6. Restoration based upon documented evidence of a building's historic condition, such as historic photographs, plans, physical evidence, or similar buildings.

<input type="checkbox"/>	7. Addition(s) , including mechanical equipment that are minimally visible from a public right-of-way and meet the <i>Secretary of the Interior's Standards for Rehabilitation</i> .
<input type="checkbox"/>	8. Other work consistent with the <i>Secretary of the Interior Standards for the Treatment of Historic Properties</i> (specify or add comments):
<input type="checkbox"/>	9. Other work that would not materially impair a historic district (specify or add comments): (Requires approval by Senior Preservation Planner/Preservation Coordinator)
<input type="checkbox"/>	10. Reclassification of property status. (Requires approval by Senior Preservation Planner/Preservation <div style="display: flex; justify-content: space-around;"> <div> <input type="checkbox"/> Reclassify to Category A a. Per HRER dated 08/17/2016 b. Other (specify): see attached PTR form </div> <div> <input type="checkbox"/> Reclassify to Category C (attach HRER) </div> </div>
Note: If ANY box in STEP 5 above is checked, a Preservation Planner MUST check one box below.	
<input type="checkbox"/>	Further environmental review required. Based on the information provided, the project requires an <i>Environmental Evaluation Application</i> to be submitted. GO TO STEP 6.
<input checked="" type="checkbox"/>	Project can proceed with categorical exemption review. The project has been reviewed by the Preservation Planner and can proceed with categorical exemption review. GO TO STEP 6.
Comments (optional):	
Preservation Planner Signature: Allison Vanderslice	

STEP 6: CATEGORICAL EXEMPTION DETERMINATION

TO BE COMPLETED BY PROJECT PLANNER

<input type="checkbox"/>	Further environmental review required. Proposed project does not meet scopes of work in either (check all that apply): <input type="checkbox"/> Step 2 - CEQA Impacts <input type="checkbox"/> Step 5 - Advanced Historical Review STOP! Must file an <i>Environmental Evaluation Application</i>.	
<input checked="" type="checkbox"/>	No further environmental review is required. The project is categorically exempt under CEQA. There are no unusual circumstances that would result in a reasonable possibility of a significant effect.	
	Project Approval Action: Commission Hearing If Discretionary Review before the Planning Commission is requested, the Discretionary Review hearing is the Approval Action for the project.	Signature: Don Lewis 04/24/2018
	Once signed or stamped and dated, this document constitutes a categorical exemption pursuant to CEQA Guidelines and Chapter 31 of the Administrative Code. In accordance with Chapter 31 of the San Francisco Administrative Code, an appeal of an exemption determination can only be filed within 30 days of the project receiving the first approval action. Please note that other approval actions may be required for the project. Please contact the assigned planner for these approvals.	

Full Project Description

The project site is located on the northwest corner of the Jackson Street and Polk Street in the Nob Hill neighborhood. The project site is occupied by a 48-foot-tall, two-story over basement, 43,898-gross-square-foot commercial building that has been vacant since 2014. The existing building was constructed in 1908 and was most recently occupied by a sporting goods store ("Lombardi Sports").

The proposed project would convert the existing vacant building into a Whole Foods 365 Store. The ground floor would contain retail uses (12,301 square feet of occupied retail floor area), accessory storage, and a kitchen for preparing takeout, and a takeout area for customers to select packaged and self-serve hot and cold food to take out of the store or up to the second floor seating area, similar to other Whole Foods and 365 stores. The second floor would contain retail uses (8,779 square feet of occupied retail floor area), a seating area, storage, accessory office space, and space for mechanical equipment.

The second floor seating area would also serve as a community space for small, non-profit, community groups that are housed in the Middle Polk neighborhood, particularly during non-peak hours. The proposed project would maintain the existing 70-space parking garage (with access from Polk Street) and the existing off-street receiving area (with access from Jackson Street), and the project sponsor would request the extension of the existing 20-foot commercial loading zone on Jackson Street along the building frontage to 100 feet, via MTA's Color Curb Program. The proposed project would also add a bulb out to the corner of Jackson and Polk consistent with SFMTA standards.

The proposed project would convert one of the existing parking spaces in the garage to a carshare space and would designate two parking spaces for online food app. pickup. Drivers for food app pick-up and delivery use their personal vehicles. Deliveries may be made by one driver for one or for multiple orders, depending on demand for deliveries. The proposed project would also add 6 class 1, one cargo bike, and 5 hanging bicycle parking spaces to the garage. A total of 16 class 2 bike parking spaces would be added to the sidewalk, 8 on Jackson Street, and 8 on Polk Street. The proposed project would also add lockers, showers, and bike parking for 365 Store Team Members on the second floor.

Typical business hours would be approximately 8:00 a.m. to 10:00 p.m. daily. Business hours may be extended in advance of major holidays to accommodate increased demand and for the convenience of customers. Inventory, restocking, and other similar store operations activities could occur at any time during a 24-hour period (see restrictions on delivery times, below). The 365 Store would have approximately 100-110 employees, with approximately 50 employees working on the busiest days.

The project sponsor has prepared a Transportation Management Plan for the proposed project. The Transportation Management Plan includes detailed information on the store's operations, truck routing, passenger loading operations, required SFMTA approvals, loading operations and schedule, the parking management plan, education program, monitoring activities, and transportation demand management measures.

The only alterations to the façade are the removal of film covering the existing windows and the installation of business identification signs. The proposed project would not entail building expansion or excavation, and no diesel back-up generators are proposed. Project construction is anticipated to be approximately five months.

CEQA Impacts Continued

Noise is regulated by the San Francisco Noise Ordinance. The requirements of the Noise Ordinance are designed to prevent sleep disturbance, protect public health, and prevent the acoustical environment from progressive deterioration. The project's increase to the existing traffic volumes would not double traffic in the area and therefore would not cause a noticeable increase in the ambient noise level in the project vicinity. Noise generated by the project's loading activities would be considered common and generally acceptable in an urban area. The proposed project is not within an air pollutant exposure zone, and the proposed project would not exceed the Bay Area Air Quality Management District's criteria air pollutant screening levels for operation or construction.

A loading analysis was completed for the proposed project which determined that the proposed commercial loading zone would meet the loading demand of the project. Furthermore, the planning department prepared a transportation memo which determined that the proposed project would not result in significant transportation or circulation impacts.

STEP 7: MODIFICATION OF A CEQA EXEMPT PROJECT

TO BE COMPLETED BY PROJECT PLANNER

In accordance with Chapter 31 of the San Francisco Administrative Code, when a California Environmental Quality Act (CEQA) exempt project changes after the Approval Action and requires a subsequent approval, the Environmental Review Officer (or his or her designee) must determine whether the proposed change constitutes a substantial modification of that project. This checklist shall be used to determine whether the proposed changes to the approved project would constitute a "substantial modification" and, therefore, be subject to additional environmental review pursuant to CEQA.

PROPERTY INFORMATION/PROJECT DESCRIPTION

Project Address (If different than front page)		Block/Lot(s) (If different than front page)
1600 Jackson Street (365 by Whole Foods Market)		0595/002
Case No.	Previous Building Permit No.	New Building Permit No.
2016-000378PRJ		
Plans Dated	Previous Approval Action	New Approval Action
	Commission Hearing	
Modified Project Description:		

DETERMINATION IF PROJECT CONSTITUTES SUBSTANTIAL MODIFICATION

Compared to the approved project, would the modified project:	
<input type="checkbox"/>	Result in expansion of the building envelope, as defined in the Planning Code;
<input type="checkbox"/>	Result in the change of use that would require public notice under Planning Code Sections 311 or 312;
<input type="checkbox"/>	Result in demolition as defined under Planning Code Section 317 or 19005(f)?
<input type="checkbox"/>	Is any information being presented that was not known and could not have been known at the time of the original determination, that shows the originally approved project may no longer qualify for the exemption?
If at least one of the above boxes is checked, further environmental review is required.	

DETERMINATION OF NO SUBSTANTIAL MODIFICATION

<input type="checkbox"/>	The proposed modification would not result in any of the above changes.
If this box is checked, the proposed modifications are categorically exempt under CEQA, in accordance with prior project approval and no additional environmental review is required. This determination shall be posted on the Planning Department website and office and mailed to the applicant, City approving entities, and anyone requesting written notice.	
Planner Name:	Signature or Stamp:



SAN FRANCISCO PLANNING DEPARTMENT

PRESERVATION TEAM REVIEW FORM

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

Reception:
415.558.6378

Fax:
415.558.6409

Planning
Information:
415.558.6377

Preservation Team Meeting Date:		Date of Form Completion:	8/9/2016
--	--	---------------------------------	----------

PROJECT INFORMATION:		
Planner:	Address:	
Allison Vanderslice	1600 Jackson Street	
Block/Lot:	Cross Streets:	
0595/002	Polk Street	
CEQA Category:	Art 10/11:	BPA/Case No.:
B		2016-000378ENV

PURPOSE OF REVIEW:		PROJECT DESCRIPTION:	
<input checked="" type="radio"/> CEQA	<input type="radio"/> Article 10/11	<input type="radio"/> Preliminary/PIC	<input checked="" type="radio"/> Alteration
		<input type="radio"/> Demo/New Construction	

DATE OF PLANS UNDER REVIEW:	05/05/2016
------------------------------------	------------

PROJECT ISSUES:	
<input checked="" type="checkbox"/>	Is the subject Property an eligible historic resource?
<input type="checkbox"/>	If so, are the proposed changes a significant impact?
Additional Notes:	
The project proposes to provide an approximately 19,450 square foot 365 Whole Foods Market grocery store within an existing, vacant, ground-floor retail space.	

PRESERVATION TEAM REVIEW:	
Historic Resource Present	<input type="radio"/> Yes <input checked="" type="radio"/> No * <input type="radio"/> N/A
Individual	Historic District/Context
Property is individually eligible for inclusion in a California Register under one or more of the following Criteria:	Property is in an eligible California Register Historic District/Context under one or more of the following Criteria:
Criterion 1 - Event: <input type="radio"/> Yes <input checked="" type="radio"/> No	Criterion 1 -Event: <input type="radio"/> Yes <input checked="" type="radio"/> No
Criterion 2 -Persons: <input type="radio"/> Yes <input checked="" type="radio"/> No	Criterion 2 -Persons: <input type="radio"/> Yes <input checked="" type="radio"/> No
Criterion 3 - Architecture: <input type="radio"/> Yes <input checked="" type="radio"/> No	Criterion 3 - Architecture: <input type="radio"/> Yes <input checked="" type="radio"/> No
Criterion 4 - Info. Potential: <input type="radio"/> Yes <input checked="" type="radio"/> No	Criterion 4 - Info. Potential: <input type="radio"/> Yes <input checked="" type="radio"/> No
Period of Significance: <input type="text" value="n/a"/>	Period of Significance: <input type="text" value="n/a"/>
	<input type="radio"/> Contributor <input type="radio"/> Non-Contributor

Complies with the Secretary's Standards/Art 10/Art 11:	<input type="radio"/> Yes	<input type="radio"/> No	<input checked="" type="radio"/> N/A
CEQA Material Impairment:	<input type="radio"/> Yes	<input checked="" type="radio"/> No	
Needs More Information:	<input type="radio"/> Yes	<input checked="" type="radio"/> No	
Requires Design Revisions:	<input type="radio"/> Yes	<input checked="" type="radio"/> No	
Defer to Residential Design Team:	<input type="radio"/> Yes	<input checked="" type="radio"/> No	

* If No is selected for Historic Resource per CEQA, a signature from Senior Preservation Planner or Preservation Coordinator is required.

PRESERVATION TEAM COMMENTS
<p>Based on the information included in the Supplemental Information for Historic Resource Determination (Supplemental) form completed for the subject property, information included in the Automotive Support Structures Historic Survey (adopted 2010) and draft Neighborhood Commercial Corridors Historic Resources Survey (NCCHRS), and additional research by Department staff, the subject property at 1600 Jackson Street is not an historical resource under CEQA. The Van Ness Auto Row Support Structures historic context (Kostura 2010) did not formerly evaluate the subject property as it was determined that building did not retain integrity. The NCCHRS determined that the subject building was not a significant example of commercial architecture. Neither survey identified a district that includes the subject property or the subject block.</p> <p>Constructed in 1908 as the Jerome Garage designed by the Reid Brothers, this building was originally used as a garage and has undergone several rounds of major alterations. The building was built during the post-Earthquake reconstruction of the area. As many properties were constructed during this period, the subject building does not appear to be individually significant for its association with post-earthquake development patterns or any other neighborhood trend. Therefore, the subject property is not significant under Criterion 1. Based on the Supplemental form prepared for the subject property, no significant individuals are associated with this property. Therefore, the subject property is not significant under Criterion 2.</p> <p>The subject building is currently a two-story commercial building. This brick building has been stuccoed, all architectural detail has been stripped, all the fenestration has been replaced, and the front entrance has been altered. Due to these alterations, the subject property is not a significant example of a type or style nor is it a significant example of the Reid Brothers' work. Therefore, the subject property is not significant under Criterion 3.</p> <p>The subject building is not significant under Criterion 4, since this significance criteria typically applies to rare construction types when involving the built environment. The subject building is not an example of a rare construction type.</p> <p>As discussed above, the subject property does not appear to contribute to an identified historical district. Due to multiple waves of construction on the subject block and in the immediate area, no district was identified that would include the subject property.</p>

Signature of a Senior Preservation Planner / Preservation Coordinator:	Date:
	8.17.16



SAN FRANCISCO PLANNING DEPARTMENT

MEMO

DATE: April 19, 2018

TO: Don Lewis, Environmental Planner

FROM: Rachel Schuett, Transportation Planner

RE: Case No. 2016-000378, 1600 Jackson Street, Transportation Analysis

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

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The following describes the proposed project at 1600 Jackson Street and the transportation planner coordination and review conducted as part of the environmental review of the project. The project sponsor has prepared a Transportation Management Plan (TMP) for the proposed Whole Foods 365 store, included as Attachment 1.¹ The Transportation Management Plan includes detailed information on the store's operations, truck routing, passenger loading operations, required SFMTA approvals, loading operations and schedule, the parking management plan, education program, monitoring activities, and transportation demand management measures. The Transportation Management Plan was informed by a loading analysis prepared for the project.²

Project Description

The project site is located on the northwest corner of Jackson and Polk streets, at 1600 Jackson Street, Lots 002 and 003 of Assessor's Block 0595. The project site is located within the Polk Street Neighborhood Commercial Zoning District and the 65-A Height and Bulk District. The project site has frontages along Polk and Jackson streets. The proposed project would convert a 43,898 gross square foot building into a Whole Foods 365 Store. No exterior demolition or construction is proposed. The two-story building was formerly used by Lombardi Sports, but is currently vacant, since December 2014. The first floor would include 12,301 square feet of retail space, the second floor (mezzanine level) would include 8,779 of retail space³ for a total of 21,080 square feet of occupied floor area.

The proposed project would maintain the existing (partially-subterranean) 70-space parking garage (with access from Polk Street) and the existing off-street receiving area (with access from Jackson Street). The project would also retain the 25-foot-wide curb cut on Polk Street (for access to the parking garage) and the 24-foot-wide curb cut on Jackson Street (for access to the receiving area). The project sponsor would request an extension of the existing 20-foot-long commercial loading zone on Jackson Street along the building frontage to 100 feet, via the San Francisco

¹ Whole Foods Market. *Transportation Management Plan: 365 by Whole Foods Market Store, 1600 Jackson Street, San Francisco, California*. April 2018.

² Whole Foods Market. *Transportation Management Plan: 365 by Whole Foods Market Store, 1600 Jackson Street, San Francisco, California, Attachment B Loading Analysis Memo*. April 2018.

³ The second floor would also include a kitchen for preparing takeout, a seating area, accessory storage, and offices. Consistent with the 2002 *Transportation Impacts Analysis Guidelines for Environmental Review* (SF Guidelines), only the occupied retail floor area was used in the travel demand calculations.

Municipal Transportation Agency (MTA) Color Curb Program.⁴ The proposed project would also add a bulb out to the northwest corner of Jackson and Polk streets, consistent with SFMTA standards.⁵

The proposed project would convert one of the existing off-street parking spaces to a carshare space and would designate two parking spaces for online food app pickup. Drivers for food app pick-up and delivery use their personal vehicles. Deliveries may be made by one driver for one or for multiple orders, depending on the demand for deliveries.

The proposed project would add 6 class 1, one cargo bike, and 5 hanging bicycle parking spaces to the garage. A total of 16 class 2 bike parking spaces would be added to the sidewalk, 8 on Jackson Street, and 8 on Polk Street. The proposed project would also add lockers, showers, and bike parking for 365 Store Team Members on the second floor.

Typical business hours would be approximately 8 a.m. to 10 p.m., daily. Business hours may be extended in advance of major holidays to accommodate increased demand and for the convenience of customers. Inventory, restocking, and other similar store operations activities could occur at any time during a 24-hour period. Deliveries would be scheduled and would occur within the designated timeframes included in the TMP. The 365 Store would have approximately 100-110 employees, with approximately 50 employees working on the busiest days.

Existing Baseline⁶

The project site is located in the Polk Street commercial corridor. Land uses to the north and west are residential. Land uses to the east (across Polk Street) are retail; land uses to the south (across Jackson Street) are largely commercial, with interspersed residential uses. There is an existing bicycle lane on the west side of Polk Street. There are two existing 20-foot-long commercial (yellow) loading zones, one on the north side (adjacent the project site) and one on the south side of Jackson Street. The Muni 12 Folsom-Pacific bus stops on Jackson Street at the northwest corner of Jackson Street and Polk Street, although no formal bus stop exists due to presence of on-street metered parking. Before 7 p.m., the 12 Folsom-Pacific has 15 minute headways on weekdays and 20 minute headways on weekends, with 30 minute headways after 7 p.m. seven days a week. The intersection of Jackson and Polk streets is controlled with a four-way stop sign. There is an existing bicycle lane on the west side of Polk Street. The existing building on the project site includes a parking garage, accessed from Polk Street, and a receiving area, accessed from Jackson Street. More detail on the dimensions of the existing facilities is including in the loading analysis.

⁴ Whole Foods Market. *Transportation Management Plan: 365 by Whole Foods Market Store, 1600 Jackson Street, San Francisco, California*. April 2018.

⁵ Whole Foods Market. *Transportation Management Plan: 365 by Whole Foods Market Store, 1600 Jackson Street, San Francisco, California, Attachment B Loading Analysis Memo, Figure 1*. April 2018.

⁶ Note existing baseline is the same as existing conditions.

Travel Demand

Travel demand refers to the demand on the transportation network, parking, and loading facilities generated by the proposed project. The proposed project involves the reuse of an existing commercial building (formerly used for retail sales) as a grocery store. The following travel demand calculations are conservatively calculated as though the proposed project would be a newly developed grocery store, rather than the reuse of an existing building, and do not include any trip credits for the former retail use.

Localized trip generation of the proposed project was calculated using a trip-based analysis and information in the *2002 Transportation Impacts Analysis Guidelines for Environmental Review* (SF Guidelines) developed by the San Francisco Planning Department.⁷ The proposed project would generate an estimated 6,261 person trips (inbound and outbound) on a weekday daily basis, consisting of 2,243 person trips by auto, 1,061 transit trips, 2,181 walk trips and 776 trips by other modes. During the p.m. peak hour, the proposed project would generate an estimated 457 person trips, consisting of 164 person trips by auto (69 vehicle trips accounting for vehicle occupancy data for this Census Tract), 77 transit trips, 159 walk trips and 57 trips by other modes.

The travel demand calculations assume the construction of a new destination grocery store. The proposed project would occupy an existing (currently vacant) retail building along the Polk Street commercial corridor. The project would be an infill development and a neighborhood-serving use. Thus, the trips may not be new trips, just diverted from grocery stores that are nearby or further away. In addition, the limited amount of parking available at the site could reduce the number of driving trips to the project site. Therefore, the travel demand information provided, especially for the number of driving trips, could be overestimated.

Existing Plus Project Analysis

The proposed project involves reuse of an existing retail building for a new grocery store use. No demolition or construction to the exterior of the building is proposed, and there are no changes to the existing, garage, receiving area, and/or curb cuts. A bulb out would be added to the northwest corner of Jackson and Polk Streets and some class 2 bicycle parking would be added to both sidewalks, as well. The primary transportation issue involves freight loading, although the analysis covers other transportation topics. A loading analysis was conducted, leading to a recommended loading plan which is included in the TMP, as discussed, below.

Vehicle Miles Traveled (VMT)

VMT refers to the amount of vehicle miles traveled. For the purpose of this Transportation Memo, VMT is typically assessed as a daily average by a typical resident (per capita) or a typical employee (per worker) of the project site's Traffic Analysis Zone (TAZ). If a project meets the screening criteria of being in a TAZ that has daily VMT per capita or employee less than 15%

⁷ San Francisco Planning Department, Transportation Calculations for 1600 Jackson Street, April 19, 2018.

below the regional average daily VMT per capita or employee⁸, then it is presumed that the VMT impact would be less than significant and a detailed VMT analysis would not be required. Table 1, below, shows that the project site TAZ's daily VMT per capita and employee is below the threshold of 15% below the regional averages in both the existing and the future (cumulative 2040) conditions.

Additionally, a project would have a significant effect if it would substantially induce automobile travel by increasing physical roadway capacity in congested areas or by adding new roadways to the network. OPR's Guidelines also included a list of transportation projects that would not likely lead to a substantial or measurable increase in VMT; the Planning Department also presumes that VMT impacts would be less than significant if a project fits within the project types identified in OPR's list.

Table 1. Daily Vehicle Miles Traveled

<u>Land Use</u>	<u>Existing</u>			<u>Cumulative 2040</u>		
	<u>Bay Area Regional Average</u>	<u>Bay Area Regional Average minus 15%</u>	<u>TAZ 345</u>	<u>Bay Area Regional Average</u>	<u>Bay Area Regional Average minus 15%</u>	<u>TAZ 345</u>
Employment (Retail)	14.9	12.6	6.8	14.6	12.4	6.6

Traffic Hazards

The project site would not construct a new garage or modify the streetscape or street network, with the exception of adding a bulbout at the northwest corner of Jackson and Polk streets. The bulbout would require review and approval by SFMTA and Public Works. Truck turning templates were prepared as part of the loading analysis.⁹ Given the results of the truck turning study, delivery drivers would be instructed to approach the on-street loading area on Jackson Street via westbound Jackson Street and northbound Polk Street, and to avoid approaching the site from southbound Polk Street, as indicated in the TMP.

⁸ Retail travel is not explicitly captured in SF-CHAMP, rather, there is a generic "Other" purpose which includes retail shopping, medical appointments, visiting friends or family, and all other non-work, non-school tours. The retail efficiency metric captures all of the "Other" purpose travel generated by Bay Area households. The denominator of employment (including retail; cultural, institutional, and educational; and medical employment; school enrollment, and number of households) represents the size, or attraction, of the zone for this type of "Other" purpose travel.

⁹ Whole Foods Market. *Transportation Management Plan: 365 by Whole Foods Market Store, 1600 Jackson Street, San Francisco, California, Attachment B Loading Analysis Memo*. April 2018.

No changes are proposed to the existing garage, driveway, curb cut or red-curb lengths adjacent to the driveway. The project driveway would be right turn in/right turn out, only; all vehicles accessing the project driveway would arrive and depart via southbound Polk Street. Therefore, the current sightlines for drivers and pedestrians at the parking garage entry/exit will remain after the proposed project is implemented. The proposed project would not reduce the existing visibility for pedestrians, bicyclists or drivers entering and exiting the parking garage.

The existing receiving area on Jackson Street would be used by small vehicles, which would back into the space across the sidewalk, via the existing curb cut. Vehicles entering and exiting the loading area would temporarily block the sidewalk and northernmost travel lane on Jackson Street. However, given that the use of the receiving area by small vehicles would be infrequent, and given that there are no compounding factors such as slope changes or inadequate sight lines, hazard impacts would be less than significant.

Transit

The project site is located within a quarter mile of several local transit lines with a.m. and p.m. peak hour headways of 15 minutes or less, including Muni lines (distance to and location of the nearest Muni stop in parentheses):

- 47 Van Ness (one block away on Van Ness Avenue)
- 49 Van Ness-Mission (one block away on Van Ness Avenue)
- 12 Folsom-Pacific (on Jackson Street in front of project site)
- 19 Polk (on Polk Street at the northeast intersection of Jackson and Polk streets)

The proposed project would be expected to generate 1,028 daily transit trips, including 75 during the p.m. peak hour. Given the wide availability of nearby transit, the addition of 75 p.m. peak hour transit trips would be accommodated by existing capacity.

There is an existing bus stop for the Muni 12 Folsom-Pacific bus on Jackson Street at the northwest corner of Jackson Street and Polk Street. Given the presence of on-street parking along the north curb of Jackson Street, there is not a physical bus stop at this location. Instead, buses stop within the rightmost travel lane and passengers must walk between the sidewalk and the bus. The proposed project would include the extension of the commercial loading zone on Jackson Street, which would replace four existing on-street parking spaces. A physical bus stop would not be added. The replacement of on-street parking spaces with an on-street loading space would not result in a functional change to the existing bus stop. Buses would continue to stop within the rightmost travel lane and transit riders would continue to walk between the sidewalk and the bus.

Given the fact that the bus stop operations would not change, and that the increase in transit ridership would be limited, the proposed project would not result in hazards to people riding transit or unacceptable levels of transit service, or cause a substantial increase in delays or operating costs such that significant adverse impacts to transit service could result. Therefore, transit-related impacts would be less than significant.

Pedestrians

The project site is adjacent to a 15-foot-wide sidewalk on Polk Street and a 12-foot-wide sidewalk on Jackson Street. Both Jackson and Polk Streets are classified as Neighborhood Commercial Streets under the San Francisco Better Streets Plan on the segments adjacent to the project site. Both sidewalks currently meet the minimum Better Streets Plan required width of 12 feet.¹⁰ The proposed project would generate 236 PM peak-hour walk trips (that is, 159 PM peak-hour walk-trips and 77 PM peak-hour transit trips, which include walk trips). The proposed project would provide vehicular access to the existing garage through a 25-foot-wide curb cut on Polk Street.

Although the proposed project would add pedestrian trips to the sidewalk, and vehicle trips to project driveway, via this curb cut, the number of pedestrian and vehicle trips would be minor. Further, there would be no change to the sightlines for people walking or driving in this location; therefore, no potentially hazardous conditions would occur between pedestrians and vehicles. The proposed project would also construct a pedestrian bulb out at the intersection of Polk and Jackson streets to facilitate pedestrian crossings at this intersection, by reducing the crossing distance for pedestrians.

The increase in daily vehicle and pedestrian person-trips generated by the proposed project would not create hazards at the project site or otherwise interfere with pedestrian accessibility to the site and adjoining areas. Therefore, no significant impacts related to pedestrians would occur. See the “loading” discussion, below, for a description of the effects of loading on activities on the pedestrian right-of-way.

Bicycles

Ten routes on the San Francisco Bikeway Network are located within ½ mile of the project site. There is an existing bike lane adjacent to the project site on Polk Street, which is also on the high injury network. The proposed project would add 6 class 1, one cargo bike, and 5 hanging bicycle parking spaces to the garage. A total of 16 class 2 bike parking spaces would be added to the sidewalk, 8 on Jackson Street, and 8 on Polk Street. The proposed project would generate 57 PM peak-hour other trips, some of which would be bicycle trips. No changes would be made to the project driveway, and existing sightlines would be preserved, therefore, the minimal increase in bicycle trips and vehicle trips, would not create potentially hazardous conditions for bicyclists; therefore, no significant impacts related to bicyclists would occur.

Loading

As mentioned, above, two 20-foot-long commercial loading (yellow) zones are located on Jackson Street between Polk Street and Van Ness Avenue. As described in the TMP, the project sponsor

¹⁰ The proposed project would also not trigger any improvements to the pedestrian realm required under Planning Code section 138.1.

would request an extension of the existing 20-foot-long commercial loading (yellow)¹¹ zone on the north side of Jackson Street to 100 feet. The project sponsor would request that this commercial loading zone be enforced Monday through Sunday from 9 a.m. to 4 p.m. and 7 p.m. to 10 p.m. In addition, the existing receiving area may be periodically used by vehicles engaged in loading activities.¹²

As discussed in the loading analysis, based on the number of daily deliveries, and the average dwell time per truck (or van), the hourly demand would be for one loading space (long enough to accommodate a 65-foot-truck) on a typical day. Per the TMP, deliveries would be scheduled with Whole Foods, with short delivery time windows. That said, it is likely that more than one truck would be present some of the time. So the average hourly demand would likely be for one to two delivery trucks, particularly on a maximum loading demand day. The proposed 100-foot commercial loading zone could accommodate between two and three delivery trucks (or vans) at one time (depending on the size of the trucks or vans). As such, the proposed commercial loading zone would provide sufficient space to meet the hourly loading demand.¹³ Therefore, the proposed project would meet the loading demand and no significant loading impacts would occur. In addition, the project sponsor would staff the receiving area in order to organize and oversee delivery activities, and drivers would be provided instruction on specific truck routes and delivery times for safe and efficient loading operations.

Although this loading zone would support a significant amount of delivery activity and maneuvering of delivery trucks, this type of activity would not constitute an unusual circumstance in a dense urban environment.

Parking

Senate Bill 743 amended CEQA by adding Public Resources Code §21099 regarding the analysis of parking impacts for certain urban infill projects in transit priority areas.¹⁴ Public Resources Code §21099(d), effective January 1, 2014, provides that "... parking impacts of a residential, mixed-use residential, or employment center project on an infill site located within a transit

¹¹ Yellow zones may be used for passenger loading activities for up to 3 minutes per Transportation Code section 7.2.26.

¹² The receiving area currently has a depth of 21 feet 6 inches and an overhead clearance of 13 feet 2 inches, and is too small to accommodate the 30-, 48-, and 65-foot delivery trucks used by Whole Foods' distributors.

¹³ **Note:** if the 80-foot extension of the commercial loading (yellow) zone is not approved by SFTMA, additional environmental review would be required.

¹⁴ A "transit priority area" is defined as an area within one-half mile of an existing or planned major transit stop. A "major transit stop" is defined in California Public Resources Code §21064.3 as a rail transit station, a ferry terminal served by either a bus or rail transit service, or the intersection of two or more major bus routes with a frequency of service interval of 15 minutes or less during the morning and afternoon peak commute periods.

priority area shall not be considered significant impacts on the environment.” Accordingly, parking is no longer to be considered in determining if a project has the potential to result in significant environmental effects for projects that meet all three criteria established in the statute. The proposed project meets all of the criteria, and thus this transportation impact analysis does not consider the adequacy of parking in determining the significance of project impacts under CEQA.

This transportation analysis evaluates whether the proposed project would result in a substantial parking deficit that could create hazardous conditions affecting traffic, transit, bicycles, or pedestrians and whether it could result in significant delays to transit where particular characteristics of the project or its site demonstrably render use of other modes infeasible.

The estimate parking demand for the project is for 80 short-term (patrons), and 15 long-term (employees) parking spaces.¹⁵ The proposed project would provide 67 off-street vehicle parking spaces for patrons. Any unmet demand would be accommodated within on-street parking spaces or in off-street parking facilities in the vicinity, and would not be considered substantial in the context of the Polk Street NCT corridor. Furthermore, as discussed above, the project site is well served by public transit and bicycle facilities. Therefore, the proposed project would not have a substantial parking deficit. Impacts are less than significant.

Cumulative Impacts

The proposed project would constitute infill development, within an existing building, in the Polk Street commercial corridor. New residential development in the surrounding area may increase the customer base for the proposed projects, if approved, but would not result in cumulative transportation impacts when considered together with the proposed projects. No transportation system improvements are proposed that would affect Polk Street or Jackson Street adjacent to the project site, so no cumulative transportation impacts are anticipated.

Attachments

Attachment 1: Whole Foods Market. *Transportation Management Plan: 365 by Whole Foods Market Store, 1600 Jackson Street, San Francisco, California.* April 2018.

Attachment 2: Trip generation table

Attachment 3: SB 743 Checklist

¹⁵ Team members would not be allowed to park cars in the garage. Team members would be encouraged to bike, walk or take public transportation to work. Commuter benefits would be offered through Wage Works.



NORTHERN CALIFORNIA & RENO
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TRANSPORTATION MANAGEMENT PLAN: 365 BY WHOLE FOODS MARKET STORE

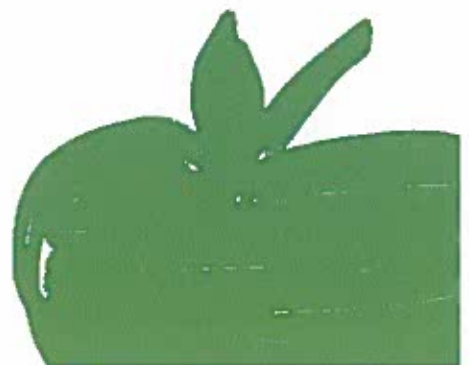
1600 JACKSON STREET, SAN FRANCISCO, CALIFORNIA

APRIL 2018

Whole Foods Market is planning to open a new 365 by Whole Foods Market store (365 Store) at 1600 Jackson Street in San Francisco, California (herein referred to as the "project").

The project site is located on the northwest corner of the Jackson Street and Polk Street intersection, Lots 002 and 003 of Assessor's Block 0595. The property is located within the Polk Street Neighborhood Commercial Zoning District and the 65-A Height and Bulk District.

The project will convert a 43,898 gross square foot building that was formerly used by Lombardi Sports, but is currently vacant, into a 365 Store. The ground floor will contain retail uses (12,301 square feet occupied floor area), accessory storage, a kitchen for preparing takeout, and a takeout area for customers to select packaged and self-serve hot and cold food to take out of the store or up to the second floor seating area, similar to other Whole Foods and 365 stores. The second floor would contain retail uses (8,779 square feet occupied floor area), a seating area, storage, accessory office space, and space for mechanical equipment.



The project will maintain the existing 70-space parking garage (with access via Polk Street) and the existing off-street receiving area (with access via Jackson Street). The project will include transportation facility improvements, as shown on the noted sheets of Attachment A, including:

- To reduce the pedestrian crossing distance across the north leg of the Polk Street/Jackson Street intersection, a bulb out will be constructed on the northwest corner of the intersection extending six feet away from the curb (Sheet B1).¹
- One parking space will be dedicated to car share vehicles and two spaces will be dedicated to app/online grocery delivery vehicles (Sheet B5).
- 6 class 1, 5 hanging, and one cargo bike parking space in the garage (Sheet B5), and 16 class 2 bike parking spaces on the sidewalk, 8 on Polk Street, and 8 on Jackson Street (Sheet B1), for use by customers.

The project will also add lockers, showers and bike parking for 365 Store Team Members on the second floor.

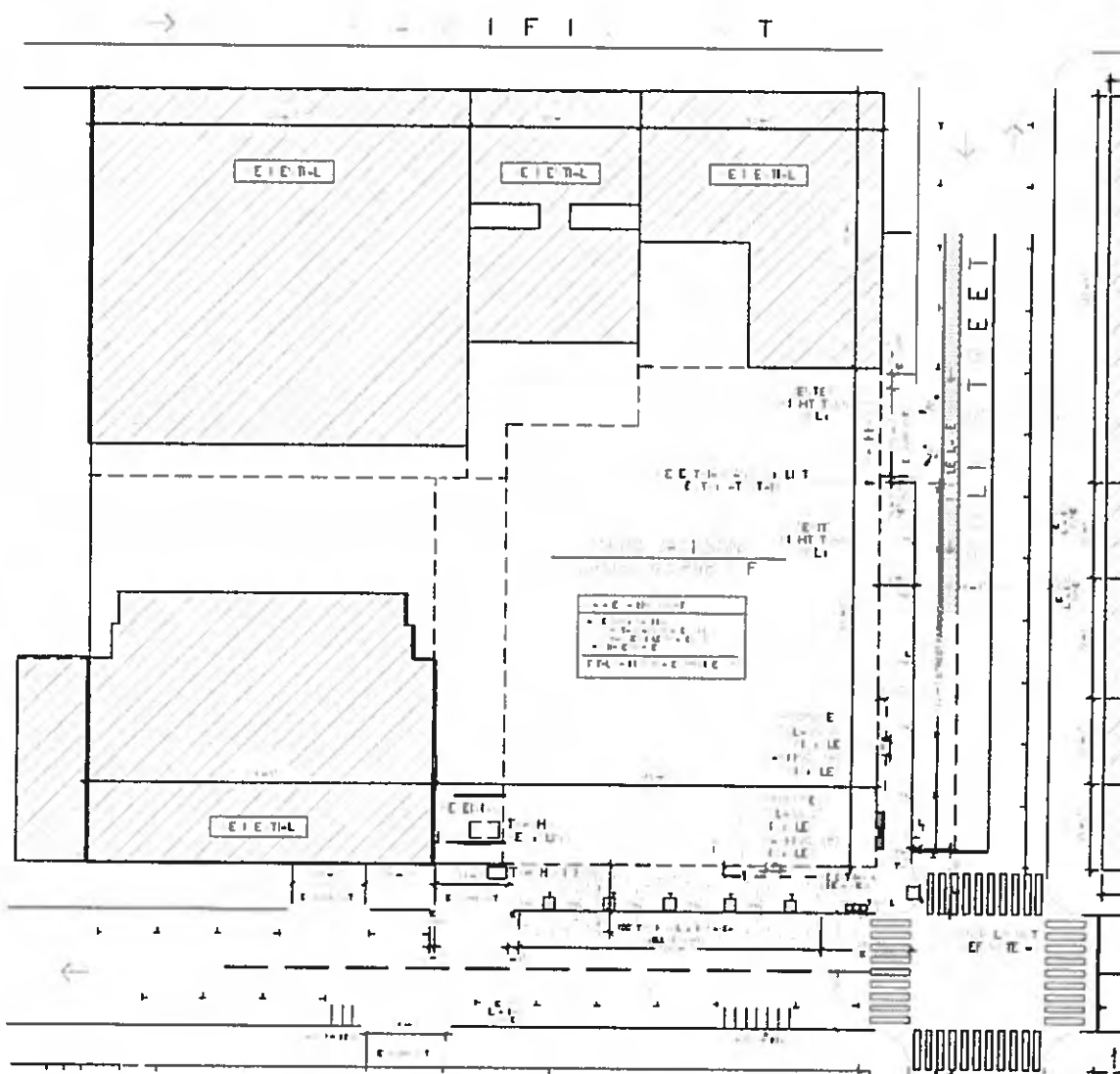
Store Operations. Typical business hours will be approximately 8:00 a.m. to 10:00 p.m. seven days per week. Business hours may be extended in advance of major holidays to accommodate increased demand and for the convenience of customers. Inventory, restocking, and other similar store operations activities will occur at any time during a 24-hour period (see restrictions on delivery times, below). The 365 Store will have approximately 100-110 employees, with approximately 50 employees working on the busiest days.

The second floor seating area will also serve as a community space for small, non-profit, community groups that are housed in the Middle Polk neighborhood, particularly during non-peak hours. Peak hours for the proposed store and public access to the upstairs seating area would be expected to be 11:00 a.m. to 2:00 p.m. for lunch and 4:00 p.m. to 7:00 p.m. for dinner.

Figure 1 presents the proposed site plan.

¹ Kittelson performed truck turns analyses for the following vehicle types: SU30, WB40, B40, San Francisco Fire Department ladder truck (SFFD Ladder), and San Francisco Fire Department fire engine (SFFD Engine), per direction from SFMTA. The analyses showed each vehicle could make a right turn from southbound Polk Street onto Jackson Street without crossing the centerline on Polk Street or conflicting with a curb or a vehicle parked on Jackson Street.

Figure 1: Site Plan



Source: BRR Architects, April 18, 2018

SFMTA COLOR CURB PROGRAM APPROVALS

There is an existing 20-foot-long commercial loading (yellow) zone on Jackson Street adjacent to the project site with parking restricted 9:00 a.m. to 6:00 p.m., Monday through Friday. Whole Foods Market will coordinate with the San Francisco Planning Department and SFMTA in securing approval through the Color Curb program to extend this commercial loading zone to 100 feet in length, between Polk Street and the existing curb-cut at the west end of the building (Sheet B1). A loading analysis was conducted for the proposed project, which determined that 100 feet is an adequate length to accommodate the anticipated loading activities for Whole Foods 365 at 1600 Jackson Street (Attachment B), provided that the deliveries are properly scheduled.

Whole Foods Market will submit an application to SFMTA's Color Curb program as soon as the Planning Department's approvals are issued. Prior to submitting the application, a representative of the Whole Foods Market will make contact with immediate neighbors to inform them of the curb color request. The final Whole Foods Market Loading Analysis Memo will be attached to the application. The application is subject to a 30-day review period and a public hearing. One public hearing is held each month. The timing for the overall process from application submission to completion of curb painting/installation of signage is typically about 10 weeks.

Upon approval and installation of curb improvements, Whole Foods Market will have a 100-foot-long commercial loading zone on Jackson Street with parking restricted between 9:00 a.m. and 10:00 p.m. daily, as well as the existing receiving area, accessed via Jackson Street. All freight loading operations will occur within these areas according to the loading management plan, below.

LOADING MANAGEMENT PLAN

The Whole Foods Market Loading Analysis Memo (Attachment B) provides a more detailed discussion of commercial loading activities associated with the store. As discussed in the Loading Analysis Memo, approximately 10 deliveries are expected on an average weekday, and a typical duration of stay for each vehicle is 30 minutes to one hour. The hourly freight loading demand will be for one to two delivery trucks and the majority of delivery trucks will be between 30-feet and 65-feet in length. The 100-foot on-street commercial loading zone could accommodate between one and three delivery trucks at one time, depending on the size of the trucks. As such, the proposed commercial loading zone will provide sufficient space to meet the hourly loading demand.

The following freight loading operations and schedule, truck routing, and passenger loading operations were developed based on the recommendations of the Planning Department. Whole Foods Market will adhere to these schedule, operations, and routing requirements to minimize the effects of loading and delivery activities on the surrounding transportation network.

Loading Schedule

Monday – Sunday:

- 7 – 9 a.m.: Loading Prohibited (avoid a.m. peak period)
- 9 a.m. – 4 p.m.: Loading Allowed
- 4 p.m. – 7 p.m.: Loading Prohibited (avoid p.m. peak period)
- 7 p.m. – 10 p.m.: Loading Allowed (primarily 65-foot trucks)
- 10 p.m. – 7 a.m.: Loading Prohibited (San Francisco Noise Ordinance)

Deliveries will not be received overnight or in the early morning prior to the store opening consistent with San Francisco's "quiet hours" between 10 p.m. and 7 a.m. Loading activities will be permitted for a total of 10 hours on weekdays.

Delivery and Loading Operations

- All deliveries will be received by Whole Foods 365 staff via the receiving area.
- A 365 Store staff member will be present at the receiving area during all delivery hours to receive and oversee deliveries.
- A video camera (or similar device) with views of Jackson Street and the receiving area driveway will be installed to assist the attendants in monitoring the loading zone and receiving area.
- Passenger cars, vans, and small trucks—such as caterers, specialty deliveries, and online food app. pickups—may be able to back into the receiving area during loading activities.
- Consistent with California Vehicle Code section 22500², vehicles will not be permitted to block the sidewalk or crosswalk during loading operations.
- Trucks over 20 feet long will pull into the on-street loading zone, and hand cart freight to the receiving area.
- No deliveries will be made via the parking garage.
- Deliveries will be limited to a dwell time of one hour; like at other Whole Foods Market 365 stores, the 365 receiving team will assist the driver in off-loading the truck to ensure they complete the delivery efficiently and safely within the delivery window.
- Whole Foods' policy is when a driver is aware they will arrive before or after the scheduled time, they must contact the Whole Foods receiver in advance. If other trucks are not expected to be present at the anticipated time of arrival (or if the truck(s) present allow adequate space), the receiver can make an exception for the driver. Otherwise, the driver will be asked to skip the delivery and return during the next available time slot.
- Deliveries by more than one large (65-foot-long) truck will not be allowed to occur at the same time.
- No deliveries will be accepted from vehicles that are double parked, parked illegally, or parked in a location other than the on-street loading zone on Jackson Street (or within the receiving area, in the case of smaller vehicles).
- Consistent with California Vehicle Code section 22502³, online food app. pickups may not occur from double-parked vehicles.
- Garbage/Recycling pick-up will occur via the receiving area; based on schedules of existing stores of similar size and based on expected volume, Whole Foods anticipates Recology will pick up municipal waste 4-5 times per week. As with all stores, once consistent volume is established, Whole Foods will revise the pick-up schedule with Recology as needed to meet demand. And as with all stores, time of day for pick-up will be determined through the formation of a contract with Recology.

² See California Vehicle Code section 22500: <https://codes.findlaw.com/ca/vehicle-code/veh-sect-22500.html>

³ See California Vehicle Code section 22502: <https://codes.findlaw.com/ca/vehicle-code/veh-sect-22502.html>

Routing of Trucks

Whole Foods 365 will provide the following instruction to delivery drivers:

In order to avoid potential conflicts between trucks and vans accessing the loading zone on Jackson Street, and buses, bicycles, pedestrians, and/or other vehicles, the loading zone must be accessed via westbound Jackson Street, northbound Polk Street, or southbound Larkin Street, with the following routing and restrictions:

- **Via Westbound Jackson Street:** Trucks and vans traveling west along Jackson Street must pull directly into the loading zone, transitioning from the travel lane to the loading zone through the intersection of Polk Street/Jackson Street.
- **Via Northbound Polk Street:** Trucks and vans traveling north along Polk Street must make a left-turn to westbound Jackson Street to directly access the loading zone.
- **Via Southbound Larkin Street:** From locations north and west of the site, trucks and vans must travel eastbound on Broadway or Pacific Street, turn right onto southbound Larkin Street turn right to westbound Jackson Street and continue through the Polk Street intersection and transition from the travel lane to the loading zone.
- No access via southbound Polk Street is allowed.
- All access to the on-street loading zone must be head-in/head-out. No backing movements are permitted.
- No deliveries will be accepted from vehicles that access the on-street loading zone by backing in, or via southbound Polk Street.

Passenger Loading Operations

Passenger loading, particularly for transportation network companies (TNCs) such as Lyft and Uber, will be directed to use the on-street commercial loading zone on Jackson Street when adequate space is available. The project will install a sign at the commercial loading zone directing drop-off/pick-up activity for ride hailing apps to occur there. The project will provide signage stating that the loading zone is permitted to be used for passenger pick-up/drop-off activities that do not exceed 3 minutes in duration. Whole Foods Market will place directions to and from the store on the store's website and indicate that TNC passenger pick-up/drop-off must occur from a legally designated passenger or commercial loading zone.⁴

⁴ Note: Pick up and drop off locations for passenger using transportation network companies (TNCs) service such as Lyft and Uber are within the control of the passenger, and not Whole Foods Market.

PARKING MANAGEMENT PLAN

The following parking management plan describes the physical and operational aspects of the parking garage. The project will use the existing parking garage to provide off-street parking for vehicles and bicycles including 69 accessory spaces (of which three are accessible spaces), one car share space, six class 1 bicycle spaces, five hanging bicycle spaces, and one cargo bicycle space. A total of 16 class 2 bicycle parking spaces will be provided along the building frontages on Polk and Jackson streets. Two of the accessory parking spaces will be dedicated for online food app pick-up and delivery vehicles.⁵ Drivers for food app pick-up and delivery use their personal vehicles and will use these dedicated parking spaces or the receiving area. Deliveries may be made by one driver for one or multiple orders, depending on demand for deliveries.

Parking Garage Operations

- The parking garage will be open during the normal business hours of the 365 Store (plus additional hours to accommodate employees present for store opening/closing and for receipt of deliveries)⁶. See restrictions on delivery times, above.

Driveway Access

- Access to the parking garage will be via the existing ingress/egress driveway on Polk Street.
- Only right-in and right-out movements will be permitted.
- Whole Foods 365 will not modify the dimensions of the existing parking garage driveway curb cut or alter existing red-curb lengths adjacent to the driveway.

Queue Abatement at Parking Garage Driveway

As required by the San Francisco Planning Department, it is the responsibility of the owner/operator of any off-street parking facility with more than 20 parking spaces (excluding loading and car-share spaces) to ensure that recurring vehicle queues do not occur on the public right-of-way. A vehicle queue is defined as one or more vehicles (destined to the parking facility) blocking any portion of any public street, alley or sidewalk for a consecutive period of three minutes or longer on a daily or weekly basis. If a recurring queue occurs, the owner/operator of the parking facility shall employ abatement methods as needed to abate the queue. Appropriate abatement methods will vary depending on the characteristics and causes of the

⁵ Note: the number may be adjusted based on observed use of these services and the associated parking demand.

⁶ Team members will not be allowed to park cars in the garage during normal business hours. Team members will be encouraged to bike, walk or take public transportation to work. Commuter benefits will be offered through Wage Works.

recurring queue, as well as the characteristics of the parking facility, the street(s) to which the facility connects, and the associated land uses.

Based on the recommendations of the Planning Department and SFTMA, Whole Foods Market will include the following measures to minimize the potential for queuing at the Polk Street driveway to the parking garage:

- No ticket taker will be installed inside the garage, and no traffic gate will be present. Parking tickets will be purchased when patrons purchase their items in the store, and a parking ticket will be issued at that time.
- Equipment will be installed or an attendant will be stationed at the parking garage exit to require proof of parking payment before a vehicle exits the garage.
- Per City (SFMTA and SFDPW) approval, Whole Foods Market will install and maintain “Yield” signage in the garage, as presented in the Proposed Garage Plan (Sheet B5 of Attachment A), indicating where outbound vehicles should yield to allow inbound vehicles to continue into the main drive aisle and minimize the disruption to the flow of vehicles entering the parking garage.
- Per City (SFMTA and SFDPW) approval, Whole Foods Market will install and maintain “Do Not Block Sidewalk or Bike Lane” signage facing inward and outward at the Polk Street driveway to help minimize the occurrence of inbound vehicles pulling into the bike lane to wait for pedestrians to cross the driveway, and to help minimize the occurrence of vehicles pulling onto the sidewalk to wait for a gap in bicyclist and vehicle traffic on the street.
- Driveway access will be right-in/right-out, only.
- Per City (SFMTA and SFDPW) approval, Whole Foods Market will install and maintain “Right Turn” pavement markings at entrance/exit of parking garage (Sheet B1 of Attachment A).
- Per City (SFMTA and SFDPW) approval, Whole Foods Market will install and maintain “Right-Turn Only” signage in the garage, as presented in the Proposed Garage Plan (Sheet B5 of Attachment A), for outbound vehicles exiting to southbound Polk Street.

If the Planning Director, or his or her designee, suspects that a recurring queue is present, the Department shall notify the property owner in writing. Upon request, the owner/operator shall hire a qualified transportation consultant to evaluate the conditions at the site for no less than seven days. The consultant shall prepare a monitoring report to be submitted to the Department for review. If the Department determines that a recurring queue does exist, the facility owner/operator shall have 90 days from the date of the written determination to abate the queue.

EDUCATION PROGRAM

Whole Foods Market will communicate the requirements of this transportation management plan to vendors as part of the typical contracting process with vendors. Whole Foods Market will communicate the requirements of this transportation management plan to employees during hiring and onboarding activities and through regular communications to staff about store operations.

TRANSPORTATION DEMAND MANAGEMENT MEASURES

Whole Foods Market proposes the following measures to reduce driving trips by employees and customers:

- Coordinate with app and/or online order and delivery service(s) and dedicate two parking spaces for associated grocery delivery vehicles.
- Apply standard employee discount to purchase of Clipper Cards, which provides a team member discount of 20% for Clipper Cards purchased at the store.
- Provide pre-tax benefit account to team members (known as Wage Works) to pay for public transit, eligible vanpool, and/or other commuter benefits, consistent with the San Francisco Commuter Benefits Ordinance.⁷
- Provide on-site lockers, bicycle storage and showers for 365 Store Team Members.
- Provide one cargo bike and 11 class 1 bike parking spaces in the garage, and provide 16 class 2 bike parking spaces on the sidewalk on Polk and Jackson Streets.

VIOLATIONS/COMPLAINTS

Failure to comply with any aspect of this transportation management plan violates a condition of project approval. If a Whole Foods Market employee, neighbor or member of the public believes the Whole Foods 365 store at 1600 Jackson Street is not in compliance with this transportation management plan, the Planning Department should be notified. Visit our enforcement page and review the information under “Filing a Complaint” to learn how to report a violation: <http://sf-planning.org/enforcement>.


Complaints related to activity in the public right-of-way may also be reported by calling **311**.

REVISIONS

Revisions may be made to this transportation management plan if necessary to reflect changes in generally accepted technology or operation protocols, or changes in conditions, or as part of the check in with the Planning Department after one year from commencement of operations. All revisions shall be reviewed and approved by the Planning Department. All revisions to on-street parking and loading shall require review, public hearing, and approval by SFMTA.

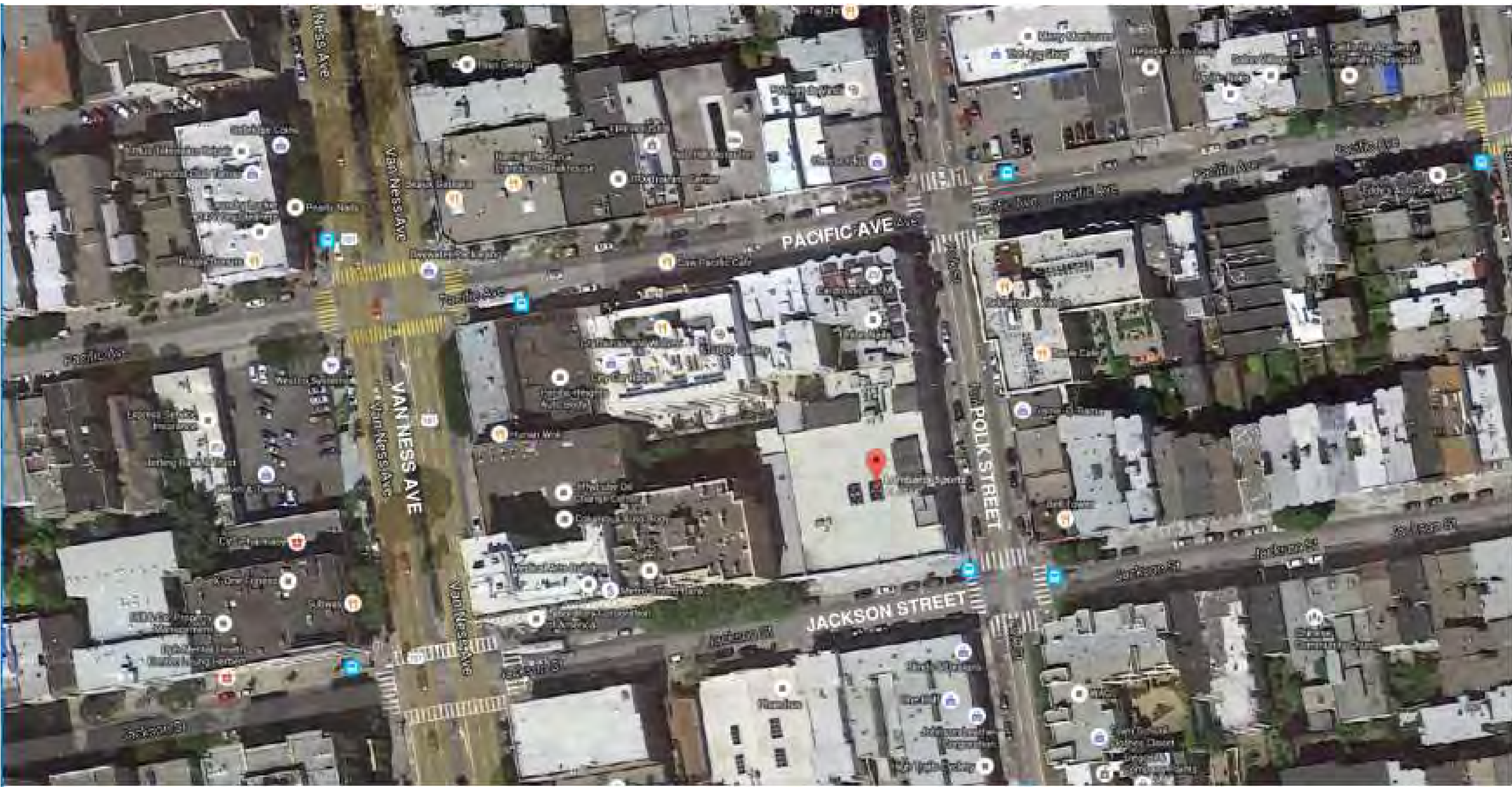
Whole Foods Market commits to implementing this transportation management plan at its 1600 Jackson Street location in San Francisco, CA at all times during which the store is operational.

⁷ Bay Area Air Quality Management District Regulation 14: Mobile Source Emission Control Measures, Rule 1: Bay Area Commuter Benefits Program.

 on 4/19/18
Rob Twyman Date
Regional President – Whole Foods Market

Attachment A – Plan Set





DRAWING INDEX

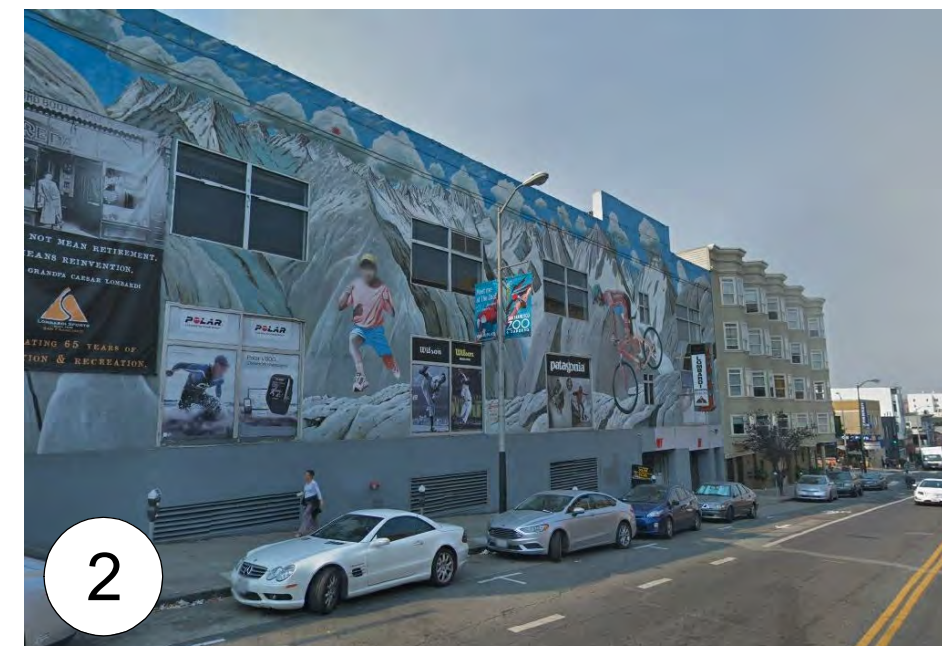
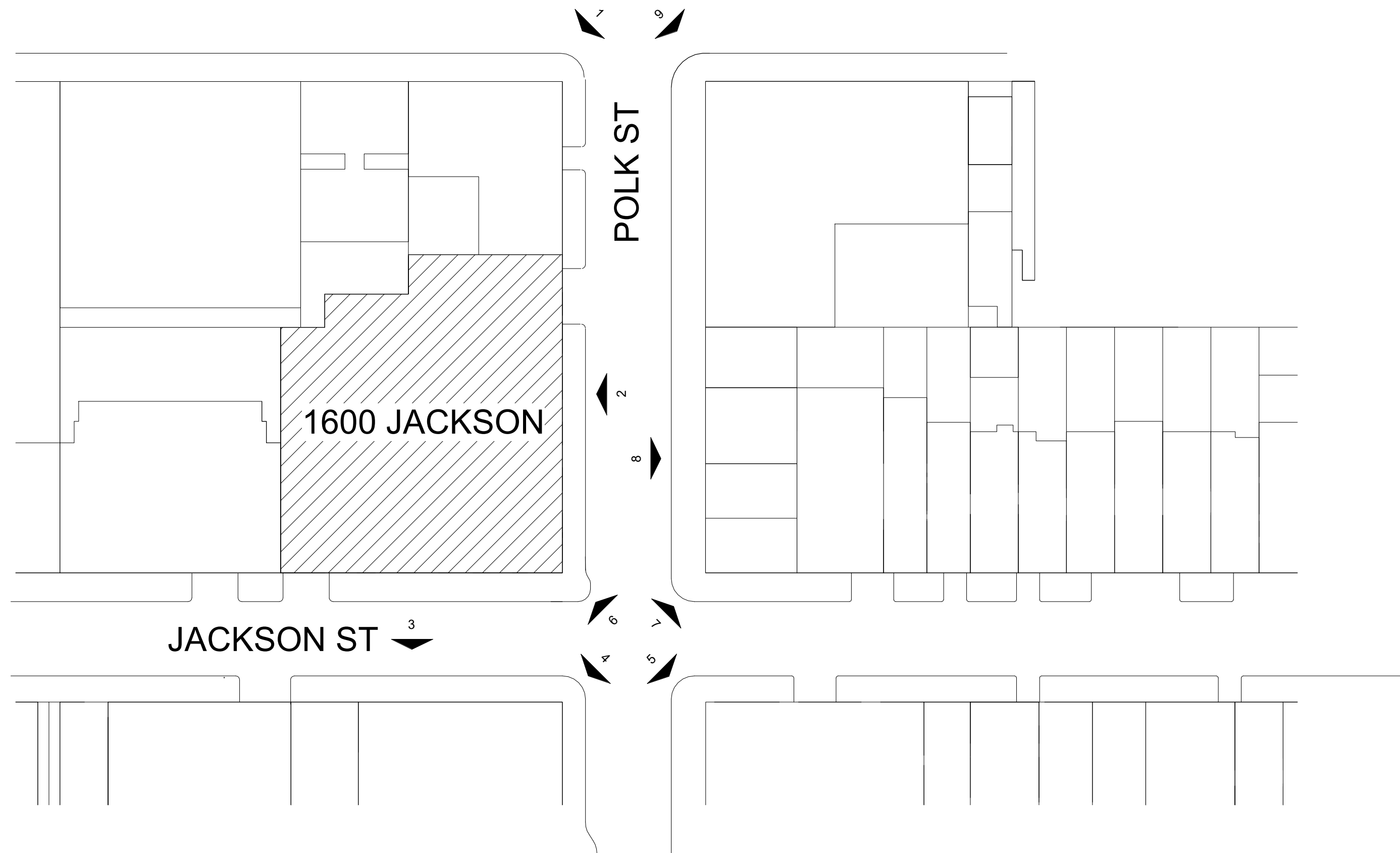
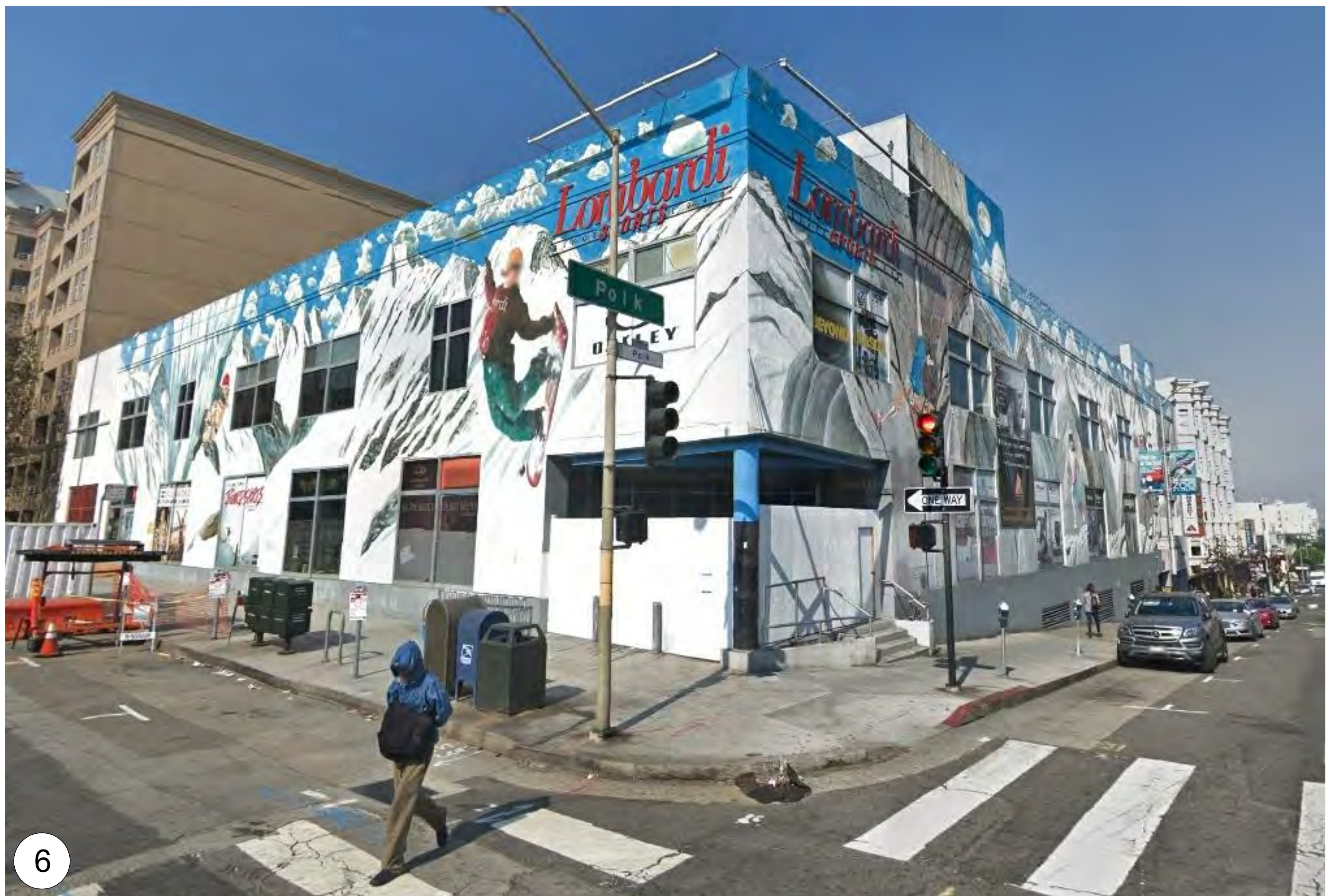
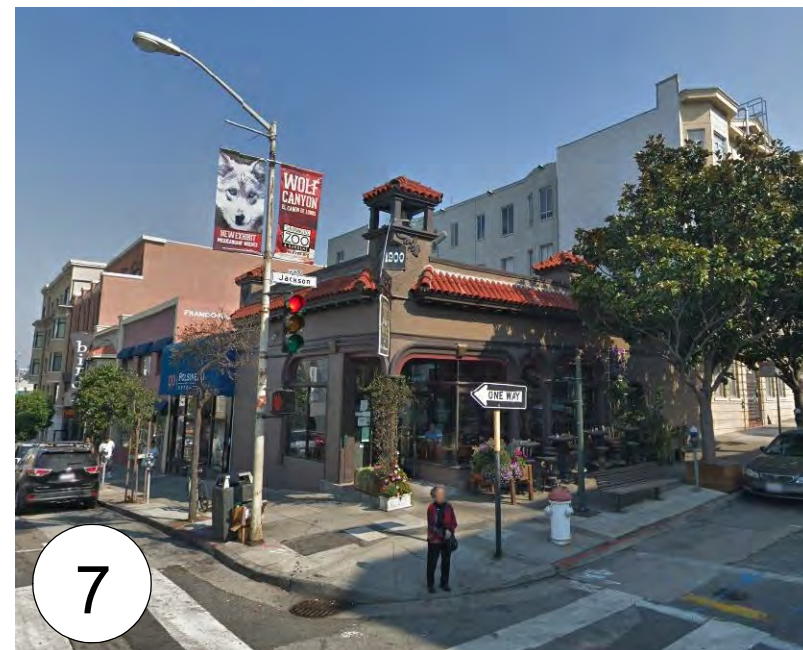
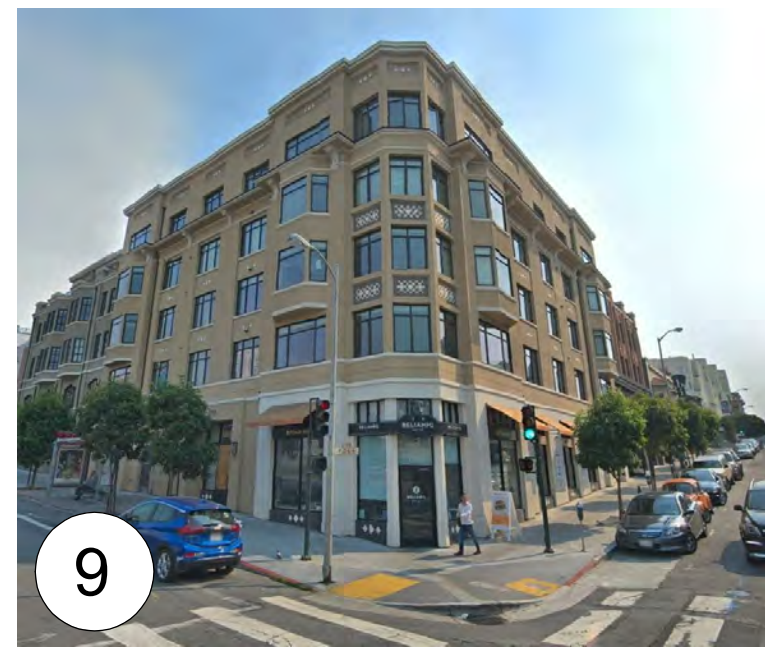
- C1 - COVER SHEET
- C2 - DRAWING INDEX
- N1 - DATA PAGE
- N2 - SITE CONTEXT
- A1 - EXISTING SITE PLAN
- A2 - EXISTING FIRST FLOOR PLAN
- A3 - EXISTING SECOND FLOOR PLAN
- A4 - EXISTING ELEVATIONS
- A5 - EXISTING GARAGE PLAN
- A6 - EXISTING ROOF PLAN
- B1 - PROPOSED SITE PLAN
- B2 - PROPOSED FIRST FLOOR PLAN
- B3 - PROPOSED SECOND FLOOR PLAN
- B4 - PROPOSED ELEVATIONS
- B5 - PROPOSED GARAGE PLAN
- B6 - PROPOSED ROOF PLAN
- B7 - PROPOSED ELEVATION HEIGHT DIAGRAM
- B8 - MUNI BUS SB POLK TO JACKSON
- B9 - 65' DELIVERY TRUCK WB JACKSON
- B10 - 65' DELIVERY TRUCK NB POLK ONTO JACKSON
- B11 - 65' DELIVERY TRUCK SB POLK ONTO JACKSON
- B12 - PROPOSED TRAFFIC PLAN

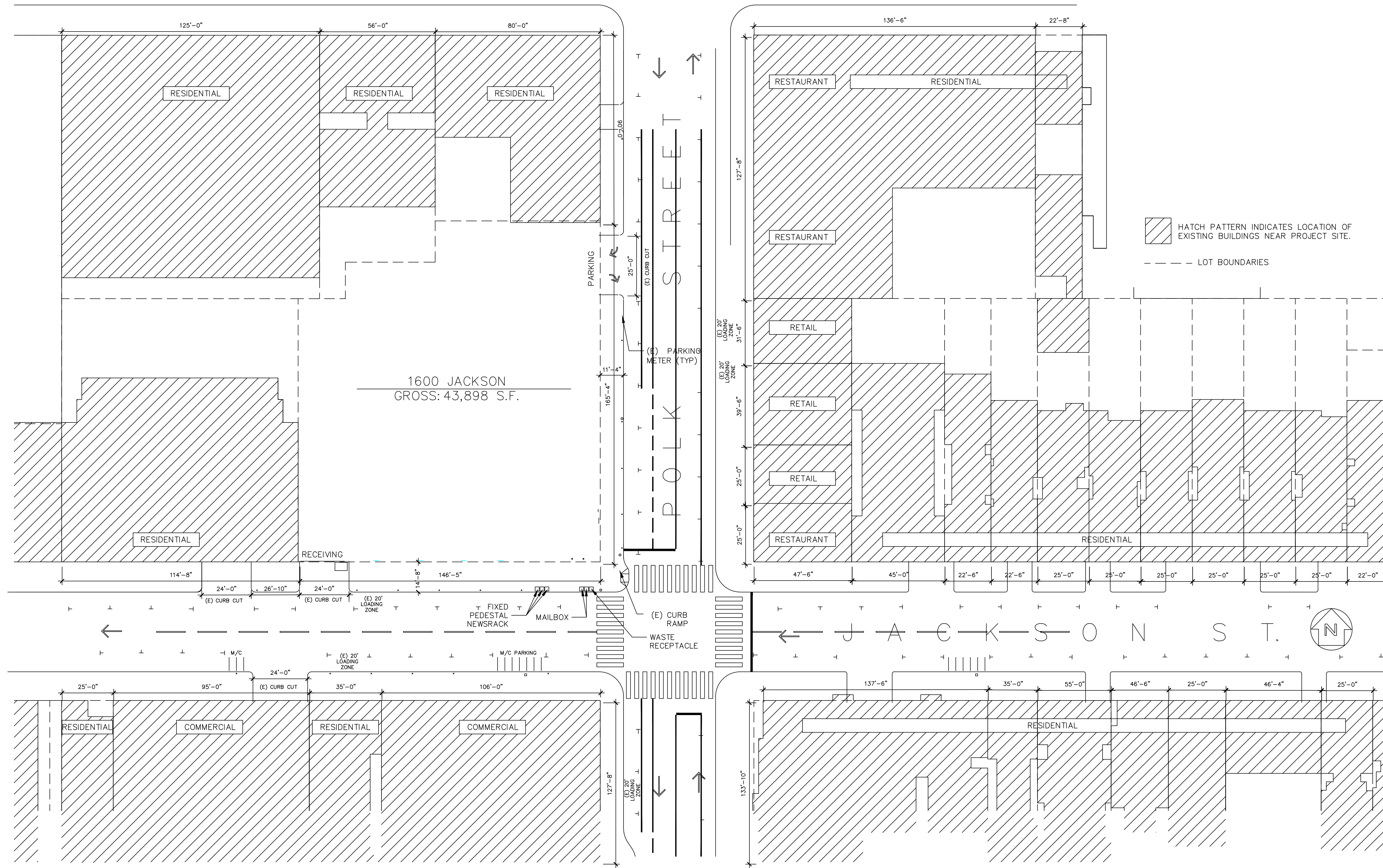
PROJECT INFORMATION
<p>PROJECT ADDRESS: 1600 JACKSON STREET</p> <p>GROSS SQFT EXISTING: 43,898 GROSS SQFT PROPOSED: 43,898</p> <p>BLOCK/LOT: 0595//002, 003</p> <p>ZONING: POLK STREET NCD</p> <p>ARCHITECT OF RECORD: BRR ARCHITECTURE JAMES A. HAILEY 6700 ANTIOCH PLAZA MERRIAM, KS 66204</p> <p>TENANT CONTACT: 365 WHOLE FOODS TRESSA BORICK EXECUTIVE COORDINATOR OF STORE DEVELOPMENT 601 N. LAMAR BLVD. SUITE 300 AUSTIN TX, 78703 (510)455-1824</p>

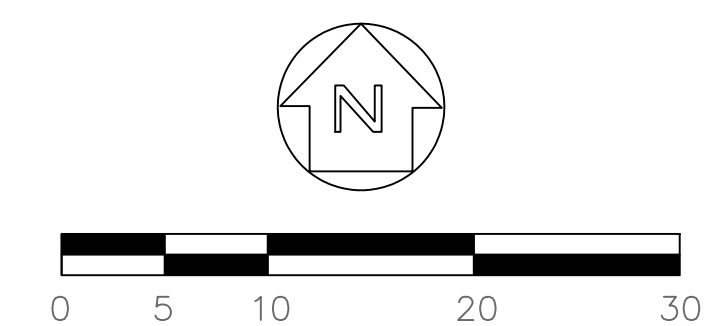
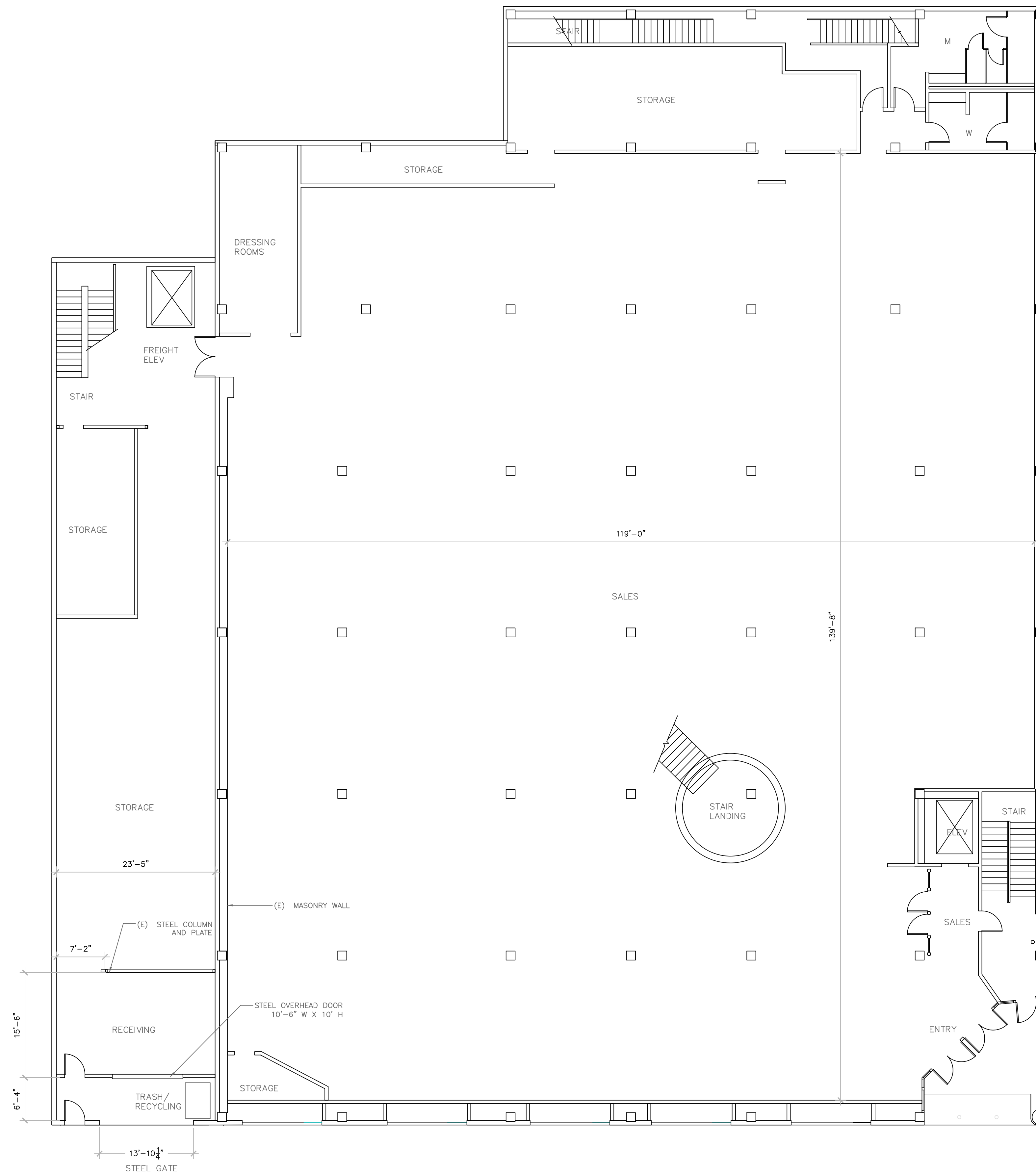
PROPOSED SQFT OF 365 STORE			
DESIGNATION	FLOOR 1	FLOOR 2	TOTAL SQFT
STORAGE	2,205	1,737	3,942
EXT WALLS/CORE	2,351	1,951	4,302
ACCESSORY OFFICE	0	1,917	1,917
RETAIL INCLUDING BACK OF HOUSE AND PREP AREAS	17,629	12,788	30,417
MECHANICAL	0	1,737	1,737
TEAM MEMBER SHOWERS LOCKERS AND BIKE STORAGE	0	1,583	1,583
GROSS SQFT	22,185	21,713	43,898
OCCUPIED FLOOR AREA	12,301	8,779*	21,080

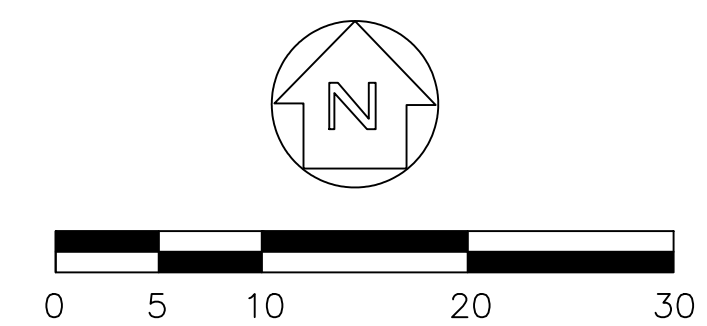
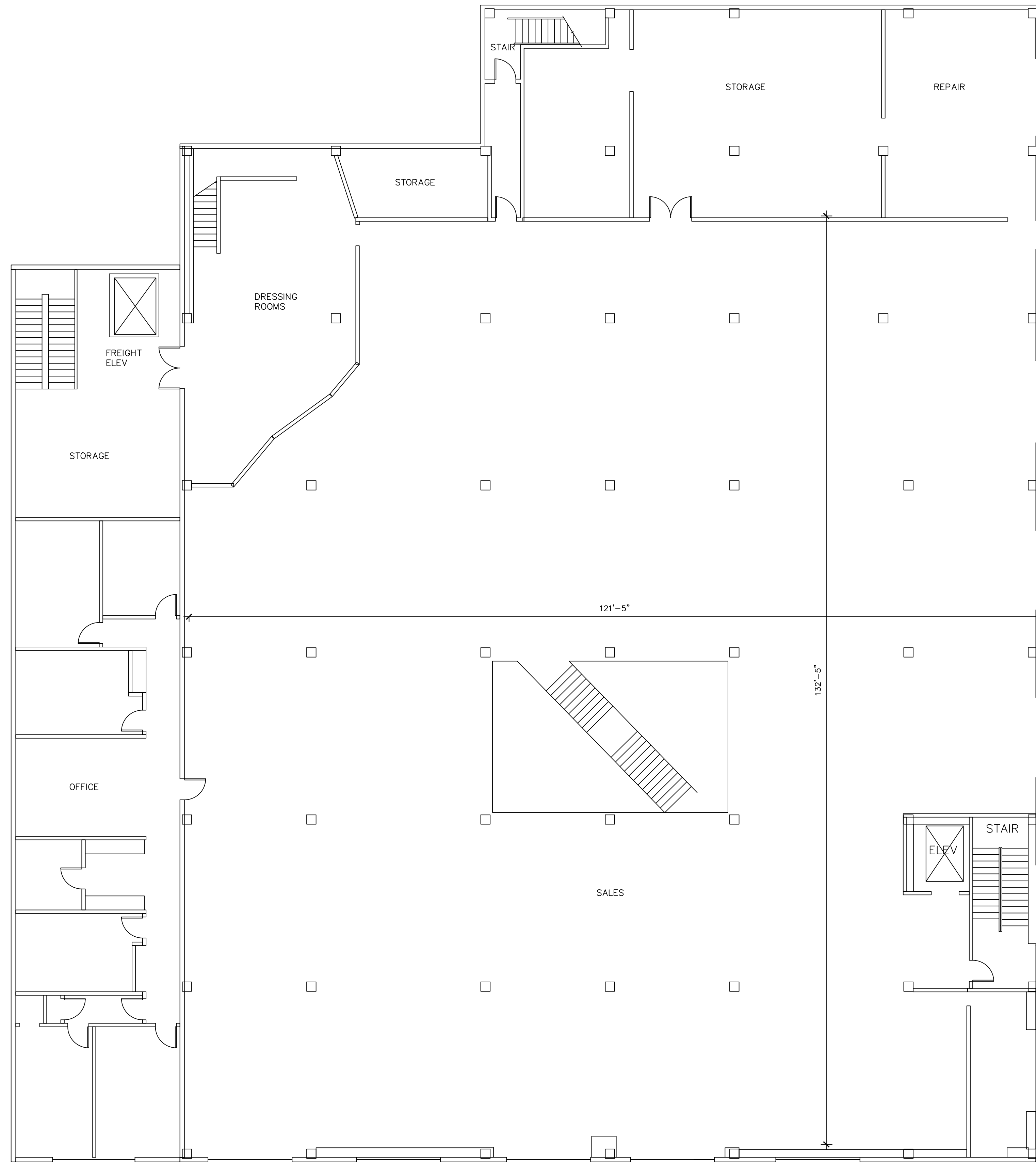
* ACTIVE RETAIL AREA; UPSTAIRS SEATING EXCLUDED

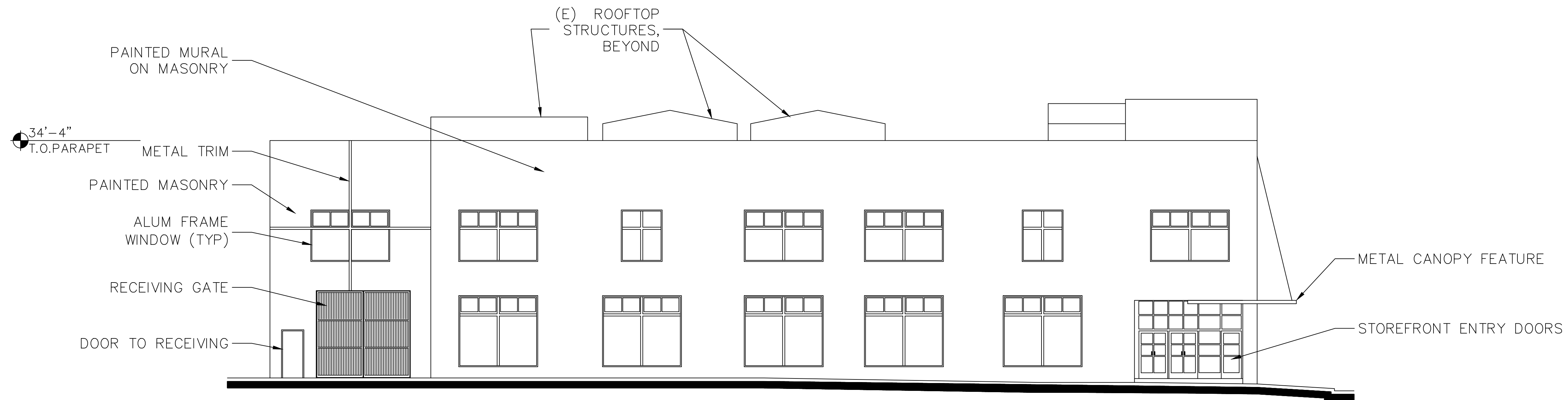
VEHICLE/BICYCLE PARKING		
	EXISTING	PROPOSED
VEHICLE PARKING	70	70
CAR SHARE	0	1
BICYCLE PARKING	0	<ul style="list-style-type: none">(6) CLASS 1 SPACES(5) HANGING BICYCLES(1) CARGO IN GARAGE(16) CLASS 2 SPACES ON JACKSON / POLK FRONTAGE



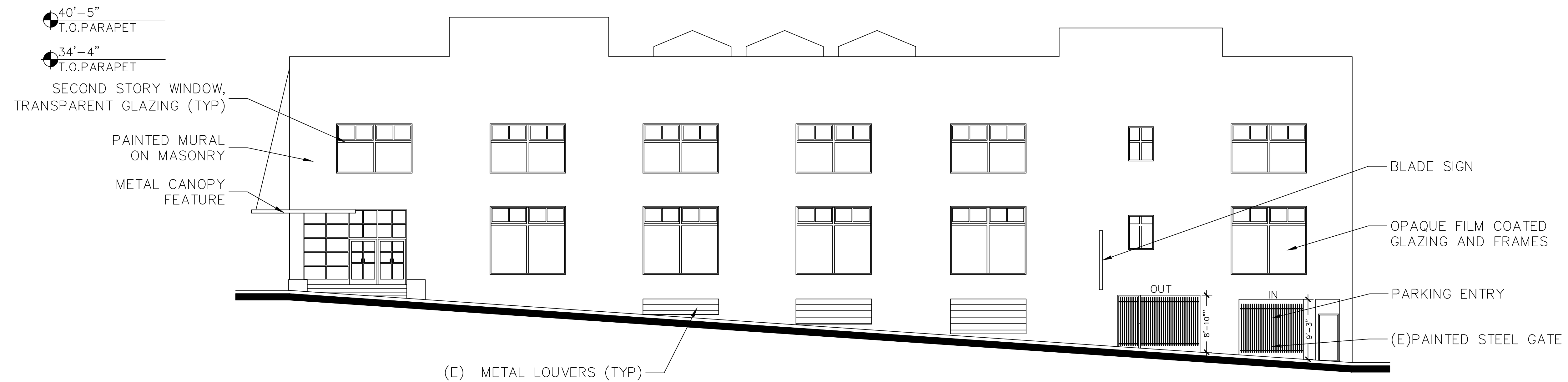




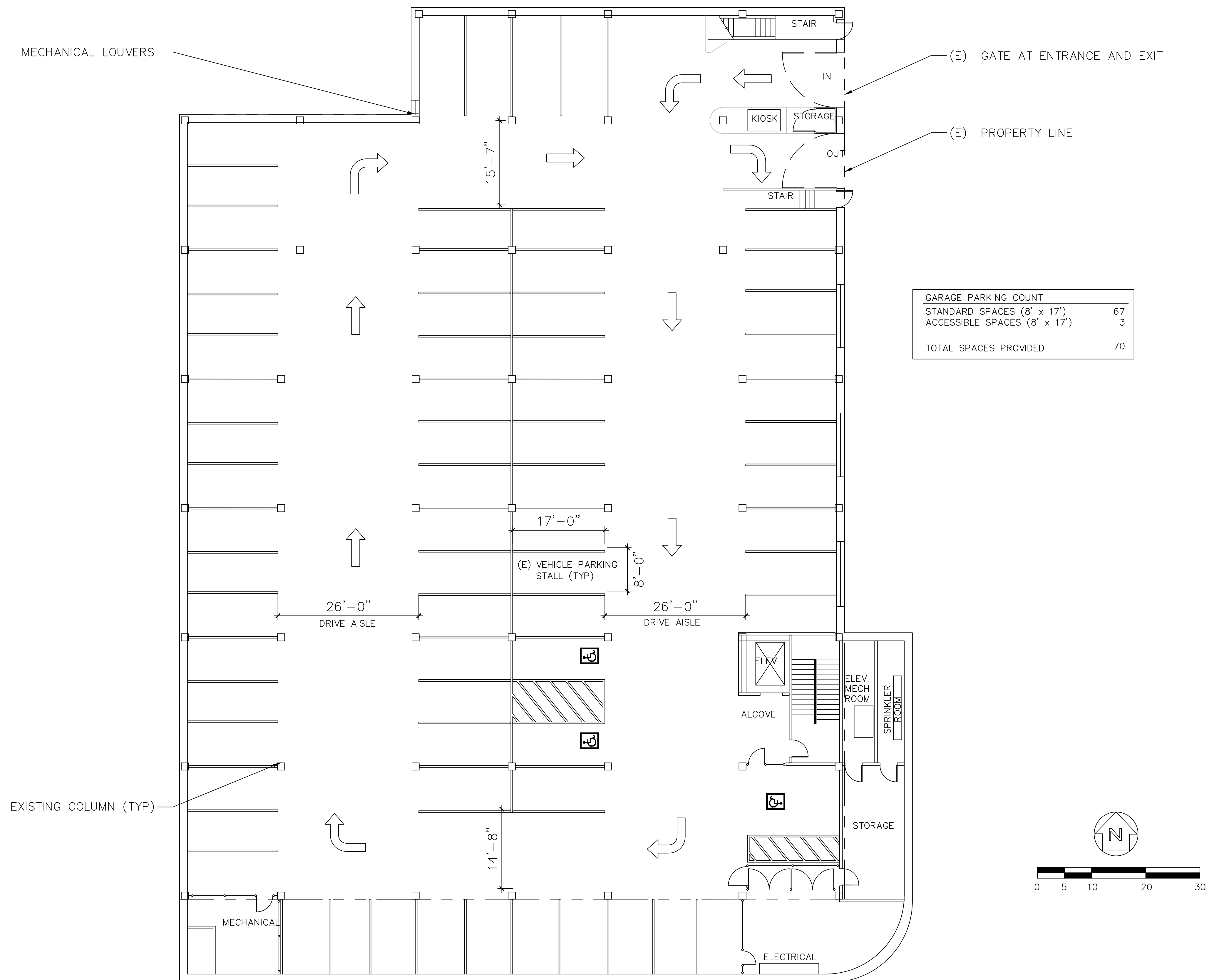


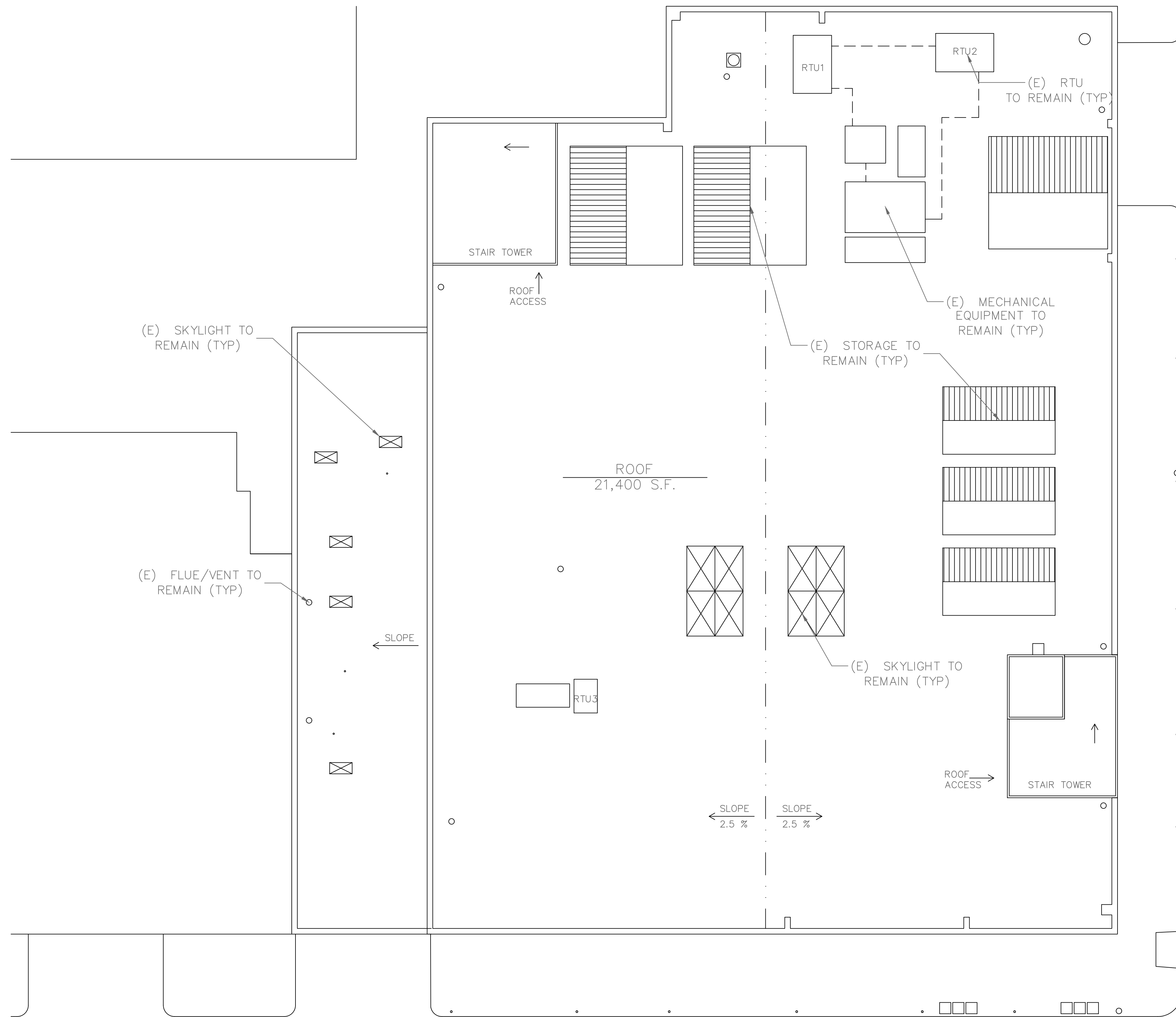


JACKSON ST. ELEVATION
NTS

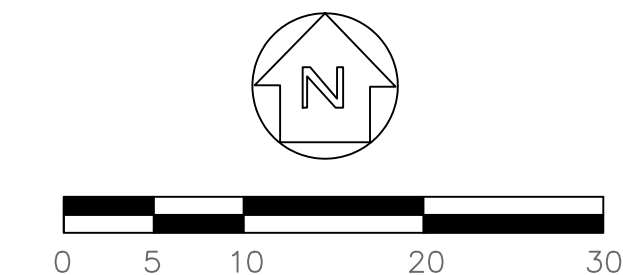


POLK ST. ELEVATION
NTS

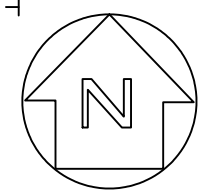




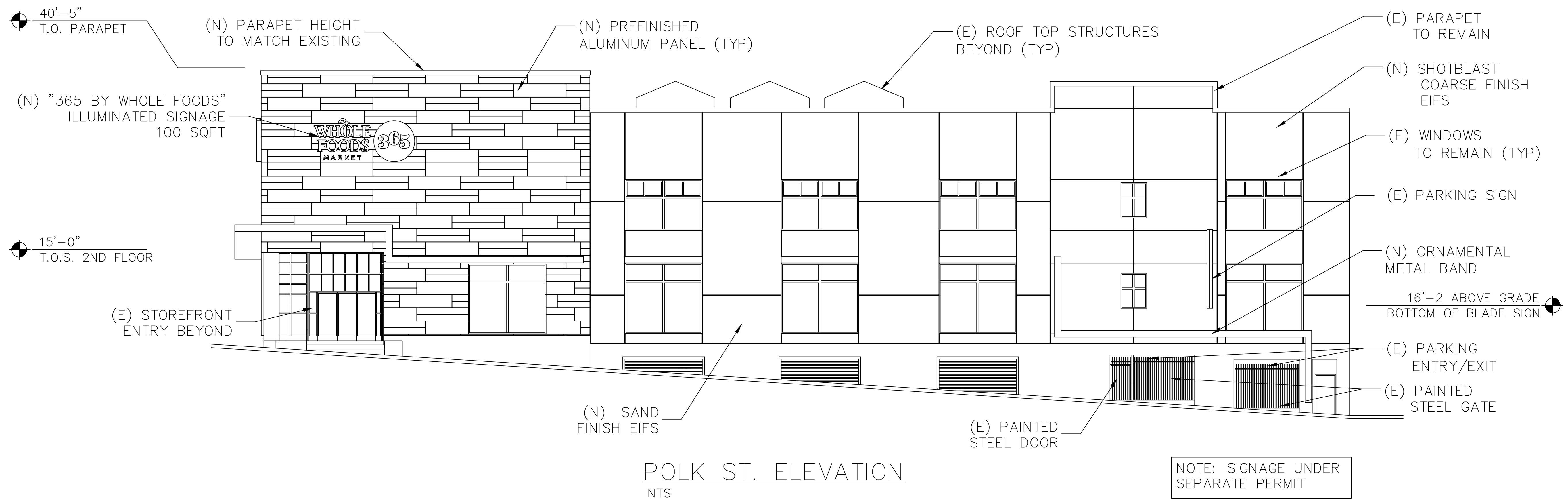
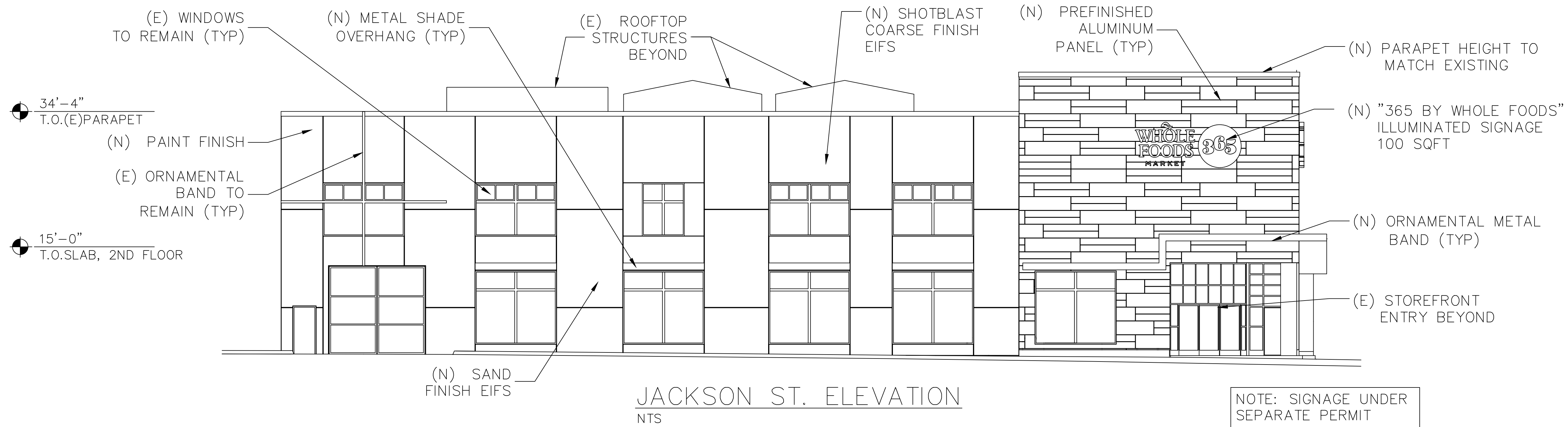
LEGEND	
	EXHAUST FAN
	FLUE/VENT TYP. 3" DIA.
	ROOF DRAIN
	SKYLIGHT 2'x4' TYP.

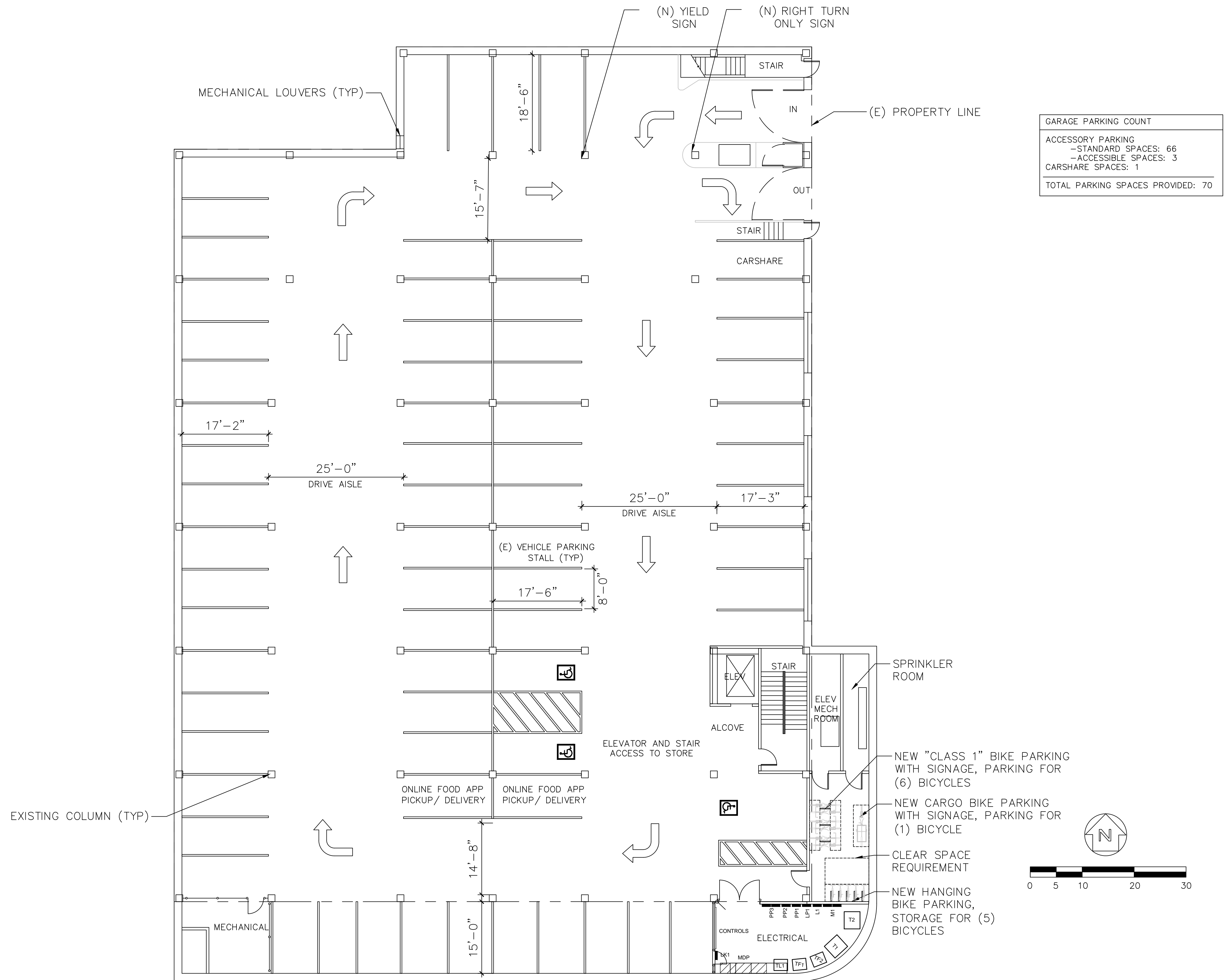


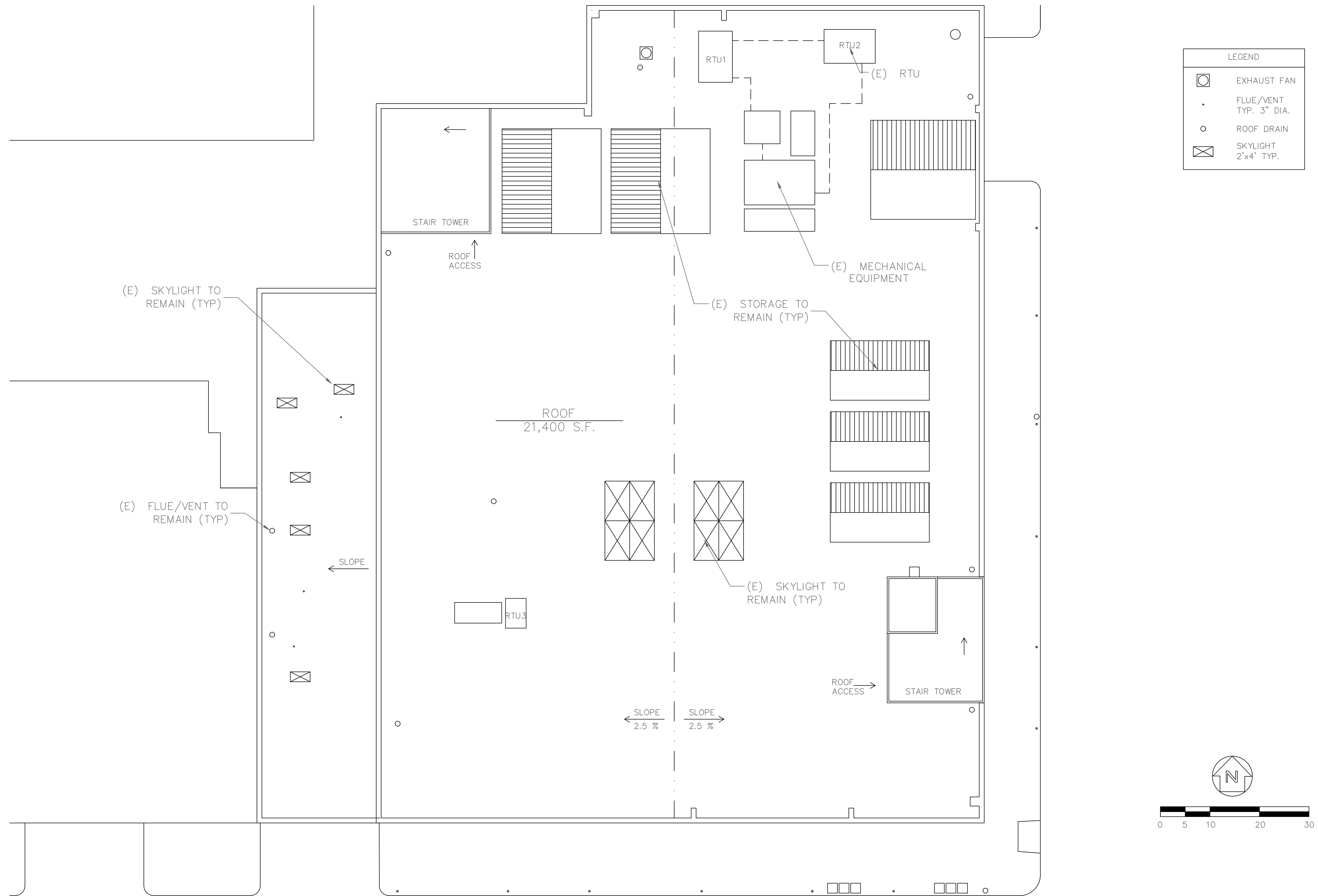
TSP EXISTING TRAFFIC SIGNAL POLE
PM EXISTING PARKING METER
WR EXISTING WASTE RECEPTACLE
MB EXISTING MAILBOX
SL EXISTING STREET LAMP
P PROPOSED TREE IN PLANTER POT (DETAILS
PER BETTER STREETS SF STANDARDS)

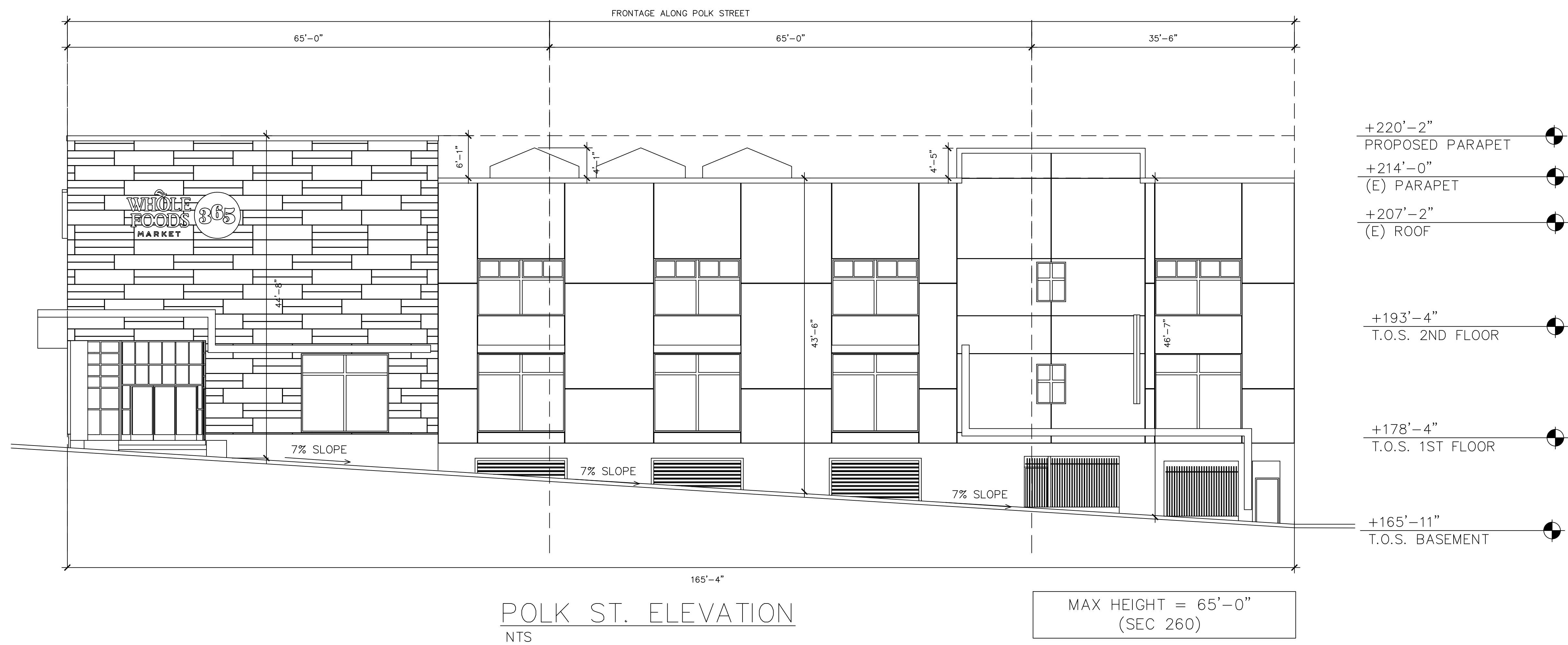


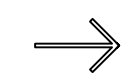




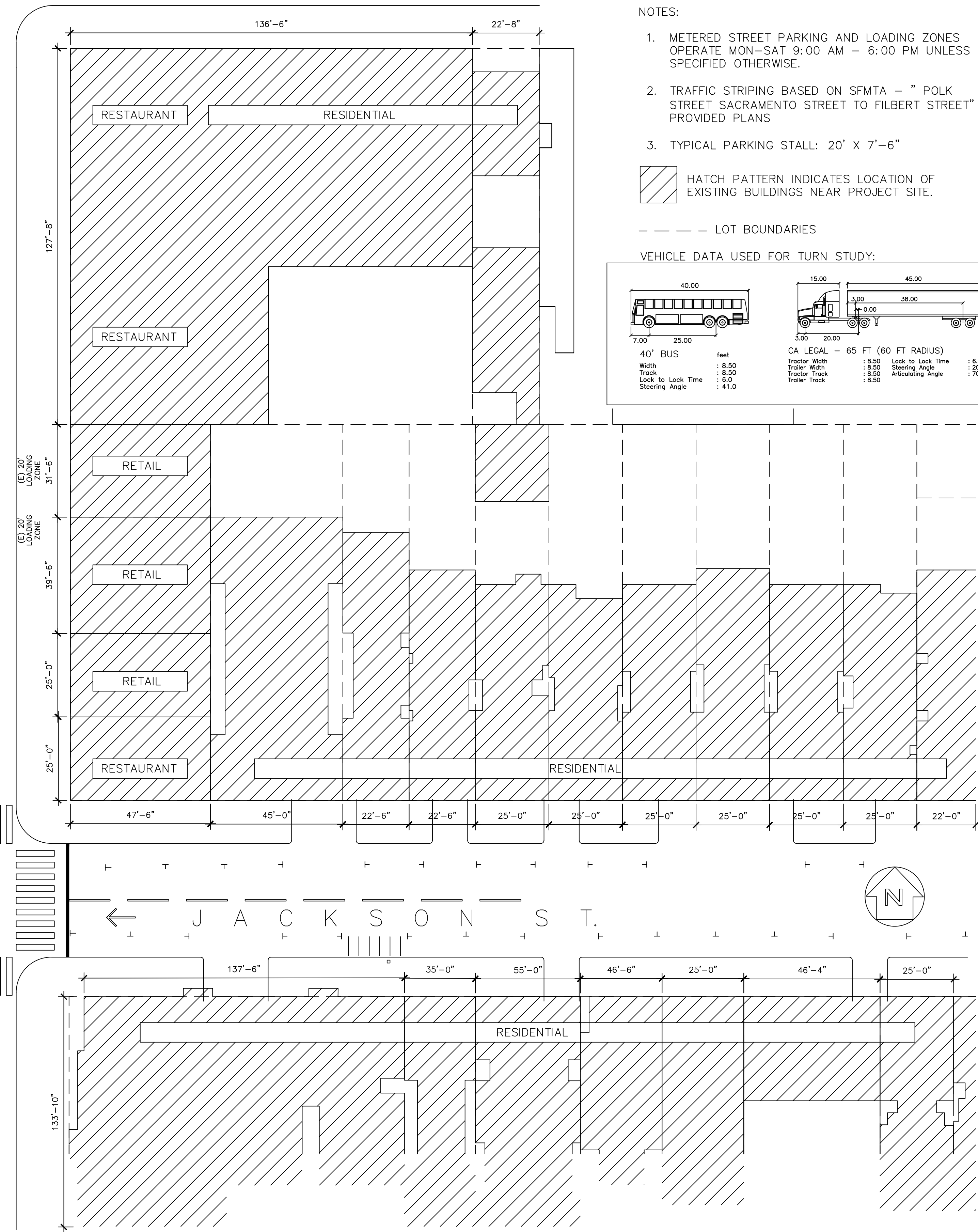
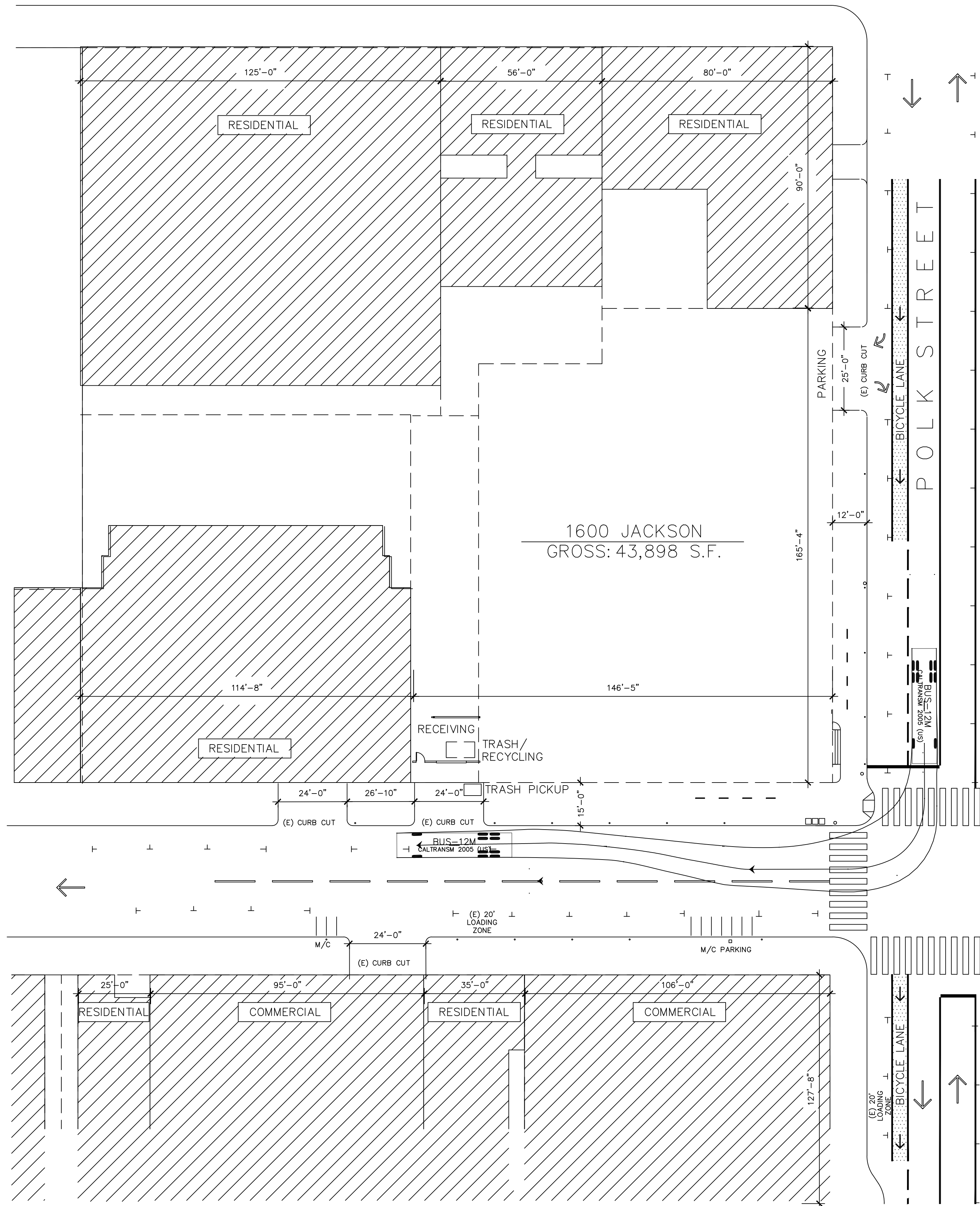
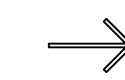








P A C I F I C S T.



NOTES:

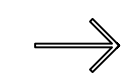
- METERED STREET PARKING AND LOADING ZONES OPERATE MON-SAT 9:00 AM - 6:00 PM UNLESS SPECIFIED OTHERWISE.
- TRAFFIC STRIPING BASED ON SFMTA - "POLK STREET SACRAMENTO STREET TO FILBERT STREET" PROVIDED PLANS
- TYPICAL PARKING STALL: 20' X 7'-6"

HATCH PATTERN INDICATES LOCATION OF EXISTING BUILDINGS NEAR PROJECT SITE.

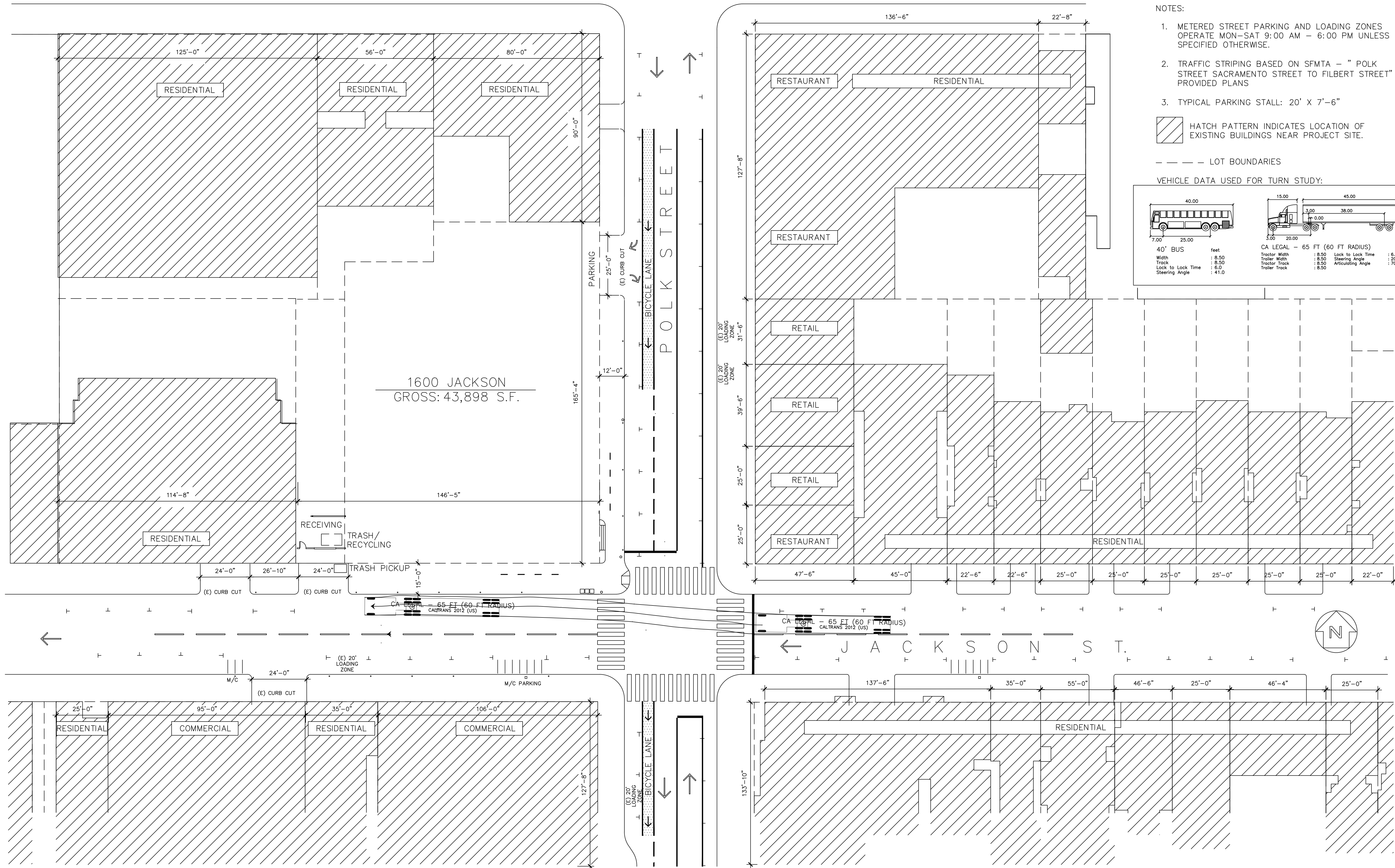
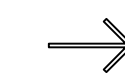
--- LOT BOUNDARIES

VEHICLE DATA USED FOR TURN STUDY:

Vehicle	Length (ft)	Width (ft)	Tractor Width (ft)	Tractor Track (ft)	Trailer Width (ft)	Trailer Track (ft)	Lock to Lock Time (s)	Steering Angle (deg)
40' BUS	40.00	7.00	25.00	8.50	8.50	8.50	6.0	41.0
CA LEGAL - 65 FT (60 FT RADIUS)	65.00	15.00	20.00	8.50	38.00	8.50	6.0	70.0



P A C I F I C S T.



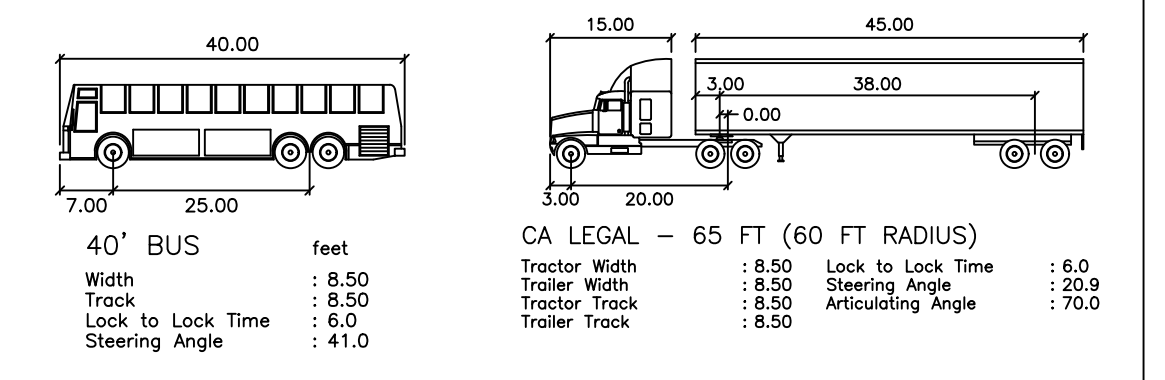
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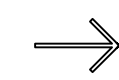
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2. TRAFFIC STRIPING BASED ON SFMTA - "POLK STREET SACRAMENTO STREET TO FILBERT STREET" PROVIDED PLANS
3. TYPICAL PARKING STALL: 20' X 7'-6"

 HATCH PATTERN INDICATES LOCATION OF EXISTING BUILDINGS NEAR PROJECT SITE.

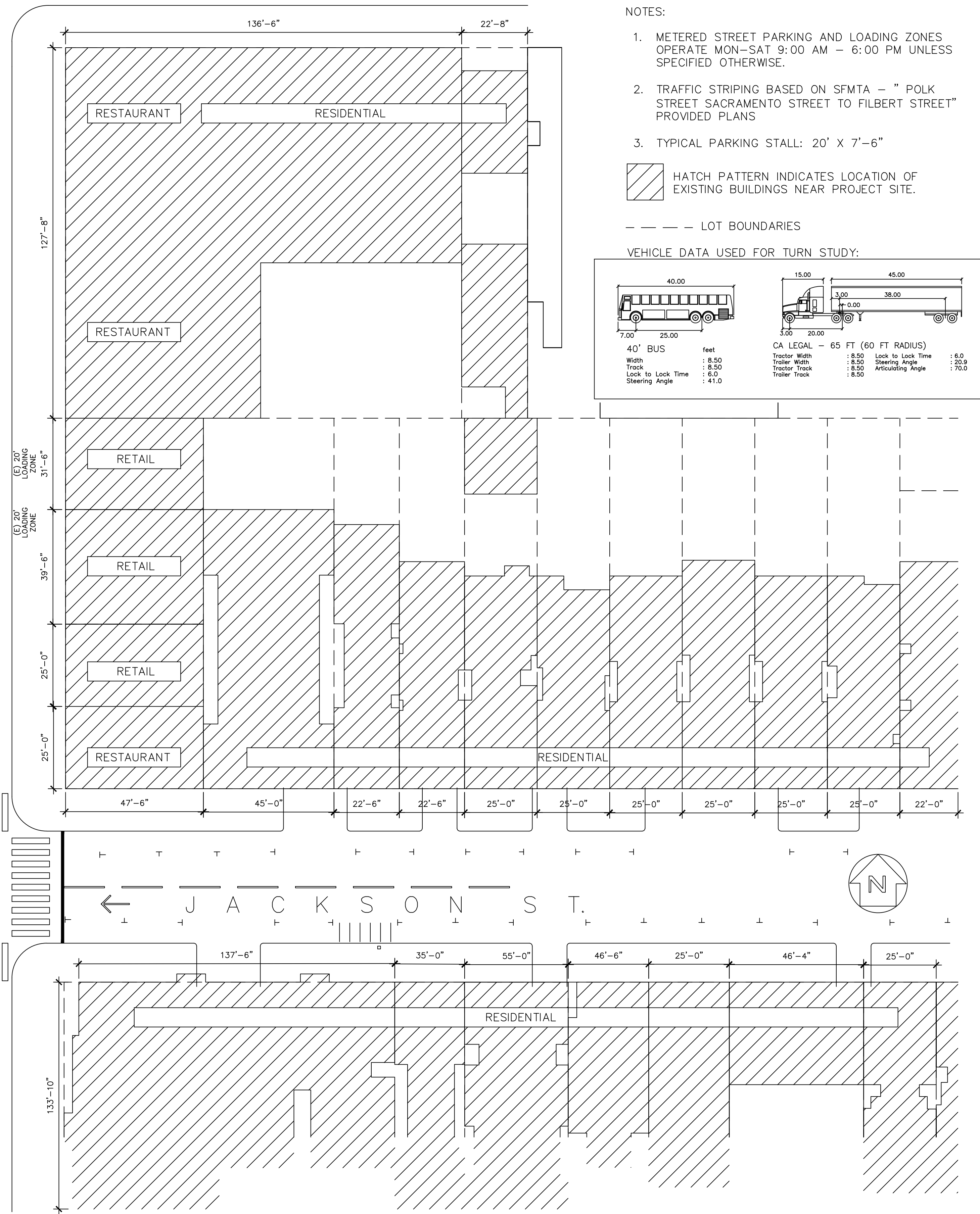
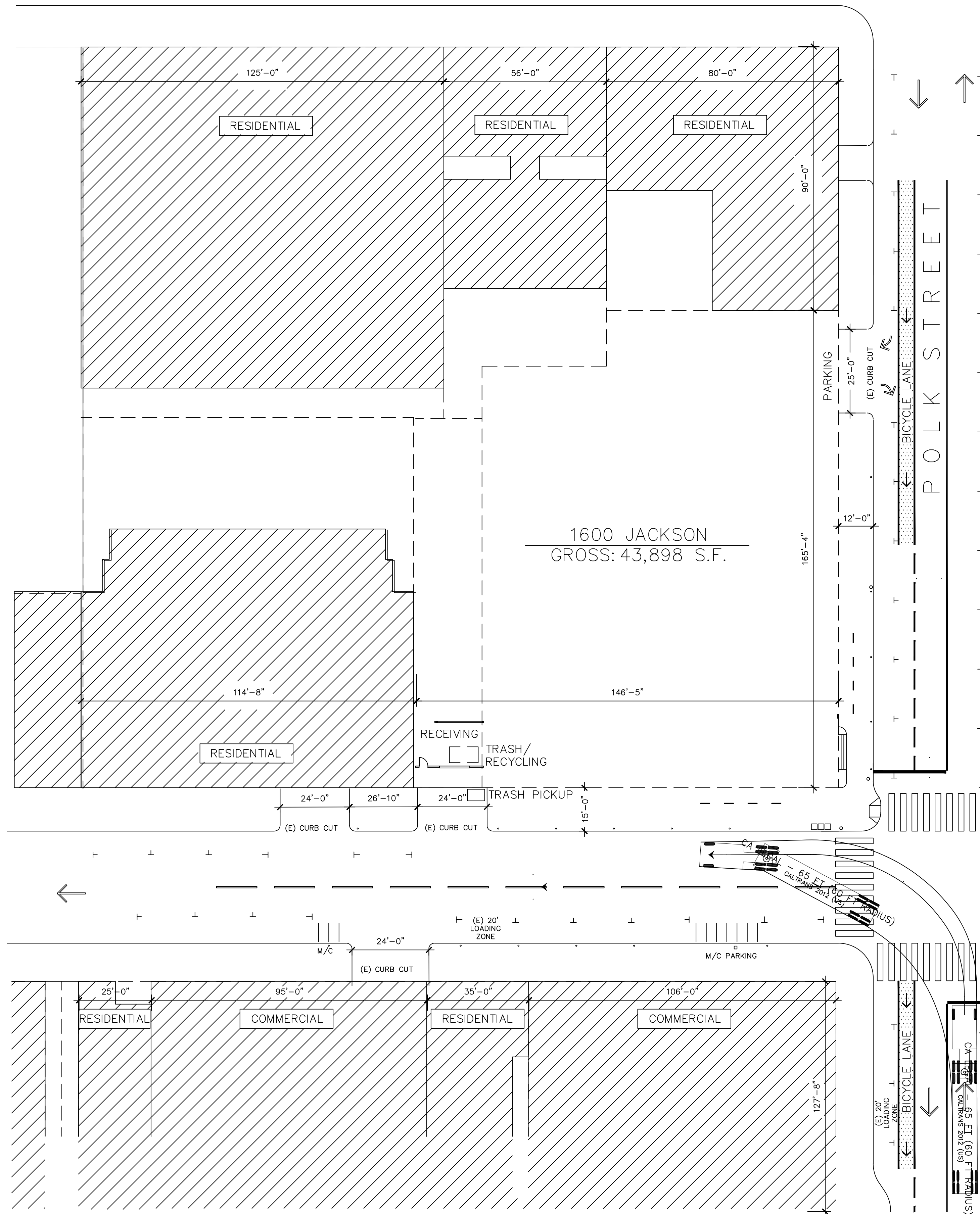
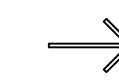
--- LOT BOUNDARIES

VEHICLE DATA USED FOR TURN STUDY:





P A C I F I C S T.

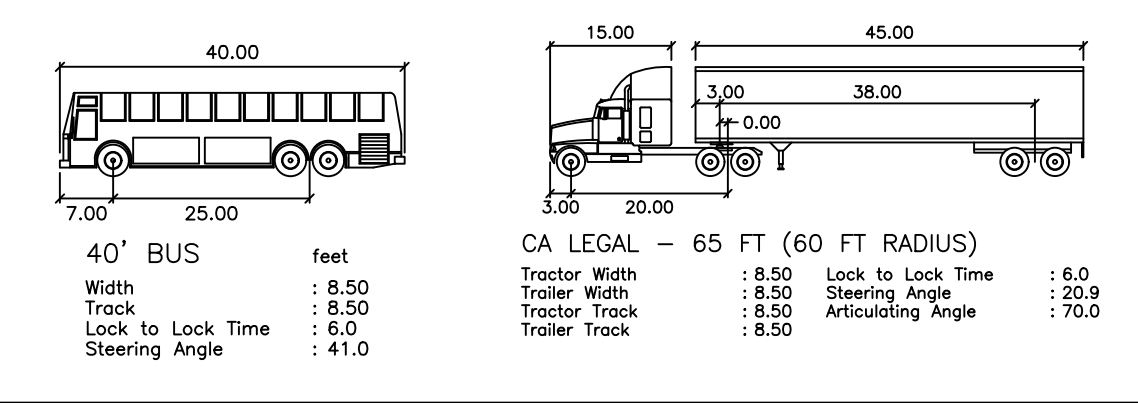


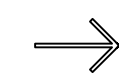
- NOTES:
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 2. TRAFFIC STRIPING BASED ON SFMTA - "POLK STREET SACRAMENTO STREET TO FILBERT STREET" PROVIDED PLANS
 3. TYPICAL PARKING STALL: 20' X 7'-6"

HATCH PATTERN INDICATES LOCATION OF EXISTING BUILDINGS NEAR PROJECT SITE.

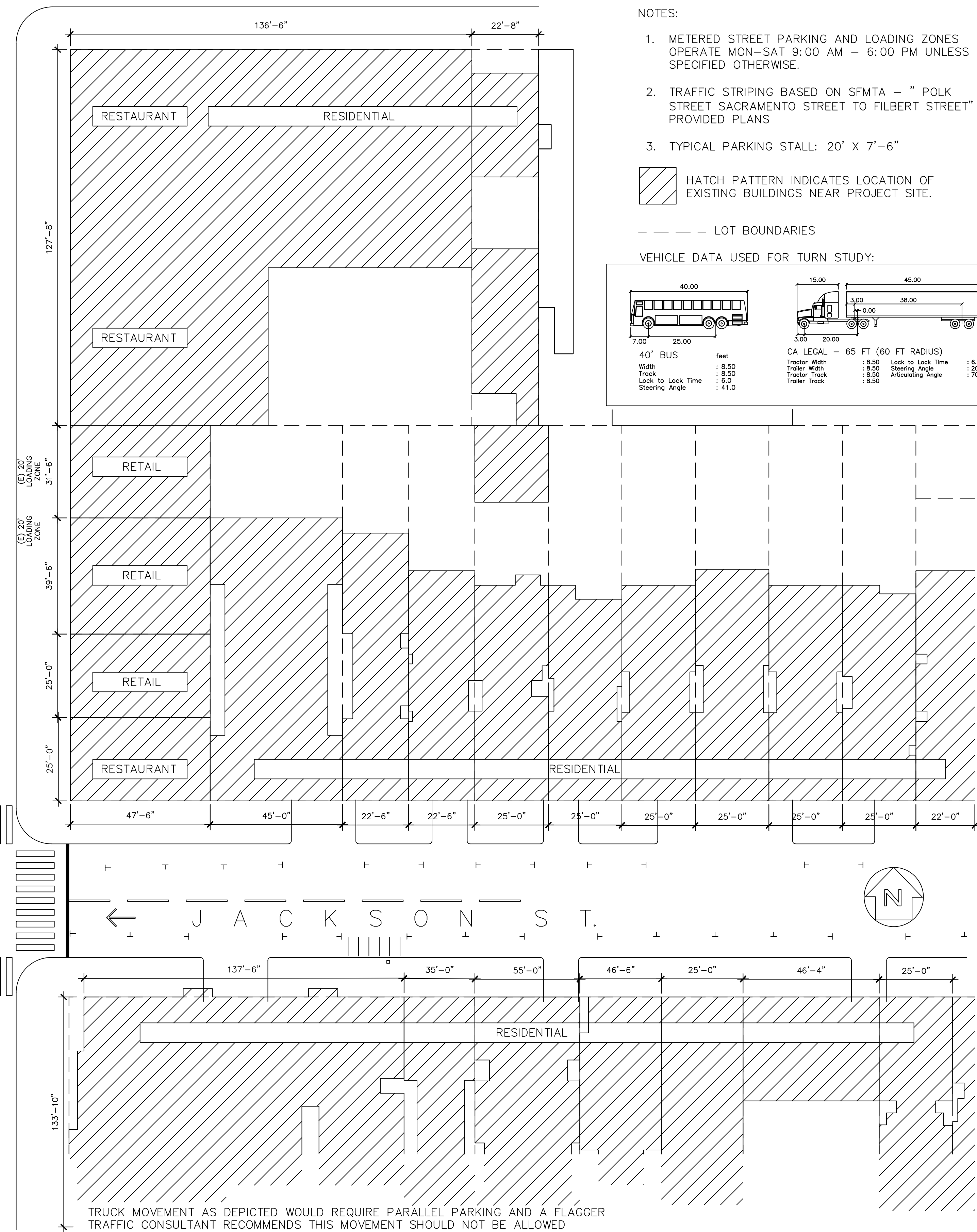
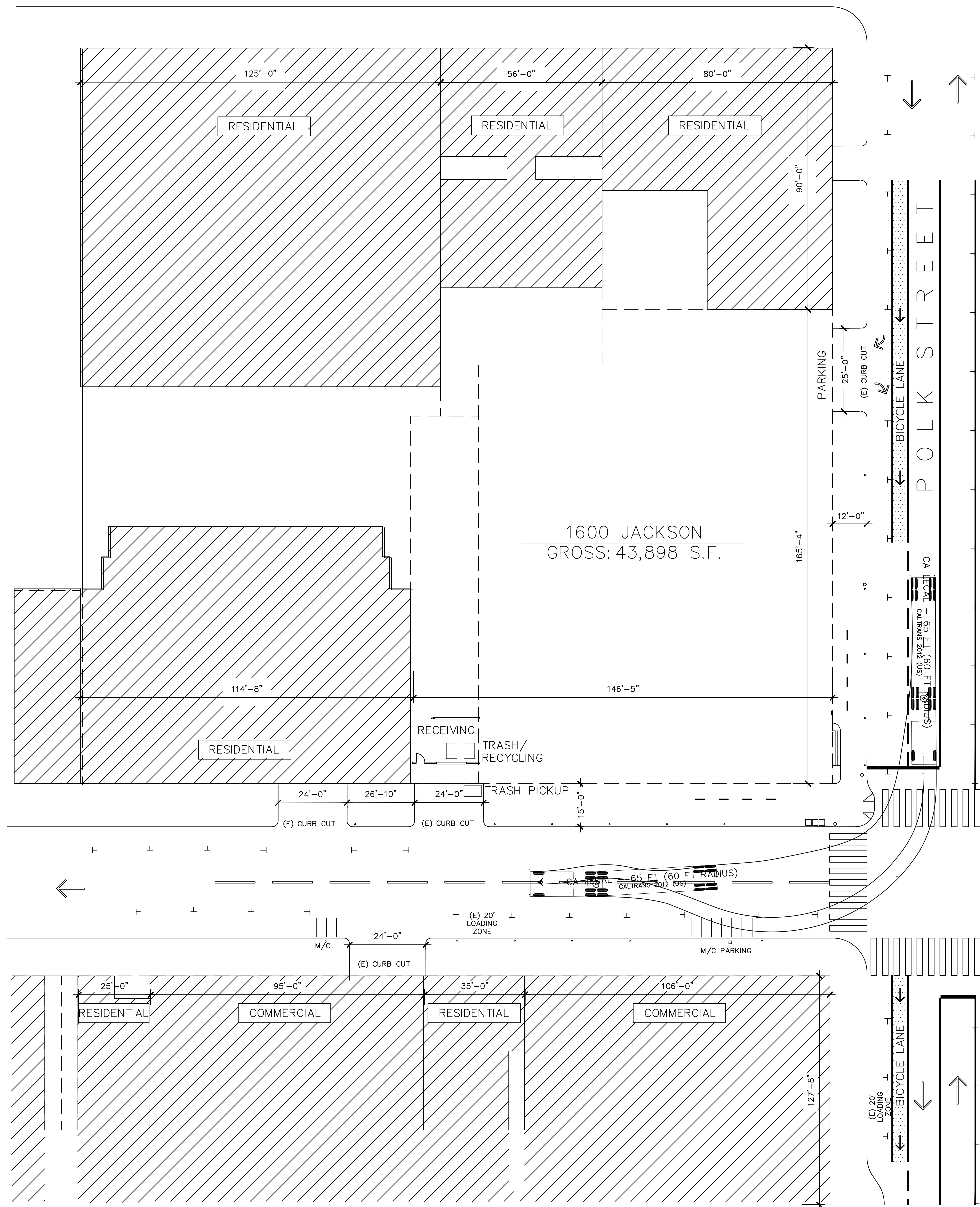
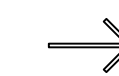
--- LOT BOUNDARIES

VEHICLE DATA USED FOR TURN STUDY:





P A C I F I C S T.



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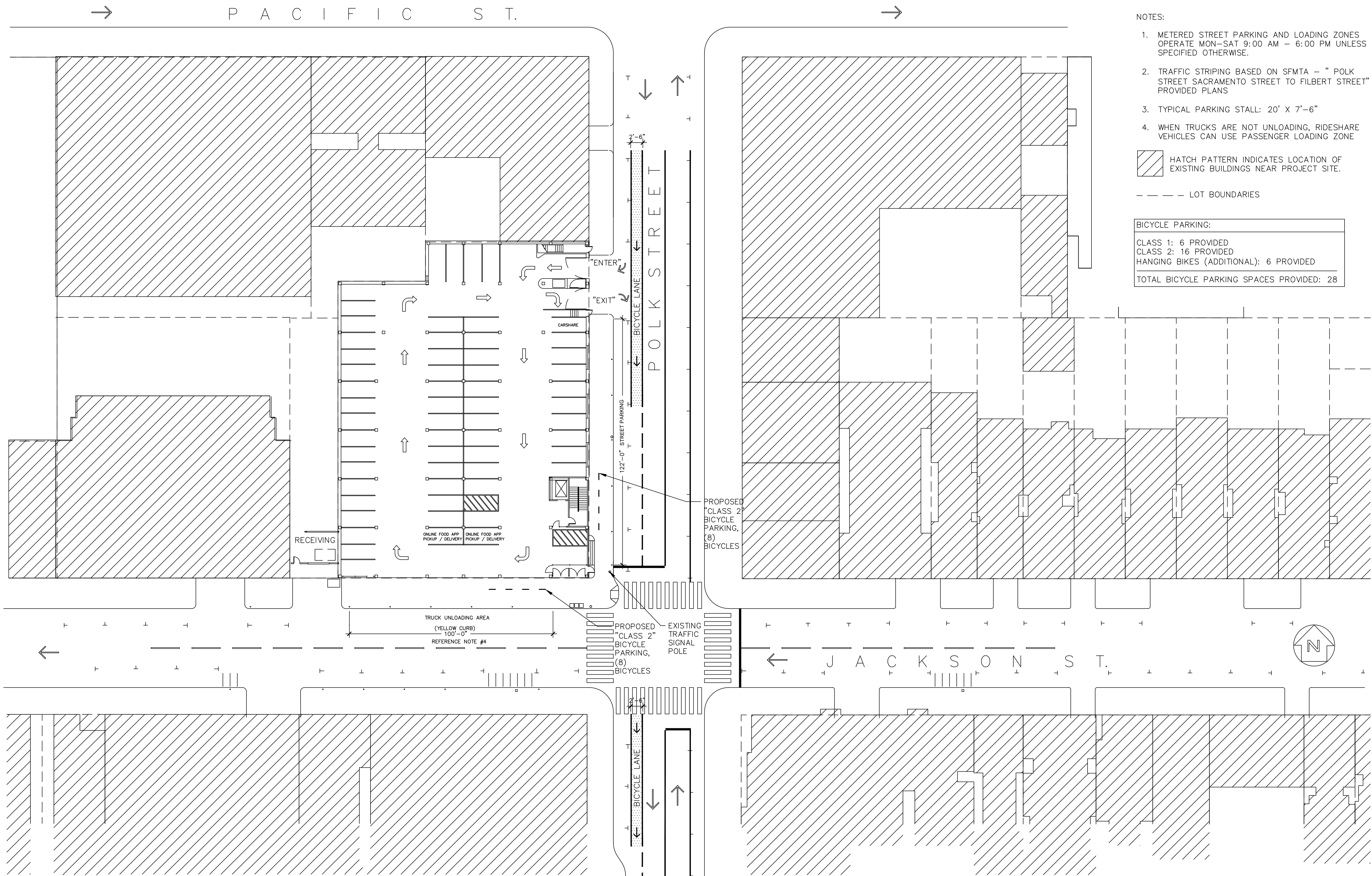
- METERED STREET PARKING AND LOADING ZONES OPERATE MON-SAT 9:00 AM - 6:00 PM UNLESS SPECIFIED OTHERWISE.
- TRAFFIC STRIPING BASED ON SFMTA - "POLK STREET SACRAMENTO STREET TO FILBERT STREET" PROVIDED PLANS
- TYPICAL PARKING STALL: 20' X 7'-6"

HATCH PATTERN INDICATES LOCATION OF EXISTING BUILDINGS NEAR PROJECT SITE.

--- LOT BOUNDARIES

VEHICLE DATA USED FOR TURN STUDY:

40' BUS		CA LEGAL - 65' FT (60' FT RADIUS)	
Width	: 8.50	Tractor Width	: 8.50
Track	: 8.50	Tractor Track	: 8.50
Lock to Lock Time	: 6.0	Lock to Lock Time	: 6.0
Steering Angle	: 41.0	Trailer Track	: 8.50



- NOTES:
1. METERED STREET PARKING AND LOADING ZONES OPERATE MON-SAT 9:00 AM - 6:00 PM UNLESS SPECIFIED OTHERWISE.
 2. TRAFFIC STRIPING BASED ON SFMTA - " POLK STREET SACRAMENTO STREET TO FILBERT STREET" PROVIDED PLANS
 3. TYPICAL PARKING STALL: 20' X 7'-6"
 4. WHEN TRUCKS ARE NOT UNLOADING, RIDESHARE VEHICLES CAN USE PASSENGER LOADING ZONE

HATCH PATTERN INDICATES LOCATION OF EXISTING BUILDINGS NEAR PROJECT SITE.

--- LOT BOUNDARIES

BICYCLE PARKING:	
CLASS 1:	6 PROVIDED
CLASS 2:	16 PROVIDED
HANGING BIKES (ADDITIONAL):	6 PROVIDED
TOTAL BICYCLE PARKING SPACES PROVIDED: 28	

Attachment B – Loading Analysis Memo

MEMORANDUM

Date: April 19, 2018

Project #: 20556

To: Rachel Schuett, San Francisco Planning Department

CC: Adam Smith, Whole Foods Market
Jody Knight, Reuben, Junius & Rose, LLP

From: Amy Lopez, Tim Erney, AICP/PTP/CTP

Project: 1600 Jackson Street

Subject: Loading Analysis Memo

Kittelison & Associates, Inc. (Kittelison) has prepared this memorandum for Whole Foods Market (project sponsor) to summarize the loading plan and associated requirements for the proposed 365 by Whole Foods Market store (365 Store) at 1600 Jackson Street in San Francisco, California (herein referred to as the “project”). The following topics are included:

- Estimated loading demand
- San Francisco *Planning Code* requirements
- Proposed loading plan including truck turning analysis and loading zone

Attachment A includes the project plan set.

PROJECT OVERVIEW

The project site is located on the northwest corner of the Jackson Street and Polk Street intersection, Lots 002 and 003 of Assessor’s Block 0595. The property is located within the Polk Street Neighborhood Commercial Zoning District and the 65-A Height and Bulk District.

The proposed project would convert a 43,898 gross square foot building that was formerly used by Lombardi Sports, but is currently vacant, into a Whole Foods 365 Store. The ground floor would contain retail uses (12,301 square feet of occupied retail floor area), accessory storage, and a kitchen for preparing takeout, and a takeout area for customers to select packaged and self-serve hot and cold food to take out of the store or up to the second floor seating area, similar to other Whole Foods and 365 stores. The second floor would contain retail uses (8,779 square feet of occupied retail floor area), a seating area, storage, accessory office space, and space for mechanical equipment.

The second floor seating area would also serve as a community space for small, non-profit, community groups that are housed in the Middle Polk neighborhood, particularly during non-peak hours.

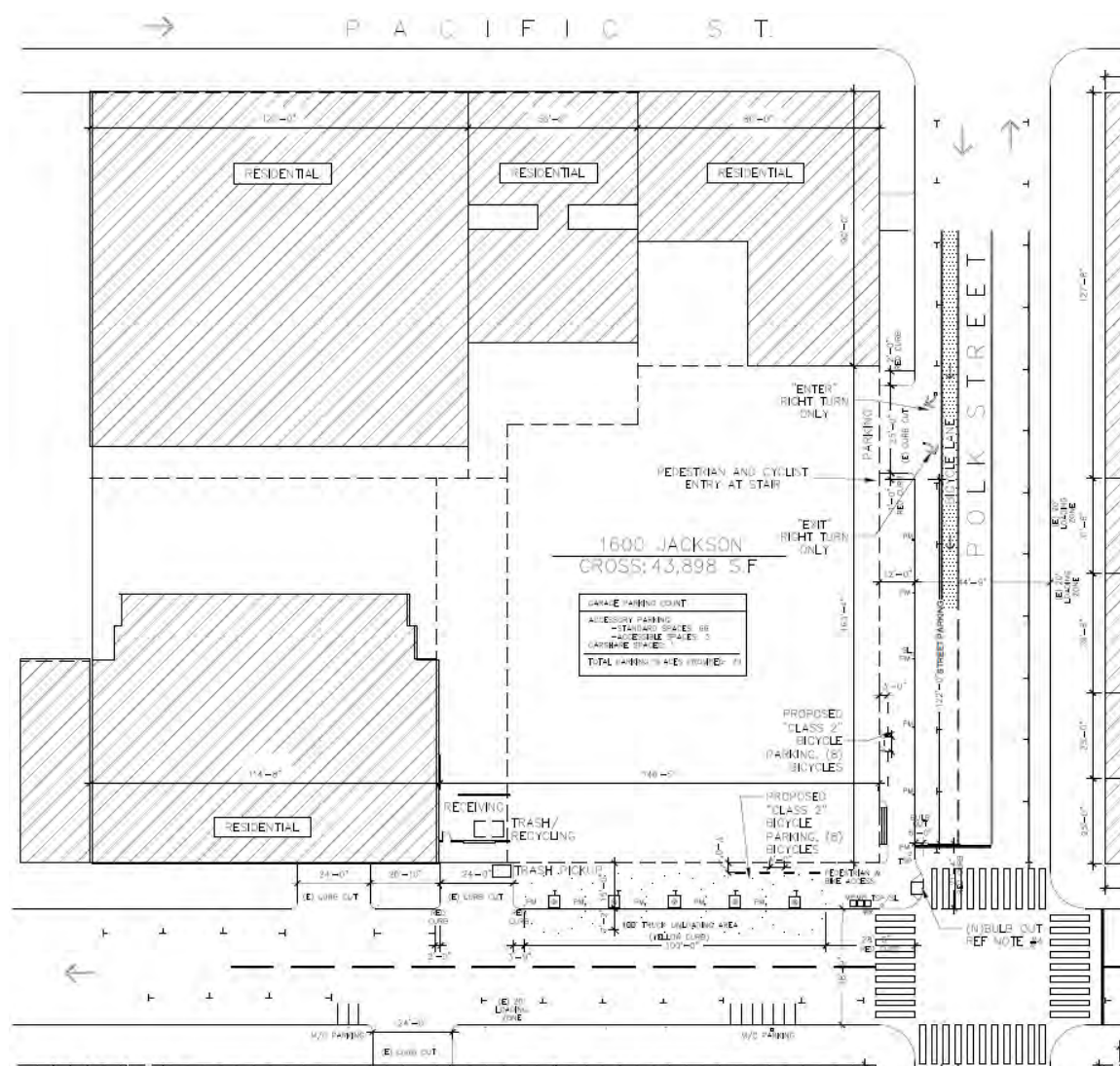
The proposed project would maintain the existing 70-space parking garage (with access from Polk Street) and the existing off-street receiving area (with access from Jackson Street), and the project sponsor would request the extension of the existing 20-foot commercial loading zone on Jackson Street along the building frontage to 100 feet, via MTA's Color Curb Program. The proposed project would also add a bulb out to the corner of Jackson and Polk consistent with SFMTA standards.

The proposed project would convert one of the existing parking spaces in the garage to a carshare space and would designate two parking spaces for online food app. pickup. Drivers for food app pick-up and delivery use their personal vehicles. Deliveries may be made by one driver for one or for multiple orders, depending on demand for deliveries. The proposed project would also add 6 class 1, one cargo bike, and 5 hanging bicycle parking spaces to the garage. A total of 16 class 2 bike parking spaces would be added to the sidewalk, 8 on Jackson Street, and 8 on Polk Street. The proposed project would also add lockers, showers, and bike parking for 365 Store Team Members on the second floor.

Typical business hours would be approximately 8:00 a.m. to 10:00 p.m. daily. Business hours may be extended in advance of major holidays to accommodate increased demand and for the convenience of customers. Inventory, restocking, and other similar store operations activities could occur at any time during a 24-hour period (see restrictions on delivery times, below). The 365 Store would have approximately 100-110 employees, with approximately 50 employees working on the busiest days.

Figure 1 presents the proposed site plan.

Figure 1: Proposed Site Plan



Source: BRR Architects, April 18, 2018

ESTIMATED LOADING DEMAND

365 Stores are a relatively new store line by Whole Foods Market, branded as “simpler shopping, by design.” The proposed project would be the first 365 Store located in San Francisco. As a means to estimate the loading demand for the proposed project, loading demand information was obtained from Whole Foods Market from three 365 Stores that have already been opened: Silver Lake, CA; Lake Oswego, OR; and Santa Monica, CA.

Table 1 summarizes the loading demand by truck size for these stores, and of a Whole Foods Market located on Franklin Street in San Francisco as a comparison. As shown in the table, the three representative 365 Stores have very similar daily average, daily maximum and weekly total loading demand: approximately nine trucks on a typical day, 15-18 trucks on a peak day, and 59-64 trucks on a

weekly basis. Per the project team, the proposed project would stock a similar number of stock keeping units (SKUs) as the Silver Lake, Lake Oswego, and Santa Monica 365 Stores and thus would experience a similar loading demand. The delivery truck types would be most similar to the Lake Oswego 365 store, as described further, below.

Table 1: Loading Demand at Similar Locations

	Silver Lake, CA 365 Store			Lake Oswego, OR 365 Store				Santa Monica, CA 365 Store			Franklin Street, San Francisco Whole Foods Market			
	65' Truck	30-48' Truck	Total	65' Truck	30-48' Truck	Van	Total	65' Truck	30-48' Truck	Total	65' Truck	30-48' Truck	Van	Total
Daily Average	3	6	9	2	4	3	9	3	6	9	3	3	14	20
Daily Maximum	3	12	15	4	6	8	18	4	12	16	4	4	20	28
Weekly Total	18	45	63	17	25*	22*	64	19	40	59	23	22	101	146

Source: Whole Foods Market, 2017.

Compared to a regular Whole Foods Market (the Franklin Street location), the representative 365 Stores have a lower daily and weekly loading demand. The following information explains the sources for the difference in loading demand volume for a 365 Store versus a Whole Foods Market:

- A 365 Store has approximately 7,500 SKUs and a Whole Foods Market has 25,000 to 30,000 SKUs. SKUs are unique codes assigned to specific items in a retailer's inventory; as such, the number of SKUs directly affects the number of vendors and deliveries needed for the given store.
- Three carriers deliver 80 to 85 percent of the product mix at 365 Stores: UNFI (65-foot-trucks), the DC (65-foot-trucks), and Tony's (65-foot-trucks). Whole Foods Market stores typically receive 70 to 75 percent of their product mix from those same three carriers with the same size trucks; as such, a Whole Foods Market requires more vendors and thus more trucks.

The proposed Whole Foods 365 at 1600 Jackson Street would be served by the Whole Foods regional distribution center, located in Richmond, CA, and by other distributors located in the Bay Area. Based on data from other Bay Area Whole Foods Market stores, the distribution of truck types is expected to be most similar to the distribution of truck types at Lake Oswego, with a higher proportion of smaller trucks and vans making deliveries. The number of deliveries is also expected to be most similar to the Lake Oswego store. As such, the proposed Whole Foods 365 at 1600 Jackson Street would be expected to receive up to four deliveries per day (two on a typical day) from 65-foot trucks, up to six deliveries per day (four on a typical day) from 30- to 48-foot trucks, and up to eight deliveries per day (three on a typical day) from vans.

DWELL TIME

Length of stay for delivery trucks and vans varies by load size, which is directly related to truck or van size. Typically, UNFI and the DC delivery trucks park for approximately one hour to empty a full load,

and Tony's delivery trucks dwell for approximately 30 minutes to empty a half load. Based on the daily averages presented in Table 1 and the assumptions that 65-foot trucks on average dwell for one hour and 30-foot to 48-foot trucks, and vans have half as much to unload as a 65-foot truck and therefore on average dwell for 30 minutes.

LOADING SCHEDULE

365 Stores schedule deliveries by day of the week and assign a period of the day when a delivery will be received. If a driver cannot make the delivery during the scheduled window, they must contact the Whole Foods receiver in advance. If the loading zone would be available at the anticipated time of arrival, the receiver can make an exception for the driver. Otherwise, the driver will be asked to skip the delivery and return during the next available delivery window. For the majority of Whole Food Market and 365 stores, deliveries are typically made Monday through Saturday between 9:00 a.m. and 4:00 p.m. (during normal business hours). Loading is prohibited on weekdays from 7:00 a.m. to 9:00 a.m. and from 4:00 p.m. to 7:00 p.m. to avoid the a.m. and p.m. peak periods. Occasionally, a delivery is received slightly outside this period of the day or on Sundays.

At 1600 Jackson Street, loading activities at both the on-street loading zone and the on-site receiving area would be prohibited on weekdays from 7:00 a.m. to 9:00 a.m. and from 4:00 p.m. to 7:00 p.m. to avoid the a.m. and p.m. peak periods. Loading would be allowed between 9 a.m. and 4 p.m., and the project sponsor anticipates that the majority of loading activities would take place between 9 a.m. and 1 p.m., consistent with the pattern of deliveries at other local Whole Foods stores. Loading would also be allowed between 7 p.m. and 10 p.m. Given the reduced vehicle traffic and demand for on-street loading space, it is expected that loading activities during this time would primarily be from 65-foot trucks. Weekend deliveries would be received during the same time periods as on weekends, however fewer deliveries would be expected on Saturdays and Sundays, as discussed, below, under "Anticipated Daily Loading Demand."

1600 Jackson Street Loading Schedule:

Monday through Sunday:

- 7 – 9 a.m.: Loading Prohibited (avoid a.m. peak period)
- 9 a.m. – 4 p.m.: Loading Allowed
- 4 p.m. – 7 p.m.: Loading Prohibited (avoid p.m. peak period)
- 7 p.m. – 10 p.m.: Loading Allowed (primarily 65-foot trucks)
- 10 p.m. – 7 a.m.: Loading Prohibited (San Francisco Noise Ordinance)

Deliveries would not be received overnight or in the early morning prior to the store opening consistent with San Francisco's "quiet hours" between 10 p.m. and 7 a.m. Loading activities would be permitted for a total of 10 hours per day, seven days per week.

Anticipated Daily Loading Demand

Monday – Friday: Based on the daily loading demand estimates from the representative 365 Stores and the typical duration of loading activities, the estimated weekday loading demand for the proposed project was calculated. Assuming typical dwell times for the trucks and vans:

- On a typical weekday with two 65-foot trucks, four 30- to 48-foot trucks, and three vans the loading zone occupancy would be approximately five and a half hours.
- On a maximum loading day with four 65-foot trucks, six 30- to 48-foot trucks, and eight vans the total loading zone occupancy would be approximately 11 hours.

This would equate to a demand for one commercial freight loading space per hour on a typical day, and two spaces¹ per day on a maximum day. As a result, it is expected that one to two delivery trucks may be present at the same time. This hourly demand is consistent with the information on the temporal distribution of deliveries provided by the project sponsor.²

Saturday and Sunday: Based on the loading demand for other Whole Foods 365 Stores fewer deliveries would be received on Saturday and Sunday with approximately 3 to 6 deliveries expected per day. The following deliveries would be expected:

- 65-foot-truck (1 to 3 deliveries)
- 30- or 48-foot-truck (1 to 3 deliveries)
- Van (1 to 3 deliveries)

Assuming typical dwell times for the trucks and vans, on a Saturday or Sunday, dwell times would be:

- One to three hours for 65-foot trucks
- One-half to one and a half hours for 30- or 48-foot-trucks
- One-half to one and a half hours for vans

As a result, the loading zone occupancy would be approximately two to six hours on weekend days. This would equate to a demand for up to one commercial freight loading space per hour.

¹ The actual demand on a maximum day would be 11 hours of loading activity/10 hours times = 1.1 commercial loading spaces. However, because there cannot be a fractional demand for loading spaces (i.e. 0.1 loading spaces), this number is rounded to a demand for two loading spaces.

² See letter from Whole Foods Market dated February 9, 2018 (Attachment B).

PLANNING CODE REQUIREMENTS

The proposed project would include 21,080 square feet of occupied retail floor area. The San Francisco Planning Code (Section 152) would require the proposed project to provide one off-street freight loading space.³ Per San Francisco Planning Code (Section 154), the minimum dimensions for this off-street freight loading space are 25 feet long, 10 feet wide, and 12 feet of vertical clearance.⁴ The existing off-street receiving area is accessed via an existing 24-foot-wide curb cut on Jackson Street. The receiving area is 21 feet 6 inches long (including the area to be used for trash and recycling), and 13 feet, 10 inches wide, with 13 feet, 2 inches of vertical clearance. The parking garage is accessed via an existing 25-foot-wide curb cut on Polk Street, with an overhead clearance of 8 feet 10 inches.

PROPOSED LOADING PLAN

On-Site Receiving Area

The receiving area is 13 feet 10 inches wide, with 13 feet, 2 inches of overhead clearance; it provides access to an area 21 feet 6 inches deep. Thus, the existing receiving area on Jackson Street and the existing parking garage accessed from Polk Street could not accommodate a 30-, 48- or 65-foot truck, or a Mercedes-Benz Sprinter van (without encroaching onto the sidewalk), based on the heights, widths, and lengths of these vehicles, given:

- A Mercedes-Benz Sprinter van is 19 feet 5 inches or 24 feet 2 inches long, 6 feet 9 inches wide, and 7 feet 11 inches or 9 feet 2 inches high.⁵
- A 30-foot truck (SU-30) is 30 feet long, 8 feet wide, and 13 feet, 6 inches feet high.
- A 48-foot truck (WB-40) is 45 feet 6 inches long, 8 feet wide, and 13 feet, 6 inches feet high. Note: a WB-40 has the closest dimensions to that of a 48-foot truck.
- A 65-foot truck (CA Legal) is 65 feet long, 8.5 feet wide, and 13 feet, 6 inches feet high.

Therefore, most deliveries would be carted to the receiving area from an on-street commercial loading zone on Jackson Street. The internal area beyond the receiving area would be used for initial,

³ See Planning Code Compliance Table (Attachment C).

⁴ It should be noted that an off-street loading dock that meets these dimensional requirements would not be large enough to accommodate the deliveries for the project, as 30-foot, 48-foot, and 65-foot trailers could completely be contained within the loading dock, and they would all require more than 13 feet 2 inches of vertical clearance.

⁵ The smaller 2018 Mercedes-Benz Sprinter van, at 19 feet 5 inches long could technically be accommodated within the receiving area. However, since the receiving area is 21 feet 6 inches deep, and since a minimum of five horizontal feet would be required to accommodate and clear the door swing to facilitate the unloading of freight, some encroachment onto the sidewalk would be required.

temporary storage of products as they are received and until the products are allocated to the appropriate locations within the back-of-house storage area.

Passenger cars, vans, and small trucks – such as caterers and specialty deliveries – may be able to back into the receiving area during loading activities. No on-site receiving activities would occur in the parking garage.

Proposed On-Street Commercial Loading Zone

The proposed loading plan would include establishment of a 100-foot long commercial loading (yellow) zone on Jackson Street to accommodate 30-foot, 48-foot, and 65-foot trucks, and vans between Polk Street and the existing curb-cut at the west end of the building, as shown in Figure 1 and on sheet B1 of Attachment A. The proposed loading zone would be 80 feet longer than the existing 20-foot loading space adjacent the project driveway (refer to sheet A1 in Attachment A).

The extension of the proposed commercial loading zone to 100 feet would require the removal of five metered parking spaces. This change to the on-street parking regulation would require approval from SFMTA and the San Francisco Board of Supervisors.

The project sponsor would request that the commercial loading zone be enforced Monday through Sunday from 9 a.m. to 4 p.m. and 7 p.m. to 10 p.m. **Note:** Per SFMTA commercial parking restrictions, passenger loading is permissible in commercial loading zones for up to three minutes.

Adequacy of Proposed Loading Zone

As discussed above, the majority of the delivery trucks that would serve the proposed project would be between 30-feet and 65-feet in length; vans would be between 19 feet 5 inches and 24 feet 2 inches in length.

Depending on the length of the loading zone, and the size of the trucks, it is possible for more than one truck to dwell, and engage in loading activities at the same time. Each truck would require space equal to the length of the truck, plus 10 feet to accommodate the lift gate. So a 30-foot truck requires 40 feet, a 48-foot truck requires 58 feet, and a 65-foot truck would require 75 feet.

Vans would require space equal to the length of the van plus at least 5 feet to clear the door swing and allow for the unloading of freight. So a 19-foot, 5-inch-long van would require at least 24 feet 5 inches, and a 24-foot, 2-inch-long van, would require at least 29 feet, 2 inches. Rounded up, a van would require 25 to 30 feet. The following calculations assume that a van would require 30 feet.

If the 80 foot extension of the existing 20-foot yellow zone is granted, the loading zone would be 100-feet-long. Adjacent to this yellow zone, to the west is a 24-foot-long curb cut for the building's driveway, adjacent this yellow zone to the east would be a proposed 28-foot, 6-inch-long red zone,

extending from the yellow zone to the curb. The curb cut and red zone areas would provide additional room for trucks to maneuver into the yellow zone.

Given these factors, the following trucks could be accommodated in the 100-foot-long yellow zone:

- One 65-foot truck
- One 65-foot truck and a 30-foot truck or van (if the project driveway is blocked)
- One 48-foot truck
- One 48-foot truck and a 30-foot truck or van
- Two 48-foot trucks (if the project driveway is blocked)
- Two 30-foot trucks or vans, or some combination of 30-foot trucks and vans
- Three 30-foot trucks, or some combination of 30-foot trucks and vans (if the project driveway is blocked)

The proposed 100-foot on-street commercial loading zone could accommodate between two and three delivery trucks and/or vans at one time (depending on the size of the trucks). The average hourly demand would be for one to two delivery trucks and/or vans. As such, the proposed commercial loading zoning would provide sufficient space to meet the hourly loading demand.

Accessibility of Proposed Loading Zone

To confirm the accessibility of the proposed loading zone on Jackson Street, Kittelson analyzed truck turning movements using a standard 65-foot truck turning template for the three possible access routes: westbound on Jackson Street, northbound on Polk Street, and southbound on Polk Street. Sheets B9 through B11 of Attachment A present these truck turning movements.

- **Via Jackson Street (Westbound):** Trucks traveling west along Jackson Street would be able to pull directly into the loading zone, transitioning from the travel lane to the loading zone through the intersection of Polk Street/Jackson Street. (See Attachment A, Sheet B9)
- **Via Polk Street (Northbound):** A truck traveling north along Polk Street would make a left-turn to westbound Jackson Street to directly access the loading zone. Given that Jackson Street is one-way westbound, trucks would be able to maneuver into the loading zone without affecting any on-street parking spaces or blocking any travel lanes. (See Attachment A, Sheet B10)
- **Via Polk Street (Southbound):** From southbound Polk Street, trucks would make a right-turn to westbound Jackson Street. However, due to the dimensions of the path the truck would take to make this turn, it would conflict with the existing on-street motorcycle parking spaces on the south side of Jackson Street. In addition, the truck would need to pass the loading zone and then reverse in, potentially with the aid of a flagger or loading dock attendant. This maneuvering could affect traffic operations of Jackson Street, particularly for the Muni 12 Folsom-Pacific bus, bicycles, and vehicles. (See Attachment A, Sheet B11)

Due to these constraints to access via southbound Polk Street, the project sponsor would coordinate with its suppliers/vendors to ensure they access the site from northbound Polk Street and westbound

Jackson Street only. From locations north and west of the site, trucks and vans would be directed to travel eastbound on Broadway or Pacific Street, turn right onto southbound Larkin Street, and then turn right onto westbound Jackson Street. Since Larkin Street is one-way southbound, trucks and vans would be able to turn onto westbound Jackson Street without affecting any on-street parking spaces or blocking any travel lanes.

The truck turning analysis shows no physical impact to activities of surrounding land uses, such as the residential parking garage to the west of the project site and the automobile maintenance business to the south of the project site, on Jackson Street.

Passenger Loading

Passenger loading, particularly for transportation network companies (TNCs) such as Lyft and Uber, will be directed to use the on-street commercial loading zone on Jackson Street when adequate space is available. The project will install a sign at the commercial loading zone directing drop-off/pick-up activity for ride hailing apps to occur there. The project will provide signage stating that the loading zone is permitted to be used for passenger pick-up/drop-off activities that do not exceed 3 minutes in duration. Whole Foods Market will place directions to and from the store on the store's website and indicate that TNC passenger pick-up/drop-off must occur from a legally designated passenger or commercial loading zone.⁶

RECOMMENDED LOADING PLAN

To minimize the potential effects to traffic, transit, pedestrian, and bicycle conditions, the project sponsor would implement a transportation management plan, which includes a loading management plan. The details of this plan would be developed in conjunction with the San Francisco Planning Department and would be included as a Condition of Approval for the project.

Overall, the loading plan should include the following elements:

⁶ Note: Pick up and drop off locations for passenger using transportation network companies (TNCs) service such as Lyft and Uber are within the control of the passenger, and not Whole Foods Market.

Loading Schedule

Monday – Sunday:

- 7 – 9 a.m.: Loading Prohibited (avoid a.m. peak period)
- 9 a.m. – 4 p.m.: Loading Allowed
- 4 p.m. – 7 p.m.: Loading Prohibited (avoid p.m. peak period)
- 7 p.m. – 10 p.m.: Loading Allowed (primarily 65-foot trucks)
- 10 p.m. – 7 a.m.: Loading Prohibited (San Francisco Noise Ordinance)

Deliveries will not be received overnight or in the early morning prior to the store opening consistent with San Francisco’s “quiet hours” between 10 p.m. and 7 a.m. Loading activities will be permitted for a total of 10 hours on weekdays.

Delivery and Loading Operations

- All deliveries will be received by Whole Foods 365 staff via the receiving area.
- A 365 Store staff member will be present at the receiving area during all delivery hours to receive and oversee deliveries.
- A video camera (or similar device) with views of Jackson Street and the receiving area driveway will be installed to assist the attendants in monitoring the loading zone and receiving area.
- Passenger cars, vans, and small trucks– such as caterers, specialty deliveries, and online food app. pickups–may be able to back into the receiving area during loading activities.
- Consistent with California Vehicle Code section 22500⁷, vehicles will not be permitted to block the sidewalk or crosswalk during loading operations.
- Trucks over 20 feet long will pull into the on-street loading zone, and hand cart freight to the receiving area.
- No deliveries will be made via the parking garage.
- Deliveries will be limited to a dwell time of one hour; like at other Whole Foods Market 365 stores, the 365 receiving team will assist the driver in off-loading the truck to ensure they complete the delivery efficiently and safely within the delivery window.
- Whole Foods' policy is when a driver is aware they will arrive before or after the scheduled time, they must contact the Whole Foods receiver in advance. If other trucks are not expected to be present at the anticipated time of arrival (or if the truck(s) present allow adequate space), the receiver can make an exception for the driver. Otherwise, the driver will be asked to skip the delivery and return during the next available time slot.
- Deliveries by more than one large (65-foot-long) truck will not be allowed to occur at the same time.

⁷ See California Vehicle Code section 22500: <https://codes.findlaw.com/ca/vehicle-code/veh-sect-22500.html>

- No deliveries will be accepted from vehicles that are double parked, parked illegally, or parked in a location other than the on-street loading zone on Jackson Street (or within the receiving area, in the case of smaller vehicles).
- Consistent with California Vehicle Code section 22502⁸, online food app. pickups may not occur from double-parked vehicles.
- Garbage/Recycling pick-up will occur via the receiving area; based on schedules of existing stores of similar size and based on expected volume, Whole Foods anticipates Recology will pick up municipal waste 4-5 times per week. As with all stores, once consistent volume is established, Whole Foods will revise the pick-up schedule with Recology as needed to meet demand. And as with all stores, time of day for pick-up will be determined through the formation of a contract with Recology.

Routing of Trucks

Whole Foods 365 will provide the following instruction to delivery drivers:

In order to avoid potential conflicts between trucks and vans accessing the loading zone on Jackson Street, and buses, bicycles, pedestrians, and/or other vehicles, the loading zone must be accessed via westbound Jackson Street, northbound Polk Street, or southbound Larkin Street, with the following routing and restrictions:

- **Via Westbound Jackson Street:** Trucks and vans traveling west along Jackson Street must pull directly into the loading zone, transitioning from the travel lane to the loading zone through the intersection of Polk Street/Jackson Street.
- **Via Northbound Polk Street:** Trucks and vans traveling north along Polk Street must make a left-turn to westbound Jackson Street to directly access the loading zone.
- **Via Southbound Larkin Street:** From locations north and west of the site, trucks and vans must travel eastbound on Broadway or Pacific Street, turn right onto southbound Larkin Street turn right to westbound Jackson Street and continue through the Polk Street intersection and transition from the travel lane to the loading zone.
- No access via southbound Polk Street is allowed.
- All access to the on-street loading zone must be head-in/head-out. No backing movements are permitted.
- No deliveries will be accepted from vehicles that access the on-street loading zone by backing in, or via southbound Polk Street.

⁸ See California Vehicle Code section 22502: <https://codes.findlaw.com/ca/vehicle-code/veh-sect-22502.html>

CONCLUSIONS

The proposed project would seek to extend the existing 20-foot long commercial (yellow) loading zone on Jackson Street, between Polk Street and the existing curb-cut at the west end of the building to 100 feet, to accommodate deliveries made via 30-foot to 65-foot trucks, and Mercedes-Benz Sprinter vans. The extension of this loading zone would involve removal of four on-street metered parking spaces. No deliveries would be received in the parking garage. The proposed on-street commercial loading would not meet the Planning Code requirements but would meet the proposed project's anticipated loading demand.

All delivery vehicles would be routed to approach the commercial (yellow) loading zone on Jackson Street from westbound Jackson Street, northbound Polk Street, and southbound Larkin Street to reduce the potential conflicts with street operations, transit, and bicyclists on Jackson and Polk streets. No routing provisions would be required for deliveries made by smaller vehicles.

The project sponsor will implement a transportation management plan that was developed based on the findings of this loading analysis and recommendations from Kittelson and Planning Department staff.

ATTACHMENT A – PROJECT PLAN SET





DRAWING INDEX

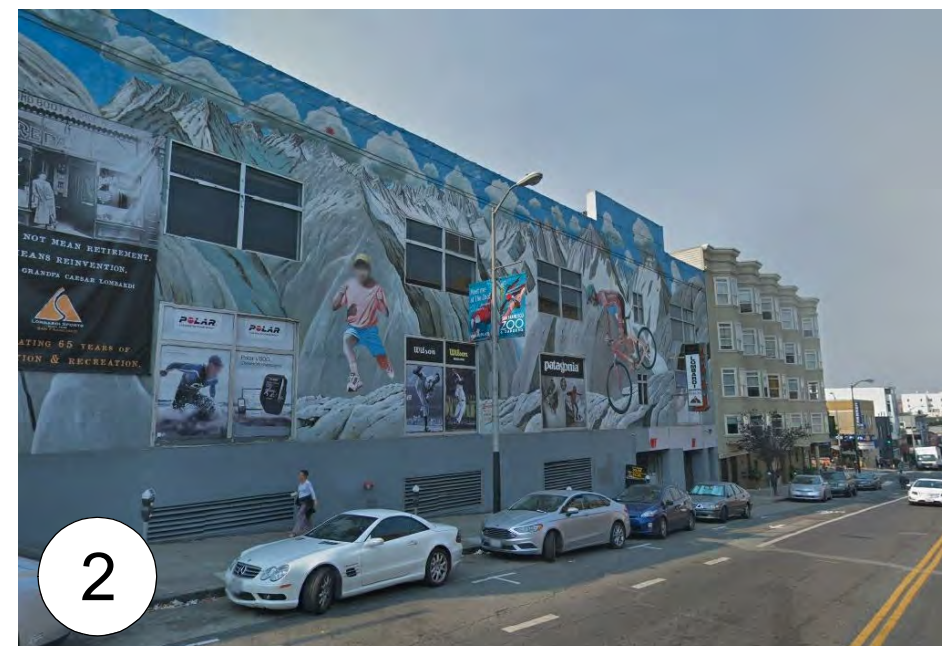
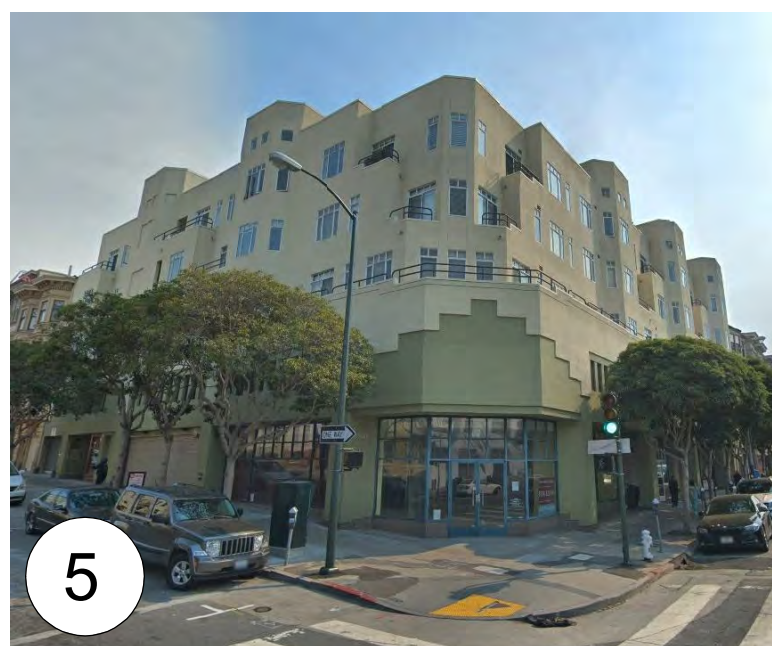
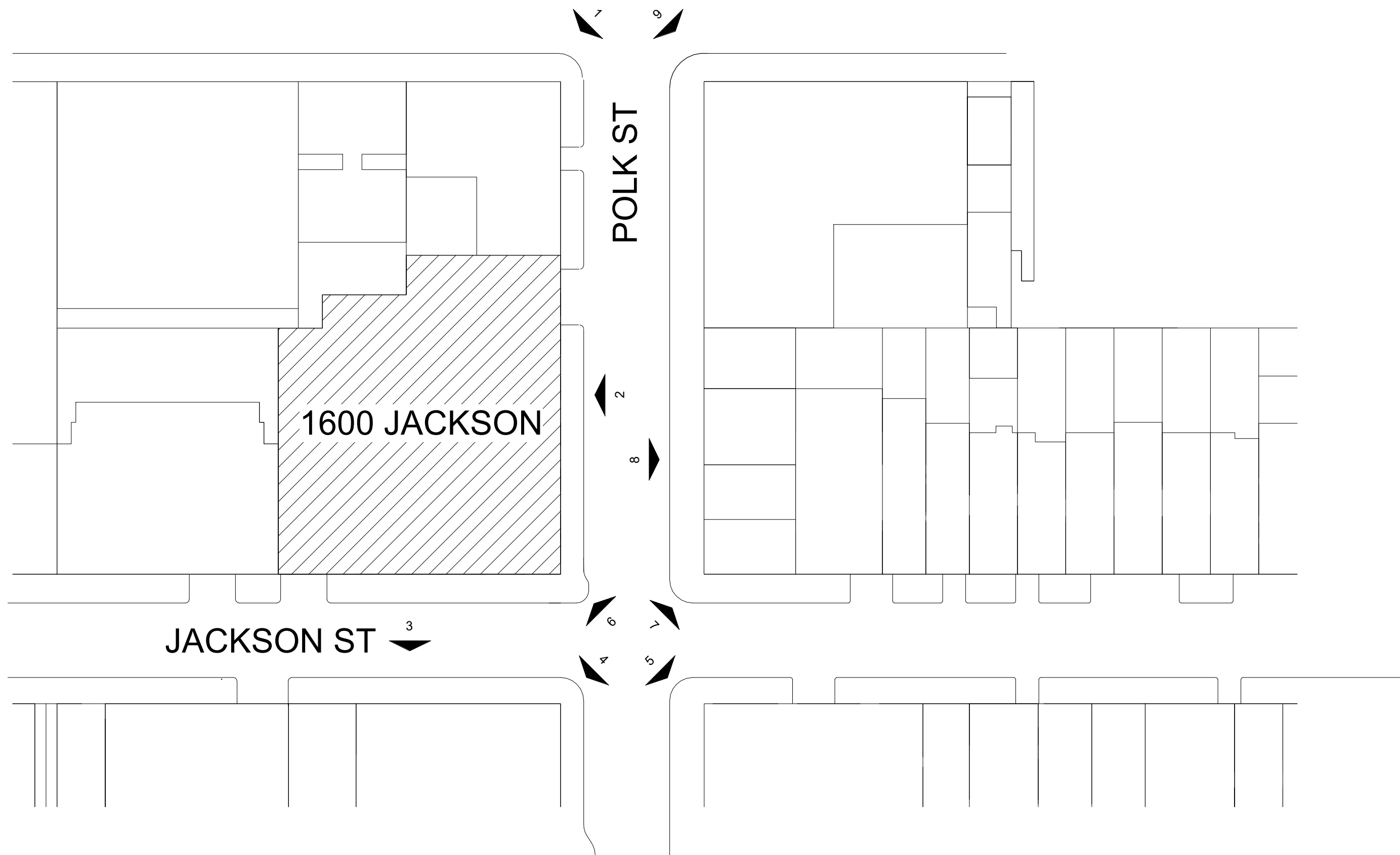
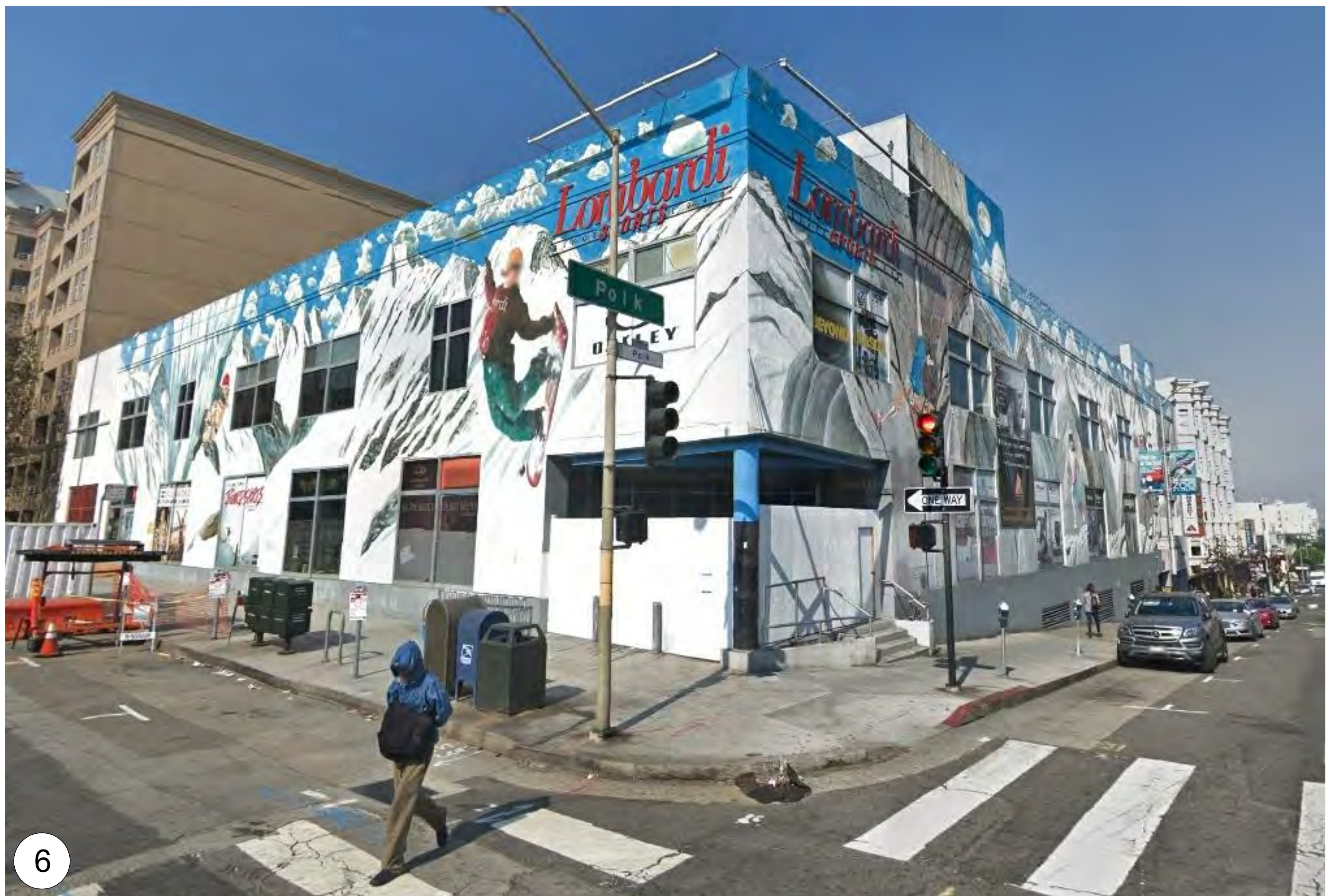
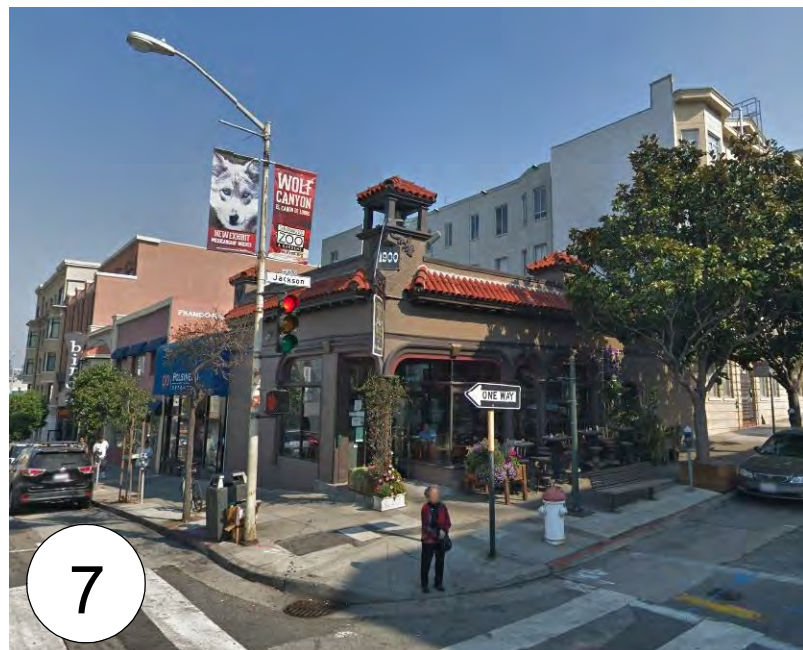
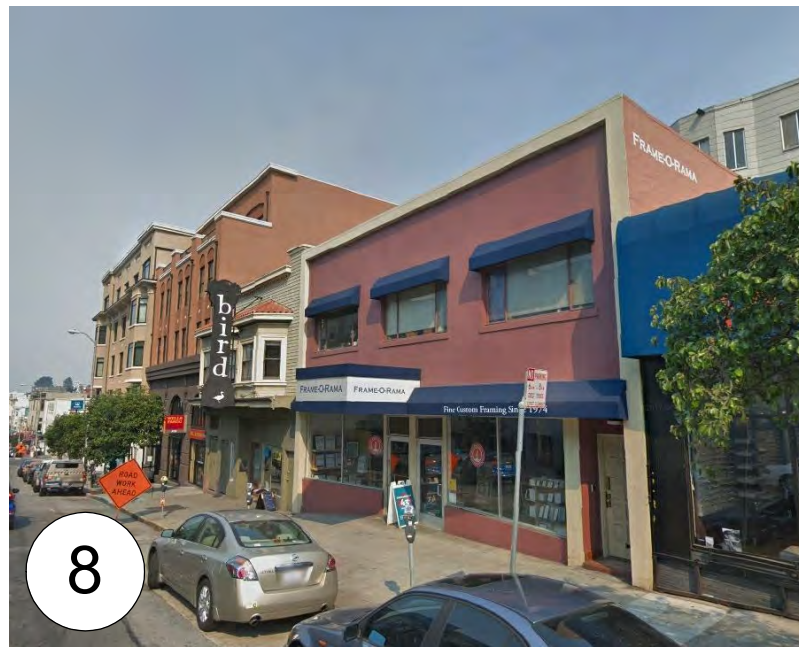
- C1 - COVER SHEET
- C2 - DRAWING INDEX
- N1 - DATA PAGE
- N2 - SITE CONTEXT
- A1 - EXISTING SITE PLAN
- A2 - EXISTING FIRST FLOOR PLAN
- A3 - EXISTING SECOND FLOOR PLAN
- A4 - EXISTING ELEVATIONS
- A5 - EXISTING GARAGE PLAN
- A6 - EXISTING ROOF PLAN
- B1 - PROPOSED SITE PLAN
- B2 - PROPOSED FIRST FLOOR PLAN
- B3 - PROPOSED SECOND FLOOR PLAN
- B4 - PROPOSED ELEVATIONS
- B5 - PROPOSED GARAGE PLAN
- B6 - PROPOSED ROOF PLAN
- B7 - PROPOSED ELEVATION HEIGHT DIAGRAM
- B8 - MUNI BUS SB POLK TO JACKSON
- B9 - 65' DELIVERY TRUCK WB JACKSON
- B10 - 65' DELIVERY TRUCK NB POLK ONTO JACKSON
- B11 - 65' DELIVERY TRUCK SB POLK ONTO JACKSON
- B12 - PROPOSED TRAFFIC PLAN

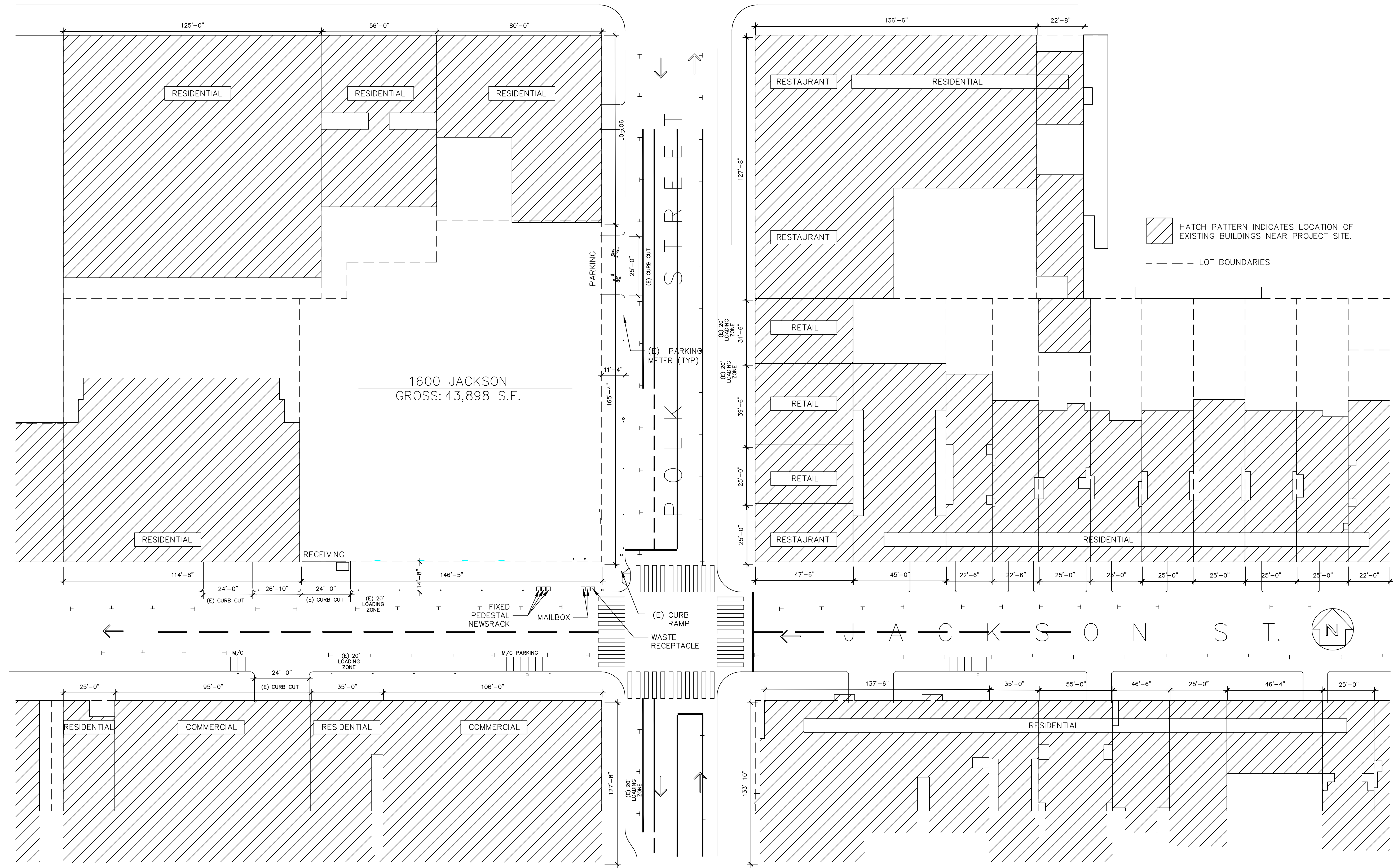
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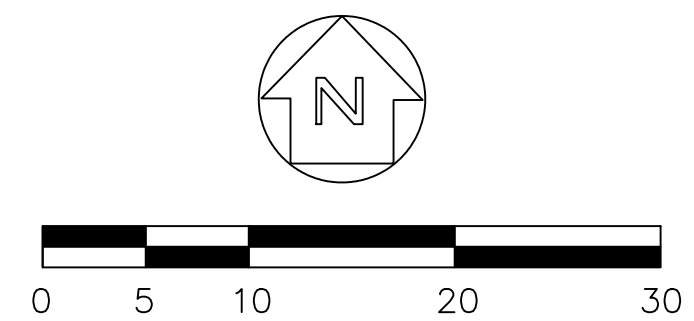
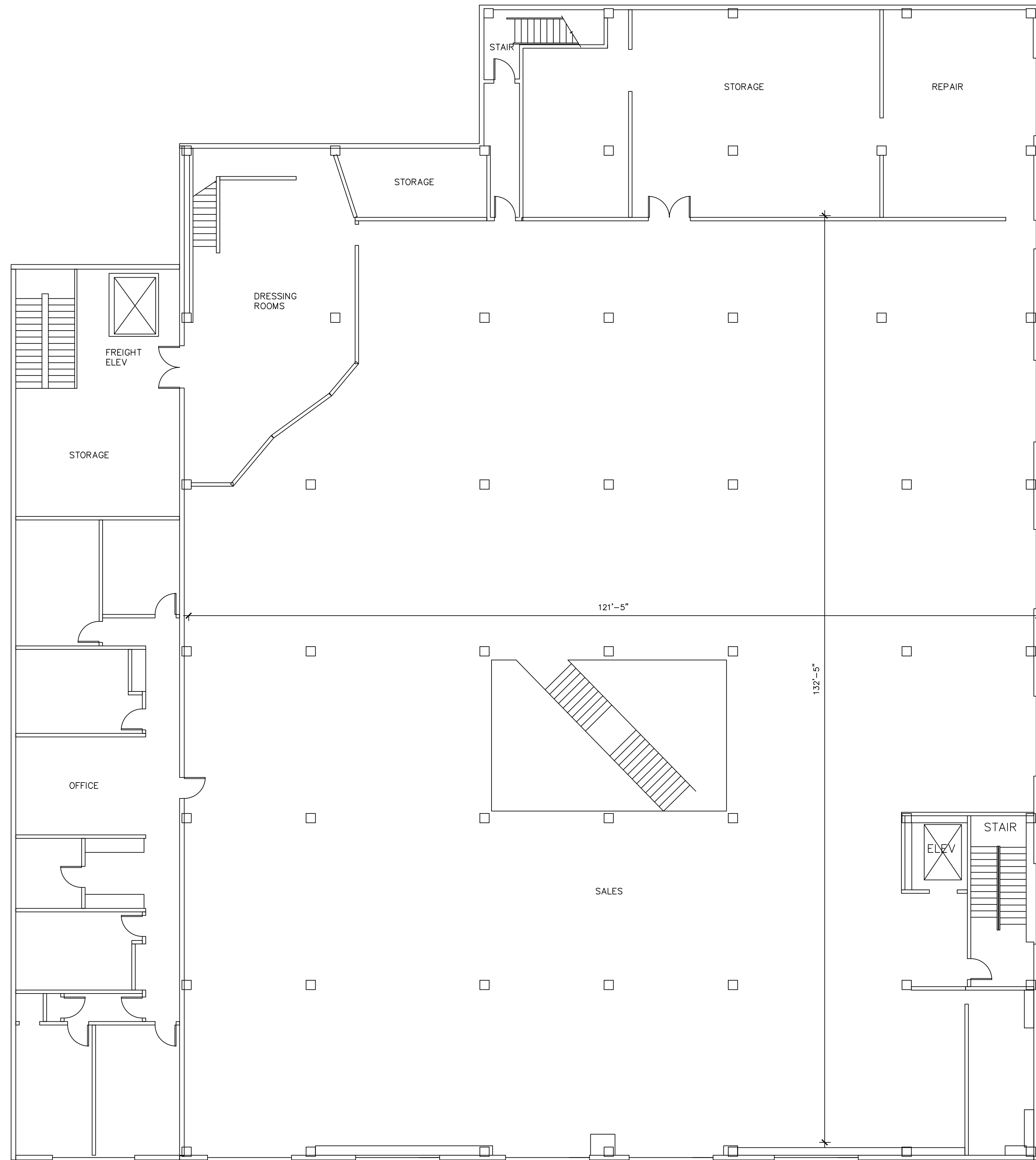
PROPOSED SQFT OF 365 STORE			
DESIGNATION	FLOOR 1	FLOOR 2	TOTAL SQFT
STORAGE	2,205	1,737	3,942
EXT WALLS/CORE	2,351	1,951	4,302
ACCESSORY OFFICE	0	1,917	1,917
RETAIL INCLUDING BACK OF HOUSE AND PREP AREAS	17,629	12,788	30,417
MECHANICAL	0	1,737	1,737
TEAM MEMBER SHOWERS LOCKERS AND BIKE STORAGE	0	1,583	1,583
GROSS SQFT	22,185	21,713	43,898
OCCUPIED FLOOR AREA	12,301	8,779*	21,080

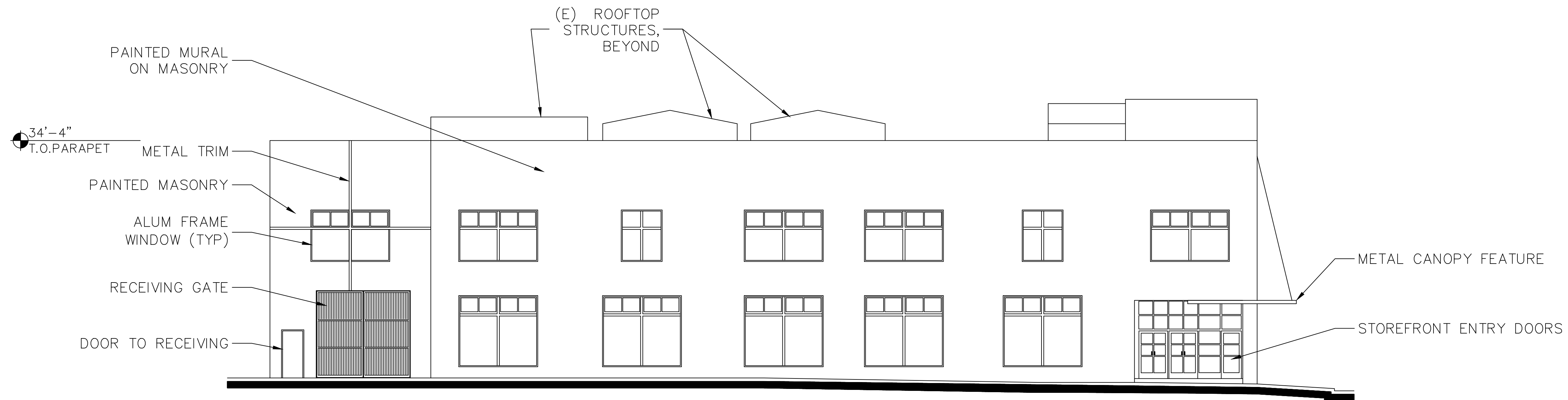
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	EXISTING	PROPOSED
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CAR SHARE	0	1
BICYCLE PARKING	0	<ul style="list-style-type: none">(6) CLASS 1 SPACES(5) HANGING BICYCLES(1) CARGO IN GARAGE(16) CLASS 2 SPACES ON JACKSON / POLK FRONTAGE

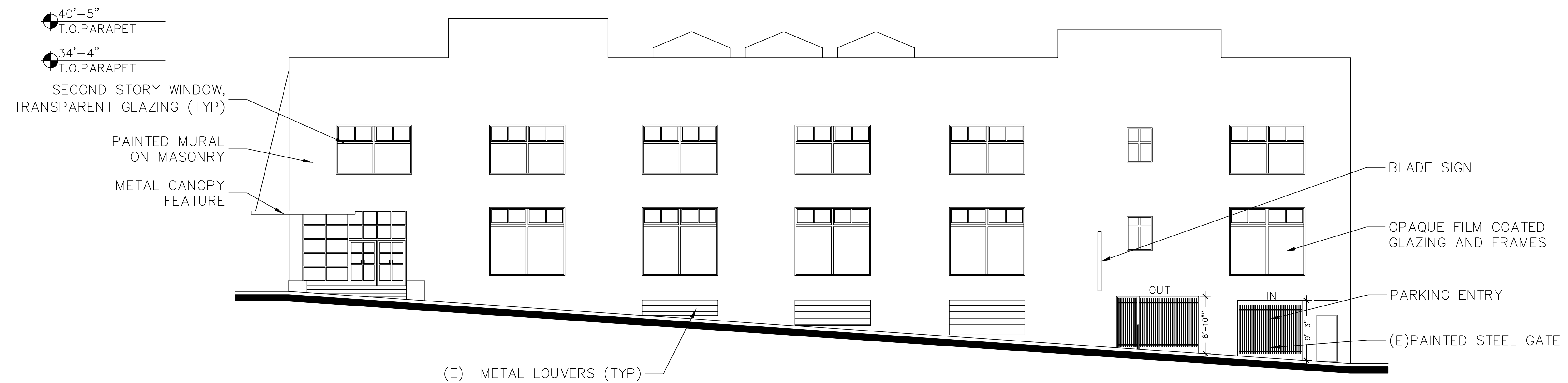




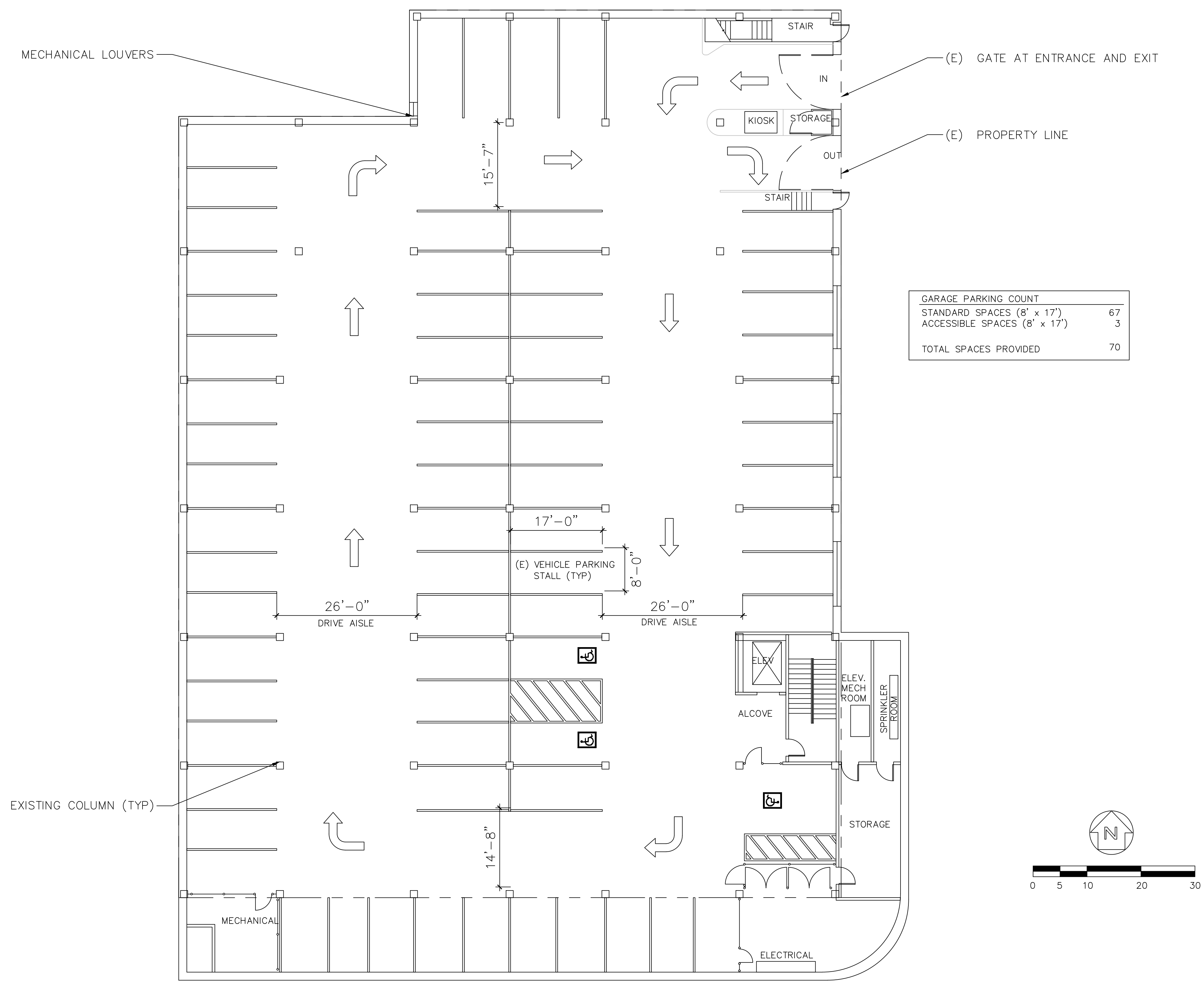


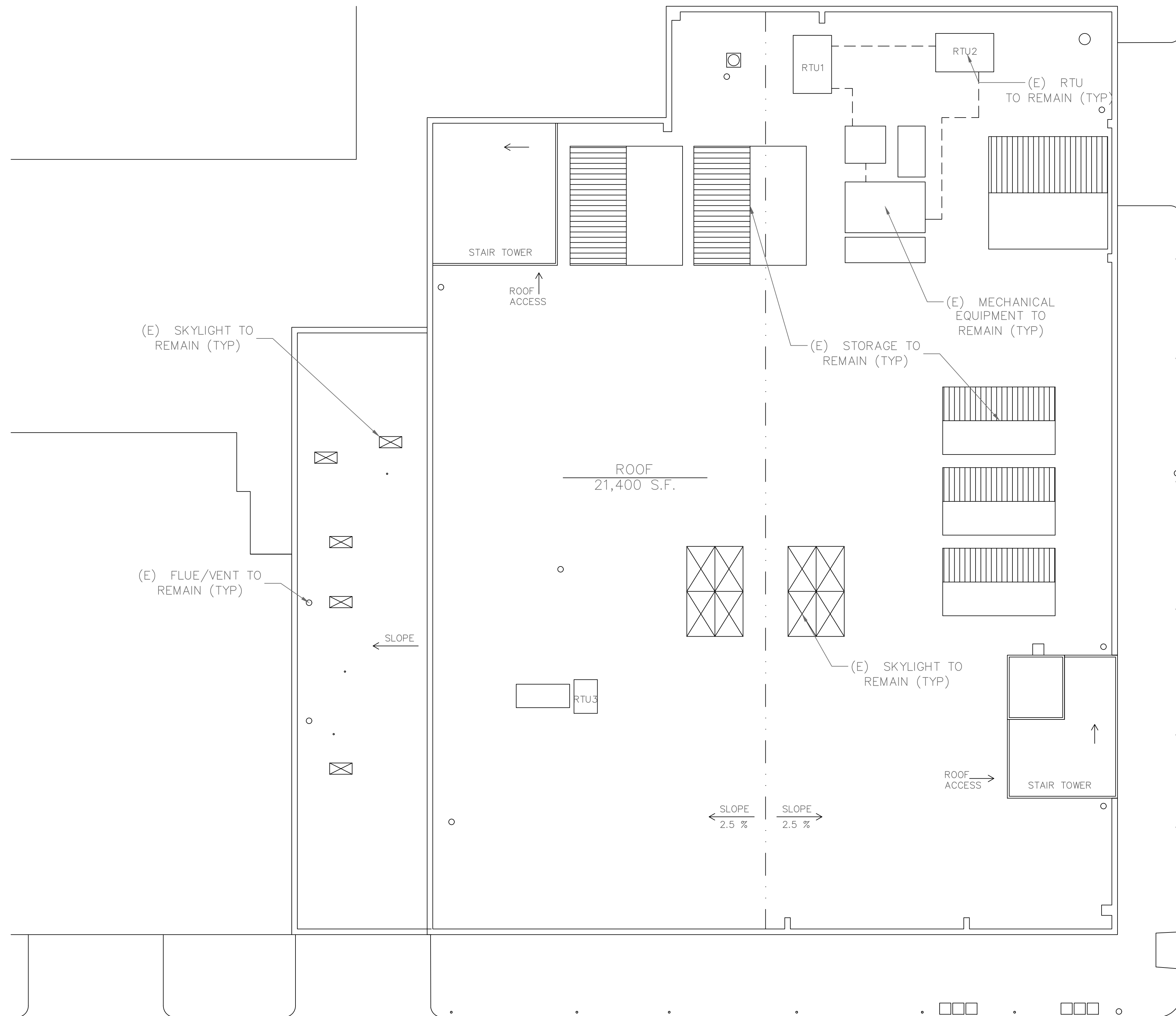


JACKSON ST. ELEVATION
NTS

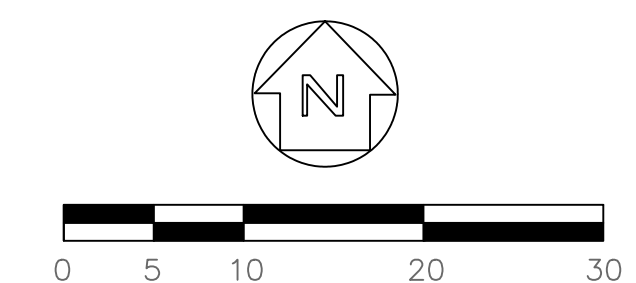


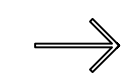
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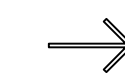


LEGEND	
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	ROOF DRAIN
	SKYLIGHT 2'x4' TYP.





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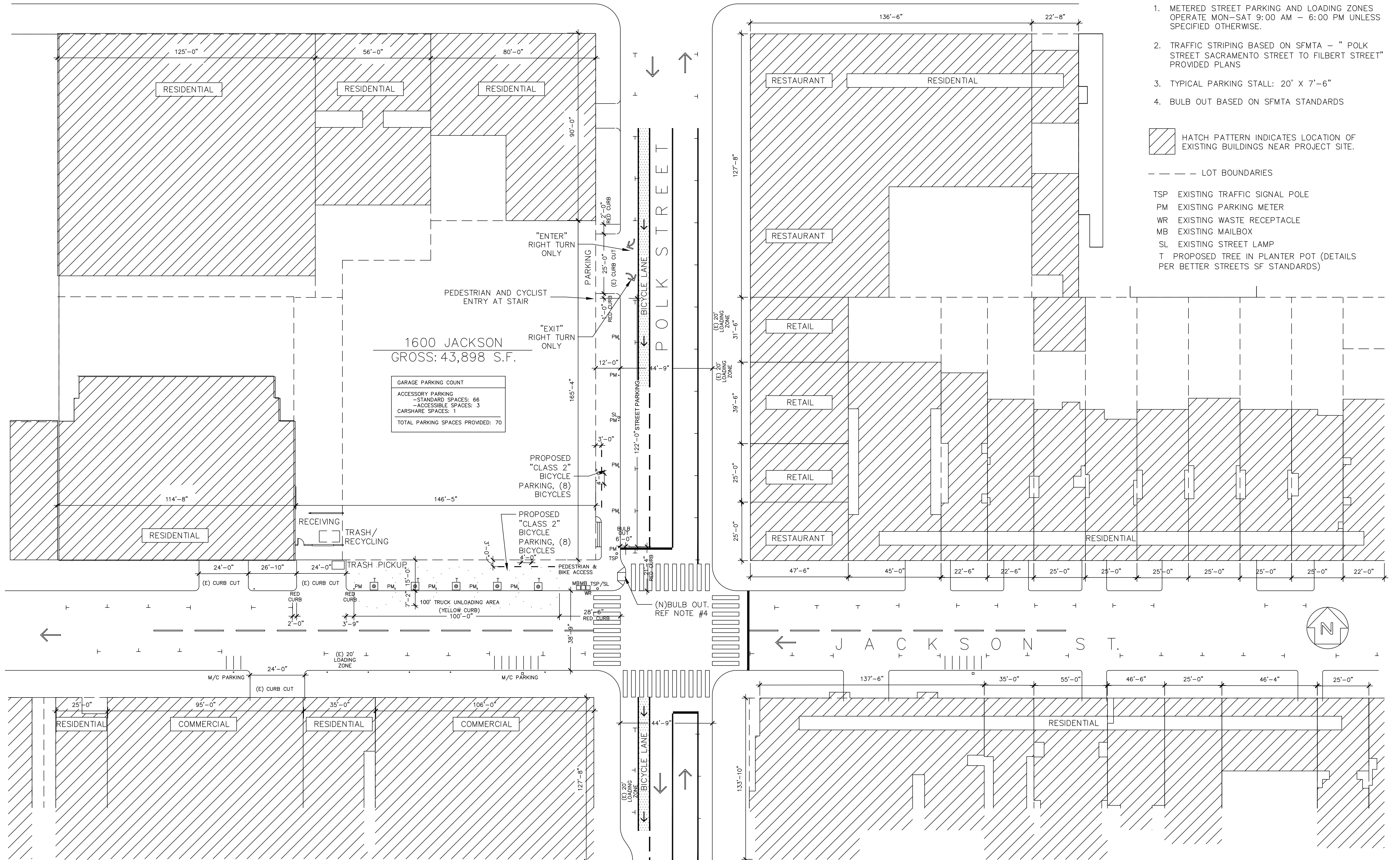
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1. METERED STREET PARKING AND LOADING ZONES OPERATE MON-SAT 9:00 AM - 6:00 PM UNLESS SPECIFIED OTHERWISE.
2. TRAFFIC STRIPING BASED ON SFMTA - "POLK STREET SACRAMENTO STREET TO FILBERT STREET" PROVIDED PLANS
3. TYPICAL PARKING STALL: 20' X 7'-6"
4. BULB OUT BASED ON SFMTA STANDARDS

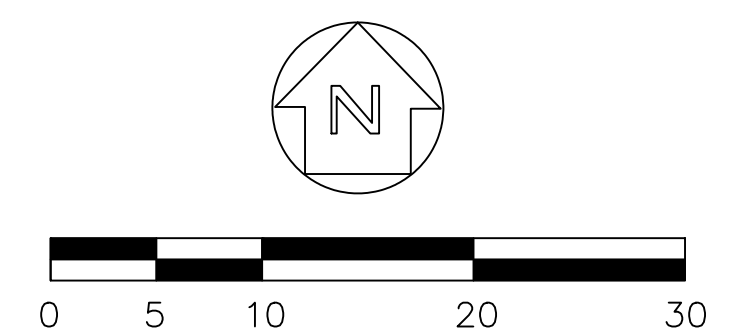
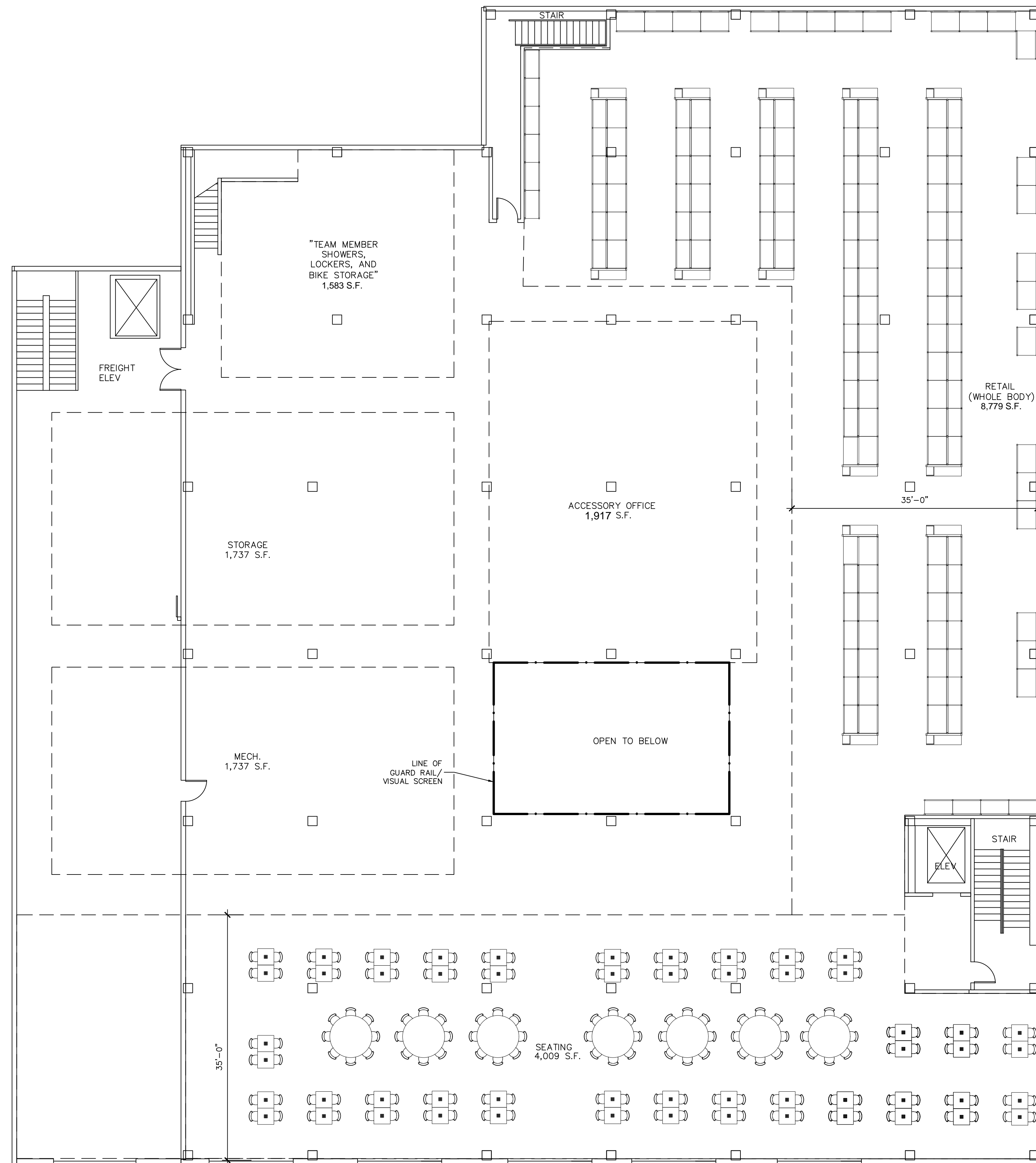
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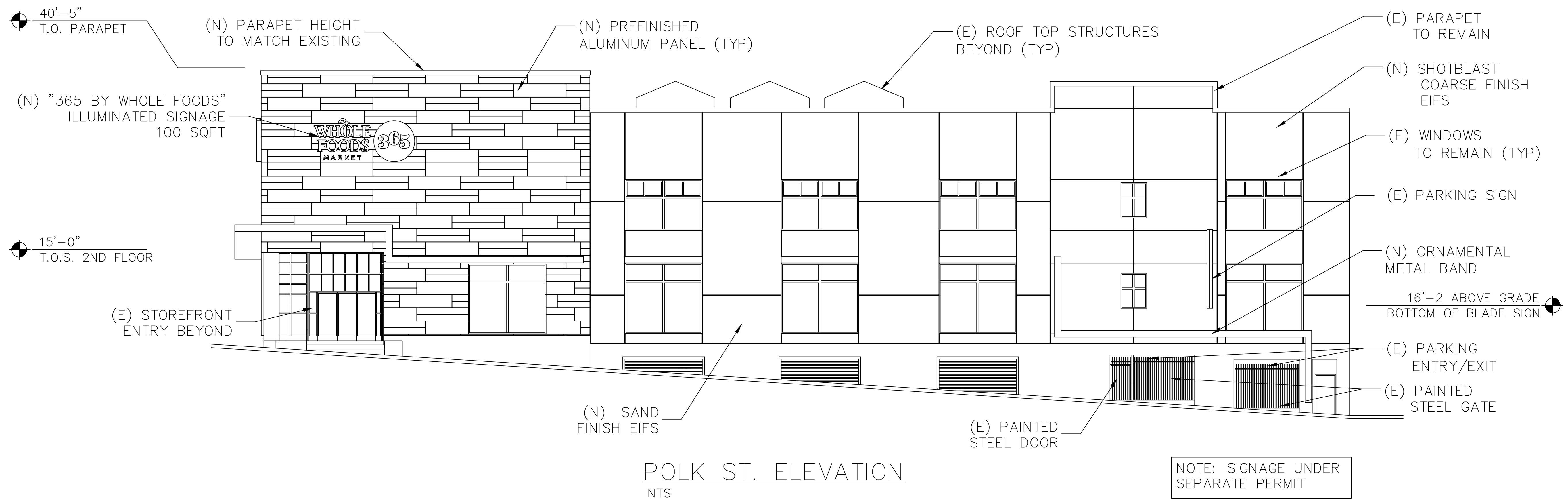
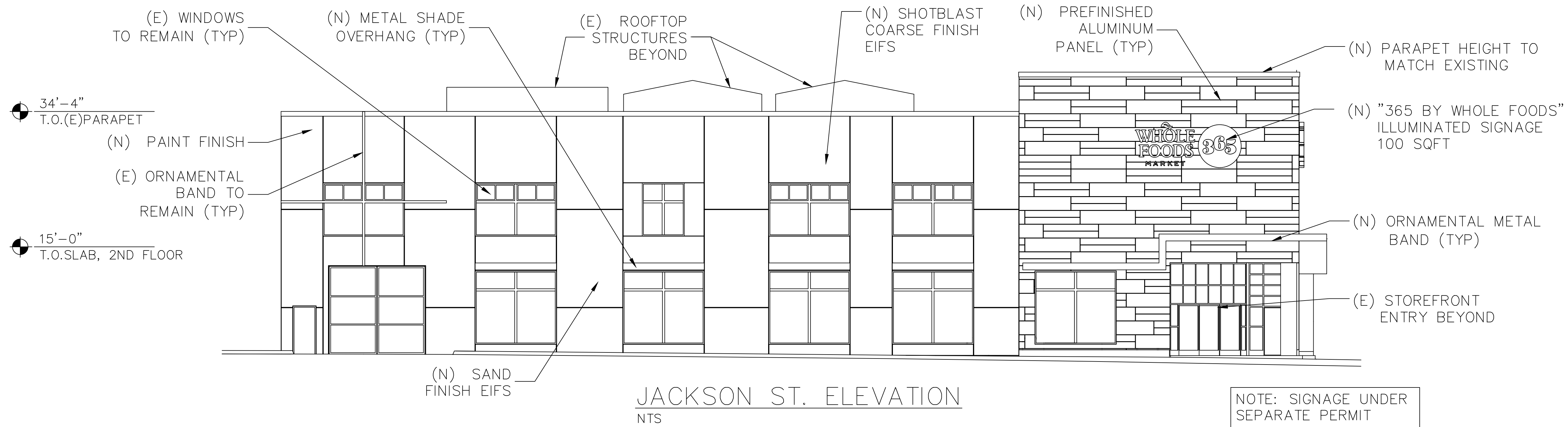
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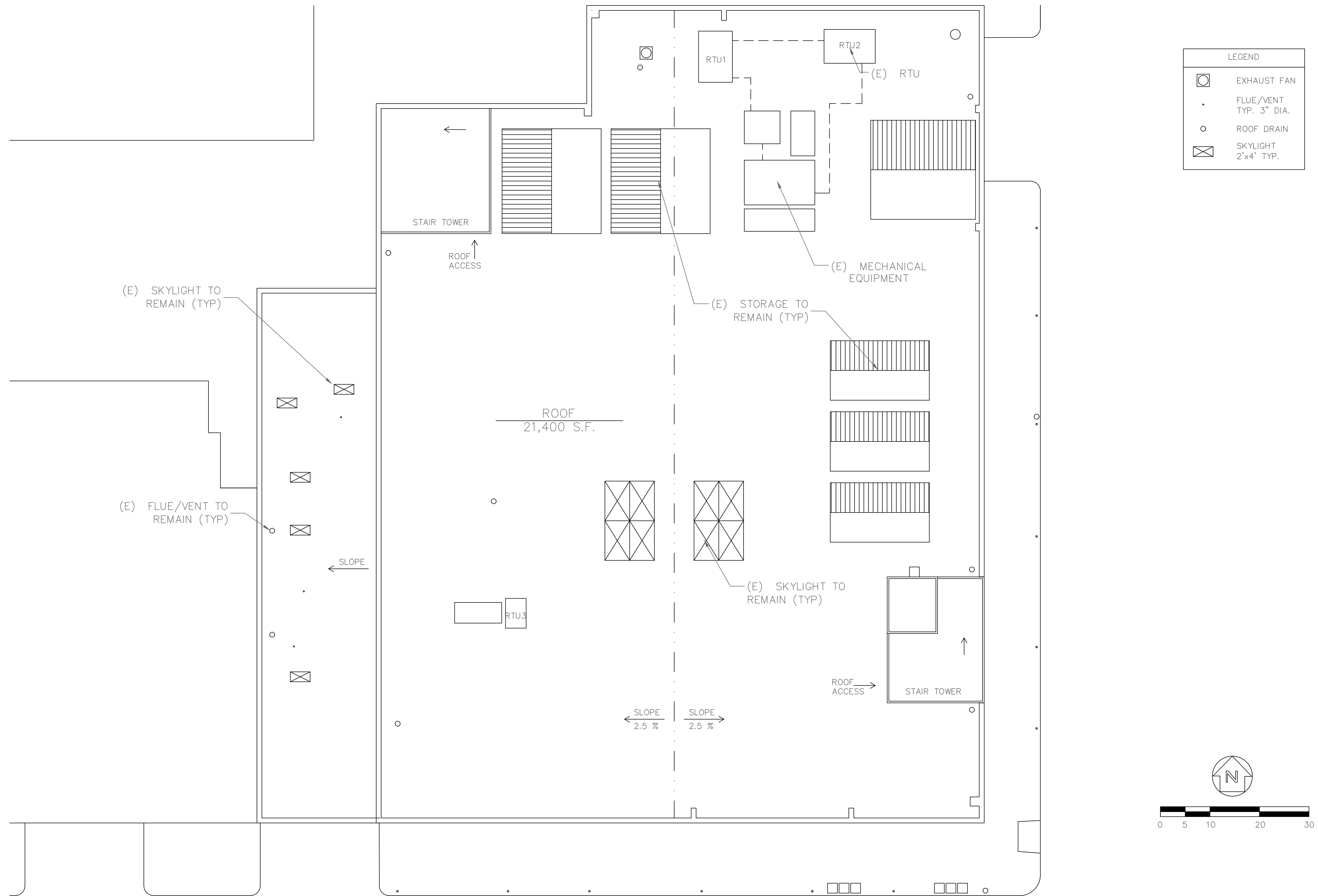
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PM EXISTING PARKING METER
WR EXISTING WASTE RECEPTACLE
MB EXISTING MAILBOX
SL EXISTING STREET LAMP
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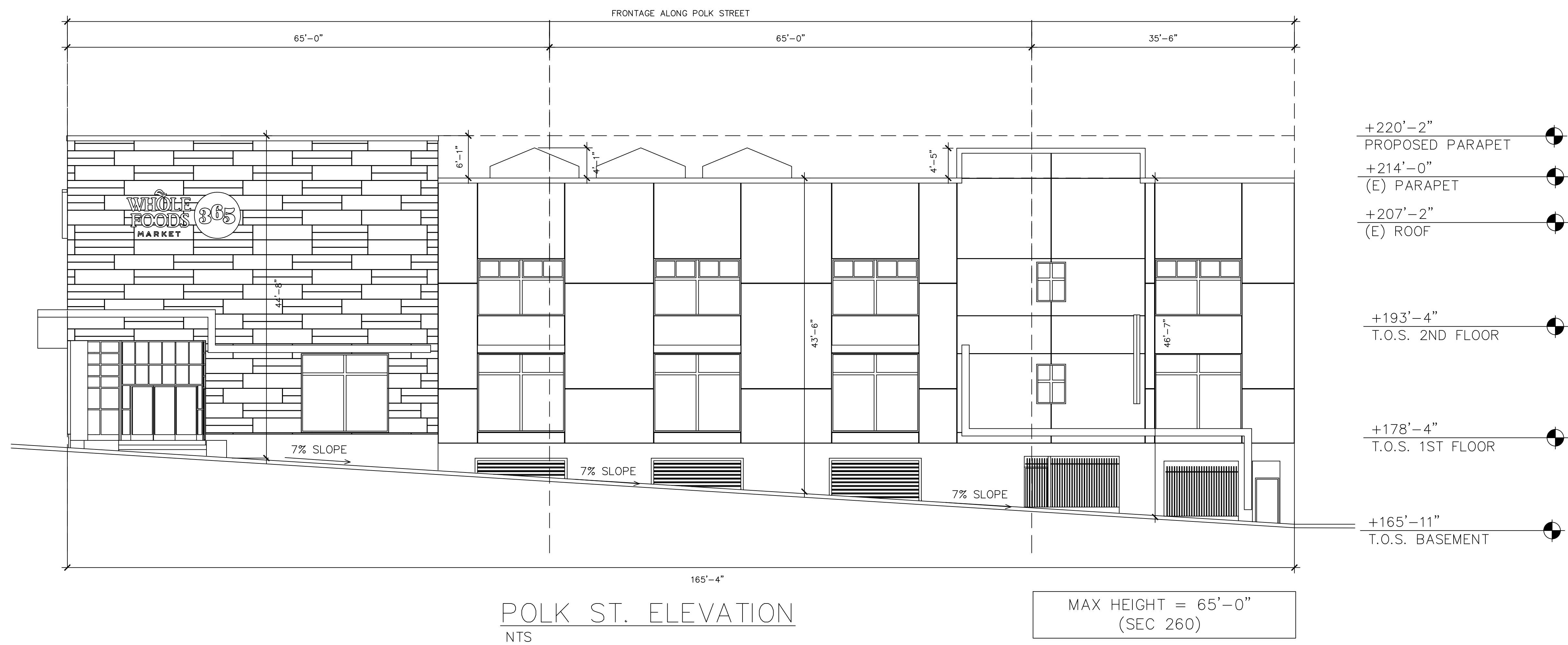


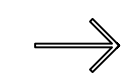




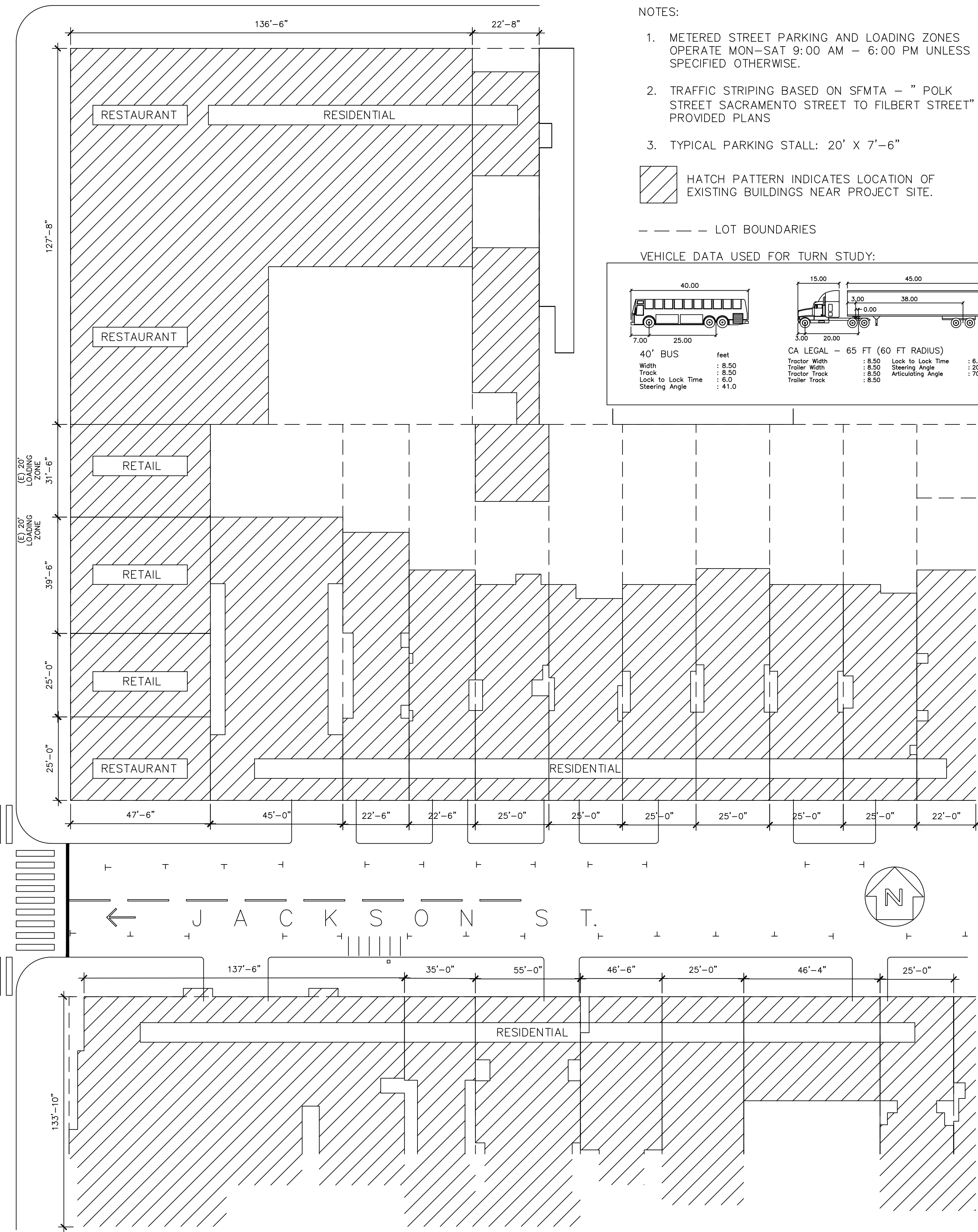
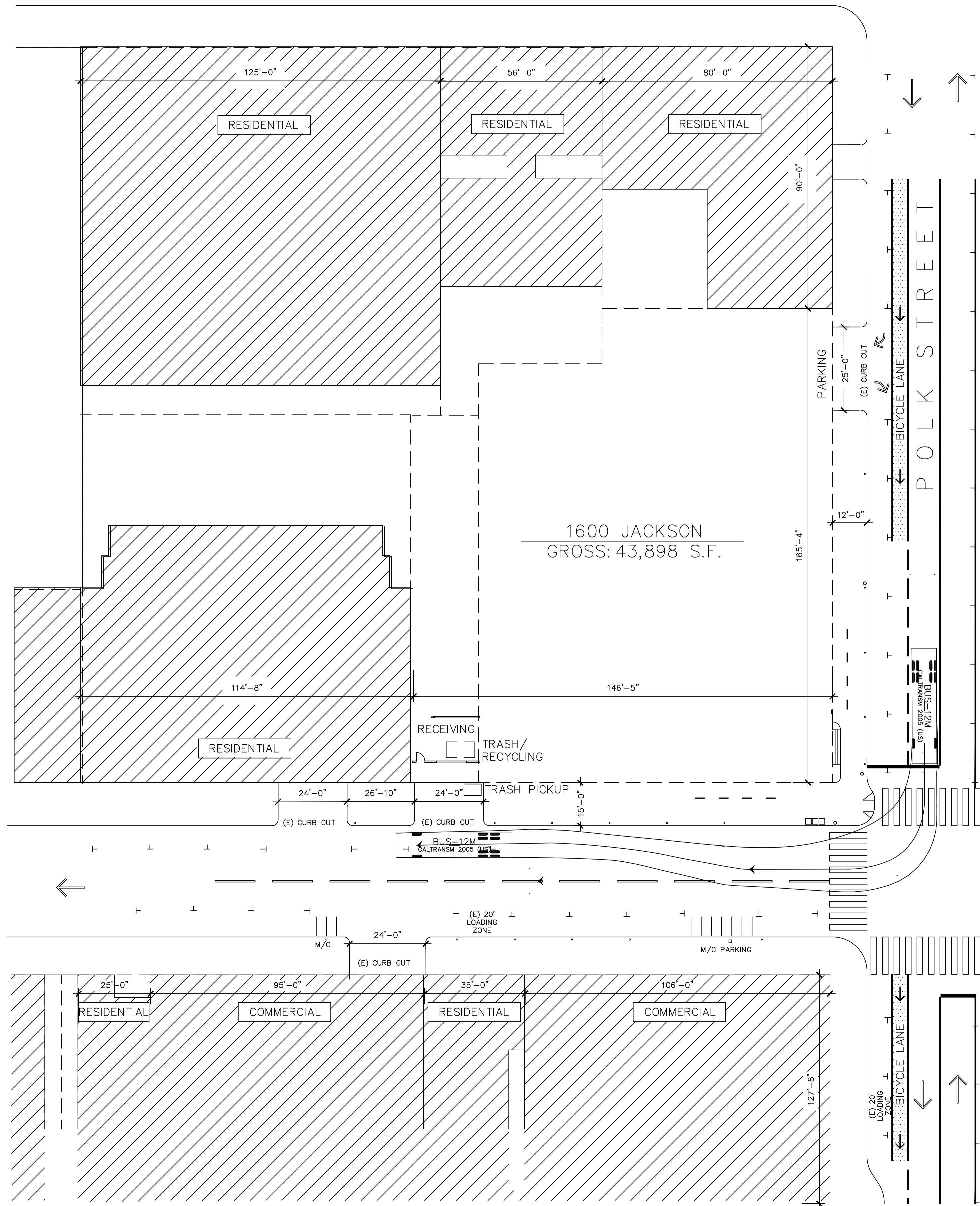
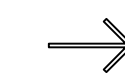








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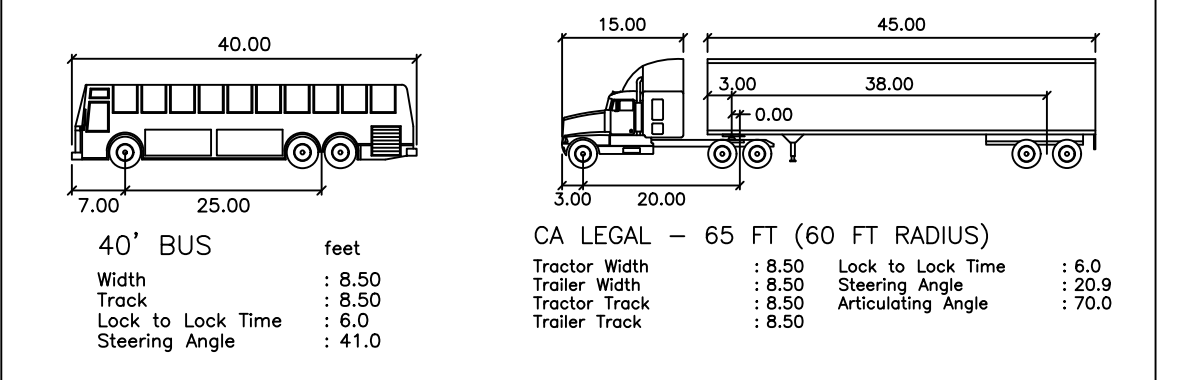
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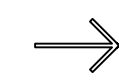
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 HATCH PATTERN INDICATES LOCATION OF EXISTING BUILDINGS NEAR PROJECT SITE.

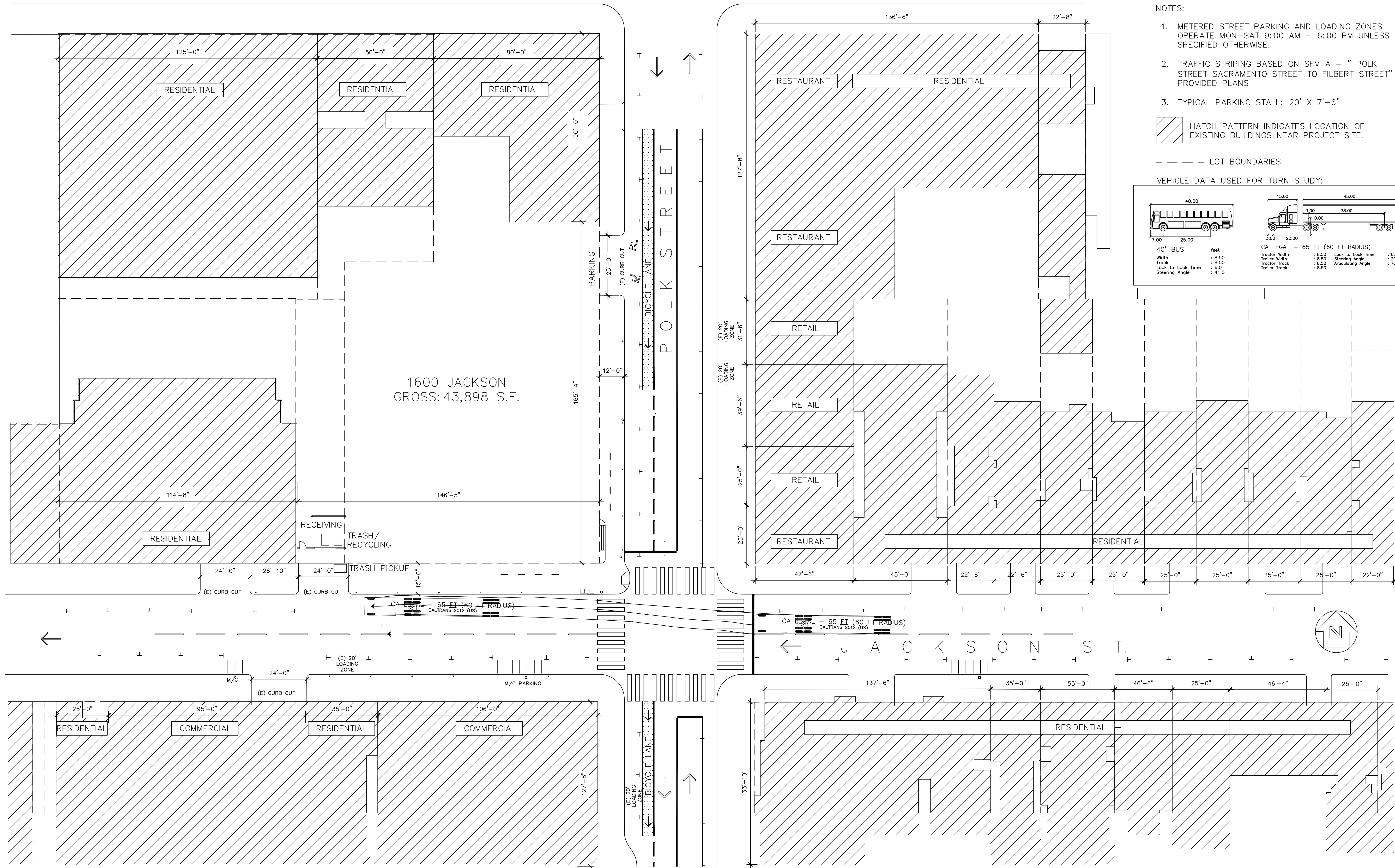
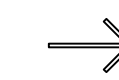
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VEHICLE DATA USED FOR TURN STUDY:





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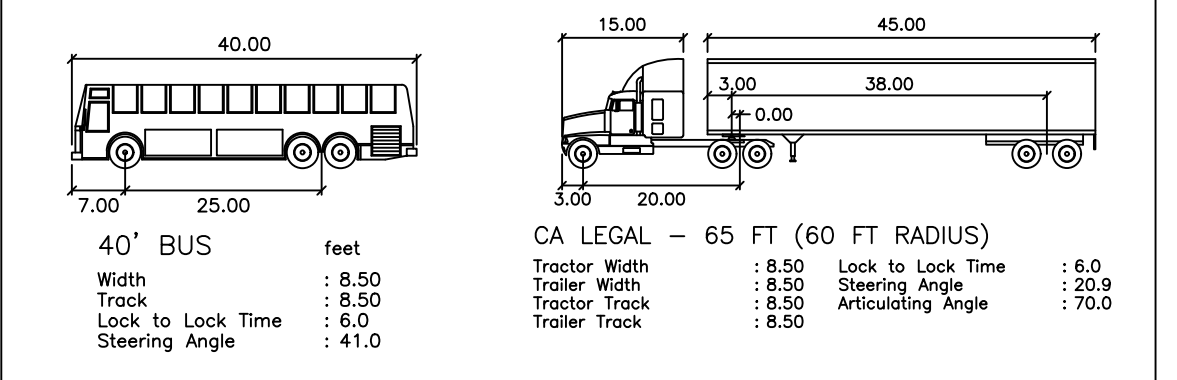
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VEHICLE DATA USED FOR TURN STUDY:



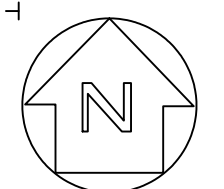
1600 JACKSON
GROSS: 43,898 S.F.

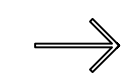
RECEIVING
TRASH/RECYCLING

TRASH PICKUP

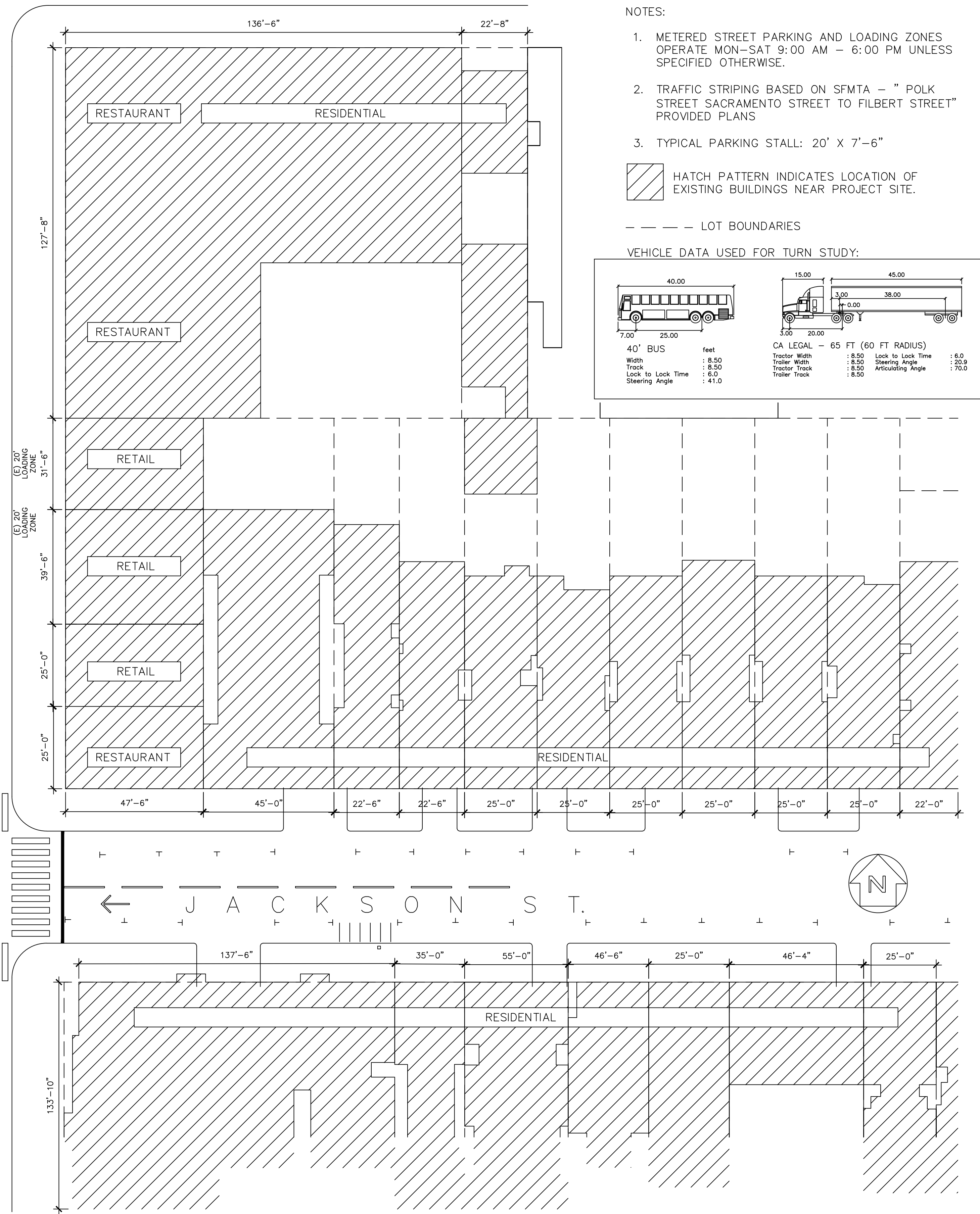
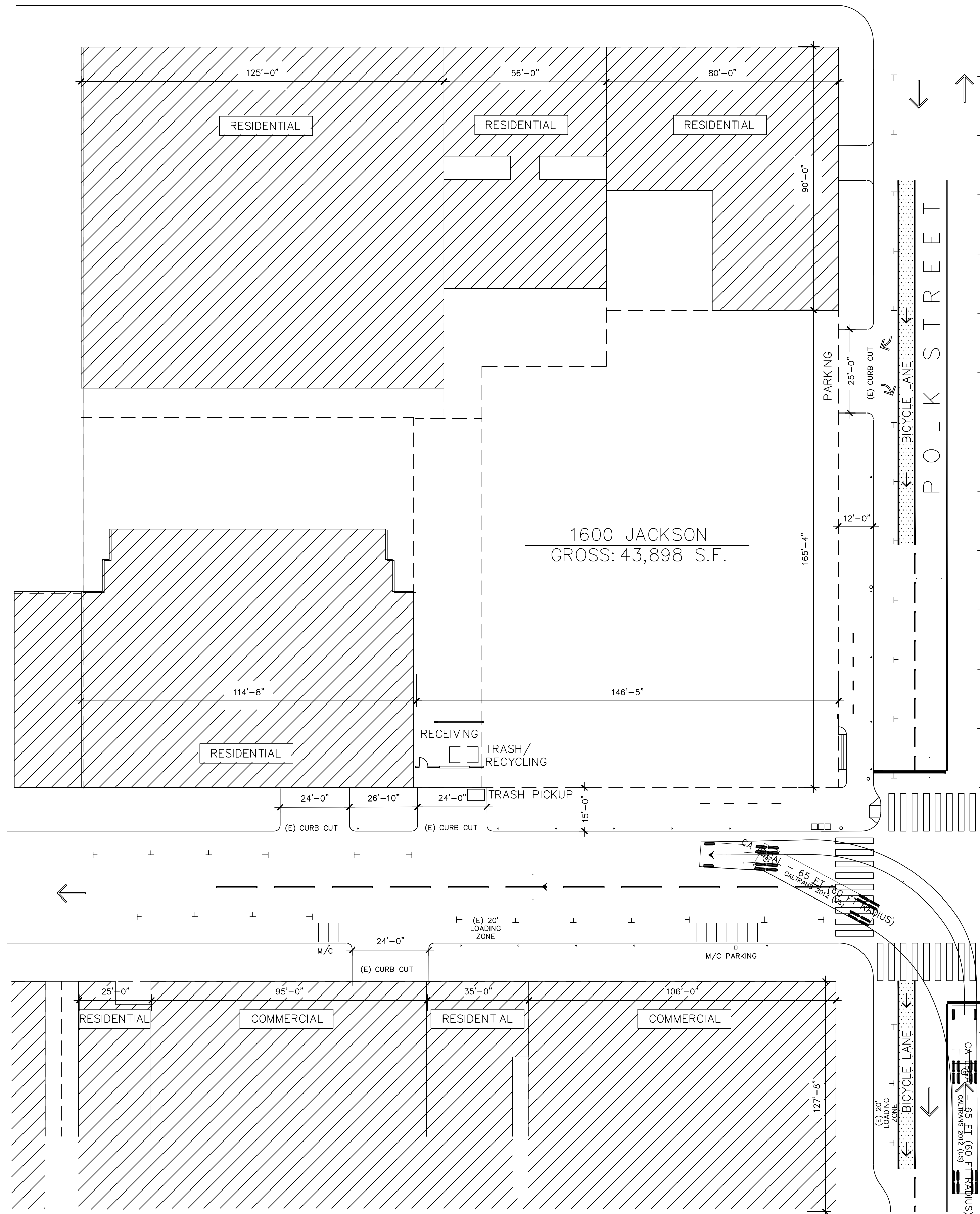
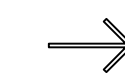
CA LEGAL - 65' FT (60' FT RADIUS)
CALTRANS 2012 (US)

CA LEGAL - 65' FT (60' FT RADIUS)
CALTRANS 2012 (US)

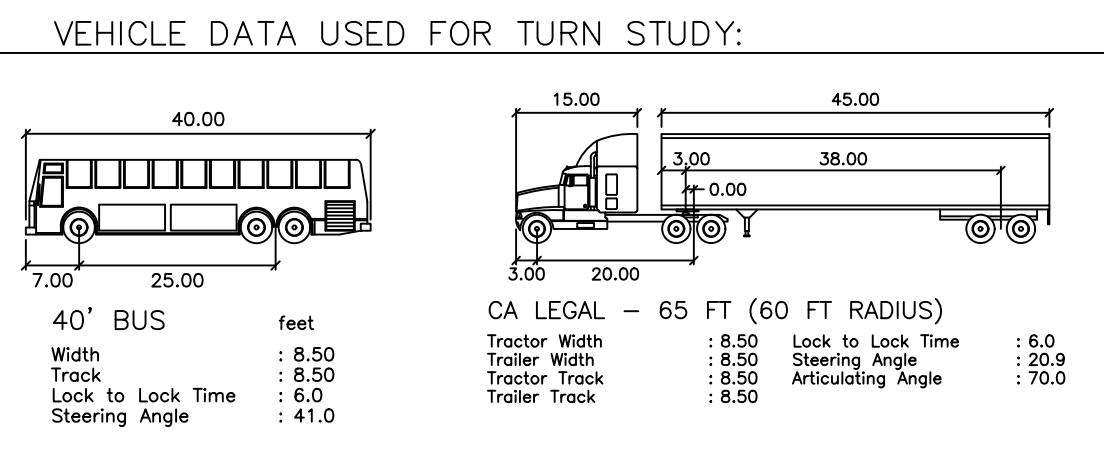


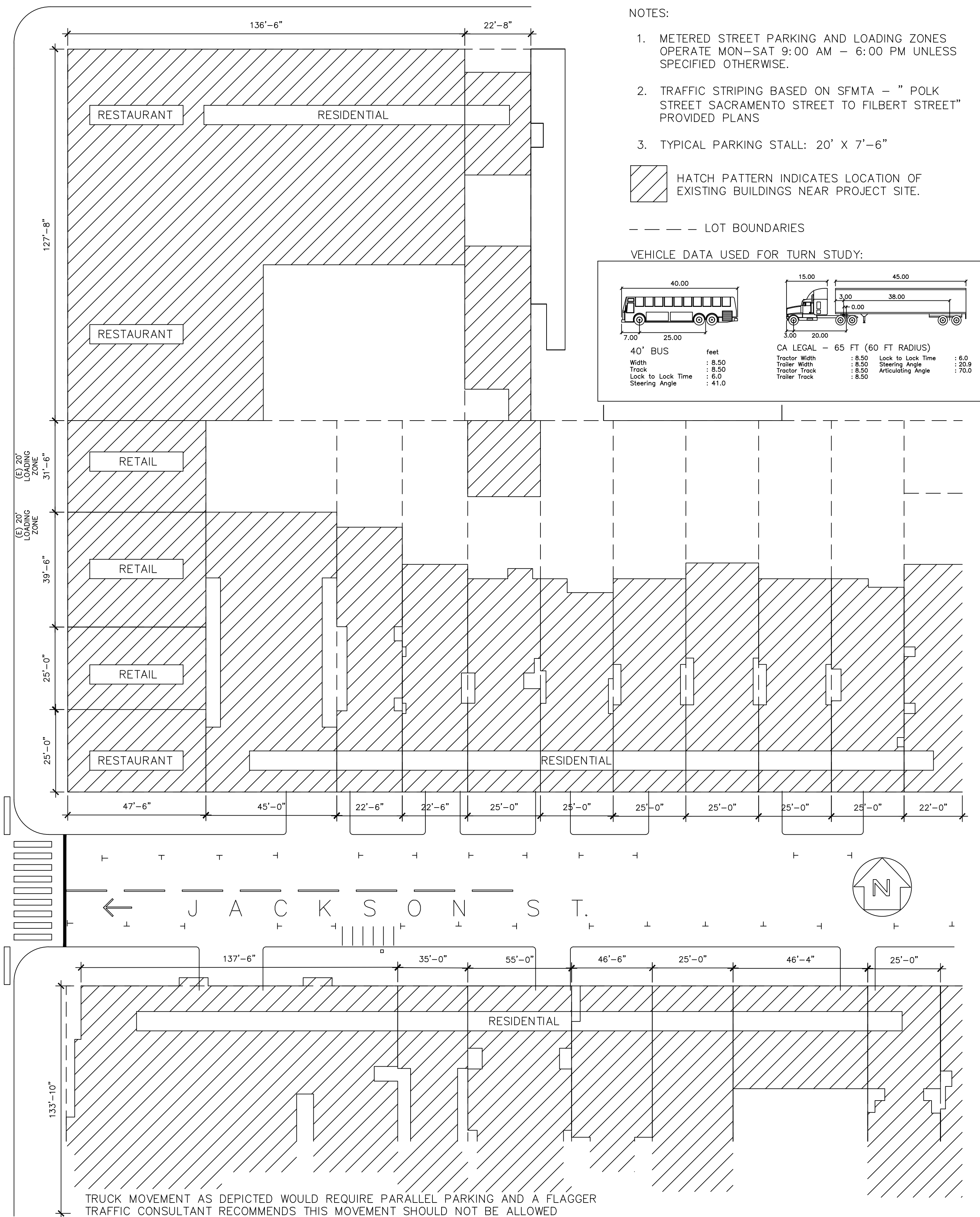


P A C I F I C S T.



- NOTES:
- METERED STREET PARKING AND LOADING ZONES OPERATE MON-SAT 9:00 AM - 6:00 PM UNLESS SPECIFIED OTHERWISE.
 - TRAFFIC STRIPING BASED ON SFMTA - "POLK STREET SACRAMENTO STREET TO FILBERT STREET" PROVIDED PLANS
 - TYPICAL PARKING STALL: 20' X 7'-6"
- HATCH PATTERN INDICATES LOCATION OF EXISTING BUILDINGS NEAR PROJECT SITE.
- LOT BOUNDARIES





The diagram shows two vehicles with their dimensions. The bus is 40.00 units long, 7.00 units wide, and has a wheelbase of 25.00 units. The truck is 45.00 units long, 3.00 units high, and has a wheelbase of 38.00 units. The truck's dimensions are also given in feet: 15.00 ft for the front overhang, 20.00 ft for the wheelbase, and 5.00 ft for the rear overhang.

40' BUS

Dimension	feet
Width	: 8.50
Track	: 8.50
Lock to Lock Time	: 6.00
Steering Angle	: 41.0

CA LEGAL - 65 FT (60 FT RADIUS)

Dimension	feet
Traction width	: 8.50
Lock to Lock Time	: 6.00
Traction Width	: 8.50
Steering Angle	: 20.9
Tractor Track	: 8.50
Articulating Angle	: 70.0

TRUCK MOVEMENT AS DEPICTED WOULD REQUIRE PARALLEL PARKING AND A FLAGGER
TRAFFIC CONSULTANT RECOMMENDS THIS MOVEMENT SHOULD NOT BE ALLOWED

ATTACHMENT B – LETTER FROM WHOLE FOODS MARKET



NORTHERN CALIFORNIA REGION

5980 HORTON STREET, SUITE 200

EMERYVILLE, CA 94608

(510) 428-7400 TEL

(510) 450-7410 FAX

WWW.WHOLEFOODSMARKET.COM

February 9, 2018

Rachel Schuett
SF Planning

Re: 1600 Jackson Street—Policy on Receiving Scheduled Deliveries

Ms. Schuett,

Thank you for letting us provide detail on our receiving procedures.

Whole Foods Market and 365 develop specific delivery management plans for each store we operate to minimize any adverse impacts to the community we serve.

Prior to opening a new store, our logistics and transportation team works with all vendors to create a comprehensive delivery schedule. Delivery hours are posted outside the receiving area, and deliveries are not accepted outside of the posted receiving hours. Each vendor is assigned a delivery period or “window.”

We understand that traffic patterns, weather and other issues beyond drivers’ control can have an effect on drivers’ ability to arrive during their delivery window. Our policy is when a driver is aware they will arrive before or after their scheduled time, they must contact the receiver in advance of arriving at the store. If the loading zone would be available at the anticipated time of arrival, the receiver can make an exception for the driver. Otherwise, the driver will be asked to skip the delivery and return during the next available time slot. Drivers are not allowed to double-park, idle, or park outside of the marked loading zone to wait for another truck to leave.

Our receiving team assists the driver offloading the trucks to ensure that they complete the delivery efficiently and safely within the delivery window.

R. Adam Smith
Executive Coordinator, Store Development
Whole Foods Market

ATTACHMENT C – PLANNING CODE COMPLIANCE TABLE

Planning Code Compliance Checklist

1600 Jackson Street (Case No. 2016-000378ENV)				
Project Description: 365 by Whole Foods Market grocery store - \$43,898 Gross Square Feet; 40,424 Occupied Square Feet ¹ 70 vehicle parking spaces, including 69 accessory parking spaces 1 car-share parking space; and 3 accessible parking spaces 28 bicycle parking spaces (12 Class 1 and 16 Class 2) 1 off-street receiving loading spaces; 100' long on-street loading zone Address; Zoning and Bulk and Height Districts: 1600 Jackson Street: Polk Street Neighborhood Commercial Transit District (NCD) 65-A				
Planning Code Compliance				
Topic	Planning Code Reference	Applicable Planning Code Requirement/Allowance	Proposed Project Requirements	Existing Conditions
Vehicle Parking (Off-Street)	§ 151 Retail Sales and Services	Required: one for each 500 square feet up to 20,000 where the Occupied Floor Area exceeds 5,000 square feet plus one for each 250 square feet of Occupied Floor Area in excess of 20,000. Maximum: 150% of required spaces. <i>= 122 spaces required; 183 spaces maximum</i>	69 accessory parking spaces 1 car share space provided (Legal non-conforming)	70 spaces
Car-Share Parking (Off-Street)	§ 166 Non-Residential	For 50 or more parking spaces: 1 space required plus 1 for every 50 parking spaces over 50 spaces <i>= 1 spaces required</i>	1 spaces provided (compliant)	None
Accessible Parking (Off-Street)	§ 151 All Uses	One space for each 25 off-street parking spaces provided or fraction thereof <i>= 3 spaces required</i>	3 spaces provided (compliant)	None

¹ Zoning compliance table applies retail sales and service requirements to car parking and bike parking. If the takeout and/or seating area are to be considered eating and drinking uses bike parking will be modified to meet the requirements. Car parking is an existing legal non-conforming use that will remain.

Planning Code Compliance Checklist

Bicycle Parking	§ 155.2 Retail Sales and Services (Table 155.2)	One Class 1 per 7,500 square feet of occupied floor area = <i>5 Class 1 spaces required</i>	12 Class 1 spaces provided (exceeds requirement)	None
		One Class 2 per every 2,500 square feet of occupied floor area = <i>16 Class 2 spaces required</i>	16 Class 2 spaces provided (compliant)	
Freight Loading (Off-Street)	§ 161 Retail Sales and Services (Table 152)	One for 10,001 – 60,00 gsf = <i>1 spaces required</i>	Off-street receiving space and 100 foot on-street loading zone provided.	None
Pedestrian Improvements	§ 138.1 Streetscape and Pedestrian Improvements		Does not apply – no new construction or addition of 20% or more of gross floor area.	
TDM Program	§ 169 Transportation Demand Management Program		Does not apply-no change of use.	

Transportation Calculations

1600 Jackson Street

Case No. 2016-000378

	INPUT
	OUTPUT

RETAIL

TRIP GENERATION	
Square Feet of Retail Space	21,080
Trip Rate for Grocery Store	297
P.M. Peak-Hour Percentage of Daily Trips	7.3%
Daily Person-Trips	6,261
P.M. Peak-Hour Person-Trips	457

EMPLOYEES	
Average gross square foot per employee	350
No. of Employees	60

WORK / NON-WORK SPLIT						
	Daily Person-Trips			P.M. Peak-Hour Person-Trips		
	Work	Non-Work	TOTAL	Work	Non-Work	TOTAL
Percentage	4%	96%	100%	4%	96%	100%
Person-trips	250	6010	6261	18	439	457

PARKING DEMAND	
Short-Term	80
Long-Term	15
TOTAL (no. of spaces)	95

MODE SPLIT						
	Daily Person-Trips			P.M. Peak-Hour Person-Trips		
	Work	Non-Work	TOTAL	Work	Non-Work	TOTAL
Auto	97	2146	2243	7	157	164
Transit	129	932	1061	9	68	77
Walk	17	2164	2181	1	158	159
Other	6	769	776	0	56	57
TOTAL	250	6010	6261	18	439	457

Work / Non-Work Percentages *		
	Work	Non-Work
Auto	38.9%	35.7%
Transit	51.7%	15.5%
Walk	6.9%	36.0%
Other	2.5%	12.8%

* From Appendix E of the Guidelines

AUTOMOBILES						
	Daily Vehicle-Trips			P.M. Peak-Hour Vehicle-Trips		
	Work	Non-Work	TOTAL	Work	Non-Work	TOTAL
Persons/auto	1.54	2.43	--	1.54	2.43	--
Vehicle-Trips	63	883	946	5	64	69

LOADING DEMAND	
Average Hour Truck-Trips	0.21
Peak-Hour Truck-Trips	0.27



SAN FRANCISCO PLANNING DEPARTMENT

Eligibility Checklist: CEQA Section 21099 – Modernization of Transportation Analysis

Date of Preparation: April 9, 2018
Case No.: 2016-000378ENV
Project Address: **1600 Jackson Street (365 Whole Foods Market)**
Zoning: Polk Street Neighborhood Commercial District
65-A Height and Bulk District
Block/Lot: 0595/002 and 0595/003
Lot Size: 19,549 square feet
Project Sponsor: Jody Knight, Reuben, Junius & Rose LLP, (415) 567-9000
Staff Contact: Don Lewis, (415) 575-9168
don.lewis@sfgov.org

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

Reception:
415.558.6378

Fax:
415.558.6409

Planning
Information:
415.558.6377

This checklist is in response to California Environmental Quality Act (CEQA) Section 21099 – Modernization of Transportation Analysis for Transit Oriented Projects and Planning Commission Resolution 19579. CEQA Section 21099 allows for a determination that aesthetic and parking effects of a project need not be considered significant environmental effects. Planning Commission Resolution 19579 replaces automobile delay with vehicle miles traveled analysis. This checklist provides screening criteria for determining when detailed VMT analysis is required for a project.

Aesthetics and Parking

In accordance with California Environmental Quality Act (CEQA) Section 21099 – Modernization of Transportation Analysis for Transit Oriented Projects – aesthetics and parking shall not be considered in determining if a project has the potential to result in significant environmental effects, provided the project meets all of the following three criteria (Attachment A sets forth the definitions of the terms below):

- a) The project is residential, mixed-use residential, or an employment center; and
- b) The project is on an infill site; and
- c) The project is in a transit priority area.

As demonstrated by Table 1 on page 3, the proposed project described below satisfies each of the above criteria and therefore qualifies as a transit-oriented infill project subject to CEQA Section 21099.

Automobile Delay and Vehicle Miles Traveled

In addition, CEQA Section 21099(b)(1) requires that the State Office of Planning and Research (OPR) develop revisions to the CEQA Guidelines establishing criteria for determining the significance of transportation impacts of projects that “promote the reduction of greenhouse gas emissions, the development of multimodal transportation networks, and a diversity of land uses.” CEQA Section 21099(b)(2) states that upon certification of the revised guidelines for determining transportation impacts pursuant to Section 21099(b)(1), automobile delay, as described solely by level of service or similar measures of vehicular capacity or traffic congestion shall not be considered a significant impact on the environment under CEQA.

In January 2016, OPR published for public review and comment a [*Revised Proposal on Updates to the CEQA Guidelines on Evaluating Transportation Impacts in CEQA*](#) recommending that transportation impacts for projects be measured using a vehicle miles traveled (VMT) metric. On March 3, 2016, in anticipation of the future certification of the revised CEQA Guidelines, the San Francisco Planning Commission adopted OPR's recommendation to use the VMT metric instead of automobile delay to evaluate the transportation impacts of projects. (Note: the VMT metric does not apply to the analysis of project impacts on non-automobile modes of travel such as riding transit, walking, and bicycling.)

The Planning Department has identified screening criteria to identify types, characteristics, or locations of projects and a list of transportation project types that would not result in significant transportation impacts under the VMT metric. These screening criteria are consistent with CEQA Section 21099 and the screening criteria recommended by OPR. If a project would generate VMT, but meets the screening criteria in Table 2a or 2b or falls within the types of transportation projects listed in Table 3, then a detailed VMT analysis is not required for a project.

Project Description:

The project site is located at the northwest corner of Polk and Jackson streets in the Nob Hill neighborhood. The project site is occupied by a 48-foot-tall, two-story over basement, 43,898-gross-square-foot commercial building that has been vacant since 2014. The existing building was constructed in 1908 and was most recently occupied by a sporting goods store ("Lombardi Sports").

The project sponsor, Whole Foods Market, proposes interior renovations to the first and second floors to convert the existing 24,577-square-foot retail space for a new "365" grocery store. The proposed ground floor would contain 15,554 gross square feet of retail area, 2,205 square feet of accessory storage, and 2,085 gross square feet of grocery store takeout, which would include a kitchen for preparing takeout and a takeout area for customers to select packaged and self-serve hot and cold food to take out of the store or up to the second floor seating area, similar to other Whole Foods and 365 stores. The second floor would contain 7,196 gross square feet of retail area and a 4,009 gross square foot seating area, 1,737 gross square feet of storage, 3,500 gross square feet of accessory office space, and 1,737 gross square feet of space for mechanical equipment. The 4,009 gross square foot second floor seating area would also serve as a community space for small, non-profit, community groups that are housed in the Middle Polk neighborhood, particularly during non-peak hours.

The only alterations to the façade are the removal of film covering the existing windows and the installation of business identification signs. The project would maintain the 70 existing parking spaces, which are accessed via a 25-foot-wide curb cut on Polk Street, and the existing receiving area, which is accessed via a 24-foot-wide curb cut on Jackson Street. The proposed project would convert one of the existing parking spaces in the garage to a carshare space and would designate two parking spaces for online food pick-up. The project would request the establishment of a 100-foot commercial loading zone on Jackson Street along the building frontage, via SFMTA's Color Curb Program. The proposed project would also add a bulb out to the northwest corner of Jackson and Polk streets consistent with SFMTA standards.

The proposed project would add 11 class 1 and one cargo bike parking space to the garage and 8 class 2 bike parking spaces to the sidewalk on Jackson Street. The proposed project would also add lockers,

showers and bike parking for 365 store team members on the second floor. Additional transportation incentives provided to team members and customers include applying the standard 365 store team member discount to the purchase of clipper cards, which provides a team member discount of 20 percent for clipper cards purchased at the store. Whole Foods also has a program called Wage Works for team members, which allows them to set up pretax contributions to an account for the purchase of transportation passes to pay for public transit, eligible vanpool, and qualified parking, consistent with the San Francisco Commuter Benefits Ordinance.

Typical business hours of the proposed grocery store would be approximately 8:00 a.m. to 10:00 p.m. daily. Business hours may be extended in advance of major holidays to accommodate increased demand and for the convenience of customers. Inventory, restocking, and other similar store operations activities could occur at any time during a 24-hour period. Unloading from trucks will not be conducted on weekdays from 7:00 a.m. to 9:00 a.m. and from 5:00 p.m. to 7:00 p.m. to avoid peak hours. The 365 Store would have approximately 100-110 employees, with approximately 50 employees working on the busiest days.

The proposed project would not entail building expansion or excavation, and no diesel back-up generators are proposed. Project construction is anticipated to be approximately five months.

Table 1: Transit-Oriented Infill Project Eligibility Checklist The project must meet all three criteria below for <u>aesthetics and parking</u> to be excluded from CEQA review. See Attachment A for definitions and other terms.	
<input checked="" type="checkbox"/>	<p>Criterion 1. Does the project meet the definition of a residential, mixed-use residential, or "employment center"¹ and</p> <p>The project meets the definition of an employment center. The project site, which is located in the Polk Street Neighborhood Commercial District, is zoned for commercial uses. In addition, the project site is located within a transit priority area, and has a floor area ratio of 1.73.</p> <p>(Floor Area Ratio = 33,733 gsf / 19,549 = 1.73)</p>
<input checked="" type="checkbox"/>	<p>Criterion 2. Is the proposed project located on an "infill site" and</p> <p>The project site is considered an infill site as it has been previously developed. As stated above, the project site is occupied by a 48-foot-tall, two-story over basement, 43,898-gross-square-foot commercial building that has been vacant since 2014. The existing building was constructed in 1908 and was most recently occupied by a sporting goods store ("Lombardi Sports").</p>
<input checked="" type="checkbox"/>	<p>Criterion 3. Is the proposed project site located within a "transit priority area?"</p> <p>Yes, as evidenced below:</p> <p>Map: See Attachment B.</p> <p>Muni Bus Line Stops:</p> <p>The following bus lines are located nearby with AM and PM headways of 15 minutes or less:</p> <p>47 and 49 – one block away on Van Ness Avenue</p> <p>12 – on Jackson Street in front of project site</p> <p>19 – on Polk Street at the northeast intersection of the Jackson and Polk streets</p>

¹ See **Attachment A** for definitions.

Table 2a: Vehicle Miles Traveled Analysis – Screening Criterion If a project meets the screening criterion listed below, then a detailed <u>VTM</u> analysis is not required. ² See Attachment A for definitions and other terms.	
<input checked="" type="checkbox"/>	<p>Criterion 1. Is the proposed project site located within the “map-based screening” area?</p> <p>The proposed project entails the construction of a new grocery store.</p> <p>Existing average daily work-related VMT per retail employee is 6.8 for the transportation analysis zone 345. This is below the existing regional average daily work-related VMT per retail employee minus 15 percent of 12.6. Future 2040 average daily work-related VMT per retail employee is 6.6 for the transportation analysis zone 345. This is below the future 2040 regional average daily work-related VMT per retail employee minus 15 percent of 12.4.</p>

Table 2b: Vehicle Miles Traveled Analysis – Additional Screening Criteria Identify whether a projects meets any of the additional screening criteria. See Attachment A for definitions and other terms.	
<input type="checkbox"/>	<p>Criterion 1. Does the proposed project qualify as a “small project”? or</p> <p>The project would not qualify has a “small project” since the proposed retail space would generate over 100 vehicle trips per day.</p>
<input checked="" type="checkbox"/>	<p>Criterion 2. Proximity to Transit Stations (must meet all four sub-criteria)</p> <hr/> <p>Is the proposed project site located within a half mile of an existing major transit stop; and Yes, as evidenced below:</p> <p>Map: See Attachment B.</p> <p>Muni Bus Line Stops:</p> <p>The following bus lines are located nearby with AM and PM headways of 15 minutes or less:</p> <p>47 and 49 – one block away on Van Ness Avenue</p> <p>12 – on Jackson Street in front of project site</p> <p>19 – on Polk Street at the northeast intersection of the Jackson and Polk streets</p> <hr/> <p>Would the proposed project have a floor area ratio of greater than or equal to 0.75, and Yes. The gross floor area of the new building would equal 33,733 square feet, and the lot size is 19,549 square feet (33,733 / 19,549 = 1.73).</p>

² For projects that propose multiple land use types (e.g, residential, office, retail, etc.), each land use type must qualify under the three screening criterion in Table 2a.

Table 2b: Vehicle Miles Traveled Analysis – Additional Screening Criteria Identify whether a projects meets any of the additional screening criteria. See Attachment A for definitions and other terms.	
	<p>Would the project result in an amount of parking that is less than or equal to that required or allowed by the Planning Code without a conditional use authorization, and</p> <p>Yes. The project site currently has 70 parking spaces and the proposed project would require 69 accessory parking spaces with 1 car share space. Therefore, the project is compliant with parking requirements and a conditional use is not required for parking.</p>
	<p>Is the proposed project consistent with the Sustainable Communities Strategy?³</p> <p>Yes, the project site is located within the Downtown-Van Ness- Geary Priority Development Area (PDA).</p>

³ A project is considered to be inconsistent with the Sustainable Communities Strategy if development is located outside of areas contemplated for development in the Sustainable Communities Strategy.

Table 3: Induce Automobile Travel Analysis If a project contains transportation elements and fits within the general types of projects described below, then a detailed VMT analysis is not required. See Attachment A for definitions and other terms.	
<input checked="" type="checkbox"/>	<p>Project Type 1. Does the proposed project qualify as an “active transportation, rightsizing (aka Road Diet) and Transit Project”? or</p> <p>Yes. The proposed project would include class II bicycle parking which fits within the “infrastructure projects, including accessibility improvements, for people walking or bicycling” category</p>
<input checked="" type="checkbox"/>	<p>Project Type 2. Does the proposed project qualify as an “other minor transportation project”?</p> <p>The proposed project would include changes within the public right of way. The project would request the establishment of a 100-foot commercial loading zone on Jackson Street along the building frontage, via SFMTA’s Color Curb Program. The proposed project would also add a bulb out to the northwest corner of Jackson and Polk streets consistent with SFMTA standards.</p> <p>These elements fit within the “adoption, removal, or modification of on-street parking or loading restrictions (including meters, time limits, accessible spaces, and preferential/reserved parking permit program) category.</p>

ATTACHMENT A
DEFINITIONS

Active transportation, rightsizing (aka road diet) and transit project means any of the following:

- Reduction in number of through lanes
- Infrastructure projects, including safety and accessibility improvements, for people walking or bicycling
- Installation or reconfiguration of traffic calming devices
- Creation of new or expansion of existing transit service
- Creation of new or conversion of existing general purpose lanes (including vehicle ramps) to transit lanes
- Creation of new or addition of roadway capacity on local or collector streets, provided the project also substantially improves conditions for people walking, bicycling, and, if applicable, riding transit (e.g., by improving neighborhood connectivity or improving safety)

Employment center project means a project located on property zoned for commercial uses with a floor area ratio of no less than 0.75 and that is located within a transit priority area. If the underlying zoning for the project site allows for commercial uses and the project meets the rest of the criteria in this definition, then the project may be considered an employment center.

Floor area ratio means the ratio of gross building area of the development, excluding structured parking areas, proposed for the project divided by the net lot area.

Gross building area means the sum of all finished areas of all floors of a building included within the outside faces of its exterior walls.

Infill opportunity zone means a specific area designated by a city or county, pursuant to subdivision (c) of Section 65088.4, that is within one-half mile of a major transit stop or high-quality transit corridor included in a regional transportation plan. A major transit stop is as defined in Section 21064.3 of the Public Resources Code, except that, for purposes of this section, it also includes major transit stops that are included in the applicable regional transportation plan. For purposes of this section, a high-quality transit corridor means a corridor with fixed route bus service with service intervals no longer than 15 minutes during peak commute hours.

Infill site means a lot located within an urban area that has been previously developed, or on a vacant site where at least 75 percent of the perimeter of the site adjoins, or is separated only by an improved public right-of-way from, parcels that are developed with qualified urban uses.

Lot means all parcels utilized by the project.

Major transit stop is defined in CEQA Section 21064.3 as a rail transit station, a ferry terminal served by either a bus or rail transit service, or the intersection of two or more major bus routes with a frequency of service interval of 15 minutes or less during the morning and afternoon peak commute periods.

Map-based screening means the proposed project site is located within a transportation analysis zone that exhibits low levels of VMT.

Net lot area means the area of a lot, excluding publicly dedicated land and private streets that meet local standards, and other public use areas as determined by the local land use authority.

Other land use projects mean a land use other than residential, retail, and office. OPR has not provided proposed screening criteria or thresholds of significance for other types of land uses, other than those that meet the definition of a small project.

- Tourist hotels, student housing, single room occupancy hotels, and group housing land uses should be treated as residential for screening and analysis.
- Childcare, K-12 schools, post-secondary institutional (non-student housing), Medical, and production, distribution, and repair (PDR) land uses should be treated as office for screening and analysis.
- Grocery stores, local-serving entertainment venues, religious institutions, parks, and athletic clubs land uses should be treated as retail for screening and analysis.
- Public services (e.g., police, fire stations, public utilities) and do not generally generate VMT. Instead, these land uses are often built in response to development from other land uses (e.g., office and residential). Therefore, these land uses can be presumed to have less-than-significant impacts on VMT. However, this presumption would not apply if the project is sited in a location that would require employees or visitors to travel substantial distances and the project is not located within ½ mile of a major transit stop or does not meet the small project screening criterion.
- Event centers and regional-serving entertainment venues would most likely require a detailed VMT analysis. Therefore, no screening criterion is applicable.

Other minor transportation project means any of the following:

- Rehabilitation, maintenance, replacement and repair projects designed to improve the condition of existing transportation assets (e.g., highways, roadways, bridges, culverts, tunnels, transit systems, and bicycle and pedestrian facilities) and that do not add additional motor vehicle capacity
- Installation, removal, or reconfiguration of traffic lanes that are not for through traffic, such as left, right, and U-turn pockets, or emergency breakdown lanes that are not used as through lanes
- Conversion of existing general purpose lanes (including vehicle ramps) to managed lanes (e.g., HOV, HOT, or trucks) or transit lanes
- Grade separation to separate vehicles from rail, transit, pedestrians or bicycles, or to replace a lane in order to separate preferential vehicles (e.g. HOV, HOT, or trucks) from general vehicles
- Installation, removal, or reconfiguration of traffic control devices, including Transit Signal Priority (TSP) features
- Traffic metering systems
- Timing of signals to optimize vehicle, bicycle or pedestrian flow on local or collector streets
- Installation of roundabouts
- Adoption of or increase in tolls
- Conversion of streets from one-way to two-way operation with no net increase in number of traffic lanes
- Addition of transportation wayfinding signage
- Removal of off- or on-street parking spaces

- Adoption, removal, or modification of on-street parking or loading restrictions (including meters, time limits, accessible spaces, and preferential/reserved parking permit programs)

Small project means the project would not result in over 100 vehicle trips per day.

Transit priority area means an area within one-half mile of a major transit stop that is existing or planned, if the planned stop is scheduled to be completed within the planning horizon included in a Transportation Improvement Program adopted pursuant to Section 450.216 or 450.322 of Title 23 of the Code of Federal Regulations.

Vehicle miles traveled measures the amount and distance that a project might cause people to drive and accounts for the number of passengers per vehicle.

ATTACHMENT B
MAJOR TRANSIT STOPS

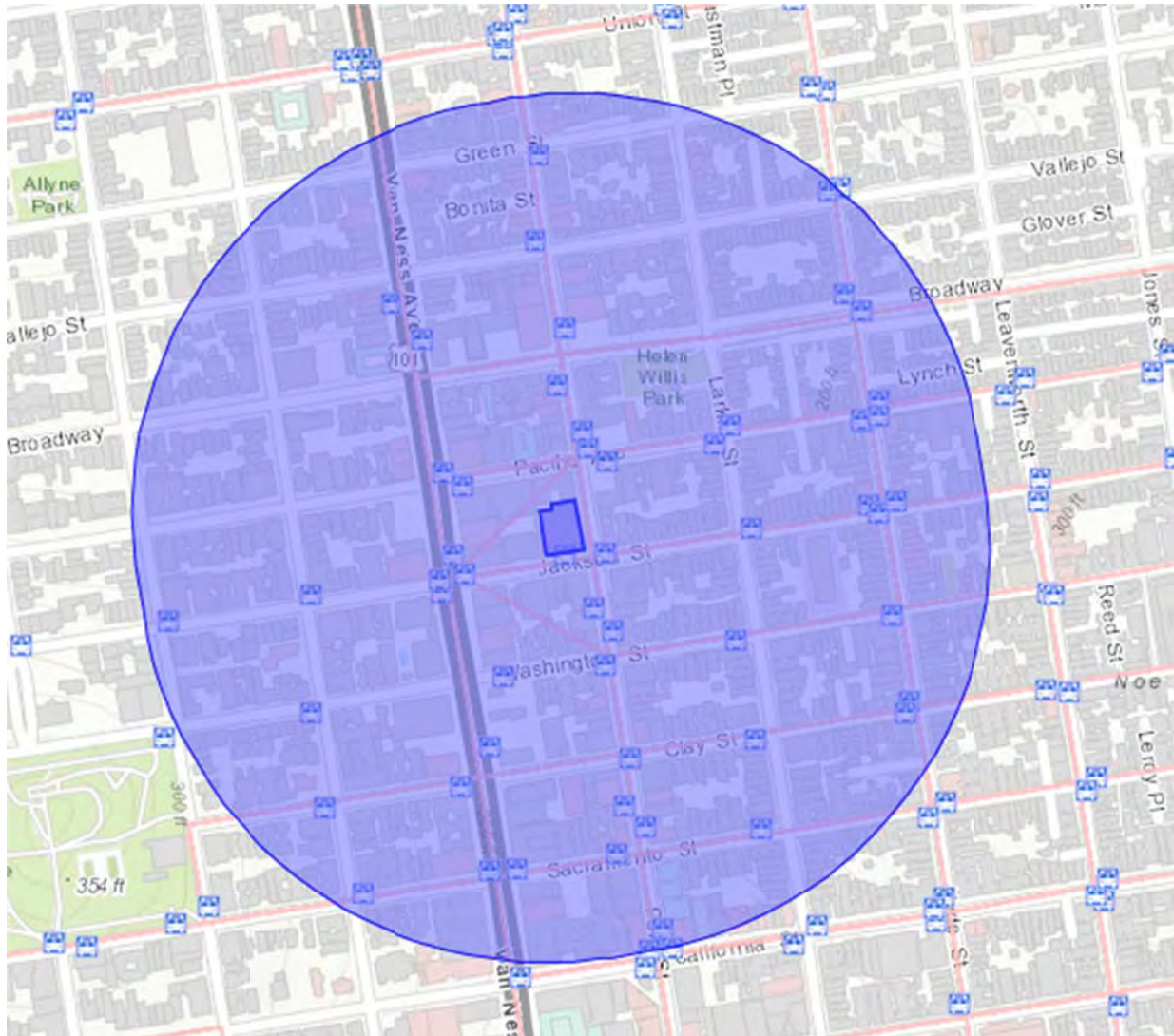


EXHIBIT D:
LAND USE DATA



SAN FRANCISCO PLANNING DEPARTMENT

Land Use Information

PROJECT ADDRESS: 1600 JACKSON ST
RECORD NO.: 2016-000378CUA

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

Reception:
415.558.6378

Fax:
415.558.6409

Planning
Information:
415.558.6377

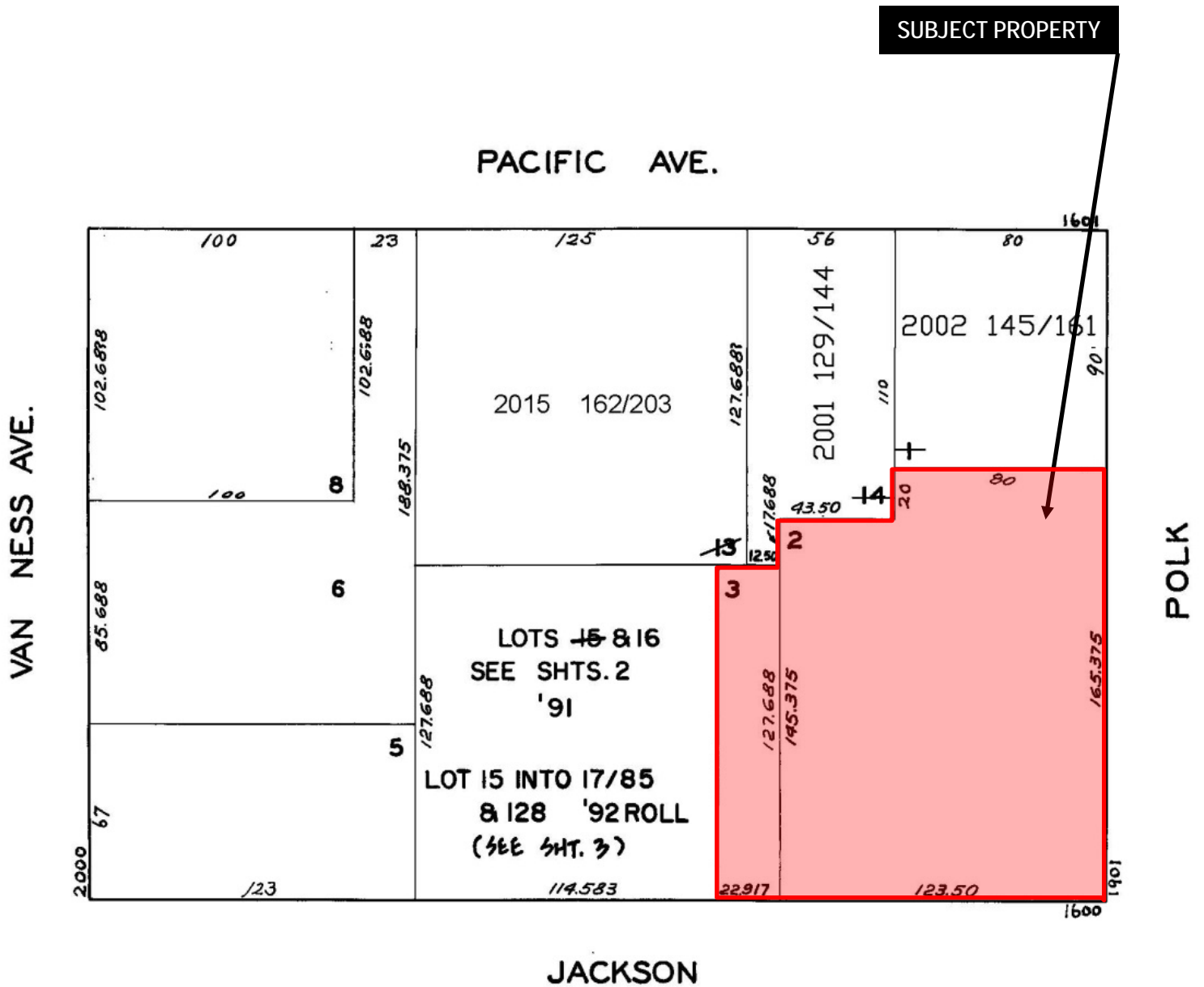
	EXISTING	PROPOSED	NET NEW
GROSS SQUARE FOOTAGE (GSF)			
Lot Area	22,471	22,471	0
Residential	N/A	N/A	N/A
Commercial/Retail	24,127	24,835	708
(Accessory) Office	1,708	3,500	1,792
Industrial/PDR <i>Production, Distribution, & Repair</i>	No change as part of this project		
Parking	70	70	0
Usable Open Space	No change as part of this project		
Public Open Space	No change as part of this project		
Other (Storage/ Circulation/Non-Sales Floor Area)	16,490	13,990	-2,500
TOTAL GSF	42,325	42,325	0
	EXISTING	NET NEW	TOTALS
PROJECT FEATURES (Units or Amounts)			
Dwelling Units - Market Rate	N/A	N/A	N/A
Dwelling Units - Affordable	N/A	N/A	N/A
Hotel Rooms	N/A	N/A	N/A
Parking Spaces	70	0	70
Loading Spaces	0	0	0
Car Share Spaces	0	1	1
Bicycle Spaces	0	21	21
Number of Buildings	2	0	2
Number of Stories	2	0	2
Height of Building(s)	44'-9"	0	44'-9"
Other ()			

EXHIBIT E:
MAPS AND CONTEXT PHOTOS

Exhibits

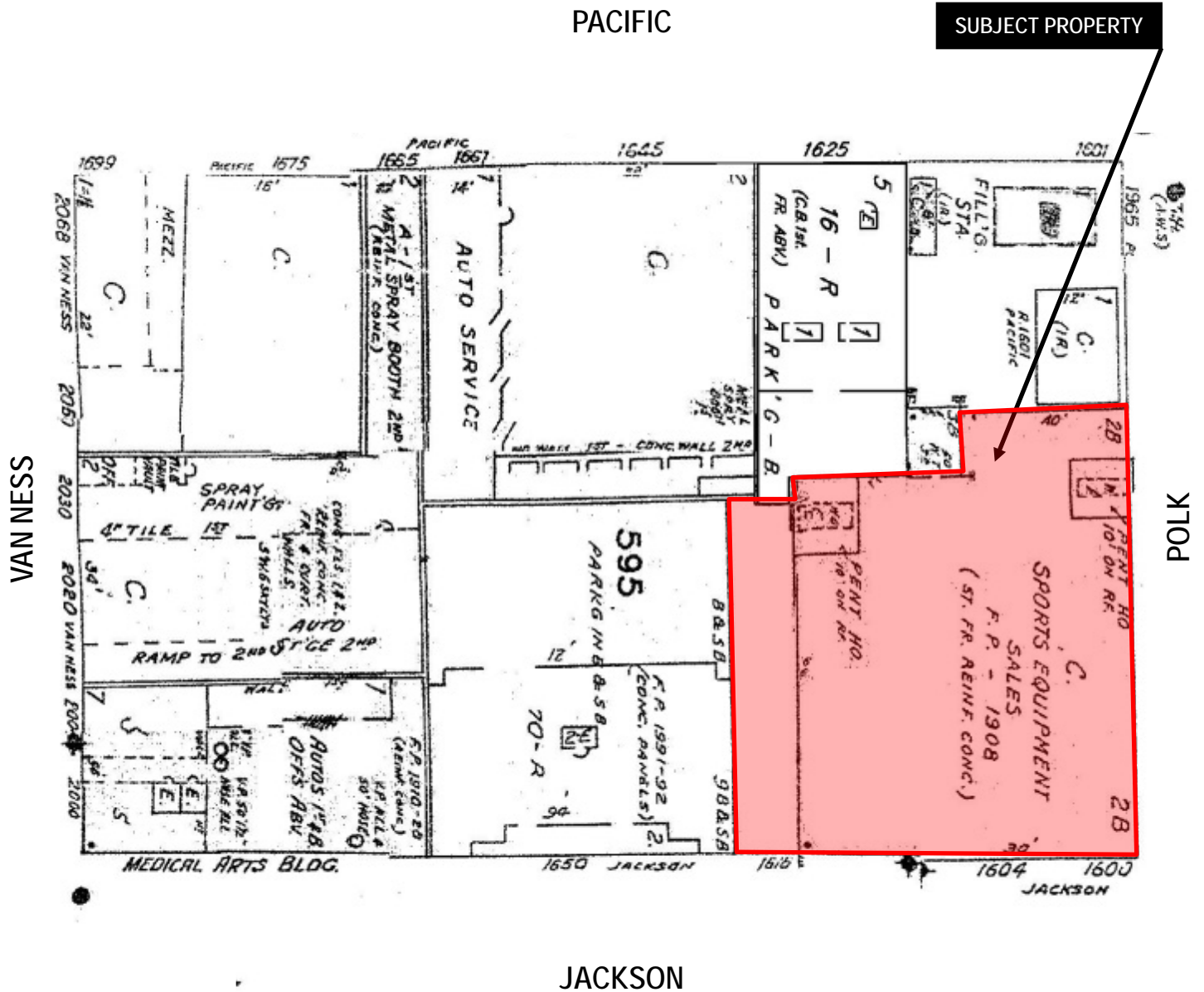
- **Block Book Map**
- **Sanborn Map**
- **Zoning Map**
- **Height & Bulk Map**
- **Aerial Photos**
- **Site Photos**

Parcel Map



Conditional Use Authorization
Case Number 2016-000378ENVCUA
1600 Jackson Street

Sanborn Map*



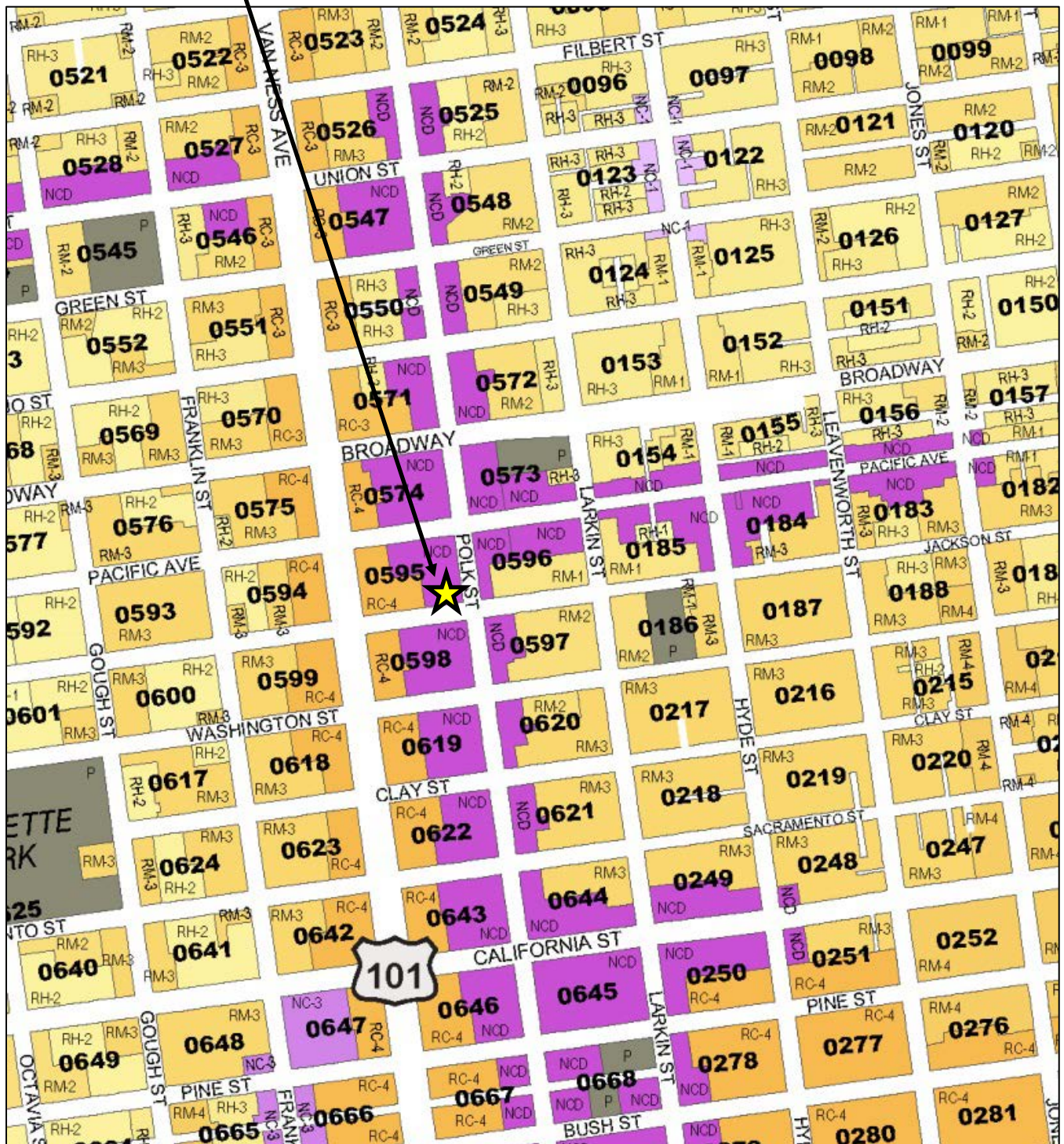
**The Sanborn Maps in San Francisco have not been updated since 1998, and this map may not accurately reflect existing conditions.*



Conditional Use Authorization
Case Number 2016-000378ENVCUA
1600 Jackson Street

Zoning Map

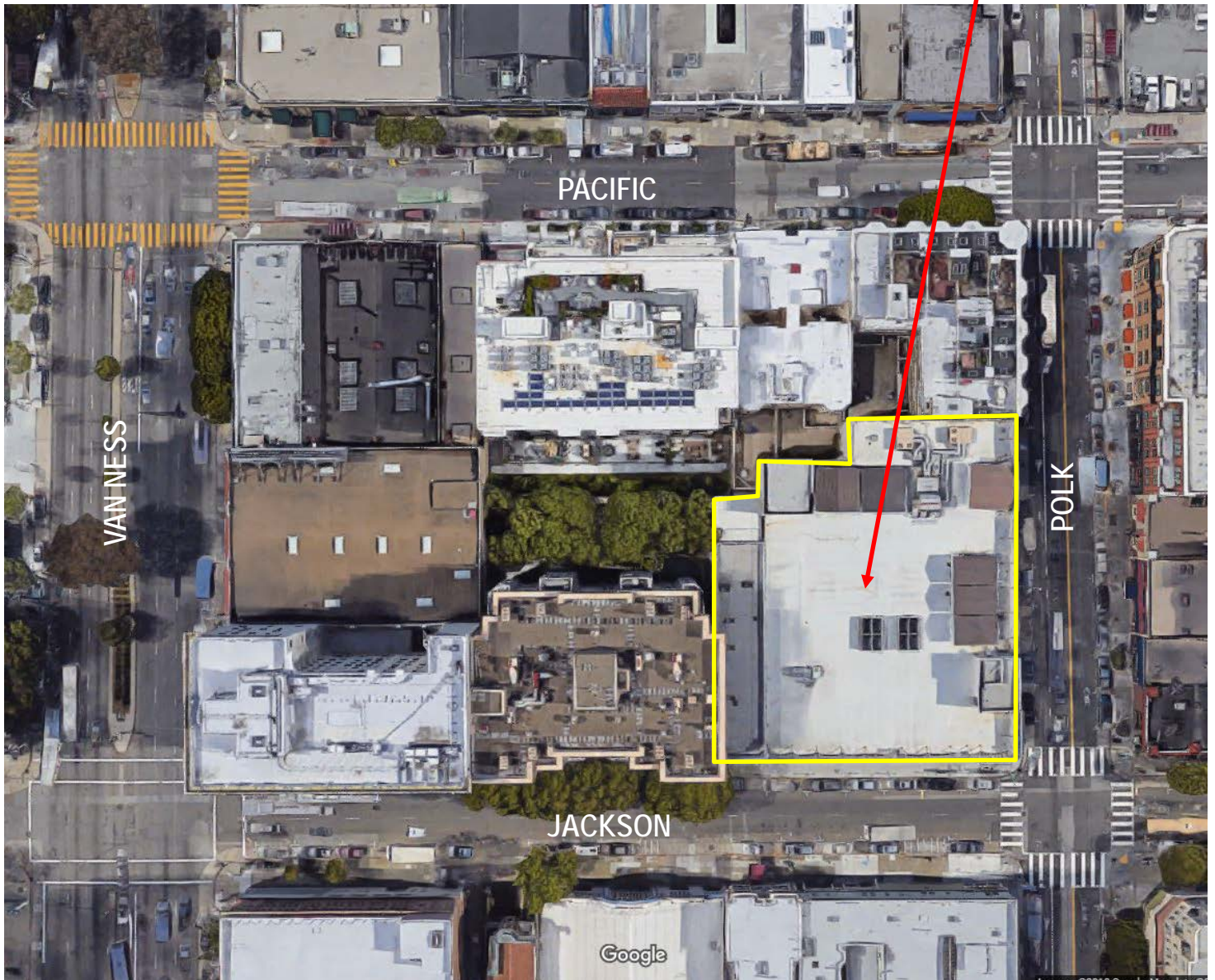
SUBJECT PROPERTY



Conditional Use Authorization
Case Number 2016-000378ENVCUA
1600 Jackson Street

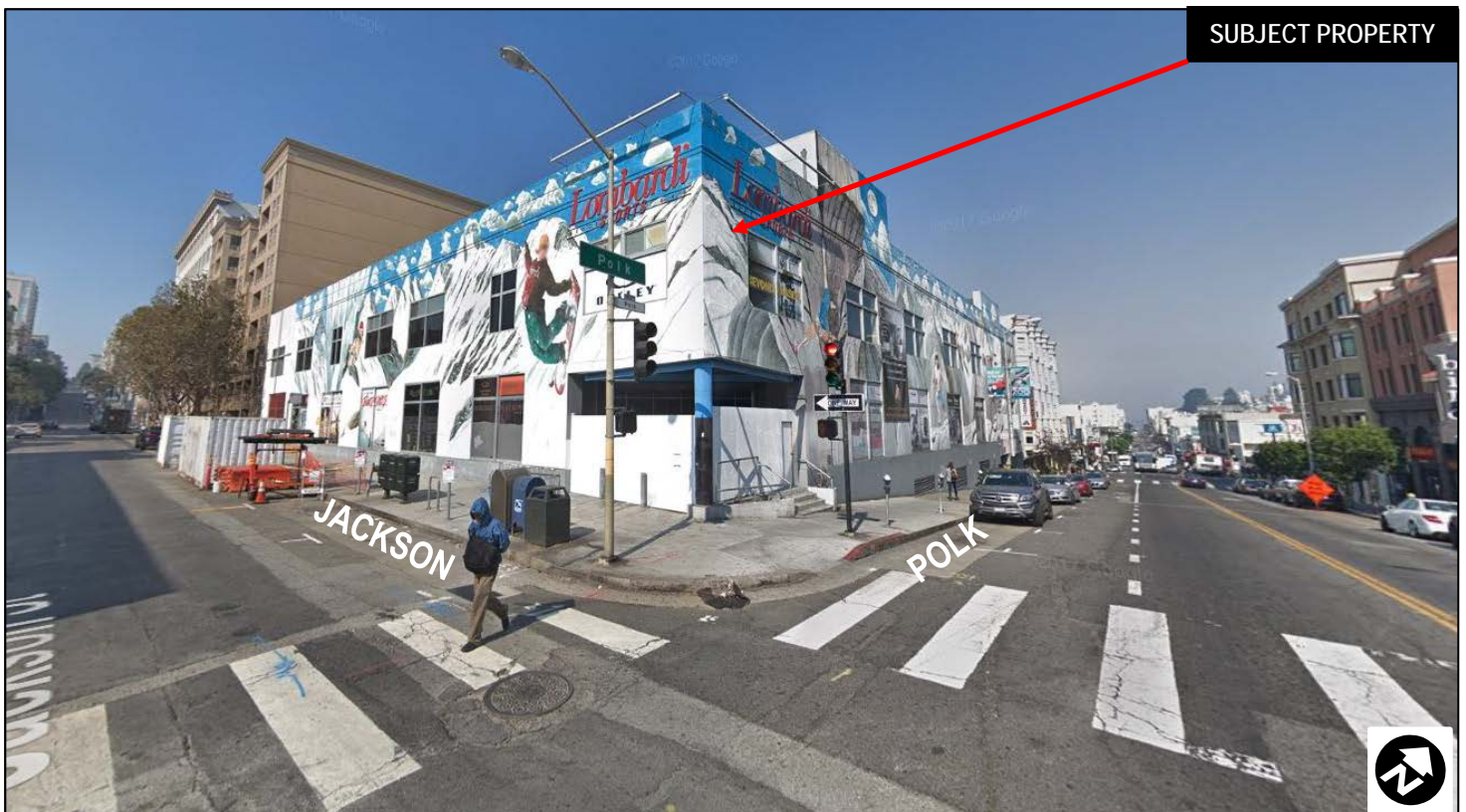
Aerial Photo

SUBJECT PROPERTY



Conditional Use Authorization
Case Number 2016-000378ENVCUA
1600 Jackson Street

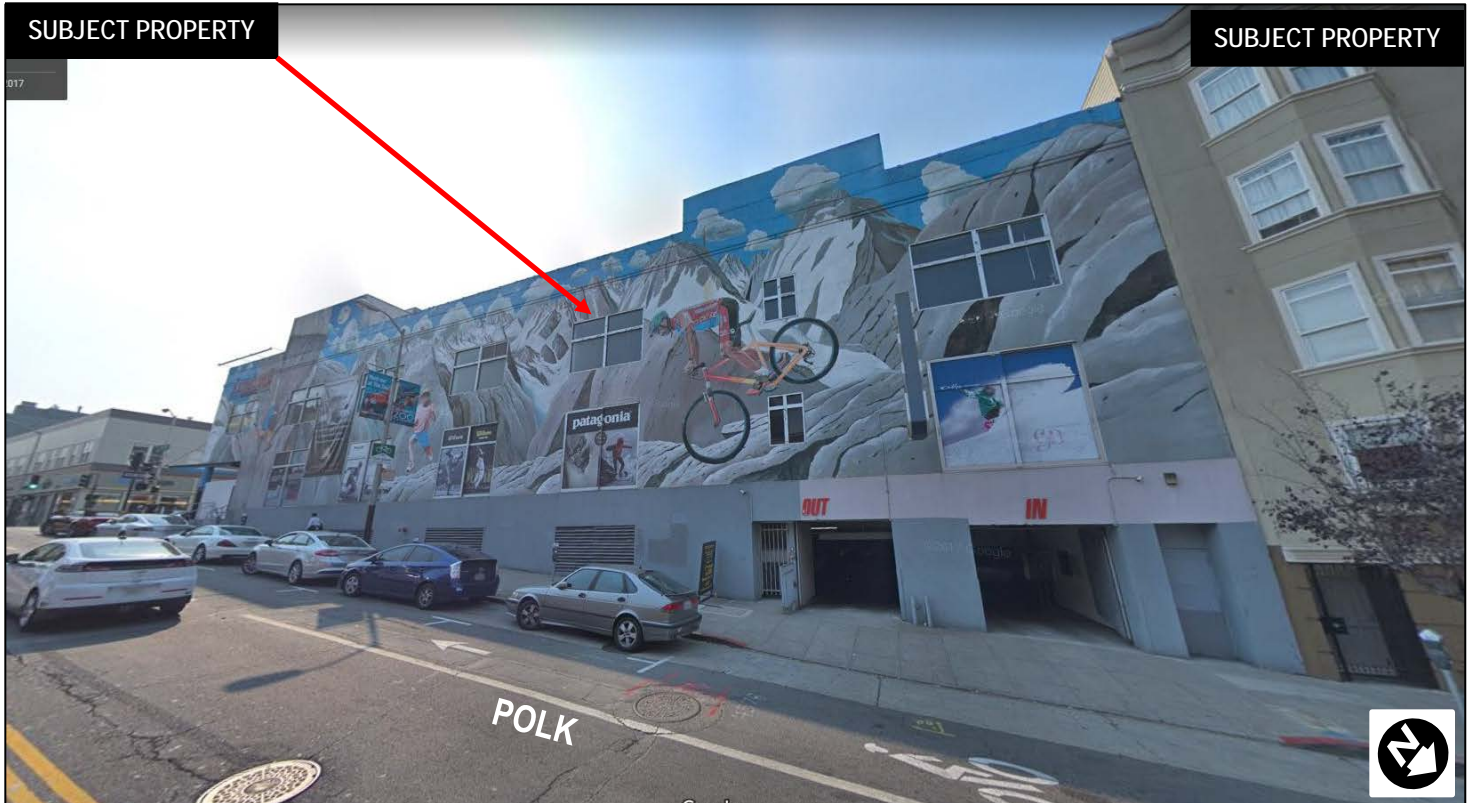
Site Photos



Axonometric and street views of
1600 Jackson Street.

Conditional Use Authorization
Case Number 2016-000378ENVCUA
1600 Jackson Street

Site Photos



Street views of
1600 Jackson Street.

Conditional Use Authorization
Case Number 2016-000378ENVCUA
1600 Jackson Street

HEARING NOTIFICATION



SAN FRANCISCO PLANNING DEPARTMENT

1650 Mission Street, Suite 400 • San Francisco, CA 94103 • Fax (415) 558-6409

NOTICE OF PUBLIC HEARING

Hearing Date: **Thursday, April 26, 2018**
Time: **Not before 1:00 PM**
Location: **City Hall, 1 Dr. Carlton B. Goodlett Place, Room 400**
Case Type: **Conditional Use**
Hearing Body: **Planning Commission**

PROPERTY INFORMATION	APPLICATION INFORMATION
Project Address: 1600 Jackson Street Cross Street(s): Polk St. / Van Ness Ave. Block /Lot No.: 0595/002, 003 Zoning District(s): Polk Street NCD / 65-A Area Plan: N/A	Case No.: CUA2016-000378CUA Building Permit: Forthcoming Applicant: Jody Knight Telephone: (415) 567-9000 E-Mail: knight@reubenlaw.com

PROJECT DESCRIPTION

Request for Conditional Authorization pursuant to Planning Code Sections 303, 303.1, 703(d), 703.4, and 723 to permit a new General Grocery store (a Retail Sales and Services Use) operating as a Formula Retail Use (d.b.a. "365 by Whole Foods") at the subject property. The proposed project would involve both interior and exterior tenant improvements to the existing two-story-over-garage building, with no expansion of the existing structure. The proposed project would utilize the existing below-grade parking garage with 70 vehicular parking spaces (one to be reserved for car-sharing) and off-street loading dock fronting Jackson Street, while adding 21 bicycle parking spaces (5 Class 1 and 16 Class 2 spaces) where none existed before. The General Grocery store would occupy the entirety of the existing structure containing approximately 43,900 gross square feet, with a take-out food area located on floor one, dining/seating area on floor two, and accessory office space on floor two. The proposed project does not constitute a change of use as the previous use (d.b.a. "Lombardi Sports") and the proposed use are both considered Retail Sales and Services Uses under the Planning Code. A Planning Commission approval at the public hearing would constitute the Approval Action for the project for the purposes of CEQA, pursuant to San Francisco Administrative Code Section 31.04(h).

ADDITIONAL INFORMATION

ARCHITECTURAL PLANS: If you are interested in viewing the plans for the proposed project please contact the planner listed below. The plans and Department recommendation of the proposed project will be available prior to the hearing through the Planning Commission agenda at: <http://www.sf-planning.org> or by request at the Planning Department office located at 1650 Mission Street, 4th Floor.

Members of the public are not required to provide personal identifying information when they communicate with the Commission or the Department. All written or oral communications, including submitted personal contact information, may be made available to the public for inspection and copying upon request and may appear on the Department's website or in other public documents.

FOR MORE INFORMATION, PLEASE CONTACT PLANNING DEPARTMENT STAFF:

Planner: **Nicholas Foster** Telephone: **(415) 575-9167** E-Mail: nicholas.foster@sfgov.org

GENERAL INFORMATION ABOUT PROCEDURES

HEARING INFORMATION

You are receiving this notice because you are either a property owner or resident that is adjacent to the proposed project or are an interested party on record with the Planning Department. **You are not required to take any action. For more information regarding the proposed work, or to express concerns about the project, please contact the Applicant or Planner listed on this notice as soon as possible.** Additionally, you may wish to discuss the project with your neighbors and/or neighborhood association as they may already be aware of the project.

Persons who are unable to attend the public hearing may submit written comments regarding this application to the Planner listed on the front of this notice, Planning Department, 1650 Mission Street, Suite 400, San Francisco, CA 94103, by 5:00 pm the day before the hearing. These comments will be made a part of the official public record and will be brought to the attention of the person or persons conducting the public hearing.

Comments that cannot be delivered by 5:00 pm the day before the hearing may be taken directly to the hearing at the location listed on the front of this notice. Comments received at 1650 Mission Street after the deadline will be placed in the project file, but may not be brought to the attention of the Planning Commission at the public hearing.

BUILDING PERMIT APPLICATION INFORMATION

Pursuant to Planning Code Section 312, the Building Permit Application for this proposal may also be subject to a 30-day notification of property owners and residents within 150-feet of the subject property. **This notice covers the Section 312 notification requirements, if required.**

APPEAL INFORMATION

An appeal of the approval (or denial) of a **Conditional Use application** and/or building permit application associated with the Conditional Use application may be made to the **Board of Supervisors within 30 calendar days** after the date of action by the Planning Commission pursuant to the provisions of Section 308.1(b). Appeals must be submitted in person at the Board's office at 1 Dr. Carlton B. Goodlett Place, Room 244. For further information about appeals to the Board of Supervisors, including current fees, contact the Clerk of the Board of Supervisors at (415) 554-5184.

An appeal of the approval (or denial) of a **building permit application** by the Planning Commission may be made to the **Board of Appeals within 15 calendar days** after the building permit is issued (or denied) by the Director of the Department of Building Inspection. Appeals must be submitted in person at the Board's office at 1650 Mission Street, 3rd Floor, Room 304. For further information about appeals to the Board of Appeals, including current fees, contact the Board of Appeals at (415) 575-6880.

Pursuant to California Government Code Section 65009, if you challenge, in court, the decision of an entitlement or permit, the issues raised shall be limited to those raised in the public hearing or in written correspondence delivered to the Planning Commission prior to, or at, the public hearing.

ENVIRONMENTAL REVIEW

This project has undergone preliminary review pursuant to California Environmental Quality Act (CEQA). If, as part of this process, the Department's Environmental Review Officer has deemed this project to be exempt from further environmental review, an exemption determination has been prepared and can be obtained through the Exemption Map, on-line, at www.sfplanning.org. An appeal of the decision **to exempt the proposed project from CEQA may be made to the Board of Supervisors within 30 calendar days** after the project approval action identified on the determination. The procedures for filing an appeal of an exemption determination are available from the Clerk of the Board at City Hall, Room 244, or by calling (415) 554-5184.

Under CEQA, in a later court challenge, a litigant may be limited to raising only those issues previously raised at a hearing on the project or in written correspondence delivered to the Board of Supervisors, Planning Commission, Planning Department or other City board, commission or department at, or prior to, such hearing, or as part of the appeal hearing process on the CEQA decision.

Date: **03/27/2018**

The attached notice is provided under the Planning Code. It concerns property located at **1600 Jackson Street (2016-000378CUA)**. A hearing may occur, a right to request review may expire or a development approval may become final by **04/26/2018**.

To obtain information about this notice in Spanish or Chinese, please call **(415) 575-9010**. To obtain information about this notice in Filipino, please call **(415) 575-9121**. Please be advised that the Planning Department will require at least one business day to respond to any call.

附上的是三藩市城市規劃的法定通告。

此通告是與位於 **1600 Jackson Street (2016-000378CUA)**

的建築計劃有關。如果在 **04/26/2018** 之前無人申請聽證會來檢討這一個建築計劃, 這計劃最終會被核准。

如果你需要用華語獲得關於這通告的細節,請電 **415-575-9010**。

然後, 請按 “8” 及留言。城市規劃局將需要至少一個工作天回應。華語資料提供只是城市規劃局的一項服務, 此項服務不會提供額外的權利或延伸任何要求檢討的期限。

El documento adjunto es requerido por el Código de Planeación (Planning Code) y es referente a la propiedad en la siguiente dirección: **1600 Jackson Street (2016-000378CUA)**. Es posible que ocurra una audiencia pública, que el derecho a solicitar una revisión se venza, o que la aprobación final de proyecto se complete el: **04/26/2018**.

Para obtener más información sobre esta notificación en español, llame al siguiente teléfono **(415) 575-9010**. Por favor tome en cuenta que le contestaremos su llamada en un periodo de 24 horas.

Ang nakalakip na paunawa ay ibinibigay alinsunod sa Planning Code. Tinatalakay nito ang propyedad na matatagpuan sa **1600 Jackson Street (2016-000378CUA)**. Maaring may paglilitis na mangyayari, may mapapasong paghiling ng isang pagrerepaso (review), o ang na-aprobahang pagpapatayo ay malapit nang ipagtibay sa **04/26/2018**.

Para humiling ng impormasyon tungkol sa paunawang ito sa Tagalog, paki tawagan ang **(415) 575-9121**. Mangyaring tandaan na mangangailangan ang Planning Department ng di-kukulangin sa isang araw ng pangangalakal para makasagot sa anumang tawag.

PROJECT APPLICATIONS + DOCUMENTS

AMENDED

APPLICATION FOR

Conditional Use Authorization

1. Owner/Applicant Information

PROPERTY OWNER'S NAME:	
1600 Jackson 76% LLC; 1600 Jackson 24% LLC & 1616 Jackson LLC	
PROPERTY OWNER'S ADDRESS:	TELEPHONE:
c/o VPI 2004, Inc. Attn: Robert Isackson 940 Emmett Avenue, Suite 200 Belmont, California 94002	()
	EMAIL:

APPLICANT'S NAME:	
Whole Foods Market Attn: Rob Twyman	Same as Above <input type="checkbox"/>
APPLICANT'S ADDRESS:	TELEPHONE:
5980 Horton Street, Suite 200 Emeryville, California 94608	(510) 428-7400
	EMAIL:
	Rob.Twyman@wholefoods.com

CONTACT FOR PROJECT INFORMATION:	
Reuben, Junius & Rose, LLP Attn: Jody Knight	Same as Above <input type="checkbox"/>
ADDRESS:	TELEPHONE:
One Bush Street, Suite 600 San Francisco, California 94104	(415) 567-9000
	EMAIL:
	jknight@reubenlaw.com

COMMUNITY LIAISON FOR PROJECT (PLEASE REPORT CHANGES TO THE ZONING ADMINISTRATOR):	
	Same as Above <input type="checkbox"/>
ADDRESS:	TELEPHONE:
	()
	EMAIL:

2. Location and Classification

STREET ADDRESS OF PROJECT:		ZIP CODE:
1600 Jackson Street		94109
CROSS STREETS:		
Van Ness Avenue and Polk Street		

ASSESSORS BLOCK/LOT:	LOT DIMENSIONS:	LOT AREA (SQ FT):	ZONING DISTRICT:	HEIGHT/BULK DISTRICT:
0595 /002, 003		22,471	NCD	65-A

3. Project Description

(Please check all that apply) <input checked="" type="checkbox"/> Change of Use <input type="checkbox"/> Change of Hours <input type="checkbox"/> New Construction <input type="checkbox"/> Alterations <input type="checkbox"/> Demolition <input type="checkbox"/> Other Please clarify:	ADDITIONS TO BUILDING: <input type="checkbox"/> Rear <input type="checkbox"/> Front <input type="checkbox"/> Height <input type="checkbox"/> Side Yard	PRESENT OR PREVIOUS USE:	
		Vacant Retail Building	
		PROPOSED USE:	
		Grocery Store	
		BUILDING APPLICATION PERMIT NO.:	DATE FILED:

4. Project Summary Table

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

	EXISTING USES:	EXISTING USES TO BE RETAINED:	NET NEW CONSTRUCTION AND/OR ADDITION:	PROJECT TOTALS:
PROJECT FEATURES				
Dwelling Units	0	0	0	0
Hotel Rooms	0	0	0	0
Parking Spaces	70	70	0	70
Loading Spaces	1	1	0	1
Number of Buildings	1	1	0	1
Height of Building(s)	48	48	0	48
Number of Stories	2	2	0	2
Bicycle Spaces	0	0	11 Class 1, 16 Class 2, 1 cargo bike	28
GROSS SQUARE FOOTAGE (GSF)				
Residential	0	0	0	0
Retail	43,898	43,898	0	43,898
Office	0	0	0	0
Industrial/PDR <i>Production, Distribution, & Repair</i>	0	0	0	0
Parking	70	70	0	70
Other (Specify Use)				
TOTAL GSF				

Please describe any additional project features that are not included in this table:
 (Attach a separate sheet if more space is needed)

See Attachment

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

Priority General Plan Policies Findings

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

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

See Attachment

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

See Attachment

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

See Attachment

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

See Attachment

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

See Attachment

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

See Attachment

7. That landmarks and historic buildings be preserved; and

See Attachment

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

See Attachment

Estimated Construction Costs

TYPE OF APPLICATION:	
Conditional Use Authorization	
OCCUPANCY CLASSIFICATION:	
M - Mercantile	
BUILDING TYPE:	
II-B	
TOTAL GROSS SQUARE FEET OF CONSTRUCTION:	BY PROPOSED USES:
43,898 sf	Grocery Store
ESTIMATED CONSTRUCTION COST:	
\$5 Million	
ESTIMATE PREPARED BY:	
FEE ESTABLISHED:	

Applicant's Affidavit

Under penalty of perjury the following declarations are made:

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

Signature: _____

Date: _____

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

Jody Knight, Authorized Agent

Owner / Authorized Agent (circle one)

Application Submittal Checklist

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

APPLICATION MATERIALS	CHECKLIST
Application, with all blanks completed	<input type="checkbox"/>
300-foot radius map, if applicable	<input type="checkbox"/>
Address labels (original), if applicable	<input type="checkbox"/>
Address labels (copy of the above), if applicable	<input type="checkbox"/>
Site Plan	<input type="checkbox"/>
Floor Plan	<input type="checkbox"/>
Elevations	<input type="checkbox"/>
Section 303 Requirements	<input type="checkbox"/>
Prop. M Findings	<input type="checkbox"/>
Historic photographs (if possible), and current photographs	<input type="checkbox"/>
Check payable to Planning Dept.	<input type="checkbox"/>
Original Application signed by owner or agent	<input type="checkbox"/>
Letter of authorization for agent	<input type="checkbox"/>
Other: Section Plan, Detail drawings (ie. windows, door entries, trim), Specifications (for cleaning, repair, etc.) and/or Product cut sheets for new elements (ie. windows, doors)	<input type="checkbox"/>

NOTES:

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

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

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

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

For Department Use Only

Application received by Planning Department:

By: _____

Date: _____



**SAN FRANCISCO
PLANNING
DEPARTMENT**

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

Central Reception

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

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

Planning Information Center (PIC)

1660 Mission Street, First Floor
San Francisco CA 94103-2479

TEL: **415.558.6377**

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

December 2, 2015

Department of City Planning
City and County of San Francisco
1650 Mission Street, Suite 400
San Francisco, CA 94103

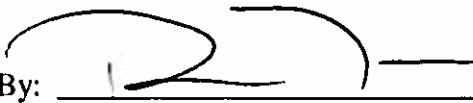
Re: Property Address: 1600 Jackson Street
Assessor's Block/Lot: 0595/002
Subject: Planning Dept Applications and Processing
Entity: Whole Foods Market California, Inc.

Dear Sir or Madam:

Whole Foods Market California, LLC hereby authorizes the law firm of Reuben, Junius & Rose, LLP to take any and all necessary action on its behalf, including but not limited to the signing of documents, in furtherance of the filing and processing of a Conditional Use application to establish a Whole Foods store at 1600 Jackson Street. Please call if you have any questions.

Very truly yours,

Whole Foods Market California, Inc.

By: _____

Name: Rob Twyman, Regional President

Its: _____



1600 JACKSON 76%, LLC, 1600 JACKSON 24%, LLC, 1616 JACKSON, LLC

940 Emmett Avenue Suite 200 Belmont, CA 94002

December 14, 2015

Department of City Planning
City and County of San Francisco
1650 Mission Street, Suite 400
San Francisco, CA 94103

Re: Property Address: 1600 Jackson Street
Assessor's Block/Lot: 0595/002
Subject: Planning Dept Applications and Processing
Entities: 1600 Jackson 24% LLC; 1600 Jackson 76% LLC; 1616 Jackson LLC

Dear Sir or Madam:

1600 Jackson 24% LLC; 1600 Jackson 76% LLC; and 1616 Jackson LLC (collectively, "Owners") are the owners of the real property located at 1600 Jackson Street (Assessor's Block 0595, Lot 002) in San Francisco, California. The Owners hereby authorize the law firm of Reuben, Junius & Rose, LLP to take any and all necessary action, including but not limited to the signing of documents, in furtherance of the filing and processing of a Conditional Use application to establish a 365 by Whole Foods store at 1600 Jackson Street. Please call me at 415-227-2203 if you have any questions.

Sincerely,

1600 Jackson 76%, LLC, a California limited liability company
1600 Jackson 24%, LLC, a California limited liability company
1616 Jackson, LLC, a California limited liability company

By: 2700 Geary Partners, L.P., a California limited partnership,
their sole member

By: Delaware Retail Control, LLC, a Delaware limited liability company,
its general partner

By: VPI 2004, Inc., a California corporation,
its manager

By: 
Robert Isackson, President

1600 JACKSON WHOLE FOODS

ATTACHMENT TO REVISED CONDITIONAL USE APPLICATION

I. PROJECT DESCRIPTION

Whole Foods Market (“Project Sponsor”) proposes a 365 by Whole Foods Market grocery store (the “Project”) at 1600 Jackson Street in the Nob Hill neighborhood at the northwest corner of Jackson and Polk Streets (the “Property” or “Project Site”).

Whole Foods Market owns and operates a chain of natural foods supermarkets that seek out the finest natural and organic foods available, maintain the strictest quality standards in the industry, and have an unshakeable commitment to sustainable agriculture. The Project would establish a 365 by Whole Foods Market within the existing, vacant retail building at 1600 Jackson Street. The 365 brand seeks to make fresh, healthy foods affordable everyday. The Project will also provide a variety of hot and cold takeout food.

The 43,898 gross-square-foot building was most recently occupied by a sporting goods store (d.b.a Lombardi Sports), but is now vacant. The Project will involve interior and exterior tenant improvements, including uncovering the existing glazing, and the installation of new signage, but will not expand the existing building envelope.

The project will convert one of the existing parking spaces in the garage to a carshare space and will designate two parking spaces for online food app pickup. The project will also add 11 Class 1 and one cargo bike parking space to the garage and 16 Class 2 bike parking spaces to the sidewalk on Jackson and Polk Streets. The project will add lockers, showers and bike parking for 365 Store Team Members on the second floor to encourage team members to bike, run or walk to work. Additional transit incentives provided to Team Members and customers include applying the standard 365 Team Member discount to the purchase of Clipper Cards and providing pre-tax benefit accounts to employees to pay for public transit. The Project will improve the pedestrian experience of the corner by providing a bulb out into Polk Street and adding trees in planters along Jackson Street.

The ground floor would contain 15,554 gross square feet of retail area and 2,085 gross square feet of takeout and kitchen area, as well as 2,205 square feet of accessory storage. The second floor would contain 7,196 gross square feet of retail area, 3,500 square feet of accessory office, 1,737 square feet of storage, and 1,737 square feet of area for mechanicals. The second floor would also contain a 4,009 gross square foot seating area. Unlike many other Whole Foods and 365 Stores, 1600 Jackson does not have outdoor space for a seating area, which is expected to be in particularly high demand at lunch and dinner. Therefore, the seating will be available on the second floor. Similarly, in many new buildings, there is separate space for mechanicals. Here, the mechanicals will need to fit within the second floor.

The second floor seating area will also serve as a community space for small, non-profit, community groups that are housed in the Middle Polk neighborhood, particularly during non-

peak hours. The community program will be further developed closer to opening, but it is intended that there will be a nominal fee for reservation of the space which will be donated to a business improvement district or other merchant support organization that will work to continue to improve the Middle Polk commercial district. The 365 team also intends to host quarterly merchant gatherings for the first year and on-going, if needed, to actively engage with the local merchants and understand how Whole Foods and other local merchants can continue to work together to build foot traffic, leverage synergies and grow revenues for all merchants in the Middle Polk Commercial District. Finally, the store intends to establish a “Friends” program, in which local merchants’ products are highlighted and made available in store.

The project would maintain the existing 70-space parking garage (with access off Polk Street) and the existing off-street receiving area (with access off Jackson Street), and it would request the establishment of a 100-foot commercial loading zone on Jackson Street along the building frontage. The project will also add a bulb out to the corner of Jackson and Polk based on SFMTA standards.

Typical business hours would be 8:00 a.m. to 10:00 p.m. daily. Business hours may be extended in advance of major holidays. Inventory, restocking, and other similar store operations activities would occur at any time during a 24-hour period. The 365 Store would have approximately 100-110 employees. Construction will be staged from the garage to avoid construction impacts on neighbors.

A. Summary of 365 Operations

365 by Whole Foods Market brings fresh, healthy and affordable food to a wide variety of customers every day. The store will concentrate on a curated collection of products that are accessible to everyone, while featuring a simple, smaller store design.

Customers can expect the following from the 365 store experience:

- Everyday great quality and prices as well as a digitally enhanced experience that meets customers where they are and helps them find just the right products for what’s most important to them;
- A curated selection of approximately 12,000-14,000 items, while traditional Whole Foods stores offer 30,000 to 40,000 items;
- Convenience. Instead of extended service departments, 365 locations offer meat, seafood, prepared foods and bakery departments in a self-service format that will provide a faster and easier shopping experience that doesn’t sacrifice quality;
- A complimentary product selection with fellow merchants in the neighborhood. The 365 model allows Whole Foods Market and opportunity to fit neatly with other food-related merchants to offer a unique shopping experience that benefits all businesses by drawing customers with like-minded interest in quality food;
- Partnerships with neighborhood merchants, including for events or products from other merchants being showcased in the store.

B. Community Outreach

On October 26, 2015, Whole Foods Market entered into a lease agreement with Village Properties for the property located at 1600 Jackson Street, formerly operated as Lombardi Sports. Whole Foods Market immediately began preparation for submitting an application for Conditional Use Authorization. On December 23, 2015 Whole Foods held an initial community meeting at 1600 Jackson Street. The Team made initial presentations about Whole Foods Market and the then new 365 concept, discussed what was believed would be the process San Francisco Planning would require and answered questions from the assembled group of neighbors and business owners.

Understanding that the timing of the meeting, though required prior to submitting the Application, fell just prior to Christmas, Whole Foods felt it necessary to hold an additional community meeting after the Holidays to allow anyone unable to attend the first meeting to have the chance to see the presentation and ask questions. The Team held another meeting on site at 1600 Jackson on January 5, 2016, and then submitted the Conditional Use Authorization Application on January 6, 2016.

Whole Foods continued outreach to the community, communicating with Neighborhood and Condo Association groups and leaders, including Middle Polk Neighbors Association, Russian Hill Neighbors Association, 1650 Jackson Condominium Owners Association, 1645 Pacific Avenue Owners Association, Jackson Plaza Condominium Association and Pacific Place Owners Association

On March 22, 2016 Whole Foods met with members of the RHNA/DZLU (Design, Zoning and Land Use Committee) at 999 Green Street, SF.

On April 26, 2016 Whole Foods Market hosted a Russian Hill Community Gathering at Fly Bar, 1085 Sutter Street, SF.

On May 26, 2016 Whole Foods attended the MPNA meeting at St. Paulus Lutheran Church at 1541 Polk Street where the Team gave a brief presentation, listened to concerns and answered questions about the project.

During the course of late 2016 and into 2017 Whole Foods maintained a mailing list of neighbors and sent periodic updates on our progress with the application process. Once Whole Foods had notification that a hearing date for the project had been scheduled the Team held three additional meetings:

On October 10th, 2017 with the Russian Hill Condo Association at the Holiday Inn at 1500 Van Ness, SF,

On October 11th, 2017 with the Russian Hill Neighbor Association at 1535 Pacific Ave, SF

On October 17th 2017 the Team held a third Community Meeting at 1600 Jackson Street.

On March 14th 2018 Whole Foods met with SF Planning Staff and members from the neighborhood including Russian Hill Neighbors Association, 1650 Jackson Condo Association, and others at Planning Staff Offices to discuss planning timeline and process leading up to our hearing.

There is widespread support among the neighbors for both a grocery store and a beneficial use that will not leave the Site vacant.

II. SECTION 303 CONDITIONAL USE FINDINGS

Planning Code Section 303(c)(1) requires that facts be established which demonstrate the following:

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

The proposed 365 by Whole Foods Market will replace a vacant retail space and does not involve expansion of the building envelope. The proposed retail use is consistent with the character of ground-floor land uses along Polk Street, which provides a diverse mix of Citywide and neighborhood-serving retail uses. The proposed store is relatively small in size for a grocery use, but will provide high quality grocery items and take out food to local residents and the City at large. Whole Foods Market will complement the existing mix of goods and services available within the neighborhood, making it a necessary and desirable new use.

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

- (a) The nature of the proposed site, including its size and shape, and the proposed size, shape and arrangement of the structure.**

There will be no changes to the size or shape of the existing building; its height and bulk will remain the same. The Project will involve interior and exterior tenant improvements to an existing, vacant retail building, as well as installation of new signage. These improvements will re-activate the existing ground-floor retail space by providing a desirable and appropriately-scaled new retail use.

- (b) The accessibility and traffic patterns for persons and vehicles, the type and volume of such traffic, and the adequacy of proposed off-street parking and loading and of proposed alternatives to off-street parking spaces, as defined in Section 166 of this Code.**

The existing traffic pattern will not be significantly affected by the proposed 365 by Whole Foods Market location. The building previously contained a retail use within the same envelope and with the same 70 parking spaces. Many from the neighborhood are expected to walk or bike

to the store. One of the main reasons for local support of the Project in the immediate area is to have a walkable grocery store in the neighborhood.

The Project Site is located along Polk Street and in close proximity to the Van Ness Avenue corridor, which is a major vehicular thoroughfare. The Property is within easy walking distance of many potential customers and well-served by public transit. The 90 Owl; 76 Marin Headlands; 60 Powell & Hyde; 49 Van Ness/Mission; 47 Van Ness; 30X Marina Express; 27 Bryant; 19 Polk; 12 Folsom; and 01 California MUNI lines all run within 1,300 feet of the Project Site.

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

The Project entails interior tenant alterations to an existing building. It will not include, any uses that would emit noxious or offensive emissions such as noise, glare, dust and odor, and will provide proper venting for the space in compliance with the San Francisco Building Code standards.

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

The Project will upgrade the exterior of the building, including opening up the covered windows and adding new signage. It will also add street trees along the Jackson Street frontage and 16 Class 2 bike parking spaces on the Jackson and Polk Street frontages. The Department will review all associated lighting and signage in accordance with the Planning Code and Performance Based Design Standards.

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

The Project will affirmatively promote, is consistent with, and will not adversely affect the General Plan, specifically the **Commerce and Industry Element** and the **Urban Design Element** as follows:

Commerce and Industry Element

Policy 1.1 **Encourage development which provides substantial net benefits and minimizes undesirable consequences.**

The Project will affirmatively support this Policy by creating 100-110 new jobs at the commencement of operations, increasing the City's sales tax base and adding a new grocery store to the neighborhood.

Policy 1.3 **Locate commercial and industrial activities according to a generalized commercial and industrial land use plan.**

Policy 2.1 **Seek to retain existing commercial and industrial activity and to**

attract new such activity to the city.

The Project proposes to establish a new retail store in a commercial space that has been vacant for several years. In doing so, it would bring new commercial activity to the City in a location designated for retail use by the General Plan and Planning Code.

Policy 3.1 Promote the attraction, retention and expansion of commercial and industrial firms which provide employment improvement opportunities for unskilled and semi-skilled workers.

The Project will promote this policy, as it will create job opportunities for unskilled and semi-skilled workers during construction and operation.

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 Project would provide a new grocery store in the Nob Hill neighborhood, diversifying residents' shopping options and providing a desirable new active retail use.

J. COMPLIANCE WITH SECTION 303(i) – FORMULA RETAIL USE

Section 303.1 the Planning Code requires formula retail projects in the Polk Street NCD to obtain Conditional Use authorization from the Planning Commission. Formula retail use is defined as a type of use that includes 11 or more establishments in the world that maintains two or more of the following standardized features: array of merchandise, façade, décor, uniform apparel, signage, trademark or servicemark. The Project proposes to establish a 365 by Whole Foods Market grocery store, which qualifies as a formula retail use. Section 303.1 requires that, with respect to an application for Conditional Use authorization for a formula retail use, the Planning Commission shall consider the following:

- (1) The existing concentrations of formula retail uses within the district and within the vicinity of the proposed project;**

There are approximately ten (10) formula retail uses within ¼ mile of the Project Site and within the same Polk Street NCD, which runs for a length of approximately 1 mile along Polk Street and includes a portion of Larkin Street between Post and California Streets. These retailers include Project Juice; Royal Ground Coffee; Starbucks; Peet's Coffee and Tea; Walgreens; The UPS Store; Its a Grind Coffee House; Glidden Paint; Trader Joe's; and Chase Bank.

In addition, there are several formula retail uses located along the Van Ness Corridor and outside of the Project Site's Polk Street NCD zoning district, but within ¼ mile of the Project Site. These uses include Jiffy Lube Oil Change Center; CVS Pharmacy; First Republic Bank; Subway; Crossfit Golden Gate; Dick Blick Art Materials; Citibank; and Staples.

A summary and map depicting all formula retail establishments within the Polk Street NCD and those within ¼ mile of the Project Site is attached as **Exhibit E**.

(2) The availability of other similar retail uses within the district and within the vicinity of the proposed project;

365 by Whole Foods Market will offer fresh, healthy, and affordable food to a wide variety of customers every day. The store will concentrate on a curated collection of products that are accessible to everyone. There appear to be several retail uses within the mile-long Polk Street NCD which offer various types and selections of grocery goods. These include Bel Campo Meat Co.; Cheese Plus; Walgreens; The Real Food Co.; Polk Street Market; Le Petit Market; Golden Veggie Market; You Say Tomato; Trader Joe's; Discount Grocers; Super One Market; and S&B Grocery and Liquor. However, none of these locations offer a comparable selection of natural, fresh, and affordable food products to that provided by 365 by Whole Foods Market locations.

There are currently five (5) Whole Foods Market locations operating in San Francisco. However, none of these locations contain a 365 by Whole Foods Market. The next closest Whole Foods Market to the Project Site is at 1765 California Street, approximately 0.4 miles to the southwest, and located across the busy Van Ness Avenue corridor. The next closest Whole Foods Market is located at 399 4th Street, approximately 2.5 miles from the Property.

A summary and map of retailers in the district providing grocery goods is attached as **Exhibit E**.

(3) The compatibility of the proposed formula retail use with the existing architectural and aesthetic character of the district;

The Project would involve interior and exterior renovations to the existing building. Exterior modifications would be designed to complement the architectural and aesthetic character of nearby retail structures along the vibrant Polk Street commercial corridor, including increasing ground floor transparency. It would provide a new retail use anchoring the corner location, consistent with the aesthetic character of many other buildings within the Polk Street NCD. Signage and exterior lighting installed in connection with the new 365 by Whole Foods Market would be reviewed by the Planning Department to ensure consistency with the Performance Based Design Guidelines.

(4) The existing retail vacancy rates within the district; and

A visual survey of the Project Site's Polk Street NCD Zoning District conducted using Google Maps on 12.22.15, revealed approximately 20 ground floor retail units (in addition to the Project Site) which appear currently vacant.

A summary and map of apparently vacant locations within the district is attached as **Exhibit E**.

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

A broad mix of Citywide-serving and neighborhood-serving retail uses exist within the Polk Street NCD. The proposed 365 Market by Whole Foods store will occupy a vacant space that was most recently used by a retail sporting goods store. It will serve as a complementary use to the existing mix of goods and services in the area, and will not significantly affect the character of the district.

K. PRIORITY MASTER PLAN POLICIES FINDINGS

Planning Code Section 101.1 establishes the following eight priority planning policies and requires review of permits for consistency with said policies. The Project and this Section 303 Application are consistent with each of these policies as follows:

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

No neighborhood-serving retail uses will be displaced by the Project, which will occupy a currently-vacant retail space. The Project will provide employment opportunities for San Francisco residents. The 365 by Whole Foods Market store will add to the diversity of existing retail uses in the neighborhood.

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

The Project will support housing in the neighborhood by offering a walkable high-quality option for groceries and takeout food.

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

The Project will have no effect on affordable housing, but will provide a high quality food option for those living in the area.

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

The Project is in the vibrant Polk Street NCD, in close proximity to the busy Van Ness commercial corridor, and is very well served by public transit. It is occupying a vacant retail space that was most recently operated by another retail store, and is therefore not anticipated to significantly increase local traffic or area parking.

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

The Project proposes no office uses. The Project will contribute to a diverse economic base by adding a 365 by Whole Foods Market grocery store within a district in which there are a number of retail vacancies. Whole Foods Market will provide job opportunities for San Franciscans. The tenant improvement work will create new temporary construction jobs, and the store itself will create a number of part-time and full-time positions.

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

The Project will conform to all structural and seismic requirements of the San Francisco Building Code, and thus meet this requirement.

7. That landmarks and historic buildings be preserved.

The Project will not adversely alter any landmarks or historic buildings.

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

The Project does not involve any expansion of the existing building and will therefore have no effect on parks or open space, or their access to sunlight and views.



SAN FRANCISCO
PLANNING
DEPARTMENT

Planning Department
1650 Mission Street
Suite 400
San Francisco, CA
94103-9425

T: 415.558.6378
F: 415.558.6409

AFFIDAVIT FOR

Formula Retail Uses

Pursuant to Planning Code Section 303.1, certain retail uses must have additional review to determine if they qualify as a Formula Retail Use. The first pages consist of instructions and important information that should be read carefully before the affidavit form is completed.

Planning Department staff are available to advise you in the preparation of this affidavit. Call (415) 558-6377 for further information.

WHAT IS A FORMULA RETAIL USE?

A Formula Retail Use is a type of retail sales activity or retail sales establishment that has eleven or more other retail sales establishments worldwide. In addition to the eleven (11) establishments, a Formula Retail Use maintains two (2) or more of the following features: a standardized array of merchandise, a standardized facade, a standardized decor and color scheme, uniform apparel, standardized signage, a trademark or a servicemark.

WHAT TYPES OF BUSINESSES ARE REGULATED AS FORMULA RETAIL USES?

Businesses subject to the Formula Retail Use controls include the following 'Retail Sales Activities' or 'Retail Sales Establishments' as defined in Article 7 and Article 8 of the Code:

- Amusement Game Arcade (§§790.4, 890.4)
- Bar (§§790.22, 890.22)
- Drive-up Facility (§§790.30, 890.30)
- Eating and Drinking Use (§§790.34, 890.34)
- Limited-Restaurant (§790.90)
- Liquor Store (§790.55)
- Massage Establishment (§§790.60, 890.60)
- Movie Theater (§§790.64, 890.64)
- Restaurant (§790.91)
- Sales and Service, Nonretail (§§790.100, 890.100)
- Sales and Service, Other Retail (§§790.102, 890.102)
- Sales and Service, Retail (§§790.104, 890.104)
- Service, Financial (§§790.110, 890.110)
- Service, Fringe Financial (§§790.111, 890.113)
- Service, Limited Financial (§§790.112, 890.112)
- Service, Personal (§§790.116, 890.116)
- Take-out Food (§790.122)
- Tobacco Paraphernalia Establishment (§§790.123, 890.123)

This affidavit for Formula Retail Uses must accompany any Permit Application for any Alterations, New Construction, Commercial Tenant Improvements, Change of Use or Signage that relates to the establishment of that use.

IS A CONDITIONAL USE AUTHORIZATION OR NEIGHBORHOOD NOTIFICATION REQUIRED?

If a use does qualify as Formula Retail, then additional controls may apply depending on the zoning district where the proposed business will be located. Please consult the Public Information Center (PIC) for guidance on whether a Conditional Use Authorization and/or Neighborhood Notification is required.

HOW IS FORMULA RETAIL STATUS DETERMINED?

If the number of worldwide locations is eleven (11) or more and if the number of total standardized features of this business is two (2) or more, then the proposed use is a Formula Retail Use.

If the Planning Department determines that an application or permit is for a Formula Retail Use, the permit applicant bears the burden of proving to the Planning Department that the proposed or existing use is not a Formula Retail Use. Any permit approved for a use that is determined by the Planning Department to be for a Formula Retail Use that did not identify the use as such is subject to revocation at any time.

ARE PROPOSED LOCATIONS INCLUDED IN MY TOTAL QUANTITY OF RETAIL LOCATIONS?

Yes. A proposed location is counted in your total number of retail locations calculation even if it is not open for business yet. Any location that has been given a land use permit or entitlement counts. If you are unsure about the status of a proposed location, please let staff know so that all proposed locations are appropriately accounted for.

WHAT ARE STANDARDIZED FEATURES?

Formula Retail Uses are identified by having certain standardized features in common throughout their locations. They are officially defined in Planning Code Section 303.1. The below list is a summary:

- (A) Standardized array of merchandise: Half or more of the products in stock are branded alike.
- (B) Trademark: A word, phrase, symbol or design that identifies products as being offered by them and no others.
- (C) Servicemark: A word, phrase, symbol or design that identifies a service as being offered by them and no others.
- (D) Décor: The style of interior furnishings, (i.e. furniture, wall coverings or permanent fixtures)
- (E) Color Scheme: A selection of colors used throughout the decor and/or used on the facade.
- (F) Façade: The face or front of a building (including awnings) looking onto a street or an open space.
- (G) Uniform Apparel: Standardized items of clothing (i.e. aprons, pants, shirts, smocks, dresses, hats, pins (other than name tags) including the colors of clothing.
- (H) Signage: A sign that directs attention to a business conducted on the premises. (see P.C. Sec. 602.3)

AFFIDAVIT FOR Formula Retail Uses

1. Location and Classification

STREET ADDRESS OF PROJECT: 1600 Jackson Street		
ASSESSORS BLOCK/LOT: 595 / 002	ZONING DISTRICT: Polk Street NCD	HEIGHT/BULK DISTRICT: 65-A

2. Proposed Use Description

PROPOSED USE (USE CATEGORY PER ARTICLE 7 OR 8): Sales and Services, Other Retail	
PROPOSED BUSINESS NAME: 365 by Whole Foods Market	
DESCRIPTION OF BUSINESS, INCLUDING PRODUCTS AND/OR SERVICES: Natural foods supermarket	
BUILDING PERMIT APPLICATION NO.: (if applicable) N/A	PLANNING DEPARTMENT CASE NO.: (if applicable) Not yet provided

3. Quantity of Retail Locations

		TOTAL
3.a	How many retail locations of this business are there worldwide? Please include any property for which a land use permit or entitlement has been granted.	Approx. 431
3.b	How many of the above total locations are in San Francisco?	5

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

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

4. Standardized Features

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

	FEATURES	YES	NO
A	Array of Merchandise	<input checked="" type="checkbox"/>	<input type="checkbox"/>
B	Trademark	<input checked="" type="checkbox"/>	<input type="checkbox"/>
C	Servicemark	<input type="checkbox"/>	<input checked="" type="checkbox"/>
D	Décor	<input checked="" type="checkbox"/>	<input type="checkbox"/>
E	Color Scheme	<input checked="" type="checkbox"/>	<input type="checkbox"/>
F	Facade	<input checked="" type="checkbox"/>	<input type="checkbox"/>
G	Uniform Apparel	<input checked="" type="checkbox"/>	<input type="checkbox"/>
H	Signage	<input checked="" type="checkbox"/>	<input type="checkbox"/>
TOTAL		7	1

Enter the total number of Yes/No answers above.

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

5. Applicant's Affidavit

NAME: Melinda A. Sarjapur		<input type="checkbox"/> Property Owner	<input checked="" type="checkbox"/> Authorized Agent
MAILING ADDRESS: (STREET ADDRESS, CITY, STATE, ZIP) Reuben, Junius & Rose, LLP; One Bush Street, Suite 600; San Francisco, CA 94104			
PHONE: (415) 567-9000		EMAIL: msarjapur@reubenlaw.com	

Under penalty of perjury the following declarations are made:

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

Applicant's Signature: Melinda A. Sarjapur Date: 1/4/15

PLANNING DEPARTMENT USE ONLY	
PLANNING CODE SECTION(S) APPLICABLE:	
HOW IS THE PROPOSED USE REGULATED AT THIS LOCATION?	
<input type="checkbox"/> Principally Permitted <input type="checkbox"/> Principally Permitted, Neighborhood Notice Required (Section 311/312) <input type="checkbox"/> Not Permitted <input type="checkbox"/> Conditional Use Authorization Required	
COMMENTS:	
VERIFIED BY:	
Signature: _____	Date: _____
Printed Name: _____	Phone: _____



SAN FRANCISCO
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DEPARTMENT

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

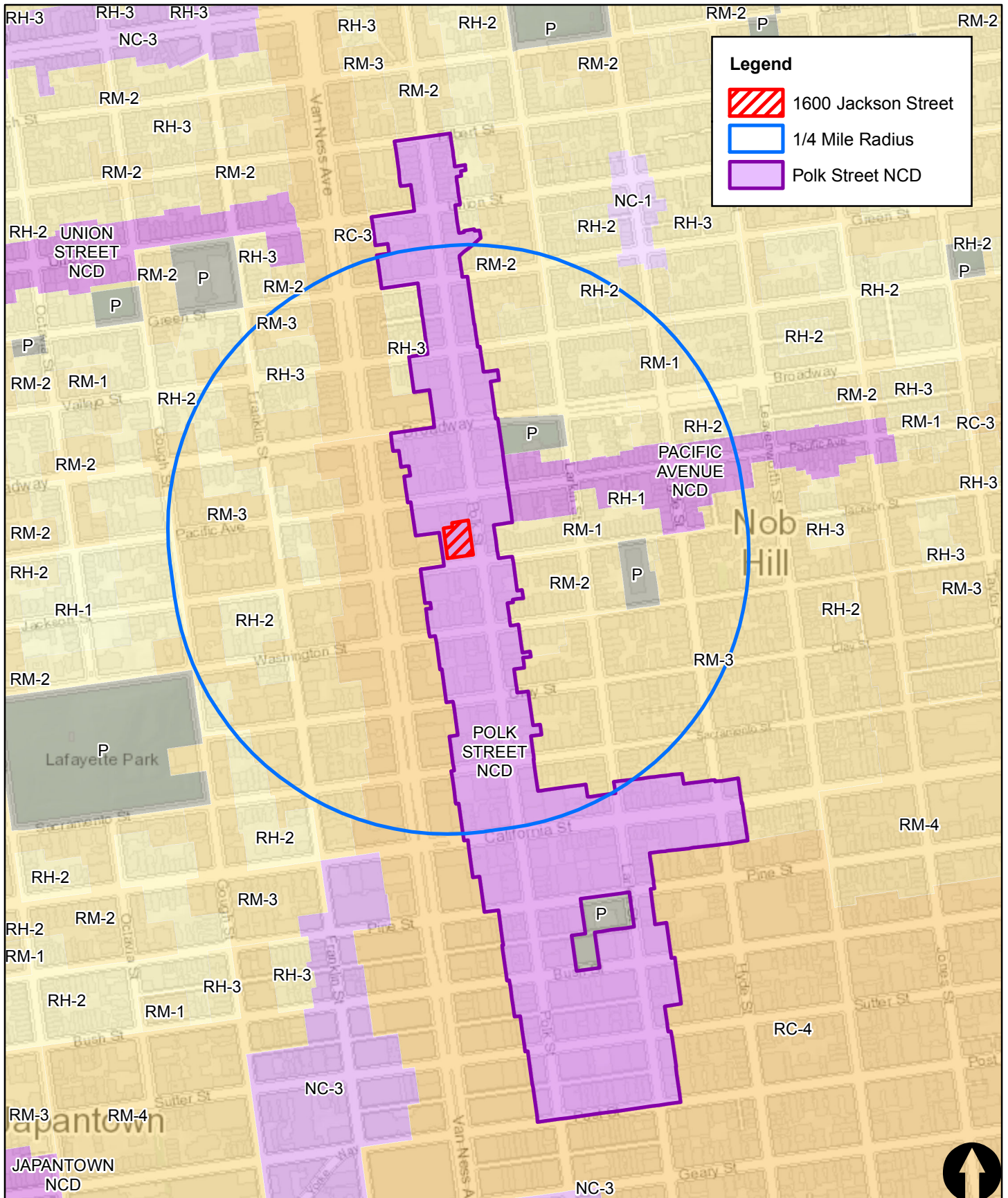
Central Reception
1650 Mission Street, Suite 400
San Francisco CA 94103-2479

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

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

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

1600 Jackson Street: Formula Retail Survey Map



The City and County of San Francisco (CCSF) does not guarantee the accuracy, adequacy, completeness or usefulness of any information. CCSF provides this information on an "as is" basis without warranty of any kind, including but not limited to warranties of merchantability or fitness for a particular purpose, and assumes no responsibility for anyone's use of the information.

Printed: 10 April, 2018

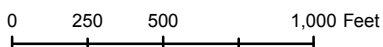


EXHIBIT K:
FIRST SOURCE
HIRING AFFIDAVIT



SAN FRANCISCO
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DEPARTMENT

AFFIDAVIT FOR FIRST SOURCE HIRING PROGRAM

Administrative Code

Chapter 83

1650 Mission Street, Suite 400 • San Francisco CA 94103-2479 • 415.558.6378 • <http://www.sfplanning.org>

Section 1: Project Information

PROJECT ADDRESS		BLOCK/LOT(S)	
1600 Jackson		0595/002, 003	
BUILDING PERMIT APPLICATION NO.		CASE NO. (IF APPLICABLE)	MOTION NO. (IF APPLICABLE)
Not yet filed.		2016-000378	
PROJECT SPONSOR		MAIN CONTACT	PHONE
Whole Foods Market		Rob Twyman	510-428-7400
ADDRESS			
5980 Horton Street, Suite 200			
CITY, STATE, ZIP		EMAIL	
Emeryville, CA 94608		rob.twyman@wholefoods.com	
ESTIMATED RESIDENTIAL UNITS	ESTIMATED SQ FT COMMERCIAL SPACE	ESTIMATED HEIGHT/FLOORS	ESTIMATED CONSTRUCTION COST
0	43,898 gsf	48 (existing)	\$5,000,000
ANTICIPATED START DATE			

Section 2: First Source Hiring Program Verification

CHECK ALL BOXES APPLICABLE TO THIS PROJECT	
<input type="checkbox"/>	Project is wholly Residential
<input checked="" type="checkbox"/>	Project is wholly Commercial
<input type="checkbox"/>	Project is Mixed Use
<input type="checkbox"/>	A: The project consists of ten (10) or more residential units;
<input checked="" type="checkbox"/>	B: The project consists of 25,000 square feet or more gross commercial floor area.
<input type="checkbox"/>	C: Neither 1A nor 1B apply.
NOTES:	
<ul style="list-style-type: none">If you checked C, this project is <u>NOT</u> subject to the First Source Hiring Program. Sign Section 4: Declaration of Sponsor of Project and submit to the Planning Department.If you checked A or B, your project IS subject to the First Source Hiring Program. Please complete the reverse of this document, sign, and submit to the Planning Department prior to any Planning Commission hearing. If principally permitted, Planning Department approval of the Site Permit is required for all projects subject to Administrative Code Chapter 83.For questions, please contact OEWD's CityBuild program at CityBuild@sfgov.org or (415) 701-4848. For more information about the First Source Hiring Program visit www.workforcedevelopmentsf.orgIf the project is subject to the First Source Hiring Program, you are required to execute a Memorandum of Understanding (MOU) with OEWD's CityBuild program prior to receiving construction permits from Department of Building Inspection.	

Continued...

Section 3: First Source Hiring Program – Workforce Projection

Per Section 83.11 of Administrative Code Chapter 83, it is the developer's responsibility to complete the following information to the best of their knowledge.


Provide the estimated number of employees from each construction trade to be used on the project, indicating how many are entry and/or apprentice level as well as the anticipated wage for these positions.

Check the anticipated trade(s) and provide accompanying information (Select all that apply):

TRADE/CRAFT	ANTICIPATED JOURNEYMAN WAGE	# APPRENTICE POSITIONS	# TOTAL POSITIONS	TRADE/CRAFT	ANTICIPATED JOURNEYMAN WAGE	# APPRENTICE POSITIONS	# TOTAL POSITIONS
Abatement Laborer	TBD	0	0	Laborer	TBD	0	2
Boilermaker	TBD	1	3	Operating Engineer	TBD	0	0
Bricklayer	TBD	0	0	Painter	TBD	1	3
Carpenter	TBD	1	4	Pile Driver	TBD	0	0
Cement Mason	TBD	1	3	Plasterer	TBD	0	0
Drywall/Latherer	TBD	1	5	Plumber and Pipefitter	TBD	1	5
Electrician	TBD	1	5	Roofer/Water proofer	TBD	0	2
Elevator Constructor	TBD	0	0	Sheet Metal Worker	TBD	0	2
Floor Coverer	TBD	1	3	Sprinkler Fitter	TBD	0	2
Glazier	TBD	0	2	Taper	TBD	In drywall	
Heat & Frost Insulator	TBD	0	0	Tile Layer/ Finisher	TBD	1	3
Ironworker	TBD	1	5	Other:			
		TOTAL:	30			TOTAL:	19

- | | | |
|--|-------------------------------------|--------------------------|
| | YES | NO |
| 1. Will the anticipated employee compensation by trade be consistent with area Prevailing Wage? | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| 2. Will the awarded contractor(s) participate in an apprenticeship program approved by the State of California's Department of Industrial Relations? | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| 3. Will hiring and retention goals for apprentices be established? | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| 4. What is the estimated number of local residents to be hired? | <u>TBD</u> | |

Section 4: Declaration of Sponsor of Principal Project

PRINT NAME AND TITLE OF AUTHORIZED REPRESENTATIVE	EMAIL	PHONE NUMBER
R. Adam Smith, Executive Coordinator, Store Development	r.adam.smith@wholefoods.com	510.428.7400
I HEREBY DECLARE THAT THE INFORMATION PROVIDED HEREIN IS ACCURATE TO THE BEST OF MY KNOWLEDGE AND THAT I COORDINATED WITH OEWD'S CITYBUILD PROGRAM TO SATISFY THE REQUIREMENTS OF ADMINISTRATIVE CODE CHAPTER 83.		
 (SIGNATURE OF AUTHORIZED REPRESENTATIVE)		April 17, 2018 (DATE)

FOR PLANNING DEPARTMENT STAFF ONLY: PLEASE EMAIL AN ELECTRONIC COPY OF THE COMPLETED AFFIDAVIT FOR FIRST SOURCE HIRING PROGRAM TO OEWD'S CITYBUILD PROGRAM AT CITYBUILD@SFGOV.ORG

Cc: Office of Economic and Workforce Development, CityBuild
 Address: 1 South Van Ness 5th Floor San Francisco, CA 94103 Phone: 415-701-4848
 Website: www.workforcedevelopmentsf.org Email: CityBuild@sfgov.org

EXHIBIT G:
PROJECT SPONSOR BRIEF

REUBEN, JUNIUS & ROSE, LLP

April 18, 2018

Delivered By E-mail (nicholas.foster@sfgov.org)

President Rich Hillis and Commissioners
San Francisco Planning Commission
1650 Mission Street, 4th Floor
San Francisco, CA 94107

Re: 1600 Jackson Whole Foods 365
Planning Case Number: 2016-000378
Hearing Date: April 26, 2018
Our File: 5987.08

Dear President Hillis and Commissioners:

This office represents Whole Foods Market (“**Project Sponsor**”), which seeks to transform the vacant retail building at the corner of Jackson and Polk Streets into a 365 by Whole Foods Market grocery store and community space (the “**Project**”). The 365 model seeks to make fresh, healthy foods affordable and provide groceries in a smaller scale neighborhood-serving format. The brand also focuses on community partnerships, including a “Friends” program in which local merchants’ products are highlighted and made available in store.

The existing concrete building is in good condition and is of a perfect size and location to be reused as a local full-service grocery store. A grocery store is principally permitted at this location. The Project is only before the Commission because it is a formula retail use. Formula retailers, such as Whole Foods, are the businesses opening full-service grocery stores.

The Project is overwhelmingly supported by neighbors, who currently have no walkable full-service grocery store and have lived for years with a large vacant retail building on a prominent corner of their neighborhood. The store will occupy the full two-story building. The ground floor will have retail and takeout areas. The second floor will contain an additional retail area, showers, lockers and bike storage for 365 Team Members, and a large seating area that will serve as a community gathering space. The community space will provide a communal eating area for takeout customers during lunch and dinner. During non-peak hours, the community space will be available for use by community groups from the Middle Polk neighborhood. Ample bike parking

will be added to the existing 70 space garage, as well as a car share space and dedicated parking for online food app pickup.

The Project will transform the corner into a vibrant community and pedestrian space by removing the film from the existing windows, and adding trees, sidewalk bike parking, and a bulb out into Polk Street. Loading will be conducted on a newly-created loading zone on Polk Street. The store would have approximately 110 permanent employees and will provide union construction jobs during buildout.

A. The Project is Overwhelmingly Supported by Neighbors

Throughout the two and a half year entitlement process for this Project, the 365 Team has prioritized community outreach and communication. In addition to several large neighborhood meetings, Whole Foods has conducted extensive outreach to individual neighbors and neighborhood groups, including the Russian Hill Neighbors Association, the 1650 Jackson Condominium Owners Association, the 1645 Pacific Avenue Owners Association, the Jackson Plaza Condominium Association and the Pacific Place Owners Association. In addition to regular written updates to neighbors and community groups, the Team conducted multiple meetings, including the following:

- December 23, 2015 – pre-application community meeting on site;
- January 5, 2016 – second community meeting on site for neighbors with conflicts over the holidays for the December meeting;
- March 22, 2016 – Russian Hill Neighbors Association, Design, Zoning and Land Use Committee meeting;
- April 26, 2016 - Russian Hill Community Gathering at Fly Bar;
- May 26, 2016 - Middle Polk Neighbors Association meeting at St. Paulus Lutheran Church;
- October 10, 2017 – meeting with the Russian Hill Condo Association;
- October 11, 2017 – meeting with the Russian Hill Neighbors Association;
- October 17, 2017 – third community meeting on Site.

During these meetings, neighbors regularly expressed concern about recent residential growth in the area without growth in necessary retail to support the new residents, most importantly a full-service grocery store. The Team has heard from young families seeking to stay in the City, who

have said that having a walkable grocery store is of utmost importance. Similarly, older residents and residents without cars express concern about how difficult it is to access a grocery store. Neighbors have repeatedly said that they do not want to see the large building in the middle of their community continue to sit vacant. Neighbors have also generally expressed support for the street loading proposed by the Project.

The Planning Department has received numerous letters, calls and emails from neighbors urging the City to give them the grocery store they desperately want and need, and support letters continue to be submitted to Planning as the hearing date approaches. The Team looks forward to building on these community ties during operation, including through the proposed second floor gathering space, Friends Program, and additional initiatives to be developed by the store as it integrates into the community.

B. The Project is Good Land Use Policy; Utilizing an Existing Retail Building to Provide a Walkable Grocery Store to a High-Density Residential Neighborhood

It has been suggested that the Project should be modified to build residential units above the proposed store. However, residential use would require demolition of the existing highly useable retail space, which requires only minor internal modifications to quickly make it move-in ready for a much-needed grocery store. The owners of the building previously explored new construction of residential over retail units, but determined that such a project was not economically viable, after factoring in land costs (including the lost value of demolishing a good quality existing building), construction costs, and affordable housing costs. Since that time, both construction costs and affordable housing requirements have increased substantially, making a mixed use residential over retail development even less economically viable.

Furthermore, under current use size limits in the Polk Street NCD, if the building was to be demolished, any retail space would be limited to 4,000 square-feet under Planning Code Section 121.2, leaving the neighborhood permanently without a full-service grocery store. The choice here is not a grocery store or residential over retail development, but a grocery store or a vacant building.

There have also been rumors that the Project proposes to build an Amazon delivery center at the Site. The proposal is not for an Amazon delivery center. It is for a grocery store. The relationship between Whole Foods and Amazon has not impacted the Project. It is possible that a small number of Amazon lockers would be added for the convenience of the neighbors, as the Team has heard in community meetings that package theft is an issue, and it would be helpful for neighbors to be able to pick up packages while doing grocery shopping. However, if added, that would be a very minor aspect to the Project, which has always been, and will continue to be, a grocery store and community space.

The Team has heard during its community meetings that most people drive out of the neighborhood to do grocery shopping, causing unnecessary car traffic in adjacent neighborhoods and undermining the pedestrian culture of the neighborhood. Keeping residents in the neighborhood for shopping will fuel business for other local retailers, as customers walk to or from home in the neighborhood. Local retailers will also see increased business from residents of other neighborhoods who drive to Whole Foods and use the time allowed by the 365 Store for garage parking to also shop at other stores.

C. Conclusion

The Project proposes to transform a vacant retail space into a much-needed full-service grocery store in an area that has seen increasing retail vacancies, allowing residents to stop driving to adjacent areas to shop. It re-uses an existing building perfect for a store and central community space. The Team is entirely supportive of dense residential neighborhoods, but good land use policy requires a balance of housing and services for residents if the City is to meet its goal of inclusive walkable neighborhoods. We look forward to presenting the Project to you on April 26, 2018. Please let me know if you have any questions.

Very truly yours,

REUBEN, JUNIUS & ROSE, LLP



Jody Knight

Attachments

cc: Myrna Melgar, Commission Vice-President
Rodney Fong, Commissioner
Milicent A. Johnson, Commissioner
Joel Koppel, Commissioner
Kathrin Moore, Commissioner
Dennis Richards, Commissioner
Nicholas Foster, Project Planner

EXHIBIT F:
PUBLIC CORRESPONDENCE

**PUBLIC CORRESPONDENCE:
SUPPORT**

From: [Bianca Fagnoli](#)
To: [Foster, Nicholas \(CPC\)](#)
Subject: 1600 Jackson - Whole Foods 365
Date: Wednesday, January 10, 2018 12:29:41 AM

Hi Nicholas,

I live a couple of blocks away from the proposed Whole Foods 365 location on Jackson and Polk in Nob Hill.

I fully support Whole Foods in this location as there are limited everyday grocery stores in the neighborhood and the building has been sitting vacant for years. I believe the opening of the Whole Foods will activate and encourage retail on Polk as there has been a lot of the retail turnover. It sounds as if Whole Foods is planning to reuse the old Lombardi's space and is willing to work with Cheese Plus (and other retailers in the area - both of which are big wins for the neighborhood. It would be so great for the neighborhood I'm surprised there is even a debate.

Is there an update on the go forward for this space? What can we do as neighbors to support it?

Thanks!
Bianca

From: [Robert Bluhm](#)
To: [Secretary, Commissions \(CPC\)](#)
Cc: [Rahaim, John \(CPC\)](#); [Peskin, Aaron \(BOS\)](#); [Foster, Nicholas \(CPC\)](#); richhillissf@gmail.com; [Melgar, Myrna \(CPC\)](#); planning@rodneyfong.com; [Koppel, Joel \(CPC\)](#); [Moore, Kathrin \(CPC\)](#); [Richards, Dennis \(CPC\)](#)
Subject: 1600 Jackson St Whole Foods 365 CU Application
Date: Monday, February 26, 2018 1:07:55 PM

February 26, 2018

Dear San Francisco Planning Commissioners:

I am writing to express strong support for the Whole Foods 365 project proposed for 1600 Jackson St. A mid-sized grocery store of this type is needed to serve the surrounding community and multiple surveys have indicated overwhelming support. The existing options for my family and many neighbors are inadequate, requiring a significant walk or a drive for access. The closest store, Real Foods on Polk, is not competitive with WF365 in terms of price, quality or variety.

I believe a WF365 would bring to life a longstanding vacancy and significantly increase foot traffic to the overall benefit of Polk St.

As I understand it, a CU approval is required because Whole Foods is a chain, and that a non-chain grocery would be able to proceed as-of-right. Therefore the CU should specifically address why a Whole Foods is "necessary and desirable" with respect to its "chain" aspects (and not whether a hypothetical housing project would be better). The WF365 pricing and stability is superior to many of the upscale non-chain grocery stores in San Francisco. Community meeting space will be available on the facility's 2nd floor. Whole Foods has also committed well beyond the call of duty to working with other nearby vendors such as Cheese Plus and the Jug Shop to minimize several product or service overlaps.

No other non-formula grocery has made a proposal. The strong desirability of housing is undeniable but that is not mandated for this site, is not the proposal at hand, and should not be part of a determination whether or not to approve this project. As the capital investment of this project is relatively modest, approval of WF365 would not at all preclude a future mixed-use project, if down the road a developer finds that advantageous.

As seen in the recent failure to secure a grocery in Hayes Valley, it is a major challenge to attract a mid-sized quality grocery, chain or non-chain, and this superb opportunity, clearly supported by the community, should be seized upon without any further delay.

Thank you for your consideration.

Robert and Claudia Bluhm
74 Macondray Ln
SF 94133

Sent from my iPhone

From: [Maureen Brown](#)
To: [Secretary, Commissions \(CPC\)](#)
Cc: [Peskin, Aaron \(BOS\)](#); [Rahaim, John \(CPC\)](#); [Foster, Nicholas \(CPC\)](#)
Subject: 1600 Jackson Street, Whole Foods 365 CU Application
Date: Thursday, December 28, 2017 6:23:13 AM

Dear San Francisco Planning Commissioners,

I am a 25-year resident and a bicycle commuter. The Whole Foods 365 proposal is a necessary and desirable project as it would not only rehabilitate and re-use an existing space, It would cut down on the car traffic by being in a location with so many residents/future customers in walking and biking distance. This is therefore a chance to help the environment in two ways: first by minimizing the environmental cost by reusing a still-useful 1908 building that fits in well with its neighbors rather than demolishing it, second by lessening the congestion/pollution on Franklin. It is also the fastest option to bring life to a too long vacant eyesore, creating more foot traffic for existing businesses. It has already been too long to have a major site like this remain vacant. If the current Whole Foods proposal were approved in December, the best case scenario still means the site will not be open for business until early 2019. If the project is further delayed, or not approved, the completion of any alternate project means that vacancy will continue for many more years.

There is considerable support among local residents for a grocery store at 1600 Jackson Street. Every survey of individual residents in the neighborhood heavily favors the grocery store option. Please help the existing residents get a grocery store, not another high-rise condo project leading to endless construction and even more traffic congestion.

Thank you for your consideration.

Sincerely,

Maureen Brown, School Psychologist, SFUSD

1842 Stockton St

San Francisco, CA 94133

From: [Rebecca O'Dell](#)
To: [Secretary, Commissions \(CPC\)](#)
Cc: [Rahaim, John \(CPC\)](#); [Peskin, Aaron \(BOS\)](#); [Foster, Nicholas \(CPC\)](#)
Subject: 1600 Jackson Street, Whole Foods 365 CU Application
Date: Friday, December 29, 2017 9:57:02 AM

Rebecca O'Dell 1800 Washington St Apt 511
San Francisco, CA 94109 Dec 29, 2017 To: San Francisco Planning Department 1650 Mission Street, Suite 400 San Francisco, CA 94103 Commissions.secretary@sfgov.org Dear San Francisco Planning Commissioners, It has already been too long to have a major site like this remain vacant. If the current Whole Foods proposal were approved in December, the best case scenario still means the site will not be open for business until early 2019. If the project is further delayed, or not approved, the completion of any alternate project means that vacancy will continue for many more years. There is considerable support among local residents for a grocery store at this site. Every survey of individual residents in the neighborhood heavily favors the grocery store option. The Whole Foods 365 proposal would rehabilitate and re-use an existing space. This is a chance to minimize environmental cost by reusing a still-useful 1908 building that fits in well with its neighbors rather than demolishing it. It is also the fastest option to bring life to a too long vacant eyesore, creating more foot traffic for existing businesses.

Best Regards,
Rebecca O'Dell

From: [Molly Hoyt](#)
To: [Secretary, Commissions \(CPC\)](#)
Cc: [Peskin, Aaron \(BOS\)](#); [Rahaim, John \(CPC\)](#); [Foster, Nicholas \(CPC\)](#); moe@middlepolk.org
Subject: 1600 Jackson Street, Whole Foods 365 CU Application
Date: Tuesday, January 02, 2018 5:56:02 PM

Dear San Francisco Planning Commissioners,

I have been a resident at 1591 Jackson Street for 5 years, and I can assure you that the proposed Whole Foods 365 market would be a necessary and desirable addition to the neighborhood. There are very limited walkable grocery options in this neighborhood, and this would be a very welcome addition.

There is considerable support among local residents for a grocery store at this site. Every survey of individual residents in the neighborhood heavily favors the grocery store option. The Whole Foods 365 proposal would rehabilitate and re-use an existing space. This is a chance to minimize environmental cost by reusing a still-useful 1908 building that fits in well with its neighbors rather than demolishing it. It is also the fastest option to bring life to a too long vacant eyesore, creating more foot traffic for existing businesses.

Please approve this project, without further delay!

Sincerely,

Molly Hoyt
1591 Jackson Street #8
San Francisco, CA 94109

From: [Aaron Webber](#)
To: [Secretary, Commissions \(CPC\)](#)
Cc: [Rahaim, John \(CPC\)](#); [Peskin, Aaron \(BOS\)](#); [Foster, Nicholas \(CPC\)](#)
Subject: 1600 Jackson Street, Whole Foods 365 CU Application
Date: Friday, December 15, 2017 5:31:52 PM

Aaron Webber

1908 Leavenworth Street San Francisco CA 94133 Date: To: San Francisco Planning
Department 1650 Mission Street, Suite 400 San Francisco, CA 94103
Commissions.secretary@sfgov.org With regards to: 1600 Jackson Street, Whole Foods 365 CU
Application

Please approve the CU application to have a Whole Foods 365 at 1600 Jackson Street. The site has been vacant for too long already and having a large vacant building in the neighborhood is unpleasant. My understanding is that if the current Whole Foods proposal were approved in December, the best case scenario still means the site will not be open for business until early 2019 and any alternative project would take even longer. There is considerable support among local residents for a grocery store at this site. Every survey of individual residents in the neighborhood heavily favors the grocery store option. The grocery store options in the neighborhood are expensive or have limited selection and it would be great to have a more affordable option for staples like flour and eggs and milk nearby. Let's get a useful and desirable business into this building as soon as possible before it becomes even more of an eyesore.

Thank you,
Aaron Webber

From: [Greg McKenney](#)
To: [Secretary, Commissions \(CPC\)](#); [Rahaim, John \(CPC\)](#); [Foster, Nicholas \(CPC\)](#); moe@middlepolk.org; [Peskin, Aaron \(BOS\)](#)
Subject: 1600 Jackson Street, Whole Foods 365 CU Application
Date: Tuesday, January 02, 2018 8:44:09 PM

Greg McKenney
1591 Jackson Street, Apt 8
San Francisco, CA 94109

January 2, 2018

Dear San Francisco Planning Commissioners,

As a San Francisco native, business owner and resident for the last 28 years, I am writing **in strong support of the proposed Whole Foods 365 store at 1600 Jackson Street**. We have no grocery shopping within 15-minute walking distance of our apartment at 1591 Jackson Street. For older residents in our neighborhood, it must be 20-30 minutes holding heavy bags of groceries. San Francisco is an extremely walking-friendly city, but in our neighborhood, there are long walks to grocery stores. I believe we should not have to get into our cars to get a loaf of bread, some eggs and some milk.

We support and frequent our local businesses, like the Jug Shop and Cheese Plus and we want them to thrive. I am afraid that if the WF365 store is not approved, it will just encourage more online shopping and more driving, both of which I am against. Online shopping is a much bigger threat to the future of our local retailers (like Jug Shop, Le Beau and Cheese Plus) than is WF365, which will bring more foot traffic to the neighborhood and reduce the blight of the numerous vacant store fronts along Polk Street.

We ask you to please accept the pleas of the local residents, who support this store by huge 90% margins. Please accept the WF365 CU application immediately so we can have walkable grocery shopping in our beloved Polk Gulch neighborhood.

Respectfully,
Greg McKenney

Greg McKenney
OurAccountingManager.com
1591 Jackson Street, Apt 8
San Francisco, CA 94109
[415.260.4136](tel:415.260.4136)

From: [Casie Zayouna](#)
To: [Secretary, Commissions \(CPC\)](#)
Cc: [Rahaim, John \(CPC\)](#); [Peskin, Aaron \(BOS\)](#); [Foster, Nicholas \(CPC\)](#)
Subject: 1600 Jackson Street, Whole Foods 365 CU Application
Date: Sunday, December 17, 2017 11:59:39 AM

From:
Casie McCarthy
960 Pine St, Apt. 2
San Francisco, CA 94108

To: San Francisco Planning Department
1650 Mission Street, Suite 400
San Francisco, CA 94103
Commissions.secretary@sfgov.org

With regards to: 1600 Jackson Street, Whole Foods 365 CU Application

It has already been too long to have a major site like this remain vacant. I support the Whole Foods 365 proposal. Polk St is a mix of used space but is also lacking consistent buzz with lots of dead spots between union all the way to the civic center area. I think a grocery store will not only activate the street but also bring an interest of shopping to the neighborhood. This will hopefully drive more business to set up shop here. Perhaps some places with outdoor seating?! (just a suggestion :))

The Whole Foods 365 proposal would rehabilitate and re-use an existing (currently dead) space. This is a chance to minimize environmental cost by reusing a still-useful 1908 building that fits in well with its neighbors rather than demolishing it. It is also the fastest option to bring life to a too long vacant eyesore, creating more foot traffic for existing businesses.

Please consider passing this proposal through,
Casie McCarthy
[@designcase](#)

From: [Dan Lenehan](#)
To: [Secretary, Commissions \(CPC\)](#)
Cc: [Rahaim, John \(CPC\)](#); [Peskin, Aaron \(BOS\)](#); [Foster, Nicholas \(CPC\)](#)
Subject: 1600 Jackson Street, Whole Foods 365 CU Application
Date: Friday, December 15, 2017 9:21:59 AM

Daniel J Lenehan
1333 Jones St.
Unit 808
San Francisco, CA 94109
December 15, 2017

Commissions.secretary@sfgov.org
San Francisco Planning Department
1650 Mission Street, Suite 400
San Francisco, CA 94103

Dear San Francisco Planning Commissioners,

I'm writing today regarding the 1600 Jackson Street, Whole Foods 365 CU Application. My wife and I live within walking distance of the proposed store and fully support approval of the application.

It has already been too long to have a major site like this remain vacant. If the current Whole Foods proposal were approved in December, the best case scenario still means the site will not be open for business until early 2019. If the project is further delayed, or not approved, the completion of any alternate project means that vacancy will continue for many more years. It is the fastest option to bring life to a too long vacant eyesore while creating more foot traffic for existing businesses. The Whole Foods 365 proposal would rehabilitate and re-use an existing space. This is a chance to minimize environmental cost by reusing a still-useful 1908 building that fits in well with its neighbors rather than demolishing it.

There is considerable support among local residents for a grocery store at this site. Every survey of individual residents in the neighborhood heavily favors the grocery store option. Please do not drag out this debate any longer. Get it done now.

Sincerley,
Dan Lenehan

From: [Betsy Brill](#)
To: [Secretary, Commissions \(CPC\)](#)
Cc: [Rahaim, John \(CPC\)](#); [Peskin, Aaron \(BOS\)](#); [Foster, Nicholas \(CPC\)](#)
Subject: 1600 Jackson Street, Whole Foods 365 CU Application
Date: Friday, December 15, 2017 9:18:07 AM

To: San Francisco Planning Department
1650 Mission Street, Suite 400 San Francisco, CA 94103 Dear San Francisco Planning Commissioners, How many years has the former Lombardi's sat vacant now? Such a significant piece of empty real estate is a neighborhood eyesore and a lost opportunity for local residents to have a conveniently located and well-stocked grocery store.

As I understand it, every survey of individual residents in the area heavily favors having a grocery store in that location. Just yesterday, we were talking about how convenient it would be to just run up the street to pick up groceries that are unavailable at Real Foods. We prefer shopping on foot locally rather than having to get in the car. Cala is just far enough away to be challenging for grocery shopping on foot. Certainly, there's enough traffic congestion in this city to reward pedestrians (and create new ones) with convenient local shopping. Also, the Whole Foods 365 proposal would re-use an existing space. We see this as environmentally responsible and far preferable for neighborhood livability to demolishing that building and starting over. What a mess that would involve.

Furthermore, even if the current Whole Foods proposal is approved this month, the site will not be open for business until at least early 2019. Delaying this project now will mean years more of living with a vacant, non-productive eyesore. We believe that having a decent grocery store will help nearby businesses by increasing foot traffic in the neighborhood, and as pedestrians, we NEED for our local businesses to remain vital.

We believe this project is environmentally responsible and necessary to the neighborhood's ongoing vitality and quality of life.

Sincerely,
Betsy Brill
Ken Kobre
4 McCormick St.
San Francisco, CA 94109-2621

From: [Leah Bradley](#)
To: [Secretary, Commissions \(CPC\)](#)
Cc: [Rahaim, John \(CPC\)](#); [Peskin, Aaron \(BOS\)](#); [Foster, Nicholas \(CPC\)](#)
Subject: 1600 Jackson Street, Whole Foods 365 CU Application
Date: Friday, December 15, 2017 9:06:39 AM

Leah Bradley 1470 California Street
San Francisco, CA 94109 December 15, 2017 To: San Francisco Planning Department 1650 Mission Street, Suite 400 San Francisco, CA 94103 Commissions.secretary@sfgov.org With regards to: 1600 Jackson Street, Whole Foods 365 CU Application Dear San Francisco Planning Commissioners, It has already been too long to have a major site like this remain vacant. If the current Whole Foods proposal were approved in December, the best case scenario still means the site will not be open for business until early 2019. If the project is further delayed, or not approved, the completion of any alternate project means that vacancy will continue for many more years. There is considerable support among local residents for a grocery store at this site. Every survey of individual residents in the neighborhood heavily favors the grocery store option. The Whole Foods 365 proposal would rehabilitate and re-use an existing space. This is a chance to minimize environmental cost by reusing a still-useful 1908 building that fits in well with its neighbors rather than demolishing it. It is also the fastest option to bring life to a too long vacant eyesore, creating more foot traffic for existing businesses.

Thank you.

Leah

From: [Dick Wayman](#)
To: [Secretary, Commissions \(CPC\)](#)
Cc: [Rahaim, John \(CPC\)](#); [Peskin, Aaron \(BOS\)](#); [Foster, Nicholas \(CPC\)](#); Chris@middlepolk.org
Subject: 1600 Jackson Street
Date: Monday, January 08, 2018 3:43:27 PM

I strongly support Whole Foods' application for a conditional use permit that would allow the conversion of the vacant building at 1600 Jackson Street to a grocery store. Based on what I've heard at several community meetings, the great majority of residents in the neighborhood concur in this support.

I live next door to the building and am aware of how the conversion might affect local traffic. Whole Foods personnel have addressed this issue, however, and their proposed mitigation measures have been well thought-out and sensitive to the concerns of the immediate neighborhood. As to the potential effect on Polk Street merchants, the addition of customers drawn to a popular grocery store can only be positive for the commercial corridor overall. What the neighborhood does not need is the continued non-use of a building on a part of Polk Street where there are already far too many vacant storefronts.

Opponents to Whole Foods are attempting to coerce the building's owner to convert it to housing—a proposal that the owner has rejected. In recent years several high-density housing developments have been built within walking distance of the site, and others are in the works. Ours is already a densely populated neighborhood, and the addition of a Whole Foods 365 grocery store would greatly benefit nearby residents. If the City of San Francisco does not support this opportunity, it appears likely that 1600 Jackson Street will remain a blot on the neighborhood rather than a much-desired amenity.

Dick Wayman

1650 Jackson Street #604

From: [Judith P. Roddy](#)
To: [Secretary, Commissions \(CPC\)](#)
Cc: [Peskin, Aaron \(BOS\)](#); [Rahaim, John \(CPC\)](#); [Foster, Nicholas \(CPC\)](#); richhillissf@gmail.com; [Melgar, Myrna \(CPC\)](#); planning@rodneyfong.com; [Johnson, Milicent \(CPC\)](#); [Koppel, Joel \(CPC\)](#); [Moore, Kathrin \(CPC\)](#); [Richards, Dennis \(CPC\)](#)
Subject: 1600 Jackson Street: 2016-000378CUA
Date: Friday, April 13, 2018 7:05:44 AM

**Jackson Plaza Condominium Association
1591 Jackson Street
San Francisco, CA 94109**

Members of the Planning Commission
San Francisco Planning Department
1650 Mission Street
Suite 400
San Francisco, CA 94103

By email to: Commissions.Secretary@sfgov.org

Copies to:

Supervisor Aaron Peskin (by email to Aaron.Peskin@sfgov.org)
John Rahaim, Director of Planning (by email to John.Rahaim@sfgov.org)
Nicholas Foster, Assigned Planner (by email to Nicholas.Foster@sfgov.org)
Rich Hillis, President, Planning Commission (by email to richhillissf@gmail.com)
Myrna Melgar, Vice President, Planning Commission (by email to myrna.melgar@sfgov.org)
Rodney Fong, Commissioner (by email to planning@rodneyfong.com)
Milicent A. Johnson, Commissioner (by email to milicent.johnson@sfgov.org)
Joel Koppel, Commissioner (by email to joel.koppel@sfgov.org)
Kathrin Moore, Commissioner (by email to kathrin.moore@sfgov.org)
Dennis Richards, Commissioner (by email to dennis.richards@sfgov.org)

RE: Whole Foods Conditional Use Permit: 2016-000378CUA

The Board of Directors of Jackson Plaza Condominium Association is writing on behalf of Jackson Plaza Condominium Association located at 1591 Jackson Street - diagonally across the street from the former Lombardi Sports store at 1600 Jackson Street and the proposed site for a Whole Foods Market 365.

Our community consists of young, mature, working and retired residents. Many of us have lived at Jackson Plaza and in our neighborhood for decades. We are all very much invested in our neighborhood, both financially and emotionally. Because of our location, we have a keen interest in what is developed on the site.

There are 24 residential condominium units and one commercial unit at Jackson Plaza. The commercial unit consists of four storefronts. Three of the storefronts are occupied by Town School Clothes Closet, Wags Pet Wash and Boutique and Holiday Cleaners. The fourth storefront has been vacant for quite some time.

Members of the Jackson Plaza community first started weighing the pros and cons of a Whole Foods Market 365 on our corner in late 2015. Concerns about preserving the wonderful neighborhood character evidenced by shops like Cheese Plus, The Jug Shop and Belcampo Meat Company have been on our minds. Concerns about what happens if the building is torn down and a condominium building is built on the site have also been on our minds. Concerns about traffic, congestion and parking have been on our minds.

Perhaps the only good news about the amount of time between December 2015 and April 2018 is that we are now even more certain of our overwhelming support for the Whole Foods Market 365 on our corner.

Another good thing about supporting the Whole Foods Market 365 is that we have come to know many of our neighbors at condominiums and organizations who we believe also still wholeheartedly support the Whole Foods Market 365.

We support the Whole Foods Market 365 because:

Our neighborhood is densely populated and seems to be growing, particularly following many recent additions of new condominium and apartment properties. We believe any neighborhood needs basic services to be attractive, convenient and thriving and that every city neighborhood should provide a majority of its services within walking distance.

We want to shop in our neighborhood, and it is extremely important to us to have a convenient, full-service grocery store nearby that offers quality products at reasonable, affordable prices.

The nearest full-service grocery stores, Trader Joe's and Whole Foods on California Street, are very crowded, up hills when walking and offer limited parking, forcing many of us to drive out of our neighborhood to shop. We believe Whole Foods Market 365 could have the opposite effect and that instead of driving outside the neighborhood to shop, residents of our neighborhood could shop locally by foot, bike or car. The neighborhood's smaller shops that sell food products are not full service and tend to not be affordable for everyday shopping.

With the increasing number of commercial vacancies on Polk Street, the focus should be on bringing a quality merchant like Whole Foods to the neighborhood to attract foot traffic and businesses.

Although we understand the need for housing in San Francisco, 1600 Polk Street is an existing building that has been in place for decades, is not displacing residential units or well-established local businesses and that, architecturally, it is appropriately scaled for the neighborhood.

We believe that replacing the Lombardi Sports building with residential units and small ground-floor retail unit(s) could add to the number of vacant commercial spaces that continue to line Polk Street, particularly between Broadway and California Streets.

We believe that if small merchants who sell food and wine, etc. continue to offer their

great products and services, they (and other businesses) will not suffer from the presence of Whole Foods Market 365 and will actually benefit from increased foot traffic that Whole Foods Market 365 will bring to the neighborhood. We understand Whole Foods has reached out to partner with one of the neighborhood businesses and is pleased to do so with others.

We have worked closely with our neighbors and with Whole Foods to make sure deliveries to the store are the least bothersome possible and to mitigate potential problems with increased traffic and decreased parking. We are confident Whole Foods will be a good neighbor based on its outreach since December 2015 and its record with other neighborhood stores. We appreciate Whole Foods' openness to accommodate our neighborhood's needs. We appreciate Whole Foods' financial strength.

We are, quite frankly, tired of the vacant building and the obstacles it represents for our neighborhood, despite Village Properties' and Whole Foods' efforts to promptly address issues such as encampments, trash and graffiti.

Although we are concerned about increased traffic, fewer metered parking spaces and increased noise, we have carefully considered these "cons" and have determined that the "cons" are far outweighed by the "pros". Whole Foods Market 365 will, bottom line, bring us the groceries our neighborhood is lacking!

In closing:

Although we are very appreciative of the efforts of the Middle Polk Neighborhood Association and some residents of Jackson Plaza Condominium Association are members, we trust that you will recognize when you hear from organized groups such as the MPNA that there are many of us in the neighborhood who are not members of the MPNA. We, and so many of our neighbors, are passionate about our neighborhood and welcome the opportunity to have a Whole Foods Market 365 at 1600 Jackson Street to meet our daily needs for fresh food that meets Whole Foods' high standards.

Thank you very much for your time.

Sincerely,

Jackson Plaza Condominium Association

By:

Sharon Vartanian, Secretary
sharonvartanian@gmail.com

Judith Roddy, Treasurer
jprodgy11@gmail.com

Peter Foller, Member at Large
foller@comcast.net

Lorri Ungaretti, Member at Large

lorrisf@comcast.net

From: [Chandra Chaterji](#)
To: [Secretary, Commissions \(CPC\)](#)
Cc: [Peskin, Aaron \(BOS\)](#); [Rahaim, John \(CPC\)](#); [Foster, Nicholas \(CPC\)](#); richhillissf@gmail.com; [Melgar, Myrna \(CPC\)](#); planning@rodneyfong.com; [Johnson, Millicent \(CPC\)](#); [Koppel, Joel \(CPC\)](#); [Moore, Kathrin \(CPC\)](#); [Richards, Dennis \(CPC\)](#)
Subject: 1600 Jackson Street: 2016-000378CUA
Date: Monday, April 16, 2018 11:10:38 AM

Members of the Planning Commission
San Francisco Planning Department
1650 Mission Street
Suite 400
San Francisco, CA 94103

With regards to: 1600 Jackson Street, Whole Foods 365 CU Application

Dear San Francisco Planning Commissioners,

I am a condominium owner and live diagonally across Polk Street from the proposed Whole Foods 365 site at Jackson and Polk. I have lived here for over 26 years. I am writing in support of the Whole Foods 365 application. I believe that a grocery store at 1600 Jackson St is both necessary and desirable.

First, the neighborhood wants such a store. Various surveys of residents in the immediate neighborhood show overwhelming support of such a store. Findings of these surveys have been previously submitted to the Commission. It would seem that overwhelming neighborhood support would make such a store both necessary and desirable.

Second, the neighborhood needs a relatively value priced grocery store with a wide assortment of items. Whole Foods 365 promises just that. News stories about other Whole Foods 365 stores in the country show that this is indeed how the 365 operation is being run--wide, fresh assortment with value prices. None of the other food stores on Polk Street meet the criteria of being value-priced with a wide assortment. And, Amazon's recent purchase of Whole Foods would guarantee that value pricing would remain a guiding principle of the store. Additionally, 365 is Whole Foods' innovative offering for young people. This is very much the up and coming demographic in this neighborhood. (The argument that Polk Gulch senior citizens should just walk up and down rather steep hills from Polk Gulch to the Trader Joe's and Whole Foods on California Street are ageist, to say the least, and is not considered here.) These facts make the Whole Foods 365 necessary and desirable for the neighborhood.

Third, there is empirical evidence that shows that quality stores such as Starbucks and, to some extent, Dunkin' Donuts, (and, by extension, Whole Foods 365) are good for property values of homes in the vicinity, making it very desirable if not necessary for homeowners like me. (See the economic analysis in Spencer Rascoff and Stan Humphries, *Zillow Talk*, 2016, New York NY: Grand Central Publishing (a division of Hachette Book Group), pages 49-54 and reported by CNN http://money.cnn.com/2015/03/04/real_estate/starbucks-home-values/index.html.)

Fourth, the Whole Foods 365 would rehabilitate and re-use an existing space rather than demolishing it and adding to the pollution and congestion in the neighborhood in the process.

Fifth, quick completion of the Whole Foods 365 is the fastest option to bring life to the corner property that has been vacant for many years now. Completion would bring foot traffic to the area, and, therefore, additional business to existing neighborhood businesses and restaurants.

Yours truly,

Chandra S. Chaterji

From: [Lorri Ungaretti](#)
To: [Secretary, Commissions \(CPC\)](#)
Cc: [Rahaim, John \(CPC\)](#); [Foster, Nicholas \(CPC\)](#); planning@rodneyfong.com; [Melgar, Myrna \(CPC\)](#); richhillissf@gmail.com; [Johnson, Milicent \(CPC\)](#); [Koppel, Joel \(CPC\)](#); [Moore, Kathrin \(CPC\)](#); [Richards, Dennis \(CPC\)](#)
Subject: 1600 Polk Street: Case No. 2016-000378CUA
Date: Monday, April 16, 2018 2:24:23 PM

Dear San Francisco Planning Commissioners,

We have been waiting for a few years now, and I hope you can help me. I'm talking about the former Lombardi's site at 1600 Polk Street at Jackson. I completely support the placement of a Whole Foods 365 market in that spot.

We have had almost no place close by where we can buy groceries. (Yes, I know that Real Food Company is just several blocks away, but they are terribly overpriced, have limited stock, and can't really meet most people's needs.)

I have lived at Jackson & Polk for more than 20 years. I came as a younger person; now I am older and have more mobility issues. I would prefer to walk to where I shop, something I frequently do on Polk. Cala (now Trader Joe's) and Whole Foods were at one time completely walkable. I would love to have a place across the street where I can get a quart of milk or some good produce. We now have nothing close by.

I love the fact that Whole Foods doesn't want to add on to the building at 1600 Polk, that it will work with the current building's space. For those people who think the building should be razed and replaced by housing with commercial on the bottom, I suggest they look around this area and see how many, far too many, empty storefronts there already are. If we have to have more housing (and I say we've paid our share to the city over the past 10 years), let people take over the old Big Apple, another grocery store we lost years ago.

Please stop the delay tactics and let us have Whole Foods 365 close by. Thank you.

Lorri Ungaretti
1591 Jackson St. #23, SF 94109

October 18, 2017

Dear Planning Commission,

Re: 1600 JACKSON ST - 365 (WHOLEFOODS)

We are a 10 unit condo building located at 1755 Jackson Street. My name is Aaron Gruver and I am the HOA President.

We wanted to let you know that our building fully supports 365 (Whole Foods) locating at 1600 Jackson Street.

We feel it will be a great asset to the neighborhood.

Sincerely,

1755 Jackson Residents

-AARON GRUVER

-TODD LAWRY

-SU MATTEWS

-BROOKS HALE

-PAUL KRETCHMER

-DAN HOLLANDER

-JOANNA ROBERTSON

-KERSTIN DITTMAR

-PABLO SPILLER

-FAYE SHEN

From: [Andrew Hewlett](#)
To: [Secretary, Commissions \(CPC\)](#)
Cc: [Rahaim, John \(CPC\)](#); [Peskin, Aaron \(BOS\)](#); [Foster, Nicholas \(CPC\)](#); [Brandi Hewlett](#)
Subject: Whole Foods 365 proposal for 1600 Jackson Street
Date: Monday, December 11, 2017 1:19:16 PM

Dear San Francisco Planning Commissioners,

My wife and I have been residents of Russian Hill for almost four years and of San Francisco for nearly 10 years. We have two young children with a third on the way. We love this city and we love the Russian Hill neighborhood. There are many great things about raising a young family here, but also a lot of challenges. Polk Street is a terrific street, but at this stage of our lives many of the options there are not that relevant to our family. One major hole is the lack of a grocery store. It has been very frustrating for us to see the former Lombardi's space sit empty these last few years when it could be used for many good purposes for the neighborhood. We believe that a grocery store is at the top of the list and therefore support the proposal to build a Whole Foods in that location. We urge the commission to act to approve this store.

Best,
Andrew and Brandi Hewlett

1355 Pacific Avenue
#102
San Francisco, CA 94109

From: [Rahaim, John \(CPC\)](#)
To: [Grob, Carly \(CPC\)](#)
Subject: Fwd: Support for Whole Foods 35 - San Francisco Planning Department- case #: 2016-000378CUA
Date: Friday, March 11, 2016 9:31:38 AM

Please excuse any typos. This was sent from my iPhone

Begin forwarded message:

From: Ben Li <whoisbenli@gmail.com>
Date: March 10, 2016 at 9:02:32 PM PST
To: John.Rahaim@sfgov.org
Subject: Support for Whole Foods 35 - San Francisco Planning Department- case #: 2016-000378CUA

Hi there,

I am a Lower Nob Hill homeowner, and I would like to express my support for the plan for Whole Foods 365 or any other retail outlet to occupy the former Lombardi sports location. I would rather it not be unoccupied.

Benjamin Li
whoisbenli@gmail.com
930 Pine St Apt 315

From: [Kay Rousseau](#)
To: [Secretary, Commissions \(CPC\)](#)
Cc: [Rahaim, John \(CPC\)](#); [Foster, Nicholas \(CPC\)](#); [Richhillissf@gmail.com](#); [Melgar, Myrna \(CPC\)](#); [planning@rodneyfong.com](#); [joelkoppel@sfgov.org](#); [Moore, Kathrin \(CPC\)](#); [Johnson, Millicent \(CPC\)](#); [Richards, Dennis \(CPC\)](#); [Peskin, Aaron \(BOS\)](#)
Subject: Case #2016-000378CUA
Date: Friday, April 06, 2018 10:42:31 AM

I am writing to express my strong support for the Whole Foods 365 at 1600 Jackson St @ Polk. Our neighborhood needs and deserves this high quality retail store. The ideal location allows for walking to & from for many, many neighbors. Allowing certain individuals to block the development of this site for their own self serving interests would be a real shame.

Thank you for considering my email in your deliberations.

~Kay Rousseau
1000 Green St, SF 94133

From: [Richard Sherrie](#)
To: Commissions.Secretary@sfgov.org
Cc: [Peskin, Aaron \(BOS\)](#); [Foster, Nicholas \(CPC\)](#)
Subject: Case No. 2015-000378CUA.1600 Jackson St.
Date: Monday, April 09, 2018 7:35:06 AM

To All,

I am an elderly woman and would like to advocate for the building of The Whole Foods store near my building at 1650 Jackson St.

We are seeing markets vanish in all neighborhoods in San Francisco. We elderly need the convenience of being able to WALK to a store to buy food.

This would improve our neighborhood for everyone who needs easy access to a food market. We all eat, right? We need a store to buy the food we cook, right?

Please help us enhance our neighborhood with the convenience of a food market we can walk to, especially one like Whole Foods with the variety of their food market.

I would appreciate your taking all of us in this neighborhood into consideration. We need a food market at this location and it would benefit all of us, especially the elderly who don't drive but walk.

Thank you.

Respectfully,

Sherrie Richard
415-819-8613

From: [John Addeo](#)
To: [Secretary, Commissions \(CPC\)](#)
Cc: [Rahaim, John \(CPC\)](#); [Foster, Nicholas \(CPC\)](#); [Peskin, Aaron \(BOS\)](#)
Subject: Case No. 2016-000378CUA 1600-Jackson Street
Date: Wednesday, April 11, 2018 10:16:25 AM

April 10, 2018

Members of the Planning Commission
San Francisco Planning Department
[1650 Mission Street, Suite 400](#)
[San Francisco, CA 94103](#)

RE: CASE NO. 2016-000378CUA

Dear Members of the Planning Commission:

My wife and I own a condo in [1650 Jackson Street](#)., which is next door to the proposed Whole Foods 365 Market at Jackson and Polk Streets. We are both in total support of this project and are looking for it to become a reality after living next to a vacant building for the past three years. Our building and many other condo buildings in the area are overwhelmingly in support of this project as are the many, many neighbors we have spoken to about this for the last two years, since this proposed project came to all of our attention.

We support this project for the following reasons:

- 1) We believe that there are too many vacant storefronts between Broadway and California Streets on Polk and that we need an anchor store to keep our smaller businesses afloat as well as the restaurants in the neighborhood. If you look at Chestnut Street, for example, chain stores co-exist well with small businesses and it is one of the most efficient shopping streets in the city and highly successful.
- 2) Since the demise of The Big Apple store on Polk and Washington Streets, with NO efforts for anyone to open it, there is not a walkable, **affordable**, grocery store in our neighborhood. We are lucky to have such businesses as The Cheese Shop and Bel Campo meats but these are not full service stores, nor are they affordable for everyday shopping for most people in this neighborhood. We believe that having a Whole Foods 365 store there would aid in bringing MORE shoppers to not only these businesses but ALL of the businesses on Polk Street.
- 3) Our neighborhood has not caught a breath since the massive amount of new housing development has taken place around the Polk Street vicinity. We know that developers are eyeing many properties on Van Ness Avenue as well as on Polk (i.e. the large parcel where The Jug Shop now resides, is now under consideration by developers.) For that reason, density has increased which is another reason we need to increase our services with a full service grocery store being at the top of the list!

4) Whole Foods has impressed us with their neighborhood outreach and has worked extensively with our building and our neighborhood to mitigate potential problems with increased traffic and deliveries. Historically, the Lombardi store and their parking garage have never been a problem for the neighborhood. Since Lombardi's left, the parking garage has continued to operate without creating any problems for us. We also believe that WF365 will be more organized and respectful in terms of deliveries than the former Lombardi's owners. We have seen their delivery schedule and found that they took all of the neighborhood concerns into consideration. Very Impressive.

5) We would like you to know that **the MPNA does not represent me nor our neighborhood** even though it implies it does. MPNA conducts little outreach to the neighborhood and has not polled our neighbors as other neighborhood associations , such as the Russian Hill association has done with their neighbors about this project.

6) The fact that Whole Foods 365 plans to open up the second floor of 1600 Jackson as a public meeting space would be a welcome amenity for the neighborhood.

7) This empty storefront has impacted our building in a very large way. For the first time, we had to install security cameras as we experienced many lobby thefts and people have gotten into our building to break into cars in our garage which could have been very threatening situations for our residents here. Constant calls to 311, for homeless and homeless encampments around that empty building. **We need the extra foot traffic and security that Whole Foods 365 would bring along with a more vibrant, lively streetscape on Polk Street.**

8) Finally, we believe that [1600 Jackson Street](#) is a viable building and perfect for its new life as a Whole Foods 365 store. **We find it wasteful to destroy a building which has not outlived its usefulness and could provide a much needed service to the neighborhood for a long time to come.**

Thank you for your consideration,

Jon and Barbara Addeo
1650-Jackson Street, apt # 705
San Francisco, CA, 94109
johnaddeosf@gmail.com
415 441-4307

From: [christine.blomley](#)
To: [Secretary, Commissions \(CPC\)](#); [Foster, Nicholas \(CPC\)](#); [Peskin, Aaron \(BOS\)](#)
Subject: CASE NO. 2016-000378CUA, 1600 JACKSON ST
Date: Monday, April 09, 2018 5:10:14 PM

Members of the Planning Commission
Supervisor Aaron Peskin
San Francisco Planning Department
1650 Mission Street Suite 400
San Francisco, CA 94103

I wrote several years ago in support of a Whole Foods 365 at 1600 Jackson Street and understand it was denied at that time. I'm writing again strongly supporting this grocery store in our neighborhood. I live at 1701 Jackson, one block from the proposed store, and am a senior who would greatly benefit from a store nearby. I was born and raised in San Francisco and want to see our neighborhood thrive!

1. This proposed store has strong neighborhood support in Russian Hill and in all the surrounding condo buildings and apartments in the Polk and Van Ness corridors.
2. I currently drive to other grocery stores and would much prefer to walk reducing traffic on our busy streets. Shouldn't this be a goal of all City Supervisors and Planners?
3. The building has been abandoned for three years and many vagrants and criminal elements hang around the old Lombardi building.
4. Polk Street has lots of foot traffic and this needed grocery store will increase foot traffic and help other businesses on Polk Street. We want our neighborhood to be vibrant and active.
5. Currently I can only walk to a cheese store or a meat store at Pacific and Polk. A full service grocery with fresh produce would be such a needed and healthy addition to our neighborhood.
6. Tearing down this perfectly good building for more condos is not what we need. There are plenty of places along Van Ness for more multiple dwelling homes. All the building of the last 20 years has increased the population but there are no grocery stores to serve us nearby.
7. There is simply no good reason that you would not approve this grocery! Please don't listen only to the Middle Polk Street Merchant Association of Polk Street. Listen to the people who live and shop here.

Thank you very much for your consideration. When I vote next time I'll remember who supported my neighborhood.

Sincerely,

Christine Blomley
1701 Jackson #502
San Francisco, CA 94109

From: [Todd Lawry](#)
To: [Secretary, Commissions \(CPC\)](#); [Foster, Nicholas \(CPC\)](#); [Peskin, Aaron \(BOS\)](#)
Subject: CASE NO. 2016-000378CUA, 1600 JACKSON ST. (Whole Foods 365 Market Proposal)
Date: Sunday, April 15, 2018 8:53:41 AM

Dear Planning Commission and Supervisor Peskin,

I urge you all to support the addition of Whole Foods 365 Market to 1600 Jackson St. We are in desperate need of a grocery store within walking distance. I now need to drive to the Safeway in the Marina to get groceries. The old Lombardi Store has been vacant for years with many homeless camped out there and it's a real eyesore for all residents of this area. It's a huge empty store and makes the neighborhood look run down.

All the owners in my building support the proposed 365 by Whole Foods Market. This view is shared by many of our neighbors, including 1591 Jackson St., 1600 Jackson St., 1645 Pacific and the Russian Hill Neighbors, an association of 500 members. There is also an 80% approval on the website Next Door for the project.

Please support this market which the overwhelming majority of residents favor and also need!

Sincerely,

Todd Lawry, MD
1755 Jackson St, #507
SF, CA. 94109

-

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From: [A.Thilges](#)
To: [Foster, Nicholas \(CPC\)](#)
Subject: Case No. 2016-000378CUA, 1600 Jackson St.
Date: Friday, April 06, 2018 1:32:06 PM

I am a homeowner at 1650 Jackson St, next door to the proposed whole Foods 365 at 1600 Jackson St. I, my family, and my neighbors fully support the Whole Foods project. Please do not allow the building at 1600 Jackson St. to be torn down. Many buildings in our neighborhood have recently been torn down and replaced with modern styled high rise buildings. This is changing the character of our neighborhood, which is already one of the most densely populated areas of The City. We need a local grocery store like Whole Foods 365. As well we need to keep our neighborhood pedestrian friendly. Whole Foods 365 enables this. Please do not allow the building at 1600 Jackson St. to remain vacant any longer. It has already resulted in an increase in homeless camps on our block, an increase in vandalism, and an increase in crime. Please enable our neighborhood to remain a place to live, walk, and thrive.

Anne Thilges

From: [Bill Freund](#)
To: [Foster, Nicholas \(CPC\)](#)
Subject: Case No. 2016-000378CUA, 1600 Jackson St.
Date: Thursday, April 05, 2018 7:19:51 PM

Hello,

I'm writing to strongly support the application of Whole Foods 365 Market to operate at 1600 Jackson Street, as resident who lives next door at 1650 Jackson Street (where I've lived for over 15 years).

Some main reasons for my support:

- The space has been vacant for years, and it's attracting criminal activity.
- The neighborhood needs a market there, to allow people nearby to walk instead of driving elsewhere, reducing traffic.
- Whole Foods would serve as an anchor, attracting foot traffic, and in turn more businesses, helping to fill smaller vacant retail spaces nearby.
- Whole Foods seems like it's very neighbor-friendly, involving the community in collaborative discussions and offering community space on the 2nd floor of the proposed location.
- Tearing down a building that has not outlived its useful life is wasteful.

Thanks for your consideration,

Bill Freund
1650 Jackson Street, #908
San Francisco, CA 94109
415.505.9175

From: [Trattratt](#)
To: [Secretary, Commissions \(CPC\)](#)
Cc: [Rahaim, John \(CPC\)](#); [Foster, Nicholas \(CPC\)](#); [Peskin, Aaron \(BOS\)](#)
Subject: Case No. 2016-000378CUA, 1600 Jackson St.
Date: Tuesday, April 10, 2018 2:06:58 PM

April 10, 2018

Members of the Planning Commission
San Francisco Planning Department
1650 Mission Street, Suite 400
San Francisco, CA 94103

RE: CASE NO. 2016-000378CUA

Dear Members of the Planning Commission:

My husband and I own two units at 1650 Jackson Street for our personal use, next door to the proposed Whole Foods 365 Market at Jackson and Polk Streets. We are both in total support of this project and are anxiously looking for it to become a reality after living next to a vacant building for the past three years. Our building and many other condo buildings in the area are overwhelmingly in support of this project as are the many, many neighbors we have spoken to about this for the last two years, since the Whole Foods proposal came to all of our attention.

We support this project for the following reasons:

- 1) We believe that there are too many vacant storefronts between Broadway and California Streets on Polk and that we need an anchor store to keep our smaller businesses afloat as well as the restaurants in the neighborhood. If you look at Chestnut Street, for example, chain stores co-exist well with small businesses and it is one of the most efficient shopping streets in the city and highly successful.
- 2) Since the demise of The Big Apple store on Polk and Washington Streets, there is not a full-service, walkable, **affordable**, grocery store in our neighborhood. We are lucky to have such businesses as The Cheese Shop and Bel Campo meats but these are not full service stores, nor are they affordable for everyday shopping for most people in this neighborhood. We believe that having a Whole Foods 365 store there would aid in bringing more shoppers to not only these businesses but all of the businesses on Polk Street.
- 3) Our neighborhood has not caught a breath since the massive amount of development has taken place around the Polk Street vicinity. We know that developers are eyeing many properties on Van Ness Avenue as well as on Polk (i.e. the large parcel where The Jug Shop now resides.) For that reason, density has increased which is another reason we need to increase our services with groceries being at the top of the list.
- 4) Whole Foods has impressed us with their neighborhood outreach and has worked extensively with our building and our neighborhood to mitigate potential problems with increased traffic and deliveries. Historically, the Lombardi store and their parking garage never posed a problem for the neighborhood, although there was always in and out traffic there on Polk Street. Since Lombardi's left, the parking garage has continued to operate without creating any problems for us. We also believe that WF365 will be more organized and respectful in terms of deliveries than the former Lombardi's owners. We have seen their delivery schedule and found that they took all of the neighborhood concerns into consideration.
- 5) We would like you to know that **the MPNA does not represent us or our neighborhood** even though it says it does. MPNA conducts little outreach to the neighborhood and does not allow the

majority of residents to vote on its policies, and has not polled our neighborhood like other neighborhood associations do, as the Russian Hill association has done with their members about this project.

6) The fact that Whole Foods 365 plans to open up the second floor of 1600 Jackson as a public meeting space would be a welcome amenity for the neighborhood.

7) This empty storefront has impacted our building in a very large way. For the first time, we had to install security cameras as we experienced many lobby thefts and people have gotten into our building to break into cars in our garage as well as have gained access to some of the floors in our building which could have been very threatening situations for our residents here. **We need the extra foot traffic and security that Whole Foods 365 would bring along with a more vibrant, lively streetscape on Polk Street.**

8) Finally, we believe that 1600 Jackson Street is a viable building and perfect for its new life as a Whole Foods 365 store. **We find it wasteful to destroy a building which has not outlived its usefulness and could provide a much needed service to the neighborhood for a long time to come.**

Thank you for your consideration.

Best regards,
Karen and David Dold
1650 Jackson St. 503 and 504
San Francisco, CA 94109

From: [Allison Dillon](#)
To: [Secretary, Commissions \(CPC\)](#); [Foster, Nicholas \(CPC\)](#); [Peskin, Aaron \(BOS\)](#)
Subject: Case No. 2016-000378CUA, 1600 Jackson St.
Date: Wednesday, April 11, 2018 3:41:36 PM

Members of the Planning Commission,

I'm writing as a member of the middle polk neighborhood and homeowner at 1650 Jackson St.

For more than 3 years, 1600 Jackson St. has been vacant. I have had to call the non-emergency police line more than 50 times during this period due to homeless camps and mentally ill people wielding dangerous items. I've called 311 to report necessary clean up for human excrement all over my block. Most importantly, I had to call 911 when I came home and found a homeless man sleeping in my apartment building, blocking the entrance to my actual apartment.

While this is a city wide problem, I am confident if we had a good neighbor like Whole Foods, we would have a cleaner, safer, block with more neighborly foot traffic.

Whole foods management has worked extensively with the neighborhood and SFMTA to mitigate potential traffic and delivery issues. And Whole Foods is found in every major city in the US, including SF, they are experts at navigating city challenges. We believe the management team of Whole Foods is more committed to adding value to this community and cleaning it up, than any other neighbor would be. They have demonstrated this by continually meeting with over of the last couple of years. I currently have buses parked all over my block, blocking traffic left and right, and running engines all night long. I would take organized food delivery from a conscientious neighbor any day.

We have a very dense neighborhood and need the additional grocery to sustain the walkable city neighborhood we owners and residents came here for. I also believe this grocery will increase foot traffice to the many other businesses on Polk street, and hopefully allow us to fill some of the many storefront vacancies.

MPNA has not gotten the support of homeowners and residents. We believe they are only reflecting the opinion of a select number of businesses. Cheese Plus and Belcampo are the only options south of Broadway and neither sell frutis and vegetables. Real Foods regularly has more than a 10 person wait, 2 cashiers max, and runs out of items.

Please take this letter as strong support from homeowners for the Whole Foods 365 to move in to 1600 Jackson St, and quickly. Help us to save our neighborhood from a lack of community caused by vacancies, homelessness, and crime.

Sincerely,
Allison Dillon
1650 Jackson St homeowner

From: [Cynthia](#)
To: [Secretary, Commissions \(CPC\)](#); [Foster, Nicholas \(CPC\)](#); [Peskin, Aaron \(BOS\)](#)
Subject: CASE NO. 2016-000378CUA, 1600 JACKSON ST
Date: Monday, April 09, 2018 10:37:56 PM

Considering the number of older residents in this area, some of whom suffer daily w/ life-altering disabilities, the opening of a 365 Market at the old Lombardi's location would be a Godsend. I myself can no longer walk all the way up the hill to Trader Joe's which is also somewhat limited as far as the products they choose to sell. Nor can I make it up the other hill to Whole Foods where the tab can add up fast if one isn't careful.

I shouldn't have to take a Lyft or taxi (Muni is out for me) just to get a few groceries, but I often have to if I have no one who can give me a ride. Or, I just do without like I'm sure many other people because it's just too much planning, expense, trouble, etc. to get to a store and back home again. This could all be solved w/ the proposed 365 Market plans and it couldn't happen soon enough.

Thank you,
Cynthia Beck
Pacific Place Resident

Sent from [Mail](#) for Windows 10

From: [PAUL KRETCHMER](#)
To: [Peskin, Aaron \(BOS\)](#); [Foster, Nicholas \(CPC\)](#); [Secretary, Commissions \(CPC\)](#)
Cc: [richhillissf@gmail.com](#); [Melgar, Myrna \(CPC\)](#); [planning@rodneymong.com](#); [Johnson, Millicent \(CPC\)](#); [Koppel, Joel \(CPC\)](#); [Moore, Kathrin \(CPC\)](#); [Richards, Dennis \(CPC\)](#)
Subject: CASE NO. 2016-000378CUA, 1600 JACKSON ST
Date: Friday, April 13, 2018 4:55:47 PM

Planning Commission:

WE ARE STRONGLY IN FAVOR AND IN SUPPORT OF THE WHOLE FOODS 365 MARKET OCCUPYING THE VACANT LOMBARDI SPORTS BUILDING.

My wife and I are seniors and the neighborhood population is aging so we need more conveniently located services, in particular a full-service grocery store. Since the closure of The Big Apple on Polk St., we are lacking a full-service, affordable grocery store. We do have some specialty stores such as The Cheese Shop and Bel Campo Meats but these stores are not full-service and are not affordable for the majority of our neighbors – and are certainly not for everyday use.

The Lombardi Sports building has been vacant for more than three years. This has led to more crime on Jackson St. to the point where we have had to install security cameras both inside and out. In fact my wife was followed home just a few weeks ago and someone tried to force themselves through her into the building.

The Middle Polk Neighborhood Association does not represent our neighborhood even though it says it does. They certainly have never approached us and we have never received any type of correspondence from them.

We had a neighborhood meeting and Whole Foods has assured us that there will be no deliveries during San Francisco quiet time – between 10PM and 7AM – and during morning and afternoon rush hours.

DO THE RIGHT THING AND PLEASE APPROVE THIS PROJECT. IT IS NEEDED.

Paul and Piedad Kretchmer

From: [Najine Shariat](#)
To: [Secretary, Commissions \(CPC\)](#)
Cc: [Foster, Nicholas \(CPC\)](#); [Peskin, Aaron \(BOS\)](#)
Subject: CASE NO. 2016-000378CUA, 1600 JACKSON ST
Date: Tuesday, April 10, 2018 10:08:15 AM

Good morning,

This email is to show our very strong support in having Whole Foods 365 Market Project move in to 1600 Jackson Street.

We have an apartment on 1800 Washington Street and would love to see Whole Foods in that location as we feel our grocery options are limited for the large neighborhood and think it will positively impact our entire area. We are at your disposal if you may have any questions.

Respectfully yours,

Nas Salamati and Najine Shariat

From: gloriart8003@sbcglobal.net
To: [Peskin, Aaron \(BOS\)](#)
Cc: [Foster, Nicholas \(CPC\)](#)
Subject: Case NO. 2016-000378CUA. 1650 Jackson St.
Date: Friday, April 06, 2018 8:16:12 AM

Dear Aaron Perkins,

From Broadway to California Street and beyond, there is no grocery store for this neighborhood.

Please approve 360 WHOLE FOODS for this site.

The Middle Polk Neighborhood Association is comprised of business people, many of whom do not even live in the neighborhood, and if you look at Polk Street, with its many vacant storefronts, are UNSUCCESSFUL at creating a synergistic business climate.

We don't need more housing.....which I know you have recommended to your Chinatown constituents.

We need a balanced community. We at 1650 Jackson Street welcome 365 Whole Foods as our neighbor.

Work for this neighborhood of real estate tax paying, VOTERS!

Sincerely,

Gloria Allen

Sent from my iPad

From: [Cynthia McGovern](#)
To: [Peskin, Aaron \(BOS\)](#); [Foster, Nicholas \(CPC\)](#)
Subject: Case NO. 2-16-000378CUA, 1600 Jackson St
Date: Monday, April 09, 2018 3:02:22 PM

Good Afternoon!

I hope this note finds you well! I am writing in 100% support of the Whole Foods store going into the old Lombardi's Sports building. My husband and I have lived in San Francisco for 14 years and are at Van Ness and Washington. We have seen the neighborhood change and we are in need of a store, like the Whole Foods 365 to help our neighborhood continue to grow and improve. A store like this, with security and cameras can help with the crime and vagrant issue that has, in recent years, become more of a problem. I do believe that the vacant storefronts on Polk are contributing to the homeless issue, whereby homeless people are camping in the doorways. We are proud to live in San Francisco, but it is becoming more difficult to stay here, when I do not feel safe to walk our dog at night in our own neighborhood

I am also a business owner, and have my company HQ in San Francisco. I pay a lot of taxes to SF and the state of California and I don't want to leave, but if the neighborhood continues to deteriorate, I may be forced to do so.

With a store such as Whole Foods on that corner, I believe that other business owners will want to invest in this area of the city and it will attract more money to our neighborhood and the city as a whole.

I also think we need affordable grocery stores. When Big Apple closed, it makes running out for milk or bread a \$15 deal.

And finally, it is my understanding that Whole Foods 365 will have a public meeting space, and I think our neighborhood (at least our condo and others that I know in this vicinity) would welcome a place where we can gather for our neighborhood meetings

Please do support this!!!

Cynthia McGovern, PhD

From: [andrew nelson](#)
To: [Secretary, Commissions \(CPC\)](#); [Foster, Nicholas \(CPC\)](#); [Peskin, Aaron \(BOS\)](#)
Subject: Case# 2016-000378cua. 1600 jackson st
Date: Thursday, April 05, 2018 2:54:04 PM

I am in favor of Whole Foods. We need a grocery store in the neighborhood and i do not want more housing and a new building put up.

Andrew Nelson
1650 Jackson street # 602
SF. CA 94109

Sent from my iPad

December 19, 2017

Claire Blume
1160 Green Street
San Francisco, Ca 94109

Dear Supervisor Peskin,

As a constituent and homeowner in the Russian Hill Neighborhood for over forty years I am hoping that the Planning Department and others can come together on a consensus so 365 Whole Foods can be a part of our community.

This proposal would meet a real demand for a full scale affordable grocery store within walking distance of many residents in the neighborhood. Existing specialty stores are not providing a full scale grocery store option which is both wanted and needed in the community. Belcampo is overpriced and limited in their selection of meat and poultry. More affordable fresh organic grocery options should be available to all of us which I believe 365 Whole Foods can provide us with. This will also create much needed jobs in the neighborhood.

Best,
Claire Blume
1160 Green Street
San Francisco Ca, 94109
italiagogred@yahoo.com

Cc: john.Rahaim@SFgov.org ; nicholas.Foster@SFgov.org

From: [Don L](#)
To: [Secretary, Commissions \(CPC\)](#)
Subject: Case No. 2016-000378CUA, 1600 Jackson St
Date: Saturday, April 07, 2018 4:29:20 PM

Members of the Planning Commission
San Francisco Planning Department
1650 Mission Street Suite 400
San Francisco, CA 94103

Reference Case No. 2016-000378CUA, 1600 Jackson St

I am a homeowner at 1650 Jackson St, Apt 703.
Please note that I enthusiastically support the Whole Foods 365 Market project.

Thanks,
Don Lee

From: [Bill Makinney](#)
To: [Rahaim, John \(CPC\)](#)
Cc: [Foster, Nicholas \(CPC\)](#)
Subject: Email in Support of Whole Foods 365
Date: Friday, December 15, 2017 8:46:26 AM

I am 100 percent in support of this store going in on Polk Street. The people in the neighborhood are desperately in need of a grocery store in the area. The Whole Food model is a perfect fit. Please approve this measure for the good of the people. Thank you!

From: [Trattratt](#)
To: [BreedStaff_ \(BOS\)](#); [Campos, David \(BOS\)](#); [Cohen, Malia \(BOS\)](#); [Avalos, John \(BOS\)](#); [Mar, Eric \(BOS\)](#); [Farrell, Mark \(BOS\)](#); [Peskin, Aaron \(BOS\)](#); [Tang, Katy \(BOS\)](#); [Wiener, Scott](#); normal.yee@sfgov.org; [Kim, Jane \(BOS\)](#)
Cc: [Grob, Carly \(CPC\)](#)
Subject: Formula Retail Ban on Polk Street; Whole Foods CUP for 1600 Jackson
Date: Wednesday, May 04, 2016 3:49:27 PM

**1650 Jackson Homeowners Association
1650 Jackson Street
San Francisco, CA 94109**

Board of Supervisors
Board of Supervisors Land Use Committee
John Rahaim, Director, Planning Commission
Scott Sanchez, Zoning Commissioner, Planning Commission
Carly Grob, Planning Commission
Diego Sanchez, Planning Commission

Case No. 2016-000378CUA
Case No. 2016-001823PCA

The 1650 Jackson Street Homeowners Association supports the proposed Whole Foods 365 project at 1600 Jackson at Polk. We are an association of 69 condominium units directly adjacent to the proposed site, and a poll of our residents indicated overwhelming support for the project.

Lombardi's, the former business at 1600 Jackson Street, brought a vitality to the neighborhood that is now missing. Lombardi's vacated the building well over a year ago, and since then it has been a magnet for the homeless who camp in its entryway. Whole Foods is proposing a use for the building that could be accomplished in a very short time and restore the usefulness of this corner site. We also understand that this coincides with the intent of the current owners.

We believe that those trying to block the Whole Foods proposal by a complete ban of formula retail stores in the neighborhood are ignoring a reality of the grocery business: full-service operations with competitive prices require high volumes to survive. A full service grocery outlet that could meet the needs of neighborhood residents and offer low to moderate prices cannot be a stand-alone operation or part of a small chain. The existing independent and small-chain grocery outlets in the neighborhood have limited selections and most depend on high mark-ups to survive. Although we are not against some restrictions on formula retail, an outright ban to prevent Whole Foods from opening an outlet would harm - not protect - the neighborhood.

Our neighborhood has been undergoing a transformation due to the construction of several multi-residential buildings over a short period, and services such as Whole Foods are necessary to keep up with demands of the growing population. Because of the site's proximity to many multi-residential buildings, old and new, it is likely to attract a large proportion of shoppers traveling by foot or on the many municipal bus lines that serve the immediate area - shoppers who otherwise might be inconsistent with San Francisco's Transit First policy.

The foot traffic generated by an anchor store such as this on Polk Street would also expose new customers to local businesses. Whole Foods has made it clear that it wants to create a situation that serves both the commercial and residential interests of the neighborhood.

Residents of 1650 Jackson have met with Rob Twyman, Regional President of Whole Foods Market, together with neighbors from 1591 Jackson Street and 1645 Pacific Avenue. We all found Whole Foods to be very responsive to our concerns about potential problems that could result from the project.

regarding issues such as delivery times, size of delivery trucks, noise, and increased traffic. We believe that we can work together to mitigate any potential problems.

It appears that the most likely alternative to the Whole Foods outlet would be demolishing the existing building and replacing it with yet another multi-residential building, although we are not aware of any developer who is currently interested in doing this. We would hate to see this building demolished when it has not outlived its usefulness and believe that this would be wasteful and against San Francisco's philosophy to reuse and recycle what we have. We would also hate to see this building continue to be vacant and a detriment to the neighborhood.

Best regards,

The 1650 Jackson St. Homeowners Association

Frank Burkatzky - President

Pat Sonnino - Vice-President

Bob Kamm - Treasurer

Debbe Noto - Secretary

Karen Dold - Member-at-Large

From: [Secretary, Commissions \(CPC\)](#)
To: [Johnson, Christine \(CPC\)](#); [Richards, Dennis \(CPC\)](#); [Koppel, Joel \(CPC\)](#); [Moore, Kathrin \(CPC\)](#); [Melgar, Myrna \(CPC\)](#); [Rich Hillis](#); [Rodney Fong](#)
Cc: [Son, Chanbory \(CPC\)](#); [Foster, Nicholas \(CPC\)](#)
Subject: FW: 1600 Polk Street - Whole Foods
Date: Monday, December 11, 2017 11:32:37 AM

Office of Commission Affairs

Planning Department | City & County of San Francisco
1650 Mission Street, Suite 400, San Francisco, CA 94103
Direct: 415-558-6309 | Fax: 415-558-6409

commissions.secretary@sfgov.org
www.sfplanning.org

From: Thomas Loynd [mailto:thomasloynd@sbcglobal.net]
Sent: Sunday, December 10, 2017 1:29 PM
To: Secretary, Commissions (CPC)
Cc: John.Rahain@sfgob.org
Subject: 1600 Polk Street - Whole Foods

Ladies and Gentlemen:

I am strongly in favor of having a Whole Foods market in the building on Polk Street formerly occupies by Lombardi Sports.

A grocery store seems to me the best use of that particular space and we need another food market in this neighborhood.

Please approve Whole Foods' proposal now so that Whole Foods can begin to work on the space.

Thank you.

Tom Loynd
1155 Filbert Street, No.

302

San Francisco, CA

94109

From: [Secretary, Commissions \(CPC\)](#)
To: [Johnson, Christine \(CPC\)](#); [Richards, Dennis \(CPC\)](#); [Koppel, Joel \(CPC\)](#); [Moore, Kathrin \(CPC\)](#); [Melgar, Myrna \(CPC\)](#); [Rich Hillis](#); [Rodney Fong](#)
Cc: [Foster, Nicholas \(CPC\)](#); [Son, Chanbory \(CPC\)](#)
Subject: FW: 365 on Polk
Date: Monday, December 11, 2017 11:32:22 AM

Office of Commission Affairs

Planning Department|City & County of San Francisco
1650 Mission Street, Suite 400, San Francisco, CA 94103
Direct: 415-558-6309|Fax: 415-558-6409

commissions.secretary@sfgov.org
www.sfplanning.org

-----Original Message-----

From: Dawickersham@gmail.com [<mailto:dawickersham@gmail.com>]
Sent: Sunday, December 10, 2017 1:30 PM
To: Secretary, Commissions (CPC)
Subject: 365 on Polk

Hello

As a resident in Russian Hill I wanted you to know that my wife and I are very much in support of the proposed opening of 365 ASAP.

There are few choices for groceries in our area and this is a unique opportunity to have such a high quality option in our neighborhood.

Also it is a shame to see this retail location sitting idle.

Please do what you can to bring this to fruition.

Sincerely

Dave and Sue Wickersham
2565 Larkin Street

Dave

From: [Secretary, Commissions \(CPC\)](#)
To: [Richards, Dennis \(CPC\)](#); [Johnson, Millicent \(CPC\)](#); [Koppel, Joel \(CPC\)](#); [Moore, Kathrin \(CPC\)](#); [Melgar, Myrna \(CPC\)](#); planning@rodneymong.com; [Rich Hillis \(CPC\)](#); [Son, Chanbory \(CPC\)](#); [Foster, Nicholas \(CPC\)](#)
Cc: [Son, Chanbory \(CPC\)](#); [Foster, Nicholas \(CPC\)](#)
Subject: FW: CASE NO. 2016-000378CUA, 1600 JACKSON ST
Date: Friday, April 13, 2018 10:00:35 AM

*Jonas P. Ionin,
Director of Commission Affairs*

Planning Department | City & County of San Francisco
1650 Mission Street, Suite 400, San Francisco, CA 94103
Direct: 415-558-6309 | Fax: 415-558-6409

jonas.ionin@sfgov.org
www.sfplanning.org

From: Kaveh Karimian [mailto:kavehkarimian@hotmail.com]
Sent: Thursday, April 12, 2018 4:38 PM
To: Secretary, Commissions (CPC)
Subject: CASE NO. 2016-000378CUA, 1600 JACKSON ST

**SAN FRANCISCO PLANNING COMMISSION
SAN FRANCISCO PLANNING DEPARTMENT
JONAS P. IONIN, COMMISSION SECRETARY
1650 MISSION STREET, SUITE 400
SAN FRANCISCO, CA 94103**

CASE NO. 2016-000378CUA, 1600 JACKSON ST

Dear Commission Secretary, Ionin

I am a property owner at 1800 Washington St. Unit #811 and I am writing this letter to you in massive support of the proposed construction of a new Whole Foods 365 at 1600 Jackson Street. Below you will find my reasoning for the support of this project.

1600 Jackson St. has been vacant for more than three years. This has led to more crime on Jackson St. and in our building to the point where we have had to install security cameras both inside and out. There has also been a significant increase in the number of homeless encampments on our block.

We believe in the concept of "15-minute neighborhoods," where the majority of needed services are within walking distance.

Whole Foods management has worked extensively with our neighborhood and the SFMTA to mitigate potential problems with increased traffic and deliveries.

Whole Foods has assured us that there will be no deliveries during San Francisco quiet time – between 10PM and 7AM – and during morning and afternoon rush hours. We also believe that WF365 will be more organized in terms of deliveries than the former Lombardi's.

We believe in sustainability and that tearing down a building that has not outlived its usefulness is wasteful.

Our neighborhood contains one of the densest populations in San Francisco, particularly following the many recent additions of new condominium and apartment projects. The population is likely to continue growing, as developers are eyeing many large parcels of land on Van Ness as well as at Polk and Pacific (where The Jug Shop is.) Increased services to the neighborhood are necessary to accommodate all of this growth.

We believe that Whole Foods will serve as an anchor store, attracting more people to Polk St. and increasing the flow of foot traffic to other shops in the area. Chestnut St. is an example of how formula retail stores can co-exist with and even benefit small, independent retail operations.

There are far too many empty storefronts on Polk St., particularly between Broadway and California Street. If the conversion of Lombardi's to Whole Foods is not allowed, the building will remain another vacant blot on the neighborhood, probably for years to come. There are 70 parking spaces available for people who need to drive to the store, meaning that street parking would be minimally affected. We never had a traffic problem with Lombardi's or with the garage currently occupying the space. Our neighborhood's population is aging, along with Russian Hill's, and so we need more conveniently located services, in particular a full-service grocery store.

Since the closure of The Big Apple on Polk St., we are lacking a full-service, affordable grocery store. We are fortunate to have some specialty stores such as The Cheese Shop and Bel Campo Meats but these stores are not full-service and are not affordable for the majority of our neighbors – and are certainly not for everyday use.

The Middle Polk Neighborhood Association does not represent our neighborhood even though it presents itself as doing so. MPNA conducts little outreach to the neighborhood and does not allow the great majority of residents to vote on its policies.

We believe that Whole Foods will continue to make a conscientious effort to insure that its neighbors' needs and interests are met, based on its outreach to local residents thus far.

Whole Foods 365 plans to open the second floor of 1600 Jackson as a public meeting space, which would be a welcome amenity for the neighborhood.

I look forward to you and the City's support for this much needed improvement in our neighborhood.

Thank you,

Kaveh Karimian
1800 Washington St. #811
San Francisco, CA 94109
415-250-3706

From: [Sanchez, Diego \(CPC\)](#)
To: [Grob, Carly \(CPC\)](#)
Subject: FW: Formula Retail Ban on Polk Street – Proposed 365 by Whole Foods Market
Date: Monday, April 11, 2016 10:54:48 AM

Diego R Sánchez
Legislative Analyst / Urban Planner
San Francisco Planning Department
1650 Mission Street, Suite 400
San Francisco CA 94103
(415) 575 – 9082
(415) 558 – 6409 fax

From: Geoffrey Norman [mailto:geofnorman@aol.com]
Sent: Sunday, April 10, 2016 3:17 PM
To: Peskin, Aaron (BOS)
Cc: Sanchez, Diego (CPC); Board of Supervisors, (BOS)
Subject: Formula Retail Ban on Polk Street – Proposed 365 by Whole Foods Market

Please add our support to the proposal for a new whole Foods at Polk and Jackson ... we live on Pacific Avenue and this new store location would provide easy access to residents who prefer not to drive to Safeway or other more distant stores.

Many thanks,

Geoffrey Norman
1896 Pacific Avenue

From: [Sanchez, Diego \(CPC\)](#)
To: [Grob, Carly \(CPC\)](#)
Subject: FW: Formula Retail Ban on Polk Street – Proposed 365 by Whole Foods Market.
Date: Monday, April 11, 2016 4:09:52 PM

Diego R Sánchez
Legislative Analyst / Urban Planner
San Francisco Planning Department
1650 Mission Street, Suite 400
San Francisco CA 94103
(415) 575 – 9082
(415) 558 – 6409 fax

From: EPaste1979@comcast.net [mailto:EPaste1979@comcast.net]
Sent: Monday, April 11, 2016 4:08 PM
To: Peskin, Aaron (BOS)
Cc: Board of Supervisors, (BOS); Sanchez, Diego (CPC)
Subject: Formula Retail Ban on Polk Street – Proposed 365 by Whole Foods Market.

I am a resident of Nob Hill and I am completely in support of the proposed Whole Foods 365 store.

I completely disagree with Supervisor Peskin's desire to ban formula retail projects such as this. It a misguided attempt to save small businesses when in fact it is doing the opposite by leaving buildings vacant, increasing vandalism, and reducing foot traffic which is vital for all businesses.

Sincerely,
Emmy Pasternak

From: [Sanchez, Diego \(CPC\)](#)
To: [Grob, Carly \(CPC\)](#)
Subject: FW: Formula Retail Ban on Polk Street – Proposed 365 by Whole Foods Market.”
Date: Monday, April 11, 2016 10:54:54 AM

Diego R Sánchez
Legislative Analyst / Urban Planner
San Francisco Planning Department
1650 Mission Street, Suite 400
San Francisco CA 94103
(415) 575 – 9082
(415) 558 – 6409 fax

From: christine brooks [mailto:msboose@yahoo.com]
Sent: Sunday, April 10, 2016 4:57 PM
Cc: Sanchez, Diego (CPC)
Subject: Formula Retail Ban on Polk Street – Proposed 365 by Whole Foods Market.”

Hello,

I live on Green Street near Polk. I am highly in favor of the Whole Foods Market in my neighborhood. I walk to the Whole Foods on California and Trader Joes on Hyde and California for my shopping now.

I love having choices and would welcome this retail establishment to my neighborhood.

Cordially,

Chris Brooks
1438 Green St.

From: [Sanchez, Diego \(CPC\)](#)
To: [Grob, Carly \(CPC\)](#)
Subject: FW: Formula Retail Ban on Polk Street – Proposed 365 by Whole Foods Market
Date: Monday, April 11, 2016 1:58:07 PM

Diego R Sánchez
Legislative Analyst / Urban Planner
San Francisco Planning Department
1650 Mission Street, Suite 400
San Francisco CA 94103
(415) 575 – 9082
(415) 558 – 6409 fax

From: STEPHEN W PAWLEY [mailto:swpaws@mac.com]
Sent: Monday, April 11, 2016 1:53 PM
To: Sanchez, Diego (CPC)
Cc: Peskin, Aaron (BOS); Board of Supervisors, (BOS)
Subject: Formula Retail Ban on Polk Street – Proposed 365 by Whole Foods Market

Mr. Sanchez

Having been a resident of the Lower Nob Hill/Polk Gulch neighborhood for the past 25 years, I support the Whole Foods 365 Market concept at the old Lombardi's location at Polk & Jackson. Population density in this neighborhood has increased leaving residents with packed, upscale markets and no general supermarket. While this would not resolve that major issue, it would relieve some of the stress on the already packed Trader Joes and Whole Foods on California.

I am also a firm opponent of the formula retail ban on Polk Street. I have worked in the North Beach neighborhood and have watched as vacant storefronts simply stay vacant storefronts due to a similar ban. The local Walgreens in Chinatown has been unable to relocate to a larger location - one that the neighborhood desperately needs - due to a similar ban. We're grown up enough to take these issues on one at a time, not with a formula retail ban which will only hurt the majority of residents in this neighborhood.

Stephen Pawley
415-948-6938
swpaws@mac.com
Western Principal Councillor - Actors Equity Association
AEA - Standing Up For Its Members

From: [Sanchez, Diego \(CPC\)](#)
To: [Grob, Carly \(CPC\)](#)
Subject: FW: Formula Retail ban on Polk Street
Date: Monday, April 11, 2016 10:54:43 AM

Diego R Sánchez
Legislative Analyst / Urban Planner
San Francisco Planning Department
1650 Mission Street, Suite 400
San Francisco CA 94103
(415) 575 – 9082
(415) 558 – 6409 fax

From: Dan LaFever [mailto:clawlafever@gmail.com]
Sent: Sunday, April 10, 2016 3:13 PM
To: Peskin, Aaron (BOS); Sanchez, Diego (CPC)
Subject: Formula Retail ban on Polk Street

I am not against an additional Whole Foods in the area. I cannot make it to the one on Masonic, so when the one moved into the old Cala location at California & Hyde, I was overjoyed.

I'm just wondering why they need to move into the old Lombardi's space, which is literally 6 blocks from the Cal/Hyde location. But if they are the only ones contemplating moving in, because there are no other suitors, go for it.

By the way, what differentiates a Whole Foods and Whole Foods 365 anyway?

Claw
=^..^= \m/

From: [Sanchez, Diego \(CPC\)](#)
To: [Grob, Carly \(CPC\)](#)
Subject: FW: SUPPORT for Proposed 365 by Whole Foods Market
Date: Monday, April 11, 2016 3:25:28 PM

Diego R Sánchez
Legislative Analyst / Urban Planner
San Francisco Planning Department
1650 Mission Street, Suite 400
San Francisco CA 94103
(415) 575 – 9082
(415) 558 – 6409 fax

From: Carolyn.Matrixx [mailto:carolyn.matrixx@gmail.com]
Sent: Monday, April 11, 2016 3:25 PM
To: Sanchez, Diego (CPC)
Subject: SUPPORT for Proposed 365 by Whole Foods Market

I SUPPORT Whole Foods 365 on Polk Street

Carolyn McGee | 1142 Jackson St #2, San Francisco, CA 94133 | **571.244.0835** |
Carolyn.Matrixx@gmail.com

From: [Lindsay, David \(CPC\)](#)
To: [Grob, Carly \(CPC\)](#)
Subject: FW: Support for Whole Foods 365
Date: Wednesday, March 02, 2016 10:20:23 AM
Attachments: [image001.png](#)
[image002.png](#)
[image003.png](#)
[image004.png](#)
[image005.png](#)

Hi Carly – John R sent this to me rather than to Mark...

David Lindsay
Senior Planner, Northwest Quadrant, Current Planning

Planning Department | City and County of San Francisco
1650 Mission Street, Suite 400, San Francisco, CA 94103
Direct: 415.558.6393 | Fax: 415.558.6409
Email: david.lindsay@sfgov.org
Web: www.sfplanning.org



From: Rahaim, John (CPC)
Sent: Monday, February 29, 2016 3:13 PM
To: Lindsay, David (CPC)
Subject: FW: Support for Whole Foods 365

From: Maria Trikolos [<mailto:mtrikolas@gmail.com>]
Sent: Monday, February 29, 2016 10:43 AM
To: Rahaim, John (CPC)
Subject: Support for Whole Foods 365

As a resident at 1456 Leavenworth, I absolutely support Whole Foods 365 coming to Jackson and Polk, and believe it would be a huge benefit to the neighborhood. I currently primarily shop at Trader Joe's which is very crowded and a few more blocks away. The Whole Foods on Franklin and California is extremely crowded, and too far. The quality, price point, and location of 365 are aligned with the neighborhood and would be a very positive addition.

Thanks,
Maria Trikolos

From: [Lewis, Donald \(CPC\)](#)
To: [Foster, Nicholas \(CPC\)](#)
Subject: FW: Whole Foods 365 - Polk Street
Date: Monday, April 09, 2018 4:17:38 PM

Hello,

Can you please forward the below email to the Planning Commission?

Thanks,
Don

Don Lewis, Senior Planner
Environmental Planning Division
San Francisco Planning Department
1650 Mission Street, Suite 400 San Francisco, CA 94103
Direct: 415.575.9168 | www.sfplanning.org
[San Francisco Property Information Map](#)

From: Lisa Vilhauer [mailto:lvilhauer@gmail.com]
Sent: Friday, April 06, 2018 11:07 AM
To: Lewis, Donald (CPC)
Subject: Whole Foods 365 - Polk Street

Hi Don- Can you please forward the letter below to the Planning Commission? Thanks!

Dear Planning Commissioners-

I am writing to you in support of the Whole Foods 365 on Polk Street. We need this store in our neighborhood. The grocery stores within walking distance to my house are insufficient both in supply and are extremely overpriced. Allowing the Whole Foods 365 will take people out of their cars that drive to the Trader Joes or other Whole Foods locations. The Whole Foods 365 will allow for quality organic produce at a reasonable price.

Bringing a Whole Foods 365 will bring additional shoppers to the Polk Street Corridor and would help keep other retailers open and thriving. We have had way too many vacant store spaces up and down the corridor. I appreciate that Whole Foods is only proposing to remodel the existing store allowing for it to open quickly and help the neighborhood out.

Thank you-
Lisa Vilhauer
47 Bonita Street

From: [Secretary, Commissions \(CPC\)](#)
To: [Johnson, Christine \(CPC\)](#); [Richards, Dennis \(CPC\)](#); [Koppel, Joel \(CPC\)](#); [Moore, Kathrin \(CPC\)](#); [Melgar, Myrna \(CPC\)](#); [Rich Hillis](#); [Rodney Fong](#)
Cc: [Gerber, Patricia \(CPC\)](#); [Foster, Nicholas \(CPC\)](#)
Subject: FW: Whole Foods 365 CU Hearing 12-7-17
Date: Wednesday, November 15, 2017 9:10:00 AM

Office of Commission Affairs

Planning Department | City & County of San Francisco
1650 Mission Street, Suite 400, San Francisco, CA 94103
Direct: 415-558-6309 | Fax: 415-558-6409

commissions.secretary@sfgov.org
www.sfplanning.org

From: gen caro [mailto:gencarlo@yahoo.com]
Sent: Tuesday, November 14, 2017 9:34 PM
To: Secretary, Commissions (CPC)
Subject: Whole Foods 365 CU Hearing 12-7-17

Dear Commisioners,

I Look forward to Whole Foods coming to our neighborhood. I have lived on Larkin/Vallejo for over 50 years. I would like to be able to walk to a grocery store that sells healthy prepared foods. I can have prepared food delivered when I no longer can cook or go out shopping. This is the only way I can stay living in my home. This is very important to me.

The city has allowed multiple high rise buildings all along Van Ness and around the Polk Street neighborhood. There is enough density all around.

We simply would like to have a grocery store near by. All the small neighborhood grocery stores have long gone and Whole Foods will be a great asset for the neighborhood especially for families who can walk to a neighborhood grocery store. This is probably unheard of "walking to a neighborhood grocery store" like the good old days.

Genevieve Caro

From: [Lindsay, David \(CPC\)](#)
To: [Grob, Carly \(CPC\)](#)
Subject: FW: Whole foods 365 on Polk
Date: Wednesday, March 02, 2016 10:20:54 AM

Another one sent to me by John R. in error...

David Lindsay
Senior Planner, Northwest Quadrant, Current Planning

Planning Department!City and County of San Francisco
1650 Mission Street, Suite 400, San Francisco, CA 94103
Direct: 415.558.6393!Fax: 415.558.6409
Email: david.lindsay@sfgov.org
Web: www.sfplanning.org

-----Original Message-----

From: Rahaim, John (CPC)
Sent: Wednesday, March 02, 2016 10:14 AM
To: Lindsay, David (CPC)
Subject: FW: Whole foods 365 on Polk

-----Original Message-----

From: CYNTHIA MURPHY [<mailto:cynthiamurphy@icloud.com>]
Sent: Tuesday, March 01, 2016 10:42 PM
To: Rahaim, John (CPC)
Subject: Whole foods 365 on Polk

I live at 1355 Pacific Ave. we have so few choices of grocery stores within walking distance. I am 61 years old and to walk these hills is beyond my scope having replaced a hip and two knees. This grocery market would enable me to walk to the grocery store and back. Please give us a grocery store in our area.

Thank you so much.

Cindy Murphy
1355 Pacific Avenue

Sent from my iPhone

From: [Celeste May](#)
To: [Peskin, Aaron \(BOS\)](#)
Cc: [Foster, Nicholas \(CPC\)](#)
Subject: Fw: Whole Foods on Polk
Date: Sunday, December 10, 2017 8:20:18 AM

From: Celeste May <celestebmay1222@hotmail.com>
Sent: Sunday, December 10, 2017 8:16 AM
To: Commissions.Secretary@sfgov.org
Cc: John.Rahaim@sfgov.org
Subject: Whole Foods on Polk

Dear Sirs:

I am a 70 year old soon to be retired school teacher in need of a nearby "walkable" grocery store! I live on Larkin Street near Lombard and there is great need for access to a full service market without the inflated prices charged by the few local corner stores. The more economical tier of a Whole Foods location such as a 365 will be of great help to those of us with a fixed income. Please contact me if you would like additional feedback and please consider the elderly and fixed income neighbors who are in need of a convenient place to shop. Thank you. Celeste May

From: [Erik Alberts](#)
To: [Secretary, Commissions \(CPC\)](#); [Rahaim, John \(CPC\)](#); [Peskin, Aaron \(BOS\)](#); [Foster, Nicholas \(CPC\)](#)
Cc: zoning@rhnsf.org
Subject: Fwd: CALL TO ACTION for supporters of the Whole Foods 365 project
Date: Saturday, December 09, 2017 2:01:41 PM

San Francisco planning commissioners and staff,

As a bay area native and Russian Hill property owner and resident, I am very much in favor of the proposed Whole Foods 365 at 1600 Jackson street.

I live on Hyde and Greenwich, and this would increase my grocery options and allow me to shop more often via foot.

It will also improve the neighborhood while also providing jobs.

Please approve this request. It's a no brainer value add.

thanks,

Erik

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

From: **Russian Hill Neighbors** <zoning@rhnsf.org>
Date: Sat, Dec 9, 2017 at 12:02 PM
Subject: CALL TO ACTION for supporters of the Whole Foods 365 project
To: ealberts@gmail.com

CALL TO ACTION FOR WF365 SUPPORTERS

*[View this in
your browser.](#)*



Dear RHN Members,

If you are in support of Whole Foods 365 at [1600 Jackson Street](#), your personal action is needed!

As many of you know, the building at [1600 Jackson Street](#) (at Polk), formerly occupied by Lombardi's Sports, has remained unoccupied for several years, to the detriment of the safety, vitality and quality of life on this section of Polk Street. When Whole Foods proposed to introduce its new WF 365 concept into this existing space, Russian Hill neighbors surveyed its members and other local residents regarding their interest in the proposed project. The survey showed

that 71% of the 275 respondents did not feel the existing grocery options for Russian Hill residents were adequate, **and that 74% were in favor of the proposal.** Several other community surveys by other groups yielded similar support.

Over the past two years, Whole Foods has worked with the SF Planning Department to meet environmental review requirements. On October 17, Whole Foods held a community meeting at the project site to update local residents and merchants on the status of the project and to answer ongoing concerns. There were over 100 attendees at the meeting, including several RHN Board members and members of RHN's Design Zoning Land Use (DZLU) committee. The majority of attendees expressed enthusiastic support of the project.

Although RHN believes that the majority of its residents favor the Whole Foods 365 project, there is opposition to the project by other groups such as Middle Polk and Lower Polk Neighborhood Associations. Since its founding in 1981, RHN has been committed to working collaboratively with other neighborhood groups on issues of common concern. We are aware that some of the opponents of the Whole Foods project favor mixed housing and retail at this site. While RHN is sensitive to the need for increased housing in our city, **a number of very important factors convince us that the Whole Foods 365 project deserves our wholehearted and enthusiastic support at this time.** *(A copy of the entire letter which RHN has filed with the SF Planning Commission is attached for your review...click [here](#).)*

These factors include:

- **It has already been too long to have a major site like this remain vacant.** If the current Whole Foods proposal were approved in December, the best case scenario still means the site will not be open for business until early 2019. If the project is further delayed, or not approved, the completion of any alternate project means that vacancy will continue for many more years.
- **There is considerable support among local residents for a grocery store at this site.** Every survey of individuals residents in the neighborhood of which we are aware heavily favors the grocery store option.
- **The Whole Foods 365 proposal would rehabilitate and re-use an**

existing space. This is a chance to minimize environmental cost by reusing a still-useful 1908 building that fits in well with its neighbors rather than demolishing it. It is also the fastest option to bring life to a too long vacant eyesore, creating more foot traffic for existing businesses.

If you are in favor of the Whole Foods 365 proposal for [1600 Jackson Street](#), it is very important for the SF Planning Commissioners and staff to hear from you NOW.

Address your letters of support to:

Commissions.Secretary@sfgov.org (*for distribution to all SF Planning Commissioners*) with cc's to

John.Rahaim@sfgov.org (*Director of Planning, SF Planning Department*)

Aaron.Peskin@sfgov.org (*District 3 Supervisor*)

Nicholas.Foster@sfgov.org (*SF Planner assigned to this project*)

It would be helpful to RHN if you forwarded a copy of your letter to **zoning@rhnsf.org**. Thank you!



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From: [Pierre Marc Bleuse](#)
To: [Foster, Nicholas \(CPC\)](#)
Subject: Fwd: Whole food Polk
Date: Saturday, December 16, 2017 12:09:41 AM

Sent from my iPhone

Begin forwarded message:

From: Pierre Marc Bleuse <pmbleunacific@yahoo.com>
Date: December 16, 2017 at 09:08:42 GMT+1
To: John.Rahaim@sfgov.org
Subject: Whole food Polk

Yes please let this happen;
will add a lot to neighborhood.
Thank you!
Pierre.
20 Culebra terrace
94109

Sent from my iPhone

From: [Rahaim, John \(CPC\)](#)
To: [Foster, Nicholas \(CPC\)](#)
Subject: Fwd: Whole Foods 365 on Jackson and Polk
Date: Saturday, December 09, 2017 6:25:03 PM

Please excuse any typos. This was sent from my iPhone

Begin forwarded message:

From: Ling <lin32004@yahoo.com>
Date: December 9, 2017 at 4:08:13 PM PST
To: Commissions.Secretary@sfgov.org
Cc: John.Rahaim@sfgov.org, zoning@rhnsf.org
Subject: Whole Foods 365 on Jackson and Polk

Hi

I support the proposal of Whole Foods 365 occupying this lot.

Thanks

Ling

From: [Rahaim, John \(CPC\)](#)
To: [Grob, Carly \(CPC\)](#)
Subject: Fwd: Whole Foods 365 store
Date: Friday, March 25, 2016 7:57:45 AM

Please excuse any typos. This was sent from my iPhone

Begin forwarded message:

From: Elizabeth Shaw <lizrocks24@gmail.com>
Date: March 25, 2016 at 12:07:11 AM PDT
To: John.Rahaim@sfgov.org
Subject: Whole Foods 365 store

I am FOR it.

Stores in Polk St area, whether health food or small grocery stores are more expensive than Safeway or T.Joe that I have to drive to.. As a senior it is difficult to get 2 those stores. WF would be only 2 blocks away.

Elizabeth Stryks-Shaw
1545 Broadway

From: [Rahaim, John \(CPC\)](#)
To: [Luellen, Mark \(CPC\)](#); [Grob, Carly \(CPC\)](#)
Subject: Fwd: Whole foods on Polk
Date: Thursday, March 03, 2016 9:50:14 AM

Please excuse any typos. This was sent from my iPhone

Begin forwarded message:

From: Barbara Conwell <barbara.conwell@gmail.com>
Date: March 2, 2016 at 8:50:07 PM PST
To: John.Rahaim@sfgov.org
Subject: Whole foods on Polk

John:

I live in the Nob Hill neighborhood and I totally endorse a Whole Foods store at the old Lombardi's sporting good location.

It would be a great addition to the Nob Hill/Russian Hill area. Based on Next Door voting, the majority of people are in favor of it too.

Sincerely,
Barbara Conwell
1230 Clay St Apt 101

Sent from my iPhone

From: [Rahaim, John \(CPC\)](#)
To: [Foster, Nicholas \(CPC\)](#)
Subject: Fwd: Whole Foods
Date: Saturday, December 09, 2017 1:36:16 PM

Please excuse any typos. This was sent from my iPhone

Begin forwarded message:

From: JZ <lib.teach@yahoo.com>
Date: December 9, 2017 at 12:19:46 PM PST
To: "John.Rahaim@sfgov.org" <John.Rahaim@sfgov.org>
Subject: Whole Foods
Reply-To: JZ <lib.teach@yahoo.com>

Please allow Whole Foods to build at Jackson and Polk.
Thank you,
Judith Zimberoff
RHN member

HELENE T. FRAKES
999 Green Street #1704
San Francisco, CA 94133
January 12, 2018

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

Re: Support for Whole Foods 365 Project

Dear Members of the Planning Commission:

My husband and I support the proposal to turn the old Lombardi Sports building into a full-service neighborhood grocery store to serve the residents of Russian Hill and adjoining neighborhoods. Approval of the project will supply one of the most basic needs of the area's residents.

- A Whole Foods market will provide a comprehensive grocery store to supply residents' needs. Small corner groceries and specialty food shops fill a niche, but when it comes to a major shop for groceries, they do not fill the bill. A Whole Foods will.
- Unused buildings create blight. The empty store is a visual eyesore and a sad reminder of a business failure.
- The project's proponents are obviously well-funded, and have done their homework on the retail needs and prospects for the site and the surrounding neighborhoods. It is highly likely that the project will actually be built.
- A well-stocked grocery store with excellent public transportation will be an asset to the neighborhood. We can easily take the 10 Townsend, 12 Pacific, or the Hyde Street cable car Muni lines to the store, and if you impose a condition of approval that the store must provide a van to take customers and their purchases home, it will be a great improvement over the way things are now—especially for seniors.

Thank you for considering our support for the Whole Foods 365 project.

Helene T. and Randal D. Frakes
415-337-1940
helene@frakesfamily.com

cc: John Rahaim, Planning Director
Supervisor Aaron Peskin
Nicholas Foster, Planner

From: [Donna Dea](#)
To: [Secretary, Commissions \(CPC\)](#); [Foster, Nicholas \(CPC\)](#); [Peskin, Aaron \(BOS\)](#)
Subject: I support having 365 Whole Foods on Polk & Jackson
Date: Saturday, April 14, 2018 7:14:07 PM

Hi,

I own a condo two blocks from the proposed 365 Whole Foods on Polk & Jackson. I fully support 365 Whole Foods in the former Lombardi building.

Regards,
Donna

From: a.z.greason@gmail.com on behalf of [Allison Greason](#)
To: [Secretary, Commissions \(CPC\)](#)
Cc: [Rahaim, John \(CPC\)](#); [Peskin, Aaron \(BOS\)](#); [Foster, Nicholas \(CPC\)](#)
Subject: I support Whole Foods 365 in Russian Hill
Date: Sunday, December 10, 2017 8:55:03 PM

Hi,

I live near Broadway and Polk and support the Whole Foods 365 in Russian Hill. It will provide a much-needed grocery option in our neighborhood and the company is so well respected, we would be honored to call them neighbors.

Please expedite the approvals so the vacant building can get back to work.

Thank you!

allison.

From: [Lindy Luoma](#)
To: [Peskin, Aaron \(BOS\)](#); [Foster, Nicholas \(CPC\)](#); [Rahaim, John \(CPC\)](#)
Subject: I wholeheartedly support having a Whole Foods in the old Lombardi Sports Store on Polk Street.
Date: Saturday, March 31, 2018 4:56:00 PM

Hello Gentleman,

I live on Nob Hill and although I do shop at Trader Joe's we desperately need more food shopping choices in Nob Hill.

I wholeheartedly support having a Whole Foods take over the old Lombardi Sports Store on Polk Street.

That space has been vacant for years and it is an eyesore and so non-productive to have it sit empty.

I totally get the whole "anti-chain store" philosophy, but I think it has been taken to an extreme in San Francisco.

Having an anchor store such as Whole Foods will attract more foot traffic to Polk Street which will benefit all the Polk Street merchants (as well as residents).

I was very disturbed when the proposed Target there was voted down and I don't want the same thing to happen to Whole Foods.

BTW, I have lived in SF since 1981 and have lived on Nob Hill since 1991.

I don't own a car and need more walk-able and transit friendly options!

Thank you!

Lindy Luoma
1520 Taylor St. Apt. 601
SF, CA 94133

From: [Greenberg, Tamara](#)
To: [Secretary, Commissions \(CPC\)](#); [Foster, Nicholas \(CPC\)](#); [Peskin, Aaron \(BOS\)](#)
Subject: In favor of Whole Foods 365 Market at 1600 Jackson Street
Date: Monday, April 09, 2018 8:38:41 PM

To Whom It May Concern,

My husband and I live at 1701 Jackson Street, one block away from 1600 Jackson Street. We emphatically support the presence of a Whole Foods 365 Market at this location. We'll list some reasons below, but we honestly cannot understand how this project can be opposed. There is so much empty retail space on Polk Street and if we know nothing about our San Francisco Government, you are pro-development. So it is ridiculous to let all of this empty space sit. It's bad for the economy and it invites more homeless people and we are absolutely fed up with how easy it is for homeless people to camp, illegally, in our neighborhood. Some other points to consider:

- 1600 Jackson St. has been vacant for more than three years. This has led to more crime on Jackson St.
- We believe in the concept of "15-minute neighborhoods," where the majority of needed services are within walking distance.
- Whole Foods management has worked extensively with our neighborhood and the SFMTA to mitigate potential problems with increased traffic and deliveries.
- Whole Foods has assured us that there will be no deliveries during San Francisco quiet time – between 10PM and 7AM – and during morning and afternoon rush hours. We also believe that WF365 will be more organized in terms of deliveries than the former Lombardi's.
- We believe in sustainability and that tearing down a building that has not outlived its usefulness is wasteful.
- Our neighborhood contains one of the densest populations in San Francisco, particularly following the many recent additions of new condominium and apartment projects. The population is likely to continue grow, as developers are eyeing many large parcels of land on Van Ness as well as at Polk and Pacific (where The Jug Shop is.) Increased services to the neighborhood are necessary to accommodate all of this growth.
- We believe that Whole Foods will serve as an anchor store, attracting more people to Polk St. and increasing the flow of foot traffic to other shops in the area. Chestnut St. is an example of how formula retail stores can co-exist with and even benefit small, independent retail operations.

- There are far too many empty storefronts on Polk St., particularly between Broadway and California Street. If the conversion of Lombardi's to Whole Foods is not allowed, the building will remain another vacant blot on the neighborhood, probably for years to come.
- There are 70 parking spaces available for people who need to drive to the store, meaning that street parking would be minimally affected. We never had a traffic problem with Lombardi's or with the garage currently occupying the space. I own a business at 2000 Van Ness and I am not worried at all that my patients will have difficulty finding parking. In fact, the majority of people who come to my office already take public transportation.
- Our neighborhood's population is aging, along with Russian Hill's, and so we need more conveniently located services, in particular a full-service grocery store.
- Since the closure of The Big Apple on Polk St., we are lacking a full-service, affordable grocery store. We are fortunate to have some specialty stores such as The Cheese Shop and Bel Campo Meats but these stores are not full-service and are not affordable for the majority of our neighbors – and are certainly not for everyday use.
- We believe that Whole Foods will continue to make a conscientious effort to insure that its neighbors' needs and interests are met, based on its outreach to local residents thus far.
- Whole Foods 365 plans to open the second floor of 1600 Jackson as a public meeting space, which would be a welcome amenity for the neighborhood.

To summarize, there is no real reason to oppose this project.

Thanks for your consideration,

Tamara McClintock Greenberg, PsyD, MS and Andrew McClintock Greenberg, MD, PhD

Tamara McClintock Greenberg, Psy.D., M.S.

Author of [Psychodynamic Perspectives on Aging and Illness \(Second Edition\)](#)
and [When Someone You Love Has a Chronic Illness](#)
tamara-greenberg.com
[@TMcGreenberg](#)

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confidentiality of such information.

From: [Laura Salzberg Grant](#)
To: [Peskin, Aaron \(BOS\)](#); [Foster, Nicholas \(CPC\)](#); [Secretary, Commissions \(CPC\)](#)
Subject: In Support - Wholefoods 365 on Jackson and Polk
Date: Tuesday, April 10, 2018 11:37:00 AM

CASE NO. 2016-000378CUA, [1600 JACKSON ST](#)

Aaron and team,

This is the first email that I have ever written to city council / gotten involved in these decisioning but given the state of the neighborhood and increase in crime I feel the need to do so. Truthfully, we have been residents of SF for 10 years but given the state of the city I believe that we need to make drastic changes to improve the quality of life and reduce crime and homelessness. Which, leads me to the below.

I want to voice my support that I strongly, strongly am in favor of opening the 365 Whole Foods on Jackson and Polk. I live around the corner at 1800 Washington, apt 918. I am emailing as I won't be in person at the hearing (its during working hours).

I am passionate about having a new grocery store that is affordable, walkable and adds to the neighborhood.

Additionally, I don't see any benefit in delaying this further and having another vacant storefront on Polk street as there are serious issues with vacancies. It goes without saying, the neighborhood has worsened significantly over the last years with rises in crime, violence and homelessness. This unit specifically is a huge space, while I understand that Whole foods is a big chain, I can't imagine in the current situation a mom and pop would be able to take it under and feel like MPNA's formula retail opposition a bit unrealistic.

I understand that all are entitled to their own views and as your team weighs options, its important to take both into consideration but hope you will move forward with 365 Whole Foods.

Best,
Laura

From: [Anastasia M. Ashman](#)
To: [Secretary, Commissions \(CPC\)](#)
Cc: [Rahaim, John \(CPC\)](#); [Peskin, Aaron \(BOS\)](#); [Foster, Nicholas \(CPC\)](#)
Subject: IN SUPPORT ; whole foods, 1600 Jackson
Date: Sunday, December 10, 2017 4:43:53 PM

Hi.

We need a Whole Foods for the Polk Street neighborhood. Real Foods is on life support, at our expense. You know this.

Thanks,
Anastasia Ashman

From: [danielle siegel](#)
To: [Secretary, Commissions \(CPC\)](#)
Cc: [Rahaim, John \(CPC\)](#); [Peskin, Aaron \(BOS\)](#); [Foster, Nicholas \(CPC\)](#)
Subject: In support of 365 project on Polk St.
Date: Sunday, December 10, 2017 8:03:58 PM

Dear SF Planning Commissioners,

I am writing to express my support of this project. I hope that you approve it to go through. It would be a great addition to Polk St.

Danielle Siegel, CPCC, PCC

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From: [Matt Egen](#)
To: [Foster, Nicholas \(CPC\)](#); [Rahaim, John \(CPC\)](#); [Peskin, Aaron \(BOS\)](#)
Subject: In support of the new Whole Foods 365 on Polk Street
Date: Friday, April 06, 2018 2:09:52 PM

Good afternoon,

This email is to voice my support for the new Whole Foods 365 store for Polk Street. The location is well suited for neighbors and gives another option for healthy food in the neighborhood.

Sincerely,

Matt Egen
District 3

Sent from [Mail](#) for Windows 10

From: [Irene Chang](#)
To: [Peskin, Aaron \(BOS\)](#); [Avalos, John \(BOS\)](#); [Breed, London \(BOS\)](#); [Campos, David \(BOS\)](#); [Cohen, Malia \(BOS\)](#); [Farrell, Mark \(BOS\)](#); [Kim, Jane \(BOS\)](#); [Mar, Eric \(BOS\)](#); [Tang, Katy \(BOS\)](#); [Wiener, Scott](#); [Yee, Norman \(BOS\)](#); [planning@rodneyfong.com](#); [Richards, Dennis \(CPC\)](#); [Wordweaver21@aol.com](#); [richhillissf@yahoo.com](#); [Johnson, Christine \(CPC\)](#); [mooreurban@aol.com](#); [Cwu.planning@gmail.com](#); [Rahaim, John \(CPC\)](#); [Sanchez, Diego \(CPC\)](#); [Grob, Carly \(CPC\)](#)
Subject: New WF369 on Polk St, and the proposed formula retail ban there (Case No. 2016-001823PCA)
Date: Thursday, June 02, 2016 11:01:50 AM

Supervisors and Planning Department and Commission members:

My name is Irene Chang and I live a block away from the old Lombardi Sports store.

I'm writing to express my support for the new Whole Foods 365 store on Jackson and Polk, and against the formula retail ban in the Polk Street Neighborhood Commercial District.

We need a grocery store that's affordable and convenient. Have you seen the lines at Trader Joe's during peak hours? A new WF365 would alleviate the traffic jam at our neighbouring grocery stores. Stores like Real Foods just doesn't cut it in terms of selection and price. I'll still frequent the local Cheese Shop and Jug Store for speciality items. I get that we need to build more low-income housing, but this is not the location for it.

A permanent ban on any business that's been successful enough to grow beyond 11 locations serves no other purpose than to limit consumer choice and make our city a less affordable place to live. If a retail establishment isn't wanted by the neighborhood, residents simply won't patronize it, and it will close.

Thank you,

Irene Chang

From: [James Savoy](#)
To: [Grob, Carly \(CPC\)](#)
Subject: Fwd: Whole Foods 365 @ Polk and Jackson
Date: Tuesday, May 17, 2016 9:43:13 PM

Begin forwarded message:

From: James Savoy <suncap@icloud.com>
Date: May 17, 2016 at 9:38:21 PM PDT
To: Aaron.Peskin@sfgov.org
Subject: Whole Foods 365 @ Polk and Jackson

Dear Mr. Peskin,

I have lived in San Francisco since 1973. It has come to attention that you are proposing a ban on formula stores with more than 11 locations. That you would rather see yet another condo built. This is absurd!

Every other week, there's a new Walgreen's or CVS Store opening in SF.

Enough is enough! We and the majority people who live in the neighborhood want the Whole Foods. Now you have decided to launch a campaign to prevent this? Butt out!

You and you City Hall colleagues have already screwed-up this city, by doing the following:

- 1) Allowing Uber and Lyft to operate in San Francisco. What's resulted from this, is that SF taxis companies will soon be a thing of the past. Now, the city is being overrun with Uber/Lyft cars driven by out-of-city drivers who come in to SF and steal the SF cabbies fares.
- 2) The Board of Supervisors has gone "bicycle bonkers!" Now, you can't even driver on Market Street. Another smart move! What if don't feel like riding a bike down to Nordstrom? Do I make the trip walking or call Uber? Dumb!!!
- 3) The City has gone "building crazy!" Too many new condos! This has greatly reduced the current value of our condominium. When will you stop!!!

You really make me sick!

Sincerely,

James Savoy

April 2, 2018

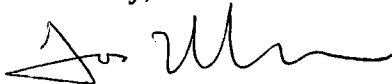
Dear Nicholas Foster,

This letter is regarding the proposal to build a Whole Foods 365 at the property located at 1600 Jackson Street. I live across the street from the building. I would like to declare in the strongest possible manner that placing a Whole Foods 365 at this address would be a major improvement to the neighborhood.

Polk street suffers from way too many empty stores. This would bring some vitality back to the neighborhood. It would also be great to have a grocery store located conveniently across the street.

I urge you to approve this permit at the earliest possible date.

Sincerely,

A handwritten signature in black ink, appearing to read 'Jose Menchero', with a stylized, flowing script.

Jose Menchero
1810 Polk Street, Unit 306
San Francisco, CA 94109

From: [Joe Herman](#)
Subject: New Whole Foods on Polk St, and the proposed formula retail ban there (Case No. 2016-001823PCA)
Date: Thursday, June 02, 2016 8:50:32 PM

Supervisors, Planning Department, and Commision members:

My name is Joseph Herman ,and I live in the Polk Street neighborhood.

I'm writing to express my support for the new Whole Foods 365 store on Jackson and Polk, and against the formula retail ban in the Polk Street Neighborhood Commercial District.

In contrast to the comments made by supervisor Peskin "Whole Foods has spent a ridiculous amount of money going door-to-door organizing residents and creating a huge astroturf movement in their favor"; it is the supervisor himself who seeks to create an AstroTurf movement in his favor by doing the bidding of the Middle Polk Neighborhood Association. How well did that work out for the city when Peskin attempted to landmark the church on 1601 Larkin? Perhaps the supervisor should stick to stumping for his legacy business program that no one wants to use.

A permanent ban on any business that's been successful enough to grow beyond 11 locations serves no other purpose than to limit consumer choice and make our city a less affordable place to live. If a retail establishment isn't wanted by the neighborhood, residents simply won't patronize it, and it will close.

The proposed Whole Foods is a perfect example of how such a ban serves to weaken my neighborhood. There's an obvious need here for a grocery store with a wide variety of high quality items at reasonable prices. While a Trader Joes and Whole Foods are located on California St., this is a mile or more away from some Russian Hill residents. And as the popularity of these stores indicate - the lines at Trader Joes can reach the back of the store at times - demand for grocery stores is high, and will only increase as new housing developments are built.

Surveys have shown that a vast majority of people who live in this neighborhood - as opposed to small businesses wishing to limit competition - support my positions on both the new Whole Foods and the formula retail ban.

The bottom line is this: Polk Street is functioning fine as it is, and heavy handed government restrictions on where I can shop and how I can live are both unnecessary and contrary to the values that have made our city.

Thank you
Joseph Herman

Sent from my iPad

From: [Julia French](#)
To: [Peskin, Aaron \(BOS\)](#); [Avalos, John \(BOS\)](#); [Breed, London \(BOS\)](#); [Campos, David \(BOS\)](#); [Cohen, Malia \(BOS\)](#); [Farrell, Mark \(BOS\)](#); [Kim, Jane \(BOS\)](#); [Mar, Eric \(BOS\)](#); [Tang, Katy \(BOS\)](#); [Wiener, Scott](#); [Yee, Norman \(BOS\)](#); [planning@rodneyfong.com](#); [Richards, Dennis \(CPC\)](#); [Wordweaver21@aol.com](#); [richhillissf@yahoo.com](#); [Johnson, Christine \(CPC\)](#); [mooreurban@aol.com](#); [Cwu.planning@gmail.com](#); [Rahaim, John \(CPC\)](#); [Sanchez, Diego \(CPC\)](#); [Grob, Carly \(CPC\)](#)
Subject: New Whole Foods on Polk St, and the proposed formula retail ban there (Case No. 2016-001823PCA)
Date: Wednesday, June 01, 2016 9:03:33 PM

Supervisors and Planning Department and Commision members:

My name is Julia Garcés French and I live in and very much love my Polk Street neighborhood.

I'm writing to express my support for the new Whole Foods 365 store on Jackson and Polk, and against the formula retail ban in the Polk Street Neighborhood Commercial District.

A permanent ban on any business that's been successful enough to grow beyond 11 locations serves no other purpose than to limit consumer choice and make our city a less affordable place to live. If a retail establishment isn't wanted by the neighborhood, residents simply won't patronize it, and it will close.

The proposed Whole Foods is a perfect example of how such a ban serves to weaken my neighborhood. There's an obvious need here for a grocery store with a wide variety of high quality items at reasonable prices. While a Trader Joes and Whole Foods are located on California St., this is a mile or more away from some Russian Hill residents. And as the popularity of these stores indicate - the lines at Trader Joes can reach the back of the store at times - demand for grocery stores is high, and will only increase as new housing developments are built.

Surveys have shown that a vast majority of people who live in this neighborhood - as opposed to small businesses wishing to limit competition - support my positions on both the new Whole Foods and the formula retail ban.

The bottom line is this: Polk Street is functioning fine as it is, and heavy handed government restrictions on where I can shop and how I can live are both unnecessary and contrary to the values that have made our city, state, and country so successful. In signing an executive order to increase competition in a variety of industries just last month, President Obama stated:

"Competition is good for consumers, and, ultimately it's good for business. That's the way the free market works. The more competition we have, the more products, services and innovation take place."

Thank you,

Julia Garcés French

--

Julia Garcés French



Carly Grob
San Francisco Planning Department
1650 Mission Street, Suite 400
San Francisco, CA 94103
Via email: carly.grob@sfgov.org

February 25, 2016

Members of the Planning Commission & Department Staff:

I am a resident of the Russian Hill community and have been for several years. I am writing today in support of the proposed 365 grocery store at Polk and Jackson.

Russian Hill offers many amenities including gorgeous views, easy transit nearby, and a great night life not far. However, one thing it lacks is a community grocery store.

As a basic neighborhood service, the proposed grocery store would add so much to our area of the City. The current options have unpredictable produce which is often over priced. Additionally, there are not many options that are within walking distance of each other. I, like many in the neighborhood, do not own a car and would greatly support a full service grocery within walking distance to enhance my and my neighbors quality of life. As a teacher, I greatly value produce that is affordable and healthy.

While 365/Whole Foods is a larger corporation, their reputation shows that they would be great stewards to the neighborhood by providing reasonable hours, clean sidewalks, and most of all, affordable prices.

Thank you for your consideration of this matter.

Best,
Kia McCann

From: [Rahaim, John \(CPC\)](#)
To: [Grob, Carly \(CPC\)](#)
Subject: FW: Supportive of 365 Whole Foods
Date: Monday, June 06, 2016 1:28:46 PM

From: Leigh Ann Knappenberger [mailto:lapocek@icloud.com]
Sent: Sunday, June 05, 2016 10:50 PM
To: Rahaim, John (CPC)
Subject: Fwd: Supportive of 365 Whole Foods

Begin forwarded message:

From: Leigh Ann Knappenberger <lapocek@icloud.com>
Date: June 5, 2016 at 10:46:46 PM PDT
To: Aaron.Peskin@sfgov.org
Subject: Supportive of 365 Whole Foods

Hi Aaron,

We live adjacent to Lombardi's and are property owners and our household is 100% in support of 365 Whole Foods! Hope it gets approved soon! We have other chain stores nearby (Starbucks, Peets, Walgreens, UPS) on Polk so that argument is void.

Thank you for your help!

Leigh Ann & Chris Pocek
1601 Pacific Ave. Apt 301
San Francisco, CA 94109

DR. JAMES ROMANO

BOARD CERTIFIED PLASTIC SURGEON

April 11, 2018

Members of the Planning Commission
San Francisco Planning Department
1650 Jackson Street, Suite 400
San Francisco, Ca 94103

Case No. 2016-000378CUA
1600 Jackson St.
April 11, 2018

Dear Members of the Planning Commission,

We are a private cosmetic surgery practice located at 1650 Jackson Street. Our practice will be on the same block as the proposed building of Whole Foods Market on 1600 Jackson Street. We strongly support of the project plan Case No. 2016-000378CUA, 1600 Jackson Street and the establishment of Whole Foods Market.

The neighborhood is in desperate need of a Whole Foods grocery store at this location. As a business in the healthcare industry, we promote healthy life style choices for our patients and staff. Whole Foods is the perfect addition to the neighborhood that offers fresh produce, organic food, healthy alternatives to restaurant and fast food options, vitamins/supplements, and much more.

We believe that this project deserves to be fully supported. Please contact us at 415.981.3911 or info@jromano.com if you would like to discuss this further.

Sincerely yours,

The Office of James Romano


James J. Romano, M.D.

DR. JAMES ROMANO

BOARD CERTIFIED PLASTIC SURGEON

APRIL 12, 2018

MEMBERS OF THE PLANNING COMMISSION
SAN FRANCISCO PLANNING DEPARTMENT
1650 JACKSON ST, SUITE 400
SAN FRANCISCO, CA 94103

CASE NO. 2016-00378CUA
1600 JACKSON ST.

DEAR MEMBERS OF THE PLANNING COMMISSION,

I AM A NURSE WORKING AT THE PRIVATE COSMETIC SURGERY PRACTICE LOCATED AT 1650 JACKSON ST, SUITE 101. I GOT REALLY EXCITED WHEN DR. JAMES ROMANO INFORMED HIS STAFF OF THE PROPOSED PROJECT TO BUILD A WHOLE FOODS MARKET ON THE BLOCK! MY COLLEAGUE AND I ARE ALL ABOUT FITNESS AND HEALTH, AND A WHOLE FOODS MARKET WOULD BE THE PERFECT PLACE TO DO OUR SNACK RUNS FOR THE OFFICE AND GRAB LUNCH!

WE ARE IN FULL SUPPORT OF THE PROJECT
CASE NO 2016-00378CUA

WARM REGARDS,


KIM

DR. JAMES ROMANO

BOARD CERTIFIED PLASTIC SURGEON

April 12, 2018

Members of the Planning Commission
San Francisco Planning Department
1650 Jackson St, Suite 400
San Francisco, CA 94103

CASE No. 2016-00378
CVA

1600 Jackson St.

Dear Members of the Planning Commission,

My name is Savanna Craib & I am the patient counselor for Dr. James Romano Plastic Surgery located at 1650 Jackson St. I fully support the building of Whole Foods in regards to case 2016-00378 CVA. We are in need of a healthy grocery store not only for our staff, but our patients. This addition will benefit us, our patients, & the neighborhood.

Please contact me with further questions at savanna@jromano.com.

Sincerely Yours,

Savanna Craib

From: [Rahaim, John \(CPC\)](#)
To: [Grob, Carly \(CPC\)](#)
Subject: Fwd: Support for Whole Foods 365 at Polk and Jackson
Date: Sunday, March 13, 2016 8:15:59 PM

Please excuse any typos. This was sent from my iPhone

Begin forwarded message:

From: Lynn Soleski <lsoleski@icloud.com>
Date: March 13, 2016 at 4:48:22 PM CDT
To: <John.Rahaim@sfgov.org>
Subject: **Support for Whole Foods 365 at Polk and Jackson**

John,

As a resident of Nob Hill for 7 years, and prior to that a resident of Pacific Heights for 17 years, I support Whole Foods 365 at the proposed Polk and Jackson location.

This is a much-needed food shopping option for our dense urban community. Most of us go grocery shopping on foot, and have a convenient option within walking distance is welcomed.

Thank-you,

Lynn Soleski AIA, LEED AP

Sent from my iPhone

From: michael.d.bauer@gmail.com
To: [Secretary, Commissions \(CPC\)](#); [Rahaim, John \(CPC\)](#); [Peskin, Aaron \(BOS\)](#); Nicholas.Foster@sfgov.org
Date: Saturday, December 09, 2017 7:13:38 PM

" <Nicholas.Foster@sfgov.org>
From: Michael Bauer <michael.d.bauer@gmail.com>
Subject: Please move forward with Whole Foods 365
Date: Sat, 9 Dec 2017 19:13:21 -0800
Importance: normal
X-Priority: 3
Content-Type: multipart/alternative;
boundary="_6F93AB5F-F0CA-4FA4-B7A0-3674E30ED3C5_"

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Content-Transfer-Encoding: quoted-printable
Content-Type: text/plain; charset="utf-8"

Hello,

My name is Michael Bauer and I am a resident at 2345 Polk St. I am writing =
to you because I am strongly in favor of opening up a Whole Foods 365 at th=
e old Lombardi Sports location on Polk Street. Here are some of my most imp=
ortant reasons:

- My family and I do not have adequate grocery stores in the proximity of o=
ur apartment.=20
- Whole Foods 365 is a great concept to bring high quality food at affordab=
le prices.
- The Lombardi Sports building has been vacant too long and we need new occ=
upants to revitalize our area.

Many friends and neighbors in our area feel the same way.=20

Please approve and push forward with this project, to the benefit of the ne=
ighborhood and its residents.=20

Thank you,
Michael Bauer

--_6F93AB5F-F0CA-4FA4-B7A0-3674E30ED3C5_
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```

Michael Schoolnik and Naoko Matsuda
1569 Clay Street
SF, CA 94109

1/19/16

San Francisco Planning Department- case #: 2016-000378CUA
ATT: John Rahaim, Director of SF Planning
1650 Mission Street, Suite 400
San Francisco, CA 94103

John,

This letter is to inform you of our enthusiastic support for Whole Foods 365 application to occupy and do business out of the extant Lombardi's site at 1600 Jackson.

As a Conditional Use application needs to demonstrate whether the project is necessary or desirable, allow us to make some supportive points in each category.

Desirable

The project application makes use of the extant site with existing parking without razing the property. The site and interior, formerly a sports clothing and equipment retailer is an excellent fit for Whole Foods 365.

A public company is accountable. Whole Foods is a highly regarded national grocery retailer. Its Whole Foods 365 operation on Polk will likely attract other high quality retailers to the neighborhood, something we are in dire need of. Our Polk Street neighborhood has been overrun with sub-par, low cost of entry retailers & service providers. Examples are foot massage and mani-pedi establishments which don't contribute to the neighborhood, create poor storefront culture and offer little service value to the diverse neighborhood.

Retail diversity; consider Chestnut Street in the Marina and Fillmore Street in Pacific Heights where formula retail exists next to individual retailers. Polk Street needs the same.

Necessary

The Big Apple site at Clay/Polk remains empty. An application was approved by the Commissioners last April. As it stands we have no full service grocery on Polk Street between Broadway and California. Whole Foods 365 promises a broad offering and affordable food for residents of the area. One of the densest districts in SF, Polk Street is shopped by seniors, retirees, singles and young families. Whole Foods 365 would be a welcome addition.

Historical examples

20 years ago a GAP clothing store (formula retail) was located at Polk/California, and a huge fabric retailer was located at Polk/Clay. 20 years ago Polk mimicked Chestnut and Fillmore streets. We want that trend to occur again.

RECEIVED
JAN 22 2016
CITY & COUNTY OF S.F.
DEPT. OF CITY PLANNING
ADMINISTRATION

We're tired of low quality operators who bring limited and narrow appeal, and zero diversity to the neighborhood. Whole Foods 365 could tip the scale and initiate a trend towards quality. Its operations and consumer popularity will attract other high quality retailers and service providers the neighborhood.

We urge you to approve this application.

A handwritten signature in black ink, appearing to read 'Michael & Naoko', written in a cursive, fluid style.

Respectfully,
Michael Schoolnik & Naoko Matsuda
Middle Polk Residents since 1997

Luellen, Mark (CPC)

From: Nick Cockcroft <ntcockcroft@gmail.com>
Sent: Tuesday, January 26, 2016 8:36 AM
To: Luellen, Mark (CPC)
Subject: Fwd: Submitting a planning comment

Follow Up Flag: Follow up
Flag Status: Flagged

Hi Mark,

Nick Cockcroft here. I've lived for over 15 years at 1591 Jackson St, at the corner of Jackson and Polk, the intersection where the proposed Whole Foods 365 will be located. I was away over the holidays but wanted to voice my opinion regarding this proposal.

While I and my neighbors were distressed to hear the old Lombardi Sports building might be demolished last year, the ones I've talked to are excited about a possible Whole Foods location there. Many in the building are over 50, and not having to drive for groceries would make life a lot easier for them, as well as reduce traffic on Polk.

Whole Foods has been derided as a "big box" chain, but that's unfair - the quality of their products is higher, not lower than other grocers. Compare their meat selection to the mystery meats of Safeway and Trader Joe's, for example. The popularity of Whole Foods in neighborhoods of all income levels in SF is a good indicator that they're making our city a more, not less, desirable place to live. As far as I know, they've provided SF plenty of tax revenue and jobs while not harming the city in any way.

I'm concerned about the weight given to the opinions of other businesses in the area regarding the proposal. They understandably want to limit competition, but I think we should the neighborhood decide instead. If shoppers don't like the business, it won't survive.

Anyway, that's my view, if I can help in any way let me know.

Nick

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

From: PIC, PLN (CPC) <pic@sfgov.org>
Date: Mon, Jan 25, 2016 at 4:26 PM
Subject: Re: Submitting a planning comment
To: Nick Cockcroft <ntcockcroft@gmail.com>

please forward your comments for the project at 1600 Jackson St. to : mark.luellen@sfgov.org

Property Information Map (PIM): <http://propertymap.sfplanning.org>

The information provided in this correspondence is based on a preliminary review of information provided by the requestor. It does not constitute a comprehensive review of the project or request. For a more extensive review it is strongly recommended to schedule a project review meeting. The information provided in this email does not constitute a Zoning Administrator letter of determination. To receive a letter of determination you must submit a formal request directly to the Zoning Administrator. For complaints, please contact the Code Enforcement Division.

From: Nick Cockcroft <ntcockcroft@gmail.com>

Sent: Saturday, January 23, 2016 1:00 PM

To: PIC, PLN (CPC)

Subject: Submitting a planning comment

Hi,

I'd like to submit a comment to your department regarding the Whole Foods you're considering allowing at Jackson and Polk. I live at this intersection. Where should I send it to?

Thanks,

Nick Cockcroft

Luellen, Mark (CPC)

From: Mary Fahey <mfahey55@gmail.com>
Sent: Monday, January 25, 2016 9:58 PM
To: Luellen, Mark (CPC)
Subject: Re: 1600 Jackson St.

Dear Mr. Luellen,
Thank you for your prompt reply. Please do add my original letter to the public record.
Sincerely,
Mary V. Fahey

Sent from my iPhone

> On Jan 25, 2016, at 17:33, Luellen, Mark (CPC) <mark.luellen@sfgov.org> wrote:
>
> Hello Ms. Fahey,
>
> You do not have to attend the public hearing to offer public comment. You can register your position in writing or voice mail as well. If you wish I can add your email below to the public record or you may address another email to me as you wish.
>
> Please let me know what you would like to do.
>
> I have not yet assigned the project to a planner, in the mean time you can address matters to me.
>
> At this time the public hearing has not yet been scheduled.
>
> Thank you
>
> Mark Luellen
> Senior Planner
> Northeast Team Manager
>
> Planning Department | City and County of San Francisco
> 1650 Mission Street, Suite 400, San Francisco, CA 94103
> Direct: 415-558-6478 | Fax: 415-558-6409
> Email: mark.luellen@sfgov.org
> Web: www.sfplanning.org
>
>
> -----Original Message-----
> From: PIC, PLN (CPC)
> Sent: Monday, January 25, 2016 4:23 PM
> To: Luellen, Mark (CPC)
> Subject: Fw: 1600 Jackson St.
>
>
> please reply to sender or forward to assigned staff.
> thank you.

>
>
>
>
> Property Information Map (PIM): <http://propertymap.sfplanning.org>

> -----
> The information provided in this correspondence is based on a preliminary review of information provided by the requestor. It does not constitute a comprehensive review of the project or request. For a more extensive review it is strongly recommended to schedule a project review meeting. The information provided in this email does not constitute a Zoning Administrator letter of determination. To receive a letter of determination you must submit a formal request directly to the Zoning Administrator. For complaints, please contact the Code Enforcement Division.

>
> -----
> From: Mary Fahey <mfahey55@gmail.com>
> Sent: Friday, January 22, 2016 5:14 PM
> To: PIC, PLN (CPC)
> Subject: 1600 Jackson St.

>
> Is attending a planning commission hearing the only way to express support for the proposed Whole Foods at 1600 Jackson St.? I am a 21 year resident of San Francisco, and have often remarked to my husband when passing the former Lombardi Sports that it would be a perfect location for a grocery store. The other grocery stores that some might consider to be relatively close are only "close" if you have a car. Many city residents do their shopping on foot, and there is only so far you can go carrying heavy bags of groceries. I would be thrilled to see a Whole Foods store in that location.

> Sincerely,
> Mary V. Fahey
>

Luellen, Mark (CPC)

From: Nafiseh Lindbergh <nafiseh@nafisehlindberg.com>
Sent: Thursday, January 21, 2016 10:54 AM
To: Rahaim, John (CPC)
Subject: 365 whole foods

Dear John,

I live on Pacific avenue between Polk and Larkin Streets.

I wanted to communicate my personal feelings about the proposed whole foods store in the old Lombardi's location. I think it is generally a great idea to have the store there and not at all redundant even if The Market comes to the neighborhood. The Market seems to be more of a food court than an everyday super market, and in addition, they have been very tardy in starting their project to the point that they are casting serious doubts on the neighborhood's collective mind.

Whole foods would be addressing a great need for upper Polk and Russian Hill neighborhoods. Many of my neighbors feel the same.

My greatest concern is their very frequent weekly truck deliveries and the congestion and unsightly commotion that could create. If they can be put under the obligation to make these deliveries in the late night and very early morning hours then that may resolve one big hurdle in my mind.

Thank you for taking this into consideration.

Sincerely,

Nafiseh Lindberg

Nafiseh Lindberg
Coldwell Banker Previews International
415.939.2606
Please forgive the typos and brevity.
Sent from my iPad

Luellen, Mark (CPC)

From: Felicia Baskin <fabaskin55@gmail.com>
Sent: Wednesday, January 20, 2016 5:09 PM
To: Rahaim, John (CPC)
Subject: Supporting WF 365 on Polk

Hello,

I am writing to state my support for Whole Foods 365 to move into the former Lombardi's space on Polk. I think it would be a good addition to the area.

Case #2016-000378CUA

Best,
Felicia Baskin
Sacramento Street, 94111

Luellen, Mark (CPC)

From: Nicole Mandel <nmandel415@gmail.com>
Sent: Wednesday, January 20, 2016 10:28 PM
To: Rahaim, John (CPC); Peskin, Aaron (BOS)
Subject: Whole Foods 365 on Polk Street case #: 2016-000378CUA

San Francisco Planning Department- case #: 2016-000378CUA
ATT: John Rahaim, Director of SF Planning

Hi, I live at 1745 Pacific Avenue, at Van Ness, 1 block from the old Lombardi's. I'm in favor of the 365 store in this location. I do all my shopping in the neighborhood (on foot), and it would be a nice, affordable option.

Thanks,

Nicole Mandel
1745 Pacific Avenue, Apt 102
SF 94109

Luellen, Mark (CPC)

From: Elena Irueta <elenairueta@yahoo.com>
Sent: Wednesday, January 20, 2016 3:25 PM
To: Rahaim, John (CPC)
Subject: WF365 case#2016-000378CUA

Hi John,

I simply wanted to send a note of support for the proposed WF365 in the old Lombardi's location on Polk. I've lived at Broadway & Franklin for over 12 years. I currently shop at Whole Foods at Franklin/California, but would love the option to shop at their 365 store as well. I run my errands up and down Polk and shop at many businesses there (I see Polk as a thoroughfare that connects me to the rest of the city). I am very aware of all the markets/stores currently available along Polk gulch. I think the current selection of markets is great and offers something for everyone, but most stores are small and limited. I think they appeal to different people and fill different needs. But I can see the neighborhood benefiting from a large market (and would prefer a WF365 to The Market which was supposed to go into the old Big Apple location). Also, I think a company like Whole Foods can weather the financial ups and downs our city is known for.

If you'd like anymore feedback, let me know.
Cheers,
Elena Irueta

Luellen, Mark (CPC)

From: Glenn Savage <grsavage@comcast.net>
Sent: Wednesday, January 20, 2016 7:29 PM
To: Rahaim, John (CPC); Peskin, Aaron (BOS)
Subject: Whole Foods 365 store on Jackson and Polk (2016-000378CUA)

Hi folks – I wanted to let you know that I and most of our neighbors are in support of moving ahead with this project. The former Lombardi's site is large and well suited to this type of commerce. The neighborhood needs additional grocery outlets and this promises to meet those needs well (when was the last time you heard residents say there are too many grocery stores in Russian or Nob Hill!). I am sure there will be the typical noise from protective incumbent interests, but we should look beyond that to meet these needs of all residents not just those who stand to benefit economically by delaying the project. Some residents would like to see an ice rink or Bi-Rite, but we know those are not realistic options for this space. The worst case is that this sits as a vacant eyesore for the next several years.

Glenn Savage
2525 Sacramento St
925-876-3691

Luellen, Mark (CPC)

From: Rahaim, John (CPC)
Sent: Tuesday, January 19, 2016 5:59 PM
To: Silva, Christine (CPC); Luellen, Mark (CPC)
Cc: Green, Andrea (CPC)
Subject: FW: Whole Foods 365

Hi. Are you getting these messages re Whole Foods? I am getting a slew of them. If you're not, I will ask Andrea to forward them to you for the record.

-----Original Message-----

From: Kate Polcari [<mailto:katepolcari@hotmail.com>]
Sent: Tuesday, January 19, 2016 1:43 PM
To: Rahaim, John (CPC)
Subject: Whole Foods 365

Dear John,

I am in favor of the Whole Foods 365 going into the now vacant space on Polk. Case number 2016-000378CUA. I understand that some groups oppose it. As a practical matter, it is a large space becoming an eyesore as it lays vacant and attracting many problems. A large company would be needed to renovate and fill this space. No mom and pop operation can afford to do this. I live in Pacific Heights and frequent the neighborhood.

I am most concerned about this vacancy and don't understand the objections to Whole Foods 365.

Kathleen Polcari

1925 Gough Street

San Francisco, Ca.

How many people do these groups actually represent?

Thank You

Sent from my iPhone

Luellen, Mark (CPC)

From: Green, Andrea (CPC) on behalf of Rahaim, John (CPC)
Sent: Wednesday, January 20, 2016 11:26 AM
To: Luellen, Mark (CPC)
Subject: FW: Lombardi Site

Follow Up Flag: Follow up
Flag Status: Flagged

Andrea Green
Executive Assistant to the Director of Planning San Francisco Planning Department
1650 Mission Street, Suite 400
San Francisco, CA 94103
415.558.6268 (o) 415.558.6409 (f)
andrea.green@sfgov.org

-----Original Message-----

From: Linda [<mailto:lindacoughenour@sbcglobal.net>]
Sent: Tuesday, January 19, 2016 2:52 PM
To: Rahaim, John (CPC)
Subject: Lombardi Site

nt- case #: 2016-000378CUA
ATT: John Rahaim, Director of SF Plann

I just want to let you know that I am in favor of the Whole Foods 365 Linda Coughenour

Luellen, Mark (CPC)

From: Allison Savage <aesavage09@gmail.com>
Sent: Tuesday, January 19, 2016 4:27 PM
To: Rahaim, John (CPC)
Cc: Peskin, Aaron (BOS)
Subject: Resident in support of Whole Foods (2016-000378CUA)

Hi John,

I'm a Nob Hill resident and am strongly in support of the proposed Whole Foods 365 store on Jackson and Polk (2016-000378CUA). While there are a number of small specialty stores in the area, they are not affordable enough to regularly purchase my groceries there. The Trader Joe's at California and Hyde regularly has lines that wrap around the store.

A new grocery store would be great for that spot and I would hate to see it languish empty for years as is so common in this city.

Best,

Allison Savage
1565 Washington #6
San Francisco, CA 94109

Luellen, Mark (CPC)

From: bettyblersch@aol.com
Sent: Tuesday, January 19, 2016 3:16 PM
To: Rahaim, John (CPC)

San Francisco Planning Department- case #: 2016-000378CUA
ATT: John Rahaim, Director of SF Planning
1650 Mission Street, Suite 400
San Francisco, CA 94103
Phone: (415) 558-6378
Email: John.Rahaim@sfgov.org

Dear Mr. Rahaim:

Regarding the case # listed above, I wish to add my voice to the desire to see Whole Foods (WF365) be allowed to occupy the space formerly occupied by Lombardi Sports on Polk Street. I think it would greatly add to the neighborhood. We have so long needed a large grocery store which would satisfy all our needs such as provided by a Safeway or a Bi Rite. I have lived on Polk and Union since 1991 and I have to take buses either to Whole Foods on Franklin or to Safeway, Trader Joe's on Bay and Mason. It is a great inconvenience and since I am now considered to be in the elder category, a bit of a strain. A large grocery store so close would be a Godsend and many of us would be able to walk, not drive and not take the bus. Put me in the plus category and should you wish to speak with me further, do not hesitate to contact me.

Betty Blersch

Luellen, Mark (CPC)

From: Ann Bedwell <annmmueller@gmail.com>
Sent: Tuesday, January 19, 2016 10:28 PM
To: Rahaim, John (CPC)
Subject: 365 by Whole Foods Market at corner of Polk & Jackson

Hello,

I'm writing to express our support of the Whole Foods project at 1600 Jackson. We bought our home a year ago on Jackson and Larkin - just one block up from the Lombardi Sports. While we were sad to see that leave, we feel that the 365 by Whole Foods would be such a great addition to our neighborhood. It's in a great location and something we are excited to have in our community! Please let us know how we can help show our support. I know that our entire building is really looking forward to this already.

Thank you,
Ann & Bryant Bedwell

--

Ann M. Bedwell
415.926.3191
ann.m.mueller@gmail.com

Luellen, Mark (CPC)

From: Sharon Solomon <sharon.solomon55@yahoo.com>
Sent: Tuesday, January 19, 2016 4:04 PM
To: Rahaim, John (CPC)
Subject: 365 Whole Foods location on Polk Street

Dear Mr. Rahaim,

As a long time neighbor in the Nob Hill area and my mom who is a 40 year homeowner in Russian Hill we feel very strongly about this upcoming news. We are hoping that you welcome 365 Whole Foods with open arms to the Polk and Jackson community.

We feel as though there is a need for a convenient shopping experience with healthy choices within walking distance for our neighborhood.

Thank you,
Sharon Solomon

Sent from my iPad

Luellen, Mark (CPC)

From: Kate Polcari <katepolcari@hotmail.com>
Sent: Tuesday, January 19, 2016 1:43 PM
To: Rahaim, John (CPC)
Subject: Whole Foods 365

Dear John,

I am in favor of the Whole Foods 365 going into the now vacant space on Polk. Case number 2016-000378CUA. I understand that some groups oppose it. As a practical matter, it is a large space becoming an eyesore as it lays vacant and attracting many problems. A large company would be needed to renovate and fill this space. No mom and pop operation can do afford to do this. I live in Pacific Heights and frequent the neighborhood.

I am most. Concerned about this vacancy and don't understand the objections to Whole foods365.

Kathleen Polcari

1925 Gough Street

San Francisco, Ca.

How many people do these groups actually represent?

Thank You

Sent from my iPhone

Luellen, Mark (CPC)

From: lorriungaretti <lorrisf@comcast.net>
Sent: Tuesday, January 19, 2016 8:19 PM
To: Rahaim, John (CPC)
Subject: 365 Project on Polk Street

Dear Mr. Rahaim,

I'm writing to let you know that as a Polk/Jackson Street resident, I am THRILLED about the idea of a Whole Foods 365 store moving into the old Lombardi's building at 1600 Polk Street. I hope that this project will be approved and that the store can open as soon as possible. It's a great addition to the neighborhood, and I don't know anyone who reasonably objects to it. Please help this project be completed so that we can keep our neighborhood feeling, open a good and reasonably priced grocery store, and not have yet another high-rise apartment/condo built.

Thank you.

Lorri Ungaretti
1591 Jackson Street

Luellen, Mark (CPC)

From: paul.wiefels@yahoo.com
Sent: Tuesday, January 19, 2016 3:22 PM
To: Rahaim, John (CPC)
Cc: Michael Schoolnik
Subject: Whole Foods Market Planning Application for Middle Polk Neighborhood

Mr. Rahaim,

I am a Nob Hill resident who regularly shops in the middle Polk neighborhood. **I am in full support** of Whole Foods application to occupy the former Lombardi's Sports locale at the corner of Jackson & Polk.

While I usually support the views of the Middle Polk Neighbors' Association, I believe their reasons for advocating that this application be rejected are speculative and not substantiated by specific evidence. I think the kind of store proposed by Whole Food will be a welcome addition to this neighborhood. The store will expand consumer choices; is a smart use of space (with parking in the basement); and significantly broadens the appeal of this section of Polk Street. That brings foot traffic -- shoppers who will also frequent the smaller businesses and shops in the area.

I urge the Planning Commission to support this application.

Sincerely,

Paul Wiefels
1563 Clay Street
San Francisco CA 94109

Luellen, Mark (CPC)

From: caroline dehghan <care0lineee@hotmail.com>
Sent: Tuesday, January 19, 2016 1:09 PM
To: Rahaim, John (CPC)
Subject: 2016 - 000378CUA

We support WF365 going into Lombardi Sports old location on Polk Street. We feel they would make a good addition to the neighborhood and we would shop there.

Caroline Dehghan
Dane Patterson
1371 Jackson Street, #203
San Francisco, CA 94109

Michael Schoolnik
1569 Clay Street
San Francisco, CA 94107

December 11, 2017

San Francisco Planning Department
1650 Mission Street, Suite 400
San Francisco, CA 94103
Commissions.secretary@sfgov.org

With regards to: 1600 Jackson Street, Whole Foods 364 CU Application

Dear San Francisco Planning Commissioners,

My name is Michael Schoolnik and I have lived on Clay & Larkin in Middle Polk for the past 20 years.

The item soon to be heard before you is a conditional use application, seeking conversion of a former sporting goods store into a grocery store. The guiding principles of a conditional use application “are necessary and desirable” and I will address these two in my letter.

Necessary

Polk Street currently does not have a grocery store at parity with the one proposed today. District 3 is the densest district in San Francisco, and Polk corridor is especially unique in its concentration of studios and 1-2&3 bedroom apartments and flats. There are more renters than owner occupied condos and TICs in Middle Polk; and because of historical Chinese property ownership in the area, we have many Asian families with seniors living alongside young single renters. All of these residents together would benefit from an affordable and walkable location of a new Whole Foods 365. I know I would.

Desirable

5 independent community polls have taken place over the past 24 months. One sponsored by Whole Foods, one conducted by the stalwart Russian Hill Neighbors, and three conducted on NextDoor.com, the de facto city wide online neighborhood association. All 5 independent polls indicated greater than 75% approval rating for Whole Foods 365 to operate out of the former Lombardi’s site.

Attached are screen shots from polls conducted on NextDoor.com
Conducted separately and independently by myself, Gary Gin, and Hope Greenhill


I’m requesting that approve this application before you today. Polk Street would benefit from an anchor tenant with the quality, investment, and promised neighborhood participation of Whole Foods 365. Its presence would certainly attract more new businesses into our neighborhood, thus occupying the dozens of currently empty storefronts on Polk Street.

Thank you very much for hearing me out on this matter.
Michael Schoolnik

●●●○ AT&T LTE 6:44 AM

< Polls Reply

Poll: Do you SUPPORT or OPPOSE Whole Foods 365 plans to operate at Lombardi's (Polk / Jackson)?

 **Michael Schoolnik**
Nob Hill

Whole Foods Markets wants to open a new retail concept store in the Nob Hill / Russian Hill area.

"This would be Northern California's first planned location of the 365 concept, which will carry grab-and-go items (rather than employ counter service) and the grocer's more affordable 365 brand." SF Eater <http://sf.eater.com/2015/12/18/10622442/365-by-whole-foods-markets-san-francisco>

"But the Middle Polk Neighborhood Association and Polk District Merchants

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●●●○ AT&T LTE 6:44 AM

< Polls Reply

"But the Middle Polk Neighborhood Association and Polk District Merchants Association disagree, arguing in a letter sent this week to Supervisor Aaron Peskin that there are enough grocers in the neighborhood, including Trader Joe's, LeBeau Market and even another Whole Foods located several blocks away at Franklin and California streets." SF Examiner

<http://www.sfexaminer.com/neighbors-rally-to-stop-another-chain-store-proposed-in-nob-hill/>

"Last week Supervisor Aaron Peskin introduced new rules banning chain stores along the Polk Street Neighborhood Commercial District that runs between Nob Hill and Russian Hill.

According to the Chronicle, Peskin said that the timing of his legislation was

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●●●○ AT&T LTE 6:44 AM

< Polls Reply

According to the Chronicle, Peskin said that the timing of his legislation was aimed at Whole Foods, which has one of its new lower-cost 365 by Whole Foods stores planned for the old Lombardi Sports building along the strip." SF Curbed

http://m.sf.curbed.com/archives/2016/02/10/whole_foods_forges_ahead_despite_proposed_chain_store_ban.php

☒ I support Whole Foods application to operate WF 365 at Polk/Jackson 84%

I oppose Whole Foods application to operate WF 365 at Polk/Jackson 16%

476 votes

Posted on 29 Feb to Nob Hill and 11 nearby


Home Inbox Notifications Neighbors More



AT&T LTE 4:08 PM 18%

< Polls Reply

Poll: What would be your ideal use for the land at the corner of Jackson/Polk, the former Lombardi's?

 **Hope Greenhill**
Pac Heights - Russian Hill

If you could have whatever you wanted in that space, what would it be? If there's something you'd like that's not listed, please note it in a Reply.

<input checked="" type="checkbox"/> <u>Whole Foods' 365 market</u>	57%
Community garden on the roof, shops below	10%
A large-ish private market/ butcher/fish store	8%
A parking garage	6%

Home Inbox Notifications Neighbors More

T-Mobile Wi-Fi 2:53 PM



< Polls Reply


1 of 4 for hope greenhill

Housing: market&below market condos&rentals	5%
A large-ish private market/butcher/fish store	7%
Community garden on the roof, shops below	11%
Tennis courts	1%
"Micro" apartments, condos or rentals	1%
Other: describe it below	3%

231 votes

Posted on 26 May 16 to Pac Heights - Russian Hill and 18 nearby

 Thank  Reply

5 Thanks 

Emmy Harrison Pac Heights - Russian Hill

Home Inbox + Comments More

From: [Nick Cockcroft](#)
To: [Secretary, Commissions \(CPC\)](#)
Cc: [Rahaim, John \(CPC\)](#); [Peskin, Aaron \(BOS\)](#); [Foster, Nicholas \(CPC\)](#)
Subject: Middle Polk resident (not out of town activist or shop owner) writing in favor of the Whole Foods 365 grocery store on Polk St.
Date: Tuesday, December 26, 2017 5:09:26 PM

SF Planning Commissioners,

On behalf of the vast majority of residents of the Middle Polk Street neighborhood, I'm writing to show my support of the proposed Whole Foods 365 store at 1600 Polk St. Of the 24 residents of my building, which is adjacent the proposed location, all 24 are in favor of this medium sized, low cost, high quality shopping option.

I hope you'll side with residents in this matter, and not with the minority of (mostly non-local) business owners and activists who have mounted a nasty, anonymous, and lie-filled campaign against it.

Thank you,

Nick Cockcroft

Luellen, Mark (CPC)

From: Nafiseh Lindbergh <nafiseh@nafisehlindberg.com>
Sent: Thursday, January 21, 2016 10:54 AM
To: Rahaim, John (CPC)
Subject: 365 whole foods

Dear John,

I live on Pacific avenue between Polk and Larkin Streets.

I wanted to communicate my personal feelings about the proposed whole foods store in the old Lombardi's location. I think it is generally a great idea to have the store there and not at all redundant even if The Market comes to the neighborhood. The Market seems to be more of a food court than an everyday super market, and in addition, they have been very tardy in starting their project to the point that they are casting serious doubts on the neighborhood's collective mind.

Whole foods would be addressing a great need for upper Polk and Russian Hill neighborhoods. Many of my neighbors feel the same.

My greatest concern is their very frequent weekly truck deliveries and the congestion and unsightly commotion that could create. If they can be put under the obligation to make these deliveries in the late night and very early morning hours then that may resolve one big hurdle in my mind.

Thank you for taking this into consideration.

Sincerely,

Nafiseh Lindberg

Nafiseh Lindberg
Coldwell Banker Previews International
415.939.2606
Please forgive the typos and brevity.
Sent from my iPad

Luellen, Mark (CPC)

From: Felicia Baskin <fabaskin55@gmail.com>
Sent: Wednesday, January 20, 2016 5:09 PM
To: Rahaim, John (CPC)
Subject: Supporting WF 365 on Polk

Hello,

I am writing to state my support for Whole Foods 365 to move into the former Lombardi's space on Polk. I think it would be a good addition to the area.

Case #2016-000378CUA

Best,
Felicia Baskin
Sacramento Street, 94111

Luellen, Mark (CPC)

From: Nicole Mandel <nmandel415@gmail.com>
Sent: Wednesday, January 20, 2016 10:28 PM
To: Rahaim, John (CPC); Peskin, Aaron (BOS)
Subject: Whole Foods 365 on Polk Street case #: 2016-000378CUA

San Francisco Planning Department- case #: 2016-000378CUA
ATT: John Rahaim, Director of SF Planning

Hi, I live at 1745 Pacific Avenue, at Van Ness, 1 block from the old Lombardi's. I'm in favor of the 365 store in this location. I do all my shopping in the neighborhood (on foot), and it would be a nice, affordable option.

Thanks,

Nicole Mandel
1745 Pacific Avenue, Apt 102
SF 94109

Luellen, Mark (CPC)

From: Elena Irueta <elenairueta@yahoo.com>
Sent: Wednesday, January 20, 2016 3:25 PM
To: Rahaim, John (CPC)
Subject: WF365 case#2016-000378CUA

Hi John,

I simply wanted to send a note of support for the proposed WF365 in the old Lombardi's location on Polk. I've lived at Broadway & Franklin for over 12 years. I currently shop at Whole Foods at Franklin/California, but would love the option to shop at their 365 store as well. I run my errands up and down Polk and shop at many businesses there (I see Polk as a thoroughfare that connects me to the rest of the city). I am very aware of all the markets/stores currently available along Polk gulch. I think the current selection of markets is great and offers something for everyone, but most stores are small and limited. I think they appeal to different people and fill different needs. But I can see the neighborhood benefiting from a large market (and would prefer a WF365 to The Market which was supposed to go into the old Big Apple location). Also, I think a company like Whole Foods can weather the financial ups and downs our city is known for.

If you'd like anymore feedback, let me know.

Cheers,
Elena Irueta

Luellen, Mark (CPC)

From: Glenn Savage <grsavage@comcast.net>
Sent: Wednesday, January 20, 2016 7:29 PM
To: Rahaim, John (CPC); Peskin, Aaron (BOS)
Subject: Whole Foods 365 store on Jackson and Polk (2016-000378CUA)

Hi folks – I wanted to let you know that I and most of our neighbors are in support of moving ahead with this project. The former Lombardi's site is large and well suited to this type of commerce. The neighborhood needs additional grocery outlets and this promises to meet those needs well (when was the last time you heard residents say there are too many grocery stores in Russian or Nob Hill!). I am sure there will be the typical noise from protective incumbent interests, but we should look beyond that to meet these needs of all residents not just those who stand to benefit economically by delaying the project. Some residents would like to see an ice rink or Bi-Rite, but we know those are not realistic options for this space. The worst case is that this sits as a vacant eyesore for the next several years.

Glenn Savage
2525 Sacramento St
925-876-3691

Luellen, Mark (CPC)

From: Rahaim, John (CPC)
Sent: Tuesday, January 19, 2016 5:59 PM
To: Silva, Christine (CPC); Luellen, Mark (CPC)
Cc: Green, Andrea (CPC)
Subject: FW: Whole Foods 365

Hi. Are you getting these messages re Whole Foods? I am getting a slew of them. If you're not, I will ask Andrea to forward them to you for the record.

-----Original Message-----

From: Kate Polcari [<mailto:katepolcari@hotmail.com>]
Sent: Tuesday, January 19, 2016 1:43 PM
To: Rahaim, John (CPC)
Subject: Whole Foods 365

Dear John,

I am in favor of the Whole Foods 365 going into the now vacant space on Polk. Case number 2016-000378CUA. I understand that some groups oppose it. As a practical matter, it is a large space becoming an eyesore as it lays vacant and attracting many problems. A large company would be needed to renovate and fill this space. No mom and pop operation can afford to do this. I live in Pacific Heights and frequent the neighborhood.

I am most concerned about this vacancy and don't understand the objections to Whole Foods 365.

Kathleen Polcari

1925 Gough Street

San Francisco, Ca.

How many people do these groups actually represent?

Thank You

Sent from my iPhone

Luellen, Mark (CPC)

From: Green, Andrea (CPC) on behalf of Rahaim, John (CPC)
Sent: Wednesday, January 20, 2016 11:26 AM
To: Luellen, Mark (CPC)
Subject: FW: Lombardi Site

Follow Up Flag: Follow up
Flag Status: Flagged

Andrea Green
Executive Assistant to the Director of Planning San Francisco Planning Department
1650 Mission Street, Suite 400
San Francisco, CA 94103
415.558.6268 (o) 415.558.6409 (f)
andrea.green@sfgov.org

-----Original Message-----

From: Linda [<mailto:lindacoughenour@sbcglobal.net>]
Sent: Tuesday, January 19, 2016 2:52 PM
To: Rahaim, John (CPC)
Subject: Lombardi Site

nt- case #: 2016-000378CUA
ATT: John Rahaim, Director of SF Plann

I just want to let you know that I am in favor of the Whole Foods 365 Linda Coughenour

Luellen, Mark (CPC)

From: Charlee Rodgers <charleer6@gmail.com>
Sent: Wednesday, January 20, 2016 10:08 AM
To: Rahaim, John (CPC)
Subject: whole foods on Polk

Hi ,
I live on Russian Hill and I oppose the idea of the new location on Polk. Just wanted my opinion known since I was unable to make all the meetings. I do the majority of my shopping on Polk and feel this new location is simply not needed. Perhaps housing in that space both low and high together?

Thank You,
Charlee Moore
1100 block of Filbert.

Luellen, Mark (CPC)

From: Allison Savage <aesavage09@gmail.com>
Sent: Tuesday, January 19, 2016 4:27 PM
To: Rahaim, John (CPC)
Cc: Peskin, Aaron (BOS)
Subject: Resident in support of Whole Foods (2016-000378CUA)

Hi John,

I'm a Nob Hill resident and am strongly in support of the proposed Whole Foods 365 store on Jackson and Polk (2016-000378CUA). While there are a number of small specialty stores in the area, they are not affordable enough to regularly purchase my groceries there. The Trader Joe's at California and Hyde regularly has lines that wrap around the store.

A new grocery store would be great for that spot and I would hate to see it languish empty for years as is so common in this city.

Best,

Allison Savage
1565 Washington #6
San Francisco, CA 94109

Luellen, Mark (CPC)

From: bettyblersch@aol.com
Sent: Tuesday, January 19, 2016 3:16 PM
To: Rahaim, John (CPC)

San Francisco Planning Department- case #: 2016-000378CUA
ATT: John Rahaim, Director of SF Planning
1650 Mission Street, Suite 400
San Francisco, CA 94103
Phone: (415) 558-6378
Email: John.Rahaim@sfgov.org

Dear Mr. Rahaim:

Regarding the case # listed above, I wish to add my voice to the desire to see Whole Foods (WF365) be allowed to occupy the space formerly occupied by Lombardi Sports on Polk Street. I think it would greatly add to the neighborhood. We have so long needed a large grocery store which would satisfy all our needs such as provided by a Safeway or a Bi Rite. I have lived on Polk and Union since 1991 and I have to take buses either to Whole Foods on Franklin or to Safeway, Trader Joe's on Bay and Mason. It is a great inconvenience and since I am now considered to be in the elder category, a bit of a strain. A large grocery store so close would be a Godsend and many of us would be able to walk, not drive and not take the bus. Put me in the plus category and should you wish to speak with me further, do not hesitate to contact me.

Betty Blersch

Luellen, Mark (CPC)

From: Ann Bedwell <annmmueller@gmail.com>
Sent: Tuesday, January 19, 2016 10:28 PM
To: Rahaim, John (CPC)
Subject: 365 by Whole Foods Market at corner of Polk & Jackson

Hello,

I'm writing to express our support of the Whole Foods project at 1600 Jackson. We bought our home a year ago on Jackson and Larkin - just one block up from the Lombardi Sports. While we were sad to see that leave, we feel that the 365 by Whole Foods would be such a great addition to our neighborhood. It's in a great location and something we are excited to have in our community! Please let us know how we can help show our support. I know that our entire building is really looking forward to this already.

Thank you,
Ann & Bryant Bedwell

--

Ann M. Bedwell
415.926.3191
ann.m.mueller@gmail.com

Luellen, Mark (CPC)

From: Sharon Solomon <sharon.solomon55@yahoo.com>
Sent: Tuesday, January 19, 2016 4:04 PM
To: Rahaim, John (CPC)
Subject: 365 Whole Foods location on Polk Street

Dear Mr. Rahaim,

As a long time neighbor in the Nob Hill area and my mom who is a 40 year homeowner in Russian Hill we feel very strongly about this upcoming news. We are hoping that you welcome 365 Whole Foods with open arms to the Polk and Jackson community.

We feel as though there is a need for a convenient shopping experience with healthy choices within walking distance for our neighborhood.

Thank you,
Sharon Solomon

Sent from my iPad

Luellen, Mark (CPC)

From: Kate Polcari <katepolcari@hotmail.com>
Sent: Tuesday, January 19, 2016 1:43 PM
To: Rahaim, John (CPC)
Subject: Whole Foods 365

Dear John,

I am in favor of the Whole Foods 365 going into the now vacant space on Polk. Case number 2016-000378CUA. I understand that some groups oppose it. As a practical matter, it is a large space becoming an eyesore as it lays vacant and attracting many problems. A large company would be needed to renovate and fill this space. No mom and pop operation can do afford to do this. I live in Pacific Heights and frequent the neighborhood.

I am most. Concerned about this vacancy and don't understand the objections to Whole foods365.

Kathleen Polcari

1925 Gough Street

San Francisco, Ca.

How many people do these groups actually represent?

Thank You

Sent from my iPhone

Luellen, Mark (CPC)

From: lorriungaretti <lorrisf@comcast.net>
Sent: Tuesday, January 19, 2016 8:19 PM
To: Rahaim, John (CPC)
Subject: 365 Project on Polk Street

Dear Mr. Rahaim,

I'm writing to let you know that as a Polk/Jackson Street resident, I am THRILLED about the idea of a Whole Foods 365 store moving into the old Lombardi's building at 1600 Polk Street. I hope that this project will be approved and that the store can open as soon as possible. It's a great addition to the neighborhood, and I don't know anyone who reasonably objects to it. Please help this project be completed so that we can keep our neighborhood feeling, open a good and reasonably priced grocery store, and not have yet another high-rise apartment/condo built.

Thank you.

Lorri Ungaretti
1591 Jackson Street

Luellen, Mark (CPC)

From: paul.wiefels@yahoo.com
Sent: Tuesday, January 19, 2016 3:22 PM
To: Rahaim, John (CPC)
Cc: Michael Schoolnik
Subject: Whole Foods Market Planning Application for Middle Polk Neighborhood

Mr. Rahaim,

I am a Nob Hill resident who regularly shops in the middle Polk neighborhood. **I am in full support** of Whole Foods application to occupy the former Lombardi's Sports locale at the corner of Jackson & Polk.

While I usually support the views of the Middle Polk Neighbors' Association, I believe their reasons for advocating that this application be rejected are speculative and not substantiated by specific evidence. I think the kind of store proposed by Whole Food will be a welcome addition to this neighborhood. The store will expand consumer choices; is a smart use of space (with parking in the basement); and significantly broadens the appeal of this section of Polk Street. That brings foot traffic -- shoppers who will also frequent the smaller businesses and shops in the area.

I urge the Planning Commission to support this application.

Sincerely,

Paul Wiefels
1563 Clay Street
San Francisco CA 94109

Luellen, Mark (CPC)

From: caroline dehghan <care0lineee@hotmail.com>
Sent: Tuesday, January 19, 2016 1:09 PM
To: Rahaim, John (CPC)
Subject: 2016 - 000378CUA

We support WF365 going into Lombardi Sports old location on Polk Street. We feel they would make a good addition to the neighborhood and we would shop there.

Caroline Dehghan
Dane Patterson
1371 Jackson Street, #203
San Francisco, CA 94109

From: [Amelia McLear](#)
To: [Peskin, Aaron \(BOS\)](#); [Foster, Nicholas \(CPC\)](#); [Rahaim, John \(CPC\)](#); moe@middlepolk.org
Cc: [Aaron McLear](#)
Subject: Neighbors in support of Whole Foods 365/Polk Street
Date: Wednesday, November 15, 2017 12:17:56 PM

Good afternoon,

My husband and I are San Francisco residents and condo owners in Nob Hill/Polk Gulch neighborhood (on Sacramento Street between Hyde & Leavenworth) and we are in strong support of the city approving the Whole Foods 365 project in the vacant Lombardi's on Polk Street. We live and vote in Supervisor Peskin's district.

First and foremost, we are parents of two young children (ages 3 and 1). Living in San Francisco is expensive enough, and as parents, we know having options for affordable (yet also healthy and organic) groceries is critical for us to be able to continue to live in the city as a family. The Trader Joe's on Hyde does not have much in the way of organic produce and if they do, it's definitely not locally-grown or sustainably-sourced. I would like to spend my dollars supporting American organic farmers and growers and at the same time, would like that dollar to stretch as far as possible - hence Whole Foods 365 being a great option for us.

Second, we NEED to improve and enliven Polk Street. We walk our son down Polk Street everyday to his preschool in nearby Russian Hill and it's honestly filthy and disgusting and having a bunch of vacant storefronts is not helping create the kind of small business vitality that would help clean up Polk. We need an anchor tenant, such as Whole Foods 365, that draws a consistent volume of customers on a regular basis to help provide additional foot traffic to the surrounding small businesses. Either the merchant landlords on Polk Street are charging way too high of rent or there is just no foot traffic right now - I'm not sure how else to explain all of the vacant store fronts. Something has got to give. We need reinvestment in the Polk Street corridor and we need a large tenant to break the stalemate.

And, not to mention all of the other positive benefits that will come with this project including jobs, charitable giving to local non-profits, local tax revenue, etc.

Thanks so much for listening and counting our support.

Aaron & Amelia McLear

From: [Carla Schlemminger](#)
To: [Peskin, Aaron \(BOS\)](#); [Foster, Nicholas \(CPC\)](#); [Rahaim, John \(CPC\)](#)
Subject: Please approve Whole Foods 365 on Polk
Date: Tuesday, April 03, 2018 10:39:47 AM

Hi there,

I'm emailing to show my support FOR approving the Whole foods 365 slated for the old Lombardi's space on Polk & Jackson. The area is underserved and this is a more affordable WF concept.

As a San Francisco native, I don't see this WF having more impact than Lombardi's had on parking. With more Lyfts and Ubers, less people are driving (you can include drop-off zones on both sides of the building) and it will likely pull from the local mile radius.

Last, with all of the upzoning slated for Van Ness/Franklin/Gough, the area can well absorb this grocery store. The WF I currently go to at California-Franklin is jam-packed and this will relieve some of the pressure.

Thank you for voting to approve it on April 26.

Sincerely,
Carla Schlemminger

Carla A. Schlemminger
e: carlaschlemminger@gmail.com

From: [Judi Basolo](#)
To: [Foster, Nicholas \(CPC\)](#)
Subject: PLEASE give me 365 on Polk Street - Please
Date: Monday, April 02, 2018 8:35:36 PM

I attended the community meeting last Fall with 365 Presentation and the majority in attendance were in favor! A few nut cases from other neighborhoods who do not shop our area, don't drive but are activists of negative commentary voiced their thoughts and were booed! We Nob Hill and Russian Hill folks want this store to open!

Let's see it open – OK? If you lived in my area you'd understand the importance. It's not a Whole Foods – this concept of 365 opened in early Dec in East Bay and it's a success. We folks who don't have cars but shop are sick and tired of the Van Ness construction mess. It's 1 block for me from my office at California and Van Ness to walk to Whole Foods but I don't as I risk my life with the lane construction changes and it's a project that will not end until 2020 if then! Who wants to cross Van Ness on Foot? Try it and you'll understand what my Nob Hill self is saying

Please VOTE FOR 365 to open on Polk – stop the crud and delays and get us a grocery store

Thank you

Judi Basolo

1247 Jones Street

Nob Hill – San Francisco

From: [Carol Badger](#)
To: [Foster, Nicholas \(CPC\)](#)
Cc: [Peskin, Aaron \(BOS\)](#); [Rahaim, John \(CPC\)](#)
Subject: Please Support New Jackson / Polk Whole Foods
Date: Monday, April 02, 2018 9:57:55 AM

For traffic reasons, I am *in Favor* of the planned **Whole Foods Store**, at Polk & Jackson.

The new **Jackson/ Polk Whole Foods** store will *not* attract the same amount of traffic, as their **Franklin/California** store. Rather, the customers will simply redistribute between both stores, so that neither store will be as overloaded as their traffic-stopping Franklin store, currently is.

I hate the Whole Foods traffic bottleneck on Franklin, regardless of whether I am using their store. Another store, in the general vicinity, with ameliorate that traffic mess,

Thank YOU...

Carol Badger
carolbadger@iCloud.com

From: [Shari Malone](#)
To: [Secretary, Commissions \(CPC\)](#)
Cc: [Peskin, Aaron \(BOS\)](#); [Foster, Nicholas \(CPC\)](#)
Subject: PLEASE support Whole Foods 365 desire to locate at 1600 Jackson!
Date: Wednesday, December 13, 2017 4:02:04 PM

I've lived in San Francisco since 1985. Despite the various delivery systems, access to grocery stores is paramount to the enjoyment of our neighborhoods. 365 is an excellent grocery and my husband and I, and our neighbors are overjoyed with the prospect of having them locate at Lombardi's old location.

PLEASE SUPPORT OUR NEIGHBORHOOD AND APPROVE OF 365 AT 1600 JACKSON.

OUR enjoyment of being able to walk to a good grocery store is part of the "fabulousness" of living in San Francisco.



Sharon J. Malone (Shari)
415-407-8833 (cell)
415-520-2006 (efax)
San Francisco, CA 94123

From: [Prashant Sridharan](#)
To: [Grob, Carly \(CPC\)](#)
Subject: Fwd: Formula Retail Ban on Polk Street – Proposed 365 by Whole Foods Market
Date: Monday, May 16, 2016 10:50:15 PM

Hi Carly,

I was informed by my condo association at 1650 Jackson Street that I should make sure you are aware of my support for Whole Foods 365 on Polk/Jackson as well.

Thank you!

--

prashant sridharan
prashant@strategicnerds.com

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

From: **Prashant Sridharan** <prashant@strategicnerds.com>
Date: Mon, Apr 18, 2016 at 2:25 PM
Subject: Formula Retail Ban on Polk Street – Proposed 365 by Whole Foods Market
To: Aaron.Peskin@sfgov.org, diego.sanchez@sfgov.org
Cc: Board.of.Supervisors@sfgov.org

Dear sirs,

I'm writing in favor of the Whole Foods 365 proposal for Polk/Jackson. I live at 1650 Jackson and would benefit greatly from a quality grocery store in the neighborhood. The current options are too small and offer little in the way of selection.

I'd also encourage you to walk Polk Street in the area. The Lombardi's location is surrounded by broken bottles, trash, and smells of urine. The longer we wait, the more dilapidated the area will become. As someone who lives literally next door, it is seriously concerning.

Finally, the number of small and large retail locations (occupied and empty) in the area would benefit from a quality anchor tenant like Whole Foods that will bring people to our/my neighborhood.

Thanks,

--

prashant sridharan
prashant@strategicnerds.com

From: [Judith P. Roddy](#)
To: [Peskin, Aaron \(BOS\)](#); [Avalos, John \(BOS\)](#); [Breed, London \(BOS\)](#); [Campos, David \(BOS\)](#); [Cohen, Malia \(BOS\)](#); [Farrell, Mark \(BOS\)](#); [Kim, Jane \(BOS\)](#); [Mar, Eric \(BOS\)](#); [Tang, Katy \(BOS\)](#); [Wiener, Scott](#); [Yee, Norman \(BOS\)](#); [planning@rodneymong.com](#); [Richards, Dennis \(CPC\)](#); [Wordweaver21@aol.com](#); [richhillissf@yahoo.com](#); [Johnson, Christine \(CPC\)](#); [mooreurban@aol.com](#); [Cwu.planning@gmail.com](#); [Rahaim, John \(CPC\)](#); [Sanchez, Diego \(CPC\)](#); [Grob, Carly \(CPC\)](#)
Subject: Proposed Formula Retail Ban on Polk Street and 365 by Whole Foods Market at 1600 Jackson Street
Date: Thursday, May 12, 2016 1:05:39 PM

1650 Jackson Condominium Owners Association

1645 Pacific Avenue Owners Association

Jackson Plaza Condominium Association

Pacific Place Owners' Association

City and County of San Francisco

Board of Supervisors

Planning Commission

Planning Department

Mr. John Rahaim, Director

Mr. Diego Sanchez, Legislative Analyst/Urban Planner

Ms. Carly Grob, Planner, Northeast Quadrant, Current Planning

Land Use and Transportation Committee

RE: Whole Foods Conditional Use Permit: 2016-000378CUA

Proposed Legislation: File number 160102

The Boards of Directors of the above condominium associations are writing on behalf of our associations located in the immediate vicinity of the proposed 365 by Whole Foods Market at the former Lombardi Sports site at 1600 Jackson Street. Our four condominium associations represent 284 residential units in addition to commercial units. Because of our location, we have a keen interest in what is developed on the site as well as what is developed along Polk Street. Some of us are young and some of us are old. Some of us are newcomers to our neighborhood and some of us have lived in our neighborhood for decades. We are all very much invested in our neighborhood, both financially and emotionally.

The members of our associations were polled and overwhelmingly are AVIDLY IN FAVOR of the 365 by Whole Foods Market that is currently going through the Conditional Use permit process.

In light of our combined overwhelming support for the 365 by Whole Foods Market, we would like to share our thoughts with you. Although we understand that the application for the 365 by Whole Foods Market was filed prior to the introduction by Supervisor Peskin of legislation to change the formula retail controls on Polk Street and therefore Whole Foods will not be constrained by the proposed legislation, we would also like to share our thoughts regarding the proposed legislation.

We support the 365 by Whole Foods Market because:

The Middle Polk neighborhood does not have a grocery store. We want to shop in our neighborhood, and it is extremely important to us to have a convenient grocery store nearby that offers quality products at reasonable, affordable prices.

The nearest grocery stores, Trader Joe's and Whole Foods on California Street, are very crowded and offer limited parking, forcing us to drive out of our neighborhood to shop. We believe 365 by Whole Foods Market could have the opposite effect and that instead of driving outside the neighborhood to shop, residents would shop locally by foot, bike or car.

With the increasing number of commercial vacancies on Polk Street, the focus should be on bringing a quality merchant like Whole Foods to the neighborhood to attract foot traffic and businesses.

We believe that replacing the Lombardi Sports building with residential units and retail unit(s) could add to the number of vacant commercial spaces lining Polk Street.

We believe that the owner of the site should be free to lease the property as it sees fit by bringing in a respectable, responsible and viable enterprise that has the financial strength to pay rent.

We agree with Russian Hill Neighbors that “a vital city will creatively rehabilitate and reuse, rather than simply demolish, existing structures.” We believe that 365 by Whole Foods Market will enliven the street and bring to life the vacant eyesore that we have lived with for some time.

Although we understand the need for housing in San Francisco, 1600 Polk Street is an existing building that has been in place for decades, is not displacing residential units or well-established local businesses and that architecturally, it is appropriately scaled for the neighborhood.

Whole Foods has expressed a commitment to work with the neighborhood regarding the timing of deliveries, noise, traffic concerns, community outreach, etc. The fact that Whole Foods has signed a 20-year lease contingent on the 365 by Whole Foods Market becoming a reality demonstrates a strong commitment to our neighborhood. We believe in Whole Foods’ commitment to promote local businesses that sell food, wine and liquor.

We are impressed that Whole Foods will employ approximately 100 employees and that Whole Foods consistently appears on Fortune’s list of 100 Best Companies to Work For.

We believe that if small merchants who sell food and wine continue to offer their great products and services, they (and other businesses) will not suffer from the presence of 365 by Whole Foods Market and will actually benefit from increased foot traffic that the 365 by Whole Foods Market will bring to the neighborhood.

Currently on Polk Street between California and Broadway there are restaurants, bars, manicure salons, massage parlors/sex equipment merchants, second hand/resale shops and an abundance of vacant storefronts. The departure of the Big Apple Market approximately two years ago left a major gap in the Polk Street shopping experience. The gap is not filled by boutique butcher, cheese, bakery, deli or wine shops. We believe the gap would be filled by 365 by Whole Foods Market.

We agree with Russian Hill Neighbors that “a very large number of new housing units have been, and are continuing to be built nearby in large buildings along Polk Street, Van Ness Avenue and the streets between, but basic urban services for local residents have lagged far behind this development. We believe a vibrant urban

neighborhood must have both a mix of housing for families of different sizes and incomes, and a mix of stores to serve those families, including stores to meet daily shopping needs as well as the restaurants, bars, personal services establishments and specialty stores that are on Polk Street now. A full service grocery store will provide much needed support to existing and future housing in the neighborhood.”

The Van Ness Improvement Project and the upcoming infrastructure work on Polk Street will impact our neighborhood for quite some time. We do not wish to have added to that the destruction of 1600 Polk Street in order to erect a building that could take many months of loud and dirty construction to finish. Whole Foods is able to take what is currently a blight in the neighborhood to a well-regarded market that our neighborhood needs with little disruption to the neighborhood during the construction process.

Although we are concerned about increased traffic, fewer metered parking spaces and increased noise, we have carefully considered these “cons” and have determined that the “cons” are far outweighed by the “pros”.

We oppose the proposed Polk Street formula retail ban because:

We are genuinely concerned that if quality retail formula operations are not allowed to serve the neighborhood, the neighborhood will be left with the prospect of increasing vacancies or more “independent” businesses that do not meet the neighborhood’s needs.

We believe that the conditional use permit process currently serves our neighborhood’s needs and is the appropriate planning control in that it requires formula retail businesses to be considered on a case-by-case basis, therefore not denying access to a business that benefits the neighborhood simply because it is a “chain store”.

We believe strongly that community dialogue is imperative and the very nature of San Francisco and that the community would lose its right to be heard should a ban of formula retail be imposed.

In closing:

Although we are very appreciative of the efforts of the Middle Polk Neighborhood Association and several of us are members, we trust that you will recognize when you hear from organized groups such as the MPNA that there are many of us in the neighborhood who are not members of the MPNA. We, and so many of our neighbors, are passionate about our neighborhood and welcome the opportunity to have a 365 by Whole Foods Market at 1600 Jackson Street to meet our daily needs for fresh food that meets Whole Foods' high standards.

Thank you very much for your time.

Sincerely,

1650 Jackson Condominium Owners Association

c/o Debbe Noto, Secretary, Board of Directors
email: dsnuptown@gmail.com

1645 Pacific Owners Association

c/o Bob Schwarzmman, President, Board of Directors
email: dijourn@yahoo.com

Jackson Plaza Condominium Association (1591 Jackson Street)

c/o Judith Roddy, Treasurer, Board of Directors
email: jproddy11@gmail.com

Pacific Place Owners' Association (1701 Jackson Street and 1800 Washington Street)

c/o Danielle Torres, Property Manager
dtorres@citiscapesf.com

From: [Judith P. Roddy](#)
To: [Peskin, Aaron \(BOS\)](#); [Avalos, John \(BOS\)](#); [Breed, London \(BOS\)](#); [Campos, David \(BOS\)](#); [Cohen, Malia \(BOS\)](#); [Farrell, Mark \(BOS\)](#); [Kim, Jane \(BOS\)](#); [Mar, Eric \(BOS\)](#); [Tang, Katy \(BOS\)](#); [Wiener, Scott](#); [Yee, Norman \(BOS\)](#); [planning@rodneyfong.com](#); [Richards, Dennis \(CPC\)](#); [Wordweaver21@aol.com](#); [richhillissf@yahoo.com](#); [Johnson, Christine \(CPC\)](#); [mooreurban@aol.com](#); [Cwu.planning@gmail.com](#); [Rahaim, John \(CPC\)](#); [Sanchez, Diego \(CPC\)](#); [Grob, Carly \(CPC\)](#)
Subject: Proposed Formula Retail Ban on Polk Street and 365 by Whole Foods Market at 1600 Jackson Street
Date: Monday, May 16, 2016 7:20:11 AM

Jackson Plaza Condominium Association
1591 Jackson Street
San Francisco, CA 94109

City and County of San Francisco

Board of Supervisors

Planning Commission

Planning Department

Mr. John Rahaim, Director

Mr. Diego Sánchez, Legislative Analyst/Urban Planner

Ms. Carly Grob, Planner, Northeast Quadrant, Current Planning

Land Use and Transportation Committee

RE: Whole Foods Conditional Use Permit: 2016-000378CUA

Proposed Legislation: File number 160102

The Board of Directors of Jackson Plaza Condominium Association is writing on behalf of Jackson Plaza located at 1591 Jackson Street - diagonally across the street from the former Lombardi Sports store at 1600 Jackson Street and the proposed site for the 365 by Whole Foods Market.

The Board of Directors polled the owners of Jackson Plaza. **One hundred percent** of Jackson Plaza residential owners **AND** the commercial owner are AVIDLY ARE IN FAVOR of the proposed 365 by Whole Foods Market.

Our community consists of young, mature, working and retired residents. Many of us have lived at Jackson Plaza and in our neighborhood for decades. We are all very much invested in our neighborhood, both financially and emotionally. Because of our location, we have a keen interest in what is developed on the site as well as what is developed along Polk Street.

There are 24 residential condominium units and one commercial unit at Jackson Plaza. The commercial unit consists of four storefronts. Three of the storefronts are occupied by Town School Clothes Closet, Wags Pet Wash and Boutique and Holiday Cleaners. The fourth storefront has been vacant for quite some time.

In light of our combined overwhelming support for the 365 by Whole Foods Market, we would like to share our thoughts with you. Although we understand that the application for the 365 by Whole Foods Market was filed prior to the introduction by Supervisor Peskin of legislation to change the formula retail controls on Polk Street and therefore Whole Foods will not be constrained by the proposed legislation, we would also like to share our thoughts regarding the proposed legislation.

We support the 365 by Whole Foods Market because:

The Middle Polk neighborhood does not have a grocery store. We want to shop in our neighborhood, and it is extremely important to us to have a convenient grocery store nearby that offers quality products at reasonable, affordable prices.

The nearest grocery stores, Trader Joe's and Whole Foods on California Street, are very crowded and offer limited parking, forcing us to drive out of our neighborhood to shop. We believe 365 by Whole Foods Market could have the opposite effect and that instead of driving outside the neighborhood to shop, residents would shop locally by foot, bike or car.

With the increasing number of commercial vacancies on Polk Street, the focus should be on bringing a quality merchant like Whole Foods to the neighborhood to attract foot traffic and businesses.

We believe that replacing the Lombardi Sports building with residential units and retail unit(s) could add to the number of vacant commercial spaces lining Polk Street.

We believe that the owner of the site should be free to lease the property as it sees fit by bringing in a respectable, responsible and viable enterprise that has the financial strength to pay rent.

We agree with Russian Hill Neighbors that “a vital city will creatively rehabilitate and reuse, rather than simply demolish, existing structures.” We believe that 365 by Whole Foods Market will enliven the street and bring to life the vacant eyesore that we have lived with for some time.

Although we understand the need for housing in San Francisco, 1600 Polk Street is an existing building that has been in place for decades, is not displacing residential units or well-established local businesses and that architecturally, it is appropriately scaled for the neighborhood.

Whole Foods has expressed a commitment to work with the neighborhood regarding the timing of deliveries, noise, traffic concerns, community outreach, etc. The fact that Whole Foods has signed a 20-year lease contingent on the 365 by Whole Foods Market becoming a reality demonstrates a strong commitment to our neighborhood. We believe in Whole Foods’ commitment to promote local businesses that sell food, wine and liquor.

We are impressed that Whole Foods will employ approximately 100 employees and that Whole Foods consistently appears on Fortune’s list of 100 Best Companies to Work For.

We believe that if small merchants who sell food and wine continue to offer their great products and services, they (and other businesses) will not suffer from the presence of 365 by Whole Foods Market and will actually benefit from increased foot traffic that the 365 by Whole Foods Market will bring to the neighborhood.

Currently on Polk Street between California and Broadway there are restaurants, bars, manicure salons, massage parlors/sex equipment merchants, second hand/resale shops and an abundance of vacant storefronts. The departure of the Big Apple Market approximately two years ago left a major gap in the Polk Street shopping experience. The gap is not filled by boutique butcher, cheese, bakery, deli or wine shops. We believe the gap would be filled by 365 by Whole Foods Market.

We agree with Russian Hill Neighbors that “a very large number of new housing units have been, and are continuing to be built nearby in large buildings along Polk Street, Van Ness Avenue and the streets between, but basic urban services for local residents have lagged far behind this development. We believe a vibrant urban neighborhood must have both a mix of housing for families of different sizes and incomes, and a mix of stores to serve those families, including stores to meet daily shopping needs as well as the restaurants, bars, personal services establishments and specialty stores that are on Polk Street now. A full service grocery store will provide much needed support to existing and future housing in the neighborhood.”

The Van Ness Improvement Project and the upcoming infrastructure work on Polk Street will impact our neighborhood for quite some time. We do not wish to have added to that the destruction of 1600 Polk Street in order to erect a building that could take many months of loud and dirty construction to finish. Whole Foods is able to take what is currently a blight in the neighborhood to a well-regarded market that our neighborhood needs with little disruption to the neighborhood during the construction process.

Although we are concerned about increased traffic, fewer metered parking spaces and increased noise, we have carefully considered these “cons” and have determined that the “cons” are far outweighed by the “pros”.

We oppose the proposed Polk Street formula retail ban because:

We are genuinely concerned that if quality retail formula operations are not allowed to serve the neighborhood, the neighborhood will be left with the prospect of increasing vacancies or more “independent” businesses that do not meet the neighborhood’s needs.

We believe that the conditional use permit process currently serves our neighborhood’s needs and is the appropriate planning control in that it requires formula retail businesses to be considered on a case-by-case basis, therefore not denying access to a business that benefits the neighborhood simply because it is a “chain store”.

We believe strongly that community dialogue is imperative and the very nature of San

Francisco and that the community would lose its right to be heard should a ban of formula retail be imposed.

In closing:

Although we are very appreciative of the efforts of the Middle Polk Neighborhood Association and some residents of Jackson Plaza are members, we trust that you will recognize when you hear from organized groups such as the MPNA that there are many of us in the neighborhood who are not members of the MPNA. We, and so many of our neighbors, are passionate about our neighborhood and welcome the opportunity to have a 365 by Whole Foods Market at 1600 Jackson Street to meet our daily needs for fresh food that meets Whole Foods' high standards.

Thank you very much for your time.

Sincerely,

Jackson Plaza Condominium Association

Art Zendarski, President

art@zendarski.com

Sharon Vartanian, Secretary

sharonvartanian@gmail.com

Judith Roddy, Treasurer

jprodgy11@gmail.com

Peter Foller, Member at Large

foller@comcast.net

Lorri Ungaretti, Member at Large

lorrisf@comcast.net

From: [Debbe](#)
To: [Peskin, Aaron \(BOS\)](#); [Avalos, John \(BOS\)](#); [Breed, London \(BOS\)](#); [Campos, David \(BOS\)](#); [Cohen, Malia \(BOS\)](#); [Farrell, Mark \(BOS\)](#); [Kim, Jane \(BOS\)](#); [Mar, Eric \(BOS\)](#); [Tang, Katy \(BOS\)](#); [Wiener, Scott](#); [Yee, Norman \(BOS\)](#); [planning@rodneymong.com](#); [Richards, Dennis \(CPC\)](#); [Wordweaver21@aol.com](#); [richhillissf@yahoo.com](#); [Johnson, Christine \(CPC\)](#); [mooreurban@aol.com](#); [Cwu.planning@gmail.com](#); [Rahaim, John \(CPC\)](#); [Sanchez, Diego \(CPC\)](#); [Grob, Carly \(CPC\)](#)
Subject: Proposed Formula Retail Ban on Polk Street: 365 by Whole Foods Market at 1600 Jackson Street
Date: Monday, May 16, 2016 6:45:02 PM

City and County of San Francisco
Board of Supervisors
Planning Commission
Planning Department
Mr. John Rahaim, Director
Mr. Diego Sánchez, Legislative Analyst/Urban Planner
Ms. Carly Grob, Planner, Northeast Quadrant, Current Planning
Land Use and Transportation Committee

RE: Whole Foods Conditional Use Permit: 2016-000378CUA

I am an owner at 1650 Jackson Street, next door to 1600 Jackson, the proposed site of 365 by Whole Foods Market. I have a keen interest in what is developed on this site as well as along Polk Street.

Owners and residents of 1650 Jackson Street were polled by our Board of Directors. Our residents were overwhelmingly in favor of the 365 by Whole Foods Market.

Although I understand the application for the 365 by Whole Foods Market was filed prior to the introduction by Supervisor Peskin of legislation to change the formula retail controls on Polk Street and therefore Whole Foods will not be constrained by the proposed legislation, I would also like to share my thoughts regarding the proposed legislation.

I support the 365 by Whole Foods Market because:

The Middle Polk neighborhood does not have a grocery store. I want to shop in my neighborhood, and it is extremely important to me to have a convenient grocery store nearby that offers quality products at reasonable, affordable prices.

The nearest grocery stores, Trader Joe's and Whole Foods on California Street, are very crowded and offer limited parking, forcing me to drive out of my neighborhood to shop. I believe 365 by Whole Foods Market could have the opposite effect and that instead of driving outside the neighborhood to shop, residents would shop locally by foot, bike.

With the increasing number of commercial vacancies on Polk Street, the focus should be on bringing a quality merchant like Whole Foods to the neighborhood to attract foot traffic and businesses.

I believe that replacing the Lombardi Sports building with residential units and retail unit(s) could add to the number of vacant commercial spaces lining Polk Street.

I believe that the owner of the site should be free to lease the property as it sees fit by bringing in a respectable, responsible and viable enterprise that has the financial strength

to pay rent.

I agree with Russian Hill Neighbors that “a vital city will creatively rehabilitate and reuse, rather than simply demolish existing structures”. I believe that 365 by Whole Foods Market will enliven the street and bring to life the vacant eyesore that I have lived with for some time. Not to mention the homeless encampment.

Although I understand the need for housing in San Francisco, 1600 Polk Street is an existing building that has been in place for decades, is not displacing residential units or well-established local businesses and that architecturally, it is appropriately scaled for the neighborhood.

Whole Foods has expressed a commitment to work with the neighborhood regarding the timing of deliveries, noise, traffic concerns, community outreach, etc. The fact that Whole Foods has signed a 20-year lease contingent on the 365 by Whole Foods Market becoming a reality demonstrates a strong commitment to my neighborhood. I believe in Whole Foods’ commitment to promote local businesses that sell food, wine and liquor.

I believe that if small merchants who sell food and wine continue to offer their great products and service, they (and other businesses) will not suffer from the presence of 365 by Whole Foods Market and will actually benefit from increased foot traffic that the 365 by Whole Foods Market will bring to the neighborhood.

Currently on Polk Street between California and Broadway there are restaurants, bars, manicure salons, massage parlors/sex equipment merchants, second hand/resale shops and an abundance of vacant storefronts. The departure of the Big Apple Market approximately two years ago left a major gap in the Polk Street shopping experience. The gap is not filled by boutique butcher, cheese, bakery, deli or wine shops. I believe the gap would be filled by 365 by Whole Foods Market.

I agree with Russian Hill Neighbors that “a very large number of new housing units have been, and are continuing to be built nearby in large buildings along Polk Street, Van Ness Avenue and the streets between, but basic urban services for local residents have lagged far behind this development. We believe a vibrant urban neighborhood must have both a mix of housing for families of different sizes and incomes, and a mix of stores to serve those families, including stores to meet daily shopping needs as well as the restaurants, bars, personal services establishments and specialty stores that are on Polk Street now. A full service grocery store will provide much needed support to existing and future housing in the neighborhood”.

The Van Ness Improvement Project and the upcoming infrastructure work on Polk Street will impact my neighborhood for quite some time. I do not wish to have added to that the destruction of 1600 Polk Street in order to erect a building that could take many months of loud and dirty construction to finish. Whole Foods is able to take what is currently a blight in the neighborhood to a well-regarded market that our neighborhood needs with little disruption to the neighborhood during the construction process.

Although I am concerned about increased traffic, fewer metered parking spaces and increased noise, I have carefully considered these “cons” and have determined that the “cons” are far outweighed by the “pros”.

I oppose the proposed Polk Street formula retail ban because:

I am genuinely concerned that if quality retail formula operations are not allowed to serve the neighborhood, the neighborhood will be left with the prospect of increasing vacancies or more “independent” businesses that do not meet the neighborhood’s needs.

I believe that the conditional use permit process currently serves my neighborhood's needs and is the appropriate planning control in that it requires formula retail businesses to be considered on a case-by-case basis, therefore not denying access to a business that benefits the neighborhood simply because it is a “chain store”.

I believe strongly that community dialogue is imperative and the very nature of San Francisco and that the community would lose its right to be heard should a ban of formula retail be imposed.

Although I am very appreciative of the efforts of the Middle Polk Neighborhood Association, I trust you will recognize when you hear from organized groups such as the MPNA that there are many of us in the neighborhood who are not members of the MPNA. I, and so many of my neighbors, are passionate about our neighborhood and welcome the opportunity to have a 365 by Whole Foods Market at 1600 Jackson Street to meet our daily needs for fresh food that meets Whole Foods' high standards.

Thank you for your time and consideration.

Debbe Noto & Chuck Pendell

Sent from [Mail](#) for Windows 10

From: [Molly Hoyt](#)
To: [Peskin, Aaron \(BOS\)](#); [Avalos, John \(BOS\)](#); [Breed, London \(BOS\)](#); [Campos, David \(BOS\)](#); [Cohen, Malia \(BOS\)](#); [Farrell, Mark \(BOS\)](#); [Kim, Jane \(BOS\)](#); [Mar, Eric \(BOS\)](#); [Tang, Katy \(BOS\)](#); [Wiener, Scott](#); [Yee, Norman \(BOS\)](#); [planning@rodneyfong.com](#); [Richards, Dennis \(CPC\)](#); [Wordweaver21@aol.com](#); [richhillisf@yahoo.com](#); [Johnson, Christine \(CPC\)](#); [mooreurban@aol.com](#); [Cwu.planning@gmail.com](#); [Rahaim, John \(CPC\)](#); [Sanchez, Diego \(CPC\)](#); [Grob, Carly \(CPC\)](#)
Cc: [moe@middlepolk.org](#)
Subject: Proposed Formula Retail Ban on Polk Street: 365 by Whole Foods Market at 1600 Jackson Street
Date: Saturday, May 14, 2016 3:24:35 PM

City and County of San Francisco

Board of Supervisors

Planning Commission

Planning Department

Mr. John Rahaim, Director

Mr. Diego Sánchez, Legislative Analyst/Urban Planner

Ms. Carly Grob, Planner, Northeast Quadrant, Current Planning

Land Use and Transportation Committee

RE: Whole Foods Conditional Use Permit: 2016-000378CUA
Proposed Legislation: File number 160102

I am an owner at Jackson Plaza Condominium Association located at [1591 Jackson Street](#) at the corner of Polk Street and Jackson Street diagonally across from [1600 Jackson Street](#), the proposed site of 365 by Whole Foods Market.

I have a keen interest in what is developed on the site as well as what is developed along Polk Street.

Owners and residents of Jackson Plaza Condominium Association were polled by our Board of Directors. 100% of the residential owners AND the commercial owner are in favor of the 365 by Whole Foods Market. The commercial owner has four commercial units, three of which are occupied and one of which has been vacant for some time.

Although I understand the application for the 365 by Whole Foods Market was filed prior to the introduction by Supervisor Peskin of legislation to change the formula retail controls on Polk Street and therefore Whole Foods will not be constrained by the proposed legislation, I would also like to share my thoughts regarding the proposed legislation.

I support the 365 by Whole Foods Market because:

The Middle Polk neighborhood does not have a grocery store. I want to shop in my neighborhood, and it is extremely important to me to have a convenient grocery store nearby that offers quality products at reasonable, affordable prices.

The nearest grocery stores, Trader Joe's and Whole Foods on California Street, are very crowded and offer limited parking, forcing me to drive out of my neighborhood to shop. I believe 365 by Whole Foods Market could have the opposite effect and that instead of driving outside the neighborhood to shop, residents would shop locally by foot, bike or car.

With the increasing number of commercial vacancies on Polk Street, the focus

should be on bringing a quality merchant like Whole Foods to the neighborhood to attract foot traffic and businesses.

I believe that replacing the Lombardi Sports building with residential units and retail unit(s) could add to the number of vacant commercial spaces lining Polk Street.

I believe that the owner of the site should be free to lease the property as it sees fit by bringing in a respectable, responsible and viable enterprise that has the financial strength to pay rent.

I agree with Russian Hill Neighbors that "a vital city will creatively rehabilitate and reuse, rather than simply demolish, existing structures." I believe that 365 by Whole Foods Market will enliven the street and bring to life the vacant eyesore that I have lived with for some time.

Although I understand the need for housing in San Francisco, [1600 Polk Street](#) is an existing building that has been in place for decades, is not displacing residential units or well-established local businesses and that architecturally, it is appropriately scaled for the neighborhood.

Whole Foods has expressed a commitment to work with the neighborhood regarding the timing of deliveries, noise, traffic concerns, community outreach, etc. The fact that Whole Foods has signed a 20-year lease contingent on the 365 by Whole Foods Market becoming a reality demonstrates a strong commitment to my neighborhood. I believe in Whole Foods' commitment to promote local businesses that sell food, wine and liquor.

I am impressed that Whole Foods will employ approximately 100 employees and that Whole Foods Market consistently appears on Fortune's list of 100 Best Companies to Work For.

I believe that if small merchants who sell food and wine continue to offer their great products and service, they (and other businesses) will not suffer from the presence of 365 by Whole Foods Market and will actually benefit from increased foot traffic that the 365 by Whole Foods Market will bring to the neighborhood.

Currently on Polk Street between California and Broadway there are restaurants, bars, manicure salons, massage parlors/sex equipment merchants, second hand/resale shops and an abundance of vacant storefronts. The departure of the Big Apple Market approximately two years ago left a major gap in the Polk Street shopping experience. The gap is not filled by boutique butcher, cheese, bakery, deli or wine shops. I believe the gap would be filled by 365 by Whole Foods Market.

I agree with Russian Hill Neighbors that "a very large number of new housing units have been, and are continuing to be built nearby in large buildings along Polk Street, Van Ness Avenue and the streets between, but basic urban services for local residents have lagged far behind this development. We believe a vibrant urban neighborhood must have both a mix of housing for families of different sizes and incomes, and a mix of stores to serve those families, including stores to meet daily shopping needs as well as the restaurants, bars, personal services establishments and specialty stores that are on Polk Street now. A full service grocery store will provide much needed support to existing and future housing in the neighborhood."

I oppose the proposed Polk Street formula retail ban because:

I am genuinely concerned that if quality retail formula operations are not allowed to serve the neighborhood, the neighborhood will be left with the prospect of increasing vacancies or more "independent" businesses that do not meet the neighborhood's needs.

I believe that the conditional use permit process currently serves my neighborhood's needs and is the appropriate planning control in that it requires formula retail businesses to be considered on a case-by-case basis, therefore not denying access to a business that benefits the neighborhood simply because it is a "chain store".

I believe strongly that community dialogue is imperative and the very nature of San Francisco and that the community would lose its right to be heard should a ban of formula retail be imposed.

In closing:

Although I am very appreciative of the efforts of the Middle Polk Neighborhood Association, I trust you will recognize when you hear from organized groups such as the MPNA that there are many of us in the neighborhood who are not members of the MPNA. I, and so many of my neighbors, are passionate about our neighborhood and welcome the opportunity to have a 365 by Whole Foods Market at [1600 Jackson Street](#) to meet our daily needs for fresh food that meets Whole Foods' high standards.

Thank you very much for your time.

Molly Hoyt
Owner at 1591 Jackson Street

Sent from my iPhone

From: [Judith P. Roddy](#)
To: [Peskin, Aaron \(BOS\)](#); [Avalos, John \(BOS\)](#); [Breed, London \(BOS\)](#); [Campos, David \(BOS\)](#); [Cohen, Malia \(BOS\)](#); [Farrell, Mark \(BOS\)](#); [Kim, Jane \(BOS\)](#); [Mar, Eric \(BOS\)](#); [Tang, Katy \(BOS\)](#); [Wiener, Scott](#); [Yee, Norman \(BOS\)](#); [planning@rodneymong.com](#); [Richards, Dennis \(CPC\)](#); [Wordweaver21@aol.com](#); [richhillissf@yahoo.com](#); [Johnson, Christine \(CPC\)](#); [mooreurban@aol.com](#); [Cwu.planning@gmail.com](#); [Rahaim, John \(CPC\)](#); [Sanchez, Diego \(CPC\)](#); [Grob, Carly \(CPC\)](#)
Subject: Proposed Formula Retail Ban on Polk Street: 365 by Whole Foods Market at 1600 Jackson Street
Date: Monday, May 16, 2016 7:26:40 AM

City and County of San Francisco

Board of Supervisors

Planning Commission

Planning Department

Mr. John Rahaim, Director

Mr. Diego Sánchez, Legislative Analyst/Urban Planner

Ms. Carly Grob, Planner, Northeast Quadrant, Current Planning
Land Use and Transportation Committee

RE: Whole Foods Conditional Use Permit: 2016-000378CUA
Proposed Legislation: File number 160102

I am an owner at Jackson Plaza Condominium Association located at 1591 Jackson Street at the corner of Polk Street and Jackson Street diagonally across from 1600 Jackson Street, the proposed site of 365 by Whole Foods Market.

I have owned my condominium at Jackson Plaza since 2000. At age 62, I am someday looking forward to retiring and being able to stay at Jackson Plaza. As such, I have a keen interest in what is developed on the site as well as what is developed along Polk Street.

Owners and residents of Jackson Plaza Condominium Association were polled by our Board of Directors. 100% of the residential owners AND the commercial owner are in favor of the 365 by Whole Foods Market. The commercial owner has four commercial units, three of which are occupied and one of which has been vacant for some time.

Although I understand the application for the 365 by Whole Foods Market was filed prior to the introduction by Supervisor Peskin of legislation to change the formula retail controls on Polk Street and therefore Whole Foods will not be constrained by the proposed legislation, I would also like to share my thoughts regarding the proposed legislation.

I support the 365 by Whole Foods Market because:

The Middle Polk neighborhood does not have a grocery store. I want to shop in my neighborhood, and it is extremely important to me to have a convenient grocery store nearby that offers quality products at reasonable, affordable prices.

The nearest grocery stores, Trader Joe's and Whole Foods on California Street, are very crowded and offer limited parking, forcing me to drive out of my neighborhood to shop. I believe 365 by Whole Foods Market could have the opposite effect and that instead of driving outside the neighborhood to shop, residents would shop locally by foot, bike or car.

With the increasing number of commercial vacancies on Polk Street, the focus should be on bringing a quality merchant like Whole Foods to the neighborhood to attract foot traffic and businesses.

I believe that replacing the Lombardi Sports building with residential units and retail unit(s) could add to the number of vacant commercial spaces lining Polk Street.

I believe that the owner of the site should be free to lease the property as it sees fit by bringing in a respectable, responsible and viable enterprise that has the financial strength to pay rent.

I agree with Russian Hill Neighbors that “a vital city will creatively rehabilitate and reuse, rather than simply demolish, existing structures.” I believe that 365 by Whole Foods Market will enliven the street and bring to life the vacant eyesore that I have lived with for some time.

Although I understand the need for housing in San Francisco, 1600 Polk Street is an existing building that has been in place for decades, is not displacing residential units or well-established local businesses and that architecturally, it is appropriately scaled for the neighborhood.

Whole Foods has expressed a commitment to work with the neighborhood regarding the timing of deliveries, noise, traffic concerns, community outreach, etc. The fact that Whole Foods has signed a 20-year lease contingent on the 365 by Whole Foods Market becoming a reality demonstrates a strong commitment to my neighborhood. I believe in Whole Foods’ commitment to promote local businesses that sell food, wine and liquor.

I am impressed that Whole Foods will employ approximately 100 employees and that Whole Foods Market consistently appears on Fortune’s list of 100 Best Companies to Work For.

I believe that if small merchants who sell food and wine continue to offer their great products and service, they (and other businesses) will not suffer from the presence of 365 by Whole Foods Market and will actually benefit from increased foot traffic that the 365 by Whole Foods Market will bring to the neighborhood.

Currently on Polk Street between California and Broadway there are restaurants, bars, manicure salons, massage parlors/sex equipment merchants, second hand/resale shops and an abundance of vacant storefronts. The departure of the Big Apple Market approximately two years ago left a major gap in the Polk Street shopping experience. The gap is not filled by boutique butcher, cheese, bakery, deli or wine shops. I believe the gap would be filled by 365 by Whole Foods Market.

I agree with Russian Hill Neighbors that “a very large number of new housing units have been, and are continuing to be built nearby in large buildings along Polk Street, Van Ness Avenue and the streets between, but basic urban services for local residents have lagged far behind this development. We believe a vibrant urban neighborhood must have both a mix of housing for families of different sizes and incomes, and a mix of stores to serve those families, including stores to meet daily shopping needs as well as the restaurants,

bars, personal services establishments and specialty stores that are on Polk Street now. A full service grocery store will provide much needed support to existing and future housing in the neighborhood.”

The Van Ness Improvement Project and the upcoming infrastructure work on Polk Street will impact my neighborhood for quite some time. I do not wish to have added to that the destruction of 1600 Polk Street in order to erect a building that could take many months of loud and dirty construction to finish. Whole Foods is able to take what is currently a blight in the neighborhood to a well-regarded market that our neighborhood needs with little disruption to the neighborhood during the construction process.

Although I am concerned about increased traffic, fewer metered parking spaces and increased noise, I have carefully considered these “cons” and have determined that the “cons” are far outweighed by the “pros”.

I oppose the proposed Polk Street formula retail ban because:

I am genuinely concerned that if quality retail formula operations are not allowed to serve the neighborhood, the neighborhood will be left with the prospect of increasing vacancies or more “independent” businesses that do not meet the neighborhood’s needs.

I believe that the conditional use permit process currently serves my neighborhood's needs and is the appropriate planning control in that it requires formula retail businesses to be considered on a case-by-case basis, therefore not denying access to a business that benefits the neighborhood simply because it is a “chain store”.

I believe strongly that community dialogue is imperative and the very nature of San Francisco and that the community would lose its right to be heard should a ban of formula retail be imposed.

In closing:

Although I am very appreciative of the efforts of the Middle Polk Neighborhood Association and I recently joined the MPNA, I trust you will recognize when you hear from organized groups such as the MPNA that there are many in the neighborhood who are not members of the MPNA. I, and so many of my neighbors, are passionate about our neighborhood and welcome the opportunity to have a 365 by Whole Foods Market at 1600 Jackson Street to meet our daily needs for fresh food that meets Whole Foods' high standards.

Thank you very much for your time.

Judi
Judith Roddy
1591 Jackson Street
No. 11
San Francisco, CA 94109
415.819.4360

From: [Peter Foller](#)
To: [Secretary, Commissions \(CPC\)](#)
Cc: [Foster, Nicholas \(CPC\)](#); [Rahaim, John \(CPC\)](#); [Peskin, Aaron \(BOS\)](#)
Subject: Re: 1600 Jackson Street, Whole Foods 365 Conditional Use Application
Date: Wednesday, December 27, 2017 11:35:43 AM

SF Planning Commissioners--

The major property at 1600 Jackson St. has been sitting derelict for about 3 years now. Why? For the great majority of this time, a willing property owner and a willing tenant have been hung up in The City's labyrinth of "due process" and delay despite every survey of *individual residents* in the neighborhood heavily favoring having this grocery store in our neighborhood. Who is that is benefiting from this?

The numerous vacant properties in the surrounding blocks give the neighborhood the appearance of being in free fall. To address the present blight, we need a new "anchor tenant" to revive the Polk Street retail mix.

This situation has been allowed to become a much discussed embarrassment to our city that one can only hope will be well remembered by the electorate.

--Peter Foller, 1591 Jackson St. #3, SF 94109

From: [Antoinette Banks](#)
To: [Yvette Cuca](#)
Cc: [Peskin, Aaron \(BOS\)](#); [Foster, Nicholas \(CPC\)](#); [Rahaim, John \(CPC\)](#)
Subject: Re: Whole Foods 365 project - 1600 Jackson Street-Strong support!
Date: Tuesday, April 10, 2018 8:44:27 PM

Dear Mr. Rahaim, Mr. Peskin, and Mr. Foster,

I am writing in strong support of the Whole Foods 365 project at [1600 Jackson Street](#), which is being discussed at the [April 26](#) Planning Commission meeting.

I live in the neighborhood (Franklin and Jackson) and think the proposed store is an excellent use of the space - it would not require extensive demolition and rebuilding, and would serve the neighborhood well. It would also go a long way toward making the neighborhood safer, reviving Polk Street between Jackson and Clay, increasing foot traffic, and helping those small businesses. I would still patronize other local stores such as Cheese Plus, Le Beau, and the Jug Shop.

If the project is approved, I would like to request that Whole Foods paint over the murals on the the building. They are ugly.

Thank you very much,
Antoinette L. Banks

2040 Franklin St., Apt. 1408,

San Francisco, CA 94109
Antoinette.Esq@gmail.com
646-483-8959

From: [Sarah Taber](#)
To: [Rahaim, John \(CPC\)](#); [Secretary, Commissions \(CPC\)](#)
Cc: [zoning@rhnsf.org](#); [Peskin, Aaron \(BOS\)](#); [Foster, Nicholas \(CPC\)](#); [richhillissf@gmail.com](#); [Melgar, Myrna \(CPC\)](#); [planning@rodneyfong.com](#); [Johnson, Christine \(CPC\)](#); [Koppel, Joel \(CPC\)](#); [Moore, Kathrin \(CPC\)](#); [Richards, Dennis \(CPC\)](#)
Subject: RE: WHOLE FOODS 365, 1600 JACKSON STREET AT POLK, CONDITIONAL USE APPLICATION
Date: Saturday, February 10, 2018 8:19:34 AM

February 10, 2018

John Rahaim
Director of Planning
San Francisco Planning Department
1650 Mission Street, Suite 400
San Francisco, CA 94103
PH: (415) 558-6411 (Secretary)
FX: (415) 558-6409
john.rahaim@sfgov.org

San Francisco Planning Commission
1650 Mission Street, Suite 400
San Francisco, California 94103
commissions.secretary@sfgov.org

RE: WHOLE FOODS 365, 1600 JACKSON AT POLK, CONDITIONAL USE APPLICATION

Dear Director Rahaim and Planning Commissioners:

My husband and I, the Board and members of Russian Hill Neighbors, and so many of our other Russian Hill, Polk Gulch and Nob Hill friends have long wanted a market to serve our Russian Hill and surrounding neighborhoods. We were delighted to hear of Whole Foods' plans to open a store at the long-vacant 1600 Jackson Street at Polk. Why, oh why is it taking so long? Our neighborhood needs a large, more full-service grocery store and Polk Street certainly does NOT need any more vacant store fronts!

If a Conditional Use hearing is all that is holding up the project, why hasn't that happened? If there is to be public notification of when this hearing is to take place before the Planning Commission, I want to be on that list of those notified.

Thank you for anything you can do to expedite at least this hearing. We need this grocery store!

Sarah (and Stephen) Taber
1170 Green Street
San Francisco, CA 94109

From: [Ellendchan](#)
To: [Foster, Nicholas \(CPC\)](#)
Subject: Reason to support 365 on Polk street case REFERENCE CASE NO. 2016-000378CUA, 1600 JACKSON ST
Date: Friday, April 13, 2018 3:47:59 PM

Reasons to support Whole Foods 365 REFERENCE CASE NO. 2016-000378CUA, 1600 JACKSON ST

1600 Jackson St. has been vacant for more than three years. This has led to more crime on Jackson St. and in our building to the point where we have had to install security cameras both inside and out. There has also been a significant increase in the number of homeless encampments on our block.

We believe in the concept of “15-minute neighborhoods,” where the majority of needed services are within walking distance.

Whole Foods management has worked extensively with our neighborhood and the SFMTA to mitigate potential problems with increased traffic and deliveries.

Whole Foods has assured us that there will be no deliveries during San Francisco quiet time – between 10PM and 7AM – and during morning and afternoon rush hours. We also believe that WF365 will be more organized in terms of deliveries than the former Lombardi’s.

We believe in sustainability and that tearing down a building that has not outlived its usefulness is wasteful.

Our neighborhood contains one of the densest populations in San Francisco, particularly following the many recent additions of new condominium and apartment projects. The population is likely to continue growing, as developers are eyeing many large parcels of land on Van Ness as well as at Polk and Pacific (where The Jug Shop is.) Increased services to the neighborhood are necessary to accommodate all of this growth.

We believe that Whole Foods will serve as an anchor store, attracting more people to Polk St. and increasing the flow of foot traffic to other shops in the area. Chestnut St. is an example of how formula retail stores can co-exist with and even benefit small, independent retail operations.

There are far too many empty storefronts on Polk St., particularly between Broadway and California Street. If the conversion of Lombardi's to Whole Foods is not allowed, the building will remain another vacant blot on the neighborhood, probably for years to come.

There are 70 parking spaces available for people who need to drive to the store, meaning that street parking would be minimally affected. We never had a traffic problem with Lombardi's or with the garage currently occupying the space.

Our neighborhood's population is aging, along with Russian Hill's, and so we need more conveniently located services, in particular a full-service grocery store.

Since the closure of The Big Apple on Polk St., we are lacking a full-service, affordable grocery store. We are fortunate to have some specialty stores such as The Cheese Shop and Bel Campo Meats but these stores are not full-service and are not affordable for the majority of our neighbors – and are certainly not for everyday use.

The Middle Polk Neighborhood Association does not represent our neighborhood even though it presents itself as doing so. MPNA conducts little outreach to the neighborhood and does not allow the great majority of residents to vote on its policies.

We believe that Whole Foods will continue to make a conscientious effort to insure that its neighbors' needs and interests are met, based on its outreach to local residents thus far.

Whole Foods 365 plans to open the second floor of 1600 Jackson as a public meeting space, which would be a welcome amenity for the neighborhood.

Thank you.



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Phoebe Douglass

November 13, 2017

San Francisco Planning Commission

1650 Mission Street, Suite 400

San Francisco, CA 94103

Commissions.Secretary@sfgov.org

RE: 1600 Jackson Street Whole Foods 365 CU Application

Dear San Francisco Planning Commissioners:

We are writing to support the proposed Whole Foods 365 store at 1600 Jackson Street. Before reaching this position, Russian Hill Neighbors, a local community organization of over 400 residents and merchants, surveyed residents of the area, and found that 71 percent of the 275 respondents said they did not feel the existing grocery options for Russian Hill residents were adequate, and that 74 percent were in favor of this proposal. We also conducted a price comparison survey of selected items at local markets, and met with both project sponsors and opponents.

In recent years a large number of housing units have been built on Polk Street and Van Ness Avenue and the streets between them but neighborhood services have not kept up. There were, within memory, several medium-sized full-service grocery stores just north of this location along Polk Street. All of these are gone now, and the nearest full grocery stores are now blocks away. We believe a vibrant urban neighborhood must have both a mix of housing for families of different sizes and incomes, and a mix of stores to serve those families, including a store with moderate prices to meet residents' daily shopping needs, in addition to the restaurants, bars, personal services establishments and specialty stores that exist on Polk Street now.

A grocery store would be a nearly perfect use of the old Lombardi's space, with the potential to enliven the street, create more foot traffic for existing businesses nearby, and bring life to a vacant eyesore. A vital city will creatively rehabilitate and reuse, rather than simply demolish, existing structures. This is a chance to reuse at minimal environmental cost a still-useful 1908 building that fits in well with its neighbors.

(continued)



We note that Whole Foods has reached out to local merchants and has offered to limit some of its offerings that may be duplicative. We also note that Whole Foods says that about 100 new employees will work at the proposed store, many at entry level and the majority working full-time. Finally, we appreciate the sponsor's commitment to make the planned upstairs seating area available as much-needed community space.

Whole Foods has promised to work with City agencies and the community to mitigate the effects that reactivating a vacant space will inevitably have on traffic and parking. We expect Whole Foods to meet these commitments through limits on the number, hours and noise of deliveries and managing traffic on Polk Street.

A walkable grocery store here should also reduce some car trips to stores further away. In summary, our organization has been clearly told that there is a real need for a full grocery store in this area that is not currently being served by existing businesses. The proposed market could both serve this need, reactivate a useful existing facility, and enhance the vitality of that part of Polk Street. We hope the proposed project can go forward as soon as possible.

Very Truly Yours,

Carol Ann Rogers
Vice President

cc: john.rahaim@sfgov.org



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VICE PRESIDENT

Carol Ann Rogers

SECRETARY

Monique Olivier

TREASURER

Jovanne Reilly

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Tim Covington

Helen Doyle

Judy Junghans

Phoebe Douglass

April 4, 2018

San Francisco Planning Commissioners
1650 Mission Street, Suite 400
San Francisco, CA 94103

RE: Case # 2016-000378CUA – Whole Foods 365 at 1600 Jackson Street
Letter of Support

In April 2016, Russian Hill Neighbors (RHN) submitted a letter of support for this project. As the April 26, 2018 CU Hearing approaches, we are writing to confirm our strong support for this project and to provide additional information.

BACKGROUND

RHN was founded in 1981. Our mission is to be a voice for residents and merchants to preserve and advance neighborhood character and quality of life through collaboration, volunteerism, and celebration of community. Our paid membership includes over 500 residential households and over 30 local businesses.

PROCESS

Before deciding to support the WF 365 project, RHN did its homework. We conducted an electronic survey of our members and, as we previously reported to you, seventy-one percent of the 275 respondents said they did not feel the existing grocery options for Russian Hill residents were adequate, and 74 percent said they were in favor of this project. (We soon learned of 3 additional surveys with similar results ranging from 70 – 80% support for the WF 365 proposal.) RHN also conducted a price comparison survey of selected items at local markets, and the RHN Design, Zoning and Land Use Committee (DZLU) met with both project sponsors and opponents.

Since 2016, RHN, through its DZLU Committee, has continued to monitor the progress of this project by attending community meetings, as well as by meeting individually with WF 365 principals to learn how they were proposing to address areas of concern such as traffic congestion and deliveries, as well as to encourage a plan to allow community use of the 2nd floor space at 1600 Jackson Street.

Throughout the process, our members have continued to communicate to us their strong feelings that they do not now have a full service grocery store within walking distance, and that they are in favor of the proposed store by an overwhelming margin.

KEY ISSUES

1. **Our neighborhood needs a full service grocery store.** It is our understanding that the purpose of a Conditional Use Permit is to ensure that the proposed use is necessary and desirable for a specific site and neighborhood. The proposed use of 1600 Lombard Street by WF 365 is not changing from another use to retail use. Until Lombardi's Sports vacated the 1600 Jackson Street building, the site had a long-standing retail use. So the question is not whether formula retail is good for the city as a whole, but very specifically whether a full-service grocery store operated by Whole Foods, an established and successful company, is a viable and desirable way to address what is clearly a neighborhood need.

In addition, a very large number of new housing units have been, and are continuing to be built nearby this site in large buildings along Polk Street, Van Ness Avenue and the streets between, but basic urban services for local residents have lagged far behind this development. We believe a vibrant urban neighborhood must have both a mix of housing for households and families of different sizes and incomes, and a mix of stores to serve them, including stores to meet daily shopping needs as well as the restaurants, bars, personal services establishments and specialty stores that are on Polk Street now. A full service grocery store will provide much-needed support to existing and future housing in our very dense neighborhood.

2. **1600 Jackson Street has been vacant since 2014.** The conditional use permit process is also designed to determine the extent to which the project may have a negative impact on the neighborhood. To that point, RHN argues that our neighborhood is already negatively and severely impacted by having a large vacant building on a prominent corner for far too many years creating an eyesore, a safety concern and a hardship for nearby residents and businesses who have to deal with the vacancy on a daily basis. This of course leads to the question, if not Whole Foods, then what? There has been a proposal for housing or mixed use on the site, but it is hypothetical, and its accomplishment would result in the disruption of demolishing the current structure, the delay of going through the planning process, and then several years of construction. This would be untenable for our neighborhood.
3. **The WF 365 Proposal repurposes an existing structure to meet a demonstrated neighborhood need.** Sustainability is a very important value for our neighborhood. For example, we have proactively supported the preservation of important historic buildings in our neighborhood, including the listing in the National Register of Historic Places of three important districts on Russian Hill. Demolition and construction, while necessary in many cases, clearly cause significant hardship to existing residents and businesses. As we stated in our earlier letter, a vital city will creatively rehabilitate and reuse, rather than simply demolish, existing structures. We believe that a grocery store would be an excellent use of the old Lombardi's space, with the potential to enliven the street, create more foot traffic for existing businesses nearby, and bring life to a vacant eyesore in the shortest amount of time and with the least disruption.
4. **Whole Foods has pledged to be a good neighbor.** Throughout the past 2 ½ years of following the WF 365 project, RHN has been impressed by the company's willingness to meet with the local community, to address our concerns, to work with local food retailers in a win-win approach, and to commit openly to mitigating and/or eliminating negative impacts that may arise. These include a promise that drivers who violate the no double-parking or other delivery policies agreed to by WF 365 will not be allowed to make further deliveries. We are also pleased with WF 365's willingness to develop a neighborhood meeting room on the 2nd floor of the building. Finally, we are confident that the presence of WF 365 will

generate increased foot traffic and provide vitality and stability to the benefit of the entire neighborhood including existing businesses.

CONCLUSIONS

We are aware that there are others in the greater community, and some within our own neighborhood, who may be opposed to this project because of their concerns regarding the need for more housing in our City, the possibility of increased congestion around the site, and their preference for non-formula retail businesses. In fact, RHN and our members share all of those concerns. We understand that San Francisco needs more housing. Through our experiences as a neighborhood that includes the crooked block of Lombard Street, we are acutely aware of the problems of traffic and congestion. And our members want and support a thriving corridor of neighborhood serving local businesses.

A full service grocery store is a unique type of business. It deals in volume, short shelf life of many products, small margins and other challenges that seem to discourage independent operators to locate in our neighborhoods. The recent Hayes Valley experience, as well as the slow progress in finding a purveyor to take over the former Big Apple space at Polk and Clay, convince us that it is imperative that the WF 365 project not be delayed any further. We are confident that Whole Foods has the resources to be a long-term and successful member of our neighborhood.

In summary, we believe there is a real need for a full service grocery store in this area that is not currently being served by existing businesses, and that the proposed market could both serve this need and enhance the vitality of that part of Polk Street.

Russian Hill Neighbors urges that the proposed project be approved and go forward expeditiously.

Very Truly Yours,



Carol Ann Rogers
Vice-President

Commissions.Secretary@sfgov.org with cc's to:
John.Rahaim@sfgov.org (Director)
Nicholas.Foster@sfgov.org (Assigned Planner)
Richhillissf@gmail.com (Commissioner)
Myrna.melgar@sfgov.org (Commissioner)
planning@rodneyfong.com (Commissioner)
joelkoppel@sfgov.org (Commissioner)
Kathrin.moore@sfgov.org (Commissioner)
Dennis.richards@sfgov.org (Commissioner)
milicent.johnson@sfgov.org (Commissioner)
Aaron.peskin@sfgov.org (Supervisor)

RICHARD CARDELLO
999 GREEN STREET APT 903
SAN FRANCISCO, CALIFORNIA 94133
richard@cardellodesign.com

April 11, 2018

San Francisco Planning Commission
1650 Mission Street, Suite 400
San Francisco, California 94103
commissions.secretary@sfgov.org

RE: Case No. 2016-000378CUA HEARING DATE 04-26-2018
WHOLE FOODS 365, 1600 JACKSON AT POLK, CONDITIONAL USE APPLICATION

Dear Planning Commissioners:

I am writing to you, once again, in support of the long-wanted Whole Foods 365 which many are hoping will occupy the already existing 1600 Jackson Street commercial building.

The reasons for this continued support are many. For me, the most compelling reason is: my friends and neighbors overwhelmingly WANT IT! In the context of the Conditional Use hearing, it is both desirable and necessary and it benefits the community.

Also, I have a personal request; when listening to public comments, please consider the addresses of the speakers. My observation is that many opponents of Whole Foods do not live in the actual neighborhood that wants this neighborhood-serving market.

Recently, I heard that Hayes Valley residents were disappointed when their efforts to have a neighborhood-serving market were unsuccessful, due to the anticipated tenant having pulled out. If they want a market, I hope they get one. I would appreciate the same consideration from them, and their support rather than their opposition.

Please approve the Conditional Use application for this project.

Thank you,

Richard Cardello

RICHARD CARDELLO
999 GREEN STREET APT 903
SAN FRANCISCO, CALIFORNIA 94133
richard@cardellodesign.com

CCS:

John Rahaim
Director of Planning
john.rahaim@sfgov.org

District 3 Supervisor Aaron Peskin
Aaron.Peskin@sfgov.org

SF Planner assigned to this project
Nicholas.Foster@sfgov.org

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RUSSIAN HILL NEIGHBORS
zoning@rhnsf.org

From: [Anne Brubaker](#)
To: [Rahaim, John \(CPC\)](#); [Peskin, Aaron \(BOS\)](#); [Foster, Nicholas \(CPC\)](#)
Cc: [Hepner, Lee \(BOS\)](#); [Richard Cardello](#); [Carol Ann Rogers](#); [Robert Bluhm](#); rob.twyman@wholefoods.com
Subject: Russian Hill 365 Market
Date: Monday, April 02, 2018 9:46:49 AM

John Rahaim
Director of Planning
San Francisco Planning Department

Aaron Peskin
Supervisor, District 3
City of San Francisco

Nicholas Foster
Planning Commission
City of San Francisco

RE: WHOLE FOODS 365, 1600 JACKSON AT POLK, CONDITIONAL USE APPLICATION

Dear Director Rahaim, Supervisor Peskin, Mr. Foster:

Thank you for finally scheduling the 365 Whole Foods hearing. We have waited for a very long time to have the opportunity to shop at a full service grocery on Russian Hill. We earnestly hope to see it functioning while we are still young enough to shop. As retired people with budget requirements, the lack of such a market on Russian Hill forces us to leave the area for basic needs. This only hurts the other small businesses nearby we would otherwise use. We now do no grocery shopping on Russian Hill, and therefore much of our other shopping elsewhere too. I envision being able to 'do it all' in my own neighborhood and encourage you to let us have what the majority of us want.

As an attendee at the previous hearing to discuss the issues, I was truly shocked to see both Telegraph Hill and Hayes Valley attempting to derail this market. None of them live here, and certainly none of them shop here. While there will always be an element of opposition to change, the proposed space needs to be used and we believe research shows that a grocery will greatly benefit neighbors and merchants alike. We would hope the Planning Department will heed the desires of the majority of the neighborhood.

Thank you.
Anne & Randall Brubaker
2215 Leavenworth Street
San Francisco, CA

From: [Gonzalo Sosa](#)
To: [Secretary, Commissions \(CPC\)](#); [Rahaim, John \(CPC\)](#); [Peskin, Aaron \(BOS\)](#); [Foster, Nicholas \(CPC\)](#)
Subject: Russian Hill resident in favor and supporting Whole Food 365 - 1600 Jackson Street
Date: Monday, December 18, 2017 4:01:40 PM

From Gonzalo F Sosa Gago 1083 Union street apt 5, San Francisco, CA 94133 12/18/2017 To: San Francisco Planning Department 1650 Mission Street, Suite 400 San Francisco, CA 94103 Commissions.secretary@sfgov.org With regards to: 1600 Jackson Street, Whole Foods 365 CU Application

Dear San Francisco Planning Commissioners, I am writing in support and in favor of Whole Food 365. It has already been too long to have a major site like this remain vacant. If the current Whole Foods proposal were approved in December, the best case scenario still means the site will not be open for business until early 2019. If the project is further delayed, or not approved, the completion of any alternate project means that vacancy will continue for many more years. There is considerable support among local residents for a grocery store at this site. Every survey of individual residents in the neighborhood heavily favors the grocery store option. The Whole Foods 365 proposal would rehabilitate and re-use an existing space. This is a chance to minimize environmental cost by reusing a still-useful 1908 building that fits in well with its neighbors rather than demolishing it. It is also the fastest option to bring life to a too long vacant eyesore, creating more foot traffic for existing businesses.



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Membership
Adam Barrett
Traffic and Transportation
Steve Taber
Neighborhood Improvement
Gregory Polchow
Merchant Liaison
Par Hanji

ADVISORS
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Tim Covington
Helen Doyle
Judy Junghans
Jovanne Reilly

September 28, 2016

John Rahaim
Director of Planning, San Francisco Planning Department
1650 Mission Street, Ste. 400
San Francisco, CA 94103

Dear Mr. Rahaim:

I am writing to strongly urge you and the San Francisco Planning Department to move as quickly as possible to complete the traffic study and planning review process for the Whole Foods 365 project at 1600 Jackson Street.

Russian Hill Neighbors represents hundreds of households and numerous merchants in the Russian Hill area. Our membership overwhelmingly supports the Whole Foods 365 plan and has requested that our organization take a public position in favor of the project. Of our many reasons for supporting this project, the most significant is that we have a real need for a full-service, neighborhood-serving grocery store in our area. This need is not currently being met by the existing businesses. The proposed market could fill this void while also enhancing the vitality of Polk Street and reducing car trips to more distant stores.

We appreciate that a thorough review of the Whole Foods 365 project is required, but we, the Russian Hill Neighbors community, encourage you and your department to proceed as expeditiously as possible.

Please let me know if you have any questions.

Warm regards,

Emily Harrold
President
president@rhnsf.org

From: [Louisa Sugar](#)
To: [Secretary, Commissions \(CPC\)](#)
Cc: [Rahaim, John \(CPC\)](#); [Foster, Nicholas \(CPC\)](#); [Peskin, Aaron \(BOS\)](#)
Subject: Subject: Case No. 2016-000378CUA, 1600 Jackson St.
Date: Wednesday, April 11, 2018 9:32:43 PM

April 11, 2018

Members of the Planning Commission
San Francisco Planning Department
1650 Mission Street, Suite 400
San Francisco, CA 94103

RE: Case No. 2016-000378CUA, 1600 Jackson St.

Dear Members of the Planning Commission,

I am a longtime resident of 1650 Jackson Street and I would love to have the Whole Foods 365 Market next door where Lombardi's was. I think it's a great, suitable addition to the neighborhood. It would be very convenient to shop there, they fit in well with our neighborhood and I think they would make good neighbors.

The longtime empty Lombardi's building is an eyesore and we really need a grocery store. I don't want to see the building torn down or live through the unnecessary stress of rebuilding.

It will be so convenient to run next door to quickly shop on foot, no car needed. If the existing parking lot remains there shouldn't be congestion, because this neighborhood has a lot of foot and bike traffic. Whole Foods 365 fits in well with the food retailers and restaurants nearby and all the visitors, friends and neighbors who love to walk, shop and eat on Polk Street.

Thank you so much for your consideration.

Sincerely,
Louisa Sugar
1650 Jackson Street, Unit 307, San Francisco CA 94109

From: [Diane R](#)
To: [Secretary, Commissions \(CPC\)](#)
Cc: [Rahaim, John \(CPC\)](#); [Peskin, Aaron \(BOS\)](#); [Foster, Nicholas \(CPC\)](#)
Subject: Support for 1600 Jackson Street Whole Foods 365 CU Application
Date: Friday, December 29, 2017 1:56:20 PM

Diane Raike, Homeowner
1591 Jackson Street, #17
San Francisco, CA 94109

San Francisco Planning Department 1650 Mission Street, Suite 400 San Francisco, CA 94103
Commissions.secretary@sfgov.org

With regards to: [1600 Jackson Street](#), Whole Foods 365 CU Application

December 30, 2017

Dear San Francisco Planning Commissioners,

It is my intention for this email to communicate support for the 1600 Jackson Street Whole Foods 365 CU Application.

I have lived across the street from 1600 Jackson Street for 32 years. The proposed Whole Foods 365 store is both necessary and desirable for this location. There has not been a large quality grocery store with parking in this neighborhood since Byrne's Fine Foods in the 1980's. With many elderly people and young families as part of our demographics, this store would well serve our diverse neighborhood population.

I have spoken to many people who live in this area and 100% of them agree that having a Whole Foods 365 store would be a very welcomed addition. I have not heard anything negative from any neighbors I have spoken to. The convenience of having a large quality selection of food would have a positive effect on both grocery shopping experiences and the aesthetics of our neighborhood.

The building, as it stands now, is an eyesore and an attraction for loitering. I understand that it can take some time to review new businesses who wish to improve our neighborhood. Please make a decision to approve this application so we can begin to benefit from its presence.

Having Whole Foods 365 rehabilitate and reuse this historic 1908 building would also have a positive effect on our neighborhood by continuing to allow daylight to brighten the streets. I understand that if this project would be declined, a multistory condominium project would be considered, blocking sunlight to this area.

Whole Foods is a reliable vendor of nutritious food and we need them in this location.

Thank you for your time to acknowledge my support for the 1600 Jackson Street Whole Foods 365 CU Application.

Diane Raike

From: [Amy Padula](#)
To: [Secretary, Commissions \(CPC\)](#)
Cc: [Rahaim, John \(CPC\)](#); [Peskin, Aaron \(BOS\)](#); [Foster, Nicholas \(CPC\)](#); zoning@rhnsf.org
Subject: Support for the Whole Foods 365 at 1600 Jackson
Date: Saturday, December 09, 2017 7:37:23 PM

Dear San Francisco Planning Commission,

I am a resident writing in support of the proposed Whole Foods 365 at 1600 Jackson Street. Our neighborhood is in great need of a grocery store within walking distance. Having one that is well-stocked, affordable and organic is very much valued.

As a working mother in San Francisco, it is often difficult to coordinate driving, parking and unloading groceries to our home on Polk Street, yet groceries are a must and even more so with a growing child. A Whole Foods 365 would provide for us a place to get many items that we need on a weekly basis and would prevent us from needing to take a car and leaving our neighborhood for groceries.

This space has been empty for a long time and the number of vacant store fronts seems to continue to grow. I attended one of the meetings with Whole Foods 365 and I was impressed by their concerns for the neighbors and surrounding small businesses. Whole Foods 365 would be a welcomed business in our neighborhood.

Please listen to the residents and families of this neighborhood and help us get a grocery store as soon as possible.

Sincerely,

Amy Padula

2345 Polk Street
San Francisco, CA 94109
415-290-5937

From: diane.1450greenwich@gmail.com on behalf of [Diane Daniels](#)
To: [Secretary, Commissions \(CPC\)](#)
Cc: [Rahaim, John \(CPC\)](#); [Peskin, Aaron \(BOS\)](#); [Foster, Nicholas \(CPC\)](#); zoning@rhnsf.org
Subject: Support for Whole Foods 365 at 1600 Jackson St.
Date: Monday, December 11, 2017 5:13:39 PM

Hello SF Planning Commissioners,

My husband and I have been eagerly awaiting the new Whole Foods at 1600 Jackson St. and support this project.

We like to walk to the store most days and, as we age, we find ourselves going to Real Foods more (and enjoying it less) because Trader Joes and Whole Foods on California are such long walks. Please give us another store within an easy walk.

regards,
Diane Daniels and Leonard Heil
1450 Greenwich St #503
SF 94109

From: [Lynn Jacobs](#)
To: [Secretary, Commissions \(CPC\)](#); [Rahaim, John \(CPC\)](#); [Peskin, Aaron \(BOS\)](#); [Foster, Nicholas \(CPC\)](#)
Cc: zoning@rhnsf.org
Subject: Support for Whole Foods 365 Market 1600 Jackson
Date: Wednesday, December 13, 2017 3:46:05 PM

To Whom It May Concern:

I am writing to express my support for the proposed Whole Foods 365 Market at 1600 Jackson Street. I'm a Russian Hill resident, and believe that quality grocery options on Polk St. are currently insufficient. I also believe that rehabilitating an existing building that fits in with the character of the neighborhood is preferable to tearing it down and replacing it with something new.

As we all know, Whole Foods was recently acquired by Amazon, so there is no doubt that financing for this project will be secure, which cannot necessarily be said for other possible developers of this site.

All of my friends and acquaintances in the neighborhood are in favor of the Whole Foods 365 Market, and I'm encouraging them to express their support in writing.

Thank you.

Sincerely,

Lynn Jacobs
1853 Jones St.

From: [Karen Schultz](#)
To: [Secretary, Commissions \(CPC\)](#)
Cc: [Karen Schultz](#); [Rahaim, John \(CPC\)](#); [Foster, Nicholas \(CPC\)](#); richhillissf@gmail.com; [Melgar, Myrna \(CPC\)](#); planning@rodneyfong.com; [Koppel, Joel \(CPC\)](#); [Moore, Kathrin \(CPC\)](#); millicent.johnson@sfgov.org; [Richards, Dennis \(CPC\)](#); [Stefani, Catherine \(BOS\)](#); [Peskin, Aaron \(BOS\)](#)
Subject: Support for Whole Foods 365 Project
Date: Sunday, April 15, 2018 10:44:06 AM

I had hoped to be able to attend the upcoming hearing about Whole Foods 365 in the former Lombardi's space but am unable to do so due to job obligations. I'm a local resident in support of Whole 365 in the space. The space has been empty for far too long and to allow it to continue to sit empty when a large majority of the neighborhood is supportive is frustrating. The opposition to chain retailers particularly for this space is not shared by the majority of the residents or me! A viable retailer in this space is important to the neighborhood and the product offering from Whole Foods 365 is also necessary and not replicated by other retailers.

Regards,
Karen Schultz
1101 Green Street #203
San Francisco, CA 94109

From: [JAMES E. HIRSCH](#)
To: [Secretary, Commissions \(CPC\)](#)
Cc: [Rahaim, John \(CPC\)](#); [Peskin, Aaron \(BOS\)](#); [Foster, Nicholas \(CPC\)](#); zoning@rhnsf.org
Subject: SUPPORT WHOLE FOODS 365 PROJECT @ 1600 JACKSON ST., San Francisco
Date: Tuesday, December 12, 2017 4:21:28 PM

Dear Honorable Members of the S.F. Planning Commission:

I urge YOUR IMMEDIATE APPROVAL of the proposal for a Whole Foods 365 Market at 1600 Jackson St., San Francisco.

I am one of the owners of the **1825-1845 Polk St. building** *directly across the street* from the proposed project, and the residential tenants in our building would benefit greatly by a new Whole Foods 365 Market directly across the street. There are not enough outlets for basic grocery supplies within an easy walking distance in this neighborhood.

At the community meeting this past October at 1600 Jackson St., the Whole Foods management convinced me that this project is very well planned and thought-out, and will be of great benefit to the entire neighborhood. 1600 Jackson St. has sat vacant too long, and its urgent that this project move along without further costly delay.

Thank you in advance for reading this email.

James E. Hirsch

Foster, Nicholas (CPC)

From: Susan Siep <sieplcsw@gmail.com>
Sent: Sunday, April 15, 2018 6:27 PM
To: Secretary, Commissions (CPC)
Cc: Rahaim, John (CPC); Foster, Nicholas (CPC); Commissioner; Melgar, Myrna (CPC); Commissioner; Koppel, Joel (CPC); Moore, Kathrin (CPC); Johnson, Milicent (CPC); Richards, Dennis (CPC); Stefani, Catherine (BOS); Peskin, Aaron (BOS); communications@rhnsf.org
Subject: The Conditional Use Hearing before the SF Planning Commission for the Whole Foods 365 grocery store proposed to occupy 1600 Jackson Street has been scheduled for Thursday, April 26. The Commission Meeting begins at 1:00 PM, Room 400, City Hall.

Dear Planning Department, and et al, I am in support of 365 Whole Food Grocery. As a renter on Polk Street for over 16 years, and I work in SF in a hospital for the past 16 years, I was pleased to see a grocery store coming in! Yes, please, I support. As a part of RHN, I have swept the streets and am a loyal "Polkaholic"! Real Foods next to Walgreens @ Broadway, for example, pales in comparisons to what is sorely needed, is limited, produce often flowering past it's freshness, and I am sadly disappointed at time when I shop their for produce yet I don't hesitate it will sustain it's own loyal customers, especially their meat department! Decreasing our carbon footprint on having a walkable grocery store with 365 coming in that is not only affordable, offers local growers and farmers a place on the grocery self that is not found at Safeway and Trader Joes. We need grocery, not a coffee shop, restaurant, nor a sport store nor a retail shop. We need groceries, and local, and affordable. 365 offers that option, is walkable, saves on the carbon footprint, and meets the needs of local renters and homeowners alike. Plus, it creates opportunity for a wonderful walk down Polk Street for customers to shop local at other retail stores along the way to and from 365. I completely support 365 coming to 1600 Jackson. Thank you for your time and attention as I am working and not able to attend the scheduled 4/26 meeting. Please include my support and enthusiasm for 365 grocery store.

Sincerely,

Susan K. Siep
Polk Street Resident of 16 years

PRESIDENT

Open

VICE PRESIDENT

Carol Ann Rogers

SECRETARY

Monique Olivier

February 10, 2018

John Rahaim
Director of Planning
San Francisco Planning Department
1650 Mission Street, Suite 400
San Francisco, CA 94103
PH: (415) 558-6411 (Secretary)
john.rahaim@sfgov.org

San Francisco Planning Commission
1650 Mission Street, Suite 400
San Francisco, California 94103
commissions.secretary@sfgov.org

RE: WHOLE FOODS 365, 1600 JACKSON AT POLK, CONDITIONAL USE APPLICATION

Dear Director Rahaim and Planning Commissioners:

I have been on the Board of Directors of Russian Hill Neighbors for approximately 20 years and currently serve as an Advisor. On behalf of so many of my neighbors, I am writing to say that we have waited for many years for a full service market to serve our the neighborhoods that the Whole Foods proposed for 1600 Polk Street would service. No one I know opposes the store. People living nearby are shopping elsewhere, rather than in their own neighborhood, because the small shops in the area do not meet all their needs.

I and people like me strongly believe that retail will be improved in the Russian Hill, Nob Hill and Middle Polk neighborhoods by a large supermarket. We know there is some nimbyism among existing merchants. But, we feel their fears are misplaced. A new super market will bring shoppers into the area who are not showing up now.

If a Conditional Use hearing is all that is holding up the project, why hasn't that happened? If there is to be public notification of when this hearing is to take place before the Planning Commission, I want to be on that list of those notified.

Thank you for anything you can do to expedite at least this hearing. We need this grocery store!

Timothy Covington
Aziz Aydemir
1365 Greenwich Street
San Francisco, CA 94109

From: [Philip Brady](#)
To: [Secretary, Commissions \(CPC\)](#)
Cc: [Rahaim, John \(CPC\)](#); [Foster, Nicholas \(CPC\)](#); [Peskin, Aaron \(BOS\)](#)
Subject: Voicing support for Whole Foods 365 at old Lombardi Sports location in Russian Hill.
Date: Monday, December 11, 2017 9:47:24 AM

I am writing today to express my support for the Whole Foods 365 project at the old Lombardi Sports location at 1600 Jackson. I have lived in Russian Hill for the last 20 years and I regularly drive over to the Whole Foods at California and the Safeway in the Marina at least three times per week. The offerings at the Real Foods store on Polk are pricey and inadequate. We need a viable market in this neighborhood. Please green light this project!

Philip Brady
philipbrady@sbcglobal.net
(415) 760-2761 cell

From: [Charles and Ann Bowman](#)
To: [Rahaim, John \(CPC\)](#); [Peskin, Aaron \(BOS\)](#); [Foster, Nicholas \(CPC\)](#)
Subject: We support Whole Foods 365 in old Lombardi Sports location
Date: Saturday, December 09, 2017 12:15:01 PM

Please do everything you can to speed up the process.

We need better grocery options in the neighborhood!

Thank you,

Charlie and Ann Bowman
1451 Vallejo Street
SF 94109

From: [Drew Clark](#)
To: [Rahaim, John \(CPC\)](#); [Peskin, Aaron \(BOS\)](#); [Foster, Nicholas \(CPC\)](#); [Secretary, Commissions \(CPC\)](#)
Cc: [Dick Lowry](#); zoning@rhnsf.org
Subject: Whole Foods 365 - Polk St. Merchants in Support
Date: Tuesday, December 19, 2017 2:35:13 PM

Hi Mr. Peskin, Rahaim, and Foster,
I am writing you regarding the Whole Foods 365 that is intended to go in next to our shop.

I, along with a number of merchants on our street are **very much in favor of Whole Foods going in.**

I believe our voice is being drowned out by some area merchants and a neighborhood association who does not represent our position.

As a San Francisco resident of more than 15 years, I can say that the area needs more grocery options. The continued vacancy is not helping the local economy.

I know some of the merchants are concerned with competition. I am empathetic.

Having also studied micro-economics, I know that even in cases of competition, more foot traffic = more business. Whole Foods will bring footsteps, and has taken steps to compensate for competition.

Please feel free to reach out to me with any questions as well as to enlist my help.

I look forward to helping grow the local economy and fostering a sense of community.

Thank you for your consideration,

Drew Clark

Founder
californiacowboy.com

Cell: (310) 691-0026
1841 Polk St.
San Francisco, CA
94109

From: [Mel Mashman](#)
To: [Secretary, Commissions \(CPC\)](#); [Rahaim, John \(CPC\)](#); [Peskin, Aaron \(BOS\)](#); [Foster, Nicholas \(CPC\)](#)
Subject: Whole Foods 365 at 1600 Jackson Street (Lombardi Sports Building) - YES
Date: Tuesday, December 26, 2017 3:57:07 PM

Hello Honorable SF Supervisors and the Commissions Secretary,

I live in the neighborhood of 1600 Jackson Street and I am very much in favor of Whole Foods 365 moving into the Old Lombardi Sports Building. It is the perfect location for a Whole Foods with ample parking and a spacious upstairs and downstairs. The neighborhood could use a premium food store since the Apple Market on Washington and Polk has closed (actually it was not a premium store). For many residents including myself it would be a definite improvement to the neighborhood. Trader Joes on California and Hyde and the current Whole Foods on Franklin and California are a long way to wonder for groceries.

The Lombardi Sports Building has been vacant too long. We need a quality grocer to come in to help turn the area on Polk Street between Broadway and California into a more upscale experience. The only competition is a Real Foods which frankly is just too small to service the neighborhood and several blocks away on Polk Street between Broadway and Vallejo.

Please do what you can to make this happen sooner rather than later.

Kind Regards,
Mel Mashman
1317 Hyde Street Unit 6
San Francisco, Ca 94109
Cell: 415-816-9076
e-mail: mel@mashman.com

From: [David Sandusky](#)
To: [Secretary, Commissions \(CPC\)](#)
Cc: [Rahaim, John \(CPC\)](#); [Peskin, Aaron \(BOS\)](#); [Foster, Nicholas \(CPC\)](#)
Subject: Whole Foods 365 at 1600 Jackson
Date: Saturday, December 09, 2017 12:53:37 PM

We are residents of Russian Hill and wish to let you know that we fully support allowing Whole Foods to open a Whole Foods 365 grocery store at the former Lombardi Sports location on the corner of Polk and Jackson. We are retired and grocery shopping opportunities in our neighborhood within walking distance are very limited. What few stores are available are small with limited selection and very pricey. The Whole Foods 365 format would be a very welcome addition to neighborhood grocery shopping options.

David and Darlene Sandusky
1020 Union St. #6

From: [Allison Savage](#)
To: [Peskin, Aaron \(BOS\)](#); [Foster, Nicholas \(CPC\)](#); [Rahaim, John \(CPC\)](#)
Subject: Whole Foods 365 at former Lombardis site
Date: Monday, April 02, 2018 8:20:28 PM

Dear Supervisor Peskin, Mr. Foster, and Mr. Rahaim,

I'm writing in support of Whole Foods' application to build a 365 store at the former Lombardi's Sport site on Polk Street.

The neighborhood's grocery stores are overwhelmed, I regularly stand in line for 5+ minutes at Trader Joe's and Whole Foods. Additionally, this site has sat empty for several years now, as have many retail spaces on Polk.

While I am unable to be at the hearing on the 26th due to my work schedule, I fully support this proposal and look forward to another grocery store to serve our vibrant neighborhood.

Thanks,

Allison Savage
1565 Washington, Apt 6
925-997-7656

From: [Harrison Dillon](#)
To: [Grob, Carly \(CPC\)](#)
Subject: Whole Foods 365 at Jackson & Polk
Date: Sunday, February 12, 2017 2:29:50 PM

Carly,

I am writing to express my strong support for a Whole Foods 365 in the old Lombardi's building. I live 2 blocks from this location on Pacific Ave. There is no reliable grocery option on Polk St. The Real Foods store on Polk between Broadway and Vallejo is atrocious. This store sells rotting produce, has inconsistent inventory, poor service, and is often sold out of common items. To maximize the revenue of its shelf space there are two aisles devoted solely to nutritional supplements rather than actual food- about 20% of the entire store. Its prices are higher than the Whole Foods at Franklin & California. This store is a pathetic excuse for a neighborhood grocery store. Besides Real Foods there are a couple of liquor stores that sell canned and processed foods and a small selection of overpriced produce.

I understand that a major objection to this store is the misguided notion that "chain" establishments will kill the soul of Polk street. Such romantic notions ignore the fact that we do not have a quality establishment to buy food in our neighborhood. It feels paternalistic and obnoxious to be told I am being saved from evil chain establishments and the price I get to pay for my salvation is having to drive to the grocery store. As you know, there are plenty of businesses on Polk that are reliable, go-to establishments that do not sully the character of the neighborhood (Starbucks, Peet's Walgreens, UPS store, Chase, etc). Is it really a stain on Polk street that there is a Bank of America ATM?

The traffic congestion that occurs around the Whole Foods at California and Franklin is a good proxy for what we would see at this location. In short, it is simply not bad. Franklin does not get backed up by people lining up to pull into the garage. If I could change anything about the Lombardi's location it would be to make Whole Foods build a ramp out of the garage onto Jackson Street to avoid potential congestion on Polk. Please keep in mind that thousands of people live within walking distance of this location and would not contribute anything to the traffic situation while shopping.

I hope this store becomes a reality, and I hope you support that happenning.

Sincerely

Harrison Dillon

From: roy@leopardcycles.com on behalf of [Roy Grant](#)
To: [Secretary, Commissions \(CPC\)](#)
Cc: [Foster, Nicholas \(CPC\)](#); [Rahaim, John \(CPC\)](#); [Peskin, Aaron \(BOS\)](#)
Subject: Whole Foods 365 at Jackson and Polk
Date: Friday, December 15, 2017 10:20:25 AM

Dear San Francisco Planning Commissioners,

I live at 1651 Washington Street, close to the proposed Whole Foods 365 store at Jackson and Polk, the old Lombardi sports site. I'm in favor of allowing Whole Foods to develop a Whole Foods 365 store at that location.

I really think that this business would be a positive enhancement to the community. The size of this space only works with certain types of businesses, it's too big for most retail establishments. This is most likely the reason that I know of only two entities that have considered this space, Target and Whole Foods. Meanwhile, while trying to figure out who will take on this space, the space has been left empty for years. It has already been too long to have a major site like this remain vacant, and if not approved any alternative project would mean that the vacancy would continue for several years into the future.

I also think that a grocery store is fundamentally different from other types of retail like Target for example. This is a place that will draw people from the local community, not people that need to drive from beyond the community. Those people will go to the full service Whole Foods at Franklin and California. It's also a place that people go to again and again. Finally, with the plans for "The Market" grocery store being scrapped at the former Big Apple site, our neighborhood is currently underserved with grocery stores.

There is considerable support among local residents for a grocery store at this site. Every survey of individual residents in the neighborhood heavily favors the grocery store option.

Thank you for your consideration.

Roy Grant

From: [Stephanie Halverson](#)
To: [Secretary, Commissions \(CPC\)](#)
Cc: [Rahaim, John \(CPC\)](#); [Peskin, Aaron \(BOS\)](#); [Foster, Nicholas \(CPC\)](#)
Subject: Whole Foods 365 CU Application
Date: Friday, December 15, 2017 9:57:30 AM

Stephanie Halverson
1716 Larkin Street
SF CA 94109

12/15/17

To: San Francisco Planning Department 1650 Mission Street, Suite 400 San Francisco, CA 94103 Commissions.secretary@sfgov.org With regards to: 1600 Jackson Street, Whole Foods 365 CU Application

Dear San Francisco Planning Commissioners, It has already been too long to have a major site like this remain vacant. If the current Whole Foods proposal were approved in December, the best case scenario still means the site will not be open for business until early 2019. If the project is further delayed, or not approved, the completion of any alternate project means that vacancy will continue for many more years. There is considerable support among local residents for a grocery store at this site. Every survey of individual residents in the neighborhood heavily favors the grocery store option. The Whole Foods 365 proposal would rehabilitate and re-use an existing space. This is a chance to minimize environmental cost by reusing a still-useful 1908 building that fits in well with its neighbors rather than demolishing it. It is also the fastest option to bring life to a too long vacant eyesore, creating more foot traffic for existing businesses.

Please allow this project move forward.

Sincerely,
Stephanie Halverson

From: [Frank Scappaticci](#)
To: [Secretary, Commissions \(CPC\)](#); [Foster, Nicholas \(CPC\)](#); [Peskin, Aaron \(BOS\)](#)
Cc: [Trattratt](#)
Subject: Whole Foods 365 Development Project Case No. 2016-000378CUA, 1600 Jackson St.
Date: Tuesday, April 10, 2018 9:15:11 AM

April 10, 2018

Members of the Planning Commission

San Francisco Planning Department

1650 Mission Street Suite 400

San Francisco, CA 94103

RE: Case No. 2016-000378CUA

To Whom It May Concern:

This letter is in support of the Whole Foods 365 development on the corner of Polk St and Jackson in the Nob Hill district.

This is indeed a very exciting development for our district and I've witnessed a great deal of excitement and enthusiasm from other neighbors for the development of this grocery food store. The nearest full service grocery store such as Whole Foods or Trader Joe's is quite a distance from the neighborhood, and this project would serve an important need for the community.

One of the key advantages of having Whole Foods 365 in that space is that the building would remain intact and would avoid months of construction, traffic, and a major impact to the environment.

As there have been many buildings that have lingered empty in the area for years as well as the associated crime (graffiti, car theft, assaults), the fact that there is now momentum to have a reputable grocery store enter the space is a welcome relief to the neighborhood. The suggestion of building condos in the area would keep the space undeveloped for probably another 5 years. There are also too many condo building construction projects in the area which has added to the traffic and parking congestion.

Thanks again for allowing for a new, well-needed, and exciting development in the area!

Sincerely,

Frank A. Scappaticci, MD, PhD

Owner of a condominium at 1650 Jackson St. and

Owner of a commercial condominium at 1715 Polk St.

From: [Debbe Noto](#)
To: [Peskin, Aaron \(BOS\)](#); [Secretary, Commissions \(CPC\)](#); [Foster, Nicholas \(CPC\)](#)
Subject: Whole Foods 365 Development Project Case NO. 2016-000378CUA, 1600 Jackson Street
Date: Wednesday, April 11, 2018 5:09:54 PM

I am a homeowner at 1650 Jackson St, and have been since 1994. My husband and I are very much in favor of the Whole Foods development at the corner of Polk and Jackson.

The building on that corner has been vacant for more than three years, and has been a blight on the neighborhood. Homeless encampment and crime has increased so much that we had to install security cameras inside and outside of our building. There are far too many empty buildings and storefronts in the area and so much construction that it's a safety hazard for all of us. The idea of tearing down and building condos is very concerning. There are days when we can't get to our building by car as the streets are blocked by construction crews.

Most of the neighbors we have connected with support this project and are excited about having a grocery store nearby. The Whole Foods and Trader Joe's are perhaps walkable if you are healthy, but carrying bags of groceries home is difficult in the best of health. Whole Foods 365 would serve the community well.

Whole Foods management has been in communication with our neighborhood throughout this project. They have listened to concerns and been very responsive. They have worked extensively with the SFMTA to mitigate potential problems with traffic and deliveries. They assure us there will be no deliveries during San Francisco quiet time, between 10pm and 7am as well as, during morning and afternoon rush hours. We believe that Whole Foods will continue to make a conscientious effort to ensure that it's neighbors' needs and interests are met, based on their outreach to local residents thus far.

We understand that the Middle Polk Neighborhood Association is not in favor of the Whole Foods Project. Please know that they do not represent our neighborhood even though it presents itself as doing so. The majority of 1650 Jackson St. owners/residents support the project as do many of our neighbors, including 1591 Jackson St., 1645 Pacific and the Russian Hill Neighbors, an association of 500 members.

We look forward to a well-needed, and welcome development in our area. Thank you!

Debbe Noto and Chuck Pendell, owners at 1650 Jackson St.

From: [Stan Adler](#)
To: [Secretary, Commissions \(CPC\)](#)
Cc: [Rahaim, John \(CPC\)](#); [Peskin, Aaron \(BOS\)](#); [Foster, Nicholas \(CPC\)](#)
Subject: Whole Foods 365 Jackson Street
Date: Monday, December 11, 2017 5:34:37 PM

Dear Commissioners:

As a long time resident of Russian Hill, I was excited to hear that Whole Foods would be opening in the Lombardi space.

There was and still is a definite need for a fuller service food provider. All of my neighbors that I have discussed this possibility with have been very supportive of the concept.

We don't need another ugly apartment building and we don't need another bar restaurant.

This would be a quality provider that treats its employees fairly and fills a big need.

Please see fit to expedite this project. It feels like it has already been going on too long.

Thank you for your consideration.

Stan Adler

1853 Jones Street

From: [Kiran Vajapey](#)
To: [Peskin, Aaron \(BOS\)](#); [Foster, Nicholas \(CPC\)](#); [Secretary, Commissions \(CPC\)](#)
Subject: Whole Foods 365 Market on Jackson Street - REFERENCE CASE NO. 2016-000378CUA, 1600 JACKSON ST
Date: Monday, April 09, 2018 3:40:42 PM

Dear Aaron,

I am a resident at 1800 Washington Street, part of the Pacific Place complex. I am writing in reference to: **CASE NO. 2016-000378CUA, [1600 JACKSON ST.](#)**

I would like to show my support for the planned Whole Foods 365 market. I believe this would be a fantastic addition to the neighborhood and would benefit residents and residents of nearby areas greatly. We would love to have a convenient and reputable marketplace so close to home and would certainly take advantage of this retailer on a regular basis.

Please take this support into consideration when moving forward with the decision process. I speak for many people when I say we would love to have this Whole Foods walking distance from home.

Thank you,
Kiran Vajapey

From: [Cassie Shouger](#)
To: [Peskin, Aaron \(BOS\)](#); [Foster, Nicholas \(CPC\)](#); moe@middlepark.org; [Rahaim, John \(CPC\)](#); rob.twyman@wholefoods.com
Subject: Whole Foods 365 on Polk & Jackson
Date: Sunday, January 28, 2018 7:46:28 PM

Hello Gentleman,

My name is Cassie Shouger. My husband and I live at 1650 Jackson Street Unit 708 - right next door to where the proposed 365 will be. I'm writing to you in great support of the neighboring Whole Foods. I understand the concerns raised by others (traffic on polk, delivery trucks, impact on surrounding small businesses, etc) and while these are valid concerns not to be discounted, I believe the benefits far outweigh the risks. Our street needs this. With the vacant Lombardi's, Town School Clothing Center, the bakery on the corner of Van Ness and Jackson, It's a Grind Coffee on Polk and Washington among a long list of other vacant store fronts this area needs a lift.

Traffic is everywhere in SF courtesy of Uber/Lyft and constant construction - a Whole Foods on Polks might cause a bit of additional traffic but I'm not concerned with it. Can't be any worse than the construction on Broadway! Whole Foods is willing to work with the nearby specialty shops like Jug Shop and Cheese Shop - and my husband and I will continue to be loyal patrons.

Everyday we walk our dogs around the neighborhood, regularly stepping over needles, walking around guys passed out or doing drugs on the corner or stepping in human feces. I'm honestly scared for my well being at night. Thank goodness for our building security.

One Saturday afternoon I walked by two men camped out in front of the lombardis for nearly 3 days. They were lighting a crack pipe as my husband and our two dogs mosey by on our way to Basik Cafe. I saw a cop car parked in from of the Jug Shop. I ran in to the Jug Shop to inform the policemen of the situation. When I told them, you know what they did? They laughed at me. Now I realize you may think I must be one of those whiny older ladies with nothing better to do than complain about everything. You'd be wrong in that assumption. I love our neighborhood. My husband and I are both well educated, in our 30's and we work Gaming. We're very active in the community and we enjoy living in Russian Hill. As we start to think about having children, the griminess comes to mind right away. How are we as successful adults going to feel ok about calling this "home" when we bring a child in to the world.

When my parents come to visit us, I'm embarrassed to take them out walking in our neighborhood - is this what I paid 1.3 million dollars for (not to mention the \$200k we spent remodeling)?

I'm not suggesting Whole Foods will solve all of the issues I've mentioned but it certainly can't make things worse. We could use some more foot traffic and added security. The homelessness in SF is a huge problem and as SF residents we are willing to do whatever we can to help. In the interim, permitting a grocery store to occupy the vacant space would be greatly appreciated. It would be incredibly convenient and would help to clean up middle polk. Additionally, it would likely attract other businesses to move in the many other vacant store fronts nearby.

If you have any questions or would like to further discuss, please feel free to call or email me.

All the best,

Cassie Shouger

Director, Executive Recruiting

Electronic Arts Inc. | 209 Redwood Shores Parkway, Redwood City, CA 94065

(415) 310-3144 | cshouger@ea.com | [LinkedIn](#) | [Careers](#)

From: joyce@kucharvy.com
To: [Secretary, Commissions \(CPC\)](#)
Cc: [Rahaim, John \(CPC\)](#); [Peskin, Aaron \(BOS\)](#); [Foster, Nicholas \(CPC\)](#); zoning@rhnsf.org; richhillissf@gmail.com; [Melgar, Myrna \(CPC\)](#); planning@rodneyfong.com; [Johnson, Christine \(CPC\)](#); [Koppel, Joel \(CPC\)](#); [Moore, Kathrin \(CPC\)](#); [Richards, Dennis \(CPC\)](#)
Subject: Whole Foods 365 on Polk Street
Date: Saturday, February 10, 2018 7:14:28 AM

Stop the politics and do the neighborhood a favor. Let Whole Foods open their store on Polk Street. This space has been empty way too long and is having a negative impact on our neighborhood. Most of our neighbors want it. Why this is taking so long and why do hearings keep getting postponed?

1. The people have spoken. A huge majority of the neighbors responding to a survey are in favor of a grocery store in this location for many reasons. Sure merchants are nervous about this. I get it. But are the merchants more important than the people who live here and need other things they don't provide
2. It reuses empty space that currently is boarded up. Whole Foods can go in fairly quickly and make this a nicer looking area. The alternatives will take years for approval and building.
3. Whole Foods has historically shown itself to be friendly to the community and non-profits. They are historically a good neighbor
4. We need a grocery store that is closer and that has parking.

I am amazed that Whole Foods has been so patient with all of the hoops it has had to go through. No wonder we have so many empty stores and businesses go elsewhere to open. Please listen to what the neighbors want. Vote yes. Let's get this done.

Joyce

Joyce Kucharvy

From: [Lynne McMillan](#)
To: [Foster, Nicholas \(CPC\)](#)
Cc: [Peskin, Aaron \(BOS\)](#)
Subject: Whole Foods 365 on Polk Street
Date: Tuesday, April 03, 2018 12:56:52 PM

Dear Mr. Foster,

This letter serves to respectfully submit my opinion that opening a Whole Foods 365 in the vacant Lombardi Sports location would be beneficial to the community for a number of reasons.

1. The space is currently a deadzone block that has become a major attraction for the homeless and drug-using population. In fact, I would argue, this vacant space has led to increased homeless presence in the surrounding area also. I live a few blocks away at Van Ness and Pacific, and we have a person who keeps attempting to establish a tent community on our corner. I walk down Polk Street every day and in the past week have seen two separate individuals injecting themselves with unknown substances, in broad daylight.
2. The local grocery store options in this particular section of the neighborhood are minimal, and excessively overpriced. I recently stopped into Belcampo Meats to find that their chicken costs an astonishing \$19.99/pound. Who in their right mind can afford that?
3. I realize that some argue that local stores are the fabric of our community, while I don't disagree with that assessment, I find it hard to argue that an overpriced store such as Belcampo, or a poorly stocked store with poor quality items such as Veggie Mart, adequately assess our needs or even really contribute to the "fabric" of the community. Frankly, I only stop in those stores when I'm too tired to walk up the hill to Trader Joe's, or face the long, long lines at Whole Foods.
4. I truly believe that building a Whole Foods 365 (or honestly ANY grocery store), would increase the economic activity of this block, and provide a much-needed bounce to nearby retailers who have been suffering from a recent fire, and continue to wake up every day to see Polk Street covered in the filth left over from a night of trash diving from its 'evening tenants' (see point number 1, above).
5. I understand that traffic congestion and parking is an issue for many. To that I would argue - those are GOOD problems to have. More people in the area leads to more activity for local merchants, leads to more neighborhood accountability and awareness (which could even lead to less crime!). Additionally, I am sure the city has worked through issues such as these before, and is more than capable of working out a traffic pattern suitable for the block.

I understand there is a meeting on April 26 to discuss this matter. Unfortunately, as I work during this time, I will be unable to attend. Please feel free to read this letter in support of this important issue or reach out to me with any additional questions.

Sincerely,
Lynne McMillan
San Francisco resident, age 31
415.722.7727

From: [Yvette Cuca](#)
To: [Peskin, Aaron \(BOS\)](#); [Foster, Nicholas \(CPC\)](#); [Rahaim, John \(CPC\)](#)
Subject: Whole Foods 365 project - 1600 Jackson Street
Date: Tuesday, April 10, 2018 5:53:17 PM

Dear Mr. Rahaim, Mr. Peskin, and Mr. Foster,

I am writing in support of the Whole Foods 365 project at 1600 Jackson Street, which is being discussed at the April 26 Planning Commission meeting.

I live in the neighborhood (Vallejo and Polk) and think the proposed store is an excellent use of the space - it would not require extensive demolition and rebuilding, and would serve the neighborhood well. It would also go a long way toward reviving Polk Street between Jackson and Clay, increasing foot traffic and helping those small businesses. I would likely shop at the Whole Foods instead of going to Safeway in the Marina, and I would still shop at other local stores such as Real Foods (which is closer to my home), Cheese Plus, and the Jug Shop.

If the project is approved, I would like to request that Whole Foods retain the mural on the east side of the building. It's a beautiful mural that has been part of the neighborhood for years, and keeping it would help the store blend in to the neighborhood more. (I was so disappointed when the murals at the Boulange/Split and Pesce/House Rules were painted over - such a loss for the neighborhood feel).

Thank you very much,

Yvette Cuca Bromberger
1425 Vallejo Street, #303
San Francisco, CA 94109
ycuca@yahoo.com

From: [Carol Chiantelli](#)
To: [Secretary, Commissions \(CPC\)](#)
Cc: [Rahaim, John \(CPC\)](#); [Peskin, Aaron \(BOS\)](#); [Foster, Nicholas \(CPC\)](#)
Subject: Whole Foods 365 Proposal, Polk & Jackson
Date: Friday, December 15, 2017 12:31:40 PM

As a resident of Russian Hill, I am interested in a location in order to WALK to a grocery store! This eliminates, driving and countless hours of trying to find parking.

We are senior citizens and enjoy walking and feel the 365 store is within walking distance for us. It would be a real asset to the neighborhood.

Thank you for considering my request.

Sincerely,

Carol Chiantelli

From: [Adam Barrett](#)
To: [Secretary, Commissions \(CPC\)](#); [Rahaim, John \(CPC\)](#); [Peskin, Aaron \(BOS\)](#); [Foster, Nicholas \(CPC\)](#)
Subject: Whole Foods 365 Support
Date: Monday, December 11, 2017 3:51:22 PM

Hello SF Planning Department,

As a resident of the Polk St. area I am in favor of the Whole Foods 365 being proposed at 1600 Jackson. I find it disheartening to even have to write a letter of support for a food market being put into a vacant building, but here we are. The area is in need of a place for residents to walk to and buy groceries for the week, it also would ensure a large parcel of land, with the existing structure is used. This should be a no-brainer.

I hope you support the Whole Foods 365 as well.

Thank you,
-Adam Barrett

From: [Gregg CARR](#)
To: [Secretary, Commissions \(CPC\)](#)
Cc: [Rahaim, John \(CPC\)](#); [Peskin, Aaron \(BOS\)](#); [Foster, Nicholas \(CPC\)](#)
Subject: Whole Foods 365, 1600 Jackson at Polk, Conditional Use Application
Date: Friday, February 09, 2018 5:25:45 PM

Planning Commissioners,

We are writing to ask you to support the Conditional Use application for a Whole Foods 365 grocery store in the former Lombardi Sports space at 1600 Jackson Street.

- We really need a walkable grocery store here. We do our shopping on foot and the existing full grocery stores are a very long way for us.
- This project would continue retail use of an existing space. It would reuse and preserve an older structure that fits in well with its neighbors and maintains the scale and height of adjacent buildings.
- It will liven the street. This space has been vacant for years. Having this building occupied should bring more people to this part of Polk Street.

It doesn't seem to be easy to get a new grocery store to open up in San Francisco these days. It would be terribly disappointing to miss this opportunity.

Thank you for your consideration.

Pat Bourne

Gregg Carr

1335 Filbert Street, Apt 301

San Francisco, CA 94109

From: [Lee Leonhart](#)
To: [Foster, Nicholas \(CPC\)](#)
Subject: Whole Foods 365
Date: Sunday, April 01, 2018 11:07:40 AM

Dear Nicholas — I wanted to send you a note in support of the Whole Foods 365 in the old Lombardi's. It is absurd the building the has been sitting empty for a number of years. The products from Whole Foods 365 are not replicated at the very small grocery options on Polk. Many of us do not drive in the neighborhood and the space is very accessible to pedestrians. Both neighborhood associations have also done surveys of neighbors which have been highly supportive of the Whole Foods option for the building. We have too many empty store fronts on Polk to let the building continue to sit empty from a commercially viable business. I know several folks are hoping to attend the hearing on April 26th but the schedule for those of us who work may be prohibitive.

Regards,

Lee Leonhart
1101 Green; Apt 301
San Francisco, CA 94109

From: [Tracy Jaquier](#)
To: [Secretary, Commissions \(CPC\)](#)
Cc: [Rahaim, John \(CPC\)](#); [Peskin, Aaron \(BOS\)](#); [Foster, Nicholas \(CPC\)](#); zoning@rhnsf.org
Subject: Whole Foods 365
Date: Sunday, December 10, 2017 9:02:39 AM

December 19, 2017

To All It May Concern:

We are writing with enthusiastic support for the Whole Foods 365 project on Polk Street. There is a serious shortage of Grocery stores on Russian Hill. This fact forces our residents to shop outside our boundaries, which creates more vehicle congestion and parking shortages. This convenient location would allow residents to walk to shop for their groceries nearby.

The site has been vacant too long. We oppose housing on this corner which will only add to traffic and congestion. Please do not miss this opportunity to provide a real convenience and amenity to our neighborhood.

Sincerely,

Guy and Tracy Jaquier
900 Green Street
San Francisco, CA 94133

From: [Kat Lange](#)
To: [Secretary, Commissions \(CPC\)](#)
Cc: [Peskin, Aaron \(BOS\)](#); [Foster, Nicholas \(CPC\)](#); [Rahaim, John \(CPC\)](#)
Subject: Whole Foods store on Jackson street
Date: Tuesday, December 19, 2017 4:43:13 PM

Katja Lange
1895 Pacific Avenue, 203
San Francisco CA 94109
Date: December 19, 2017

To: San Francisco Planning Department 1650 Mission Street, Suite 400 San Francisco, CA 94103

With regards to: 1600 Jackson Street, Whole Foods 365 CU Application

Dear San Francisco Planning Commissioners,

It has already been too long to have a major site like this remain vacant. If the current Whole Foods proposal were approved in December, the best case scenario still means the site will not be open for business until early 2019. If the project is further delayed, or not approved, the completion of any alternate project means that vacancy will continue for many more years. There is considerable support among local residents for a grocery store at this site. Every survey of individual residents in the neighborhood heavily favors the grocery store option. The Whole Foods 365 proposal would rehabilitate and re-use an existing space. This is a chance to minimize environmental cost by reusing a still-useful 1908 building that fits in well with its neighbors rather than demolishing it. It is also the fastest option to bring life to a too long vacant eyesore, creating more foot traffic for existing businesses. As a local resident, this proposal would meet a high demand for grocery stores, of which there are too few in this and adjacent neighborhoods, to fulfill the daily needs of residents and make the locale more desirable. I strongly believe it would also provide a valuable and all around well liked anchor tenant for that portion of the Polk street retail corridor which has started to fall into disrepair and has become less desirable as a retail destination as compared to Union Street which is much more vibrant currently.

Thank you for your work and consideration of this proposal.

Best regards,
Katja Lange

Sent from my iPhone

From: [Brian Beall](#)
To: [Foster, Nicholas \(CPC\)](#)
Subject: Wholefoods 365 at Polk/Jackson
Date: Saturday, January 06, 2018 2:28:10 PM

PLEASE support this market. We need a full service food store in our area. I'm a senior with bum hips and back, hiking hills is not what it used to be! Nor is a bus ride to Safeway for groceries. I will still support our local specialty markets, but we need a full service grocery store.

Thank you for the consideration.

Regards,

Brian Beall
bbeall415@gmail.com

From: [d_b_carroll](#)
To: [Peskin, Aaron \(BOS\)](#); [Sanchez, Diego \(CPC\)](#); [Moe@middlepolk.org](#); [Grob, Carly \(CPC\)](#); [Rob.twyman@wholefoods.com](#); [Avalos, John \(BOS\)](#); [Breed, London \(BOS\)](#); [Campos, David \(BOS\)](#); [Cohen, Malia \(BOS\)](#); [Farrell, Mark \(BOS\)](#); [Kim, Jane \(BOS\)](#); [Mar, Eric \(BOS\)](#); [Tang, Katy \(BOS\)](#); [Wiener, Scott](#); [Yee, Norman \(BOS\)](#); [planning@rodnevfong.com](#); [Richards, Dennis \(CPC\)](#); [wordweaver21@aol.com](#); [richhillissf@yahoo.com](#); [Johnson, Christine \(CPC\)](#); [mooreurban@aol.com](#); [cwu.planning@gmail.com](#); [Rahaim, John \(CPC\)](#)
Subject: 365 Whole Foods and Formula Retail Ban
Date: Thursday, May 19, 2016 3:43:02 PM

To Whom It May Concern:

I am a homeowner and taxpayer in San Francisco. My address is 1650 Jackson, right next to Lombardi's. My wife and I would be thrilled to have a fine grocer such as 365 Whole Foods next door. We SUPPORT the proposed 365 Whole Foods going into the Lombardi building as do many others.

We OPPOSE the formula retail ban legislation that is being proposed for Polk Street. What would we do without our Walgreens? If this legislation goes through, we won't have the benefit of making our voices heard or being allowed to decide what retail might benefit our neighborhood. This'll be a blow to democracy!

Thank you for your attention to these two very important matters.

William and Diane Carroll, 1650 Jackson #608, SF 94109

From: [Aviva Lael Reim](#)
To: [Secretary, Commissions \(CPC\)](#)
Cc: [Rahaim, John \(CPC\)](#); [Peskin, Aaron \(BOS\)](#); [Foster, Nicholas \(CPC\)](#)
Subject: With regards to: 1600 Jackson Street, Whole Foods 365 CU Application
Date: Friday, December 15, 2017 5:02:10 PM

Aviva Reim
12 Waverly Place

San Francisco, CA 94108

Date: 12/15/17 To: San Francisco Planning Department 1650 Mission Street, Suite 400 San Francisco, CA 94103 Commissions.secretary@sfgov.org Dear San Francisco Planning Commissioners, (Note: the deciding factors by the Planning Commission for this type of project application are "necessary & desirable". Please focus your letter wording around the points of "necessary & desirable". Suggested points: It has already been too long to have a major site like this remain vacant. If the current Whole Foods proposal were approved in December, the best case scenario still means the site will not be open for business until early 2019. If the project is further delayed, or not approved, the completion of any alternate project means that vacancy will continue for many more years. There is considerable support among local residents for a grocery store at this site. Every survey of individual residents in the neighborhood heavily favors the grocery store option. The Whole Foods 365 proposal would rehabilitate and re-use an existing space. This is a chance to minimize environmental cost by reusing a still-useful 1908 building that fits in well with its neighbors rather than demolishing it. It is also the fastest option to bring life to a too long vacant eyesore, creating more foot traffic for existing businesses. I hope you will consider allowing this business to enhance our community.

Sincerely,

Aviva Reim

From: [Anne Rutherford Živojnović](#)
To: [Secretary, Commissions \(CPC\)](#)
Cc: [Foster, Nicholas \(CPC\)](#); [Peskin, Aaron \(BOS\)](#); [Rahaim, John \(CPC\)](#)
Subject: With regards to: 1600 Jackson Street, Whole Foods 365 CU Application
Date: Friday, December 15, 2017 3:34:18 PM

From: Anne Rutherford Zivojnovic
1740 Leavenworth Street
San Francisco, CA 94109

Friday, December 15, 2017

To: San Francisco Planning Department
1650 Mission Street, Suite 400
San Francisco, CA 94103
Commissions.secretary@sfgov.org

With regards to: 1600 Jackson Street, Whole Foods 365 CU Application

Dear San Francisco Planning Commissioners,

It has already been too long to have a major site like this remain vacant. If the current Whole Foods proposal were approved in December, the best case scenario still means the site will not be open for business until early 2019. If the project is further delayed, or not approved, the completion of any alternate project means that vacancy will continue for many more years.

There is considerable support among local residents for a grocery store at this site. Every survey of individual residents in the neighborhood heavily favors the grocery store option.

The Whole Foods 365 proposal would rehabilitate and re-use an existing space. This is a chance to minimize environmental cost by reusing a still-useful 1908 building that fits in well with its neighbors rather than demolishing it. It is also the fastest option to bring life to a too long vacant eyesore, creating more foot traffic for existing businesses.

Sincerely,

Anne Rutherford Zivojnovic

From: [Brian T. Nakamoto](#)
To: [Secretary, Commissions \(CPC\)](#)
Cc: [Rahaim, John \(CPC\)](#); [Peskin, Aaron \(BOS\)](#); [Foster, Nicholas \(CPC\)](#); [Farrell, Mark \(BOS\)](#)
Subject: With regards to: 1600 Jackson Street, Whole Foods 365 CU Application
Date: Friday, December 15, 2017 4:48:01 PM

To: San Francisco Planning Department
1650 Mission Street, Suite 400
San Francisco, CA 94103

Commissions.secretary@sfgov.org

With regards to: 1600 Jackson Street, Whole Foods 365 CU Application

Dear San Francisco Planning Commissioners, et al.,

I support the desire of proponents who live and work near 1600 Jackson Street to allow Whole Foods 365 to restore the historic 1908 building, and conduct business there. I live near the Whole Foods Market on 1765 California Street, and it is packed with customers on a regular basis. My thinking is that allowing Amazon to open a Whole Foods 365 in Polk Gulch will help alleviate some of the pressure on their California Street location. (Another Whole Foods retail location may also reduce the number of Amazon Fresh delivery vehicles needed in the area.) Less congestion from Whole Foods shoppers centered around California Street and Franklin Street would be desirable to me.

Thank you!

--

Brian T. Nakamoto

btn@nakamoto.us

1483 Sutter St., Unit 620

San Francisco, CA 94109-5485

408-807-0830

From: [Ester Beerle](#)
To: [Secretary, Commissions \(CPC\)](#)
Cc: [Rahaim, John \(CPC\)](#); [Peskin, Aaron \(BOS\)](#); [Foster, Nicholas \(CPC\)](#)
Subject: With regards to: 1600 Jackson Street, Whole Foods 365 CU Application
Date: Tuesday, December 26, 2017 1:58:05 PM

Ester Beerle

1800 Washington Street #416

San Francisco, CA 94109 To: San Francisco Planning Department 1650 Mission Street, Suite 400 San Francisco, CA 94103 Commissions.secretary@sfgov.org Dear San Francisco Planning Commissioners,

I am in favor of proceeding with the Whole Foods 365 project. It has already been too long to have a major site like this remain vacant. If the current Whole Foods proposal were approved in December, the best case scenario still means the site will not be open for business until early 2019. If the project is further delayed, or not approved, the completion of any alternate project means that vacancy will continue for many more years. There is considerable support among local residents for a grocery store at this site. Every survey of individual residents in the neighborhood heavily favors the grocery store option. The Whole Foods 365 proposal would rehabilitate and re-use an existing space. This is a chance to minimize environmental cost by reusing a still-useful 1908 building that fits in well with its neighbors rather than demolishing it. It is also the fastest option to bring life to a too long vacant eyesore, creating more foot traffic for existing businesses.

Thank you for your attention.

--Ester Beerle

From: [Gabriella Asmus Raila](#)
To: [Secretary, Commissions \(CPC\)](#)
Cc: [Rahaim, John \(CPC\)](#); [Peskin, Aaron \(BOS\)](#); [Foster, Nicholas \(CPC\)](#)
Subject: With regards to: 1600 Jackson Street, Whole Foods 365 CU Application
Date: Monday, December 18, 2017 7:26:35 PM

Gaby Raila
1471 Washington Street #304
San Francisco, CA 94109

Dec. 18, 2017

To: San Francisco Planning Department
1650 Mission Street, Suite 400
San Francisco, CA 94103
Commissions.secretary@sfgov.org

With regards to: 1600 Jackson Street, Whole Foods 365 CU Application

Dear San Francisco Planning Commissioners,

I'm writing to voice my support for the Whole Foods 365 application for 1600 Jackson Street. It's a practical solution that will help increase economic activity in the area and raise the neighborhood's desirability.

It has already been too long to have a major site like this remain vacant. It's a blight to the neighborhood and is a waste of valuable space in a city that already lacks ample housing. Adding another option for groceries will make the neighborhood more desirable and will give residents more options for grocery shopping. Any further delay is a detriment to the neighborhood and compounds the impression that Polk Street is littered with vacant buildings. At this point, a solution is necessary.

There is considerable support among local residents for a grocery store at this site. Every survey of individual residents in the neighborhood heavily favors the grocery store option. The Whole Foods 365 proposal would rehabilitate and re-use an existing space. This is a chance to minimize environmental cost by reusing a still-useful 1908 building that fits in well with its neighbors rather than demolishing it. It is also the fastest option to bring life to a too long vacant eyesore, creating more foot traffic for existing businesses.

Please consider this application.

Regards,

Gaby Raila

From: [Andy Ahlers](#)
To: [Foster, Nicholas \(CPC\)](#)
Subject: Planning Commission Case No. 2016-000378CUA, 1600 Jackson St.
Date: Tuesday, April 17, 2018 1:41:52 PM

Dear Mr. Foster:

As a longtime homeowner at 1701 Jackson Street , which is exactly one block from the proposed Whole Foods 365 store at 1600 Jackson, my family and I FULLY SUPPORT the plan to bring this full-service grocery store to our neighborhood.

Just a few of our reasons:

1. The building has been vacant for years and the status quo (homeless in tents, graffiti, garbage and increased crime/vandalism) is clearly not working.
2. Since the closure of the Big Apple on Polk and Clay, there is no full-service grocery store serving our neighborhood.
3. The Middle Polk Neighborhood Association does not represent our neighborhood even though it claims to do so.
4. I am on the board of the 152-member homeowner's association at 1701 Jackson and I have yet to hear a single resident of our building not be in favor of the Whole Foods 365. In fact, they are incredibly excited about it.

Please do the right thing for our neighborhood and allow this development to move forward.

Thank you for your consideration.

Andy Ahlers & Family
1701 Jackson Street #709
San Francisco, CA 94109

From: [Camille Cusumano](#)
To: [Foster, Nicholas \(CPC\)](#)
Subject: 1600 Jackson Street
Date: Tuesday, April 17, 2018 4:54:15 PM

Regarding Whole Foods 365 proposal. I am sharing my summary of reasons to support:

I had been on the fence about supporting Whole Foods 365 in the former Lombardi's building. But I've decided it is our best option and here briefly, below, are reasons why will support it. I strongly encourage you, who are already impacted by what occurs with that structure, to attend the April 26 meeting at City Hall, 1pm, ask questions, and voice your feelings for or against. See you there.

AFFORDABLE

- Whole Foods 365 is Whole Foods own brand, with prices comparable to those of Trader Joe's.

PUBLIC MEETING SPACE

- Whole Foods has reached out to us in an effort to be a good neighbor and consider our needs. I was really pleased that they intend to keep the second floor of the building as a *public meeting space* (maybe we can urge them to allow yoga and similar classes as did Lombardi's).

NO ALTERNATIVES

- The parties opposed (Polk Street merchants) to Whole Foods have not offered any positive alternatives, which means more years in limbo, added to the three that have allowed the vacant building to invite more crime and vandalism—including having our mail stolen, cars vandalized, and other assaults and problems on Polk.

AFFORDABLE HOUSING? RIGHT.

- Our immediate area is one of the densest populated areas of the City and more condo development is likely to happen nearby. My personal feeling is that no developer would, despite any agreements, really offer affordable, never mind low-income, housing on that corner. Tearing it down would disrupt our streets even more than they are now. The bldg. has not outlived its usefulness. Let's put it to good service. Soon.

Camille Cusumano
Cell: 415-425-6515
ocaramia@me.com
[My Tango Journey](#)
[TEDx Talk on Tango](#)
www.camillecusumano.com

From: [Cathleen Crane](#)
To: [Secretary, Commissions \(CPC\)](#); [Foster, Nicholas \(CPC\)](#)
Subject: CASE-NO: 2016-000378CUA. 1600 Jackson street
Date: Wednesday, April 18, 2018 8:57:15 AM

Dear Commissions Secretary

I'm writing to voice my vote in favor of WF 365 -

There are three key reasons why I'm in favor and encourage the planning commission to vote in favor as well.

1. Our neighborhood contains one of the densest populations in SF, particularly following the many recent additions of new condominium and apartment projects. There are plans for continued development along Van Ness as well Polk and Pacific. We need affordable and walkable options to support the growth of the neighborhood. Currently, I have to drive to Trader Joes or Safeway to buy my groceries. Real Foods is not an option as it is too expensive.

2. I also believe and have talked to many of the local store owners that having a branded store like WF will create more foot traffic and bridge the activity from RH to Polk Gulch ultimately better serving the entire Polk street area. Chestnut Street and Hayes Street both benefit from chain stores helping local, boutique stores to thrive.

3. Sustainability: The building still has over 25 years of building life.

I believe WF would be a good neighborhood partners as they have consistently demonstrated their willingness to listen and make compromises to support moving forward. Examples: Working with the Cheese Board to offer a marketing venue for them to offer their catering services, Working with the jug shop to minimize offerings to allowing higher margin, premium products to be purchased from the Jug shop. Extended offering to make the upstairs a community meeting area.

On a less positive note, it has been VERY concerning that MPNA has not actively polled the residents or all of the local shops. They are misrepresenting their constituents stating they are not in favor.

Thank you for your time and consideration -

Regards,
[Cate Walker](#)

--

c. walker
925.551.3804

From: [Chris Baker](#)
To: [Secretary, Commissions \(CPC\)](#)
Cc: [Rahaim, John \(CPC\)](#); [Foster, Nicholas \(CPC\)](#); richhillissf@gmail.com; [Melgar, Myrna \(CPC\)](#); planning@rodneyfong.com; [Koppel, Joel \(CPC\)](#); [Moore, Kathrin \(CPC\)](#); [Johnson, Millicent \(CPC\)](#); [Richards, Dennis \(CPC\)](#); [Stefani, Catherine \(BOS\)](#); [Peskin, Aaron \(BOS\)](#)
Subject: Please allow Whole Foods 365 at 1600 Jackson!
Date: Wednesday, April 18, 2018 11:18:24 AM

Dear Planning Commissioners,

I'm writing as a homeowner who lives around the corner from the proposed Whole Foods 365 proposed for 1600 Jackson Street to express my very strong approval for the project, and my hopes that it will be okayed.

There is a strong need for this type of food market in this neighborhood, particularly for my wife, who has mobility problems. The current markets are too small with not enough variety; the larger markets are too far away.

Just as important, the block is blighted given the years of the vacancy at this location. It's a safety concern to me that my wife and daughters need to continue walk a dim, shadowy block on Polk due the ongoing vacancy.

Please approve this project! Thank you very much.

-Chris Baker
1645 Pacific Ave, Apt 4A
SF, CA 94109

From: [Sharon Solomon](#)
To: [Secretary, Commissions \(CPC\)](#)
Cc: [Rahaim, John \(CPC\)](#); [Foster, Nicholas \(CPC\)](#); [Melgar, Myrna \(CPC\)](#); Joelkoppel@sfgov.org; [Moore, Kathrin \(CPC\)](#); [Johnson, Milicent \(CPC\)](#); [Richards, Dennis \(CPC\)](#); [Stefani, Catherine \(BOS\)](#); [Peskin, Aaron \(BOS\)](#)
Subject: RE: Case# 2016-000378CUA 365 Whole Foods Letter of Support
Date: Tuesday, April 17, 2018 7:22:32 PM

To Planning Commissioners,

As a constituent and homeowner in the Russian Hill Neighborhood since 1978
I am hoping that the SF Commissioners and SF Supervisors will be able to come together on a consensus so that 365 Whole Foods can be a part of our community.
This proposal would meet a real demand for a full scale grocery store within walking distance for many residents in the neighborhood.
Unfortunately existing specialty stores are not providing the neighborhood with many choices.

More affordable fresh organic grocery options should be available to all of us which I believe 365 Whole Foods can provide us with.

I firmly believe that 365 W.F. would be an asset to the community and would create more foot traffic for the existing businesses close by as well.
365 Whole Foods has been working closely with the neighborhood and has reassured us that the delivery drivers who violate the no double-parking or other delivery policies agreed to by 365 Whole Foods will not be allowed to make further deliveries.

I am hoping that this decision will not be delayed any further.

Sincerely,
Claire Blume
1160 Green Street
San Francisco, Ca 94109
Italiadogred@yahoo.com

Sent from my iPad

From: [Emily Mau](#)
To: [Foster, Nicholas \(CPC\)](#)
Subject: Fwd: Reference Case No- 2016-000378CUA, 1600 Jackson St.
Date: Tuesday, April 17, 2018 3:20:16 PM

Hi -- i mistyped your email address ..I'm sorry

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

From: **Emily Mau** <emilymau@gmail.com>
Date: Tue, Apr 17, 2018 at 3:17 PM
Subject: Reference Case No- 2016-000378CUA, 1600 Jackson St.
To: Commissions.Secretary@sfgov.org, nicholas.foster@sfgov.org,
aaron.peskin@sfgov.org

To the Members of the Planning Commission
San Francisco Planning Department
1650 Mission Street Suite 400
San Francisco, CA 94103

Reference Case No- 2016-000378CUA, 1600 Jackson St.

Dear Members of the Planning Commission:

I own a condo at 1650 Jackson Street and strongly support the addition of a Whole Foods 365 in the former Lombardi's space for the following reasons

- 1- With the closing of Big Apple we do not have a full service grocery store for everyday use.
- 2- 1600 Jackson St has been vacant for over 3 years and has resulted not only in an eye sore but also more crime on Jackson Street. We have had to install security cameras both inside and out
- 3- Whole Foods will serve as an anchor store which will attract more people to Polk Street and increase the amount of foot traffic to other shops in the area.
- 4- There are too many vacant storefronts currently on Polk Street. I believe with the additional of Whole Foods this may attract other retailers to open shops/ restaurants on the street.
- 5- There are 70 parking spaces available for people who need to drive to the store which will minimize the impact on street parking.
- 6- The Middle Polk Neighborhood Association does not represent our neighborhood even though it presents itself as doing so. The MPNA conducts little outreach to the neighborhood and does not allow the majority of residents to vote on its policies

Thank you for your consideration and for reading my email .

Emily Mau

From: [Judith P. Roddy](#)
To: [Secretary, Commissions \(CPC\)](#)
Cc: [Peskin, Aaron \(BOS\)](#); [Rahaim, John \(CPC\)](#); [Foster, Nicholas \(CPC\)](#); [Rich Hillis](#); [Melgar, Myrna \(CPC\)](#); [planning@rodneymong.com](#); [Johnson, Milicent \(CPC\)](#); [Koppel, Joel \(CPC\)](#); [Moore, Kathrin \(CPC\)](#); [Richards, Dennis \(CPC\)](#)
Subject: Whole Foods Conditional Use Permit: 2016-000378CUA
Date: Tuesday, April 17, 2018 6:03:28 AM

April 17, 2018

Members of the Planning Commission
San Francisco Planning Department
1650 Mission Street
Suite 400
San Francisco, CA 94103

By email to: Commissions.Secretary@sfgov.org

Copies to:

Supervisor Aaron Peskin (by email to Aaron.Peskin@sfgov.org)
John Rahaim, Director of Planning (by email to John.Rahaim@sfgov.org)
Nicholas Foster, Assigned Planner (by email to Nicholas.Foster@sfgov.org)
Rich Hillis, President, Planning Commission (by email to richhillissf@gmail.com)
Myrna Melgar, Vice President, Planning Commission (by email to myrna.melgar@sfgov.org)
Rodney Fong, Commissioner (by email to planning@rodneymong.com)
Milicent A. Johnson, Commissioner (by email to milicent.johnson@sfgov.org)
Joel Koppel, Commissioner (by email to joel.koppel@sfgov.org)
Kathrin Moore, Commissioner (by email to kathrin.moore@sfgov.org)
Dennis Richards, Commissioner (by email to dennis.richards@sfgov.org)

RE: Whole Foods Conditional Use Permit: 2016-000378CUA

Dear Commissioners, Mr. Rahaim, Mr. Foster and Supervisor Peskin,

My name is Judith Roddy, and I have owned a condominium at 1591 Jackson Street at the corner of Jackson Street and Polk Street since 2000. If (and that's a **big** if) I can afford to, I hope to retire and live the rest of my life at 1591 Jackson Street.

In 2016 when I first wrote the Planning Commission, Planning Department and Supervisor Peskin in support of Whole Foods Market 365, I was 61 years old. Two plus years later, I am now 63 years old. On countless occasions over the last two plus years, I have looked out my window to 1600 Jackson Street and have pondered the pros and cons of a Whole Foods Market 365 on the corner. I think about preserving our wonderful neighborhood character evidenced by shops like Cheese Plus, The Jug Shop and Belcampo Meat Co., about what happens if the building is torn down and about traffic, congestion and parking.

And, then, I think about how much time and effort it takes for me to shop for groceries because I have to go outside my neighborhood, and I am at peace with my concerns about the cons. If I get stuck at the light at Jackson Street and Polk Street while on my way to work, I will smile and say to myself, "Thank goodness Whole Foods Market 365 is making

it possible for me to shop for affordable, high-quality groceries IN MY NEIGHBORHOOD! Thank you Whole Foods!"

Again, two plus years have passed since I first wrote the Planning Commission, Planning Department and Supervisor Peskin. I think Polk Street between California Street and Broadway Street is in worse shape than it was two years ago, and I continue to be concerned. As I walk up and down Polk Street, I see many empty storefronts that are blights to the neighborhood. Our neighborhood needs open, vibrant and well-kept storefronts that provide goods and services to my neighbors and me and that attract people.

I also work in San Francisco. I am the onsite community manager for a San Francisco community management company at a high-rise, 246-unit, SOMA condominium building, and I make every effort possible to leave my car in my garage and walk to work, which I trust the government of San Francisco appreciates. Because I work a typical workweek (plus some), I am routinely subjected to very crowded situations and very long lines at both Trader Joe's (California Street and Hyde Street) and Whole Foods (California Street and Franklin Street) where I currently shop. If I need more than I can carry while walking, I am frequently subjected to waiting in line for a space in their garages. My solution: I shop outside the city on the way home from being with my mother in San Jose and pray the lack of refrigeration on the drive home does not cause the meat I purchase to make me ill.

I can understand why neighborhood businesses such as the aforementioned Cheese Plus, The Jug Shop and Belcampo Meat Co. are concerned about Whole Foods Market 365 taking away their business. I shop at two of these businesses (when I forget I cannot afford them), and I submit if they continue to offer their great products and service, they (and other businesses) will not suffer and will actually benefit from the increased foot traffic that Whole Foods Market 365 will bring to our neighborhood.

It is my understanding the Middle Polk Neighborhood Association (an organization that says it represents our neighborhood which confuses me because I am a member and I have never been asked my opinion about Whole Foods Market 365) would prefer housing with small, ground floor retail units. I do not understand this, as there are currently many vacant commercial spaces on Polk Street and surrounding streets. Why demolish a perfectly good building to add housing and small retail when Whole Foods is ready to step in, pretty much guarantee an ongoing business for many, many years and solve a neighborhood need? Although I understand the need for housing in San Francisco, 1600 Polk Street is an existing building that has been in place for decades, is not displacing residential units or well-established local businesses and, architecturally, is appropriately scaled for the neighborhood and Polk Street. I find it illogical to add to the neighborhood's population density by adding housing when the population's basic service needs are not already met.

I have attended all three of Whole Foods' community meetings, and I have been honored to work closely with neighbors and with Whole Foods to make sure the "cons" are the least disruptive as possible, that deliveries to the store are the least disruptive as possible to those of us who live so near to 1600 Jackson Street and to mitigate potential problems as a result of possible increased traffic and decreased parking. I am confident Whole Foods will be a good neighbor.

Finally, I appreciate Whole Foods' financial strength. Over the last 20 years I have seen way too many businesses, including Lombardi Sports and Big Apple Market close, leaving us with abandoned buildings and empty storefronts. I cannot thank Whole Foods enough for all it is doing to bring a very basic service to our neighborhood.

Thank you for taking the time to read this email. Please feel free to reach out to me if you have any questions.

And, thank you for your time and for all you do for San Francisco.

Judith Roddy
1591 Jackson Street, No. 11
San Francisco, CA 94109
415.819.4360

From: [Secretary, Commissions \(CPC\)](#)
To: [Richards, Dennis \(CPC\)](#); [Johnson, Millicent \(CPC\)](#); [Koppel, Joel \(CPC\)](#); [Moore, Kathrin \(CPC\)](#); [Melgar, Myrna \(CPC\)](#); planning@rodneymong.com; [Rich Hillis \(CPC\)](#)
Cc: [Son, Chanbory \(CPC\)](#); [Foster, Nicholas \(CPC\)](#); [Feliciano, Josephine \(CPC\)](#)
Subject: FW: CASE-NO: 2016-000378CUA. 1600 Jackson street
Date: Tuesday, April 17, 2018 9:48:45 AM

*Jonas P. Ionin,
Director of Commission Affairs*

Planning Department | City & County of San Francisco
1650 Mission Street, Suite 400, San Francisco, CA 94103
Direct: 415-558-6309 | Fax: 415-558-6409

jonas.ionin@sfgov.org
www.sfplanning.org

From: Leslie Bull [mailto:leslieabull@gmail.com]
Sent: Tuesday, April 17, 2018 9:17 AM
To: Secretary, Commissions (CPC)
Cc: Leslie Bull
Subject: CASE-NO: 2016-000378CUA. 1600 Jackson street

Dear Commissions Secretary

I'm writing to voice my vote in favor of WF 365 -

There are three key reasons why I'm in favor and encourage the planning commission to vote in favor as well.

1. Our neighborhood contains one of the densest populations in SF, particularly following the many recent additions of new condominium and apartment projects. There are plans for continued development along Van Ness as well Polk and Pacific. We need affordable and walkable options to support the growth of the neighborhood. Currently, I have to drive to Trader Joes or Safeway to buy my groceries. Real Foods is not an option as it is too expensive.
2. I also believe and have talked to many of the local store owners that having a branded store like WF will create more foot traffic and bridge the activity from RH to Polk Gulch ultimately better serving the entire Polk street area. Chestnut Street and Hayes Street both benefit from chain stores helping local, boutique stores to thrive.
3. Sustainability: The building still has over 25 years of building life.

I believe WF would be a good neighborhood partners as they have consistently demonstrated their willingness to listen and make compromises to support moving forward. Examples:

Working with the Cheese Board to offer a marketing venue for them to offer their catering services, Working with the jug shop to minimize offerings to allowing higher margin, premium products to be purchased from the Jug shop. Extended offering to make the upstairs a community meeting area.

On a less positive note, it has been VERY concerning that MPNA has not actively polled the residents or all of the local shops. They are misrepresenting their constituents stating they are not in favor.

Thank you for your time and consideration -

Regards,

Leslie A. Bull

1650 Jackson street

From: [scott.noble](#)
To: [Foster, Nicholas \(CPC\)](#)
Subject: 1600 Jackson Street, Case NO 2016-000378CUA
Date: Monday, April 16, 2018 4:05:58 PM

Mr. Nicholas Foster,

Please accept this letter as my STRONG vote in favor of the Whole Foods 365 Store proposed for the empty building site at 1600 Jackson Street.

I have owned a residence at 1650 Jackson Street for 5+ years now. In that time Lombardi's closed it's doors and I've watched my block turn from a vibrant neighborhood center to a center for crime, homeless encampments and disgusting magnet for human waste. We cannot afford to have our block be the home of yet one more vacant building in the midst of the Polk Gulch neighborhood. The majority of my time in my home here has been ruined by the slowing of the progress that was promised when I moved in. Let Whole Foods 365 become a reality and bring back the vibrancy to this area.

I have lived in other neighborhoods where Whole Foods has become a presence (Ocean Avenue) and it was a MASSIVE improvement to the lives of the residents in that area. The approach they have to use of the existing building, the offering of healthy food options in walking distance to our homes is incredible. There should be NO question that we allow them to move forward with their plans to build a market on the site of 1600 Jackson.

Pertaining to the consideration that we should add more housing. I also live one block from Van Ness Avenue where there have been many new buildings constructed along that street. We have an issue of crowded and unavailable services industries in this area now. We don't need more people in this area, we need more reasons to keep this area vibrant as a walkable, useful neighborhood. Please don't push to shut down a wonderful opportunity to serve those of us who already occupy this area in favor of piling more people on top of our already crowded neighborhood. We need groceries, a good responsible tenant to add to our roster existing Polk Gulch businesses.

Regards,

Scott Noble
Resident, 1650 Jackson Street

PUBLIC CORRESPONDENCE:
OPPOSE

Luellen, Mark (CPC)

From: Charlee Rodgers <charleer6@gmail.com>
Sent: Wednesday, January 20, 2016 10:08 AM
To: Rahaim, John (CPC)
Subject: whole foods on Polk

Hi ,
I live on Russian Hill and I oppose the idea of the new location on Polk. Just wanted my opinion known since I was unable to make all the meetings. I do the majority of my shopping on Polk and feel this new location is simply not needed. Perhaps housing in that space both low and high together?

Thank You,
Charlee Moore
1100 block of Filbert.

From: [Sofia Godovykh](#)
To: [Secretary, Commissions \(CPC\)](#)
Cc: [Rahaim, John \(CPC\)](#); [Peskin, Aaron \(BOS\)](#); [Foster, Nicholas \(CPC\)](#)
Subject: 1600 Jackson Street, Whole Foods 365 CU Application
Date: Monday, December 18, 2017 3:11:12 AM

Dear San Francisco Planning Commissioners,

We do not need a Whole Foods at 1600 Jackson Street, which is 5 blocks away from another Whole Foods and 6 blocks away from Trader Joe's. I truly believe, that this spot could be used for a better purpose, like housing.

Thank you,
Sofia Godovykh,
980 Bush street resident.

From: [Dr. Dale Mortenson](#)
To: richhillissf@gmail.com; [Richards, Dennis \(CPC\)](#); planning@rodneyfong.com; [Johnson, Millicent \(CPC\)](#); [Koppel, Joel \(CPC\)](#); [Melgar, Myrna \(CPC\)](#); [Moore, Kathrin \(CPC\)](#)
Cc: [Secretary, Commissions \(CPC\)](#); [Rahaim, John \(CPC\)](#); [Foster, Nicholas \(CPC\)](#); [Peskin, Aaron \(BOS\)](#)
Subject: 365 Whole Foods
Date: Wednesday, April 11, 2018 9:18:54 AM

Dear Commissioners,

This is to respectfully request that you deny the application of 365 Whole Foods to open a store on Polk Street.

Polk Street has historically been a small business neighborhood. It is well-known that 365 Whole Foods and its owner, Amazon, have competitive practices that have successfully eliminated many small businesses. Their size gives them pricing advantages not available to small businesses. Indeed, at the community meetings 365 Whole Foods has repeatedly stated that they will be offering goods at lower prices. This price competition leaves our small business neighbors at a disadvantage and poses a threat of losing our small business neighbors. Equally importantly, the presence of 365 Whole Foods will discourage new small businesses from moving into our neighborhood because of competition concerns.

The size advantage of 365 Whole Foods and Amazon enables them to afford higher rents than small businesses. This will increase rents for all businesses in the neighborhood.

Polk and Jackson Streets are two-lane streets. Delivery trucks and customer cars will increase noise and traffic and create traffic congestion.

Polk Street is a unique and special neighborhood because of all the one-of-a-kind small businesses. Please preserve and protect the character of our small business neighborhood by denying 365 Whole Foods' application for a store on Polk Street.

Thank you for your consideration.

Sincerely,
Dale Mortenson & Stephanie Chang

--

Dale N. Mortenson, DC, DACNB, CNC
2041-A Polk Street
San Francisco, CA 94109
(415) 673-3667

From: [Sam Mogannam](#)
To: [Secretary, Commissions \(CPC\)](#)
Cc: [Rahaim, John \(CPC\)](#); [Peskin, Aaron \(BOS\)](#); [Foster, Nicholas \(CPC\)](#); [Sam Mogannam](#)
Subject: Amazon Whole Foods at 1600 Jackson
Date: Thursday, January 25, 2018 9:47:57 AM

Dear Commissioners, Supervisor Peskin, John and Nicholas

As a long time business owner and native San Franciscan, I urge you to oppose the development of the 1600 Jackson site as a future Amazon location.

Over the past several years, I have seen the fabric of our communities, the heart of which are our neighborhood commercial districts, get torn apart. We've all seen many of our cherished legacy businesses close. San Francisco needs to take a leadership role in doing everything it can to encourage small, independent, locally owned business to thrive in our great city.

Companies like Amazon have proven to be a force of community disruption, creating an illusion of price and convenience which no small business can compete with, and they have been the cause of many small business closures around the country. They have also contributed to a reduction in foot traffic, which creates opportunities for neighbors to meet, facilitating true community building. The other negative impact is the reduction in direct consumer to business owner relationship building, a cornerstone for any society. Every community deserves and needs to have a direct relationship with their supplier of food and services, as opposed to having that connection occur thru a web app.

There is nothing personal about Amazon's operations and there is nothing that they do that enriches our community.

Furthermore, this project will create a traffic and parking nightmare on a street not designed to support the volume that Amazon will generate. This will further exacerbate the existing merchants' success.

Instead, I encourage you to support building more housing, esp affordable, which we desperately need. It would be great if the developer/owner of the project pushed their 2014 housing application forward, as we feel this would be the best use of this space.

In the spirit of full transparency, we have considered this neighborhood for a future Bi-Rite, having looked at both the Real Foods space and the old Big Apple Grocery store space. The prospect of a Whole Foods-Amazon 365 store on that block has been significant factor for us in deciding whether we should move forward.

I hope you will consider our view and the view of many of the other merchants and neighborhood associations in the area.

Thanks,

Sam Mogannam

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creating community through food™

BI·RITE

Forbes 2016
Best Small Companies



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[@eatgoodfoodbook](https://twitter.com/eatgoodfoodbook)

Co-author of [*EAT GOOD FOOD: a grocer's guide to shopping, cooking, and creating community through food*](#)

From: [Mitchell Bearg](#)
To: [Secretary, Commissions \(CPC\)](#)
Cc: [Rahaim, John \(CPC\)](#); [Foster, Nicholas \(CPC\)](#); [Peskin, Aaron \(BOS\)](#)
Subject: amazon/wholefoods
Date: Tuesday, January 02, 2018 9:09:15 AM

Hello

I am writing in opposition to the CUP for the Amazon/Wholefoods at 1600 Jackson Street. There has become an increase in noise over utilizing the space not only as a Wholefoods but also as fulfillment center for Amazon. It has already been divulged that the space will contain lockers for Amazon but now there is noise about utilizing some of the space as a fulfillment center. The fact is Amazon has not been transparent with how the space will be utilized therefore we cannot anticipate the impact on the local merchants or the traffic and the quality of life changes that will come with such a potentially major footprint to a two lane neighborhood corridor. To approve a CUP for a use that is detrimental to retailers on a small business merchant corridor and could create a traffic nightmare would be a huge mistake but when considering the desperate need for housing it becomes an even greater mistake. No doubt there are other communities in the city that would be better served by having a Wholefoods 365/Amazon center where the overall impact would be positive and not negative.

Mitchell Bearg



December 9, 2017

To: Rich Hillis, President, SF Planning Commission and Commissioners

Re: **1600 Jackson Street, 365 by Whole Foods**

The **Cathedral Hill Neighbors Association (CHNA)** is opposing the CUA of by **Whole Foods** at 1600 Jackson Street. Cathedral Hill is a densely populated residential neighborhood bounded by Van Ness Avenue, Fillmore Street, Sutter Street and Eddy Street. Polk and Fillmore Streets serve as neighborhood shopping and entertainment corridors for the majority of our residents and businesses, as there is little retail in our area with the exception of specialty stores on Sutter and Post Streets within the Japantown area.

CHNA supports grocery stores and fresh food options for all SF neighborhoods. However, we believe large scale retail and "big box" stores make sense on major transit corridors like Geary Boulevard and Van Ness Avenue, and smaller scale local businesses, restaurants and entertainment venues belong on neighborhood commercial corridors like Fillmore, Polk, Post and Sutter Streets, all of which are within or adjacent to our boundaries.

One of the biggest arguments for a grocery store in a neighborhood is access to fresh food ingredients. However, the "**365 by Whole Foods**" model (which just opened its' first Bay Area store in Concord) resembles a food court, with prepared foods, independent food vendors, cafes and beer and wine bars than a grocery store.

This model also includes food lockers where pre-ordered food can be stored and picked up. No fresh meat or fish counters are provided and other non-packaged food choices are limited. The **365** model does not replicate a full service grocery store, like the flagship **Whole Foods** on Franklin and California, located only six blocks from the 1600 Jackson site.

Therefore, while we support the expansion of **Whole Foods** on California Street, and the installation of a new **Whole Foods** grocery store on Geary and Masonic, we don't see the value of a **365 by Whole Foods** on the Polk Street commercial corridor, which is composed of existing speciality food stores, cafes and restaurants for blocks in both directions of Jackson Street.

A much more valuable use of this "soft site" created by the closing of the Lombardi's sporting goods store would be a mixed use development, with housing floors over ground floor retail (such as a grocery store). As we all know, housing is a priority for all city neighborhoods, and this is especially true for the Van Ness and Polk Street corridors.

We urge the Commission to deny the CUA for this site, and look forward to reviewing an application by this project sponsor for a mixed use building at 1600 Jackson Street.

Regards,

/s/

Marlayne Morgan
President



1525 Grant Avenue
San Francisco, CA 94133
TEL 415.984.1450
FAX 415.362.7992
TTY 415.984.9910
www.chinatowncdc.org

December 14, 2017

Nicholas Foster
San Francisco Planning Department
1650 Mission Street, 4th Floor
San Francisco, CA 94103

Re: 2016-000378CUA - 1600 Jackson St

Dear Mr. Foster:

I am writing on behalf of Chinatown Community Development Center to state our opposition to the Conditional Use application for a proposed 365/ Whole Foods store at 1600 Jackson St. The allowance of a formula/big box retail at this site could greatly disrupt and threaten the independent retail ecosphere that has defined this part of Polk Street and even neighboring communities, including Chinatown.

With a forty year history of maintaining quality of life and neighborhood character, Chinatown CDC understands well the negative impact of formula retail moving into established commercial corridors traditionally well served by small, independent grocery stores and businesses that are key to cultural vitality and diversity in the area. A 365/ Whole Foods store could further fuel the gentrifying trends we see of increasing rents and displacement of long-time tenants/ merchants in nearby neighborhoods where low-income immigrants historically live, work, and contribute to the unique cultural identities that makes this City great.

Specifically with the recent acquisition of Whole Foods by Amazon, a 365 store could pose an even greater threat beyond just its impact on nearby retail. In a recent Business Insider article, the United Food and Commercial Workers International Union was quoted in a letter written to the Federal Trade Commission on the deal: "The advantages now shared by Amazon and Whole Foods adds to a retail monopoly that threatens every corner of our nation's economy." And in the same article, Moody's Investors Service wrote in a recent report: "Small grocers are particularly vulnerable as the biggest retailers fight over market share." If a 365 store was allowed at this location, it could open the door for predatory pricing practices that could drive local grocers out of the market.

Approving this conditional use authorization could potentially weaken the protections from the City's formula retail controls and set a precedent that could tip the balance for our fragile neighborhoods in this current economy. The argument that a 365/ Whole Foods store would benefit nearby stores from the supposed increase in neighborhood foot traffic simply does not hold weight when compared to its broader negative impacts to the area and beyond. We stand with our neighbors at Middle Polk Neighbors Association in opposition to this Conditional Use Authorization at 1600 Jackson Street.

Sincerely,

Roy Chan
Community Planning Manager

RE: Updated letter about the 365 Whole Foods Store at Polk and Jackson

Ms. Elaine Tanzman
1580 Jackson Street, #15
San Francisco, CA 94109

April 12, 2018

Commissioner Dennis Richards
1650 Mission Street, Suite 400
San Francisco, CA 94103

Dear Commissioner Hillis:

I am writing to express my strong opposition to opening a Whole Foods 365 Store on the corner of Polk and Jackson Streets. I have lived across the street from this proposed site for 40 years and am very familiar with the activities on that corner. I think that a store, like the proposed one, is likely to cause gridlock on Polk Street and detract from the quality of life in this neighborhood.

According to the *San Francisco Chronicle*, San Francisco has the second worst traffic problems of all the cities in the United States. Given the severity of this problem, it is contrary to sound city planning to build a grocery store with a 70-space parking lot on a congested street.

There are two other chain grocery stores in this neighborhood, the Whole Foods Market on Franklin and California and Trader Joe's on California and Hyde. Both stores are located on much wider intersections than Polk and Jackson Streets. A manager at Whole Foods Franklin said that approximately 500 cars a day visit that store. When I have shopped there on weekend evenings, I have encountered a deluge of traffic at Van Ness and California, with cars turning abruptly onto Van Ness. It is hard to believe that a considerably narrower intersection, like Polk and Jackson, can accommodate the same volume of traffic as Franklin and California. In addition, an increase in the amount of traffic may endanger the pedestrians crossing, Polk and Jackson Streets, as well as bicyclists travelling on Polk Street's bike lanes.

In addition, Kittelson and Associates' traffic report about his store says that vehicle queues may occur while cars line-up to enter the parking garage on Polk Street. It mentions strategies to prevent these queues, including posting signs saying "Do Not Block Sidewalk or Bike Lane." However, people frequently ignore traffic signs. Furthermore, it says if vehicle queues occur frequently at the garage, the owner will have 90 days to abate these queues. However, this report lacks information about how to abate recurring vehicle queues, and there may be no way to prevent them, other than issuing traffic tickets.

San Francisco also has a transit-first policy, so that efficient bus service is a priority in this city. Two bus lines, the 19 Polk, and the 27 Bryant also cross the intersection of Polk and Jackson Streets. If this store opens, it is likely that an increase in traffic at this intersection will delay these buses.

In addition, Amazon/Whole Foods has not been transparent about their plans for this store. The original application says that this store would occupy approximately 19,450 square feet. At a community meeting that Amazon/Whole Foods sponsored on October 17, 2017, their representatives told attendees that the proposed 365 Store would not attract as much traffic as Whole Foods Franklin because it would be smaller. However, Amazon/Whole Foods has increased the proposed store size to 43,900 square feet, so that it is now bigger than Whole Foods Franklin, which is 33,000 square feet.

Building housing, including below market rate units, is a better land use decision than opening this store. Adding housing units will cause less traffic congestion than a grocery store with a 70-space parking lot and will add much needed housing to the city's supply. Thank you very much for considering my opinion about this store.

Sincerely,

Elaine Tanzman

From: [Rahaim, John \(CPC\)](#)
To: [Foster, Nicholas \(CPC\)](#)
Subject: Fw: 365 opening
Date: Sunday, April 15, 2018 11:01:48 AM

From: Judibe <judibe@aol.com>
Sent: Sunday, April 15, 2018 10:33 AM
To: Secretary, Commissions (CPC)
Cc: Rahaim, John (CPC)
Subject: 365 opening

Dear Sirs,

Please do NOT approve this space for Whole Foods.. We are desperately trying to maintain the atmosphere of San Francisco.. little shops, little grocery stores, little every store that makes the neighborhood close and convenient.

There is a huge 365 very close by should you need to do a large shopping... otherwise, its easy to pick just a quart of milk, some veggies and good butchery shops all nearby.

Please, think of the future and how inviting this very European city should remain charming and inviting.

We would put our local shops out of business and thats a very bad thing.

Do the right thing, and refuse this enterprise.

Sincerely,
Judi and Gordon Harris

From: [Rahaim, John \(CPC\)](#)
To: [Foster, Nicholas \(CPC\)](#)
Subject: FW: Opposing Whole Foods 365 Store on Polk and Jackson
Date: Monday, March 26, 2018 9:31:16 AM

-----Original Message-----

From: Body Harmony [<mailto:bharmony@mindspring.com>]
Sent: Sunday, March 25, 2018 10:00 PM
To: richhillissf@gmail.com; Richards, Dennis (CPC); planning@rodneyfong.com; Johnson, Millicent (CPC); Koppel, Joel (CPC); Melgar, Myrna (CPC); Moore, Kathrin (CPC)
Cc: Secretary, Commissions (CPC); Rahaim, John (CPC); Peskin, Aaron (BOS)
Subject: Opposing Whole Foods 365 Store on Polk and Jackson

To Whom It May Concern,

I strongly oppose the Whole Foods 365/AMAZON store on Polk and Jackson. This will create transportation and parking nightmares only adding to the current terrible situation the city has created with bus depots and The Van Ness Project taking up more parking spaces. Bus number 27 and 12 currently have terminals on the block and tend to back up as it is already ! It is not uncommon for there to be 2 #27 Bryants and 2 #12 buses backing up Jackson street. There is currently not enough parking to serve the existing businesses, much less adding an Amazon outlet store where Instacart and Delivery trucks are surely going to crowd the streets even more.

The Highest and Best use of 1600 Jackson is Housing units with parking allocation.

I urge the property owner/developer to move the 2014 housing application forward.

Please San Francisco, stop pimping out the city and vote for the needs of the people.

And while you're at it, we'd appreciate a solution to the homeless situation which gets worse and worse on this very block of Polk and Jackson by the day.

Thank you for your service to the people of SF.

Sincerely,

Anne Aymakoglu
SF Resident and Polk Gulch Business Owner

From: [Secretary, Commissions \(CPC\)](#)
To: [Johnson, Christine \(CPC\)](#); [Richards, Dennis \(CPC\)](#); [Koppel, Joel \(CPC\)](#); [Moore, Kathrin \(CPC\)](#); [Melgar, Myrna \(CPC\)](#); [Rich Hillis](#); [Rodney Fong](#)
Cc: [Son, Chanbory \(CPC\)](#); [Foster, Nicholas \(CPC\)](#)
Subject: FW: whole foods
Date: Monday, December 11, 2017 11:32:00 AM

Office of Commission Affairs

Planning Department | City & County of San Francisco
1650 Mission Street, Suite 400, San Francisco, CA 94103
Direct: 415-558-6309 | Fax: 415-558-6409

commissions.secretary@sfgov.org
www.sfplanning.org

From: henry milich [mailto:henrymilic@yahoo.com]
Sent: Sunday, December 10, 2017 5:22 PM
To: Secretary, Commissions (CPC)
Subject: whole foods

we have small businesses closing on polk street. whole foods will just increase the closures, and bring more drivers to polk street

From: [Rahaim, John \(CPC\)](#)
To: [Grob, Carly \(CPC\)](#)
Subject: Fwd: Proposed Whole Foods store at Lombardi site
Date: Thursday, March 03, 2016 5:53:12 PM

Please excuse any typos. This was sent from my iPhone

Begin forwarded message:

From: Rebecca Evans <rebecae@earthlink.net>
Date: March 3, 2016 at 3:49:38 PM PST
To: <John.Rahaim@sfgov.org>
Cc: <lee.hepner@sfgov.org>
Subject: **Proposed Whole Foods store at Lombardi site**

Dear Director Rahaim: I fully realize that the Planning Commission makes the final decisions about proposals - but I want to register my opinion on the proposal for a Whole Foods 365 store at Polk and Jackson streets.

Such a market would be out of scale with the village quality of our neighborhood, would generate unwanted auto traffic and would be somewhat duplicative of the Whole Foods store at California and Franklin Streets.

It would also impact the many smaller businesses in the area.

thank you,

Rebecca Evans
39 year resident of the Middle Polk/Nob Hill neighborhood.

①

Comments re: 1600 Jackson
Case # 2016-00378 CUA

Dear Commissioners,

I would like to add a few short comments regarding this project. As a local resident and also a commercial property owner & small business on the block in question I feel that my input has some validity.

First I would like to thank the commission for the requirement to add ground level retail to ^{much} ~~many~~ of the new housing being built. This has allowed us to escape the spiralling retail rents and have a sense of stability for our business. We were able to purchase with assistance of an SBA 504 with help from the CDC. More businesses should be made aware of this possibility. -

2

Second, regarding the project itself. I realize this project is not getting additional environmental review, but I feel that the traffic and pedestrian safety issues must be weighed before approval.

The parking garage is a hazard to pedestrian traffic on Folk even now with light usage. Cars come lurching onto the sidewalk from the veritable "cave" and walkers need to scramble. The city with its "Zero Vision" policy is spending a lot of money & effort to make the Folk St corridor safer and more pleasant to walk & bike. Cars shooting out this "cave" will not help further this goal.

Additionally, as a retail

business on Pacific Ave the gridlock and congestion from delivery trucks and those Uber/Lyft idiots stopping in the middle of the road makes it necessary to close my door to block out the honking & yelling that regularly takes place. Since the 10 & 12 lines run on Pacific this is also impeding public transportation. Although the loading dock for this project is on Jackson one would imagine there would be additional vehicles making the current situation worse.

Thirdly, formula retail on Polk? Well as an idealist I would lean towards no, but the current retail landscape is in flux. With exorbitant rents in even a less than prime retail environment it is hard to speculate what can help

(4)

revive the retail landscape. This is a subject for a different hearing, but in general I support small independent businesses, like my own, that give SF some uniqueness and character. As a former student of the late Allan Temko I also understand a bit about streetscape diversity & venues for interaction, and find that the massive concrete wall along 1/2 a block of Polk is a detracting element.

Thank You,

James Terry
co-owner STUDIO Gallery
1641 Pacific
415-346-9274

Okay, got a little
wordy -

Main pts.

- pedestrian safety
on Polk - SF "Zero Vision"
Policy
- increased traffic/gridlock
on Polk, Pacific, Jackson
Van Ness.
- formula retail on Polk
is to be avoided.
- ugly "street killing"
building, huge concrete
facade

From: [Ray Bair](#)
To: [Rahaim, John \(CPC\)](#); [Peskin, Aaron \(BOS\)](#); [Foster, Nicholas \(CPC\)](#); [richhillissf@gmail.com](#); [Richards, Dennis \(CPC\)](#); [planning@rodneymong.com](#); [christine.d.johnson@sfgov.org](#); [Koppel, Joel \(CPC\)](#); [Melgar, Myrna \(CPC\)](#); [Moore, Kathrin \(CPC\)](#); [Secretary, Commissions \(CPC\)](#); [Johnson, Millicent \(CPC\)](#); [Kim, Jane \(BOS\)](#); [Board of Supervisors, \(BOS\)](#)
Cc: [Ray Bair](#)
Subject: Letter of opposition - 1600 Jackson St, Amazon Whole Foods Market 365
Date: Sunday, April 15, 2018 7:25:20 PM

My name is Ray Bair, and I am the owner of Cheese Plus on the corner of Polk and Pacific. I am writing today to express my opposition to Amazon.com, Inc. opening a Whole Foods Market 365 location at 1600 Jackson St. As a small business owner just a block away from the proposed site, my business, my livelihood, and the livelihood of the team members employed at Cheese Plus is under threat by their existence.

HOUSING FIRST

I believe the best use of the space at 1600 Jackson is what Village Properties initially proposed when they purchased the building from the Lombardi family – housing, with restaurant/retail on the ground floor. The former site of Lombardi Sports is one of the few remaining “soft sites” in District 3. Development there would result in no residential displacement. The site is also zoned for density: Housing there could rise to 65 feet, and using the HOME-SF density bonus, new housing could go to 85 feet by including 30% affordable units. This is a rare opportunity to bring dozens of units onto an infill site on a popular commercial corridor without displacing a single resident or business. A residential development would be a boon for small businesses on Polk Street. San Francisco needs housing, and it’s hard to imagine this site being approved for a corporate giant such as Amazon, over the housing needs of our city’s residents. The Planning Commission should deny permits for any project on this site that does not include a substantial number of housing units.

THE SITE IS TOO BIG FOR MODERN POLK ST

The size of the location presents an impossible bargain for our community that is overwhelmingly populated by long standing, successful, small, independent retailers such as Cheese Plus. The retail environment has changed drastically from previous generations as hard goods purchasing has moved online along with fresh and prepared foods, and the convenience of home delivery services. Lombardi’s Sports fell victim to these changes, as their shoppers moved their purchasing away from brick and mortar retail. The space is simply too large for any retailer other than a well-funded multi-chain as exemplified by both Target and Whole Foods Market’s interest in the location.

DEVASTATION OF CURRENT BUSINESSES

Currently, the vacant site is unfortunate for the neighborhood and having it occupied would be great. But imagine the success of 365, and the devastation it will have on the neighborhood, as once successful stores lose a significant amount of their customer base, and/or ultimately fail

due to the big box's success. Who will take over these store fronts? Who will hire these employees? Who will offer these unique services and products? Chances are it would be more chain stores, and our funky cool San Francisco street will become Anywhere, USA.

I urge you to close your eyes and envision how 365 could fit into our unique and vibrant neighborhood without having a destructive effect on many who have made the street the wonderful part of San Francisco it is today. Standing at the corner of Polk and Jackson, it's easy to see who will suffer immediate devastation – BelCampo Meats, Cheese Plus, and the venerable Jug Shop. Equally vulnerable are the many restaurant/prepared food businesses along Polk St as the proposed 365 store will have an expansive offering of prepared foods items within the store. To further exacerbate the destruction of neighboring food businesses, 365 will also host 3rd party prepared food retailers.

PARKING AND TRAFFIC CONCERNS

Beyond the sheer size of the location, Parking will be the tipping point for the continued success of small businesses like mine along the Polk St corridor. The parking lot at the proposed site will afford Amazon Whole Foods Market 365 an advantage that few others have along Polk St. Why look for parking to shop or eat anywhere else, when parking is available for 365 patrons? Consumers and residents may have good intentions to continue to support small business along Polk St, but for those who must or prefer to drive, the convenience of parking will ultimately win. Please remember, the convenience and comfort of online shopping has contributed to the demise of classic brick and mortar retail. Unfortunately, comfort and convenience often trumps habits and convictions.

Traffic will increase, naturally, as the parking lot is currently used for all day parking, and pedestrians are not pouring into the location at this time due to the vacancy of the location. Trucks, large and small, are not loading and unloading there, whether delivering products for retail, or to fill a yet unspecified number of Amazon Lockers they wish to install. Nor are the endless ride share services they propose to partner with circling the location jockeying with the pedestrians, drivers, and deliveries for precious space at the location. Their estimations of 10 deliveries per day (70 per week) is unrealistic, and does not take into account their growth plan, nor the needs of their 3rd party vendors operations. Also, worth mentioning are the current delivery and loading needs of the other businesses in the immediate area – at least until Amazon Whole Foods Market 365 diminishes these businesses success.

The entrance to the parking garage is narrow, with limited visibility. As it is today, cars linger in the driveway while exiting, blocking the sidewalk waiting for traffic to flow on Polk St. Today, there are no restrictions requiring drivers to turn right as they exit the lot, merging into the southbound lane of Polk St. Yet, if the proposed store is approved, this

will certainly need to be a requirement, both practically and physically. Vehicle traffic will crawl during peak hours as commuters of all stripes – cyclists, pedestrians, public transit riders, ride share passengers, delivery drivers, rush to get home or to get to the grocery store on their way home, many wanting to use the parking garage below the store.

EXPECT SUCCESS, AT GREAT COST

Amazon Whole Foods Market 365 expects to be successful. Why else would they want to build a store at the proposed site? As such, we should all expect it to be successful as well. Their neighboring store, just 5 blocks away, is the company's highest grossing store per square foot. That store has many patrons and is in a constant stranglehold to meet their demands. So, it is natural to expect a significant portion of shoppers will move over to the new site, perhaps as much as \$1 million per month from the existing store to the new location. With average transaction size hovering below \$18, this equates to about 2000 visits per day, not including the hundreds of customers it will draw from the neighboring small businesses that do not have sufficient parking. Should they gain as few as 50 Cheese Plus customers each day, our sales will drop by more than 10%. I believe they would ultimately poach more customers from my business and others on Polk St. Regardless the number, a reduction in customer count would trigger layoffs for our team members, and a loss for the community overall.

THEY'RE PREDATORS

Polk St certainly is no food desert. Our street is lined with quality food retailers, and surrounded by a wide variety of retail grocery options, including their own store just a few blocks from the proposed location. That's why they're interested in this location – not to save the street, but to profit from others success here.

Amazon Whole Foods Market 365 store is a direct threat to my small business as they sell the same items as my store. Sure, they've abandoned their commitment to support "*best of class*" products - my store's guiding mission; but that's not the battle we're in. The battle is for food. Not natural, not high end, not organic, not local, not corporate – the battle is simply for food dollars. Cheese Plus will suffer significant loss of sales across the spectrum from chocolate bars, olive oil, pasta sauce, flowers, wine, chips, beverages, sandwiches, salads, cheese, sliced meats, cans of tuna, jars of jams, ice cream, etc. It's not one thing, it's all things; and just a little bit of everything can really add up.

We're competing for the same shopper, and they have the advantage of being the 3rd largest retailer on the planet, with boundless resources. Recently, a judge has ordered them to re-open a 365 store they recently abandoned for that very reason – as an Amazon company, they have the resources to stick it out and make their store a success. How can a

small food retailer like Cheese Plus truly succeed with a corporate giant like that just steps away?

Amazon has plans to add multiple Whole Foods Market stores to San Francisco and the greater Bay Area. I understand they wish to expand their Franklin St store to span from Franklin to Van Ness along California St, and perhaps they should turn their attention to other potential locations along the nearby Van Ness Ave corridor, where they could operate in a modern location with better amenities than the 1600 Jackson St location allows, and avoid opposition of long standing small business and community leaders along Polk St.

I SHOULD KNOW

As a near 20-year veteran of Whole Foods Market, I know all too well their predatory practices, and their ability to destroy and/or thwart the growth of neighboring businesses. They believe it is their *retail manifest destiny* to expand at all costs, like some sort of new world food colonialists, preaching the virtues of their values above all others. At public meetings, their leaders allude to a partnership between my business and theirs, yet truthfully, there is no such agreement. They use this tactic to promote my business success as their success – I'm the good guy who got away. Their offers to promote my store are not appreciated, because there is no financial contract, making their gestures absolutely meaningless - just a ploy to imply I support their project and am amicable to their presence on Polk St, which I absolutely am not.

To conclude, I ask you choose housing, and the continued success of small businesses on Polk St. and deny Amazon Whole Foods Market 365 retail location at 1600 Jackson St.

Thank you for allowing me the opportunity to express my opposition.

Sincerely,

Ray Bair

Ray Bair

Cheese Plus
Best Cheese Shop in SF - San Francisco Magazine

2001 Polk St @ Pacific Ave
San Francisco, CA 94109
415 921 2001
cheeseplus.com
facebook.com/cheeseplus

[instagram.com/cheeseplus](https://www.instagram.com/cheeseplus)
blog.cheeseplus.com



UNITE HERE!

March 6, 2018

Nicholas Foster, Planning Department
City and County of San Francisco

RE: 1600 Jackson St CUA (Whole Foods 365)
VIA EMAIL

Dear Mr. Foster,

This letter is to add Local 2's voice to the growing group of neighbors and stakeholders opposed to the proposed Whole Foods 365 Market at 1600 Jackson Street. Our union represents approximately 350 members who live in the vicinity of the proposed development. We concur with the Middle Polk neighbors that a pedestrian-oriented development of housing over retail would be the best use for this site.

San Francisco's housing affordability crisis has resulted in a process in which the average median income of the city is trending ever upward, leaving middle- and working-class residents pushed ever farther away from the city. As of 2012, more than 60% of our residents lived in San Francisco. That number dropped by more than 11 percentage points in a five-year period; now only 49% of our members live in the city. More housing production, in an area easily walkable to the hotels of Union Square and the hotels and membership clubs of Nob Hill, would certainly do its part to easing the housing affordability crisis.

One of the greatest tools available to Planning staff, and to Planning Commissioners, is the Conditional Use Authorization process. A project must affirmatively prove that it is necessary and desirable for the neighborhood which it is proposing to serve. The proposed Whole Foods 365 Market project fails on several counts. It is opposed by the neighbors for its inherent overreliance on car traffic and for a missed opportunity to bring much-needed housing to the neighborhood. Finally, it would be bringing in low-quality jobs by its very design. Whole Foods is well-known for its outright opposition to workers' right to collective bargaining. It would be a mistake to grant an actively anti-union company a conditional use authorization to come to San Francisco, a union town with one of the highest costs of living in the country. We urge Planning Staff to recommend disapproval, and urge the Commissioners to deny the project's Conditional Use Authorization.

Sincerely,

Cynthia Gómez
Research Analyst
UNITE HERE, Local 2

cc: Rich Hillis, Myrna Melgar, Rodney Fong, Millicent Johnson, Joel Koppel, Kathrin Moore, Dennis Richards; John Rahaim; Aaron Peskin

Anand Singh
President

Chito Cuéllar
Vice-President

Tina Chen
Secretary-Treasurer





January 30, 2018

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

Re: Case No. 2016-000378CUA

Honorable President Hillis:

On behalf of the membership of the Lower Polk Neighbors, I am writing to state our opposition to the newly proposed "365" store located at the old Lombardi's store located at 1600 Jackson Street at Polk. On February 10, 2016 at our monthly meeting, the issue of the new proposal at 1600 Jackson Street was discussed. At the end of that discussion, the membership took a vote on whether LPN will support or oppose the project. The vote resulted in 100% opposition to the project with over 50 people attending the meeting.

LPN strongly believes that protecting, preserving and enhancing the unique fabric of our neighborhoods in District 3. We need to focus on development that encourages diversity and stability for LOCAL businesses, not national formula retail chains. LPN believes that in an era of a housing crisis, the natural and most needed use of that site is for housing. Replacing Lombardi's with a 365/Whole Foods doesn't address the city's current housing crisis and threatens local businesses. The highest & best use for the former Lombardi's site (as highlighted by the Mayor's Office and the Planning Department, based on their inclusion of the site as one of the "soft sites" targeted in the District 3 Density Bonus Program) is housing, much of which could be affordable units - and ground floor space that could accommodate a variety of mixed use ground-floor retail.

LPN believes that Van Ness is where the large scale big-box stores should be located, where automobile traffic can be accommodated with disrupting the residential neighborhood. The Polk Street corridor is a pedestrian scale street that has been described as a "bustling village" with a unique history and character. That continues from the Bay all the way to City Hall. It is our intention, wherever possible, to be an advocate for appropriate scale, local development to occur along this urban corridor. LPN is a strong advocate of well thought-out development and we have worked productively with developers to enhance good projects that address the needs of the city and our neighborhoods.

This proposed project fails to address the housing crisis. It is a formula retail giant landing in a small scale, local environment. It threatens the viability of the local merchants and it is located just blocks from another Whole Foods. We strongly urge the Planning Commission not to approve the application for this project.

Regards,

Chris Schulman
Board Member
Lower Polk Neighbors

RECEIVED

TITAN
MANAGEMENT GROUP

FEB 05 2016

CITY & COUNTY OF S.F.
PLANNING DEPARTMENT
RECEPTION DESK

24 January 2016

John Rahaim
Director, SF Planning
1650 Mission Street, Suite 400
San Francisco, CA 94102

Re: 1600 Jackson Street
2016-000378

Dear Mr. Rahaim,

This letter shall serve as our formal opposition to the Whole Foods project currently under review for the property located at 1600 Jackson Street (APN 0595/002).

In addition to our company managing 7,200 residential units and over one million square feet of retail in San Francisco, I own a multi-unit property within 4 blocks of the site in question. After a great deal of contemplation and discussing this project with several of our residents currently residing in the Middle Polk and Pacific Heights area, we feel strongly that the proposed formula retail for this site is irresponsible and poorly planned.

The community is in desperate need of more housing and local based community serving retail that supports the existing local retailer environment much like Hayes Valley. A Wholefoods will be devastating to the existing retail environment and ultimately result in a significant increase in vacant retail space from those local retailers who provide the same or similar products and services.

Sincerely,



Michael Alfaro
President

Titan Management Group



**middle polk
neighborhood association**

PO Box 640918, San Francisco, CA 94164-0918

22 January 2016

John Rahaim, Director, SF Planning
1650 Mission Street
Suite 400
San Francisco, CA 94102

Re: 1600 Jackson Street
2016-000378

Dear Mr. Rahaim,

Please see the attached letter which the Middle Polk Neighborhood Association and the Polk District Merchants Association sent in December 2015 to Supervisor Peskin, expressing our joint opposition to formula retail as opposed to housing at 1600 Jackson Street (APN 0595/002).

Kind regards,

Moe Jamil
Chair, Middle Polk Neighborhood Association

moe@middelpolk.org 415.370.7265

www.middelpolk.org

Middle Polk Neighbors Association
Polk District Merchant Association
PO Box 640918
San Francisco, CA 94164-0918

December 30, 2015

Supervisor Aaron Peskin
District 3
San Francisco City Hall
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102

Dear Supervisor Peskin:

We write in united and joint opposition to plans to add a 365 by Whole Foods at 1600 Jackson the former Lombardi's Sporting Goods site. We urge you to support the construction of housing rather than formula/big box retail at this site. Put simply, this land must be put to the highest and best use – housing with ground floor retail, which is in the best interests of the neighborhood, the merchants, and the City as a whole.

In 2014, the current property owner, Village Properties expressed interest in developing housing by seeking preliminary review of a 62-unit condominium project. The plan also included appropriately sized ground floor retail. Ground floor retail is consistent with the needs of the neighborhood as well as the diverse character of the commercial corridor which consists of small to medium sized independently owned businesses. The project also shifted the parking and residential entrance to Jackson Street which would greatly alleviate traffic on Polk Street. The proposed housing plan would be a transit-first project as it would put housing units next to multiple bus lines and the Van Ness BRT project.

Middle Polk Neighbors and Polk District Merchants are committed to work with neighbors and the project sponsor to alleviate concerns about any possible negative impacts of the property owner moving forward with the project for housing on the site. Undoubtedly, any potential negative impacts of housing on this site are clearly outweighed by the negative impacts of allowing this site to be approved to be formula retail. If formula retail were allowed to go forward, this site would be locked in its current state, a 2-story building built in a different era for a different economy. Moreover, the fundamental nature and character of the commercial corridor would be under threat.

As you know, Polk Street, and in particular between California and Broadway, is currently home to a number of independent retail grocery and liquor businesses including natural and organic foods, fresh produce, meat, seafood, wine and liquor, bakers, florists, prepared foods, pet foods, and more. Our community is well served by our current retail merchants, all of whom are independently owned, family run businesses operating on Polk St for decades. The neighborhood is also well served by our current grocery retailers on Polk St, as well as Trader Joe's, Whole Foods Market, LeBeau Market, and others adjacent to Polk St. There is simply no need for another grocery retailer along the Polk corridor at 1600 Jackson St when housing needs have never been as pressing as in our current time.

Polk District Merchants Association stands united with Middle Polk Neighborhood Association in support of the original plan to build housing at 1600 Jackson St, and the creation of local, small format, independently owned retail on the ground floor. We support all our existing small business and oppose any big box formula retailer including 365 by Whole Foods Market at this location. Whereas there is no need for another grocery retailer along the Polk corridor at 1600 Jackson Street, there is a strong need for housing and both of our organizations are firmly committed to working with the property owner to make housing with a ground floor retail element a reality at this site.

Sincerely,

Middle Polk Neighborhood Association
Moe Jamil
Chairman

Polk District Merchants Association
Duncan Talento Ley
President

CC: Village Properties



Middle Polk Neighborhood Association (MPNA) covers the geographic area bounded by California/Broadway/Van Ness and Leavenworth. A core portion of the Polk Neighborhood Commercial District lies within our boundaries. We are in strong support of stronger formula retail controls for the Polk Neighborhood Commercial District embodied by this legislation.

Saving Our Neighborhood Character and Distinctiveness

The Polk NCD is home to a wide variety of small, independent, local and legacy businesses that make up the unique character of the corridor. Given the density of the Polk NCD, the corridor is ideal for walking and cycling and is well served by public transit. The eclectic mix of local businesses is essential to the character, charm and distinctiveness of the neighborhood. According to the real estate website Curbed SF, our neighborhood is one of the most charming neighborhood corridors in San Francisco due to the high concentration of locally owned independent businesses along the Polk NCD.¹ Our neighbors, friends from throughout the City and the Bay Area and the world, love to stroll down Polk Street and visit legendary businesses like Russian Hill Bookstore, The Jug Shop, Shanghai Kelly's, Swan Oyster Depot, Victor's Pizza, Cordon Bleu or Polk Street's last remaining historic LGBT bar, Cinch. Polk Street is far from being Anytown USA, but without stronger formula controls that could all change.

Existing small businesses are under constant threat from eviction by landlords in search of higher paying formula tenants. Indeed, time is of the essence to protect the Polk NCD as the City is about to simultaneously embark on the Polk Street sewer replacement project, combined with the Van Ness BRT that, despite the City's best mitigation efforts, will result in significant business disruption to merchants for up to 3 years. As the City has recognized in planning the Polk Street project, Polk Street is a narrow street in need of improvements to enhance pedestrian and bicyclist safety and improvements to enhance the experience of visiting the many small independent neighborhood storefronts along the corridor. For the past two years, our neighborhood has had to deal with proposals by large formula big-box retailers who have attempted to move into the Polk NCD and

¹ Curbed SF link San Francisco's Most Charming Neighborhoods RentLingo study:
http://sf.curbed.com/archives/2016/02/10/are_these_the_most_charming_neighborhoods_in_san_francisco.php



opportunistically gobble up the few remaining suitable sites for appropriately scaled mixed-use housing development that can add to and enhance the character of the NCD. This legislation is needed now to ensure that the character and distinctiveness of our neighborhood are preserved for future generation of San Franciscans and to support the City's housing goals.

North Beach and Hayes Valley are Thriving With Stronger Formula Controls

North Beach and Hayes Valley were pioneers in the field of stronger formula retail controls. Both neighborhoods are thriving with strong, independent, local and creative retail and commercial uses. Both neighborhoods serve their local neighbors and attract visitors from all over the City, the Bay Area and the world. For the Polk Street NCD, stronger formula retail controls, combined with smart city planning, development and zoning, and active neighborhood and merchant engagement, will sustain and nurture a vibrant creative space for growth for the future.

New Formula Retail Still Allowed on Van Ness Avenue and Grandfathered Uses

Whereas this legislation restricts new formula retail uses in the Polk NCD, such uses are entirely permitted on Van Ness Avenue. This makes sense, as Van Ness Avenue is more heavily trafficked by automobiles and already home to many larger format big-box retailers as well as other formula retail uses. Moreover, existing formula uses within the Polk NCD will be not be impacted by this legislation. Even if such formula retailers turned over, other formula retailers could be grandfathered in as non-conforming uses. Formula retail controls have no impact on whole categories of businesses such as pharmacies like Walgreens who has a significant presence in the NCD with 3 outlets.

We urge you to APPROVE this legislation to support the Polk Street NCD.



Middle Polk Neighborhood Association

May 17, 2016

City and County of San Francisco
Board of Supervisors
Planning Commission
Planning Department

RE: Whole Foods Conditional Use Permit: 2016-000378CUA, MPNA rebuttal to mass email

Dear Supervisors, Commissioners, Director Rahaim, and members of the planning department,

Respectfully, I will respond on behalf of MPNA, Middle Polk Neighborhood Association to this mass email that has been sent over the last few days by supporters of Whole Foods 365 application for CU authorization. As MPNA, LPN (Lower Polk Neighbors), PDMA (Polk District Merchant Association), and Pacific Heights Residents Association have noted in previous submissions, this project is **not necessary, not desirable and not compatible** with our neighborhood. Unless the project sponsor can establish this criteria conditional use authorization should not be granted.

A. WE CANNOT AFFORD TO LOSE A SCARCE HOUSING SITE WHERE AT LEAST 62 HOMES CAN BE BUILT IN THE GREATEST HOUSING AFFORDABILITY CRISIS SAN FRANCISCO HAS EVER FACED, ESPECIALLY WHERE BUILDING HOUSING AT 1600 JACKSON DISPLACES ZERO RESIDENTS AND ZERO BUSINESSES

1600 Jackson, the project site, was previously slated for a mixed-used development of 62 homes with neighborhood scale retail on the ground floor. Such a project was within zoning for the site at 65 feet and would have added badly needed units to the housing supply in a neighborhood severely impacted by San Francisco's housing crisis where the number of new residents far outnumbers the number of housing units available leading to evictions and displacement of long term residents. Building housing at 1600 Jackson displaces 0 residents.

In November 2015, the owners of the property Village Properties announced they had entered into a conditional lease with Whole Foods Market. In December 2015, Village Properties submitted an environmental application for their housing project. **Recently, MPNA expressed to both Village Properties and Whole Foods a middle-ground position to open up negotiations of constructing both the housing project with a grocery store below. To date, neither the Whole Foods nor Village Properties has expressed any interest in this proposed reasonable alternative.** As such, MPNA, along with several other neighborhood and business groups, oppose this conditional use application because the proposed project is not necessary, desirable or compatible.

PO Box 640918
San Francisco, CA 94164-0918
<http://www.middlenolk.org>



Middle Polk Neighborhood Association

B. SEVERAL ASSERTED POINTS SIMPLY CANNOT HOLD UP WHEN EXAMINED CAREFULLY

I have included a point-by-point rebuttal of the mass email below.

1. The Middle Polk neighborhood does not have a grocery store. I want to shop in my neighborhood, and it is extremely important to me to have a convenient grocery store nearby that offers quality products at reasonable, affordable prices.

FALSE. Our neighborhood is served by FIVE grocery stores within 10 minutes walking distance including a Whole Foods Market on California/Franklin, a Trader Joes on Hyde/California, Golden Veggie Market on California/Polk, Le Beau Market on Clay/Leavenworth, Real Foods Company Polk/Broadway. Plus THE MARKET on Polk/Clay has already been approved by the Planning Commission, which would bring the total to SIX grocery stores for the neighborhood.

2. The nearest grocery stores, Trader Joe's and Whole Foods on California Street, are very crowded and offer limited parking, forcing me to drive out of my neighborhood to shop. I believe 365 by Whole Foods Market could have the opposite effect and that instead of driving outside the neighborhood to shop, residents would shop locally by foot, bike.

FALSE. The proposed 365 store will also offer parking, which will attract shoppers by car and result in a massive increase in traffic to the neighborhood. The current five grocery stores mentioned above are currently within 10 minutes walking distance of the project site providing ample options for shoppers to shop locally by foot or bike.

3. With the increasing number of commercial vacancies on Polk Street, the focus should be on bringing a quality merchant like Whole Foods to the neighborhood to attract foot traffic and businesses.

FALSE. Research shows that mixed use development and density, housing with ground floor neighborhood scale retail enhances foot traffic and walkability. There is no evidence to suggest that large grocery stores are going to increase foot traffic when a large percentage of shoppers will arrive by car do their shopping and drive home.

4. I believe that replacing the Lombardi Sports building with residential units and retail unit(s) could add to the number of vacant commercial spaces lining Polk Street.

FALSE. New buildings built recently in the neighborhood such as 1645 Pacific have been able to attract quality businesses such as Craftsman and Wolves. Other new stores like

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<http://www.middlenolk.org>



Middle Polk Neighborhood Association

Basik Cafe are present in new mixed-use buildings as well. We can also look at our fellow neighborhood Hayes Valley that has had great success placing new businesses in modern mixed-use buildings. Businesses can flourish in new spaces that are attractive to customers particularly given their excellent location at Polk and Jackson.

5. I believe that the owner of the site should be free to lease the property as it sees fit by bringing in a respectable, responsible and viable enterprise that has the financial strength to pay rent.

FALSE. The project sponsor must explain why their project is necessary, desirable and compatible to obtain approval. Without meeting these criteria, the project cannot go forward.

6. I agree with Russian Hill Neighbors that “a vital city will creatively rehabilitate and reuse, rather than simply demolish existing structures”. I believe that 365 by Whole Foods Market will enliven the street and bring to life the vacant eyesore that I have lived with for some time. Not to mention the homeless encampment.

FALSE. Nobody has an interest in this building remaining vacant. If the project is not approved the property owner can either move forward with their original mixed use project, sell the property to another owner who will move forward with the project or release the property to another tenant. In any event, the property will be developed. Some period of vacancy is unfortunately inevitable. Making a bad land use decision however will be locked in for decades and cannot be corrected easily.

7. Although I understand the need for housing in San Francisco, 1600 Polk Street is an existing building that has been in place for decades, is not displacing residential units or well-established local businesses and that architecturally, it is appropriately scaled for the neighborhood.

FALSE. The building is a housing soft-site and is completely out of scale for the neighborhood, which consists of small storefronts. The building creates a dead zone along Polk. A mixed-use building would activate the ground floor.

8. Whole Foods has expressed a commitment to work with the neighborhood regarding the timing of deliveries, noise, traffic concerns, community outreach, etc. The fact that Whole Foods has signed a 20-year lease contingent on the 365 by Whole Foods Market becoming a reality demonstrates a strong commitment to my neighborhood. I believe in Whole Foods’ commitment to promote local businesses that sell food, wine and liquor.

FALSE. Whole Foods refuses to entertain alternative sites for their project such as on Van Ness Ave, which would be much more, appropriate for number of cars and

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San Francisco, CA 94164-0918

<http://www.middlenolk.org>



Middle Polk Neighborhood Association

deliveries. Whole Foods and Village Properties refuse to entertain a mixed used proposal that would open up room for negotiations with the neighborhood and merchant groups. There is no doubt that Whole Foods 365 would be an incredible strain on local businesses, as they do not have the pricing power to compete with Whole Foods 365. Moreover, Whole Foods 365 will not be using Union labor for their workforce.

9. I believe that if small merchants who sell food and wine continue to offer their great products and service, they (and other businesses) will not suffer from the presence of 365 by Whole Foods Market and will actually benefit from increased foot traffic that the 365 by Whole Foods Market will bring to the neighborhood.

FALSE. As mentioned above the connection between this store and increased foot traffic is dubious; most shoppers will drive. There is no doubt that small business will be impacted negatively by this store.

10. Currently on Polk Street between California and Broadway there are restaurants, bars, manicure salons, massage parlors/sex equipment merchants, second hand/resale shops and an abundance of vacant storefronts. The departure of the Big Apple Market approximately two years ago left a major gap in the Polk Street shopping experience. The gap is not filled by boutique butcher, cheese, bakery, deli or wine shops. I believe the gap would be filled by 365 by Whole Foods Market.

FALSE. The Big Apple Market site on Polk/Clay has already been approved for a grocery use. Any other gaps are served by the other FIVE grocery stores within 10 minutes walking distance of the project site.

11. I agree with Russian Hill Neighbors that “a very large number of new housing units have been, and are continuing to be built nearby in large buildings along Polk Street, Van Ness Avenue and the streets between, but basic urban services for local residents have lagged far behind this development. We believe a vibrant urban neighborhood must have both a mix of housing for families of different sizes and incomes, and a mix of stores to serve those families, including stores to meet daily shopping needs as well as the restaurants, bars, personal services establishments and specialty stores that are on Polk Street now. A full service grocery store will provide much needed support to existing and future housing in the neighborhood”.

FALSE. San Francisco is gaining 10,000 net new residents a year, 18,000 new residents a year minus the 8,000 residents leaving the city. Our neighborhood is very desirable for new residents as we offer walkability, excellent transit and close proximity to many amenities including FIVE grocery stores. Although we have added some new housing units in the last 2 years, the total number of new housing units built is far below the need. This is

PO Box 640918

San Francisco, CA 94164-0918

<http://www.middlenolk.org>



Middle Polk Neighborhood Association

evidenced by the number of evictions around the neighborhood. We need more housing in our neighborhood and in our city. This site offers an opportunity to build housing to assist in solving the crisis we are facing and those residents can shop at one of the FIVE grocery stores in the neighborhood.

12. The Van Ness Improvement Project and the upcoming infrastructure work on Polk Street will impact my neighborhood for quite some time. I do not wish to have added to that the destruction of 1600 Polk Street in order to erect a building that could take many months of loud and dirty construction to finish. Whole Foods is able to take what is currently a blight in the neighborhood to a well-regarded market that our neighborhood needs with little disruption to the neighborhood during the construction process.

FALSE. After approval a housing project can usually be constructed in 18 months. Although construction causes some temporarily disruption, the long-term benefits of a mixed-use development at 1600 Jackson are enormous.

13. Although I am concerned about increased traffic, fewer metered parking spaces and increased noise, I have carefully considered these “cons” and have determined that the “cons” are far outweighed by the “pros”.

FALSE. For the reasons outlined above this project is not necessary, desirable or compatible and the cons clearly outweigh the pros.

Sincerely,
Moe Jamil
Chair, MPNA



Middle Polk Neighborhood Association

Planning Commission
City and County of San Francisco

September 04, 2017
RE: 1600 Jackson Street CUA (Whole Foods 365)

Dear Commissioners,

The Middle Polk Neighborhood Association and Polk District Merchants Association **do not support** the conditional use authorization application of Whole Foods 365 for the site at 1600 Jackson Street. As we have mentioned before, our neighborhood is already blessed with many grocery and specialty food options. In fact, there is another Whole Foods a mere 6 short blocks away from the site. We also have in very close proximity neighborhood favorites like the Jug Shop (50+ years in business) and Cheese Plus to complement stores like Le Beau Market, Golden Veggie Market and the Real Foods Company (now under new ownership).

1600 Jackson is one of the few remaining large sites on the Polk Street corridor where housing development is ideal as it is a true 'soft site' - no residents or businesses would be displaced through new development.

The site is extremely well served by transit and is in one of the most walkable parts of the City. Under plans already submitted by the property owner through their EE Application the site could yield 60 units. Now that HOME-SF has passed we are confident that a project could be built with more units while also providing for 30 percent affordable housing.

We hope that the sponsors reconsider going forward with their application which will bar any chance of housing being built on this site for the foreseeable future. If the project sponsors continue to move forward, we will continue to oppose and fight for what is truly necessary and desirable - housing to serve the neighborhood and addressing the City's dire need for new homes.

Regards,

Adam Mayer
Director of Planning & Design
Middle Polk Neighborhood Association

CC: John Rahaim, Director, San Francisco Planning Department
Aaron Peskin, Supervisor, District 3

PO Box 640918
San Francisco, CA 94164-0918
<http://www.middlepolk.org>



Middle Polk Neighborhood Association

Nicholas Foster, Planning Department
City and County of San Francisco

February 26, 2018
RE: 1600 Jackson Street CUA (Whole Foods 365)

Dear Mr. Foster,

As we have mentioned in previous letters, The Middle Polk Neighborhood Association **does not support** the conditional use authorization application of Whole Foods 365 for the site at 1600 Jackson Street. We continue to believe that housing over commercial retail is the highest and best use for this site and our Polk Street neighborhood.

To further explain our position, we have created a series of graphic exhibits to demonstrate why we feel the Whole Foods 365 as currently proposed is at direct odds with the Polk Streetscape Project. We have also included some examples of the type of projects and character we think would be compatible and desirable with the neighborhood.

Below is an explanation of our graphics (see exhibits in the file named "MPNA_1600 Jackson St – Exhibits.pdf"):

- **Pages 1 – 2:** Some people have claimed that the neighborhood surrounding 1600 Jackson Street is not well-served by grocery options. These exhibits show how the area around 1600 Jackson and Russian Hill is in fact **not a food desert** and that there are many options for residents in this area to shop for fresh food within close walking distance.
- **Pages 3 – 5:** These pages demonstrate why the proposal is incompatible with the Polk Streetscape Project (currently under construction) and a hazard for pedestrians and cyclists on Polk Street. The curb cut into the 74-space parking garage mid-block on Polk not only conflicts with the southbound green bike lane but will slow the service for the 19-Polk Muni bus with cars queuing up to get in and out of the garage.
- **Pages 6 – 7:** On these pages you will find some images of the surrounding neighborhood, both directly across Polk Street from 1600 Jackson and at the end of the block at Polk & Pacific. The continuation of this lively, mix of uses is what we envision for the site 1600 Jackson.
- **Pages 8 – 9:** Both the building owner and project sponsor have been involved in pedestrian oriented mixed-use projects in other parts of the City. Frankly, we are at a loss as to why the parties involved would not take a page from their own book to pursue a similar type of project at 1600 Jackson Street.

PO Box 640918
San Francisco, CA 94164-0918
<http://www.middlepolk.org>



Middle Polk Neighborhood Association

In conclusion, we strongly feel that by not utilizing the site to build housing over neighborhood-scale retail, we are missing a once in a generation opportunity at 1600 Jackson Street. With a Walk Score of 98 and a Transit Score of 95, there is no reason for the vacant, non-historic building on the site to be repurposed as a car-oriented “big box” store when in fact we can build something much more forward-looking for the neighborhood and the City as well.

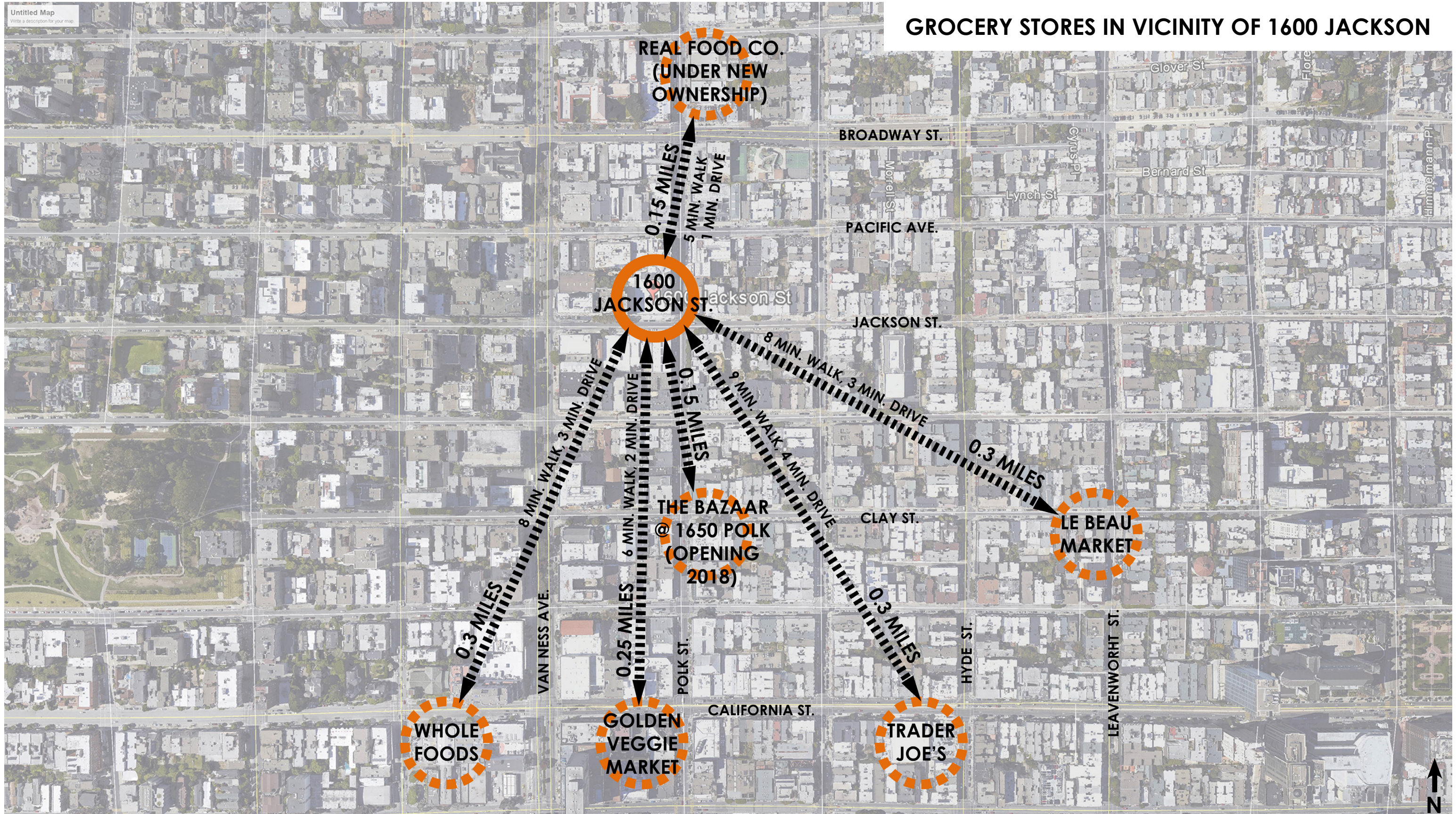
Regards,

Adam Mayer
Director of Planning & Design
Middle Polk Neighborhood Association

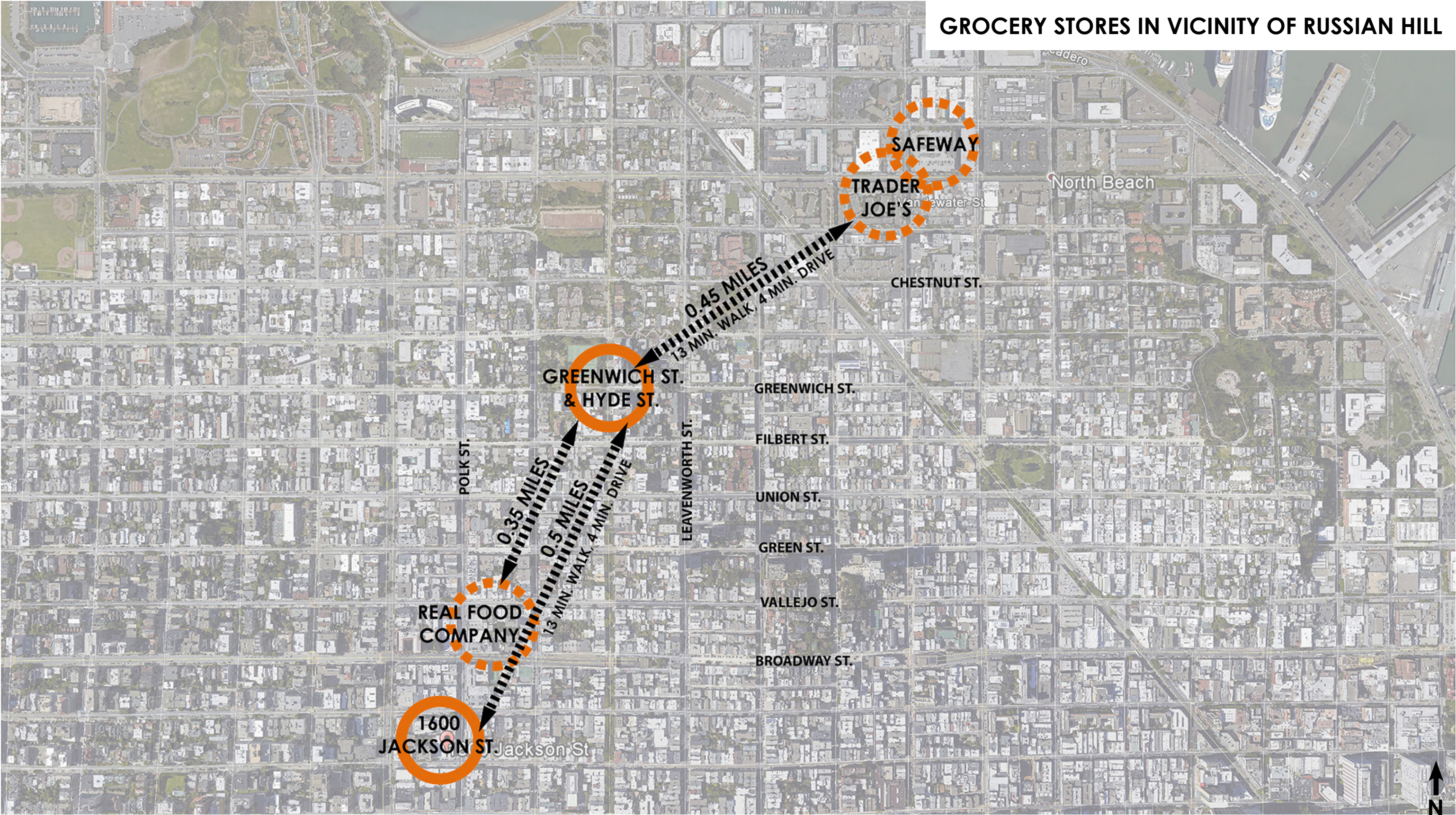
CC: John Rahaim, Director, San Francisco Planning Department

Rich Hillis, President, San Francisco Planning Commission
Myrna Melgar, Vice-President, San Francisco Planning Commission
Rodney Fong, Commissioner, San Francisco Planning Commission
Joel Koppel, Commissioner, San Francisco Planning Commission
Kathrin Moore, Commissioner, San Francisco Planning Commission
Dennis Richards, Commissioner, San Francisco Planning Commission

Aaron Peskin, Supervisor, District 3



GROCERY STORES IN VICINITY OF RUSSIAN HILL



THE MIDDLE POLK NEIGHBORHOOD ASSOCIATION

1600 JACKSON STREET
SAN FRANCISCO, CA

FEBRUARY 2018

POLK STREETSCAPE PROJECT (SCHEDULED COMPLETION: OCTOBER 2018)

“The Polk Streetscape Project aims to increase safety for people walking and biking on Polk Street, as well as improve the efficiency of transit on the corridor. This project will build on Polk Street’s vibrant commercial character by improving safety and transportation choices.”

“For years, Polk Street has been the site of many traffic-related injuries and the corridor is currently on San Francisco’s Vision Zero High Injury Network. This network represents 12 percent of San Francisco’s surface streets and is where injuries, including severe and fatal injuries, are most concentrated.

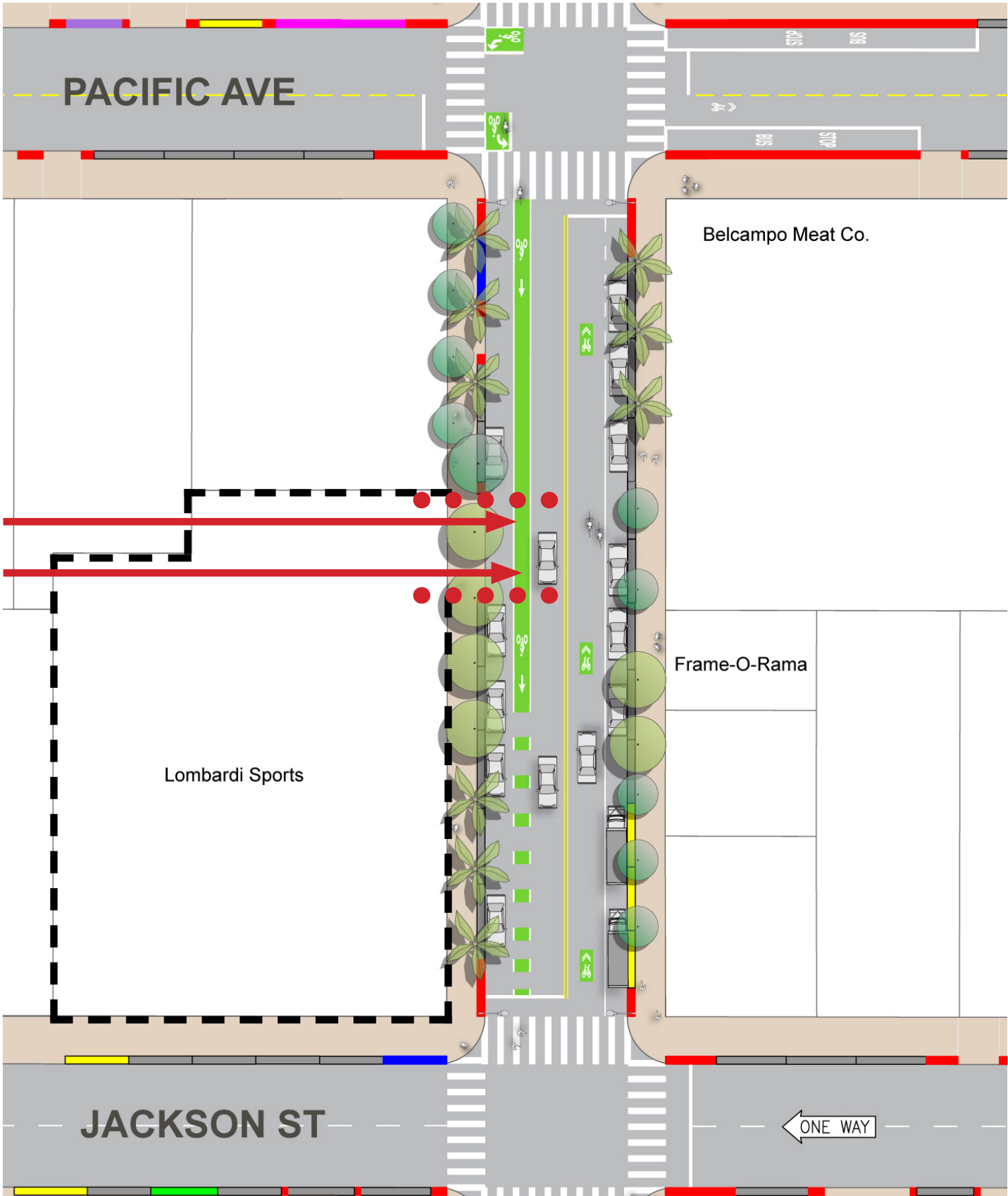
San Francisco’s Vision Zero policy calls for eliminating traffic-related fatalities by 2024.”

“The corridor is not only the designated street for the #No. 19 Muni bus line; it also is a preferred north-south bicycle route due to its flatter terrain. Polk Street also is a popular place for people to walk.”



THE MIDDLE POLK NEIGHBORHOOD ASSOCIATION

PARKING GARAGE
OPENS UP ONTO
SOUTHBOUND BIKE LANE



1600 JACKSON STREET
SAN FRANCISCO, CA

FEBRUARY 2018



EXISTING STREET FRONTAGE ALONG POLK ST.

BUILDING FRONTAGE ALONG
POLK STREET NOT ACTIVATED

PARKING INGRESS & EGRESS ON
POLK STREET IS A HAZARD FOR
PEDESTRIANS AND CYCLISTS



THE MIDDLE POLK NEIGHBORHOOD ASSOCIATION

1600 JACKSON STREET
SAN FRANCISCO, CA

FEBRUARY 2018

PROPOSED WF 365 STREET FRONTAGE ALONG POLK ST.

**BUILDING FRONTAGE ALONG
POLK STREET NOT ACTIVATED**

**PARKING INGRESS & EGRESS ON
POLK STREET IS A HAZARD FOR
PEDESTRIANS AND CYCLISTS**



THE MIDDLE POLK NEIGHBORHOOD ASSOCIATION

**1600 JACKSON STREET
SAN FRANCISCO, CA**

FEBRUARY 2018



**PREFERRED STREET FRONTAGE
1595 PACIFIC AVE. (ACROSS POLK ST.)**



THE MIDDLE POLK NEIGHBORHOOD ASSOCIATION

**1600 JACKSON STREET
SAN FRANCISCO, CA**

FEBRUARY 2018



BASIK CAFE



BELCAMPO MEAT CO.



CHEESE PLUS

ACTIVATE POLK STREET



THE MIDDLE POLK NEIGHBORHOOD ASSOCIATION

1600 JACKSON STREET
SAN FRANCISCO, CA

FEBRUARY 2018



VILLAGE PROPERTIES DEVELOPMENT
HAYES VALLEY (HAYES & GOUGH)



THE MIDDLE POLK NEIGHBORHOOD ASSOCIATION

1600 JACKSON STREET
SAN FRANCISCO, CA

FEBRUARY 2018

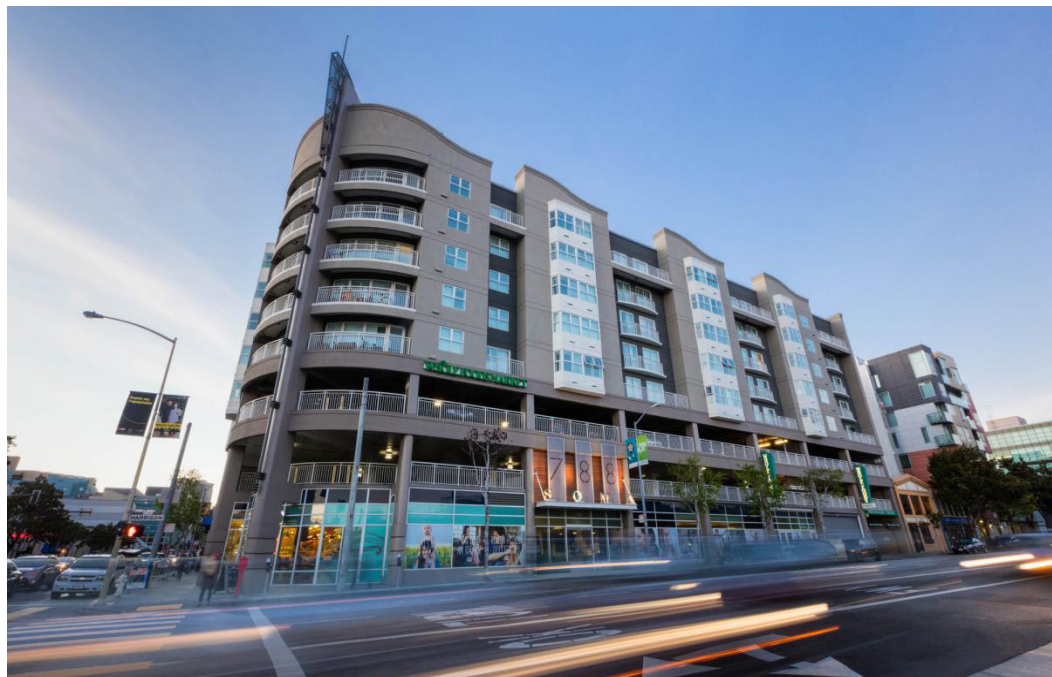
HOUSING OVER WHOLE FOODS IN SAN FRANCISCO



2001 MARKET STREET



1150 OCEAN AVENUE



399 4TH STREET



450 RHODE ISLAND STREET



THE MIDDLE POLK NEIGHBORHOOD ASSOCIATION

1600 JACKSON STREET
SAN FRANCISCO, CA

FEBRUARY 2018

From: [Michael Mullen](#)
To: [Secretary, Commissions \(CPC\)](#); [Rahaim, John \(CPC\)](#); [Peskin, Aaron \(BOS\)](#); [Foster, Nicholas \(CPC\)](#)
Subject: No Whole Foods on Jackson
Date: Friday, December 15, 2017 3:06:57 PM

Dear SF Planning Commissioners,

I am against having a Whole Foods 365 move into 1600 Jackson. I believe the introduction of Whole Foods -- a major chain -- into the neighborhood would be hard for small, local businesses.

I further believe that there are enough supermarkets, including Whole Foods, in San Francisco. Between the Whole Foods on Franklin and the one on Bay, this would be like endorsing Whole Foods-only shopping in the Nob Hill / Russian Hill area.

Please: No Whole Foods.

Michael Mullen
121 Leroy Place
San Francisco, CA 94109

CC:

John.Rahaim@sfgov.org (Director of Planning, SF Planning Department)
Aaron.Peskin@sfgov.org (District 3 Supervisor) Nicholas.Foster@sfgov.org (SF Planner assigned to this project)



2/09/16

North Beach Business Association
PO Box 330187
San Francisco, CA
94133

Supervisor Aaron Peskin,

Our organization is writing to support the Polk Street Merchants and Neighbors to keep their corridor free of additional formula retail outlets. As one of the first commercial districts to completely ban formula retail from occupying any commercial space in our neighborhood, we encourage you to consider moving forward in adding this type of ban in the Polk Street area. We believe that by only allowing independent businesses to operate, we have fostered a positive atmosphere which encourages the continued presence of unique stores and restaurants which define our commercial corridor. It has been enormously helpful in maintaining an environment that draws visitors from all around the world to visit us and sample our blend of businesses that are only to be had here in North Beach.

The presence of Formula Retail in neighborhood commercial districts creates a homogeneous atmosphere and results in higher rents as these corporate models can offer to pay much higher rent than our independents. San Francisco is known as a City of neighborhoods, each with its own personality and special qualities. An excessive amount of Formula Retail destroys this kind of neighborhood Character.

We encourage your organizations to move forward in submitting legislation that will permanently protect your independent neighborhood businesses and the unique environment that are the upper and middle Polk NCD's.

Yours,
Fady Zoubi, President, NBBA

We encourage your organizations to move forward in submitting legislation that will permanently protect your independent neighborhood businesses and the unique environment that are the upper and middle Polk NCD's.

We encourage your organizations to move forward in submitting legislation that will permanently protect your independent neighborhood businesses and the unique environment that are the upper and middle Polk NCD's.

We encourage your organizations to move forward in submitting legislation that will permanently protect your independent neighborhood businesses and the unique environment that are the upper and middle Polk NCD's.

From: duncan.ley@gmail.com on behalf of [duncan.ley](#)
To: [Secretary, Commissions \(CPC\)](#)
Cc: [Rahaim, John \(CPC\)](#); [Peskin, Aaron \(BOS\)](#); [Foster, Nicholas \(CPC\)](#)
Subject: Opposing Amazon/Whole Foods on Polk
Date: Tuesday, January 02, 2018 9:30:06 PM

Hello Planning Commissioners,

I am writing in opposition to the proposed Wholefoods 365 at Polk and Jackson. San Francisco is in dire need of additional housing not a chain store owned by Amazon that has exhibited predatory pricing and will be devastating to the traffic and the small businesses up and down the Polk corridor. As a long-term business owner and resident of the neighborhood I think this project will be destructive to the local community and fabric of our neighborhood.

Wholefoods 365 has presented itself to the community in a less than transparent way. They will have Amazon lockers which of course means they will be competing with virtually every small business up and down the corridor while they claim that they will be sensitive to the other merchants. Wholefoods is Amazon and it presents a clear threat to the future of small retailers and the neighborhood and therefore has no place being located in the midst of a small business corridor.

Does San Francisco need another Amazon/Wholefoods more than housing? I think not, please deny the CU and urge the owner/developers to move forward with the original housing plan.

Kind Regards,

--

Duncan Talento Ley
polk merchant and neighbor
[415.722.6520](tel:415.722.6520)
duncan@tngsf.com
SF . CA

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PACIFIC AVENUE NEIGHBORHOOD ASSOCIATION
(PANA)

May 19, 2016

London Breed, President &
San Francisco Board of Supervisors
1 Dr Carlton B Goodlett Pl
San Francisco, CA 94102

Re: Legislation for Stronger Formula Retail Controls in the
Pacific Avenue NCD

Dear President Breed and SF Board of Supervisors:

The Pacific Avenue Neighborhood Association (PANA) was founded in 2003 to preserve and enrich our small-scale neighborhood character and our neighborhood serving small businesses. Our vision was and still is to attract and support independent small businesses that serve not only immediate neighborhood residents, but destination shoppers, visitors and diners. This approach will grow and support our economic and social diversity and contribute to a thriving and sustainable Polk Street Neighborhood Commercial District (NCD).

Our neighborhood has old-world San Francisco charm that could be gone forever without stronger development and formula retail controls. We believe these controls are necessary in our neighborhood to encourage creative and unique small-scale building development and retail and dining experiences, which are integral to and complement the fabric of our community and San Francisco.

Stronger controls work. There is precedence for stronger formula retail controls in several neighborhoods including North Beach and Hayes Valley – 2 thriving neighborhoods that echo our unique and eclectic variety of merchants and service providers. Communities throughout the Bay Area are adopting stronger formula retail controls as they too see small family owned businesses becoming extinct at an alarming rate.

PANA membership and neighbors believe formula retail controls legislation will protect legacy businesses that have been the ambassadors of our neighborhood for decades, while attracting new merchants that could one day become legacy businesses too. We urge you to support our neighborhood merchants and neighbors to APPROVE legislation for enhanced controls on formula retail within the Polk NCD.

Sincerely,

Robyn Tucker & Andrew Madden
Co-Chairs, Pacific Avenue Neighborhood Association

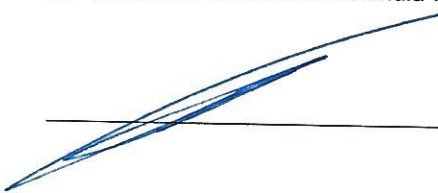
Polk District Merchants Association (PDMA) supports legislation to enhance controls on formula retailers that will protect and enhance Polk St and our Neighborhood Commercial District for our residents, visitors, and small local merchants. Enhanced controls on formula retail will help our street thrive and encourage the creativity and uniqueness that is an important part of the fabric of San Francisco. PDMA has canvassed neighborhood merchants throughout the Polk Neighborhood Commercial District (NCD) and merchant support for stronger controls is strong.

Polk St. has a decade's long history of attracting and supporting small and independent retail merchants and services. Indeed, the Polk NCD is one of the few remaining traditional shopping districts in San Francisco that has yet to be taken over by corporate conglomerates. Our neighborhood is recognized as one of San Francisco's best for our high concentration of locally owned independent businesses who provide a unique variety of services. Many of more most popular merchants have been doing business here for decades including Russian Hill Bookstore, The Jug Shop, Frame-O-Rama, The Bell Tower, Dr. Hiura Optometry, Swan Oyster Depot, Brownie's Hardware, Victor's Pizza and Polk Street's historic LGBT Bar – the Cinch. Our neighborhood has old-world San Francisco charm that could be gone forever without stronger formula retail controls.

The time to act is now. Construction will soon begin to replace Polk St's aging sewage system, while Van Ness Ave will also be under construction due to the implementation of the Bus Rapid Transit changes. Inevitably, Polk St merchants will see disruptions of business and significant challenges to their daily operations for the next 24 – 36 months. Moreover, our neighborhood merchants have been facing recent threats by large big-box formula retailers to enter the Polk NCD and lock up precious sites with long term leases. Such retailers will continue to be welcomed along Van Ness Avenue one block outside of the Polk NCD and consistent with smart neighborhood and city planning. This legislation is needed now to ensure the distinctive character of our neighborhood is preserved for future generations of San Franciscans.

Stronger controls work. There is precedence for stronger formula retail controls in several neighborhoods including North Beach and Hayes Valley – 2 thriving neighborhoods that echo our unique and eclectic variety of merchants and service providers. Communities throughout the Bay Area are adopting stronger formula retail controls as they too see small family owned businesses becoming extinct at an alarming rate.

PDMA believes this legislation will protect legacy businesses who have been the ambassadors of our neighborhood for decades, while attracting new merchants and support their efforts to one day become legacy businesses, too. We urge you to support our neighborhood merchants and to APPROVE this legislation for enhanced controls on formula retail within the Polk NCD.

A handwritten signature in blue ink, appearing to read "Duncan Ley", is written over a horizontal line.

Duncan Ley
President
Polk District Merchant Association



SFCDMA

San Francisco Council of District Merchants Associations

Henry Karnilowicz
President

Maryo Mogannam
Vice President

Vas Kiniris
Secretary

Keith Goldstein
Treasurer

MEMBER ASSOCIATIONS

Arab American Grocers Association
Balboa Village Merchants Association
Bayview Merchants Association
Castro Merchants
Chinatown Merchants Association
Clement St. Merchants Association
Dogpatch Business Association
Fillmore Merchants Association
Fishermans Wharf Merchants Assn.
Golden Gate Restaurant Association
Glen Park Merchants Association
Golden Gate Restaurant Association
Greater Geary Boulevard Merchants
& Property Owners Association
Japantown Merchants Association
Mission Creek Merchants Association
Mission Merchants Association
Noe Valley Merchants Association
North Beach Business Association
North East Mission Business Assn.
People of Parkside Sunset
Polk District Merchants Association
Potrero Dogpatch Merchants Assn.
Sacramento St. Merchants Association
San Francisco Community Alliance for
Jobs and Housing
South Beach Mission Bay Business Assn.
South of Market Business Association
The Outer Sunset Merchant
& Professional Association
Union Street Merchants
Valencia Corridor Merchants Assn.
West Portal Merchants Association

November 26, 2017

Ms. Carly Grob
San Francisco Planning Department
1650 Mission Street, 4th Floor
San Francisco, CA 94103

Dear Ms. Grob,

I am writing to you on behalf of the San Francisco Council of District Merchants Associations to oppose the Conditional Use application that Amazon/Whole Foods is applying for at 1600 Jackson St,

We urge the support of construction of housing rather than formula/big box retail at this site. Put simply, this land must be put to the highest and best use – housing with ground floor retail, which is in the best interests of the neighborhood, the merchants, and the City as a whole.

In 2014, the current property owner, Village Properties expressed interest in developing housing at this site by seeking preliminary review of a 62-unit condominium project. The plan also included appropriately sized ground floor retail. Ground floor retail is consistent with the needs of the neighborhood as well as the character of the commercial corridor which consists of small to medium sized independently owned businesses of a diverse nature. The project also shifted the parking and residential entrance to Jackson Street which would greatly alleviate traffic at the site and on Polk Street. The proposed housing plan would be a transit-first project as it would put housing units next to multiple bus lines and the Van Ness BRT project.

Polk District Merchants are committed to work with neighbors and the project sponsor to alleviate concerns about any possible negative impacts of the property owner moving forward with the project for housing on the site. Undoubtedly, any potential negative impacts of housing on this site are clearly outweighed by the negative impacts of allowing this site to be approved to be formula retail. If formula retail were allowed to go forward, this site would be locked in its current state, a 2-story building built in a different era for a different economy. Moreover, the fundamental nature and character of the commercial corridor would be under threat.

Polk Street, particularly between California and Broadway, is currently home to a number of independent retail grocery and liquor businesses including natural and organic foods, fresh produce, meat, seafood, wine and liquor, bakers, florists, prepared foods, pet foods, including Trader Joe's, Whole Foods Market, LeBeau Market, and others adjacent to Polk St. The community is well served by the current retail merchants, all of whom are independently owned, family run businesses operating on Polk St for decades. There is no need for another grocery retailer along the Polk corridor at 1600 Jackson St.



San Francisco Council of District Merchants Associations

Henry Karnilowicz
President

Maryo Mogannam
Vice President

Vas Kiniris
Secretary

Keith Goldstein
Treasurer

SFCDMA

The proposed opening of 365 by Whole Foods Market at 1600 Jackson St is out of balance with the needs of the community. The neighborhood simply has no need for an additional retail grocery store when such a site can be put to a much more productive use of providing housing to our neighborhood.

If this project goes through it would drive out many small businesses creating a less diverse neighborhood and weaken the merchants association which are an integral part of the appeal of living and working in San Francisco and Polk street.

Sincerely,

A handwritten signature in blue ink, appearing to read "H. Karnilowicz", with a stylized flourish at the end.

Henry Karnilowicz
President

Cc:

John Rahaim - Director of Planning

Jonas P. Ionin - Planning Commission Secretary

Jeff Joslin - Director Current Planning

Elizabeth Watty - Assistant Director Current Planning



SIERRA CLUB

SAN FRANCISCO BAY

Serving Alameda, Contra Costa, Marin and San Francisco counties

Please reply to 1474 Sacramento St., #305, San Francisco, CA 94109

January 10, 2018

San Francisco Planning Commission

Re: 1600 Jackson Street Proposal

Commissioners:

The Sierra Club opposes the Amazon/Whole Foods proposal at 1600 because a retail store is not the highest and best use for this highly walkable and transit rich site.

Though the walk score for 1600 Jackson is 97 and the transit score 95, many shoppers will chose to drive to any grocery operation at this location. Parking at the proposed store will bring additional traffic to the Polk and Van Ness corridors and more greenhouse gases to the neighborhood. This is a health issue as well as a traffic issue.

The former Lombardi Sports site at 1600 Jackson Street is ideal housing in a city and a neighborhood which needs affordable units, now.

Sincerely,

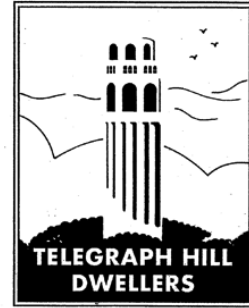
Becky Evans

Chair, San Francisco Group

cc: John Rahaim

Aaron Peskin

Nicholas Foster



December 4, 2017

(Via email)

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

**RE: 1600 Jackson - CUA for Formula Retail Use
Case No. 2016-000378CUA**

Dear President Hillis and Members of the Planning Commission:

On behalf of the Telegraph Hill Dwellers (THD), I wish to express strong support for a project at the former Lombardi Sports site at 1600 Jackson that includes housing.

Otherwise, a once-in-a-decades opportunity to address San Francisco's housing affordability and displacement crisis on this site will be lost.

This location is ideal for housing, located on a rich transit and retail corridor, just a short walk from shopping.

THD strongly supports the City's formula retail protections as a crucial means to safeguard the unique character of neighborhood commercial areas from the uniform "sameness" of national chains and the disproportionate competitive pressures such stores can exert on local, smaller and more vulnerable businesses.

However, if the Commission determines that a formula retail grocery store use is appropriate at this site, we agree with many others that it should be a part of a mixed-use development that includes housing.

Sincerely,

Judy Irving
President
Telegraph Hill Dwellers

Cc: Jonas P. Ionin Commissions.Secretary@sfgov.org
Nicholas Foster nicholas.foster@sfgov.org
Supervisor Aaron Peskin, District 3 aaron.peskin@sfgov.org

April 9 2018

Vanessa Lovato
Polk Street Florist LLC
1718 A Polk Street
San Francisco, CA 94109
415-441-2868
polkstreetflorist@yahoo.com

Nicholas Foster San Francisco Planning Department
1650 Mission Street, Suite 400
San Francisco, CA 94103
(415) 575-9167
Nicholas.Foster@sfgov.org

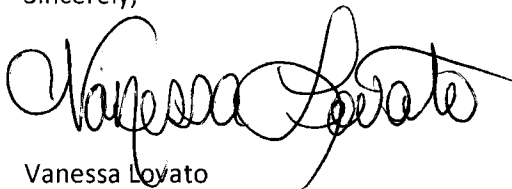
Dear Nicolas Foster,

I am writing to persuade you to oppose the 365 Whole Foods proposal for the Lombardi Sports building at 1600 Jackson on the corner of Polk Street.

I am the owner of Polk Street Florist LLC here on Polk Street between Clay and Washington just two blocks down from the Lombardi site. As a small business owner selling flowers I can't compete with big business like whole foods. It would destroy our business. Why would people come to a specialty flower shop like mine, a cheese shop like the Cheese Plus, a butcher shop like BelCampo Meat Co, a wine shop like The Jug Shop, a bakery like Lotta's Bakery, a Gelato shop such as Lush Gelato or a specialty market like Real Food Co when they could shop at a one stop shop such as whole foods. This is what makes up our neighborhood. There are several mom and pop stores not even mentioned that would go out of business if this were to be allowed to happen. We simply just don't need a big chain store invading our neighborhood. Please take a moment to consider what this could mean for us small business owners and our families.

I am counting on you to do the right thing by voting against chain stores such as 365 Whole Foods. Please contact me if I can provide any further information.

Sincerely,

A handwritten signature in black ink that reads "Vanessa Lovato". The signature is fluid and cursive, with the first name "Vanessa" being larger and more prominent than the last name "Lovato".

Vanessa Lovato



VAN NESS CORRIDOR NEIGHBORHOODS COUNCIL

*Cathedral Hill Neighbors Association * Golden Gate Valley Neighborhood Association * Hayes Valley Neighborhood Association * Lower Polk Neighbors* Middle Polk Neighborhood Association * Pacific Heights Residents Association * Russian Hill Community Association* Russian Hill Neighbors* Western SoMa Voice*

November 27, 2017

President Rich Hillis
SF Planning Commission

Re: Whole Foods 365 CUA for 1600 Jackson Street

Dear President Hillis and Commissioners:

The **Van Ness Corridor Neighborhoods Council** recommends disapproval of the conditional use authorization application for a formula retail use, 365/Whole Foods Market at 1600 Jackson Street at Polk Street one block off of Van Ness Avenue.

First, 1600 Jackson Street is a prime “soft site” candidate for in-fill mixed-use housing development rather than a stand-alone large formula retail use without any housing constructed above the ground level. The site is on a large lot, close to multiple transit lines, including the future Van Ness BRT, and presently does not have any residents or businesses that would face displacement if new housing were to be constructed.

Unfortunately, the project as proposed does not include any housing and if approval were granted would eliminate any possibility of housing being built on the site in the future. Meanwhile, given the strong demand for housing along the Van Ness corridor existing residents would continue to face displacement risks via on-fault evictions because no new housing is being built for new residents. This result is unacceptable given the presence of such a prime housing site.

Second, the Van Ness BRT and the Polk Street Streetscape Project were designed to complement each other in transforming transportation along this important Corridor, with Van Ness supporting major transit uses and Polk supporting bicycle lanes and pedestrian traf-

fic. Polk Street is better suited by smaller scale uses that approach the ground floor with a more fine-grained presence. This promotes walkability and a more dynamic streetscape. Van Ness Avenue by contrast has much larger structures and ground floor uses that are more appropriate for large formula retailers. This balance also protects the local mom and pop character of adjacent streets like Polk, Hayes, Union and Chestnut as attractive components of the greater North-South corridor

Finally, the Council is also mindful of the cumulative transportation impacts of development upon the entire transportation eco-system of the Van Ness Corridor. A mixed-use housing development with limited off-street parking that encourages residents to walk and use forms of transportation other than driving is a net-benefit to the corridor. Encouraging large formula retail uses with 77 off-street parking spaces takes the corridor in the opposite direction.

For these reasons, the **Van Ness Corridor Neighborhoods Council** recommends disapproval of the conditional use application. We understand that the property owner has previously submitted an environmental application to construct housing over ground floor retail on the site and we look forward to reviewing that application or a similar application at a future time.

Best regards,

/s/

Marlayne Morgan and Jim Warshell
Co-Chairs

c. John Rahaim
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April 18, 2018

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RE: 1600 JACKSON STREET - 365 BY WHOLE FOODS

Dear Mr. Foster, Mr. Ionin, and Commissioners:

Our firm represents Tony Vargas, a resident of San Francisco, and we are submitting these comments on his behalf with respect to the proposed 1600 Jackson Street Project to create a 365 by Whole Foods grocery store. Mr. Vargas has a number of serious concerns regarding the proposed Project (the "Project"), all of which suggest that the Project should not be approved at this time.¹

¹ The following comments are based on the information we received pursuant to our November 14, 2017 Public Record Requests as well as the information available on the planning department's websites. On March 1, 2018,

As set forth below, use of a CEQA Exemption for this Project would be improper. The proposed Project is not consistent with City policy on housing, the General Plan, nor the City's zoning regulations. The proposed Project would have significant impacts on traffic, noise and air quality; none of which have been adequately studied. The property also has an adverse environmental history, which the proposed Project's proponents have not addressed.

As such, a full CEQA analysis of the Project is required. Beyond that failing, the actual confines and restrictions on the project appear to be still shifting, and no transportation analysis, loading plan, or other final description of the project has yet to be produced. The Notice of Public Hearing dated March 27, 2018, contains numerous errors and shortcomings. Full public notice of the actual Project has not been provided and the Planning Commission cannot act under the defective notice.

Finally, because there is a pending formula-retail ordinance that would prohibit projects such as the one proposed, we respectfully suggest the Planning Commission should not take any action inconsistent with that pending ordinance until after it has been formally decided upon by the City's elected officials.

We respectfully request that the issues raised in this letter be addressed and responded to prior to the Planning Commission taking any action on this Project.

I. Use Of A CEQA Exemption Would Be Improper For This Project

The Project proponent's original application suggests that the Project is exempt from environmental review as a "minor alteration of existing public or private structures involving negligible or no expansion of use." Title 14, California Code of Regulations, Chapter 3. Guidelines for Implementation of the California Environmental Quality Act ("CEQA Guidelines") § 15301. The proponent claimed that conversion of a vacant former sporting goods store to a high-traffic grocery store is simply a "minor alteration" with "negligible or no expansion of use." The only "support" offered for this position is that "the building will not be expanded" and simple "tenant improvements and installation of signage" will be the only changes.

we submitted a new Public Record Request (2018-003147GEN) to obtain any updated plans and information on the project. The Planning Department did not produce records in response to our renewed request until April 16, 2018 at approximately 4pm in spite of our repeated attempts to obtain the requested documents. Given this delay and late production of additional information concerning the project, we reserve the right to supplement these comments. We also request that you postpone approval of the conditional use permit until the public is given full opportunity to access and examine all documents, as well as give comments. As discussed below, the information provided via the Planning Department's online portals is inconsistent and incomplete.

This is obviously untrue. Going from the current vacant-retail state – sitting atop a fully-occupied parking garage – to an active grocery store using the same already-full garage, while proposing to take over five street parking spaces to account for the complete lack of compliant loading facilities, and then bringing in a constant stream of oversized delivery vehicles that cannot even turn properly into their co-opted on-street loading zone, is hardly a “minor alteration.” As discussed further below, the Project would reap great change on the property and have potentially significant environmental impacts.²

Given that a “Class 1” exemption is plainly unavailable, we understand it is now being considered whether the project should nonetheless be exempt from CEQA analysis by the use of a “Class 32” exemption for an in-fill development project. However, the project does not meet the standard required for such an exemption.³

In order to receive a categorical exemption, there must be “substantial evidence” to support a determination that a project falls within that exemption. (*See, e.g., Save Our Schools v. Barstow Unified School Dist. Bd. of Education (2015) 240 Cal.App.4th 128, 139 [191 Cal.Rptr.3d 916].*) “Argument, speculation, unsubstantiated opinion or narrative, [or] evidence which is clearly inaccurate or erroneous ... is not substantial evidence.” PRC § 21082.2(c).

Use of the Class 32 exemption first requires the Project be “consistent with the applicable general plan designation and all applicable general plan policies as well as with applicable zoning designation and regulations.” CEQA Guidelines § 15332(a). This condition is not met, as discussed below and in the attached letter of traffic engineer Keith B. Higgins, PE, TE (“Higgins Report”); there are numerous conflicts between the Project and applicable general plan policies and zoning regulations.

² The Project Description in the Notice of Public Hearing dated March 27, 2018 (the “Notice”) claims that the “proposed project does not constitute a change of use.” This is wrong and indeed inconsistent with the Amended Application for Conditional Use produced to us yesterday dated April 3, 2018 which checked the ‘Change of Use’ box under Item 3, Project Description.

³ We note that the notice of public hearing directs the public to the www.sfplanning.org website for project information on the “Exemption Map.” The ‘More Details’ button on the Exemption Map for the parcel at issue links to the Accela records for the parcel, indicating a Class 32 exemption, and a description of the Whole Food project. *See* <http://sf-planning.org/ceqa-exemptions-map>; search “1600 JACKSON ST” (last visited April 17, 2018). (No record supporting such decision has been made public nor notice of such exemption been provided, despite our specific request in November 2017). Yet the ‘Documents’ button for the parcel provides only the plans for the now-abandoned residential project at the site. *See* <https://sfplanninggis.org/planningdocs/?RecordID=2016-000378ENV&RecordName=1600%20Jackson%20Street%20%28Whole%20Foods%29> (last visited April 16, 2018). As such, if an exemption determination has actually been made, the Notice of Public Hearing was defective, and the project cannot be decided based thereon.

Use of the Class 32 exemption also requires that “the Project would not result in any significant effects relating to traffic, noise, air quality, or water quality.” CEQA Guidelines § 15332(d). The Project also falls far short of this Class 32 exemption requirement as set out further below and in the Higgins Report.

Moreover, CEQA Guidelines § 15300.2 excepts usage of the exemptions, including Class 1 or Class 32 exemptions, under certain circumstances. Under § 15300.2(b), “[a]ll exemptions for these classes are inapplicable when the cumulative impact of successive projects of the same type in the same place, over time is significant.” And under § 15300.2(c), “A categorical exemption shall not be used for an activity where there is a reasonable possibility that the activity will have a significant effect on the environment due to unusual circumstances.” “Whether a circumstance is ‘unusual’ is judged relative to the typical circumstances related to an otherwise typically exempt project.” *Santa Monica Chamber of Commerce v. City of Santa Monica*, 101 Cal. App. 4th 786. Here, again as discussed further below, the cumulative impacts and unusual nature of the Project render an exemption unavailable.

No Class 1 or Class 32 exemption for the Project may be used, and a full CEQA analysis is required. The Project should not proceed without either at least a completed initial study or, more appropriately, an environmental impact report. Public Resources Code (PRC) § 21080.

II. The Project Is Not Consistent With City Policy, The General Plan Or Zoning Regulations

The 1600 Jackson Street property, at the corner of Jackson and Polk Streets, is located in the Polk Street Neighborhood Commercial District, and zoned as a Neighborhood Commercial property. As set out in the San Francisco Planning Code (SFPC), “Neighborhood Commercial Districts are intended to **support neighborhood-serving uses on the lower floors and housing above.**” SFPC § 702(a)(1) (emphasis added). The proposed Project plainly fails to meet this criteria and should be rejected on its face as inconsistent with Planning Code section 303(c)(1). Given the absence of any housing component, the proponent has not and cannot establish that “[t]he proposed use or feature, at the size and intensity contemplated and at the proposed location, will provide a development that is necessary or desirable for, and compatible with, the neighborhood or the community.”

A. The Project Fails to Address the City’s Recognized Housing Crisis

San Francisco has a well-documented housing shortage, acknowledged in the City Code; particularly housing that is affordable and/or sized for families: “The Board of Supervisors, and the voters in San Francisco, have long recognized the need for the production of affordable housing.” SFPC § 206.1(c).

Affordable housing is an especially paramount concern in San Francisco. San Francisco has one of the highest housing costs in the nation, but San Francisco's economy and culture rely on a diverse workforce at all income levels. It is the policy of the City to enable these workers to afford housing in San Francisco and ensure that they pay a reasonably proportionate share of their incomes to live in adequate housing and to not have to commute ever-increasing distances to their jobs.

SFPC § 206.1(b). One of late Mayor Ed Lee's last official acts was issuing Executive Directive 17-02. Mayor Lee lamented that "[t]he lack of housing affects everyone in our City. Years of failing to build homes has resulted in families and long-term residents leaving San Francisco in search of more affordable places to live." Executive Directive 17-02 was intended to produce "faster approvals for housing development projects at both the entitlement stage and the post-entitlement permitting stage."

The 2014 Housing Element of the City's General Plan "notes that meeting the estimated housing need will require a rate of housing production far greater than what has been achieved in previous years."⁴ As set out in the Preface to the Housing Element, two General Plan Priority Policies relate specifically to housing:

- That the City's supply of affordable housing be preserved and enhanced (See Objectives 1-3, Objectives 7-9, and all related policies under those objectives).
- That existing housing and neighborhood character be conserved and protected in order to preserve the cultural and economic diversity of our neighborhoods (See Objective 2, Objective 11, and all related policies under those objectives).

Indeed, the City has numerous programs in place to promote housing development. *See, e.g.*, SFPC § 206.1(g) (listing four affordable-housing promotion programs). In early 2017, the Planning Department published an extensive report on the pressing need for housing for families with children.⁵

Thus, the need for more housing is clearly a priority for the City, and the failure to include housing at the site – the location's zoned intended use – is inconsistent with City policy. The Project is thus not "necessary or desirable for, and compatible with, the neighborhood or the

⁴ http://www.sf-planning.org/ftp/General_Plan/2014HousingElement-AllParts_ADOPTED_web.pdf

⁵ http://default.sfplanning.org/plans-and-programs/planning-for-the-city/family-friendly-city/Housing_for_Families_with_Children_Report-011717.pdf

community,” nor “in conformity with the stated purpose of the applicable Use District.” SFPC § 303(c)(1), (4).

B. The Project Fails to Comply with General Plan Requirements

As set forth further in the attached Higgins Report, numerous elements of the General Plan and related City Plans beyond the Housing Crisis are also implicated. The Transportation Element of the General Plan, including Vision Zero and the Better Streets Plan, and the Polk Streetscape Project, call for giving priority to the safety of pedestrians; yet the proposed on-street loading zone would consistently interrupt pedestrian traffic on Jackson Street. *See, e.g.*, General Plan, Transportation Elements 1.2, 18.1, 24.1-24.3, 42. The busy garage entrance on Polk Street would do the same, including constant obstructions of the southbound Polk Street bike lane. *Id.* at Objectives 29, 31. Likewise, if the deficient “receiving gate” on Jackson is used, it will block sidewalk access for pedestrians and the handicapped. The Project is located in the Middle Polk Invest in Neighborhoods Initiative Area,⁶ but conflicts with many pro-Neighborhood policies such as the Polk Streetscape Project.

The site is also immediately adjacent to the rapidly developing Van Ness Avenue Area. It would greatly impact the block of Jackson Street between Polk and Van Ness, and the adjacent RC-4 zoned building at 1650 Jackson Street that is located in the Van Ness Special Use District. In addition with conflicting with the Van Ness Avenue Plan’s Objective 1 of adding residential housing to that area, it also will interfere with Objectives 8 and 9’s goal to create an attractive street and sidewalk space and focus on safety for all users on Van Ness. Further, we understand that the Van Ness Corridor Neighborhoods Council opposes the Project.

The proposal to give city street space and/or property to non-public uses (in this case, give five metered parking spaces to a supermarket for loading and unloading) violates the General Plan tenets regarding public street space not being used for private development. Urban Design Element 2.8 (“strong presumption against the giving up of street areas for private ownership or use”); Transportation Element 36.5 (against giving up public street parking for private parking). The proposed Project also encourages truck noise immediately adjacent to residential use, contrary to Environmental Protection Element 9.6, and the proffered transportation plan diverts truck traffic into neighborhood streets contrary to Vehicle Circulation Plan Policy 1. Moreover, to the extent any street space should be given to loading purposes on Van Ness cross-streets, that space should go to properties fronting Van Ness per Van Ness Avenue Area Plan Policy 9.13.

In sum, there are a vast number of conflicts between the Project and the City’s long term plans.

⁶ <http://investsf.org/wordpress/wp-content/uploads/2014/03/Neighborhood-Profile-MIDDLE-POLK-STREET.pdf>

C. The Project Fails to Comply with Zoning Regulations

Under SFPC § 152, one Off-Street Freight Loading space is required for retail between 10,001-60,000 sq. ft. In Neighborhood Commercial Districts, “[a]ll uses shall be conducted within an enclosed building” and “[n]o use, even though listed as a Permitted Use, shall be permitted ... which, by reason of its nature or manner of operation, creates conditions that are hazardous, noxious, or offensive through the emission of odor, fumes, smoke, cinders, dust, gas, vibration, glare, refuse, water-carried waste, or excessive noise.” SFPC §§ 703(b), (e)(1). The loading zone at the Project is plainly insufficient under the code, and the substantial truck traffic that the Project will engender will create hazardous, noxious and offensive conditions.

Further, “[a]ny off-street freight loading area located within 50 feet of any R District shall be completely enclosed within a building if such freight loading area is used in regular night operation.” SFPC § 155(p).⁷ The property is adjacent to a RC-4 zoned residential building. Thus, no “regular night operation” of the loading zone can be allowed; yet grocery stores routinely off-load produce during over night hours, and there can be little assurance that the Project would actually comply with any limitation to the contrary. Indeed, the Project’s “Loading Management Plan” set out in the December 15, 2017 second draft of the Transportation Management Plan specifically calls for loading to be permitted at all times, weekdays and weekends, excepting only weekdays from 7-9am and 4-6pm. Thus, the on-street based Loading Management Plan violates SFPC § 155(p).⁸

Moreover, while parking and loading are typically accessory uses, loading facilities must be located on the same lot as the structure or use served by them in order to be considered accessory uses. SFPC §§ 155(a), 204.5. An off-street loading space must “be located in its entirety within the lot lines of private property.” SFPC § 155(b).⁹ Here, as discussed in the Higgins Report, the loading area is plainly insufficient to meet these requirements; a full-size 65-foot truck would not come close to fitting in the loading area, and even a 30-foot truck

⁷ Section 155(r)(2)(GG) also prohibits “garage entries, driveways or other vehicular access to off-street parking or loading” on “development lots” on Polk Street “[i]n order to preserve the pedestrian character ... and to minimize delays to transit service”; however, the existing garage driveway would not appear to be impacted by this prohibition.

⁸ A “tracked changes” version of the Loading Management Plan produced to us yesterday appears to show further modifications proposed to this schedule by planning staff based on the City’s “quiet hours” provisions. Yet even still it suggests large truck unloading to occur up until 10:00pm immediately adjacent to a residential zone. It is unclear what the project is actually proposing, and the proponent should be required to submit a full and complete application that actually describes the terms of the project prior to any action being taken by the Planning Commission.

⁹ Further, the code provides that “[a]ccess to off-street loading spaces shall be from Alleys in preference to Streets, except where otherwise specified in this Code.” SFPC § 155(c). However, there is no alley at the property.

would intrude into the sidewalk. The Project proponent concedes as much. Thus, the Project proponent does not actually intend to do its freight loading in its off-street loading space, nor do so in an enclosed building: the on-street loading “solution” is inconsistent with the zoning regulations.

It cannot receive an exemption to those requirements either. The Code treats together off-street parking and loading requirements. But while exemption to the off-street *parking* requirements require approval by the Planning Commission or Zoning Administrator pursuant to the procedures in SFPC §§ 307(h)(2) and (i), SFPC § 161(f), *there is no associated provision for an exemption from off-street loading requirements*. SFPC § 161 (“These provisions, as exemptions, shall be narrowly construed”). The intent of the zoning code in requiring an off-street loading space for such a Project would be frustrated if any Project could provide an inadequate off-street space, and do all of its actual loading on the street. As such, the current plan to use an on-street loading area does not comport with the zoning requirements and must be rejected.

In sum, there are a vast number of conflicts between the Project and the City’s long term plans, policies, and code provisions, such that the use of a categorical exemption intended for projects that are consistent with the applicable general plan designation and all applicable general plan policies, as well as with applicable zoning designation and regulations, is clearly inappropriate.

III. The Project Could Result in Significant Traffic, Noise, and Air Quality Impacts

The Project proponent has completely abrogated its obligation to demonstrate compliance with Planning Code § 303(c)(2), which requires a showing that a project “will not be detrimental to the health, safety, convenience or general welfare of persons residing or working in the vicinity, or injurious to property, improvements or potential development in the vicinity.” Among other shortcomings, as discussed below, the proponents have failed to conduct a traffic study, nor done any current environmental analysis.

A. The City’s Own Analysis Shows Substantial Issues with the Project

Project records show that on July 18, 2016, Don Lewis (Environmental Planning) requested a determination of whether a Transportation Study was required from Manoj Madhavan, Transportation Staff; on July 21, Madhavan indicated a Transportation Study *was* required. The request and determination notes that the “Project site is located within a high-injury corridor.” That requirement has not been fulfilled. Subsequent correspondence between Kittelson, the proponent’s consultant, and planning department staff indicates that a full TIS *will not* be performed. Such a failure is significant.

As the Commission knows, the San Francisco Street Design Advisory Team (SDAT) reviews projects affecting public right-of-ways. It includes representatives from SF Planning, Public Works, and SFMTA. On March 27, 2017, there was an SDAT meeting to discuss the Project. In an April 20, 2017 memo, SDAT provided extensive criticisms of the Project. Among other issues:

- SDAT cited the Better Streets Plan, and that Jackson and Polk Streets are classified as Neighborhood Commercial Streets.
- SDAT cited the Vision Zero Policy which seeks to eliminate all traffic deaths in SF by 2024. "Polk Street has been designated a Vision Zero Corridor and falls on the Vision Zero High Injury Network for cyclists. All plans should prioritize improving safety for all users along this corridor."
- Polk Street is an identified bike route under the San Francisco Bicycle Plan, and is the primary north/south route through Nob Hill from Downtown and Aquatic Park.
- SDAT opposed on-street commercial loading and expressed a preference that the Project accommodate loading within the building's garage, understanding that doing so would require modifications to the building. It requested further information as to why internal loading or minimized truck deliveries is infeasible.
- SDAT recommended a bulbout into both Polk and Jackson streets. "Given the importance of this corner for Muni operations, further analysis will be required before preferred bulbout dimensions can be determined." The Transportation Management Plan notes a bulbout only into Polk Street.

In an (unsuccessful) effort to address some of the initially identified problems with the Project, two reports were produced by Kittelson on behalf of Whole Foods on October 25, 2017. The first addresses truck traffic routes, unloading issues, and parking. Among other items, it notes that:

- Trucks cannot turn into the loading zone from southbound Polk Street, so suggesting southbound traffic needs to be rerouted to Larkin Street – *failing to note that portion of Larkin is restricted to trucks under 6,000 pounds.*
- Passenger loading should occur in the same area as the commercial loading zone when a delivery truck is not present – *failing to recognize that the delivery schedule calls for near-constant truck traffic.*

- The existing parking garage will have only 70 parking spaces – *failing to acknowledge the parking garage is already actively and fully in use.*
- A need to monitor for traffic into the garage and abate any traffic backups blocking the street or sidewalk for three minutes or more – *but blocking the street or sidewalk (or bike lane) for two and a half minutes would go unaddressed.*
- A series of traffic abatement measures and truck management schedules contained in the report – *acknowledging that there are at the very least significant issues to be studied and mitigation measures required.*

Notably, there does not appear to have been any study done of existing traffic and parking demands in the existing garage, which is open and operating. See Higgins Report at 5. There is no recognition of the loss of street parking either even though the plan for street loading removes five metered parking spaces on Jackson Street. **The Project would fully displace 75 parking spots, yet the issue has never been addressed by any study.**¹⁰

The second October 25, 2017 Kittelson report focuses on a purported loading plan. It analyzes expected truck load demands based on four different Whole Foods locations; three 365 stores in other cities, and the Whole Foods on Franklin Street in SF. It (wrongly) notes that 365 stores have about half of the truck demands of a regular Whole Foods. Some issues raised by this report include:

- It notes that the majority of deliveries are normally made during business hours (9-6pm). However deliveries will not be available between 4-6pm, pushing more deliveries to off-hours, greatly affecting the residential neighbors.
- An average of 10 trucks per day will result in one-two trucks per hour. Thus, the loading zone will essentially always be in use during the day, preventing any other use despite the plan to direct Uber/Lyft vehicles to pick-up/drop-off in the loading zone.
- A recognition that the SF Planning Code § 152 requires one off-street freight loading space – 25 feet long, 10 feet wide, and 12 feet vertical clearance – not large enough for even a 30 foot truck, let alone a 65-foot trailer truck.

¹⁰ For example, a draft of a memo from Don Lewis, Environmental Planner, produced to us yesterday misstates the parking deficit resulting from the project because it fails to analyze the existing parkers being displaced. It also falls short in its analysis of vehicle miles travelled (VMT), which will certainly be impacted both for the existing displaced parkers and the extensive project traffic. See Higgins Report at 3-5.

- A claim that it is not feasible to create a loading dock on either Jackson Street or Polk Street; the 100-ft commercial loading zone on Jackson Street is the only proposal. This expands the existing 20-foot loading zone to the corner of Jackson & Polk.
- Delivery activity will interfere with pedestrian traffic on Jackson Street. There is also a bus stop on Jackson at Van Ness – that would lead to pedestrians walking through the loading area to access Polk Street or enter the store – in addition to the current stop (with no curb access) on Jackson at Polk that will be in the loading zone itself.
- Truck movement analysis shows trucks cannot turn from southbound Polk onto Jackson into the loading zone. The Project will need to direct its vendors to deliver from either northbound Polk or westbound Jackson. There is no indication that a ‘trucks no right turn’ sign will be placed on southbound Polk. And as noted above, it purports to reroute large truck traffic onto a street where those trucks are prohibited.
- Trucks backing into the receiving gate would temporarily block traffic on Jackson. Such Smaller vehicles will also need to back across the sidewalk on Jackson, conflicting with pedestrians, and blocking the sidewalk when not completely in the receiving area.
- The Project would direct Uber/Lyft pickups to the commercial loading zone when delivery vehicles are not present; but that could affect delivery trucks and may result in double-parking.

The report concludes with a telling acknowledgement of the impacts that should be subject to fully study:

The delivery activity of the Project has the potential to affect traffic, transit, bicyclists, and pedestrians along Jackson Street.

Given the recognition of these significant impacts by the applicant’s consultant, these conclusions call for a traffic study and complete CEQA analysis.

Moreover, on April 17, 2018, one day before the deadline for the Planning Commission to receive printed comments, we received updated versions of the two Kittelson reports discussed above. They do not come close to addressing the problems, and indeed seem to give rise to even bigger questions. For example, they continue to wrongly claim that the operating and full parking garage is a vacant site, and repeats much of the same issues as the prior drafts. The “Proposed Traffic Plan” (sheet B12) that accompanied the second draft Loading Analysis does little more than point out some bicycle racks, while inconsistently suggesting that the loading zone operates Mon-Sat, 9:00AM – 6:00PM (contrary to the loading times actually proposed of

all hours except 7-9am and 4-6pm) and that, “when trucks are not unloading, rideshare vehicles can use passenger loading zone,” leaving to speculation what should occur during the 20 hours per day that are planned as loading times.¹¹

More concerning, the vague reference to “online order and delivery service(s)” having two dedicated parking spaces for “associated grocery delivery vehicles” in the Transportation Management Plan Draft #2 suggests that the Project (or its new corporate parent, Amazon) is ***planning to run a grocery delivery business from the Project site***. This is a completely different use than proposed. The prospect of a constant stream of delivery vehicles has never been addressed or fully disclosed.

Finally, we note that documentation we received yesterday through our public records request (but not otherwise publicly available) indicates that planning staff has been providing revisions to the Project’s consultants as recently as this week, which now appear to propose even further modifications to the Transportation Management Plan. Thus, it is difficult to fully comment on the Project plans without any public disclosure of what those plans actually are, and no hearing should be held on the Project until full and complete public disclosure is made.

B. An Expert Analysis of Traffic Issues Demonstrates the Need for Further Analysis

The attached Higgins Report sets out numerous significant issues, unanswered questions, and shortcomings of the Project plans. A full traffic study and transportation analysis by the Project proponents is required to attempt to address some of these issues. Many are not solvable at all, strongly suggesting the Project should be rejected in its entirety. At the very least, the failure to fully analyze these problems prior to proceeding fails to meet applicable legal requirements as discussed above.

The significant issues found by the Higgins Report include:

- A failure to conduct a Traffic Impact Study to address:
 - An increase in traffic generated by the Project
 - Changes in traffic patterns from upcoming street projects
 - Cumulative traffic impacts from upcoming land development project
 - Traffic operations Issues

¹¹ Draft versions of revised documentation containing comments and tracked changes we received yesterday suggest that this question is still unanswered.

- Vehicle Miles of Travel (VMT), the new state-mandated standard for a CEQA impact study, has not been addressed
- Increased traffic will have air quality impacts and noise impacts on the neighborhood while taking away from existing parking
- There has been no analysis of the parking garage on the site that is currently in use and at full capacity
- A full truck access and freight management plan is needed
- The proposed Project does not meet transportation code requirements
- The proposed Project conflicts with Policy 40.2 of the Transportation Element of the General Plan
- Numerous other controlling City Plans and policies have not been addressed

The Project proponent's failure to address these items demonstrates a lack of substantial evidence to grant any exemption or approve the Project. Traffic issues need to be addressed because of their direct, indirect, and cumulative impact on the physical environment. Truck and customer traffic, and especially VMT, need to be studied to determine the Project's impact on air quality. And likewise, the noise from a constant stream of trucks and an untold number of vans must be analyzed. These are all unstudied, potentially significant impacts on the environment.

IV. The Project Applicant Failed to Address Adverse Environmental History

The City Planning Department requires submittal of an Application for Environmental Evaluation form. Question 7 on that form asks "[w]ould the Project involve work on a site with an existing or former gas station, auto repair, dry cleaners, or heavy manufacturing use, or a site with underground storage tanks?" Melina Sarjapur of Reuben, Junius & Rose, LLP submitted the form on behalf of the property owners, three LLCs, with an address of 940 Emmett Ave. STE 200, Belmont CA 94002, on March 23, 2016. The question was answered 'no.'

A. The Project Site Was Historically Used As An Auto Repair Facility

The site in question was, for decades, the location of a number of auto repair facilities. In 2014, another Application for Environmental Evaluation was filed by Village Investment Partners, L.P., with an address of 940 Emmett Ave. STE 200, Belmont CA 94002, concerning a proposed

residential construction Project at the site. That form answered Question 7 correctly. As a result, a Phase I Environmental Site Assessment (ESA) was required to be (and was) submitted. An ESA is contained in the electronic file for the subject property – but it is dated June 9, 2014.

It is not clear whether there was an agreement to allow the use of the 2014 ESA in connection with the current Project, which was not applied for until 2016. The record suggests that the Planning Department was never paid for the prior environmental review effort; yet the “new” applicant shares the exact same address as the prior applicant. It is clear however that the Whole Foods Project did not submit a current Phase I ESA.

B. The Prior Phase I ESA Was Flawed

The 2014 Phase I Environmental Site Assessment has a number of errors and analytical shortcomings. It indicates there is no basement, despite the obvious subterranean parking structure (and includes pictures thereof); it conducted a shallow and insufficient review of earlier permits; and its analytical conclusions regarding contamination seem to rely only on contamination found decades earlier. Underground storage tanks and hydraulic lifts were removed in 1992, and the only testing in the Phase I ESA comes from a report from that time. Yet the ESA does not clearly identify that it is relying on 25-year old data; rather it just vaguely references that “TRC Environmental Consultants did not recommend further investigation.” TRC did the 1992 work. Moreover, no testing appears to have been done for toxic substances like MTBE.

Given that the site is now proposed to be used to sell food such as fresh produce, that the site is potentially contaminated but no up-to-date ESA was performed is highly significant. In addition, the ESA notes several action items that are needed including:

- Potential asbestos-containing materials will need to be identified and a thorough asbestos survey is required in accordance with EPA NESHAP 40 CFR Part 61 prior to any renovation.
- Lead based paint may be present; samples need be collected or studied and any amount of lead would require compliance with OSHA lead standards.

Even if it were appropriate to consider the 2014 study as having been submitted in connection with the current Project, it has several obvious flaws, including:

- The property is wrongly described as a “two-story commercial building with presumed slab foundation.”

- It was still occupied by Lombardi Sports at the time of the study.
- A claimed data gap of property history from 1950-1995; but permit records are in the current file.
- No sampling for any toxic materials was done.
- No radon test was performed although parking is in a subterranean garage.
- Only a visual mold test was performed; no air testing, closed wall, or HVAC testing was done.

As discussed above, the contamination evaluation is 25-years old. There has been no analysis of what may have happened at the site during its vacancy, such as mold growth, and no analysis of substances that have more recently been found to be toxic to the environment, such as MTBE. Given all of the shortcomings with the prior Phase I ESA, a current, complete and accurate Phase I ESA must be required before any project can proceed at the site.

V. A Full CEQA Analysis is Required

For the reasons discussed above, there are substantial issues that render use of a Class 1 or Class 32 exemption – or, indeed, any exemption – improper. Even if there were a basis for use of one of those exemptions, the unusual circumstances surrounding this particular Project render a full CEQA analysis necessary – there is a more than “reasonable possibility that the activity will have a significant effect on the environment.” CEQA Guidelines § 15300.2(c). Among other unique features of this Project:

- The proponent (wrongly) asserts the lack of grocery stores and that consequently the grocery store is the only one in the area, rendering it necessarily a unique project requiring further environmental review;
- A changed use from a vacant retailer and/or from a low-volume sporting goods store to a open high-volume grocery has dramatically different noise and truck traffic;
- Proposed truck unloading on a busy and narrow street, whereas typical grocery stores have off-street loading zones;
- The Higgins Report’s findings that the current parking garage at the site is fully occupied;

- The Project will impose an undue burden on pedestrians, wheelchair users, and bicyclists who will have to deal with the overflow of traffic, obstructed sidewalks, and additional circling traffic looking for parking;
- Undue burden on Polk and Jackson Street users, who are not customers of the store.

In addition, the cumulative impacts of grocery stores in the area must be considered in determining whether two (or potentially more) high-traffic stores less than a half-mile apart would be significant. The significant traffic created by the nearby Whole Foods on California Street must be taken into consideration in the analysis under CEQA Guideline § 15300.2(b). (See Higgins Report at 6). The “cumulative impact of successive projects of the same type in the same place, over time is significant,” again rendering use of an exemption improper. *Id.*

The Project is not exempt from CEQA review, and as such a full Environmental Impact Report, or at the least Initial Study, should be prepared before any action is taken.

VI. The Notice of Hearing is Defective

Pursuant to San Francisco Administrative Code Section 67.7-1, notice of a hearing on a conditional use permit application is required. The notice is required to “inform the residents of the proposal or planned activity, the length of time planned for the activity, the effect of the proposal or activity, and a telephone contact for residents who have questions.” S.F. Admin. Code § 67.7-1(b). The Notice of Hearing, dated March 27, 2018, fails to do so. It does not, as noted previously, correctly describe the Project as a change of use. It does not inform the residents of the length of time planned for loading activities. And it does not inform the residents of the effect – or even the existence – of the on-street loading proposal.

To the contrary, it falsely implies the Project will only “utilize the existing ... off-street loading dock” with no mention whatsoever of the plan to take public street space and convert it to private use. The Notice’s brief Project Description touts the addition of 21 bicycle parking spaces, but somehow omits the taking of 100-feet of street space for 65-foot eighteen wheelers.

A resident receiving the Notice would not be adequately informed of the scope of the Project. Failure to provide such notice violates Section 3 of Article I of the California Constitution. See California Government Code Section 54954.2(c). As such, the Planning Commission would not be acting pursuant to a valid Notice of Hearing were it to take any action on the Project pursuant to the defective March 27, 2018 Notice.

VII. The Pending Ordinance Prohibiting Formula Retail on Polk Street Should Take Priority

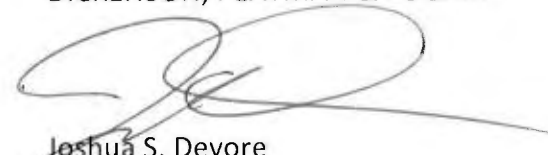
We also note that there is pending for consideration by the Board of Supervisors a Formula Retail ban that would apply to the Polk Street area, including the Project location. See Resolution No. 19655. While the Planning Commission did not recommend its adoption, that decision ultimately rests with the Board of Supervisors. Given that such a ban would prohibit the Project in its entirety, that proposed Ordinance should be fully heard and considered before any steps on the Project should proceed. Rushing the Project through before that Ordinance is fully resolved would undermine the intent of the Ordinance, and suggest favoritism towards this particular Project and its proponent to the detriment of the neighborhood residents whom the policies discussed herein and if passed, the Ordinance, are intended to protect.

VIII. Conclusion

We thank the Commission for its attention to these numerous issues, and would welcome the opportunity to provide any additional information that may be desired on the issues discussed above.

Respectfully submitted,

DICKENSON, PEATMAN & FOGARTY



Joshua S. Devore
Thomas S. Adams

Keith Higgins

Traffic Engineer

February 16, 2018

Joshua S. Devore, Esq.
Dickenson, Peatman & Fogerty
1455 First Street, Suite 301
Napa, CA 94559

Subject: 365 Store, 1600 Jackson Street, San Francisco

Dear Joshua,

Per your request, this is a review of potential traffic and parking issues associated with the Whole Foods 365 supermarket that is proposed to reuse the former Lombardi's sport and recreation store at the intersection of Jackson and Polk in the Polk Street Neighborhood commercial zoning district. The project would reuse the existing building that is vacant except for the operation of a 66-space parking garage that received a new permit to operate as a commercial garage in March 2017 from the San Francisco Police Department (Permit 110371). The existing three-story structure covers the entire lot (22,250 square feet). There is a receiving gate with a very small footprint; however, there is no loading dock of the scale and type needed to support a supermarket. No on-site parking is proposed in addition to the existing public parking garage. The Jackson Street and Polk Street frontages of the property are lined with metered public parking spaces, new curb and gutter, new landscaping, and one (1) accessible metered parking space (on Jackson at Polk, northwest corner). Polk, Pacific, Jackson and nearby Van Ness all have bus transit lines. A bicycle lane and streetscape improvements were completed along Polk Street very recently.

The purpose of this letter is to describe traffic, traffic safety, delivery and parking issues with the proposed project. The brief memorandum submitted by the developer does not address or impartially assess the transportation issues for this project. Each area of concern is described below along with other planning issues that must be considered.

1. Project Description

The Planning Department description of the project cites 22,500 square feet of grocery use whereas the Transportation Management memorandum uses 44,000 square feet. Which is correct? It appears that the Planning Department screening for potential impacts may have assumed that the project would use only the footprint, whereas the transportation management memorandum uses both stories of the structure, doubling the potential impacts. If this is the case, the environmental review needs to be redone.

Joshua Devore, Esq.
February 16, 2017

2. Lack of Traffic Impact Study

a. Increase in Project Traffic Generation

The proposed project requires a use permit and should also require a full Traffic Impact Study. A Traffic Impact Study from a prior environmental review or traffic conditions from previous uses may be used for reference information in lieu of new analysis **if impacts are equal to or less than the previous use or proposal**. However, the currently proposed supermarket would have much higher pedestrian, bicycle and vehicular traffic than the previous uses or proposals. The project clearly will create additional parking, noise, traffic congestion, traffic safety, and freight access issues. Apparently, based on a review of documents you have collected from the City, the developer was not required to submit a traffic impact study. Instead, the reviewers only requested a Memorandum regarding how the project truck delivery and unloading would be accommodated. Thus, other significant environmental impacts are not being addressed. The project **may** have a significant effect on the environment and this is the standard in CEQA to prepare an Environmental Impact Report.

Prior environmental documents done for the site are not accurate gauges of how a grocery retail project would impact the transportation, parking, air quality, noise impacts, emissions, and traffic safety of the neighborhood. Previously, the site was an auto repair facility and, most recently, Lombardi's Sports and Recreation store.

For instance, the trip generation rates for the two prior uses of the property - an auto repair use and a sports/ recreation store have much lower trip generation rates than a supermarket, as tabulated below.

Land Use	ITE Land Use Code	Weekday Daily Trip Rate per 1,000 S.F.	Weekday PM Peak Hour Trip Rate per 1,000 S.F.
Auto Repair	943	16.28	2.26
Sporting Good Superstore	861	28.75	2.02
Supermarket (Suburban)	850	106.78	9.24
Supermarket (Dense Multi-Use Urban)	850	154.55	10.94

Table 1 - Auto Repair, Sporting Goods and Supermarket Trip Generation Rate Comparison

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Note that the weekday pm trips will increase above the historical uses by 8.92 trips per 1,000 square feet, or 200 trips (per the 22,500 square foot project description used by the Planning Department). If the use is 44,000 square feet as described in the Transportation Management Memorandum, the increase in trips will be 400 trips per hour over the prior use. The trip rate for the prior use was 28.75 trips per 1,000 square feet; the proposed 365 Whole Foods market use would be almost **eight (8) times** that rate at 154.55 trips per 1,000 square feet.

b. Changes in Traffic Patterns from Upcoming Street Projects

Traffic reports for previous uses cannot be used because the essential four steps of traffic forecasting--trip generation, distribution, mode split and traffic assignment--are no longer accurate given that the Van Ness Bus Rapid Transit Project will open in Fall 2018. This will change existing traffic patterns. In addition, those prior Traffic Impact Studies do not consider the traffic diversion onto Polk and Jackson that will increase base volumes onto which this new project traffic will be added. This, in turn, could influence the project traffic assignment to the street network. Truck access routes and volumes will also change when the Van Ness Bus Rapid Transit is completed and operating. This has not been considered.

c. Cumulative Traffic Impacts from Upcoming Land Development Projects

The late 2018 opening of the new California Pacific Medical Center (CPMC) Hospital and its impact on traffic distribution is also not considered. This new eleven-story hospital located within one-half mile of the site will create cumulative traffic impacts that also have not been considered. Other developments may also be proposed in the project vicinity. These need to be identified and their cumulative effect on traffic and parking analyzed. None of this has been considered for the proposed project or in prior environmental reviews for this site.

d. Traffic Operations Issues

A traffic study needs to be prepared to review the following potential impacts:

1. Queuing at the intersection and the entrance to the parking garage.
2. Delays and emissions caused by customers searching for parking.
3. Delays to Muni buses (Lines 10,12 and 19).
4. Safety conflicts between trucks and bicycles, pedestrians, handicapped and transit buses along all site frontages and truck routings.
5. Diversion of traffic, changes to traffic distribution and assignment due to the Van Ness Bus Rapid Transit Project and diversion of traffic.
6. Cumulative traffic impacts.

3. Vehicle Miles of Travel and Transportation Impacts Assessment

Vehicle Miles Traveled (VMT) is the new state-mandated measure of a CEQA traffic impact rather than Level of Service (LOS). VMT is an important metric for determining the environmental impacts of the

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project because VMT correlates with air pollution impacts: the more miles traveled, the more air pollution results. In San Francisco, the “Align Program” was introduced in March 2016 and the City now defines a CEQA significant traffic impact as an increase in VMT by land use category and traffic zone. For retail uses, the urban VMT is estimated at 12.6 miles per 1,000 square feet of use. With an increase of 400 new peak hour trips compared to the prior use, even if they are each only 1/2 mile-long and 30 percent by auto, this would be an increase of 60 VMT per 1,000 sq. ft. in the peak hour which is significant relative to the 12.6 VMT baseline per 1,000 square feet of retail. The significance threshold for VMT growth needs to be addressed in a Traffic Impact Study.

In any case, VMT alone does not fully inform the public of the direct effect of the project on their community. The key purpose of CEQA is public disclosure on environmental impacts and this project is not providing the public disclosure that is required.

These direct VMT impacts and others need to be considered along with cumulative effects from the Van Ness BRT Project, and the new CPMC Hospital as well as other ongoing and proposed development.

4. Vehicle Miles Traveled, Air Quality and Noise Analysis

The project will generate more traffic than prior uses (see discussion above). This increase in traffic will be in addition to increased volumes resulting from diversion off of Van Ness and onto Polk and adjacent streets and the opening of the new CPMC Hospital and Medical Office Building at Geary and Van Ness.

In addition, the lack of parking in the neighborhood will result in additional congestion and VMT as people search for available parking.

There are many currently unanswered questions that must be answered and evaluated in order to properly analyze the project's impacts and to provide the required disclosures to the public who will be directly impacted by the project's impacts on traffic, parking, noise, and air quality. Is the existing public parking garage use to cease? Where will the cars now using this garage park? How much additional VMT will be created by the increase in the intensity of use and as people search for more limited parking? Does that amount of additional VMT trigger greenhouse gas and PM 2.5 emissions analysis under BAAQMD guidelines? Will noise mitigations be needed for adjacent residents due to traffic deliveries and vibration impacts of large trucks?

In addition to the above issues, 65-foot semi-trailer trucks are proposed to use a loading area that will supplant what is now five (5) metered public parking spaces along Jackson Street frontage. Trucks could operate throughout the day and night, and on some approaches BACKING into the loading area. This will result in traffic congestion, additional air quality impacts, increased greenhouse gases and lessened safety for transit users, bicyclists using the new Polk Street bike path, and pedestrians crossing streets and using the public sidewalk. The proposals to access the supermarket with full size

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semi-trailer trucks would also interfere with operations on Muni lines 10, 12 and 19. The proposal that smaller trucks and catering pick-ups would use the receiving gate and its roughly 10-foot square receiving area is equally unsafe. It will limit the accessibility of the sidewalk to pedestrians and will force wheelchair users to go into the street to get around delivery trucks.

The impacts will be as follows and have not been studied in the City's environmental review:

- Interference with Muni operations on lines 10, 12 and 19,
- Traffic congestion and severe intersection delays, resulting in secondary air quality, safety, greenhouse gas and noise impacts
- Potential VMT impacts due to increased parking shortage and secondary induced travel
- Loss of parking and secondary air quality, safety and noise impacts
- Loss of extremely short supplies of on-street, metered parking and subsequent increase in greenhouse gases and VMT as people search the neighborhood for parking.

5. Parking Impact Analysis Needed

The garage on this site operates as a commercial garage and was recently re-permitted to operate by the San Francisco Police Department. Thus, the supermarket will have no parking. On one recent weekday afternoon, there were only four (4) parking spaces available in the parking garage. On a second occasion, no spaces were available¹.

In terms of parking, the use would need to provide approximately 90 parking spaces per the ITE Parking Generation (4th Edition) demand of 2.27 vehicles per 1,000 of gross floor area for urban supermarkets. Currently, the public parking garage on the ground floor of the building has a total of approximately 70 parking spaces. It is already essentially at full occupancy. The parking garage sells parking by the hour and the day as well as monthly permits. Currently those spaces that are available for short-term parking are priced at \$3.50 per hour and overnight parking for \$25. When asked about monthly parking, we were told none was available until February and the price was \$380 per month. From this and prior visits to check occupancy, we conclude that the parking garage has no available spaces for the proposed use.

In addition, the proposed loading area on Jackson Street will displace four existing metered public street parking spaces for private freight deliveries and overhang the sidewalk presenting an accessibility barrier.

¹ Field Visit November 22, 2017 and November 29, 2017, Patrice Siefers.

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A parking study needs to be prepared to address this severe parking deficiency. If the existing vehicles parked in the parking structure are totally displaced, there would still be a shortage of about 20 spaces. Further, the locations for serving the 70 displaced vehicles currently using the parking garage need to be identified. Additional VMT needs to be added to the impacts to account for these displaced parkers searching for parking each day.

6. Truck Access and Freight Management Plan Needed

In lieu of a Traffic Impact Study, a memorandum was prepared to outline how freight operations would be managed at this constrained site. This memorandum does not address the problem of full size semi-trailer trucks unloading on two lane neighborhood commercial streets nor does it properly propose a management scheme for the proposition of delivering grocery products to the store.

Three access alternatives were reviewed in the memo and three sizes of trucks were assumed. The memo compares truck trips from three, suburban southern California supermarkets and the Whole Foods at California/Franklin and claims that the data show “notably lower” truck trips on a daily and weekly trucks. The numbers of truck deliveries are not “notably lower”; they are in fact, about the same. This is because the City does not allow tractor-trailers to use public arterial streets for loading and unloading. One difference is the Whole Foods at California/Franklin has more van deliveries. While no formal count was taken, over six van deliveries/pick-ups during the hour traffic were observed at the Whole Foods at California/Franklin. In addition, at that time, there were two small delivery trucks parked on California and one delivery underway in the oversize space on the surface lot²

Goods movement is accomplished in the constrained City environment by downloading goods to small trucks and placing loading docks off of streets that are Transit Preferential Streets and Bicycle Routes. Also, vendors are scheduled so fewer spaces on the street are needed. A Transportation Management Memorandum should determine the delivery scheduling such that a minimum number of parking spaces on the street are removed, access to the use is via properly designated streets and truck turning radii are sufficient not to interfere with Muni operations, pedestrian, bicycle and other motorized traffic. All of this should be addressed in the Transportation Management Memorandum.

The transportation management memorandum submitted by the applicant considers three possible directions of approach to the site – southbound right turn from Polk, northbound left turn from Polk and westbound through movement from Jackson. In both directions from Polk, the largest trucks cannot make the turns needed because they will be too far from the loading area curb and would require backing into the loading area. In addition, the turning radii drawings shown in the Transportation Management Memorandum all clearly show that the truck turns cannot be made without entering: the

² Field Visit November 29, 2017, Patrice Siefers.

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opposing lane, the bus stops, the designated motorcycle parking along the east side of Polk Street opposite the proposed supermarket, and the bicycle lane.

We do not know if they can make turning movements at other intersections and streets en-route or what their routing would be because those two key items are not covered in the memorandum. For truck movements arriving from the north, access via Larkin Street is recommended; however, Larkin between Bay and Pacific (one block from Jackson) is restricted to trucks under 6,000 pounds (e.g. small trucks). New turning restrictions for trucks to and from Van Ness will need to be considered for post-Van Ness Bus Rapid Transit access. Further, the routing to and from the proposed project needs to be checked against the Municipal Code with respect to street weight restrictions and truck restrictions, bicycle network, and transit lines. In addition, turning radii need to be checked for each size truck proposed for the route to/from Van Ness and the Store at each intersection along the access route. Examples of where on-street unloading by semi-trailers has been approved in a Neighborhood Commercial District on a Transit Preferential Street and a Bicycle Route should be provided as well.

Once a feasible method for getting the trucks there is accurately outlined, the time of arrival and truck size need to be proactively managed and a management plan prepared. In the City, these management techniques have included:

- use exclusively 30 to 48 foot-long trucks and vans, depending upon which best fit the street geometrics
- structural changes to the building to incorporate an appropriate loading dock
- limit deliveries to off-peak, early morning or late evening and specifically scheduling deliveries to allow a very limited number of on-street spaces to be used throughout the delivery period without interfering with street sweeping
- develop and enforce specific limits or prohibition on the use permit to restrict catering vans and other ancillary deliveries.

In addition, the existing accessibility and complete availability to pedestrians of the wide sidewalks needs to be preserved as called for in the Polk Streetscape Plan and the Transportation Sustainability Plan as well as the Transportation Element of the General Plan. If the “receiving gate” on Jackson is used, it will block sidewalk access for the handicapped. It is likely there is a handicapped resident on the block because there is a handicapped metered parking space on Jackson at Polk. How will the users of this parking space be affected by the new loading area along Jackson and the potential loss of use of their parking space? How will pedestrian and handicapped safety be affected by having to use Jackson Street rather than the sidewalk when goods are delivered to the “receiving gate”? These types of considerations need to be taken by the Planning Department and developer consistent with the City’s Vision Zero traffic safety program.

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The total demand for delivery trucks per the loading memorandum is 10 per weekday. However, an hourly analysis was not done. This estimate is optimistically low given current experience of the four “peer stores” compared in Table 1 of the memorandum. Peer stores had 15, 10 and 16 daily truck deliveries. It is unclear what justifies a daily truck estimate of 10 trucks per day at the proposed store. Also, the loading memorandum does not make a specific estimate for the number of van deliveries per day. These deliveries would be substantial and space will be needed to accommodate the loading and unloading of vans for caterers, food delivery applications and inter-store deliveries. Table 1 of the memorandum shows a daily van total of 20 vans loading and unloading at the Whole Foods at the California/Franklin store. Where will these vans and small trucks load and unload? Catering and delivery trucks will no doubt be used similarly to the Whole Foods store at California/Franklin. There is no estimate of their number or proposed location for them to load and unload their goods in the transportation management memorandum. There is a vague reference to some deliveries using the receiving gate; however, it is unclear what, when or how this gate would be used and no analysis as to whether it is properly sized. .

7. Transportation Code Requirements

a. Large Semi-Trailer Trucks only allowed with appropriate loading docks

The project does not meet one of the basic tenets of transportation management with respect to goods movement in San Francisco. First, the only vendors or stores allowed to bring full size semi-trailer trucks into the city are those that have a loading dock and accessible location to properly enter and leave the loading dock. Even then, the hours of delivery are restricted so as not to interfere with traffic, Muni or street sweeping. Otherwise, the goods being moved are broken into smaller trucks or vans. This is true of supermarkets, restaurant supply trucks, building supplies, contractors and moving van lines.

Large trucks are generally prohibited from using street parking. For instance, Safeway on Bay Street accepts semi-trailer truck deliveries at North Point/Powell at a legitimate loading dock (during off peak hours). Safeway in the Marina District does not due to lack of a loading dock. The Whole Foods at Franklin/California occupies 24,650 square feet and has a loading dock. Its use permit specifically prohibits on street loading and unloading. An off-street loading space is required for all retail uses greater than 10,000 square feet per Planning Code Section 152.

The project needs to provide evidence supporting a variance in the City’s standard restrictions in truck sizes. We do not see an instance where the size, shape or topography of the site warrant any variance from the Code.

b. Public street space is not allowed to be used for non-public usage

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A second code issue is that the proposal includes giving city street space and/or property to non-public uses (in this case, give metered spaces to a supermarket for loading and unloading). This violates the General Plan tenets regarding public street space not being used for private development.

8. Transportation Element of the General Plan

Policy 40.2 of the Transportation Element of the General Plan calls for discouraging access to off-street loading and service facilities from transit preferential streets, pedestrian oriented streets on the Bicycle Route Network. In this case, the project would provide access to loading using the Polk Street frontage (a Transit Preferential Street and a Bicycle Route) and along Jackson (a Transit Preferential Street). The types of backing maneuvers called for in the developer's Transportation Management Memorandum would interfere with bicycles, buses, passengers, pedestrians and other auto traffic and create a pedestrian and bicycle safety hazard. The maneuvers proposed in the transportation management memorandum are inconsistent with the General Plan.

The Transportation Element of the General Plan also calls for designating and coordinating truck and bicycle planning so that trucks and bicycle are routed to separate streets where possible.

9. Other Plans Not Considered

A proper environmental analysis would determine the consistency of the proposed land use and design details with existing City planning documents. Since there has been no environmental document prepared, there is no analysis of this project against the established plans and policies of the City. Some of the plans that need to be considered are:

- The Polk Streetscape Project
- Changes to the routing and stop locations for the 19-POLK, 10-FOLSOM and 12-PACIFIC buses under the Muni Forward Program
- The Van Ness BRT
- Vision Zero Street Safety Program
- Traffic management plans for the opening of the new CPMC Hospital at Geary and Van Ness, and
- The Transportation Sustainability Plan.

None of these plans have been considered and thus there is not coordination between the project and the City's policies, design standards and ordinances. For instance, the Polk Streetscape Project is dedicated to improving the pedestrian, transit and bicycle environment and safety as well as to provide a beautiful streetscape. Conformance of the proposed 65-foot semi or several 40-foot trucks adjacent

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February 16, 2017

to a bike lane on Polk Street, and conformance of using Jackson Street parking for loading and unloading activities with the Polk Streetscape Project needs to be demonstrated.

10. Conclusions

1. The Transportation Management Plan and Loading Analysis Summary needs to be expanded to analyze the entire routes between the project and established truck routes in the City. This needs to consider not only truck turning templates but also weight and length restrictions along the routes and their status as Transit Preferential Streets and Bicycle Routes. The truck templates at the proposed curb loading area need to include any back-up movements for the truck to be completely aligned with the curb and outside the adjacent travel lane.
2. A traffic analysis is needed to address traffic operational effects of the project as well as the cumulative effects of street projects and land development projects.
3. A parking analysis is needed to address the severe parking deficiency associated with the current project proposal.
4. A VMT analysis is needed to address the project trips and the induced traffic from inadequate parking and vehicles circulating to find a parking space as well as from diverted traffic off of Van Ness onto Polk once the Van Ness BRT begins service next fall.
5. Air quality and greenhouse gas analyses are needed to address the effects of project-related VMT and any congestion-related effects on automobile, truck and transit vehicles ability to efficiently travel.
6. A complete discussion is needed of the project's compliance with the City policies listed above.

Please contact me if you have any questions regarding this comment letter.

Thank you for the opportunity to assist you with a review of this proposed development.

Sincerely,

Keith B. Higgins

Keith B. Higgins, PE, TE



Planning Commission
City Hall, Room 400
San Francisco, CA

November 9, 2017

Ensure Housing at 1600 Jackson St.

Dear Planning Commissioners,

While it pains me to write against approving a permit, I am forced to oppose the current plan to develop 1600 Jackson St. into a Whole Foods grocery store. San Francisco is in the midst of a severe housing shortage that cannot be solved without infill housing. This site is an obvious choice for such housing, and YIMBY Action will oppose any plan that does not include a significant number of housing units on-site.

The former site of Lombardi Sports is one of the few remaining “soft sites” in District 3. Development there would result in no residential displacement. The site is also zoned for density: Housing there could rise to 65 feet, and using the HOME-SF density bonus, new housing could go to 85 feet by including 30% affordable units.

Of course, YIMBY Action is not opposed to a grocery store on-site, so long as housing is included. This is a rare opportunity to bring dozens of units onto an infill site on a popular commercial corridor without displacing a single resident or business. A residential development would be a boon for the small businesses on Polk Street, while the current design of the Whole Foods project would deny any street activation on-site.

Village Properties has the opportunity to add dozens of housing units in a rare underutilized infill site. We agree with groups like the Middle Polk Neighborhood Association and the San Francisco Housing Action Coalition: The Planning Commission should deny permits for any project on this site that does not include a substantial number of housing units.

Sincerely,

Laura Clark
Executive Director



Page 1 of 2

November 16, 2017

TO: San Francisco Planning Commission, San Francisco Planning Director, San Francisco Board of Supervisors

FROM: George Wooding, President, Coalition for San Francisco Neighborhoods (CSFN)

RESOLUTION ON WHOLE FOODS POLK STREET PROPOSAL

Whereas, Amazon/Whole Foods has proposed a 365 grocery store at the intersection of Jackson Street and Polk Street requiring conditional use authorization for a 20,000+ foot formula retail grocery use along with 77 off street parking spaces and a variance request for off-street loading of deliveries;

Whereas, the Polk Street corridor and the adjacent Van Ness Avenue corridor are experiencing unprecedented levels of traffic congestion resulting in slower transit trip times for the corridors 10+ Muni Routes including on Polk Street which is major North-South Pedestrian and Bicycle corridor;

Whereas, the 94109 zip code which include the Polk Street corridor is ranked number 2 in the City and County of San Francisco for no-fault evictions including evictions of seniors and disabled tenants via the Ellis Act;

RESOLUTION ON WHOLE FOODS POLK STREET PROPOSAL

Whereas; the Polk Street corridor continues to experience a strong demand for housing far exceeding the supply of new housing being built which in turn increases evictions of tenants as rents surge;

Whereas, Amazon/Whole Foods has refused to entertain a mixed-use project at this location which has no existing residential tenants or neighborhood servicing businesses;

Whereas, Amazon/Whole Foods operates another Whole Foods grocery store, 6 blocks away from the proposed project site and the intersection of California St. and Franklin Street that also provides off-street parking, less than a 10 minute walk, or 5 minute drive;

Whereas, the proposed 365 store will contain many of the same identical products of the already existing Whole Foods grocery store;

Whereas, Amazon/Whole Foods has the ability to operate stores at a loss for long periods of time by undercutting prices offered by local merchants such as Real Foods Company, the Jug Shop, Le Beau Market, and others thereby resulting in a substantial economic threat to viable independent retail in the neighborhoods;

Whereas, Amazon/Whole Foods has not partnered with organized labor to allow their workers the right of collective bargaining and unionization;

Therefore, be it resolved that the Coalition of San Francisco Neighborhoods opposes Amazon/Whole Foods request for Conditional Use Authorization for a 365 grocery store at 1600 Jackson Street and supports housing with ground-floor retail at the site to curb pressure on no-fault evictions in the neighborhood and to complement and support the corridor's many long-standing independent businesses.



95 Brady Street
San Francisco, CA 94103
415 541 9001 tel
info@sfhac.org
www.sfhac.org

October 16th, 2017

Moe Jamil, President
Mid-Polk Neighborhood Association
P.O. Box 640918
San Francisco, CA 94164

Ref: Potential Housing at 1600 Jackson Street

Dear Mr. Jamil,

On behalf of the San Francisco Housing Action Coalition (SFHAC) and its 300-plus members, I'm reaching out in regards to our updated opinion on the future development of 1600 Jackson Street, former site of Lombardi Sports. As you know, San Francisco and the region are facing an affordability and displacement crisis caused by a severe housing shortage and it is of the utmost importance to take advantage of every opportunity to provide housing for all income levels of San Franciscans. As such, we will oppose the approval of any Conditional Use (CU) permit at 1600 Jackson St that does not include on-site homes.

The site's transit rich neighborhood, large lot size, and corner location provide the perfect opportunity for mixed-income housing. Without knowing the specifics of any proposed housing at this site, it is not possible to say whether SFHAC would endorse it or not. However, we must oppose the issuance of a CU permit where housing is omitted.

Sincerely,

A handwritten signature in blue ink that reads "Todd David".

Todd David
Executive Director



January 11, 2018

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

RE: 1600 Jackson Street: Please Consider Impact to Transit

Dear President Hillis and Commissioners,

On behalf of San Francisco Transit Riders (SFTR), I'm writing you today to encourage your consideration of the needs of current and future 19 Polk transit riders and the potential impact to their service in relation to the proposed reuse of building 1600 Jackson Street as an Amazon/Whole Foods 365 grocery store.

Specifically, I write with apprehension of the proposal's plan to use the existing 74-space parking garage that enters and exits directly onto Polk Street for customer parking. As you know, Polk Street is currently undergoing a massive redesign to prioritize pedestrians, bicyclists, and of course, transit. By reusing the current mid-block curb cut on Polk Street to enter into the parking garage, the proposal could intensify car traffic and potentially impede service of the 19 Polk. The 19 directly serves the Polk Street commercial corridor, carrying thousands of riders everyday. These riders deserve consistent and reliable service that is not hindered by vehicles queuing in and out of a parking garage.

As an organization we are not commenting on the use of the 1600 Jackson Street building, but do urge the Planning Commission to put transit first and consider the impact that the project as proposed could have, not only to the 19 Polk service, but pedestrians and cyclists as well.

Sincerely,

A handwritten signature in black ink that reads "Rachel Hyden". The signature is fluid and cursive, with the first name "Rachel" being more prominent than the last name "Hyden".

Rachel Hyden
Executive Director
San Francisco Transit Riders

CC: John Rahaim, Director, Planning Department
Nicholas Foster, Planner, Northeast Quadrant, Current Planning
Aaron Peskin, Supervisor, District 3

EXHIBIT B:
PLANS





DRAWING INDEX

- C1 - COVER SHEET
- C2 - DRAWING INDEX

- N1 - DATA PAGE
- N2 - SITE CONTEXT

- A1 - EXISTING SITE PLAN
- A2 - EXISTING FIRST FLOOR PLAN
- A3 - EXISTING SECOND FLOOR PLAN
- A4 - EXISTING ELEVATIONS
- A5 - EXISTING GARAGE PLAN
- A6 - EXISTING ROOF PLAN

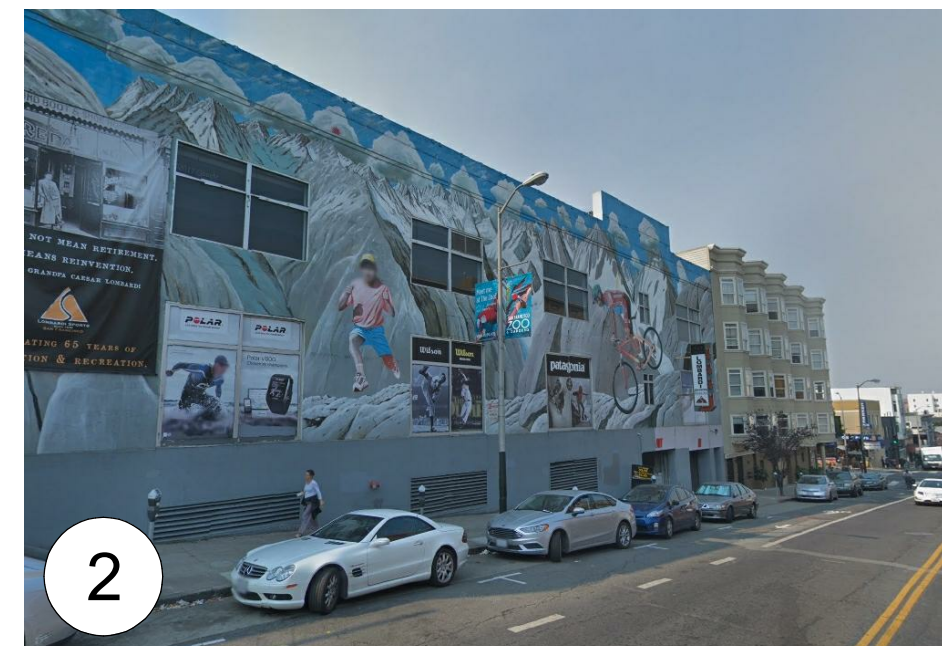
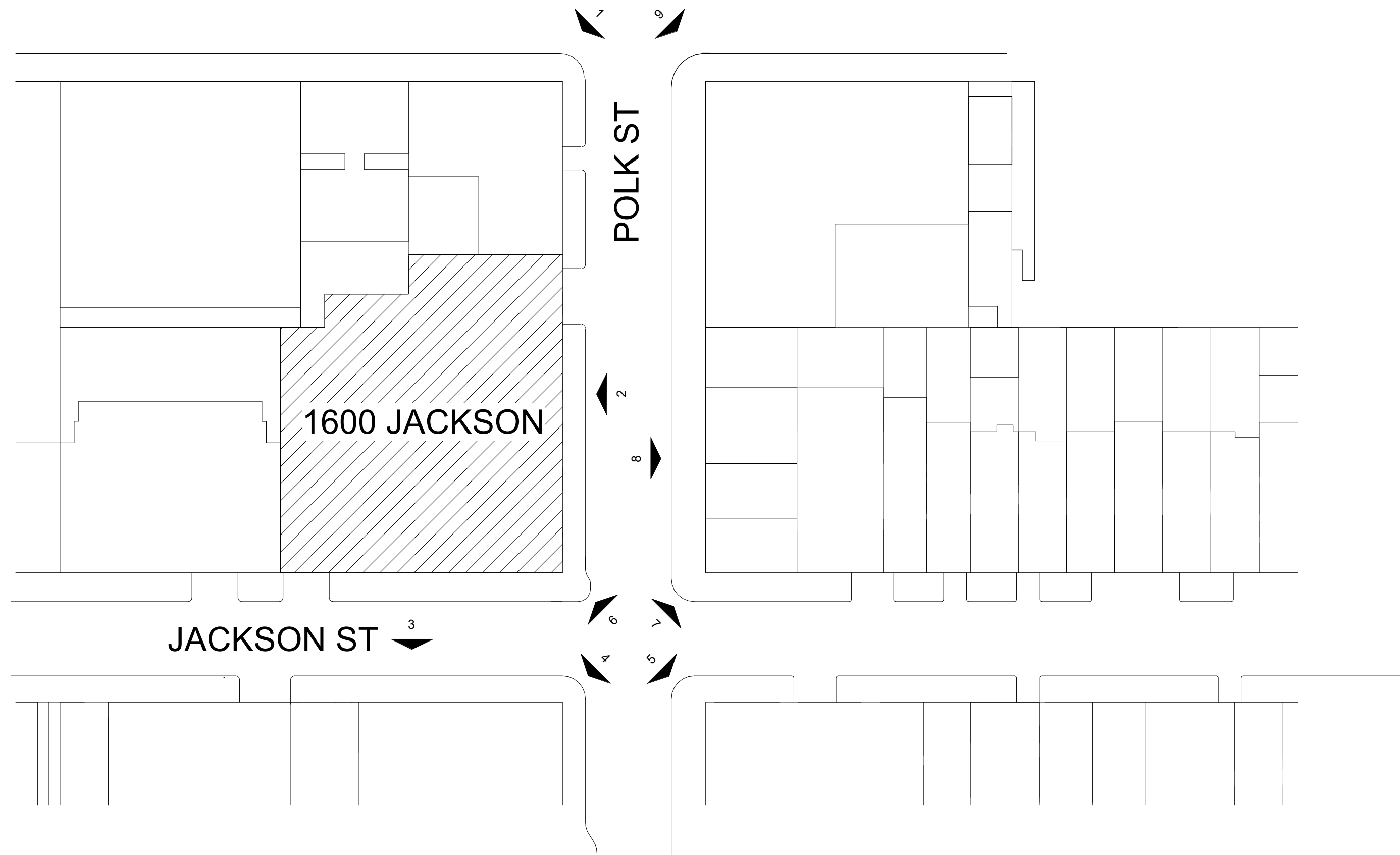
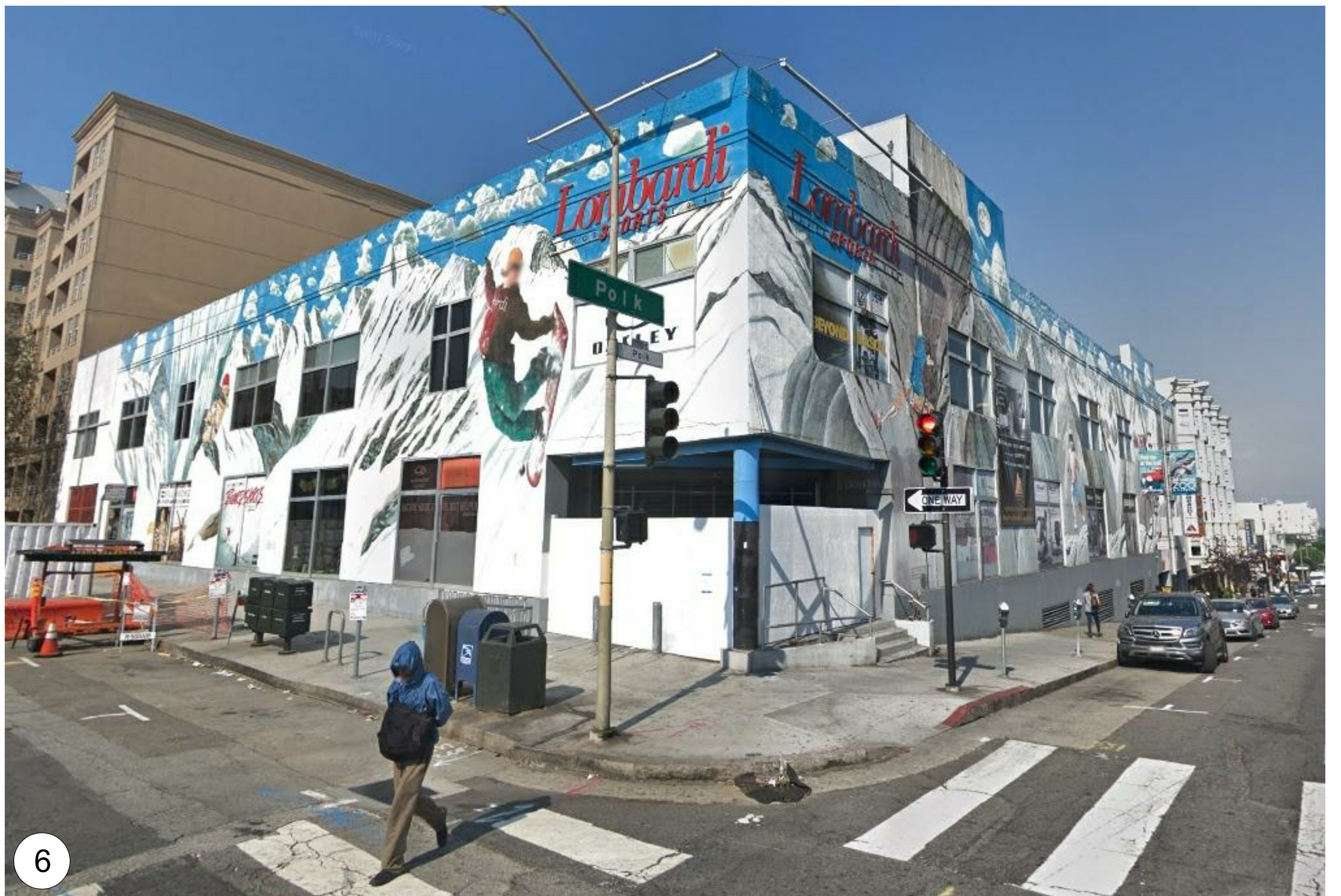
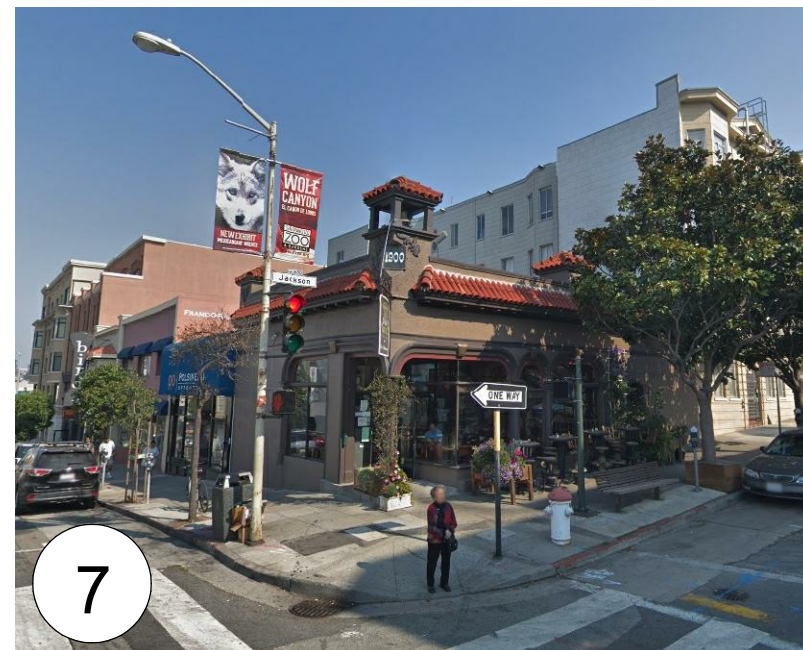
- B1 - PROPOSED SITE PLAN
- B2 - PROPOSED FIRST FLOOR PLAN
- B3 - PROPOSED SECOND FLOOR PLAN
- B4 - PROPOSED ELEVATIONS
- B5 - PROPOSED GARAGE PLAN
- B6 - PROPOSED ROOF PLAN
- B7 - PROPOSED ELEVATION HEIGHT
DIAGRAM

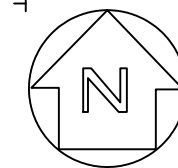
PROJECT INFORMATION
<p>PROJECT ADDRESS: 1600 JACKSON STREET</p> <p>GROSS SQFT EXISTING: 43,898 GROSS SQFT PROPOSED: 43,898</p> <p>BLOCK/LOT: 0595//002, 003</p> <p>ZONING: POLK STREET NCD</p> <p>ARCHITECT OF RECORD: BRR ARCHITECTURE JAMES A. HAILEY 6700 ANTIOCH PLAZA MERRIAM, KS 66204</p> <p>TENANT CONTACT: 365 WHOLE FOODS TRESSA BORICK EXECUTIVE COORDINATOR OF STORE DEVELOPMENT 601 N. LAMAR BLVD. SUITE 300 AUSTIN TX, 78703 (510)455-1824</p>

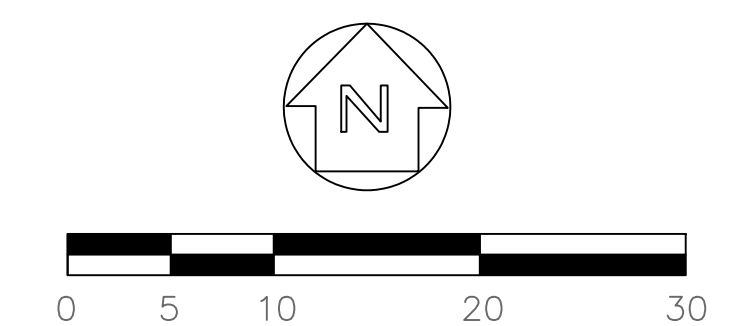
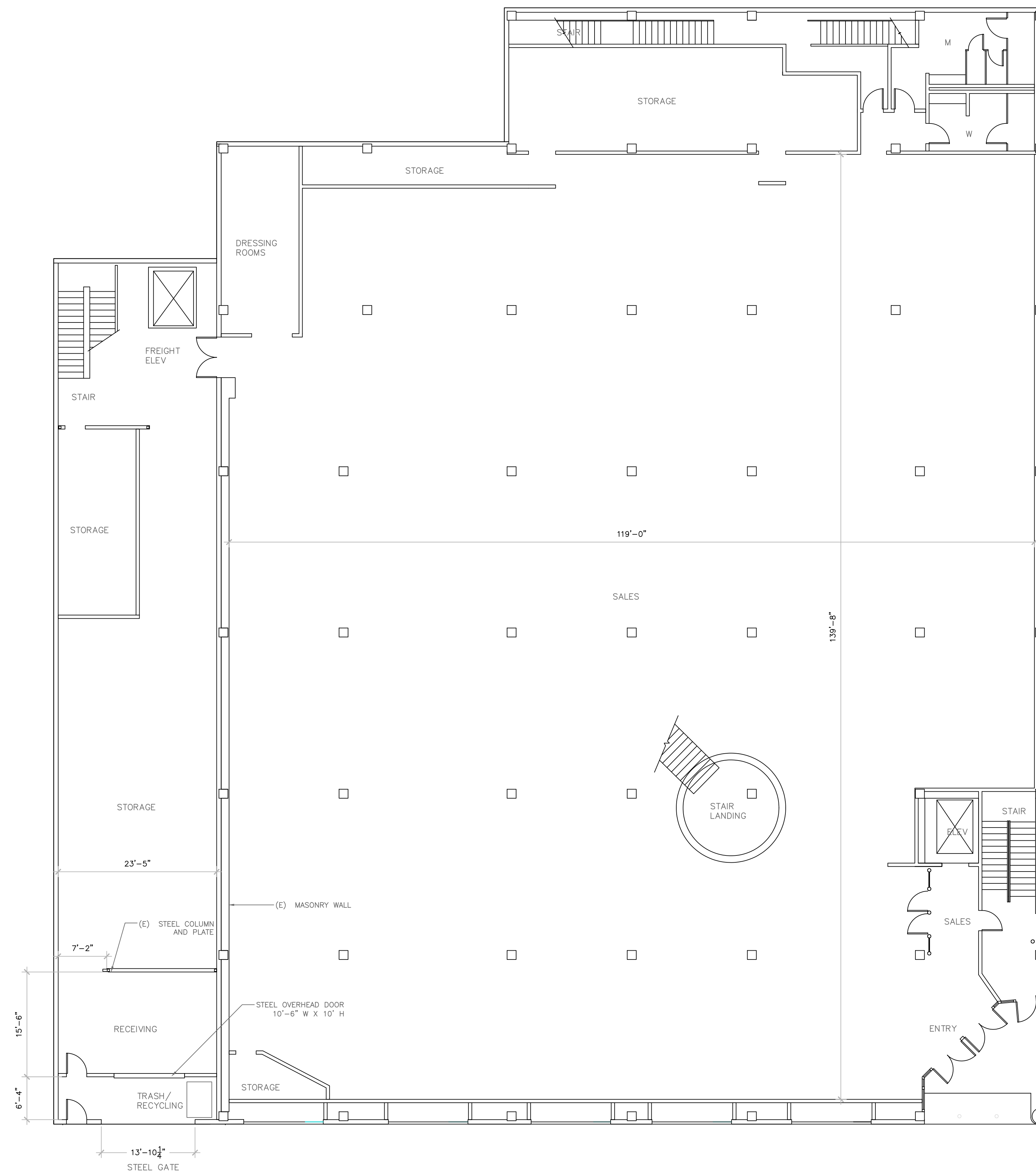
PROPOSED SQFT OF 365 STORE			
DESIGNATION	FLOOR 1	FLOOR 2	TOTAL SQFT
STORAGE	2,205	1,737	3,942
EXT WALLS/CORE	2,351	1,951	4,302
ACCESSORY OFFICE	0	1,917	1,917
RETAIL INCLUDING BACK OF HOUSE AND PREP AREAS	17,629	12,788	30,417
MECHANICAL	0	1,737	1,737
TEAM MEMBER SHOWERS LOCKERS AND BIKE STORAGE	0	1,583	1,583
GROSS SQFT	22,185	21,713	43,898
OCCUPIED FLOOR AREA	12,301	8,779*	21,080

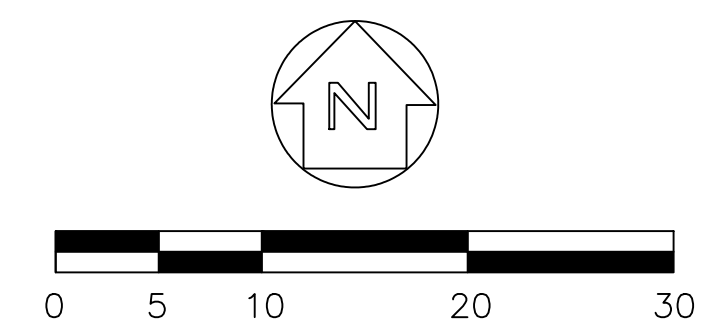
* ACTIVE RETAIL AREA; UPSTAIRS SEATING EXCLUDED

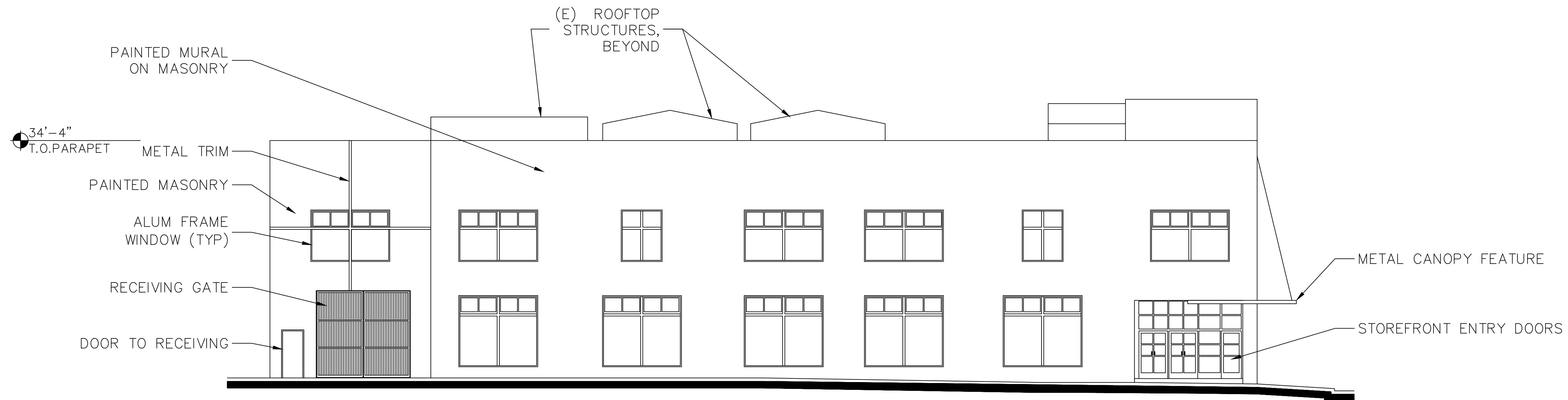
VEHICLE/BICYCLE PARKING		
	EXISTING	PROPOSED
VEHICLE PARKING	70	70
CAR SHARE	0	1
BICYCLE PARKING	0	<ul style="list-style-type: none">(6) CLASS 1 SPACES(5) HANGING BICYCLES(1) CARGO IN GARAGE(16) CLASS 2 SPACES ON JACKSON / POLK FRONTAGE



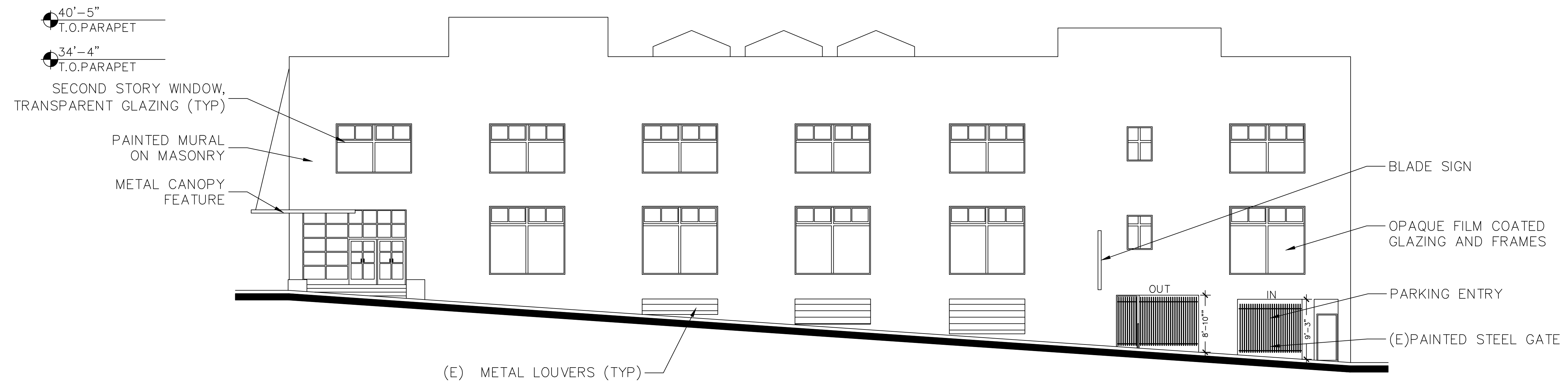




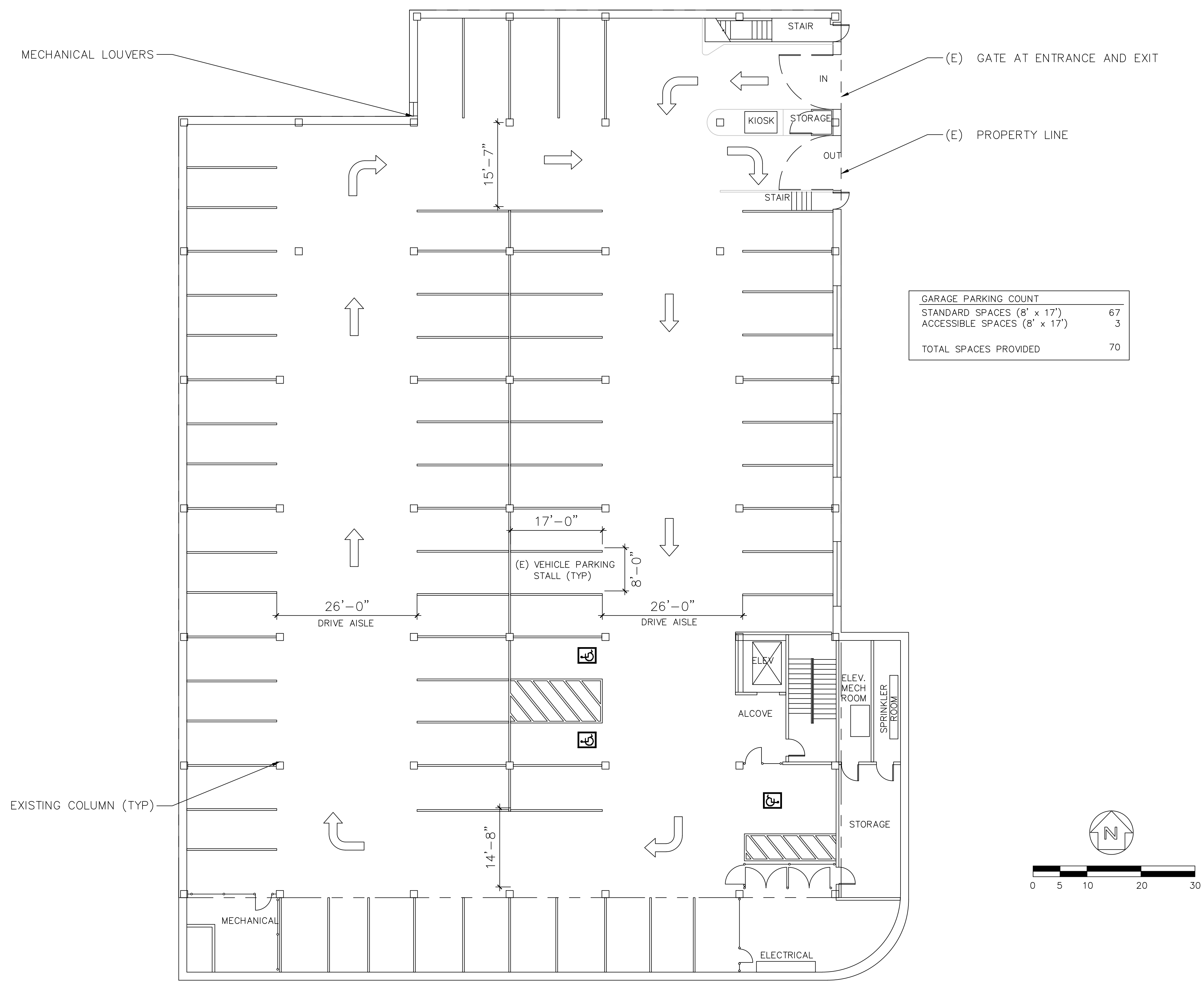


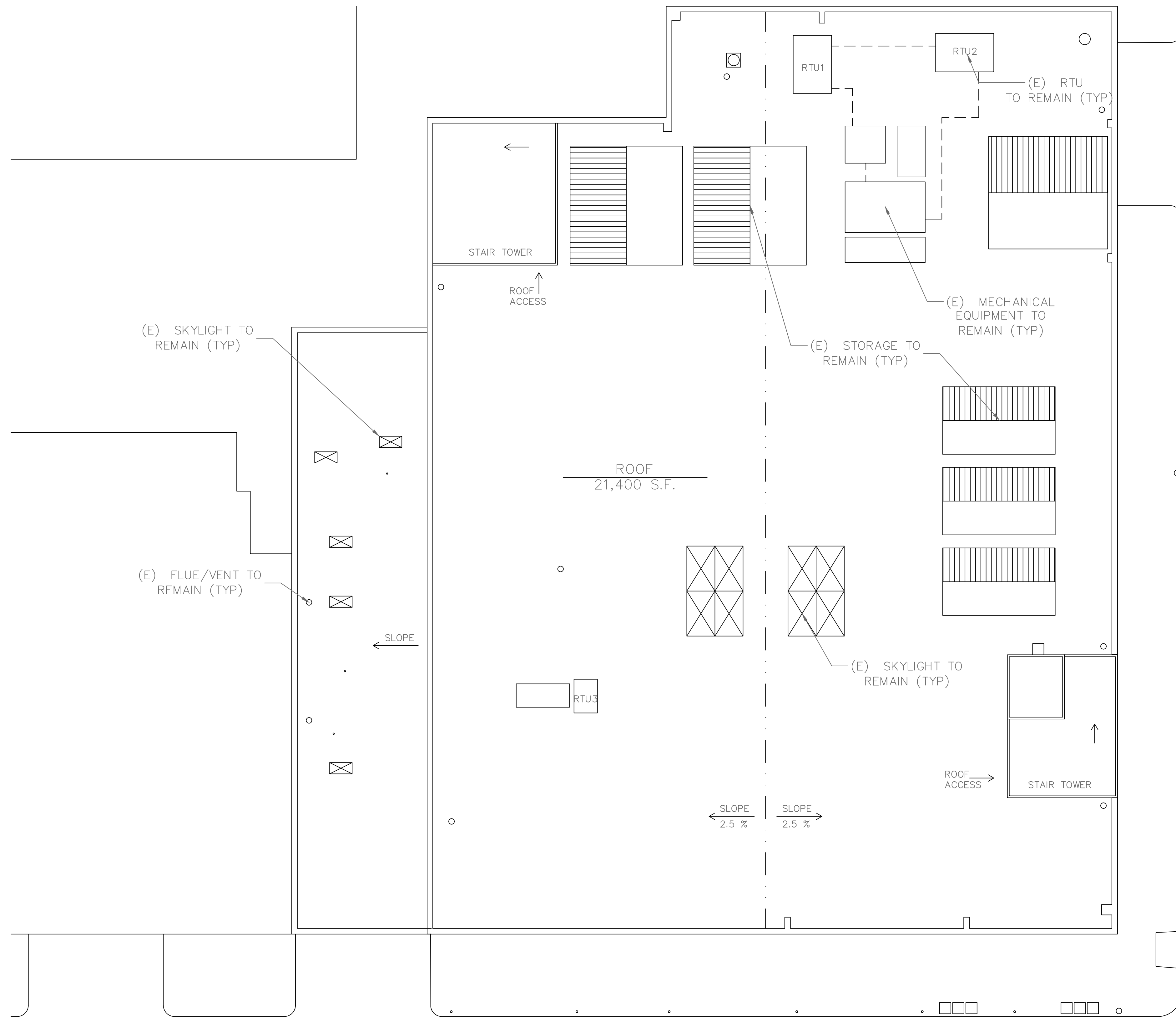


JACKSON ST. ELEVATION
NTS

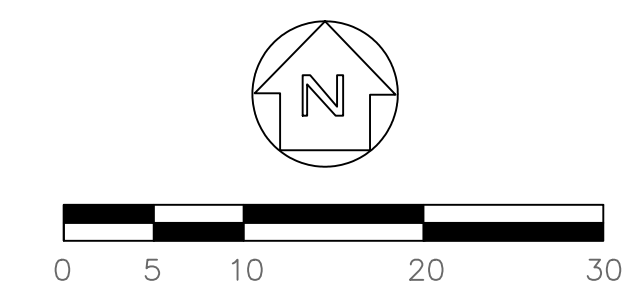


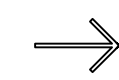
POLK ST. ELEVATION
NTS



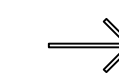


LEGEND	
	EXHAUST FAN
	FLUE/VENT TYP. 3" DIA.
	ROOF DRAIN
	SKYLIGHT 2'x4' TYP.





P A C I F I C S T.



NOTES:

1. METERED STREET PARKING AND LOADING ZONES OPERATE MON-SAT 9:00 AM - 6:00 PM UNLESS SPECIFIED OTHERWISE.
2. TRAFFIC STRIPING BASED ON SFMTA - "POLK STREET SACRAMENTO STREET TO FILBERT STREET" PROVIDED PLANS
3. TYPICAL PARKING STALL: 20' X 7'-6"
4. BULB OUT BASED ON SFMTA STANDARDS

 HATCH PATTERN INDICATES LOCATION OF EXISTING BUILDINGS NEAR PROJECT SITE.

--- LOT BOUNDARIES

TSP EXISTING TRAFFIC SIGNAL POLE

PM EXISTING PARKING METER

WR EXISTING WASTE RECEPTACLE

MB EXISTING MAILBOX

SL EXISTING STREET LAMP

T PROPOSED TREE IN PLANTER POT (DETAILS PER BETTER STREETS SF STANDARDS)

