



# SAN FRANCISCO PLANNING DEPARTMENT

## Executive Summary Conditional Use

HEARING DATE: MAY 10, 2018

*Date:* May 2, 2018  
*Case No.:* **2017-014693CUA**  
*Project Address:* **2230-2234 Polk Street**  
*Zoning:* NCD (Polk Street Neighborhood Commercial) District  
65-A Height and Bulk District  
*Block/Lot:* 0549 / 015  
*Project Sponsor:* Chloe Angelis  
Reuben, Junius & Rose, LLP  
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*Staff Contact:* Seema Adina – (415) 575-8722  
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*Recommendation:* **Approval with Conditions**

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### PROJECT DESCRIPTION

The proposed project (“Project”) is to establish a Formula-Retail Limited Restaurant establishment (d.b.a. Philz Coffee) within the ground-floor of a 2,317 square-foot tenant space previously occupied by a non-Formula Retail use (d.b.a. Russian Hill Bookstore). The subject site has been vacant since June 2017. The Project includes interior tenant improvements and minor exterior improvements. No other exterior building alterations, parking, or bicycle parking are proposed. A Code-compliant signage program has been reviewed by the Planning Department, and the proposed signage program was found to be consistent with the Planning Commission’s Performance-Based Design Guidelines (*Commission Guide for Formula Retail*).

### SITE DESCRIPTION AND PRESENT USE

The Project is located on the east side of Polk Street, between Vallejo Street and Green Street, Block 0549, Lot 015. The subject property is located within the Polk Street Neighborhood Commercial Zoning District and the 65-A Height and Bulk District. The Project Site is one of five ground-floor commercial spaces within an approximately 17,500 square-foot parcel. Subsequent floors contain dwelling units. The tenant space at 2230-2234 Polk Street is currently vacant, but was previously occupied by a retail use (d.b.a. Russian Hill Bookstore). The subject property is a corner lot, with the subject site occupying 34.25 feet of frontage on Polk Street.

### SURROUNDING PROPERTIES AND NEIGHBORHOOD

The Project Site is located in an area mixed-use in character and on a corridor comprised primarily of ground floor retail uses. A variety of retail sales and service establishments are located within ground

floor storefronts in the Polk Street Neighborhood Commercial District, including limited and full-service restaurants, groceries, personal services, and others. Adjacent properties are both full-service restaurants. Buildings in the vicinity typically range from two to four stories in height with residential use above the ground floor. The Project Site is well-served by transit; the MUNI 19 runs along Polk Street in front of the subject property, and the 41, 45, 47, 49, 10, 12, and 30x lines and cable car are in close proximity. Other zoning districts in the vicinity of the project site include: RM-2 (Residential-Mixed, Moderate Density), RH-3 (Residential-House, Three Family), and the RC-3 (Residential-Commercial, Medium Density) Zoning District.

## ENVIRONMENTAL REVIEW

The Project is exempt from the California Environmental Quality Act (“CEQA”) as Class 1 and 3 categorical exemptions.

## HEARING NOTIFICATION

TYPE	REQUIRED PERIOD	REQUIRED NOTICE DATE	ACTUAL NOTICE DATE	ACTUAL PERIOD
Classified News Ad	20 days	April 20, 2018	April 18, 2018	22 days
Posted Notice	20 days	April 20, 2018	April 20, 2018	20 days
Mailed Notice	30 days	April 10, 2018	April 10, 2018	30 days

The Project requires a Section 312-neighborhood notification, which was conducted in conjunction with the Conditional Use Authorization process.

## PUBLIC COMMENT/COMMUNITY OUTREACH

To date, the Department has received fourteen (14) letters of support including a petition with 110 signatures, and two (2) letters of opposition. The correspondence received to date is included in this packet.

The Project Sponsor also hosted a community meeting at the Project Site on November 8, 2017 as part of their Pre-Application. There were at least 25 attendees.

## ISSUES AND OTHER CONSIDERATIONS

- **Formula Retail Use.**
  - The proposed establishment (d.b.a. Philz Coffee) is considered a Formula Retail use. Philz Coffee was established in 2003 and is headquartered in San Francisco, California with 43 locations across the world. Philz Coffee maintains 13 locations and one food truck in San Francisco.
  - Within the Polk Street NCD, there are 289 ground-floor storefronts. Of those 289 storefronts, 244 storefronts contain land uses that are subject to Formula Retail controls. 23 of the 244 storefronts are Formula Retail uses, leading to an existing concentration of Formula Retail uses within the Polk Street NCD of approximately 9.4%. As measured in

linear feet, the concentration of Formula Retail uses within the District is approximately 12.4%. The difference in the percentages (# of storefronts subject to Formula Retail controls versus linear feet of frontage subject to Formula Retail controls) is likely attributable to the large amount of street frontage possessed by a small number of the Formula Retail businesses (e.g. Cole Hardware).

- Within the vicinity (defined as ¼ mile) of the subject property, there are 227 ground-floor storefronts. Of those 227 storefronts, 195 storefronts contain land uses that are subject to Formula Retail controls. 18 of the 195 are Formula Retail uses, leading to an existing concentration of Formula Retail uses within ¼ mile of the subject property of approximately 9.2%. As measured in linear feet, the concentration of Formula Retail uses within ¼ mile of the subject property is approximately 12.9%
- With the addition of one new Formula Retail use, the concentration of Formula Retail uses within the District would increase by approximately 0.4% from 9.4% to 9.8% (as measured by number of storefronts subject to the Formula Retail controls) or by 0.4% from 12.4% to 12.8% (as measured by linear feet). The concentration of Formula Retail uses within the vicinity of the subject property would increase by approximately 0.5% from 9.2% to 9.7% (as measured by number of storefronts subject to Formula Retail controls) or by 0.5% from 12.9% to 13.4% (as measured by linear feet).
- **City-wide retail uses and daily needs-serving retail uses.** The existing mix of daily needs-serving uses (defined as: Limited Restaurants; Other Retail, Sales and Services; Personal Services; Limited Financial Services; and Specific Trade Shops) versus citywide retail uses (defined as all other uses) leans towards daily needs-serving uses within the Polk Street NCD with 60.6% versus 39.4% for citywide-serving retail uses. Within ¼ mile of the subject property, the mix of daily needs-serving and citywide-serving retail uses similarly leans toward daily needs-serving retail uses at 76.2% and citywide-serving retail uses at 23.8%.

## **REQUIRED COMMISSION ACTION**

In order for the Project to proceed, the Commission must grant Conditional Use Authorization to allow the establishment of a Formula Retail Limited Restaurant Use (d.b.a. Philz Coffee) within the Polk Street NCD, pursuant to Planning Code Sections 303, 303.1, and 723.

## **BASIS FOR RECOMMENDATION**

- The Project introduces an established business in the area, and contributes to the viability of the overall Polk Street NCD.
- The subject tenant space is currently vacant and would not displace an existing tenant.
- The Project would help contribute to the vitality of the overall neighborhood by providing a daily-serving retail use.
- The Project would increase the concentration of Formula Retail uses (as measured by number of storefronts subject to Formula Retail controls) by approximately 0.4% within the Polk Street NCD, and by approximately 0.5% within ¼ mile of the subject property; the increase is considered nominal.

- The Project meets the requirements of the Planning Commission's Performance-Based Design Guidelines (*Commission Guide for Formula Retail*).
- The Project site is well-served by public transit.
- The Project meets all applicable requirements of the Planning Code.
- The Project is desirable for and compatible with the surrounding neighborhood.

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

Block Book Map  
Sanborn Map  
Zoning Map  
Aerial Photographs  
Contextual Photographs  
CEQA Categorical Exemption Determination  
CUA Notice  
Public Correspondence  
Conditional Use Authorization Application  
Project Sponsor Submittal  
Formula Retail Affidavit  
Formula Retail Map  
Public Correspondence  
Reduced Plans (and Signage Program)

Attachment Checklist

- |   |  |
|---|--|
| <input checked="" type="checkbox"/> Executive Summary           | <input checked="" type="checkbox"/> Project sponsor submittal                              |
| <input checked="" type="checkbox"/> Draft Motion                | Drawings: <u>Existing Conditions</u>   |
| <input checked="" type="checkbox"/> Environmental Determination | <input checked="" type="checkbox"/> Check for legibility                                   |
| <input checked="" type="checkbox"/> Zoning District Map         | Drawings: <u>Proposed Project</u>  |
| <input type="checkbox"/> Height & Bulk Map                      | <input checked="" type="checkbox"/> Check for legibility                                   |
| <input checked="" type="checkbox"/> Parcel Map                  | 3-D Renderings (new construction or significant addition)                                  |
| <input checked="" type="checkbox"/> Sanborn Map                 | <input type="checkbox"/> Check for legibility  |
| <input checked="" type="checkbox"/> Aerial Photo                | <input type="checkbox"/> Wireless Telecommunications Materials                             |
| <input checked="" type="checkbox"/> Context Photos              | <input type="checkbox"/> Health Dept. review of RF levels                                  |
| <input type="checkbox"/> Site Photos                            | <input type="checkbox"/> RF Report   |
|   | <input type="checkbox"/> Community Meeting Notice  |
|   | <input type="checkbox"/> Housing Documents   |
|   | <input type="checkbox"/> Inclusionary Affordable Housing Program: Affidavit for Compliance |

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

SA

Planner's Initials



# SAN FRANCISCO PLANNING DEPARTMENT

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## Planning Commission Draft Motion

HEARING DATE: MAY 10, 2018

*Case No.:* **2017-014693CUA**  
*Project Address:* **2230-2234 POLK STREET**  
*Zoning:* NCD (Polk Street Neighborhood Commercial) Zoning District  
65-A Height and Bulk District  
*Block/Lot:* 0549 / 015  
*Project Sponsor:* Chloe Angelis  
Reuben, Junius, & Rose LLP  
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**ADOPTING FINDINGS RELATING TO THE APPROVAL OF CONDITIONAL USE AUTHORIZATION PURSUANT TO SECTIONS 303, 303.1, and 723 OF THE PLANNING CODE TO ESTABLISH A FORMULA RETAIL LIMITED RESTAURANT USE (D.B.A. PHILZ COFFEE) IN THE VACANT 2,317 SQUARE-FOOT TENANT SPACE PREVIOUSLY OCCUPIED BY A NON-FORMULA RETAIL USE (D.B.A. RUSSIAN HILL BOOKSTORE), LOCATED WITHIN THE POLK STREET NEIGHBORHOOD COMMERCIAL AND 65-A HEIGHT AND BULK DISTRICT.**

### PREAMBLE

On November 15, 2017, Chloe Angelis from Reuben, Junius, & Rose LLP (hereinafter "Project Sponsor") filed Application No. 2017-014693CUA (hereinafter "Application") with the Planning Department (hereinafter "Department") for a Conditional Use Authorization to establish a Formula Retail use (d.b.a. Philz Coffee) within the existing 2,317 square-foot vacant tenant space, located within the Polk Street NC (Neighborhood Commercial) District and 65-A Height and Bulk District, at 2230-2234 Polk Street, Block 0549 Lot 015 (hereinafter "Project Site").

The Planning Department Commission Secretary is the custodian of records; the File for Case No. 2017-014693CUA is located at 1650 Mission Street, Suite 400, San Francisco, California.

On May 10, 2018, the San Francisco Planning Commission (hereinafter "Commission") conducted a duly noticed public hearing at a regularly scheduled meeting on Conditional Use Authorization Application No. 2017-014693CUA.

The Project is exempt from the California Environmental Quality Act ("CEQA") as Class 1 and 3 categorical exemptions.

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 Authorization as requested in Application No. 2017-014693CUA, 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 Project is to establish a Formula-Retail Limited Restaurant establishment (d.b.a. Philz Coffee) within the ground-floor of a 2,317 square-foot tenant space previously occupied by a non-Formula Retail use (d.b.a. Russian Hill Bookstore). The Project Site has been vacant since June 2017. The Project includes interior tenant improvements as well as minor exterior improvements. No other exterior building alterations, parking, or bicycle parking are proposed. A Code-compliant signage program has been reviewed by the Planning Department, and the proposed signage program was found to be consistent with the Planning Commission's Performance-Based Design Guidelines (*Commission Guide for Formula Retail*).

The proposal requires a Section 312-neighborhood notification, which was conducted in conjunction with the Conditional Use Authorization process. The proposed use is neighborhood-serving.

3. **Site Description and Present Use.** The Project is located on the east side of Polk Street, between Vallejo Street and Green Street, Block 0549, Lot 015. The subject property is located within the Polk Street Neighborhood Commercial Zoning District and the 65-A Height and Bulk District. The Project Site is one of five ground-floor commercial spaces within an approximately 17,500 square-foot parcel. Subsequent floors contain dwelling units. The tenant space at 2230-2234 Polk Street is currently vacant, but was previously occupied by a retail use (d.b.a. Russian Hill Bookstore). The tenant space also has access to existing storage at the mezzanine level which is not accessible to patrons. The subject property is a corner lot, with the subject site occupying 34.25 feet of frontage on Polk Street.
4. **Surrounding Properties and Neighborhood.** The Project Site is located in an area mixed-use in character and on a corridor comprised primarily of ground floor retail uses. A variety of retail sales and service establishments are located within ground floor storefronts in the Polk Street Neighborhood Commercial District, including limited and full-service restaurants, groceries, personal services, and others. Adjacent properties are both full-service restaurants. Buildings in the vicinity typically range from two to four stories in height with residential use above the

ground floor. The Project Site is well-served by transit; the MUNI 19 runs along Polk Street in front of the subject property, and the 41, 45, 47, 49, 10, 12, and 30x lines and cable car are in close proximity. Other zoning districts in the vicinity of the project site include: RM-2 (Residential-Mixed, Moderate Density), RH-3 (Residential-House, Three Family), and the RC-3 (Residential-Commercial, Medium Density) Zoning District.

5. **Public Outreach and Comments.** The Department has received correspondence from 14 people regarding the proposed project, and a petition of support with 110 signatures. This correspondence has primarily expressed support for the project, though the Department has received two letters in opposition. The opposition expressed concerns over the project's adverse effect on the existing businesses in the area..

The Project Sponsor hosted a community meeting at the project site on November 8, 2017 as part of their Pre-Application meeting. There were at least 25 attendees.

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 Size (Section 121.1).** The Planning Code permits non-residential uses up to 2,499 square feet and requires Conditional Use Authorization for 2,500 square feet or above.

*The Project does not occupy more than 2,500 square feet of floor area, and is therefore not required to submit a Conditional Use Authorization for use size.*

- B. **Street Frontage in Neighborhood Commercial Districts (Section 145.1).** Section 145.1 of 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 façade facing at 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 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 Project has approximately 34.25 feet of frontage on Polk Street with almost 100% devoted to either the business entrance or window space. The windows are clear and unobstructed. The only proposed changes to the commercial frontage include identifying business signs on the existing awning, and minor exterior improvements for disability access.*

- C. **Signage (Section 607.1(f)(2)(D)).** The Planning Code states that sign copy may be located on permitted awnings or marquees in the Polk Street NCD as long as the area should not exceed 30 square feet and may be nonilluminated or indirectly illuminated

*The Project includes two (2) sign copies on existing awnings. One sign is approximately 14 square feet and one sign is approximately 5 square feet. The signs are nonilluminated and were reviewed by*



*the Planning Department for consistency with the Planning Commission's Performance-Based Design Guidelines (Commission Guide for Formula Retail).*

- D. **Hours of Operation (Section 723).** The Planning Code principally permits hours of operation from 6:00am to 2:00am in the Polk NCD. A Conditional Use Authorization is required for hours of operation from 2:00am to 6:00am.

*The Project Sponsor intends to maintain hours of operation that are principally permitted in the Planning Code, per Section 723.*

7. **Formula Retail Use in the Polk Street Neighborhood Commercial District.** Planning Code Section 303.1 provides additional criteria for the Planning Commission when considering any conditional use related to Formula Retail uses

A. **Existing concentration of Formula Retail uses within the district and the vicinity.**

*Within the Polk Street Neighborhood Commercial District, there are 289 ground-floor storefronts. Of those 289 storefronts, 244 storefronts contain land uses that are subject to Formula Retail controls. 23 of the 244 storefronts are Formula Retail uses, leading to an existing concentration of Formula Retail uses within the Polk NCD of approximately 9.4%. As measured in linear feet, the concentration of Formula Retail uses within the District is approximately 12.4%. The difference in the percentages (# of commercial storefronts subject to Formula Retail controls versus linear feet of commercial frontage subject to Formula Retail controls) is likely attributable to the large amount of street frontage possessed by a few of the Formula Retail businesses (e.g. Cole Hardware). See Table No. 1 below.*

*Within the vicinity (defined as ¼ mile) of the subject property, there are 227 ground-floor, commercial storefronts. Of those 227 storefronts, 195 storefronts contain land uses that are subject to Formula Retail controls. 18 of the 195 are Formula Retail uses, leading to an existing concentration of Formula Retail uses within ¼ mile of the subject property of approximately 9.2%. As measured in linear feet, the concentration of Formula Retail uses within ¼ mile of the subject property is approximately 12.9%. See Table No. 2 below.*

*With the addition of one new Formula Retail use, the concentration of Formula Retail uses within the District would increase by approximately 0.4% from 9.4% to 9.8% (as measured by number of commercial storefronts) or by 0.4% from 12.4% to 12.8% (as measured by linear feet). The concentration of Formula Retail uses within the vicinity of the subject property would increase by approximately 0.5% from 9.2% to 9.7% (as measured by number of commercial storefronts) or by 0.5% from 12.9% to 13.4% (as measured by linear feet).*

Table 1: Existing Formula Retail concentration in Polk NCD and Vicinity (1/4 mile) measured by # of storefronts

Land Use Category	Zoning Distric Total (#) within Polk NCD District	Zoning District (%)	1/4 Mile Vicinity Frontage Total (#)	Vicinity (%)
Animal Hospital	1	0.3%	0	0.0%
<b>Financial Services*</b>	<b>2</b>	<b>0.7%</b>	<b>2</b>	<b>0.9%</b>
Institutional	8	2.8%	4	1.8%
<b>Limited – Restaurant*</b>	<b>25</b>	<b>8.7%</b>	<b>29</b>	<b>12.8%</b>
<b>Liquor Store*</b>	<b>2</b>	<b>0.7%</b>	<b>2</b>	<b>0.9%</b>
<b>Medical Service*</b>	<b>8</b>	<b>2.8%</b>	<b>3</b>	<b>1.3%</b>
<b>Movie Theater*</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0.0%</b>
<b>Personal Service*</b>	<b>48</b>	<b>16.6%</b>	<b>52</b>	<b>22.9%</b>
Professional Service	36	12.5%	28	12.3%
<b>Restaurant*</b>	<b>79</b>	<b>27.3%</b>	<b>45</b>	<b>19.8%</b>
<b>Retail*</b>	<b>80</b>	<b>27.7%</b>	<b>62</b>	<b>27.3%</b>
<b>TOTAL</b>	<b>289</b>	<b>100.0%</b>	<b>227</b>	<b>100.0%</b>
Vacant	46	13.7%	20	8.1%
<b>City-wide Serving Retail Uses</b>	<b>114</b>	<b>39.4%</b>	<b>54</b>	<b>23.8%</b>
<b>Daily Serving Retail Uses</b>	<b>175</b>	<b>60.6%</b>	<b>173</b>	<b>76.2%</b>
Total Land Uses Subject to Formula Retail Controls	244	84.4%	195	85.9%
<b>(Existing) Formula Retail Uses</b>	<b>23</b>	<b>9.4%</b>	<b>18</b>	<b>9.2%</b>
<b>(New) Formula Retail Uses</b>	<b>24</b>	<b>9.8%</b>	<b>19</b>	<b>9.7%</b>
<b>Difference</b>	<b>1</b>	<b>0.4%</b>	<b>1</b>	<b>0.5%</b>

\*Land Use subject to Formula Retail Controls

Table 2: Existing Formula Retail concentration in Polk NCD and Vicinity (1/4 mile) measured by linear feet of frontage

Land Use Category	Zoning Distric Total (feet) within Polk NCD District	Zoning District (%)	1/4 Mile Vicinity Frontage Total (feet)	Vicinity (%)
Animal Hospital	32	0.3%	0	0.0%
<b>Financial Services*</b>	<b>78</b>	<b>0.7%</b>	<b>215</b>	<b>2.3%</b>
Institutional	383	3.4%	542	5.9%
<b>Limited – Restaurant*</b>	<b>857</b>	<b>7.6%</b>	<b>1076</b>	<b>11.6%</b>
<b>Liquor Store*</b>	<b>106</b>	<b>0.9%</b>	<b>139</b>	<b>1.5%</b>
<b>Medical Service*</b>	<b>299</b>	<b>2.7%</b>	<b>89</b>	<b>1.0%</b>
<b>Movie Theater*</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0.0%</b>
<b>Personal Service*</b>	<b>1298</b>	<b>11.6%</b>	<b>88</b>	<b>1.0%</b>
Professional Service	1221	10.9%	1939	20.9%
<b>Restaurant*</b>	<b>3167</b>	<b>28.2%</b>	<b>1877</b>	<b>20.3%</b>
<b>Retail*</b>	<b>3771</b>	<b>33.6%</b>	<b>3297</b>	<b>35.6%</b>
<b>TOTAL</b>	<b>11212</b>	<b>100.0%</b>	<b>9262</b>	<b>100.0%</b>
Vacant	1529	12.0%	1466	8.1%
<b>City-wide Serving Retail Uses</b>	<b>5134</b>	<b>45.8%</b>	<b>971</b>	<b>10.5%</b>
<b>Daily Serving Retail Uses</b>	<b>6078</b>	<b>54.2%</b>	<b>8291</b>	<b>89.5%</b>
Total Land Uses Subject to Formula Retail Controls	9576	85.4%	6781	73.2%
<b>(Existing) Formula Retail Uses</b>	<b>1191</b>	<b>12.4%</b>	<b>872</b>	<b>12.9%</b>
<b>(New) Formula Retail Uses</b>	<b>1225</b>	<b>12.8%</b>	<b>906</b>	<b>13.4%</b>
<b>Difference</b>	<b>34</b>	<b>0.4%</b>	<b>34</b>	<b>0.5%</b>

\*Land Use subject to Formula Retail Controls

- B. **The availability of other similar retail uses within the district and the vicinity.** *Within the Polk Street NCD, there are twenty-five (25) locations with a Limited Restaurant use<sup>1</sup>. Within the vicinity of the subject property (includes locations outside of the Polk Street NCD) there are twenty-nine (29) locations with similar uses.*

*However, of the 25 limited restaurants located within the entirety of the District (which runs along Polk Street from Filbert Street to Post Street, including parts of California Street), there are only nine cafes. Two of the nine cafes are Formula Retail - Starbucks and Peet's.*

*Similarly, within ¼ mile vicinity of the subject property, 7 of the 29 Limited Restaurant uses are cafes. Of those 7 cafes, only two are Formula Retail. These cafes are the same two from the Polk NCD (Starbucks and Peet's).*

- C. **The compatibility of the proposed Formula Retail use with the architectural and aesthetic character of the district.** *The proposal would activate a vacant space. The previous tenant, Russian Hill Bookstore occupied the space for approximately 25 years. The Project does not propose any exterior modifications other than removing and replacing the existing doors. Therefore, the proposal would adaptively reuse an underutilized space that has already served as architecturally and aesthetically compatible with the character of the district. New signage is required to comply with the requirements of the Planning Code and Formula Retail signage guidelines.*

- D. **The existing retail vacancy rates within the district and the vicinity.** *There are forty-six (46) vacant store fronts in the district (13.7% vacancy rate) and twenty (20) vacant store fronts within the vicinity (8.1% vacancy rate). The Project would reduce the vacancy rate by 0.4% in the district and 0.7% in the vicinity.*

- E. **The existing mix of citywide-serving retail uses and daily needs-serving retail uses within the district and the vicinity.** *The existing mix of daily needs-serving uses (defined as: Limited Restaurants; Other Retail, Sales and Services; Personal Services; Limited Financial Services; and Specific Trade Shops) versus citywide retail uses (defined as all other uses) leans towards daily needs-serving uses within the district with 60.6% versus 39.4% for citywide-serving retail uses.*

*Within the vicinity of the subject property, the existing mix also leans towards daily needs-serving retail uses at 76.2% and citywide-serving retail uses at 23.8%.*

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

*The Project has satisfied the Performance-Based Design Guidelines delineated in the Commission Guide to Formula Retail. The proposed signage plan was reviewed and approved by the Department. The Project also proposes to maintain transparency as required by the Formula Retail Transparency component of the Performance-Based Design Guidelines. As the tenant space is existing, the entrances, bulkhead, façade, and street walls have been reviewed and approved by the Department in previous*

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<sup>1</sup> Limited Restaurant use as defined by Planning Code Section 102 is any Retail Sales and Service Use that serves ready to eat foods and/or beverages for consumption on or off premises. Limited Restaurant use is distinct from Full Service Restaurant use in that it does not provide on-site consumption of alcoholic beverages.

*permits. There are no proposed changes to the façade and structure of the building, except for minor exterior upgrades, further contributing to the transparency of the tenant space.*

- 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.**

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

- H. **Notwithstanding anything to the contrary contained in Planning Code Article 6 limiting the Planning Department's and Planning Commission's discretion to review signs, the Planning Department and Planning Commission may review and exercise discretion to require changes in the time, place, and manner of the proposed signage for the proposed Formula Retail use, applying the Performance-Based Design Guidelines.**

*The Project has undergone review for its proposed signage which was deemed compatible with the signage requirements delineated in the Performance-Based Design Guidelines. The signage is limited to the existing awnings and does not include more than one Philz Coffee logo.*

8. **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 use would establish a Formula Retail use at the site. The Project is desirable because it provides a centrally-located retail service use. The use is compatible with the surrounding commercial and residential uses in that it is consistent with the ground floor retail pattern in the Polk NCD, and makes use of vacant commercial space.*

- 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:

- (1) Nature of proposed site, including its size and shape, and the proposed size, shape and arrangement of structures;

*The size, shape, and arrangement of the building will not be altered as part of this project. The proposed work will not affect the building envelope.*

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

*The Planning Code does not require parking or loading in this district, thus no off-street parking or loading will be provided. The proposed use is designed to meet the needs of the neighborhood and should not generate significant amounts of vehicular trips from the immediate neighborhood or citywide. The Project Site is well served by public transit.*

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

*The Project will not produce noxious or offensive emissions related to noise, glare, dust and odor.*

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

*The Project would not alter the site's landscaping, open spaces, parking and loading areas, service areas, or lighting. New signage is required to comply with the requirements of the Planning Code and Formula Retail signage guidelines.*

- 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.*

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

*The Project is consistent with the stated purpose of the Polk NCD in that the intended use is located at the ground floor and will provide a compatible convenience service for the surrounding neighborhoods during daytime hours.*

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

## COMMERCE AND INDUSTRY

### Objectives and Policies

#### OBJECTIVE 1:

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

#### Policy 1.1:

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

**Policy 1.2:**

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

**Policy 1.3:**

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

*The Project will provide desirable goods and services to the neighborhood. As the proposed use will function as a daily needs-serving retail use within the Polk NCD, the use will not result in undesirable consequences. Furthermore, the Project Site is located in a neighborhood-commercial corridor and is thus consistent with activities in the commercial and residential land use plan.*

**OBJECTIVE 2:**

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

**Policy 2.1:**

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

*The Project would activate a previously vacant space. Therefore, the Project would adaptively reuse an underutilized space.*

**OBJECTIVE 6:**

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

**Policy 6.1:**

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

*No commercial tenant would be displaced and the Project would not prevent the district from achieving optimal diversity in the types of goods and services available in the neighborhood. The Project will provide the neighborhood with a limited restaurant use (café), which specializes in coffee drinks.*

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 would not displace an existing neighborhood-serving retail as the subject tenant space is currently vacant.*

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

*The existing units in the surrounding neighborhood would not be adversely affected. The Project would benefit the residents of the surrounding neighborhood by providing a Limited Restaurant use within the ground-floor of the subject building.*

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

*The Project does not propose the elimination of any dwelling units; housing supply is unaffected.*

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

*The site is on Polk Street and is well-served by transit. The MUNI 19 runs along Polk Street in front of the subject property, and the 49 line and multiple other lines are in close proximity.*

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

*The Project will not displace any service or industry establishment. The Project will not affect industrial or service sector uses, ownership opportunities, or related employment opportunities.*

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

*The subject building was constructed in 1913 and employs modern building technologies to safeguard the building (and its users) from seismic events. The Project calls for minor tenant improvements and exterior removal and replacement of the existing doors. This Project will not impact the property's ability to withstand an earthquake.*

- G. That landmarks and historic buildings be preserved.

*Currently, the Project Site does not contain any City Landmarks or historic buildings.*

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

*The Project will have no negative impact on existing parks and open spaces.*



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. 2017-014693CUA** subject to the following conditions attached hereto as "EXHIBIT A" in general conformance with plans on file, dated August 1, 2017, and stamped "EXHIBIT B", which is incorporated herein by reference as though fully set forth.

**APPEAL AND EFFECTIVE DATE OF MOTION:** Any aggrieved person may appeal this Conditional Use Authorization to the Board of Supervisors within thirty (30) days after the date of this Motion. 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 May 10, 2018.

Jonas P. Ionin  
Commission Secretary

AYES:

NAYS:

ABSENT:

ADOPTED: May 10, 2018

## EXHIBIT A

### AUTHORIZATION

This authorization is for a conditional use to allow a Formula Retail Limited Restaurant (d.b.a. **Philz Coffee**) located at 2230-2234 Polk Street, Block 0549 Lot 015 pursuant to Planning Code Section(s) **303, 303.1, and 723** within the **Polk Street Neighborhood Commercial** District and a **65-A** Height and Bulk District; in general conformance with plans, dated **August 1, 2017**, and stamped "EXHIBIT B" included in the docket for Case No. **2017-014693CUA** and subject to conditions of approval reviewed and approved by the Commission on **May 10, 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 **May 10, 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](http://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](http://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](http://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](http://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](http://www.sf-planning.org)*

6. **Validity.** The authorization and right vested by virtue of this action is valid for three (3) years from the date that the Planning Code text amendment(s) and/or Zoning Map amendment(s) become effective. 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](http://www.sf-planning.org)*

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

8. **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 the date that the Planning Code text amendment(s) and/or Zoning Map amendment(s) became effective.

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

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

## DESIGN – COMPLIANCE AT PLAN STAGE

1. **Signage.** All sign permits shall conform to the approved signage program. Once approved by the Department, the signage program/plan information shall be submitted and approved as part of the site permit for the Project. All exterior signage shall be designed to complement, not compete with, the existing architectural character and architectural features of the building.  
*For information about compliance, contact the Case Planner, Planning Department at 415-575-8722, [www.sf-planning.org](http://www.sf-planning.org)*MONITORING - after entitlement
1. **Enforcement.** Violation of any of the Planning Department conditions of approval contained in this Motion or of any other provisions of Planning Code applicable to this Project shall be subject to the enforcement procedures and administrative penalties set forth under Planning Code Section 176 or Section 176.1. The Planning Department may also refer the violation complaints to other city departments and agencies for appropriate enforcement action under their jurisdiction.  
*For information about compliance, contact Code Enforcement, Planning Department at 415-575-6863, [www.sf-planning.org](http://www.sf-planning.org)*
2. **Revocation due to Violation of Conditions.** Should implementation of this Project result in complaints from interested property owners, residents, or commercial lessees which are not resolved by the Project Sponsor and found to be in violation of the Planning Code and/or the specific conditions of approval for the Project as set forth in Exhibit A of this Motion, the Zoning Administrator shall refer such complaints to the Commission, after which it may hold a public hearing on the matter to consider revocation of this authorization.  
*For information about compliance, contact Code Enforcement, Planning Department at 415-575-6863, [www.sf-planning.org](http://www.sf-planning.org)*

## OPERATION

3. **Eating and Drinking Uses.** As defined in Planning Code Section 202.2, Eating and Drinking Uses, as defined in Section [102](#), shall be subject to the following conditions:
  - A. The business operator 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 Street and Sidewalk Maintenance Standards. In addition, the operator shall be responsible for daily monitoring of the sidewalk within a one-block radius of the subject business to maintain the sidewalk free of paper or other litter associated with the business during business hours, in accordance with Article 1, Section [34](#) of the San Francisco Police Code.  
*For information about compliance, contact the Bureau of Street Use and Mapping, Department of Public Works at 415-554-.5810, <http://sfdpw.org>.*
  - B. When located within an enclosed space, the premises shall be adequately soundproofed or insulated for noise and operated so that incidental noise shall not be audible beyond the

premises or in other sections of the building, and fixed-source equipment noise shall not exceed the decibel levels specified in the San Francisco Noise Control Ordinance.

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

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

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

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

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

4. **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>*

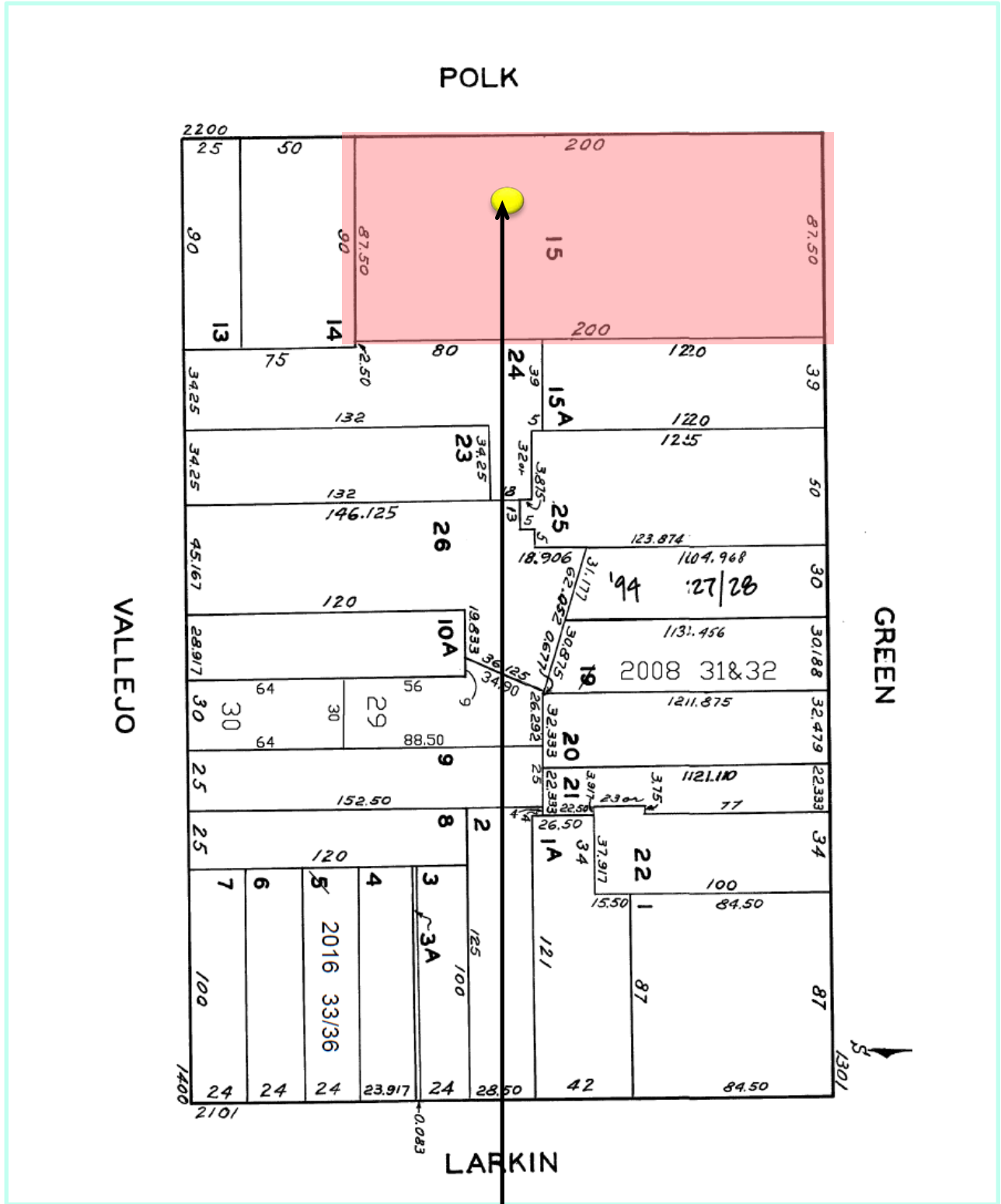
5. **Community Liaison.** Prior to issuance of a building permit to construct the project and implement the approved use, the Project Sponsor shall appoint a community liaison officer to deal with the issues of concern to owners and occupants of nearby properties. The Project Sponsor shall provide the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

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

6. **Hours of Operation.** The subject establishment is limited to the following hours of operation: Sunday through Saturday 6:00a.m. to 2:00a.m.

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

# Block Book Map



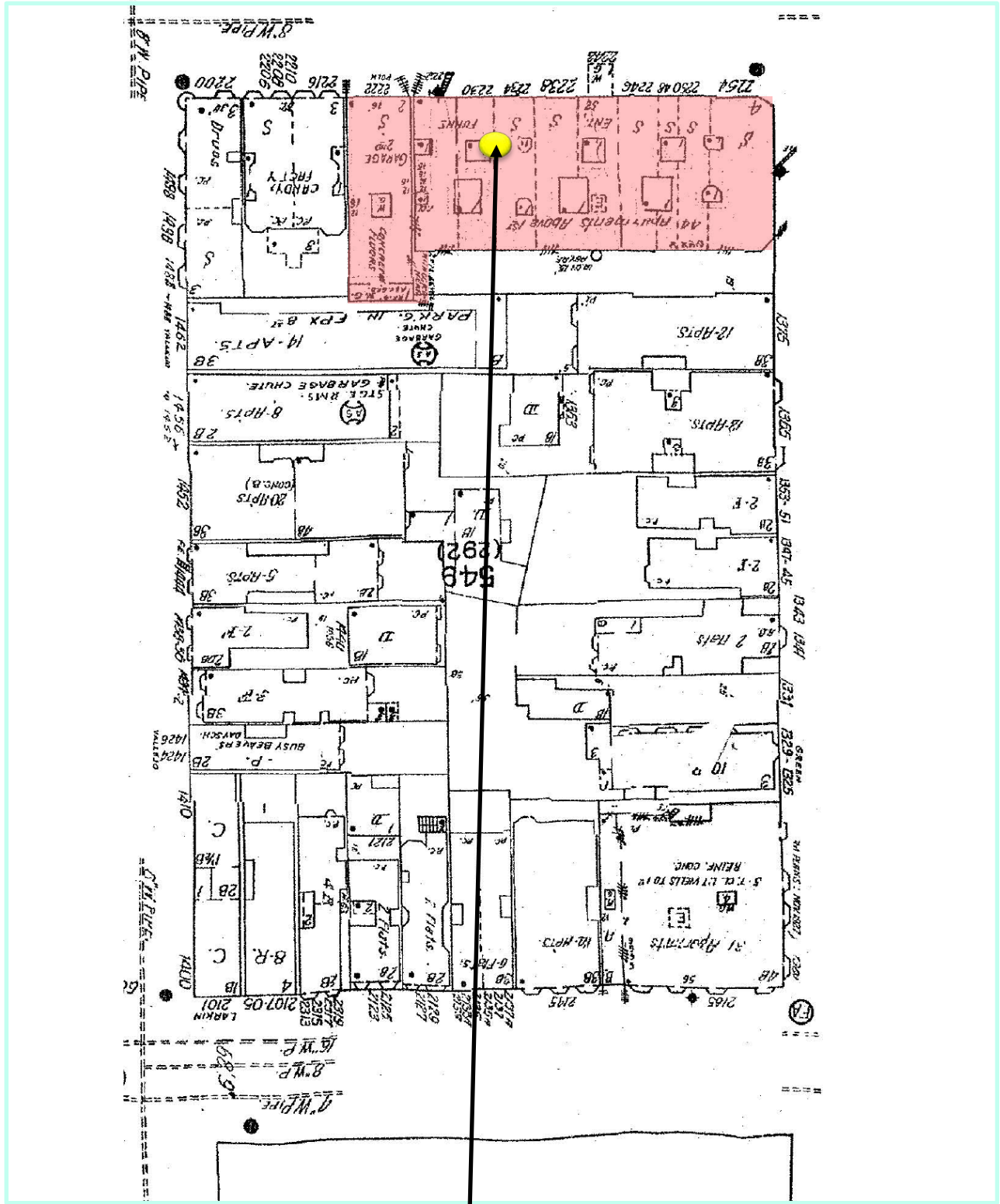
**SUBJECT PROPERTY**

Case Number 2017-014693PRJ  
 Conditional Use Authorization  
 Formula Retail Limited Restaurant Use  
 2230-2234 Polk Street





# Sanborn Map\*



**SUBJECT PROPERTY**

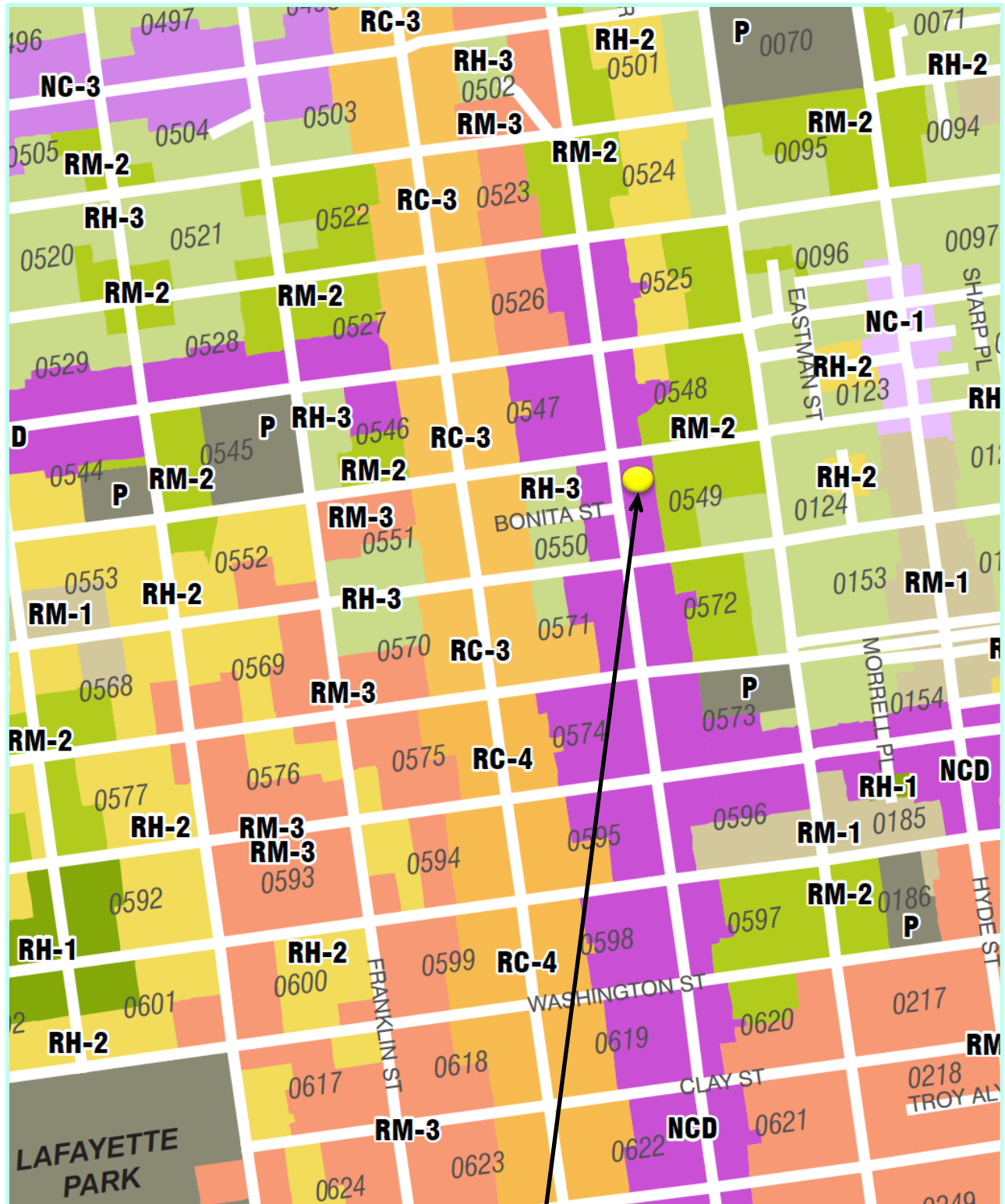
\*The Sanborn Maps in San Francisco have not been updated since 1998, and this map may not accurately reflect existing conditions.



SAN FRANCISCO  
PLANNING DEPARTMENT

Case Number 2017-014693PRJ  
Conditional Use Authorization  
Formula Retail Limited Restaurant Use  
2230-2234 Polk Street

# Zoning Map

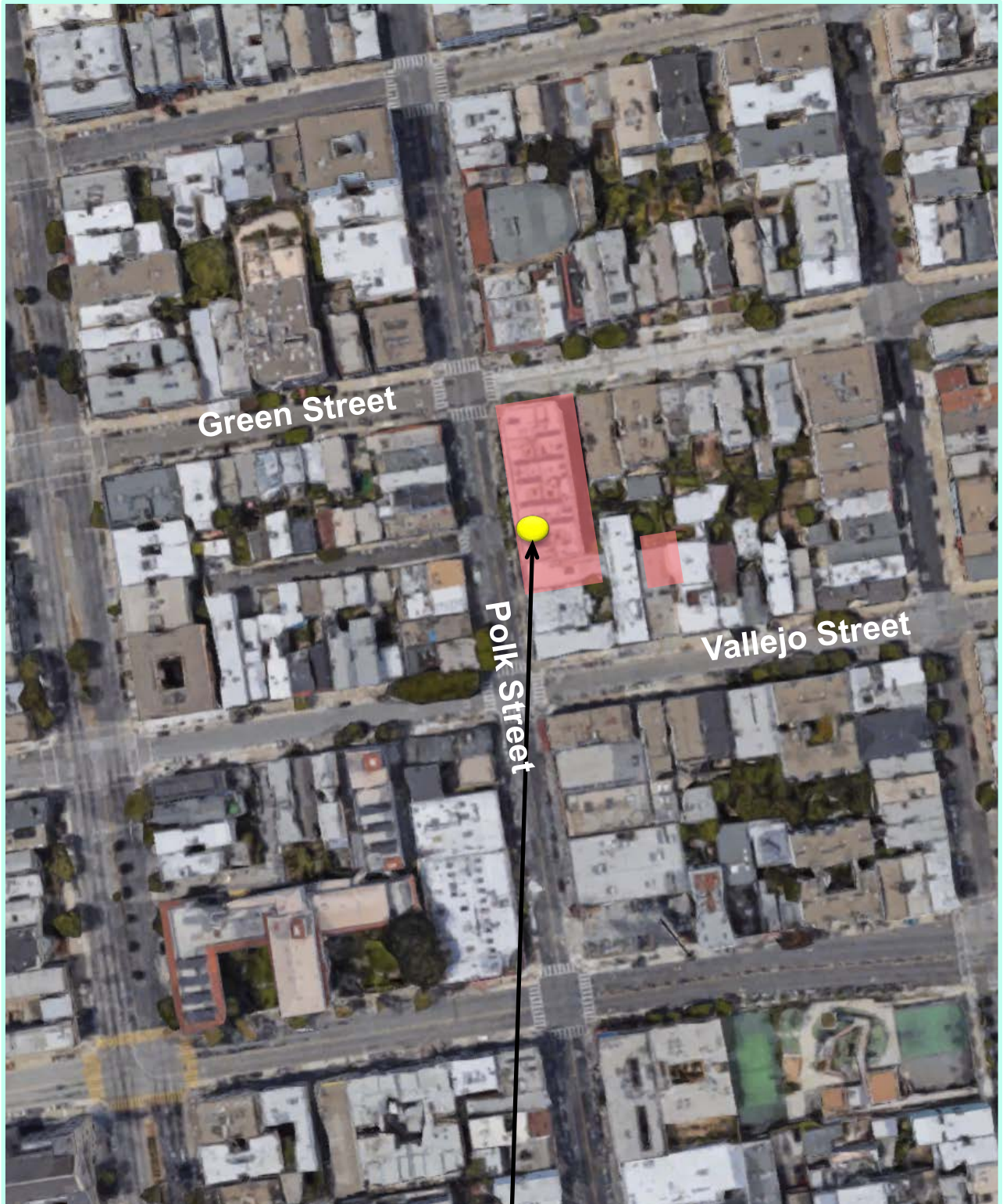


**SUBJECT PRCPRTY**

Case Number 2017-014693PRJ  
Conditional Use Authorization  
Formula Retail Limited Restaurant Use  
2230-2234 Polk Street



# Aerial Photograph



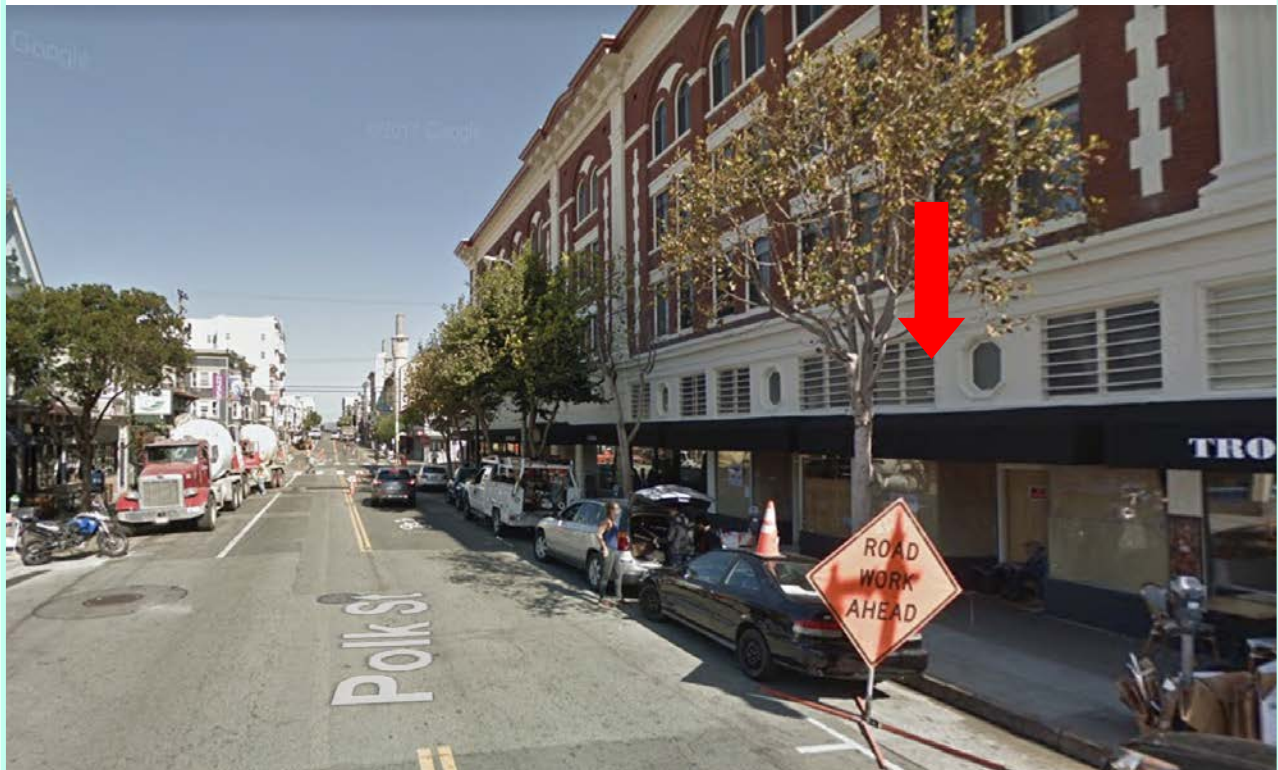
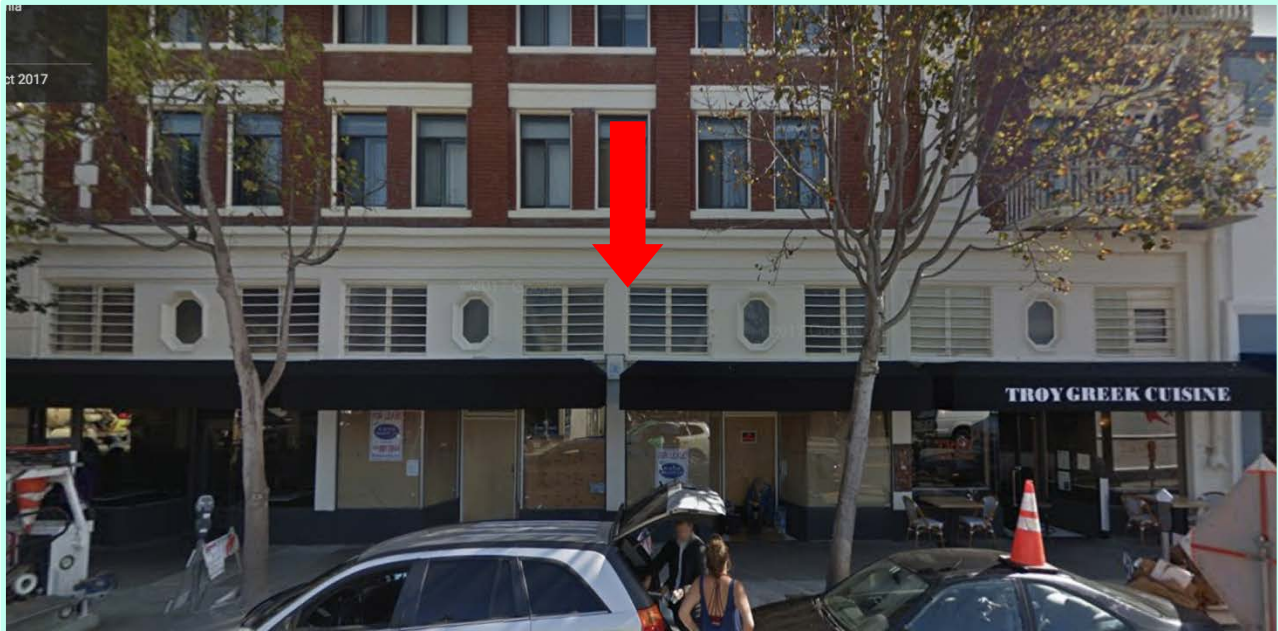
**SUBJECT PROPERTY**

**Case Number 2017-014693PRJ**  
Conditional Use Authorization  
Formula Retail Limited Restaurant Use  
2230-2234 Polk Street



**SAN FRANCISCO  
PLANNING DEPARTMENT**

# Contextual Photographs



Case Number 2017-014693PRJ  
Conditional Use Authorization  
Formula Retail Limited Restaurant Use  
2230-2234 Polk Street

# Environmental Determination

**Case Number 2017-014693PRJ**  
Conditional Use Authorization  
Formula Retail Limited Restaurant Use  
2230-2234 Polk Street



# SAN FRANCISCO PLANNING DEPARTMENT

## CEQA Categorical Exemption Determination

### PROPERTY INFORMATION/PROJECT DESCRIPTION

Project Address		Block/Lot(s)	
Case No.	Permit No.	Plans Dated	
<input type="checkbox"/> Addition/ Alteration	<input type="checkbox"/> Demolition (requires HRER if over 45 years old)	<input type="checkbox"/> New Construction	<input type="checkbox"/> Project Modification <b>(GO TO STEP 7)</b>
Project description for Planning Department approval.			

### STEP 1: EXEMPTION CLASS TO BE COMPLETED BY PROJECT PLANNER

<b>*Note: If neither class applies, an <i>Environmental Evaluation Application</i> is required.*</b>	
<input type="checkbox"/>	<b>Class 1 – Existing Facilities.</b> Interior and exterior alterations; additions under 10,000 sq. ft.
<input type="checkbox"/>	<b>Class 3 – New Construction/ Conversion of Small Structures.</b> Up to three (3) new single-family residences or six (6) 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. Change of use under 10,000 sq. ft. if principally permitted or with a CU.
<input type="checkbox"/>	<b>Class</b> ___

### STEP 2: CEQA IMPACTS TO BE COMPLETED BY PROJECT PLANNER

<b>If any box is checked below, an <i>Environmental Evaluation Application</i> is required.</b>	
<input type="checkbox"/>	<b>Air Quality:</b> 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)? <i>Exceptions: do not check box if the applicant presents documentation of enrollment in the San Francisco Department of Public Health (DPH) Article 38 program and the project would not have the potential to emit substantial pollutant concentrations. (refer to EP_ArcMap &gt; CEQA Catex Determination Layers &gt; Air Pollutant Exposure Zone)</i>
<input type="checkbox"/>	<b>Hazardous Materials:</b> 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</i>

	<i>Maher program, or other documentation from Environmental Planning staff that hazardous material effects would be less than significant (refer to EP_ArcMap &gt; Maher layer).</i>
<input type="checkbox"/>	<b>Transportation:</b> 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"/>	<b>Archeological Resources:</b> 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? ( <i>refer to EP_ArcMap &gt; CEQA Catex Determination Layers &gt; Archeological Sensitive Area</i> )
<input type="checkbox"/>	<b>Subdivision/Lot Line Adjustment:</b> Does the project site involve a subdivision or lot line adjustment on a lot with a slope average of 20% or more? ( <i>refer to EP_ArcMap &gt; CEQA Catex Determination Layers &gt; Topography</i> )
<input type="checkbox"/>	<b>Slope = or &gt; 20%:</b> 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? ( <i>refer to EP_ArcMap &gt; CEQA Catex Determination Layers &gt; Topography</i> ) <b>If box is checked, a geotechnical report is required.</b>
<input type="checkbox"/>	<b>Seismic: Landslide Zone:</b> 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? ( <i>refer to EP_ArcMap &gt; CEQA Catex Determination Layers &gt; Seismic Hazard Zones</i> ) <b>If box is checked, a geotechnical report is required.</b>
<input type="checkbox"/>	<b>Seismic: Liquefaction Zone:</b> 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? ( <i>refer to EP_ArcMap &gt; CEQA Catex Determination Layers &gt; Seismic Hazard Zones</i> ) <b>If box is checked, a geotechnical report will likely be required.</b>
<b><u>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.</u></b>	
<input type="checkbox"/>	<b>Project can proceed with categorical exemption review. The project does not trigger any of the CEQA impacts listed above.</b>
<b>Comments and Planner Signature (optional):</b>	

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

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

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

<b>Check all that apply to the project.</b>	
<input type="checkbox"/>	1. <b>Change of use and new construction.</b> Tenant improvements not included.
<input type="checkbox"/>	2. <b>Regular maintenance or repair</b> to correct or repair deterioration, decay, or damage to building.
<input type="checkbox"/>	3. <b>Window replacement</b> that meets the Department's <i>Window Replacement Standards</i> . Does not include storefront window alterations.
<input type="checkbox"/>	4. <b>Garage work.</b> 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. <b>Deck, terrace construction, or fences</b> not visible from any immediately adjacent public right-of-way.
<input type="checkbox"/>	6. <b>Mechanical equipment installation</b> that is not visible from any immediately adjacent public right-of-way.
<input type="checkbox"/>	7. <b>Dormer installation</b> that meets the requirements for exemption from public notification under <i>Zoning Administrator Bulletin No. 3: Dormer Windows</i> .
<input type="checkbox"/>	8. <b>Addition(s)</b> 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.
<b>Note: Project Planner must check box below before proceeding.</b>	
<input type="checkbox"/>	Project is not listed. <b>GO TO STEP 5.</b>
<input type="checkbox"/>	Project <b>does not conform</b> to the scopes of work. <b>GO TO STEP 5.</b>
<input type="checkbox"/>	Project involves <b>four or more</b> work descriptions. <b>GO TO STEP 5.</b>
<input type="checkbox"/>	Project involves <b>less than four</b> work descriptions. <b>GO TO STEP 6.</b>

**STEP 5: CEQA IMPACTS – ADVANCED HISTORICAL REVIEW  
TO BE COMPLETED BY PRESERVATION PLANNER**

<b>Check all that apply to the project.</b>	
<input type="checkbox"/>	1. Project involves a <b>known historical resource (CEQA Category A)</b> as determined by Step 3 and conforms entirely to proposed work checklist in Step 4.
<input type="checkbox"/>	2. <b>Interior alterations to publicly accessible spaces.</b>
<input type="checkbox"/>	3. <b>Window replacement</b> of original/historic windows that are not “in-kind” but are consistent with existing historic character.
<input type="checkbox"/>	4. <b>Façade/storefront alterations</b> that do not remove, alter, or obscure character-defining features.
<input type="checkbox"/>	5. <b>Raising the building</b> in a manner that does not remove, alter, or obscure character-defining features.
<input type="checkbox"/>	6. <b>Restoration</b> based upon documented evidence of a building’s historic condition, such as historic photographs, plans, physical evidence, or similar buildings.
<input type="checkbox"/>	7. <b>Addition(s)</b> , 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. <b>Other work consistent</b> with the <i>Secretary of the Interior Standards for the Treatment of Historic Properties</i> (specify or add comments):



<input type="checkbox"/>	<p>9. <b>Other work</b> that would not materially impair a historic district (specify or add comments):</p> <p style="text-align: right;"><i>(Requires approval by Senior Preservation Planner/Preservation Coordinator)</i> _____</p>
<input type="checkbox"/>	<p>10. <b>Reclassification of property status.</b> <i>(Requires approval by Senior Preservation Planner/Preservation Coordinator)</i></p> <p style="padding-left: 40px;"><input type="checkbox"/> Reclassify to Category A      <input type="checkbox"/> Reclassify to Category C</p> <p>a. Per HRER dated: _____ <i>(attach HRER)</i></p> <p>b. Other <i>(specify)</i>:</p>
<p><b>Note: If ANY box in STEP 5 above is checked, a Preservation Planner MUST check one box below.</b></p>	
<input type="checkbox"/>	<p><b>Further environmental review required.</b> Based on the information provided, the project requires an <i>Environmental Evaluation Application</i> to be submitted. <b>GO TO STEP 6.</b></p>
<input type="checkbox"/>	<p><b>Project can proceed with categorical exemption review.</b> The project has been reviewed by the Preservation Planner and can proceed with categorical exemption review. <b>GO TO STEP 6.</b></p>
<p><b>Comments (optional):</b></p>	
<p><b>Preservation Planner Signature:</b></p>	

**STEP 6: CATEGORICAL EXEMPTION DETERMINATION  
TO BE COMPLETED BY PROJECT PLANNER**

<input type="checkbox"/>	<p><b>Further environmental review required.</b> Proposed project does not meet scopes of work in either <i>(check all that apply)</i>:</p> <p style="padding-left: 40px;"><input type="checkbox"/> Step 2 – CEQA Impacts</p> <p style="padding-left: 40px;"><input type="checkbox"/> Step 5 – Advanced Historical Review</p> <p><b>STOP! Must file an <i>Environmental Evaluation Application</i>.</b></p>	
<input type="checkbox"/>	<p><b>No further environmental review is required. The project is categorically exempt under CEQA.</b></p>	
	<p><b>Planner Name:</b></p>	<p><b>Signature:</b></p>
	<p><b>Project Approval Action:</b></p> <p>If Discretionary Review before the Planning Commission is requested, the Discretionary Review hearing is the Approval Action for the project.</p>	
<p>Once signed or stamped and dated, this document constitutes a categorical exemption pursuant to CEQA Guidelines and Chapter 31 of the Administrative Code.</p> <p>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.</p> <p>Please note that other approval actions may be required for the project. Please contact the assigned planner for these approvals.</p>		

# Conditional Use Authorization Notice

**Case Number 2017-014693PRJ**  
Conditional Use Authorization  
Formula Retail Limited Restaurant Use  
2230-2234 Polk Street



**SAN FRANCISCO  
PLANNING DEPARTMENT**

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

# NOTICE OF PUBLIC HEARING

Hearing Date: **Thursday, May 10, 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: <b>2222 Polk Street</b>	Case No.: <b>2017-014693CUA</b>
Cross Street(s): <b>Green Street</b>	Building Permit: <b>TBD</b>
Block /Lot No.: <b>0549/015</b>	Applicant: <b>Chloe Angelis</b>
Zoning District(s): <b>Polk Street NCD / 65-A</b>	Telephone: <b>(415) 567-9000</b>
Area Plan: <b>N/A</b>	E-Mail: <b>cangelis@reubenlaw.com</b>

## PROJECT DESCRIPTION

The proposal is for a Conditional Use Authorization to establish a Formula Retail limited restaurant (d.b.a. Philz Coffee) pursuant to Planning Code Section 303.1 and 723.

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, 4<sup>th</sup> 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: **Seema Adina** Telephone: **(415) 575-8722** E-Mail: **seema.adina@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 311 or 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 311 or 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](http://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.

# Public Correspondence

**Case Number 2017-014693PRJ**  
Conditional Use Authorization  
Formula Retail Limited Restaurant Use  
2230-2234 Polk Street

**From:** [jreps@aol.com](mailto:jreps@aol.com)  
**To:** [Adina Seema \(CPC\)](#)  
**Subject:** Philz on Polk  
**Date:** Tuesday, April 03, 2018 2:50:43 PM

---

Dear Ms. Adina, ...I understand you are considering an application for a use permit from Philz Coffee on Polk Street. I am a resident on Russian Hill, and I cannot think of anything better than a morning stroll to a Philz Coffee House in my neighborhood. It's my favorite. I hope you will give this your favorable consideration. Thank you, Judi epstein

**From:** [Nick deWilde](#)  
**To:** [Adina Seema \(CPC\)](#)  
**Subject:** Philz on Polk  
**Date:** Tuesday, April 03, 2018 7:12:51 PM

---

Dear Planning Commissioners,

I'm a Polk st resident (2445 Polk) writing to you all to express my excitement at the prospect of the new Philz location on Polk st. As I'm sure you all know, we've seen quite a few stores shutter recently on Polk. It would be great to revive the area with a beloved homegrown coffee shop like Philz. A store like Philz would draw people from around the area and I'm certain that the effects would ripple to other local businesses.

Really hoping to see this happen!

Thanks,  
Nick

--

Nick deWilde  
[LinkedIn](#) | [Medium](#) | [Twitter](#)

**From:** [Shane Douglas](#)  
**To:** [Adina, Seema \(CPC\)](#)  
**Cc:** [LCuadra@bergdavis.com](mailto:LCuadra@bergdavis.com)  
**Subject:** Please bring Philz Coffee to Polk Street  
**Date:** Wednesday, April 04, 2018 1:01:05 PM

---

Planning Commission,

I've lived in the Russian Hill area for the past 9 years and am hopeful that Philz Coffee comes to Polk Street for many reasons, including:

- I work from home a few times a month and having a Philz on Polk St. would give me a great space to work from that feels comfortable, has great food and drinks, and has a comfortable atmosphere
- Having a Philz on Polk St. would give me more reasons to visit the other places I love on Polk - Crunch Gym, Cascade Nails - as part of my daily routine. I often get coffee and snacks after working out or before getting pedicures

Philz is a great, mission driven company that I often go out of my way to visit, so having a Philz in our neighborhood would be a great addition for myself and many others.

Thanks,

Shane Douglas



**From:** [Shaudee Navid](#)  
**To:** [Adina, Seema \(CPC\)](#)  
**Cc:** [LCuadra@bergdavis.com](mailto:LCuadra@bergdavis.com)  
**Subject:** Planning Commission Hearing for Philz on Polk Street  
**Date:** Thursday, April 05, 2018 11:04:03 AM

---

Dear Planning Commissioners,

I hope you are doing well. I wanted to write to you this morning to express my strong support for opening a Philz on Polk Street. I love Philz because their drinks are delicious and their customer service is unparalleled. I also find that Philz is a socially conscious business, taking care of its employees and the communities that they serve.

To that end, Philz also supports local businesses. As a nearby neighbor, I have seen many businesses over the years come and go, leaving behind a sea of vacant storefronts on a once thriving retail corridor. Local merchants need more foot traffic on Polk Street to survive the onslaught of internet and direct-to-consumer retail which are mortal threats to brick and mortar businesses. Polk Street needs a destination business that will activate our sleepy corridor and Philz can do it.

I look forward to seeing a Philz in our neighborhood!

Best,  
Shaudee

--  
Shaudee Navid

**From:** [Lisa Vilhauer](#)  
**To:** [Adina, Seema \(CPC\)](#)  
**Cc:** [LCuadra@bergdavis.com](mailto:LCuadra@bergdavis.com)  
**Subject:** Philz Coffee on Polk  
**Date:** Friday, April 06, 2018 10:48:05 AM

---

Hi Seema - Can you please pass on the letter below to the planning commissioners in regards to the Philz Coffee on Polk?

Dear Planning Commissioners-

I am writing to you in support of the Philz Coffee on Polk Street. I think that Philz would be a great addition to the neighborhood for multiple reasons. I have lived at 47 Bonita Street for the last 9 years and have watched different retailers and restaurants come and go, when these tenants leave it often takes months if not years for new tenants to fill the spaces. Philz would be a long term tenant that would fill one of these vacant spaces on Polk.

Philz would provide an additional use that would be a day use, rather than just a bar/restaurant at night, bringing more people to the neighborhood to shop and keep the other retail and restaurant spaces open. I can think of zero impacts they would have on the surrounding residents and only positive additions they would bring to the neighborhood.

When I visit the other coffee shops along Polk Street I often wait in long lines and there is rarely tables available to sit at either to enjoy my coffee or work. Philz would provide additional tables and chairs for people to sit and work while still allowing others to enjoy their coffee. I do not think that Philz would affect the business of the other coffee shops, but instead would bring additional people to Polk Street.

The last point that I want to make is that Philz is a local San Francisco grown company. I feel as a San Francisco resident we should support any businesses, no matter how large they get if they were started in San Francisco, and this City helped them thrive and grow larger. These are the businesses we should be rooting for and allowing in our neighborhoods, they care about the community and the residents of San Francisco.

Thank you!  
Lisa Vilhauer  
47 Bonita Street

**From:** [Sarah Herring](#)  
**To:** [Adina Seema \(CPC\)](#)  
**Subject:** Philz on Polk Street  
**Date:** Friday, April 06, 2018 10:56:33 AM

---

To the Planning Commission,

I'm writing to express my support for the Philz Coffee on Polk Street.

I have lived at 903 Union Street for the past 9 years (I purchased the apartment in 2009). I am one of the many loyal Philz Coffee fans who would love to see them open a location in Russian Hill. I like the drink and food options at Philz much better than what I can get at the other coffee shops on Polk Street. Also, I know that Philz would draw a bunch of new foot traffic to Polk Street since there are no locations on the north side of the city. That foot traffic would greatly help the nearby businesses which have been struggling in recent years. Personally, I would start running my errands on Polk Street if I was already there to visit Philz. Thank you for taking this into consideration!

Thank you!  
Sarah

**From:** [Amanda Ellingsworth](#)  
**To:** [Adina Seema \(CPC\)](#)  
**Subject:** Philz in Russian Hill  
**Date:** Tuesday, April 10, 2018 9:28:42 PM

---

Dear Planning Commission,

I am writing you because I am strongly in support of a Philz Coffee in the Russian Hill neighborhood. As a member of this neighborhood, we are definitely lacking in quality, affordable coffee shops. There are many areas of this neighborhood that could use a clean, lively business. To me, Philz represents San Francisco. Not only would it bring another local business to our area, it would also bring employment opportunities. I can assure you, I would be a regular customer.

Thank you for your consideration.

*Amanda Ellingsworth, CPA*  
**P** (502) 432-0485  
**E** [amanda.m.ellingsworth@gmail.com](mailto:amanda.m.ellingsworth@gmail.com)



**From:** [Heather Keane Leonard](#)  
**To:** [Adina, Seema \(CPC\)](#)  
**Subject:** I support Philz on Polk!  
**Date:** Wednesday, April 11, 2018 10:17:19 AM

---

Dear Planning Commissioners,

I strongly support a Philz on Polk in Russian Hill! Philz Coffee is the best of the best of San Francisco local businesses, and we need more of them located in neighborhoods (this is their roots, after all - 24th and Folsom).

Thank you!  
Heather

--

Heather Keane Leonard  
415.425.5118

**From:** [Nicky Leonard](#)  
**To:** [Adina Seema \(CPC\)](#)  
**Subject:** Supporting a Philz Coffee on Polk Street  
**Date:** Thursday, April 12, 2018 10:33:03 AM

---

Dear Planning Commissioners,  
Thank you for taking the time to read this email. I am writing this to show my strong support for a Philz Coffee on Polk Street. Not only is Philz my favorite coffee shop but I believe a Philz Coffee has the draw to keep locals and pull tourists to the neighborhood. I currently have to head away from Polk street to grab my favorite cup of coffee, but if there were a Philz on Polk I would be much more inclined to stay in the neighborhood for a meal, shopping and more.

Though I understand and greatly appreciate the commission's concerns in allowing a chain to set up shop in a local business area; Philz is an SF institution, it doesn't cause the same unease "regular" chains do.

Again, thank you for your time, and I hope to see a Philz in the neighborhood soon,  
Nicky Leonard

**From:** [Jordan Crasilneck](#)  
**To:** [Adina, Seema \(CPC\)](#)  
**Cc:** [LCuadra@bergdavis.com](mailto:LCuadra@bergdavis.com)  
**Subject:** Planning Commission  
**Date:** Thursday, April 12, 2018 10:44:08 PM

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Hi Planning Commission,

I'd like to express my support for a Philz on Polk street. I've been noticing more and more open storefronts, and I think adding a Philz would bring new life to the neighborhood and instill more optimism in local business owners to fill those voided spaces.

Philz can bring the necessary foot traffic for local businesses to thrive and combat the onslaught of e-commerce and online retailers. The Philz truck near Chrissy field is the closest, but that caters mainly to tourist.

It would be fantastic to have a local neighborhood Philz where I could work from, but also meet new people.

I hope you take my sentiments into consideration and I hope you truly see what a great addition to our community a thriving local staple like Philz would be.

Best,  
Jordan

Sent from my iPhone

**From:** [David Villa-Lobos](#)  
**To:** [Adina, Seema \(CPC\)](#)  
**Subject:** Case No.: 2017-014693CUA / 2222 Polk St. / d.b.a. Philz Coffee  
**Date:** Friday, April 13, 2018 2:44:43 PM

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Re: Case No.: 2017-014693CUA / 2222 Polk St. / d.b.a. Philz Coffee

Dear Seema Adina,

Our Merchant Association made several requests of the project sponsor for an outreach presentation, however those requests were never responded to. Further, there are a number of small independent coffee shops in the subject area of Polk street, thus, Philz Coffee would not serve as a Public Convenience and/or Necessity.

If you should have any questions regarding our opposition to the subject case number, please do not hesitate in contacting me.

Respectfully

**DAVID J.VILLA-LOBOS**, *President*  
*LOWER POLK BUSINESS COLLABORATIVE*  
**415-921-4192**



# Philz Polk Street

Dan Kowalski <flippsf@icloud.com>

Wed 4/18/2018 3:59 PM

To: Adina, Seema (CPC) <seema.adina@sfgov.org>;

Hello Seema,

My name is Dan Kowalski.. I am writing to support Philz coffee for their permit application for Polk Street.

I have been a resident in the area and for 25 years and have had a retail store "FLIPP" on the corner of Polk and Green Street for 11 years.

Understandably there has been some opposition of "another coffee shop" on Polk Street, but I think some of those opponents don't understand Philz or the complex structure of retail.

Before embarking upon retail. I was a real estate consultant and worked with some of the largest, down to the smallest retailers.. Restaurants, Big Box, Grocery, Fashion and even food services like coffee shops.

In almost every case, whether the retailer was big or small, being near to a hub of competition was best for all.. Customers ultimately choose who will and wont thrive. Typically all retailers increase in business due to increase of foot traffics. The group of similar retailers actually creates a dynamic that drastically increases regular traffic in an area,

If this was a National Chain I would hesitate perhaps just a little, but Philz is truly a SF Original and brings a unique twist / approach..

Waiting for a regular retailer.. fashion, home, apparel is just unlikely to ever come to Polk Street.. The internet is mostly to blame for that.

Thanks for your considering this.

If you have any questions, please don't hesitate in contacting me directly.

Dan Kowalski  
FLIPP  
1400 Green Street  
San Francisco, CA 94109  
(510) 812-1250 direct

Home address:  
2355 Polk Street No 206

# Philz Coffee

Rick Karp <rick@colehardware.com>

Mon 4/23/2018 7:31 AM

To: Adina, Seema (CPC) <seema.adina@sfgov.org>;

Cc: David Karp <david@colehardware.com>; Adrianna Karp <adrianna@colehardware.com>; Leo Sepulveda <leo@colehardware.com>; Irma Fernandez <irma@colehardware.com>;

Ms. Adina

As I will be out of town when the Philz Coffee proposal for Polk Street comes before the Planning Commission, I wanted to write you a brief email now.

Please convey to the Planning Commission that Cole Hardware is in favor of Philz opening just a couple of doors away from our store. I realize there are lots of choices for consumers with regards to cafes and coffee shops on Polk, and on the surface, another is not needed. I'm not a coffee drinker personally, but I do know that people have tremendous loyalty to their favorite brew. Philz has an extremely loyal following, and I don't believe their presence will negatively affect the other coffee houses too much. More importantly, from a Cole Hardware perspective, it is critical that vacant retail spaces get leased to thriving businesses that can help generate foot traffic to the area. These days, with Amazon's choke-hold on retail, it is unlikely that a business selling hardgoods of any sort will open in this location (and most others Citywide). Food-related entities and coffee shops seem to be the retail segments that can thrive in today's environment.

Philz has its roots in San Francisco and is a local success story. The conditional use vetting is positive and necessary for chains, even locally grown ones. I do believe Philz deserves to open on Polk.

Thank you very much.

--

Warm regards,

Rick

---

Rick Karp

Cole Hardware

70 4th Street

San Francisco, CA 94103

415-846-2004

[www.colehardware.com](http://www.colehardware.com)

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# Philz Coffee on Polk Street

Will Gioia <will@gioiapizzeria.com>

Sun 4/29/2018 9:33 AM

To: Adina, Seema (CPC) <seema.adina@sfgov.org>;

Seema-

Greetings from Polk Street! Our names are Karen and Will Gioia, proprietors of Gioia Pizzeria, 2240 Polk St.

We are both chefs who moved to the Bay Area two decades ago after meeting at culinary school in New York. Our first location was opened in May 2004 in the Northbrae neighborhood of Berkeley at 1586 Hopkins St. Northbrae has a wonderful neighborhood retail stretch comprised of Monterey Market, Monterey Fish, Magnani Poultry, and a dozen more retail shops including ourselves, a real estate office, hair salon, liquor store, and bakery. It is truly a gem of a neighborhood, reminiscent of older times, all businesses independently owned and operated, many mom and pop shops.

We expanded to Polk Street in April 2012 as we saw it as a similar type of neighborhood across the Bay that would support an independent operator with proven success and strong support as a go-to business for residents of the neighborhood, visitors to SF, and the SF population as a whole. Our research was correct, and our business has become exactly that type of place.

Clearly that type of neighborhood is not the standard in the world we currently live in. Corporate America, consumer direct shopping and many other factors have created a new landscape for the world of small business.

We've seen many businesses come and go on Polk Street, and for many reasons, it has affected Russian Hill as a neighborhood. Our own experience with Philz is a very positive one. We live in southern Marin County, and frequent the Philz location at the Corte Madera Town Center. Beyond having an excellent product, we believe Philz really offers a great personalized service, and has a wonderful neighborhood vibe that brings people of all walks together.

As potential neighbors to Philz in Russian Hill, we feel they would make a great addition to the mix, and help to boost the overall draw to the neighborhood for consumers and retailers alike. Upper Polk has great potential to thrive once again as a retail stretch in SF. We wholeheartedly support the addition of Philz coffee.

Sincerely,

Karen and Will Gioia  
Gioia Pizzeria

Lauren Bohlin  
2340 Polk St.  
San Francisco, CA 94109  
lauren@saintfrankcoffee.com

April 30, 2018

San Francisco Planning Commission 1650  
Mission Street, Suite 400  
San Francisco, California 94103  
[commissions.secretary@sfgov.org](mailto:commissions.secretary@sfgov.org)

RE: Case No. 2017-014693CUA, Philz Coffee Conditional Use Application for 2230 Polk Street – **Letter of Opposition**

Dear Commissioners:

I am writing to oppose the application of Philz Coffee for a conditional use of 2230 Polk Street as a coffee house.

Within a few blocks of the proposed site are 2 national coffee anchor chains (Starbucks, Peets), 3 independent small coffee shops, and several cafes offering coffee/espresso drinks. Adding another chain coffee shop in such close proximity goes against the Commission Guide for Formula Retail in which it is clear that another coffee chain is neither necessary nor desirable in the neighborhood. San Francisco needs to protect its vibrant small business sector and create a supportive environment for new business innovations.

Not only do my husband and I own a coffee shop within two blocks, we also live in the neighborhood and are members of the Russian Hill Neighbors organization. RHN may send a letter in favor of Philz but it not because they believe the neighborhood needs another coffee shop. It is because they do not like seeing a vacancy on Polk Street. While this is a valid point, I believe that adding a third national chain may create a larger ripple effect of vacancies in which small local shops cannot compete and is the opposite of creating a supportive environment for new business innovations. In addition, this vacancy has not been a long term vacancy. Philz signed a lease after it had only been on the market for a short time and has been waiting for this process to conclude. There was not an opportunity to see what other possibilities there could be in that space other than another coffee shop chain.

The Conditional Use Authorization for Formula Retail Uses was created in an effort to protect San Francisco's small business sector. The increase in formula retail coffee businesses in Russian Hill/Northern Polk Street does not support small business or promote a diverse retail base and thus does not enhance the unique social, cultural and esthetic qualities of the City and neighborhood.

We are asking that you please oppose the Conditional Use application for this project

.

Thank you,

Lauren Bohlin

Lauren Bohlin  
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May 1, 2018

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San Francisco Planning Commissioners  
1650 Mission Street, Suite 400  
San Francisco, CA 94103

RE: Case No. 2017-014693CUA, Philz Coffee Conditional Use Application for  
2230 Polk Street - **Letter of Support**

Dear Commissioners,

We are writing to support the application of Philz Coffee for a conditional use of 2230 Polk Street as a coffee house.

The location has been vacant for over ten months, since the Russian Hill Bookstore, a legacy business, moved to 2162 Polk Street. We realize that there are already several other coffee serving businesses in the neighborhood, including Peet's, Starbucks, St. Frank's and Royal Grounds. Although there is concern that the market for this type of business may have reached its limit, we also understand that each has different products, ambience, and personality.

Our Design, Zoning, and Land Use Committee (DZLU) has reviewed the application and recommended to the Board of Directors that RHN support it because:

- o We are concerned that the increasing number of vacant storefronts on this northern part of Polk Street's commercial district diminishes the vitality of the street and its long-term ability to meet the needs of local residents.
- o Philz has shared with DZLU its ideas for "localizing" the Philz at 2230 Polk Street by planning such events as poetry readings, display of neighborhood artists, etc.
- o Philz is a favorite business in other San Francisco neighborhoods, and there seems to be an interest among Russian Hill residents.

We have not done a formal survey of our membership, but anecdotally our members and local residents appear to prefer that this location be occupied rather than vacant and that Philz has the resources and track record to be a contributing member of the neighborhood. If you have any questions, please do not hesitate to contact us. Thank you for the opportunity to share our perspective.

Very truly yours,

  
Carol Ann Rogers  
President

# Conditional Use Authorization Application

**Case Number 2017-014693PRJ**  
Conditional Use Authorization  
Formula Retail Limited Restaurant Use  
2230-2234 Polk Street

# APPLICATION FOR Conditional Use Authorization

## 1. Owner/Applicant Information

PROPERTY OWNER'S NAME:	
Polk & Green Investements LP	
PROPERTY OWNER'S ADDRESS:	TELEPHONE:
	(    )
	EMAIL:

APPLICANT'S NAME:	
Philz Coffee, Inc. <span style="float: right;">Same as Above <input type="checkbox"/></span>	
APPLICANT'S ADDRESS:	TELEPHONE:
1258 Minnesota Street San Francisco, CA 94107	( 415 ) 834-5933
	EMAIL:
	mattkanda@philzcoffee.com

CONTACT FOR PROJECT INFORMATION:	
Chloe Angelis; Reuben, Junius & Rose, LLP <span style="float: right;">Same as Above <input type="checkbox"/></span>	
ADDRESS:	TELEPHONE:
1 Bush Street, Suite 600 San Francisco, CA 94104	(415 ) 567-9000
	EMAIL:
	cangelis@reubenlaw.com

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

## 2. Location and Classification

STREET ADDRESS OF PROJECT:	ZIP CODE:
2230 Polk Street	94109
CROSS STREETS:	
Between Green and Vallejo	

ASSESSORS BLOCK/LOT:	LOT DIMENSIONS:	LOT AREA (SQ FT):	ZONING DISTRICT:	HEIGHT/BULK DISTRICT:
0549 / 015	200' x 87.5'	17,500 sf	Polk Street 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 checked="" type="checkbox"/> Alterations <input type="checkbox"/> Demolition <input type="checkbox"/> Other Please clarify:	<b>ADDITIONS TO BUILDING:</b> <input type="checkbox"/> Rear <input type="checkbox"/> Front <input type="checkbox"/> Height <input type="checkbox"/> Side Yard	<b>PRESENT OR PREVIOUS USE:</b>	
		Vacant retail space	
		<b>PROPOSED USE:</b>	
		Coffee shop	
		<b>BUILDING APPLICATION PERMIT NO.:</b>	<b>DATE FILED:</b>
		N/A	N/A

### 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:
<b>PROJECT FEATURES</b>				
Dwelling Units	0	0	0	0
Hotel Rooms	0	0	0	0
Parking Spaces	0	0	0	0
Loading Spaces	0	0	0	0
Number of Buildings	1	1	0	1
Height of Building(s)	1 story storefront	No change to height	0	1 story storefront
Number of Stories	1	1	0	1
Bicycle Spaces	0	0	0	0
<b>GROSS SQUARE FOOTAGE (GSF)</b>				
Residential	0	0	0	0
Retail	2,317	2,317	0	2,317
Office	0	0	0	0
Industrial/PDR <i>Production, Distribution, &amp; Repair</i>	0	0	0	0
Parking	0	0	0	0
Other (Specify Use)	0	0	0	0
<b>TOTAL GSF</b>	<b>2,317</b>	<b>2,317</b>	<b>0</b>	<b>2,317</b>

Please describe any additional project features that are not included in this table:

( Attach a separate sheet if more space is needed )

Philz Coffee proposes to open a new store on Polk Street in an existing commercial space that is currently vacant. The Project would include renovations to the interior of the space. Other than new signage, no significant exterior alterations are proposed.

## 5. Action(s) Requested (Include Planning Code Section which authorizes action)

Philz Coffee requests a Conditional Use to establish a formula retail use within an existing vacant retail space pursuant to Planning Code Section 303.1.

## Conditional Use Findings

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.

1. That the proposed use or feature, at the size and intensity contemplated and at the proposed location, will provide a development that is necessary or desirable for, and compatible with, the neighborhood or the community; and
2. 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 structures;
  - (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;
  - (c) The safeguards afforded to prevent noxious or offensive emissions such as noise, glare, dust and odor;
  - (d) Treatment given, as appropriate, to such aspects as landscaping, screening, open spaces, parking and loading areas, service areas, lighting and signs; and
3. That such use or feature as proposed will comply with the applicable provisions of this Code and will not adversely affect the Master Plan.

See attached.

# 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 attached.

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

See attached.

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

See attached.

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

See attached.

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CASE NUMBER:  
For Staff Use only

- 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 attached.

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

See attached.

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- 7. That landmarks and historic buildings be preserved; and

See attached.

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

See attached.

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# Estimated Construction Costs

TYPE OF APPLICATION:	
Conditional Use Authorization	
OCCUPANCY CLASSIFICATION:	
M	
BUILDING TYPE:	
Type V	
TOTAL GROSS SQUARE FEET OF CONSTRUCTION:	BY PROPOSED USES:
2,317 square feet	Retail
ESTIMATED CONSTRUCTION COST:	
\$500,000	
ESTIMATE PREPARED BY:	
Project Sponsor	
FEE ESTABLISHED:	
\$5,079	

## 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: 11/14/17

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

Chloe Angelis; Reuben, Junius & Rose, LLP  
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 checked="" type="checkbox"/>
300-foot radius map, if applicable	<input type="checkbox"/> N/A
Address labels (original), if applicable	<input type="checkbox"/> N/A
Address labels (copy of the above), if applicable	<input type="checkbox"/> N/A
Site Plan	<input checked="" type="checkbox"/>
Floor Plan	<input checked="" type="checkbox"/>
Elevations	<input checked="" type="checkbox"/>
Section 303 Requirements	<input checked="" type="checkbox"/>
Prop. M Findings	<input checked="" type="checkbox"/>
Historic photographs (if possible), and current photographs	<input checked="" type="checkbox"/>
Check payable to Planning Dept.	<input checked="" type="checkbox"/>
Original Application signed by owner or agent	<input checked="" type="checkbox"/>
Letter of authorization for agent	<input checked="" 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: \_\_\_\_\_

## **EXHIBIT LIST**

- Exhibit A - Section 303 and 303.1 Findings, Priority Master Plan Policies Findings
- Exhibit B - Floorplan, Site Plan, Elevation, and Photos
- Exhibit C - Vicinity Photographs
- Exhibit D - Pre-App Materials
- Exhibit E - Formula Retail Affidavit
- Exhibit F - Letter of Authorization

# **EXHIBIT A**

## **Section 303 and 303.1 Findings, Priority Master Plan Policies Findings**



**2230 POLK – PHILZ COFFEE  
CONDITIONAL USE APPLICATION FOR FORMULA RETAIL USE**

**A. COMPLIANCE WITH CONDITIONAL USE CRITERIA (SECTION 303)  
FINDINGS**

Under Planning Code Section 303(c), the City Planning Commission shall approve the application and authorize a conditional use if the facts presented are such to establish the following:

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

The Project will reactivate a retail storefront that has been vacant since June 2017, when the operator of the previous business retired. The Polk Street corridor consists of a mix of neighborhood serving commercial uses surrounded by predominantly residential buildings. A Philz Coffee at the Property would bring a locally-born coffee shop to the area, and would be the company's first store within the northern half of the City. The store would be designed to provide a spacious, comfortable gathering space for shoppers, visitors and residents alike.

- 2. 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.**

The Project will add a vibrant street-facing and pedestrian-focused use to a vacant commercial space. There will be no changes to height or bulk of the building, and no substantial changes to the storefront exterior.

- (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.**

The Property is well served by public transit. The 19 bus line runs along Polk Street from north to south, and the 41, 45, 47, 49, 10, 12, and 30x lines also run within walking distance of the Project site. Additionally, the Property is situated within the Polk Street Neighborhood Commercial District, surrounded by residential districts, and customers are expected to primarily be comprised of neighborhood residents and shoppers walking through the commercial corridor on foot.

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

The Project primarily involves interior tenant improvement work. It will not produce, nor include, any uses that could emit noxious or offensive emissions such as noise, glare, dust, and odor. Philz will not pursue construction outside the existing neighborhood guidelines, and on-site resources will be provided throughout the tenant improvement process to answer questions and respond to neighbor concerns.

- (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 not modify the exterior of the building except for rebranding the storefront to a Philz Coffee. It will not include any changes to the sidewalk landscaping or lighting in the area, and no parking is proposed as part of the Project.

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

**Commerce and Industry Element**

**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.**

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

The Project is consistent with these policies. It reactivates a vacant commercial storefront and a new Philz at this location will provide new employment opportunities and a spacious community gathering place.

**OBJECTIVE 2      MAINTAIN AND ENHANCE A SOUND AND DIVERSE ECONOMIC BASE AND FISCAL STRUCTURE FOR THE CITY.**

**Policy 2.1      Seek to retain existing commercial and industrial activity and to attract new such activity to the city.**

The Project promotes this policy by utilizing a vacant commercial storefront to establish a new location for a home-grown coffee company. The new Philz will provide employment opportunities for San Francisco residents. Further, a Philz at this location will draw increased foot traffic to the

neighborhood, thereby growing the base of potential customers who will patronize other businesses in the vicinity.

**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.**

The Project would support this goal by supporting a local business that employs numerous unskilled and semi-skilled workers in its coffee shops. Philz invests substantial time and resources into its new hires and strives to promote from within when filling new leadership positions.

**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.**

Allowing Philz to open a new store at this location would support the growth of a neighborhood-serving coffee shop. Although Philz is technically a formula retail use, it is a local, home-grown business that contributes to the diversity of the City. Philz offers a different model of coffee shop from the others in the area, and would round out the mix of uses in a building that currently includes Cole Hardware, Gioia Pizzeria, and Troy Greek Cuisine.

**Transportation Element:**

**OBJECTIVE 11 ESTABLISH PUBLIC TRANSIT AS THE PRIMARY MODE OF TRANSPORTATION IN SAN FRANCISCO AND AS A MEANS THROUGH WHICH TO GUIDE FUTURE DEVELOPMENT AND IMPROVE REGIONAL MOBILITY AND AIR QUALITY.**

**Policy 11.3: Encourage development that efficiently coordinates land use with transit service, requiring that developers address transit concerns as well as mitigate traffic problems.**

The Project is located within the Polk Street Neighborhood Commercial District, which is well served by public transit. The Property is well served

by public transit. The 19 bus line runs along Polk Street from north to south, and the 41, 45, 47, 49, 10, 12, and 30x lines also run within short walking distance of the Project site. Shoppers that come to the neighborhood generally park on the periphery and walk through the commercial corridor, or arrive via bike or bus. The new Philz anticipates primarily serving neighborhood residents and visitors who have come to the area to shop.

**C. COMPLIANCE WITH SECTION 303.1 – 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 project;**

There are a number of other formula retail uses within the district and within the vicinity of the Project, including Starbucks, Peet's, Walgreens, and Crunch Gym. Accordingly, a new Philz Coffee location here will not significantly change the character of the neighborhood.

- (2) The availability of other similar retail uses within the District and within the vicinity of the project;**

While there are other coffee shops in the vicinity, Philz's one-cup-at-a-time model is unique. Additionally, the store does not serve espresso drinks and its coffee menu is extensive, offering customers a range of roasts and blends. The combination of coffee and food items on offer, combined with free wifi and comfortable seating are intended to encourage patrons to settle in and stay awhile. The store is not envisioned as a grab-and-go shop. Coffee shops in San Francisco act as community gathering places and de-facto workspaces, and Philz plans to embrace its role as both at the proposed location.

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

The Project proposes to utilize an existing vacant retail space. No substantial changes to the exterior of the building are proposed.

- (4) The existing retail vacancy rates within the District and within the vicinity of the project; and**

The space that Philz proposes to occupy has been without a tenant for almost six months. A walking survey of the neighborhood will provide better information on the existing retail vacancy rates within the vicinity.

**(5) The existing mix of Citywide-serving retail uses and neighborhood-serving retail uses within the District and within the vicinity of the project.**

The Project is located within the Polk Street Neighborhood Commercial District, an active corridor comprised of a mix of neighborhood-serving retail and Citywide-serving retail locations. Commercial uses in the corridor include a grocery store, hardware store, coffee shops, bars, restaurants, gyms, convenience markets, laundries, and a drugstore. While there are other coffee shops, Philz offers a different model of coffee shop from the others in the area—with extensive one-cup-at-a-time coffee offerings and a limited light food menu—and would round out the mix of uses in a building that currently includes Cole Hardware, Gioia Pizzeria, and Troy Greek Cuisine. The proposed Philz would serve both neighborhood locals and citywide shoppers, and would act as a community gathering place and an alternative working location for neighbors. Additionally, the new Philz would attract increased foot traffic to the area, generating potential new customers for surrounding small businesses.

**D. 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.**

The Project proposes a neighborhood-serving coffee shop. No neighborhood-serving retail use will be displaced by the Project. In fact, the new store will provide new employment opportunities for the community. Philz always strives to promote from within when hiring new store leaders, and those leaders are given substantial autonomy to spearhead work with the neighborhood on events and programming that will develop the store as a community hub.

**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 not affect existing housing or neighborhood character. The retail space that Philz would occupy is an existing vacant retail space. No exterior changes are proposed.

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

The Project would have no effect on affordable housing.

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

The Project will largely serve local residents whose use of Muni transit, streets and parking will not be significantly impacted. The majority of customers are expected to access the location on foot or by bus. Therefore Philz will not burden neighborhood 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 use. The Project would contribute to a diverse economic base by adding an active street-facing use to a currently vacant space.

**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 the structural and seismic requirements of the San Francisco Building Code, meeting this requirement.

**7. That landmarks and historic buildings be preserved.**

The Project will not alter any landmark building, contributory building, or architecturally significant building on the Property or in the vicinity.

**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.

# Project Sponsor Submittal

**Case Number 2017-014693PRJ**  
Conditional Use Authorization  
Formula Retail Limited Restaurant Use  
2230-2234 Polk Street

# REUBEN, JUNIUS & ROSE, LLP

Chloe Angelis  
cangelis@reubenlaw.com

April 19, 2018

## Delivered Via Email

Rich Hillis, Commission President  
San Francisco Planning Commission  
1650 Mission Street, 4th Floor  
San Francisco, California 94103

**Re: 2230 Polk Street, Philz Coffee**  
**Planning Case Number: 2017-014693CUA**  
**Hearing Date: May 10, 2018**  
**Our File: 8574.04**

Dear Mr. President Hillis and Commissioners:

This office represents Philz Coffee, which proposes to add a new Philz Coffee store (the “Project”) at the vacant retail space at 2230 Polk Street (the “Property”). The Property is located on the east side of Polk Street, at the corner of Polk Street and Green Street, within the Polk Street Neighborhood Commercial District (“NCD”). Because the Project would add a formula retail use within the Polk Street NCD, a Conditional Use Authorization is required.

Approval of a Conditional Use Authorization is appropriate in this instance based on the Project’s substantial benefits:

- **Draw Foot Traffic to the Neighborhood, Supporting other Neighborhood Serving Businesses.** A Philz at this location will draw foot traffic to the neighborhood, boosting the potential customer base for surrounding businesses. This benefit has earned Philz the support of Carol Spencer, the former owner of the Russian Hill Bookstore (which last occupied the Property), Najeb Dabit, the proprietor of the Polk Street Market and the Boy’s Deli, and Dan Kowalski, the owner of FLIPP.
- **Create a new Community Gathering Place.** The Project will bring in a business that is dedicated to being an active member of its new neighborhood, and Philz is committed to making the space available for community events.
- **Bring 25 new Employment Opportunities.** The new store will offer 25 new employment opportunities within a business with a proven track record of investing in

San Francisco Office  
One Bush Street, Suite 600, San Francisco, CA 94104  
tel: 415-567-9000 | fax: 415-399-9480

Oakland Office  
456 8th Street, 2<sup>nd</sup> Floor, Oakland, CA 94607  
tel: 510-257-5589

[www.reubenlaw.com](http://www.reubenlaw.com)



the growth of its employees at all skill levels. Philz invests substantial time and resources into its new hires and strives to promote from within when filling new leadership positions.

- **Growth of a Local Business that Invests in its Community.** The Project will grow a local business that employs workers of all skill levels in its coffee shops and has a proven track record of community involvement. Additionally, Philz has a strong philanthropic record and a demonstrated approach whereby it uses stores as a means to be an active participant in its neighborhoods.
- **Activate a Long-Vacant Storefront.** The Project will reactivate a retail storefront that has been vacant since June 2017, when the operator of the previous business retired.

### **A. Project Description and Background**

Philz proposes to establish a new coffee shop at the Property, within an existing 2,317-square-foot vacant retail space. The Project would include renovations to the interior of the space; but other than new signage, no substantial exterior alterations are proposed. The new Philz store would occupy a storefront that has been vacant for almost a year, the former home of Russian Hill Books. When the bookstore owner retired in June 2017, the property owner released the bookstore from its lease—at the owner’s request—and helped two bookstore employees-turned-owners relocate to 2162 Polk Street, keeping a legacy business in the Lower Russian Hill community.

Philz Coffee dates back to 1978, when Phil Jaber purchased Gateway Liquor, which eventually evolved to become Philz Coffee in 2003. Although technically a formula retail use under the Planning Code, Philz is a local, home-grown company, and each of its stores has a unique look and feel. Every new store is designed to fit its particular location and community—with varied food offerings, furniture, and overall aesthetics.

A Philz coffee shop would offer something new in the neighborhood with its customizable one-cup-at-a-time model and a design that aims to encourage people to settle in and stay a while, with comfortable seating and gathering areas. This approach to coffee is different from the others in the area, and would round out the mix of uses in a building that currently includes Cole Hardware, Gioia Pizzeria, and Troy Greek Cuisine—the proprietors of which have all indicated their support for a Philz at this location.

### **B. Community Engagement**

In addition to its unique coffee model, Philz prides itself on its dedication to employee growth, philanthropy, and community involvement. For example, the average pay of Philz employees is 33% above minimum wage (including tips) and 42% of San Francisco Team Members have full healthcare benefits. Philz also institutes a “promote from within” philosophy in which the company always looks to fill field and headquarters leadership positions with former-baristas. In fact, many of the company’s salaried employees started off as baristas in the stores.

As dedicated as Philz is to its employees, it is equally dedicated to its communities. The company has donated to over 160 non-profit organizations and it sees its stores as opportunities to bring neighbors together. In the Polk Street store, a community bulletin board would facilitate neighborhood communication and interaction. Philz stores often include a kids play area and lending libraries, and hosted events such as open mic nights, author readings, and local maker pop-ups are common. A more detailed overview of Philz's employee and community engagement efforts is attached at **Exhibit A**.

### **C. Neighborhood Outreach and Support**

Philz hosted a neighborhood meeting at the Property on November 8, 2017. Since then, the Philz team has thoroughly engaged with the Russian Hill and Polk Street communities, soliciting input from the Polk District Merchants Association, Middle Polk Neighborhood Association (MPNA) and Russian Hill Neighbors (RHN). The project is strongly supported by many of the local merchants and dozens of nearby neighbors.

Philz has received supportive emails from Carol Spencer, the former owner of the Russian Hill Bookstore, Najeb Dabit, proprietor of the Polk Street Market, and Dan Kowalski, the owner of FLIPP (attached at **Exhibit B**), as well as numerous emails and a petition with over 100 signatures from supportive neighbors. (Neighborhood support emails attached at **Exhibit C**, and support petitions attached at **Exhibit D**.) The project is also endorsed by Rick Carp of Cole Hardware. Ms. Spencer, Mr. Najeb, Mr. Carp, and Mr. Kowalski explain that a Philz Coffee at the Property would serve as a tool to generate "much needed foot traffic" to the neighborhood and surrounding businesses.

Discussions with neighborhood associations, merchants and local residents are ongoing to ensure that the final project represents the community's vision for the Upper Polk Merchant Corridor.

### **D. Compliance with Conditional Use Criteria for a Formula Retail Use**

The Project requires Conditional Use Authorization because it would add a new formula retail use pursuant to Planning Code Section 303.1, within the Polk Street NCD. The Conditional Use Authorization is appropriate because the Project meets the Conditional Use criteria set forth in Planning Code Section 303.1.

While Philz is technically a formula retail use, each of its stores is designed with its specific location in mind, with furniture and food offerings to suit the particular location. Furthermore, there are a number of other formula retail uses in the vicinity, such that a Philz at the Property will not change the character of the neighborhood.

The Project is located within the Polk Street NCD, an active corridor comprised of a mix of neighborhood-serving retail and Citywide-serving retail locations. Commercial uses in the corridor include a grocery store, hardware store, coffee shops, bars, restaurants, gyms, convenience

President Rich Hillis  
San Francisco Planning Commission  
April 19, 2018  
Page 4

markets, laundries, and a drugstore. While there are other coffee shops, Philz offers a different model of coffee shop from the others in the area—with extensive one-cup-at-a-time coffee offerings and a limited light food menu—and would round out the mix of uses in a building that currently includes Cole Hardware, Gioia Pizzeria, and Troy Greek Cuisine—all of which support the Project. The proposed Philz would serve both neighborhood locals and citywide shoppers, and would act as a community gathering place and an alternative working location for neighbors. Additionally, the new Philz would attract increased foot traffic to the area, generating potential new customers for surrounding small businesses.

### **E. Conclusion**

Philz hopes to create a spacious community gathering place in an existing storefront that has been vacant for almost a year. Importantly, a Philz Coffee at this location will draw foot traffic to the neighborhood, increasing the potential customer base for the nearby businesses. This potential benefit has garnered the Project support from a number of long-time merchants who operate businesses in the immediate vicinity.

Therefore, we respectfully request that you grant this Conditional Use Authorization to permit a new Philz Coffee at 2230 Polk Street.

Thank you.

Very truly yours,

**REUBEN, JUNIUS & ROSE, LLP**



**Chloe Angelis**

Enclosures

cc: Myrna Melgar, Commission Vice-President  
Dennis Richards, Commissioner  
Rodney Fong, Commissioner  
Joel Koppel, Commissioner  
Kathrin Moore, Commissioner  
Milicent Johnson, Commissioner  
Seema Adina, Project Planner

## **EXHIBIT LIST**

### **Exhibit A – Philz Community and Employee Engagement Overview**

#### **Exhibit B – Merchant Support Emails**

Email to Aaron Peskin from Najeb Dabit (Polk Street Market) (2/9/18)

Email to Aaron Peskin from Carol Spencer (Russian Hill Bookstore) (2/12/18)

Email to Seema Adina from Dan Kowalski (FLIPP) (4/18/18)

#### **Exhibit C – Neighbor Emails**

#### **Exhibit D – Neighborhood Petition (111 Signatures)**

Support Signatures from Area Residents and 2242 Polk Street Apartment Building Residents

**EXHIBIT A**  
**COMMUNITY ENGAGEMENT**



# Philz & Community Engagement

*Philz coffeehouses are active members of each community they serve. Each coffeehouse is a unique and bespoke community space where residents, not Philz team members, determine how it will serve the local neighborhood. Below are some examples how our coffeehouses have served their respective neighborhoods.*

## Store-Level & Corporate Donations

- \$35k in total donations for 160 organizations
- Example organizations: Community Youth Center of SF, SFPD, SFPD, San Francisco Suicide Prevention, Wender Weis Foundation for Children, SF Conservatory of Flowers

## Provide Local Entertainment

- Host “Open Mic” night; we do this at many stores (Shattuck, College, Gilman, Encinitas, Hyatt, Sunset)
- Support local youth musicians. For example, Walnut Creek hosted a local high school band.

## Create a Family-Friendly Environment

- Create a “Kids Play Area” analogous to our Noe Valley store.
- Provide a lending library for adults (Sunnyvale store) and children (Noe Valley store).
- Organize an “Easter Egg Hunt” similar to Golden Gate and Davis stores.
- Host school-related events (e.g. Science Fair in our Fremont store)
- “Game Night” where customers challenge baristas in various board games (Sunset)

## Support Local Merchants & Retailers

- Sell merchandise from local neighborhood retailers in our Sacramento and Sunset stores.
- Host local pop-up stores in our community coffee houses. We hosted a local flower pop-up shop in our Fremont store, a jewelry pop-up store at our Westborough store, and a sunglasses pop-up store at our Sunset LA store.
- Product collaborations with local companies. For example, we created collaboration beers with Speakeasy and Barebottle Brewery using Philz coffee beans.

## Promote the Local Artist & Writer Community

- Host local authors for book readings and signings, like our Westborough store
- In most of our stores, we hang and sell art from neighborhood artists.
- At Cupertino and Hyatt we host an “Art Night” where local artists teach classes, converse, and promote their product. Our store in Huntington Beach hosted a painting class for its customers.
- We also commission these artists to design our store murals (Middlefield, El Segundo)
- Our store in Adams Morgan held a “Photo Contest” whereby local photographers competed for free Philz merchandise.

## Support Local Non-Profits & Civic Community

- Host Meet-N-Greet with local/state politicians and police officers.
- Become a designated SAFE area. During the Marin County Wildfires, our store in Corte Madera was a designated safe area for food/water/shelter.
- Organize food (multitude of locations), bicycle (Corte Madera) and backpack (Sunset) drives in our stores.
- Our Sunset store also organized a “coffee giveaway” at a neighborhood Christmas tree lot.
- Host an Adopt-a-Dog event, analogous to our Adams Morgan store.
- Create community bulletin board to promote local neighborhood events, similar to all of our stores in San Francisco.

## Promote Community Wellness

- Host free yoga classes like our stores in Adams Morgan and Sunnyvale.
- Our store in Encinitas organizes a Wellness Class, that promotes a local wellness group.



# Philz & Team Member Engagement

Employ 360 team members across 12 San Francisco-based retail stores and 1 coffee truck.

## Pay and Comp

- Average pay is 33% above minimum wage (hourly plus tips). Average \$4.57/hour above minimum wage.
- Average employee tenure is 1.3 years
- Everyone gets a \$0.50 raise every six months
- Food and Beverage Comp to all Team Members
- EAP - 24/7 confidential counseling (telephonic and in-person), financial, legal, and identity theft recovery, work-life balance services, health, wellness, and fitness programs [handout]
- PerkSpot - Discounts on gym memberships, cell phone plans, movie tickets, amusement parks, and other perks.

## Benefits

- 42% of SF TMs have full healthcare benefits (151/360 SF TMs)
- Full Medical Benefits (Kaiser & Blue Shield), Dental, Vision, Voluntary Short-Term Disability, 401(k), Commuter Benefits, EAP, Education Benefits, Discount Membership
- One Medical - complimentary membership based primary care (up to \$199 cost!) to all TMs, even those not enrolled on Philz health plans.
- Study.com - TMs have access to free 3 month trial of video-based online courses where TMs can earn college credit, professional skill development, or homework help/test prep. Philz dependents also have access to the professional skill development and homework help. Philz covers 75% of the six-month license cost for the college credit courses, while the TM pays the 25% out of 6 paycheck deductions; just \$23 over a 3 month period!

## Other Employee Benefits

- We also offer flexible scheduling to help team members work across our entire network of stores with a schedule that fits their lifestyle. It's easy for a team member to work the school year in our Washington DC stores, then pick up summer shifts in their hometown store in the Bay Area.
- Philz institutes a "Promote from Within" philosophy where we always look to fill field and HQ leadership positions with ex-baristas. Many of our salaried HQ employees started off as baristas in our store.



**EXHIBIT B**  
**MERCHANT SUPPORT**



## Luis Cuadra

---

**From:** Carol Spencer <bksunset@pacbell.net>  
**Sent:** Monday, February 12, 2018 9:52 AM  
**To:** Aaron.Peskin@sfgov.org  
**Cc:** Sunny.Angulo@sfgov.org  
**Subject:** Leasing of 2230-2234 Polk Street to

Dear Mr. Peskin,

It has come to my attention that the leasing of 2230-2234 Polk Street and the leasing to Philz Coffee is running into hurdles and that my input might be helpful.

In 1993 I leased 2234 for a second used bookstore, the Russian Hill Bookstore. A year later 2230 became available and I was able to add that space to my lease. No lease hold improvements were made or have been made, other than opening up the wall between the two locations. That was 24 years ago.

In spring of 2017, a very desirable retail space became available one block south on Polk Street. It was my intention and two of my employees desire that the bookstore would change hands at the end of the end of the leases for 2230 and 2234. This would occur in the spring of 2018.

Knowing that the current location was seriously in need of updating, we were thrilled when Mr. Doyle generously allowed me to terminate my lease on the properties early and, therefore, Jessica Tsang and Benjamin Bellouin could take ownership early and move into a slightly larger location in a slightly better location that would would require little improvements.

Mr. Doyle had offered the original space to us but after the very necessary improvements had been made. However, this would mean the store would go into storage for 6 months or more. Needless to say, the early end of lease and the move was the correct decision.

Mr. Doyle's great strength as a landlord from the view of this retailer/lease holder is that he is extremely diligent in finding the right businesses for the retail spaces in his buildings!! He is very concerned to do what he can to support the business district through this as well as very high quality maintenance of his properties and staying with true fair market values. He has proven to be about as much an expert in leasing as any in SF.

As you know, small business, neighborhood retail is suffering greatly in San Francisco. Thus your very welcome legacy program which was extremely welcome and helpful in the transfer of Russian Hill Bookstore to Ben and Jessica.

It had my great desire that the City would have done something to control the saturation of food establishments in the neighborhoods. However, that train has left the station. It is too late for that to help retailers. I am now of the opinion that the needed help in the neighborhoods is to encourage businesses that have a draw, are well funded, and capable of precise market research. I also think that some chain retail will help stabilize and perhaps address the disastrous problem of vacant storefronts.

As for the application for Philz Coffee to open on Polk at 2230-4, I trust their research and reputation and Mr. Doyle's judgement. Foot traffic is king in that every person drawn to the neighborhood will benefit all of the businesses. I offer my support for Philz Coffee being granted whatever is needed to open in my old space. I also understand that other businesses have extended their support or have no objection.

Sincerely,  
Carol Spencer

## Luis Cuadra

---

**From:** Najeb Dabit <najebdabit@icloud.com>  
**Sent:** Friday, February 9, 2018 2:26 PM  
**To:** Aaron.peskin@sfgov.org  
**Cc:** sunny.angulo@sfgov.org  
**Subject:** Philz coffe

Dear Supervisor Peskin,

In the past year Polk Street Market celebrated their 25th year of uninterrupted hard work and dedication serving our community, friends, and loyal customers. Now during our 26th year we have seen business after business move in and out of the neighborhood and struggle to keep their doors open. We and other long time merchants know how hard it can be to make it in an upscale, fast passed, young diverse neighborhood.

The streets of Polk have definitely changed over the years. New bars, cafes, specialty stores, restaurants and locally owned businesses struggle to keep the quaint neighborhood afloat. Being at the same Polk Street location for over 25 years has afforded us the unique opportunity to listen to every person that walks through our doors and what we have consistently heard is we need a stable merchant corridor.

Online grocery services have had a serious impact on our family-owned business. We feel the proposed Philz Coffee would be an excellent tool to help generate much needed foot traffic, increase sales, and attract those unfamiliar with the popular "one cup at a time" coffee experience.

A business that would flourish and help those struggling around them would be a blessing to all. We would be privileged and honored to have Philz Coffee move in next door to our grocery.

Thank you for your consideration.

Sincerely,

Polk Street Market Featuring "The Boys Deli"  
2222 Polk Street

Najeb Dabit  
650-892-2060  
Najebdabit@yahoo.com

## Luis Cuadra

---

**Subject:** FW: Philz Polk Street

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

From: **Dan Kowalski** <[flippsf@icloud.com](mailto:flippsf@icloud.com)>

Date: Wed, Apr 18, 2018 at 3:59 PM

Subject: Philz Polk Street

To: [Seema.Adina@sfgov.org](mailto:Seema.Adina@sfgov.org)

Hello Seema,

My name is Dan Kowalski.. I am writing to support Philz coffee for their permit application for Polk Street.

I have been a resident in the area and for 25 years and have had a retail store "FLIPP" on the corner of Polk and Green Street for 11 years.

Understandably there has been some opposition of "another coffee shop" on Polk Street, but I think some of those opponents don't understand Philz or the complex structure of retail.

Before embarking upon retail. I was a real estate consultant and worked with some of the largest, down to the smallest retailers.. Restaurants, Big Box, Grocery, Fashion and even food services like coffee shops.

In almost every case, whether the retailer was big or small, being near to a hub of competition was best for all.. Customers ultimately choose who will and wont thrive. Typically all retailers increase in business due to increase of foot traffics. The group of similar retailers actually creates a dynamic that drastically increases regular traffic in an area,

If this was a National Chain I would hesitate perhaps just a little, but Philz is truly a SF Original and brings a unique twist / approach..

Waiting for a regular retailer.. fashion, home, apparel is just unlikely to ever come to Polk Street.. The internet is mostly to blame for that.

Thanks for your considering this.

If you have any questions, please don't hesitate in contacting me directly.

Dan Kowalski  
FLIPP  
1400 Green Street  
San Francisco, CA 94109  
(510) 812-1250 direct

Home address:  
2355 Polk Street No 206  
SF, CA 94109

**EXHIBIT C**  
**NEIGHBOR SUPPORT LETTERS**

**From:** Heather Keane Leonard <indigo415@gmail.com>

**Sent:** Wednesday, April 11, 2018 10:17 AM

**To:** Seema.Adina@sfgov.org

**Subject:** I support Philz on Polk!

Dear Planning Commissioners,

I strongly support a Philz on Polk in Russian Hill! Philz Coffee is the best of the best of San Francisco local businesses, and we need more of them located in neighborhoods (this is their roots, after all - 24th and Folsom).

Thank you!

Heather

--

Heather Keane Leonard

415.425.5118

**From:** Sarah Herringer <sherringer@gmail.com>  
**Sent:** Friday, April 6, 2018 10:56 AM  
**To:** Seema.Adina@sfgov.org  
**Subject:** Philz on Polk Street

To the Planning Commission,

I'm writing to express my support for the Philz Coffee on Polk Street.

I have lived at 903 Union Street for the past 9 years (I purchased the apartment in 2009). I am one of the many loyal Philz Coffee fans who would love to see them open a location in Russian Hill. I like the drink and food options at Philz much better than what I can get at the other coffee shops on Polk Street. Also, I know that Philz would draw a bunch of new foot traffic to Polk Street since there are no locations on the north side of the city. That foot traffic would greatly help the nearby businesses which have been struggling in recent years. Personally, I would start running my errands on Polk Street if I was already there to visit Philz. Thank you for taking this into consideration!

Thank you!  
Sarah

**From:** Nick deWilde <nick.dewilde@gmail.com>

**Sent:** Tuesday, April 3, 2018 7:12 PM

**To:** Seema.Adina@sfgov.org

**Subject:** Philz on Polk

Dear Planning Commissioners,

I'm a Polk st resident (2445 Polk) writing to you all to express my excitement at the prospect of the new Philz location on Polk st. As I'm sure you all know, we've seen quite a few stores shutter recently on Polk. It would be great to revive the area with a beloved homegrown coffee shop like Philz. A store like Philz would draw people from around the area and I'm certain that the effects would ripple to other local businesses.

Really hoping to see this happen!

Thanks,

Nick

**From:** Shaudee Navid <snavid4@gmail.com>  
**Sent:** Thursday, April 5, 2018 11:04 AM  
**To:** Seema.Adina@sfgov.org  
**Cc:** Luis Cuadra <LCuadra@bergdavis.com>  
**Subject:** Planning Commission Hearing for Philz on Polk Street

Dear Planning Commissioners,

I hope you are doing well. I wanted to write to you this morning to express my strong support for opening a Philz on Polk Street. I love Philz because their drinks are delicious and their customer service is unparalleled. I also find that Philz is a socially conscious business, taking care of its employees and the communities that they serve.

To that end, Philz also supports local businesses. As a nearby neighbor, I have seen many businesses over the years come and go, leaving behind a sea of vacant storefronts on a once thriving retail corridor. Local merchants need more foot traffic on Polk Street to survive the onslaught of internet and direct-to-consumer retail which are mortal threats to brick and mortar businesses. Polk Street needs a destination business that will activate our sleepy corridor and Philz can do it.

I look forward to seeing a Philz in our neighborhood!

Best,  
Shaudee

--

Shaudee Navid



**From:** Shane Douglas <sdouglas15@gmail.com>  
**Sent:** Wednesday, April 4, 2018 1:01 PM  
**To:** Seema.Adina@sfgov.org  
**Cc:** Luis Cuadra <LCuadra@bergdavis.com>  
**Subject:** Please bring Philz Coffee to Polk Street

Planning Commission,

I've lived in the Russian Hill area for the past 9 years and am hopeful that Philz Coffee comes to Polk Street for many reasons, including:

- I work from home a few times a month and having a Philz on Polk St. would give me a great space to work from that feels comfortable, has great food and drinks, and has a comfortable atmosphere
- Having a Philz on Polk St. would give me more reasons to visit the other places I love on Polk - Crunch Gym, Cascade Nails - as part of my daily routine. I often get coffee and snacks after working out or before getting pedicures

Philz is a great, mission driven company that I often go out of my way to visit, so having a Philz in our neighborhood would be a great addition for myself and many others.

Thanks,

Shane Douglas

**From:** Nicky Leonard <nickyleonard@gmail.com>

**Sent:** Thursday, April 12, 2018 10:33 AM

**To:** Seema.Adina@sfgov.org

**Subject:** Supporting a Philz Coffee on Polk Street

Dear Planning Commissioners,

Thank you for taking the time to read this email. I am writing this to show my strong support for a Philz Coffee on Polk Street. Not only is Philz my favorite coffee shop but I believe a Philz Coffee has the draw to keep locals and pull tourists to the neighborhood. I currently have to head away from Polk street to grab my favorite cup of coffee, but if there were a Philz on Polk I would be much more inclined to stay in the neighborhood for a meal, shopping and more.

Though I understand and greatly appreciate the commission's concerns in allowing a chain to set up shop in a local business area; Philz is an SF institution, it doesn't cause the same unease "regular" chains do.

Again, thank you for your time, and I hope to see a Philz in the neighborhood soon,  
Nicky Leonard

**From:** Amanda Ellingsworth <[amanda.m.ellingsworth@gmail.com](mailto:amanda.m.ellingsworth@gmail.com)>  
**Date:** April 10, 2018 at 9:28:36 PM PDT  
**To:** <[Seema.adina@sfgov.org](mailto:Seema.adina@sfgov.org)>  
**Subject: Philz in Russian Hill**

Dear Planning Commission,

I am writing you because I am strongly in support of a Philz Coffee in the Russian Hill neighborhood. As a member of this neighborhood, we are definitely lacking in quality, affordable coffee shops. There are many areas of this neighborhood that could use a clean, lively business. To me, Philz represents San Francisco. Not only would it bring another local business to our area, it would also bring employment opportunities. I can assure you, I would be a regular customer.

Thank you for your consideration.

*Amanda Ellingsworth, CPA*  
**P** (502) 432-0485  
**E** [amanda.m.ellingsworth@gmail.com](mailto:amanda.m.ellingsworth@gmail.com)

**From:** Jordan Crasilneck <[jcrasilneck@gmail.com](mailto:jcrasilneck@gmail.com)>  
**Date:** April 12, 2018 at 10:44:00 PM PDT  
**To:** <[Seema.Adina@sfgov.org](mailto:Seema.Adina@sfgov.org)>  
**Cc:** <[LCuadra@bergdavis.com](mailto:LCuadra@bergdavis.com)>  
**Subject: Planning Commission**

Hi Planning Commission,

I'd like to express my support for a Philz on Polk street. I've been noticing more and more open storefronts, and I think adding a Philz would bring new life to the neighborhood and instill more optimism in local business owners to fill those voided spaces.

Philz can bring the necessary foot traffic for local businesses to thrive and combat the onslaught of e-commerce and online retailers. The Philz truck near Chrissy field is the closest, but that caters mainly to tourist.

It would be fantastic to have a local neighborhood Philz where I could work from, but also meet new people.

I hope you take my sentiments into consideration and I hope you truly see what a great addition to our community a thriving local staple like Philz would be.

Best,  
Jordan

Sent from my iPhone

**EXHIBIT D**  
**SUPPORT PETITIONS**



Dear President Hillis and Planning Commissioners,

As a local neighbor, I am contacting you to express my support for the new Philz Coffee proposed for the vacant storefront at 2230 Polk Street. The new store is supported by many local merchants and will serve as a destination business, bringing much needed pedestrian traffic from surrounding neighborhoods to the Polk Street Corridor.

**Please vote in favor of the proposed Philz Coffee at 2230 Polk Street!**

Name (Printed)	Address	Phone	Email
Shamus Noonan	1490 Francisco Street	508-523-8183	shaynoonan@gmail.com
Steve Jordan	2352 Polk St	650-361-1454 860.746.8395	SpeedyJax90@yahoo.com
Margaret Stuebe	1411 1/2 Greenway	<del>860.833.8345</del>	marg@gmail.com
Jill LaCrosse	379 VALLEJO	650.781.3593	
R. Lincoln	48 Bonita		
Atem Abate	2330 Polk		atem.abate@comcast.net
Brian Scott	927 Greenwich St		
Daran Conway	27 Bonita St.		
Gary Lion	2338 Franklin St.	949.232.6782	geevceel1993@gmail.com
Andrea Harts	1362 Jackson St		



Dear President Hillis and Planning Commissioners,

As a local neighbor, I am contacting you to express my support for the new Philz Coffee proposed for the vacant storefront at 2230 Polk Street. The new store is supported by many local merchants and will serve as a destination business, bringing much needed pedestrian traffic from surrounding neighborhoods to the Polk Street Corridor.

**Please vote in favor of the proposed Philz Coffee at 2230 Polk Street!**



Name (Printed)	Address	Phone	Email
Fred Tsai	1380 Greenwich St Apt 209 SF 94109	415 859 3440	
Melanie Buich	1219 Vallejo St.	925-285-3115	melaniebuich@gmail.com
Jon Pipas	1219 Vallejo St.	925-434-0481	jon.pipas@gmail.com
Holly Kasper	118 BONITA ST 1241 GREENS	602 291 0946	halindqvist@gmail! rachelmyc@gmail.com
Rachel Mychajink		707 753-1437	gmail.com
WATT MAREAN	1565 PACIFIC AVE SF, CA 94109	707-337-0450	
Angela Cheda	2645 Franklin St #1	707-477-9847	AngelaCheda@gmail.com
Lindsay Dancy	1740 Washington	408 681-6655	
Cory Walker	1500 Broadway	707-289-7650	
Abeer AlRabiah	2420 Franklin St.	415 9373372	abeeralrabiah@gmail.com



Dear President Hillis and Planning Commissioners.

As a local neighbor, I am contacting you to express my support for the new Philz Coffee proposed for the vacant storefront at 2230 Polk Street. The new store is supported by many local merchants and will serve as a destination business, bringing much needed pedestrian traffic from surrounding neighborhoods to the Polk Street Corridor.

**Please vote in favor of the proposed Philz Coffee at 2230 Polk Street!**

Name (Printed)	Address	Phone	Email
Matt Dudley	1845 Franklin	415 704 6544	matt@dudley.org
AMANDA FRISBIE	2210 B POLK ST. SFCA	4706900162	amandafrisbie@gmail.com
Ian Sharp	2301 Polk #4	415 8664506	stbagpiper@gmail.com
Brooke Beltram	596 Lisbon St	(209) 985-8982	
Marisa Cole	2061 Larkin St	415-606-0003	Marisa@devourchef.com
Willis Strassburg	2355 Polk St		
Kevin Hobbs	1514 Clay	978 799 1358	kjhobbs@gmail.com
Emily K.	1336 Green		kellame@bc.edu
Stevie J	1498 Vallejo		
			





Dear President Hillis and Planning Commissioners,

As a local neighbor, I am contacting you to express my support for the new Philz Coffee proposed for the vacant storefront at 2230 Polk Street. The new store is supported by many local merchants and will serve as a destination business, bringing much needed pedestrian traffic from surrounding neighborhoods to the Polk Street Corridor.

**Please vote in favor of the proposed Philz Coffee at 2230 Polk Street!**

Name (Printed)	Address	Phone	Email
Maddy Bohannon	1324 Broadway St	415-316-3796	
Grant Thomas	2254 Green & Polk	510-565-5222	
Jeffrey Fleisher	2900 Larkin St	301-217-4101	
Jason Camero	45 Bonita St	415-559-2490	
Kevin Dowd	2165 Larkin St.	415-246-3289	
Eric Ritter	2048 Polk St.	415-240-3646	
Pete Parada	2589 Polk St.	415-308-8289	
Nick Dabit	2222 Polk St.	415-776-3099	
Jack Sadon	2767 Lombard St	415-374-4031	
STORBEY	1543 Vallejo	6506913052	



Dear President Hillis and Planning Commissioners,

As a local neighbor, I am contacting you to express my support for the new Philz Coffee proposed for the vacant storefront at 2230 Polk Street. The new store is supported by many local merchants and will serve as a destination business, bringing much needed pedestrian traffic from surrounding neighborhoods to the Polk Street Corridor.

**Please vote in favor of the proposed Philz Coffee at 2230 Polk Street!**

Name (Printed)	Address	Phone	Email
Elaina Obradovich	1343 Green St.	5039526071	lainaobradovich14@gmail.com
LARRY STVL	1375 Green St	650-301-4983	FlippyTommy@gmail.com
Sierra Z	1379 Union St	650 9512120	sierrazweber@gmail.com
Carla Clayman	1247 Green St.	454540101	carlclayman@gmail.com
Ely Glaser	3600 Ulloa St	4155593921	elyglaser@yahoo.com
Elissa Clark	3100 Ulloa St		elissacclark@gmail.com
Landes Paul	1360 Union	8665101361	landespaule@gmail.com
Joe Ball	2316 Polk	(515) 451-5640	joeball@gmail.com
Sam Campbell	2242 Polk	5712363666	samuelbertcampbell@gmail.com



**Dear President Hillis and Planning Commissioners,**

As a local neighbor, I am contacting you to express my support for the new Philz Coffee proposed for the vacant storefront at 2230 Polk Street. The new store is supported by many local merchants and will serve as a destination business, bringing much needed pedestrian traffic from surrounding neighborhoods to the Polk Street Corridor.

**Please vote in favor of the proposed Philz Coffee at 2230 Polk Street!**

Name (Printed)	Address	Phone	Email
Elaine Burden	2580 Polk St	(650) 713-9118	elaireburden12@gmail.com
Teresa Stain	2805 Van Ness #1	(415) 242-8213	pmaxburn4@comcast.net
<del>Bob K...</del>			
Molly Tello	1380 Greenwich St.	558 245 5575	molly@tello.tech.com
Maddie Harten	1851 Hyde St.	(408) 834-2175	mharten@gmail.com
Alex Apalanc	1851 Hyde St.	(408) 834-2175	alex-mpelano@gmail.com
Alberto Araeste	1591 Jackson St #5	(858) 525-2190	albertoaraeste@gmail.com
Danielle Frasier	1591 Jackson St.	(460) 577-1067	daniellefrasier@gmail.com
Niko Sumpen	1554 Vallejo St	(415) 320-7642	Ngrupen@villanova.edu
Tom Margle	2363 Van Ness Ave	248 767 5210	thomas.r.margle@gmail.com



Dear President Hillis and Planning Commissioners,

As a local neighbor, I am contacting you to express my support for the new Philz Coffee proposed for the vacant storefront at 2230 Polk Street. The new store is supported by many local merchants and will serve as a destination business, bringing much needed pedestrian traffic from surrounding neighborhoods to the Polk Street Corridor.

Please vote in favor of the proposed Philz Coffee at 2230 Polk Street!

Name (Printed)	Address	Phone	Email
Hollis O'Hara	2241 Polk	512-940-0131	hollis@frontlapp.com
Greg Carmel	1340 LOMBARD	-	-
Tommy Hunt	2363 Van Ness Ave	734-678-4076	thunt734@gmail.com
DAVID LOPEZ	2460 LARKIN ST APT 1	570-582-5289	davidlopez72@nsa.ccc
Sebastian Marlowe	1516 G Street	707-224-5688	SJMarlowe@gmail.com
Gail Kennedy	1945 Hyde St.	301-518-2132	timandgail@hotmail.com
Sue Smith	1380 Greenwood		
Lander Paul	1360 Union		landerpaul@gmail.com
Jenn Salyers	2655 Polk St		Jenn.Trefny@gmail.com
ERIKA	<del>1260</del> 1237 OREGON ST!		1415-575-8722



**Dear President Hillis and Planning Commissioners,**

As a local neighbor, I am contacting you to express my support for the new Philz Coffee proposed for the vacant storefront at 2230 Polk Street. The new store is supported by many local merchants and will serve as a destination business, bringing much needed pedestrian traffic from surrounding neighborhoods to the Polk Street Corridor.

**Please vote in favor of the proposed Philz Coffee at 2230 Polk Street!**

Name (Printed)	Address	Phone	Email
Nick Sam Filipp	1059 Union St.	650-888-2172	nich.santi@gmail.com
Shannon Dillighean	1140 Chestnut St.	SF 415-762-9457	_____
Taylor Wenta	1050 Northpoint St	650 339 5686	_____
Connor Kozan	542 Lombard	781 572 5914	connor.kozan@uc.com
Anya McCall	1405 Greenwich	916 233 7907	_____
Christine Calveray	2760 Polk St	530-902-4978	lovelycojce@gmail.com
MEGAN MURPHY	2100 VAN NESS AVE	512 235 0180	meganmurphy219@gmail.com
Elena Armas	2725 Van Ness Ave	415 642 6312	earmas94@gmail.com
MATTHEW	2750 Polk St	203 569 1714	_____
Lauren Sobel	2440 Van Ness	203 621 5570	_____



**Dear President Hillis and Planning Commissioners,**

As a local neighbor, I am contacting you to express my support for the new Philz Coffee proposed for the vacant storefront at 2230 Polk Street. The new store is supported by many local merchants and will serve as a destination business, bringing much needed pedestrian traffic from surrounding neighborhoods to the Polk Street Corridor.

**Please vote in favor of the proposed Philz Coffee at 2230 Polk Street!**

Name (Printed)	Address	Phone	Email
PATRICK MCKENNA	34 BONITA	415-235-7225	
Kristen Freerhy	1462 Broadway, SAN FRANCISCO, CA	650-740-0141 858-216-5467	
AARON KARP	1337 ALBENWALK ST.	APT. A	
Deven Song	1121 Green St	858-742-5288	
Fran E Marow	219 Lombard	415-229-0705	
Hannah	1625 Vallejo	(415) 561-0131	
Paul Pichets	1365 Green	661-332-9466	
Tyler Searock	Eddy St		
Matt Puddah	Green St		
Tony Nolas	Washington St	214-604-3771	



**Dear President Hillis and Planning Commissioners,**

As a local neighbor, I am contacting you to express my support for the new Philz Coffee proposed for the vacant storefront at 2230 Polk Street. The new store is supported by many local merchants and will serve as a destination business, bringing much needed pedestrian traffic from surrounding neighborhoods to the Polk Street Corridor.

**Please vote in favor of the proposed Philz Coffee at 2230 Polk Street!**

Name (Printed)	Address	Phone	Email
Andrew	2315 Van Ness		
Jack	136 Sween		
Joe	1515 Jackson St		
Van	2098 Polk		
Drakari	1859 Larkin	415-438-0860	
Harry	1349 Greenway	670-621-6363	
Peter Tilley	2539 Polk	415-678-0087	prilless@yahoo



Dear President Hillis and Planning Commissioners.

As a resident at the 2242 Polk Street apartment building, I am contacting you to express my support for the new Philz Coffee proposed for the vacant storefront at 2230 Polk Street. The new store is supported by many local merchants and will serve as a destination business, bringing much needed pedestrian traffic from surrounding neighborhoods to the Polk Street Corridor.

**Please vote in favor of the proposed Philz Coffee at 2230 Polk Street!**

Name (Printed)	Address 2242 Polk ST	Phone	Email
PETE KIM	APT 313	(415) 629-4455	_____
COLE KEETON	146 VALEJO ST	(657) 483-9270	_____
KEN SPANER	2242 Polk St #413	(415) 568 1508	_____
Tom Miers	514	_____	_____
Margaret Hasky	2242 Polk #401	_____	_____
Chris Brooks	224 # 403	_____	_____
TAYLOR MUNK	2242 # 407	_____	_____
Taylor Munk	2242 # 403	_____	_____
PICU Mishra	406	_____	_____
Nicole Jones	# 308	_____	_____





# Formula Retail Affidavit

**Case Number 2017-014693PRJ**  
Conditional Use Authorization  
Formula Retail Limited Restaurant Use  
2230-2234 Polk Street

# AFFIDAVIT FOR Formula Retail Establishments

## 1. Location and Classification

STREET ADDRESS OF PROJECT: Polk & Green Investments LP		
ASSESSORS BLOCK/LOT: 0549 / 015	ZONING DISTRICT: Polk Street NCD	HEIGHT/BULK DISTRICT: 65-A

## 2. Proposed Use Description

PROPOSED USE (USE CATEGORY PER ARTICLE 7 OR 8): Limited Restaurant	
PROPOSED BUSINESS NAME: Philz Coffee	
DESCRIPTION OF BUSINESS, INCLUDING PRODUCTS AND/OR SERVICES: Coffee shop serving made-to-order coffee and related food items.	
BUILDING PERMIT APPLICATION NO.: (if applicable) N/A	CONDITIONAL USE CASE NO.: (if applicable) N/A

## 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.	43
3.b	How many of the above total locations are in San Francisco?	13 & a food truck

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

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

## 4. Standardized Features

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

	FEATURES	YES	NO
A	Array of Merchandise	<input 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 type="checkbox"/>	<input checked="" type="checkbox"/>
E	Color Scheme	<input type="checkbox"/>	<input checked="" type="checkbox"/>
F	Façade	<input type="checkbox"/>	<input checked="" type="checkbox"/>
G	Uniform Apparel	<input type="checkbox"/>	<input checked="" type="checkbox"/>
H	Signage	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	TOTAL	3	5

Enter the total number of Yes/No answers above.

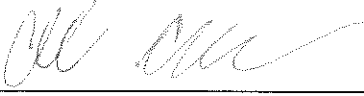
If the total YES responses is two (2) or more, then the proposed use is a Formula Retail Use.

5. Applicant's Affidavit

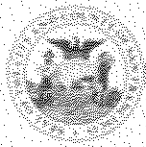
NAME: Chloe Angelis; Reuben, Junius & Rose, LLP		<input type="checkbox"/> Property Owner	<input checked="" type="checkbox"/> Authorized Agent
MAILING ADDRESS: (STREET ADDRESS, CITY, STATE, ZIP) 1 Bush Street, Suite 600, San Francisco, CA 94104			
PHONE: ( 415 )567-9000		EMAIL: cangelis@reubenlaw.com	

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:  Date: 11/14/17

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



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

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

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

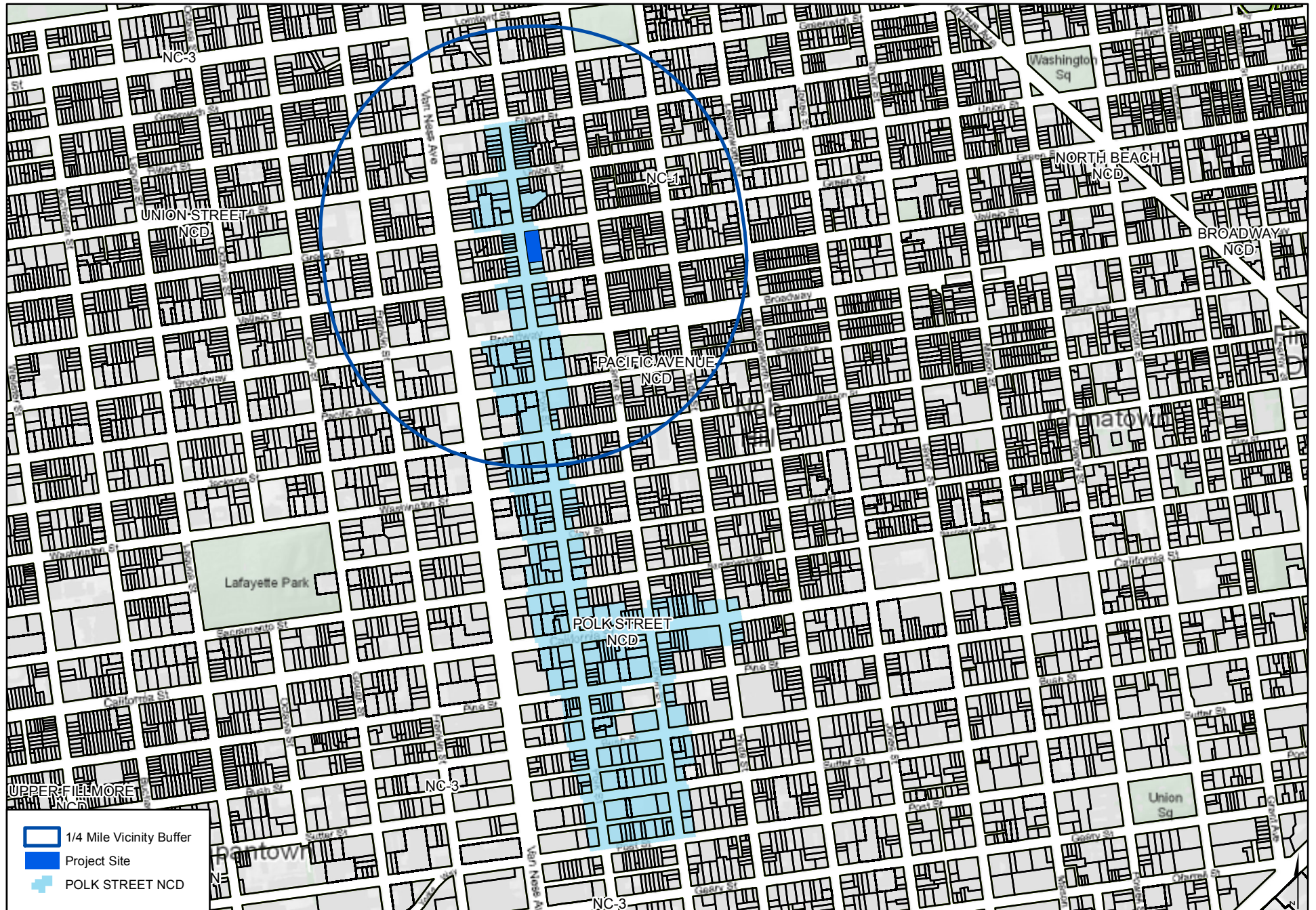
**Planning Information Center (PIC)**  
1660 Mission Street, First Floor  
San Francisco CA 94103-2479

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

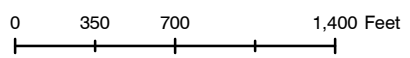
# Formula Retail Map

**Case Number 2017-014693PRJ**  
Conditional Use Authorization  
Formula Retail Limited Restaurant Use  
2230-2234 Polk Street

# 2230-2234 Polk Street Map of District and Vicinity



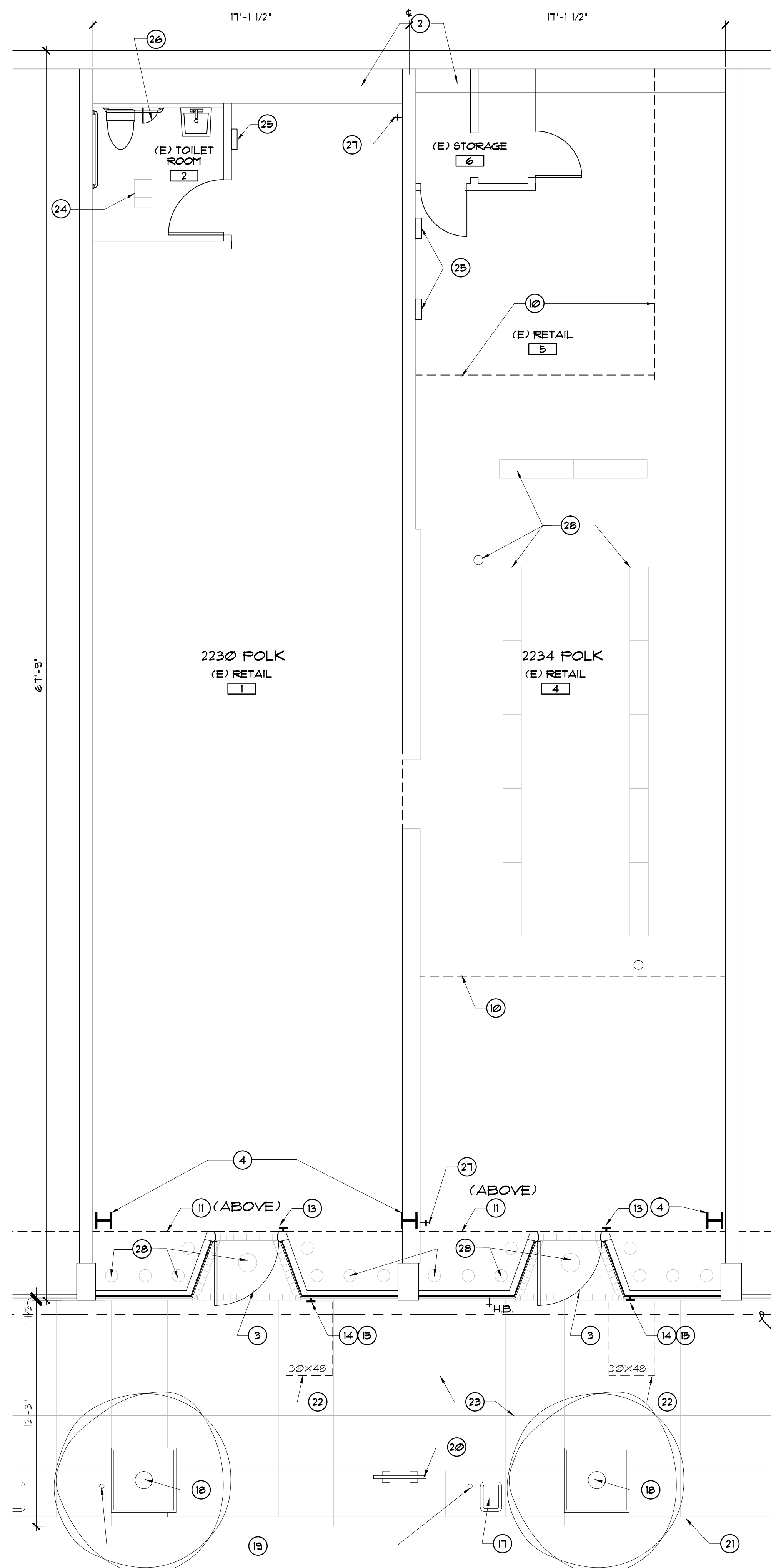
- 1/4 Mile Vicinity Buffer
- Project Site
- POLK STREET NCD



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.

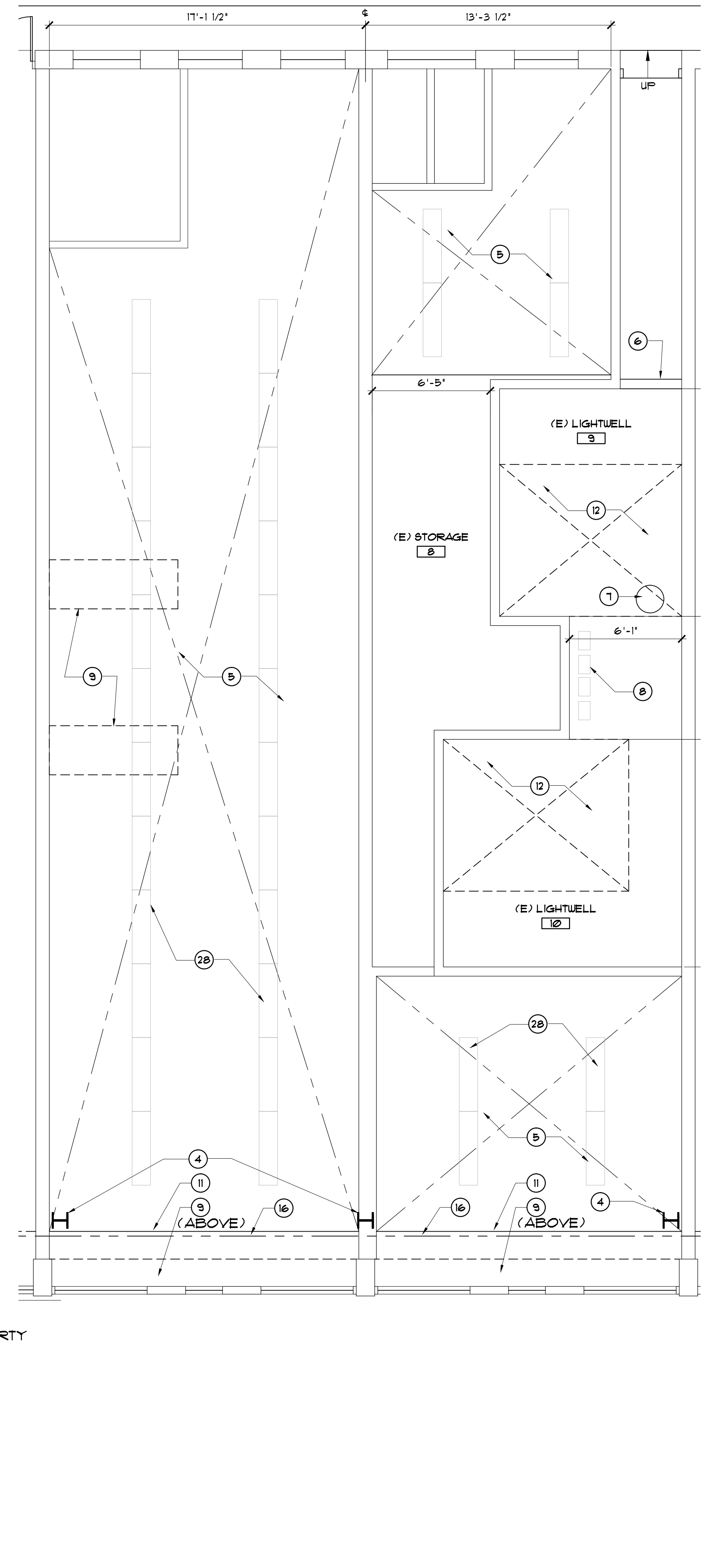
# Reduced Plans (and Signage Program)

Case Number 2017-014693PRJ  
Conditional Use Authorization  
Formula Retail Limited Restaurant Use  
2230-2234 Polk Street



1 1ST FLOOR EXISTING PLAN

1/4" = 1'-0"



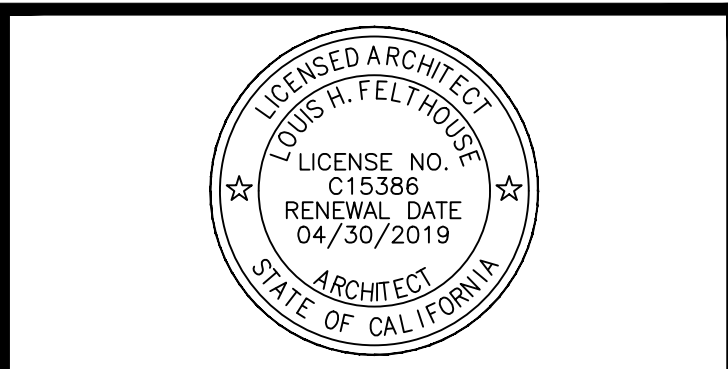
2 MEZZANINE EXISTING PLAN (No Change Proposed)

1/4" = 1'-0"

**KEY NOTES:**

1. REFER TO SHEET T-1 FOR SYMBOLS AND ABBREVIATIONS.
2. (E) SLOPED BUTTRESS WALL, VIF.
3. (E) DOOR W/ (N) POWER ASSIST OPERATOR, (N) SCHLAGE L9453F LOCKSET WITH M81 LEVERS IN US32D & REFURBISHED (E) BUTTS.
4. (N) BRACED FRAME, TYP.
5. OPEN TO BELOW
6. (E) CURB
7. (E) TRASH CHUTE
8. (E) GAS METERS
9. (E) SOFFIT ABOVE.
10. (E) MEZZANINE ABOVE
11. (E) DISPLAY SHELF ABOVE ENTRANCE.
12. OPEN TO SKY ABOVE
13. (N) WIKK INGRESS CONTINUOUS ACTUATION CONTROL TO OPERATOR SWITCH W/ RADIO.
14. (N) WIKK 4-1/2" X 4-1/2" RAPID CONTROLLED SST PUSH PLATE CONTROLS HIGH & LOW AT EXT. PER SF DA-04.
15. (N) ACCESSIBLE BUILDING ENTRANCE SIGN.
16. (E) INSULATED PIPE ABOVE
17. (E) WATER METER
18. (E) STREET TREE
19. (E) PARKING METER
20. (E) BIKE RACK
21. (E) CURB
22. ACCESSIBLE MANEUVERING CLEARANCE
23. (E) CONCRETE PAVING SCORE PATTERN, TYP.
24. (E) EXHAUST FAN
25. (E) ELECTRIC PANEL TO REMAIN.
26. (E) ACCESS DOOR TO REMAIN.
27. (E) WATER VALVE TO REMAIN.
28. (E) LIGHTING ABOVE, TYP.

**EXISTING PLANS**  
**2230-2234 POLK STREET**  
**SAN FRANCISCO, CA**



APPROVED \_\_\_\_\_ DATE \_\_\_\_\_

ISSUE RECORD	DATE	BY
EXISTING PLANS	08/01/17	-

CAD FILE: \_\_\_\_\_  
 PROJECT #: \_\_\_\_\_  
 APPROVED BY: \_\_\_\_\_  
 SCALE: \_\_\_\_\_ AS NOTED

**LOUIS H. FELTHOUSE ARCHITECT INC.**

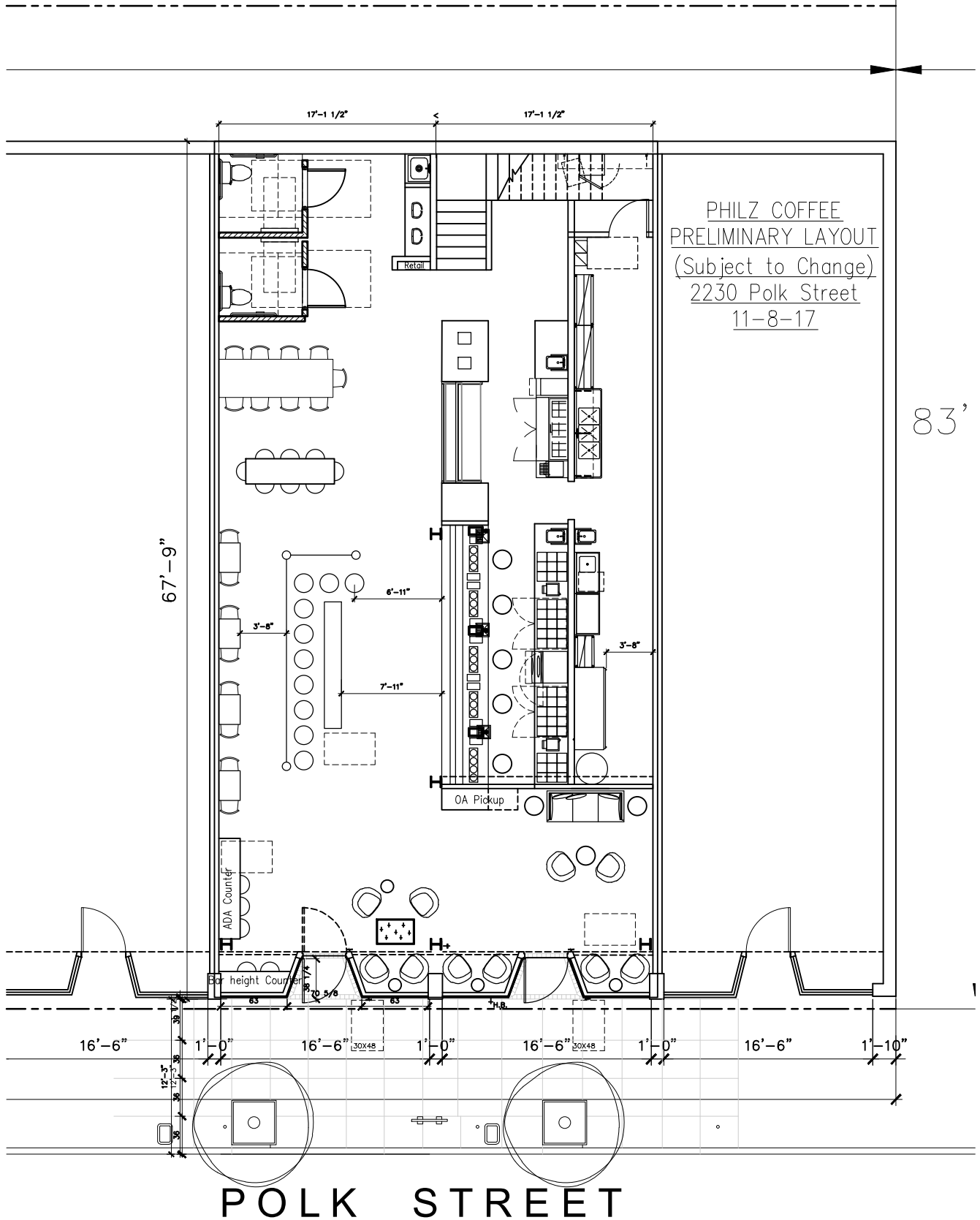
150 EXECUTIVE PARK BLVD.  
 SUITE 4300  
 SAN FRANCISCO, CA 94134  
 PHONE: (415) 467-7884  
 FAX: (415) 467-7822

**EXISTING PLANS**

**A-2.0**



# SHARED ALLEY / DRIVEWAY



Philz Coffee  
2230-2234 Polk Street, San Francisco  
Awning Signage Concept  
3-22-18



**AWNING #1 (2234 Polk Street):**

-Logo: To be printed on existing black awning, footprint of graphic 69"W x 28.5"H

-Placement: Centered over door.

-Colors: White outline, orange-yellow gradient in mug, brown fill and steam.

**AWNING #2 (2230 Polk Street):**

-Logo: To be printed on existing black awning, footprint of graphic to be 69"W x 10.5"H.

-Placement: Centered over door.

-Colors: White text, green tonal gradient mint leaves.

**NOTE: EXISTING CONDITIONS SHOWN BELOW.**

Philz plans to re-use existing black awnings with the addition of our logo and tagline.

