



SAN FRANCISCO PLANNING DEPARTMENT

Executive Summary Conditional Use Authorization

HEARING DATE: APRIL 25, 2019

Record No.: 2018-010426CUA
Project Address: 2675 GEARY BOULEVARD
Zoning: Moderate-Scale Neighborhood Commercial (NC-3) District
40-X and 80-D Height and Bulk District
City Center Special Sign District
Block/Lot: 1094/001
Applicant: Mark Loper
Reuben, Junius & Rose, LLP
1 Bush Street, Suite 600
San Francisco, CA 94104
Staff Contact: Christopher May – (415) 575-9087
christopher.may@sfgov.org
Recommendation: **Approval with Conditions**

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

Reception:
415.558.6378

Fax:
415.558.6409

Planning
Information:
415.558.6377

PROJECT DESCRIPTION

The project involves interior tenant improvements to the approximately 22,072 square-foot building currently under construction at the southeast corner of the subject property in parking lot 'F' to facilitate a Formula Retail use (d.b.a. PetSmart). The ground floor, accessed from parking lot 'F', will include a retail sales area, a grooming facility and a PetsHotel boarding and day camp. The proposed overnight boarding services will have a capacity for up to 75 dogs and 50 cats, and will be staffed by at least one trained associate 24-hours a day, seven days a week. The upper floor, accessed from parking lot 'E', will be occupied primarily by retail sales and, in lieu of selling dogs and cats, will also include a dedicated space for adoption agencies such as the Humane Society and local municipal shelters to house and display pets available for adoption. Aside from permitted business signage, there will be no alterations to the exterior of the building currently under construction.

REQUIRED COMMISSION ACTION

In order for the project to proceed, the Commission must grant a Conditional Use Authorization to permit a Formula Retail use (d.b.a. PetSmart) and a Kennel use within an NC-3 (Moderate-Scale Neighborhood Commercial) Zoning District, the City Center Special Sign District and a 40-X and 80-D Height and Bulk Districts.

ISSUES AND OTHER CONSIDERATIONS

- **Public Comment & Outreach.** As of April 15, 2019, the Department has received one letter in support of the project, from the Anza Vista Neighborhood Association.

- **Formula Retail Use.** The proposed Retail use (d.b.a. PetSmart) is considered a Formula Retail use. Of the 93 commercial ground floor storefronts within ¼ mile of the project site, 17 of which are Formula Retail, amounting to a concentration of approximately 18 percent. As measured in linear feet of the total frontage, this concentration is approximately 12 percent. With the addition of the proposed new Formula Retail use, the concentration of Formula Retail uses within the vicinity would increase by approximately 1 percent from 18 percent to 19 percent (as measured by number of storefronts subject to the Formula Retail controls) or by 1 percent from 12 percent to 13 percent (as measured in linear feet of the total frontage).
- **Citywide Retail Uses and Daily Needs-Serving Retail Uses.** The existing mix of daily needs serving uses (generally considered to include Limited Restaurants; Other Retail, Sales and Services; Personal Services; Limited Financial Services; and Specific Trade Shops) versus Citywide retail uses (generally considered to include all other uses) is one with predominantly daily needs-serving retail uses within the district with 54 percent versus 40 percent for Citywide-serving uses (the remaining 6 percent represents vacant storefronts). The proposed formula retail use is considered to be a Citywide serving use which will complement the mix of goods and services currently available within this portion of the Moderate-Scale Neighborhood Commercial (NC-3) District.
- **Performance-Based Design Guidelines.** As a Formula Retail use, the project has been reviewed for compliance with the Performance-Based Design Guidelines. The Department has determined that the project meets the Performance-Based Design Guidelines.
- **Economic Impact Analysis.** The proposed formula retail use is 20,072 square feet. Planning Code Section 303(i) requires the Commission to consider the contents of an economic impact analysis for formula retail uses of 20,000 square feet or more. A third-party Economic Impact Study, prepared by Hatch and dated February 2019, has been attached and summarizes the project's Employment Analysis, Fiscal Impact Analysis and Leakage Analysis.
- **Kennel Use.** The project proposes a Kennel use, defined as a Retail Sales and Services Use where dogs are boarded for compensation, or are cared for or trained for hire, or are kept for sale or bred for sale, where the care, breeding, or sale of the dogs is the principal means of livelihood of the occupants of the premises. Planning Code Section 712 states that Kennel uses in the NC-3 Zoning District require Conditional Use Authorization.

BASIS FOR RECOMMENDATION

The Department finds that the project is, on balance, consistent with the Objectives and Policies of the General Plan. The proposed mix of Retail and Kennel uses will occupy a previously-approved retail building currently under construction, thereby enhancing the economic viability of the surrounding neighborhood commercial district. Aside from new signage and minor interior tenant improvements, the project will not result in any significant changes to the façade of the building. The Department also finds the project to be necessary, desirable, and compatible with the surrounding neighborhood, and not to be detrimental to persons or adjacent properties in the vicinity.

ATTACHMENTS:

Draft Motion – Conditional Use Authorization
Exhibit A – Conditions of Approval
Exhibit B – Plans and Renderings
Exhibit C – Environmental Determination
Exhibit D – Land Use Data
Exhibit E – Maps and Context Photos
Exhibit F - Public Correspondence
Exhibit G – Project Sponsor Submittal
Exhibit H - Economic Impact Analysis
Exhibit I – Formula Retail Affidavit



SAN FRANCISCO PLANNING DEPARTMENT

Planning Commission Draft Motion

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Record No.: **2018-010426CUA**
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City Center Special Sign District
Block/Lots: 1094/001
Project Sponsor: Mark Loper
Reuben, Junius & Rose, LLP
1 Bush Street, Suite 600
San Francisco, CA 94104
Property Owner: 2675 Geary Boulevard LLP
411 Theodore Fremd Avenue, Suite 300
Rye, NY 10580
Staff Contact: Christopher May – (415) 575-9087
christopher.may@sfgov.org

ADOPTING FINDINGS RELATING TO A CONDITIONAL USE AUTHORIZATION PURSUANT TO PLANNING CODE SECTIONS 303, 303.1 AND 712 TO PERMIT A FORMULA RETAIL USE AND A KENNEL USE (D.B.A. PETSMART) WITHIN AN NC-3 (MODERATE-SCALE NEIGHBORHOOD COMMERCIAL) ZONING DISTRICT, THE CITY CENTER SPECIAL SIGN DISTRICT AND THE 40-X AND 80-D HEIGHT AND BULK DISTRICTS, AND ADOPTING FINDINGS UNDER THE CALIFORNIA ENVIRONMENTAL QUALITY ACT.

PREAMBLE

On June 22, 2017, the San Francisco Planning Commission (hereinafter "Commission") authorized the Conditional Use requested in Application No. 2015-007917CUA under Planning Code Sections 121.1, 121.2, 271, 303 and 304, to permit the construction of a new 2-story retail building totaling approximately 22,072 square feet in parking lot 'F' on the subject property.

On August 3, 2018, Mark Loper (hereinafter "Project Sponsor") filed an application with the Planning Department (hereinafter "Department") for Conditional Use Authorization under Planning Code Sections 303, 303.1 and 712 to permit a Formula Retail use (d.b.a. PetSmart) and a Kennel use within an NC-3 (Moderate-Scale Neighborhood Commercial) Zoning District, the City Center Special Sign District and a 40-X and 80-D Height and Bulk Districts at 2675 Geary Boulevard, Block 1094, Lot 001 (hereinafter "Project Site").

The Planning Department Commission Secretary is the custodian of records; the File for Record No. 2018-010426CUA is located at 1650 Mission Street, Suite 400, San Francisco, California.

On April 25, 2019, the Commission conducted a duly noticed public hearing at a regularly scheduled meeting on Conditional Use Authorization Application No. 2018-010426CUA.

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

The Commission has heard and considered the testimony presented to it at the public hearing and has further considered written materials and oral testimony presented on behalf of the applicant, Department staff, and other interested parties.

MOVED, that the Commission hereby authorizes the Conditional Use Authorization as requested in Application No. 2018-010426CUA, 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 involves interior tenant improvements to the approximately 22,072 square-foot building currently under construction at the southeast corner of the subject property in parking lot 'F' to facilitate a Formula Retail use (d.b.a. PetSmart). The ground floor, accessed from parking lot 'F', will include a retail sales area, a grooming facility and a PetsHotel boarding and day camp. The proposed overnight boarding services will have a capacity for up to 75 dogs and 50 cats, and will be staffed by at least one trained associate 24-hours a day, seven days a week. The upper floor, accessed from parking lot 'E', will be occupied primarily by retail sales and, in lieu of selling dogs and cats, will also include a dedicated space for adoption agencies such as the Humane Society and local municipal shelters to house and display pets available for adoption.

Aside from permitted business signage, there will be no alterations to the exterior of the building currently under construction.

According to the project sponsor, PetSmart, which is headquartered in Phoenix, AZ, has been in operation since 1987. PetSmart specializes in the sale of small pets, pet food, supplies and accessories and provides services such as grooming, training, adoption and boarding. While there are more than 1,600 locations worldwide, there are currently no PetSmart locations in San Francisco.

The project sponsor has indicated that this PetSmart location will employ a total of approximately 50-60 associates including: seven full-time associates and 20+ part-time associates in the retail component, five full-time associates and 20+ part-time associates in the PetsHotel & Day Camp

component, and 10 full-time associates and 2-4 part-time associates in the grooming component. The retail store component of the project is expected to operate from 9 a.m. to 9 p.m. Monday through Saturday and from 9 a.m. to 7 p.m. on Sundays. The grooming, PetsHotel and Day Camp components of the project are expected to receive drop-offs beginning at 7 a.m. daily.

3. **Site Description and Present Use.** The subject property occupies an entire block bound by Geary Boulevard to the north, Masonic Avenue to the west, O'Farrell Street to the south and Lyon Street to the east, Block 1094, Lot 001, and is approximately 288,297 square feet, or 6.6 acres, in size. The property is located within the Western Addition neighborhood, an NC-3 (Moderate Scale Neighborhood Commercial) Zoning District, the City Center Special Sign District and the 40-X and 80-D Height and Bulk Districts. The site slopes downward from the Masonic Avenue frontage to corner of Geary Boulevard and Lyon Street, and is developed with a four-story retail building constructed in 1951 located on the northwest portion of the site surrounded by five terraced surface parking areas across the remainder of the site. The City Center is currently undergoing an expansion, approved via a Planned Unit Development by the Commission in June, 2017 (Case No. 2015-007917CUA). The expansion includes horizontal additions totaling approximately 7,530 square feet to the existing two-story "crow's nest" retail building on the northwest corner of the site, a new one-story retail building totaling approximately 3,608 square feet on the northeast corner of Masonic Avenue and O'Farrell Street in parking lot 'A', and a new two-story retail building totaling approximately 22,072 square feet in parking lot 'F' within which the proposed PetSmart is proposed.

There is one curb cut providing vehicular access to the site on each of the Masonic Avenue and Geary Boulevard frontages and five curb cuts providing access on the O'Farrell Street frontage. Half of the Geary Boulevard and the entire Lyon Street frontages are occupied by retaining walls which maintain an elevated grade for surface parking lots 'E' and 'F'.

4. **Surrounding Properties and Neighborhood.** The project site is located on the southeast corner of Geary Boulevard and Masonic Avenue in the Western Addition neighborhood where it abuts the Inner Richmond and Presidio Heights neighborhoods to the west. The immediate area contains a mix of apartment buildings, and commercial and public utility buildings on large lots with varied heights. Directly across Masonic Avenue and to the west of the subject lot is a three-story building containing commercial uses on the ground floor with two floors of residential uses above. Directly across Geary Boulevard and to the north of the subject lot is a two-story building which occupies the entire block and is owned by the SFMTA for vehicle storage and office uses. Across the intersection, on the northwest corner of Geary Boulevard and Masonic Avenue is a vacant one-story commercial building, formerly d.b.a. The Lucky Penny, which is proposed to be demolished and redeveloped with an eight-story mixed use building. Directly to the south of the subject property, across O'Farrell Street, are two religious institutions – the one-story Epiphany Center and the three-story Mt. St. Joseph-St. Elizabeth Church building containing religious institutional uses and transitional housing for women and children, as well as the Raoul Wallenburg Traditional High School. Further to the east are several multi-family buildings which have their rear yards abutting O'Farrell Street. Across Lyon Street and to the east is the

Kaiser Permanente San Francisco Medical Center, which occupies the entire block. The central portion of Geary Boulevard, which abuts the north side of the subject property, includes two lanes of vehicular traffic in both directions tunneled beneath Masonic Avenue. The outer portions of Geary Boulevard include one lane of vehicular traffic and curbside parking, and are located at grade and form two separate intersections with Masonic Avenue.

5. **Public Outreach and Comments.** As of April 15, 2019, the Department has received one letter of support of the project, from the Anza Vista Neighborhood Association.
6. **Planning Code Compliance.** The Commission finds that the Project is consistent with the relevant provisions of the Planning Code in the following manner:

- A. **Formula Retail Use.** A Formula Retail Use is defined under Planning Code Section 303.1 as a type of retail sales or service activity or retail sales or service establishment that has eleven or more other retail sales establishments in operation, or with local land use or permit entitlements already approved, located anywhere in the world. In addition to the eleven establishments either in operation or with local land use or permit entitlements approved for operation, the business maintains two or more of the following features: a standardized array of merchandise, a standardized facade, a standardized decor and color scheme, uniform apparel, standardized signage, a trademark or a servicemark.

Formula Retail Uses within the NC-3 Zoning District require Conditional Use Authorization under Planning Code Section 712. Planning Code Section 303.1 provides additional criteria for the Planning Commission to consider when considering any conditional use pursuant to Formula Retail Uses.

The project proposes the establishment of a Formula Retail Use (d.b.a. PetSmart) in approximately 22,072 square feet of the vacant commercial space currently under construction on the project site. The additional required findings are listed below under Subsection 8.

- B. **Kennel Uses.** Kennel Uses within the NC-3 Zoning District require Conditional Use Authorization under Planning Code Section 712.

The project proposes to offer overnight boarding services staffed by at least one trained associate twenty-four hours a day, seven days a week. As such, Conditional Use Authorization is required.

- C. **Hours of Operation.** Planning Code Section 712 does not limit the hours of operation for commercial uses in the NC-3 Zoning District.

The project sponsor has indicated that the retail store component of the project is expected to operate from 9 a.m. to 9 p.m. Monday through Saturday and from 9 a.m. to 7 p.m. on Sundays. The

grooming, PetsHotel and Day Camp components of the project are expected to receive drop-offs beginning at 7 a.m. daily.

- D. **Signage.** Planning Code Section 608.16 of the Planning Code outlines the requirements for signage within the City Center Special Sign District.

In accordance with the provisions of the City Center Special Sign District, the project includes a total of:

- three (3) PetSmart wall signs, up to 200 square feet in area, one above each pedestrian entry to the business from a parking lot;*
- one (1) double-sided projecting PetSmart sign on the Geary Boulevard frontage with an area of up to 470 square feet per face, and a maximum copy area of 240 square feet per face;*
- two (2) double-sided freestanding directional signs not exceeding a height of 15 feet, with an area not exceeding 50 square feet per face, with a copy area not exceeding 20 square feet per face at the parking lot entries on Geary Boulevard and O'Farrell Street;*
- one (1) double-sided freestanding sign near the intersection of Masonic Avenue and O'Farrell Street identifying the name of the shopping center and its tenants up to a height of 35 feet with a total area of 260 square feet per face and a copy area of 140 square feet per face; and*
- one (1) PetSmart wall sign, up to 80 square feet, at the intersection of Geary Boulevard and Lyon Street.*

The signs have been reviewed by the Planning Department for consistency with the Planning Commission's Performance-Based Design Guidelines (Commission Guide for Formula Retail).

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

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

The project is desirable for and compatible with the neighborhood because it will continue the historic use of the City Center as a location for formula retailers while also providing a wide array of goods and services that are not provided elsewhere in the shopping center or in the immediate vicinity. This PetSmart location will offer a variety of services including grooming, pet adoption, obedience training, a PetsHotel, and a day camp. The proposed project will offer services for local residents as well as those that travel by car, will support the presence of large-scale retailers in an area that has historically provided such uses, and will bring more employment opportunities and consumers to the neighborhood thereby enhancing other businesses in and around the City Center.

The subject building is located at the western edge of Parking Lot 'F', in an area that is not heavily served by foot traffic in the same way that traditional street-fronting stores would be. This raises particular challenges for neighborhood businesses that do not have the same degree of brand loyalty as PetSmart. By filling this new retail space, PetSmart will contribute to the long-term stability and viability of the shopping center. In addition, the building's location is ideal for this type of retail store and kennel use. The use is buffered from the surrounding uses by a large parking lot and terrace, minimizing any effect of surrounding neighbors.

- 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 City Center has operated as a retail shopping center for approximately 50 years. The project will have no effect on the height and bulk of the existing building. The PetSmart store will occupy a new 22,072 square-foot retail space that was previously approved and is currently being constructed. PetSmart does not propose any expansion to the new structure and would 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 subject property is well-served by public transit, existing on-site parking and bicycle spaces. A number of MUNI lines run directly in front of the site or nearby, including the 38-Geary, 33-Masonic, 1-California, 2-Clement, 4-Sutter, and 31-Balboa. The property has 634 parking spaces, 6 off-street freight loading spaces, and approximately 98 bicycle parking spaces.

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

The project involves interior tenant improvement work for a new retailer in a previously-approved commercial unit within the existing shopping center. The PetsHotel design and operation incorporate measures to eliminate any nuisance caused by sound and odor. Constant filtration, increased frequency in air turnover, UV light treatment of return air will prevent odor from concentrating to offensive levels. The design of the PetsHotel portion of the project includes partition walls, dropped acoustical ceilings, and building materials and insulation which prevent sound from within the PetsHotel from being perceptible over ambient noise outside the building.

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

The previously-approved landscaping will screen service areas and the treed walking path will provide convenient and attractive pedestrian access to the PetSmart from both Geary Boulevard and O'Farrell Street.

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

The Project complies with all relevant requirements and standards of the Planning Code and is consistent with objectives and policies of the General Plan as detailed below. The project involves tenant improvements to an existing vacant retail space with few exterior modifications, and the project will adhere to all applicable development standards and design guidelines under the Planning Code, with no variances or exceptions being sought.

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

The proposed project is consistent with the stated purpose of the Moderate-Scale Neighborhood Commercial District in that the intended uses will provide a wide variety of comparison and specialty goods and services to a population greater than the immediate neighborhood, while additionally providing convenience goods and services to the surrounding neighborhoods.

8. **Formula Retail Uses.** Planning Code Section 303.1 provides additional criteria for the Planning Commission when considering Conditional Use Authorization requests, including:

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

The project site is located within the Moderate-Scale Neighborhood Commercial (NC-3) District which, in most cases, is characterized by a wide variety of ground floor retail uses, often with residential units above. The City Center, however, is a 1950s-era shopping mall with no residential uses and is characterized by several formula retail establishments including Target, ULTA Beauty, Sleep Number, Panera Bread, Chipotle, Subway, European Wax Center, and GNC. There are also a number of formula retail uses along the Geary Boulevard commercial corridor including Trader Joe's, Big O Tires, Supercuts, Mancini's Sleepworld, Mel's Diner, and H&R Block. Accordingly, a new formula retail use on the subject property will not significantly change the character of the neighborhood.

As of the date of submittal of the project application materials, there are approximately 93 commercial ground floor storefronts within ¼ mile of the project site, 17 of which are Formula Retail, amounting to a concentration of approximately 18 percent. These include one Limited Financial Service use, five Limited Restaurant uses, and 11 Retail Sales and Service uses. As measured in linear feet of the total frontage, this concentration is approximately 12 percent. With the addition of the proposed new Formula Retail use, the concentration of Formula Retail uses within the vicinity would increase by approximately 1 percent from 18 percent to 19 percent (as measured by number of storefronts subject

to the Formula Retail controls) or by 1 percent from 12 percent to 13 percent (as measured in linear feet of the total frontage). Accordingly, there is no excessive concentration of Formula Retail uses in the district and vicinity of the project, and the addition of one Formula Retail use will not lead to an excessive contribution.

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

Other pet-related retail uses are generally dispersed throughout the City. The closest one to the subject property is about half a mile away from the City Center and is also a formula retailer. While there are other pet supply stores in the vicinity, none provide the breadth of services that PetSmart offers—specifically, none provide overnight stays. PetSmart not only provides pet supplies, it also provides grooming, pet adoption, obedience training, a PetsHotel, and a day camp.

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

The project proposes to occupy a new retail space that has been previously approved by the Planning Commission. PetSmart is not proposing any substantial changes to the exterior of the building aside from minor interior tenant improvements and Code-complying signage. Therefore, the project will not result in new changes to the architectural and aesthetic character of the district.

D. The existing retail vacancy within the district.

According to the project sponsor, the vacancy rate within ¼ mile of the project site is approximately 6 percent (based on the number of storefronts), and 2 percent (based on the total lot frontage). The project will help revitalize an underutilized portion of the site previously occupied by surface parking by occupying a building with active retail and service uses which will enhance the physical and economic condition of the project site and surrounding neighborhood.

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

The existing mix of daily needs serving uses (generally considered to include Limited Restaurants; Other Retail, Sales and Services; Personal Services; Limited Financial Services; and Specific Trade Shops) versus Citywide retail uses (generally considered to include all other uses) is one with predominantly daily needs-serving retail uses within the district with 54 percent versus 40 percent for Citywide-serving uses (the remaining 6 percent represents vacant storefronts). The proposed formula retail use is considered to be a Citywide serving use which will complement the mix of goods and services currently available within this portion of the Moderate-Scale Neighborhood Commercial (NC-3) District.

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

The proposed use is consistent with the existing character of the district, which is composed of a variety of retail outlets, including formula retailers who specialize in a variety of goods and services. The proposed signage is consistent with the Performance-Based Design Guidelines and the provisions set forth in the City Center Special Sign District. The entrances to the building are readily identifiable and inviting to passersby. Accordingly, the project is consistent with the Guidelines.

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

The proposed formula retail use is 20,072 square feet; therefore, an economic impact study is required.

An Economic Impact Study dated February, 2019, was prepared by Hatch and is attached as an exhibit to this report. Per the requirements of Planning Code Section 303 (i)(5), the Economic Impact Study analyzed the project's: Employment Analysis, Fiscal Impact Analysis and Leakage Analysis, briefly summarized below but further explained in the report.

Employment Analysis: *The project does not propose new construction but does propose interior tenant improvements, which is expected to generate 15 job-years of construction trade jobs. Based on PetSmarts' estimates, there will be approximately 35-40 total employees working at the store once it is in operation. Approximately 50 percent of those will be part-time positions. This is equivalent to an employment density of roughly 550 square feet per employee - consistent with typical retail employment density estimates, which range between 550 and 1,000 square feet per employee. The EIS further discusses whether the employer of the proposed project will pay a living wage, inclusive of non-salary benefits expected to be provided, relative to San Francisco's cost of living. There is no official definition or estimate of living wages by a local, state, or federal government entity. The EIS uses living wage estimates by MIT, the University of Washington, and the Economic Policy Institute. PetSmart's reported hourly wage range of \$15.00 to \$38.45 per hour is comparable to the estimated range of living wages for certain types of households but not for others, further discussed in the EIS. In addition to the hourly wages, PetSmart provides employees with additional non-salary benefits, such as health and wellness programs, financial resources (e.g. a \$0.50 on the dollar 401(k) match), and transportation benefits.*

Fiscal Impact: *The proposed project is conservatively expected to generate approximately \$90,000 in annual General Fund revenues, principally made up of sales taxes, and would generate an estimated \$64,000 in annual General Fund expenditures. The largest General Fund expenditure associated with the project is Public Protection, which accounts for nearly a third of the estimated expenditures. This does not account for benefits the City will receive from increased revenue going to earmarked funds, such as Proposition K (transportation funding) and business health licenses. The infrastructure impacts calculated by the City's nexus studies apply only to new construction, expansion of an existing structure, or a change of use of an existing building. The proposed project will occupy an existing building and therefore it is not expected to lead to additional impacts to the City's public facilities and infrastructure, beyond the impacts estimated in the fiscal impact analysis in the EIS.*

***Leakage Analysis:** The EIS indicates that the project is not expected to erode existing pet store and pet services spending in the San Francisco market. This is due to the existing pet spending demand that is not captured by businesses within San Francisco as well as the considerable projected growth in pet spending by 2025 and 2030. Existing leakage is estimated at \$61 million in 2018 and is projected to continue to grow. Hatch projects a total market demand for pet-related spending of \$271 million in 2025, in 2018 dollars. Of this \$271 million, approximately \$81 million is estimated to be new expenditures as pet spending continues to grow in San Francisco, following a nationwide trend of increasing pet ownership and spending per pet. PetSmart stores in California typically see annual gross sales of approximately \$5 million. Considering the existing retail leakage in pet supply and the growth in this sector, Hatch projects gross sales for this location at \$6.5 million in 2025, conservatively. Hatch estimates these revenues will grow to \$8 million, in 2018 dollars, accounting for approximately 2 percent of total San Francisco pet related expenditures by 2030.*

- 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 set forth in the Performance-Based Design Guidelines.

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

COMMERCE AND INDUSTRY ELEMENT

Objectives and Policies

OBJECTIVE 1:

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

Policy 1.1

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

Policy 1.3

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

OBJECTIVE 2:

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

Policy 2.1

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

OBJECTIVE 3:

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

Policy 3.1

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

OBJECTIVE 6:

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

Policy 6.1

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

Policy 6.4:

Encourage the location of neighborhood shopping areas throughout the city so that essential retail goods and personal services are accessible to all residents.

On balance, the project is consistent with the policies of the General Plan, as it will introduce a retail use that provides pet supplies and pet-related services, including pet adoption, grooming, training, and boarding, in a location that is historically and currently occupied by several formula retailers. The project will create numerous new jobs across various skill levels in the retail sector. The addition of a PetSmart at the City Center will promote employment opportunities that provide employment stability, competitive wages, job related training/education and opportunities for advancement. The retail component will employ approximately 7 full time associates and 20+ part time associates, the PetsHotel & Day Camp will employ approximately 5 full time associates and 20+ part time associates, and the grooming component of the use will employ approximately 10 full time associates and 2-4 part time associates.

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 City Center has historically been occupied by formula retailers. PetSmart will be the first tenant in this new space, therefore no neighborhood-serving retail uses will be displaced by the project. Instead, the project would be adding a new retail use that will create additional employment opportunities for the community.

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

No housing would be removed by the project.

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

The project site is occupied by non-residential uses. As such, the project will have no impact on the City's supply of affordable housing.

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

The subject property is well-served by public transit, existing on-site parking, and bicycle spaces. A number of MUNI lines run directly in front of the site or nearby, including the 38-Geary, 33-Masonic, 1-California, 2-Clement, 4-Sutter, and 31-Balboa. The Property has 634 parking spaces, 6 off-street freight loading spaces, and approximately 98 bicycle parking spaces.

- 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 does not include any commercial office uses and will not displace any industrial or service sector uses or otherwise adversely affect the opportunities for resident employment and ownership in these sectors.

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

The Project will meet or exceed all current structural and seismic requirements under the San Francisco Building Code.

- G. That landmarks and historic buildings be preserved.

The subject property is not occupied by any landmark or historic buildings.

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

The project will not adversely impact any parks or open space areas, or their access to sunlight or vistas.

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. 2018-010426CUA** subject to the following conditions attached hereto as "EXHIBIT A" in general conformance with plans on file, dated April 1, 2019, and stamped "EXHIBIT B", which is incorporated herein by reference as though fully set forth.

APPEAL AND EFFECTIVE DATE OF MOTION: Any aggrieved person may appeal this Conditional Use Authorization to the Board of Supervisors within thirty (30) days after the date of this Motion. The effective date of this Motion shall be the date of this Motion if not appealed (after the 30-day period has expired) OR the date of the decision of the Board of Supervisors if appealed to the Board of Supervisors. For further information, please contact the Board of Supervisors at (415) 554-5184, City Hall, Room 244, 1 Dr. Carlton B. Goodlett Place, San Francisco, CA 94102.

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

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

I hereby certify that the Planning Commission ADOPTED the foregoing Motion on April 25, 2019.

Jonas P. Ionin
Commission Secretary

AYES:

NAYS:

ABSENT:

Draft Motion
Hearing Date: April 25, 2019

RECORD NO. 2018-010426CUA
2675 Geary Boulevard

ADOPTED: April 25, 2019

EXHIBIT A

AUTHORIZATION

This authorization is for a conditional use to permit a Formula Retail use (d.b.a. PetSmart) and a Kennel use at 2675 Geary Boulevard, Block 1094, Lot 001, pursuant to Planning Code Sections 303, 303.1 and 712 within an NC-3 (Moderate-Scale Neighborhood Commercial) Zoning District, the City Center Special Sign District and a 40-X and 80-D Height and Bulk Districts; in general conformance with plans, dated April 1, 2019, and stamped "EXHIBIT B" included in the docket for Record No. 2018-010426CUA and subject to conditions of approval reviewed and approved by the Commission on April 25, 2019 under Motion No. XXXXX. This authorization and the conditions contained herein run with the property and not with a particular Project Sponsor, business, or operator.

RECORDATION OF CONDITIONS OF APPROVAL

Prior to the issuance of the building permit or commencement of use for the Project the Zoning Administrator shall approve and order the recordation of a Notice in the Official Records of the Recorder of the City and County of San Francisco for the subject property. This Notice shall state that the project is subject to the conditions of approval contained herein and reviewed and approved by the Planning Commission on April 25, 2019 under Motion No XXXXX.

PRINTING OF CONDITIONS OF APPROVAL ON PLANS

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

SEVERABILITY

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

CHANGES AND MODIFICATIONS

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

Conditions of Approval, Compliance, Monitoring, and Reporting PERFORMANCE

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

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

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

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

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

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

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

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

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

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

DESIGN – COMPLIANCE AT PLAN STAGE

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

For information about compliance, contact the Case Planner, Planning Department at 415-575-9087, www.sf-planning.org

MONITORING - AFTER ENTITLEMENT

7. **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

8. **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

Exhibit B:

Plans and Renderings

City Center Retail Pad PetSmart CUP

Acadia Realty Trust April 1, 2019

Team

PROJECT OWNER
ACADIA REALTY TRUST
ATTN: MR. BRIAN BACHARACH

411 THEODORE FREMD AVENUE, SUITE 300
RYE, NY 10580

PHONE: (914) 288-3379
EMAIL: BBACHARACH@ACADIAREALTY.COM

PROJECT CONTACT
REUBEN, JUNIUS & ROSE, LLP
ATTN: MR. DANIEL FRATTIN

ONE BUSH STREET, SUITE 600
SAN FRANCISCO, CA 94104

PHONE: (415) 567-9000
FAX: (415) 399-9480
EMAIL: DFRATTIN@REUBENLAW.COM

ARCHITECT
STUDIO ONE ELEVEN
ATTN: MR. TOBIN WHITE

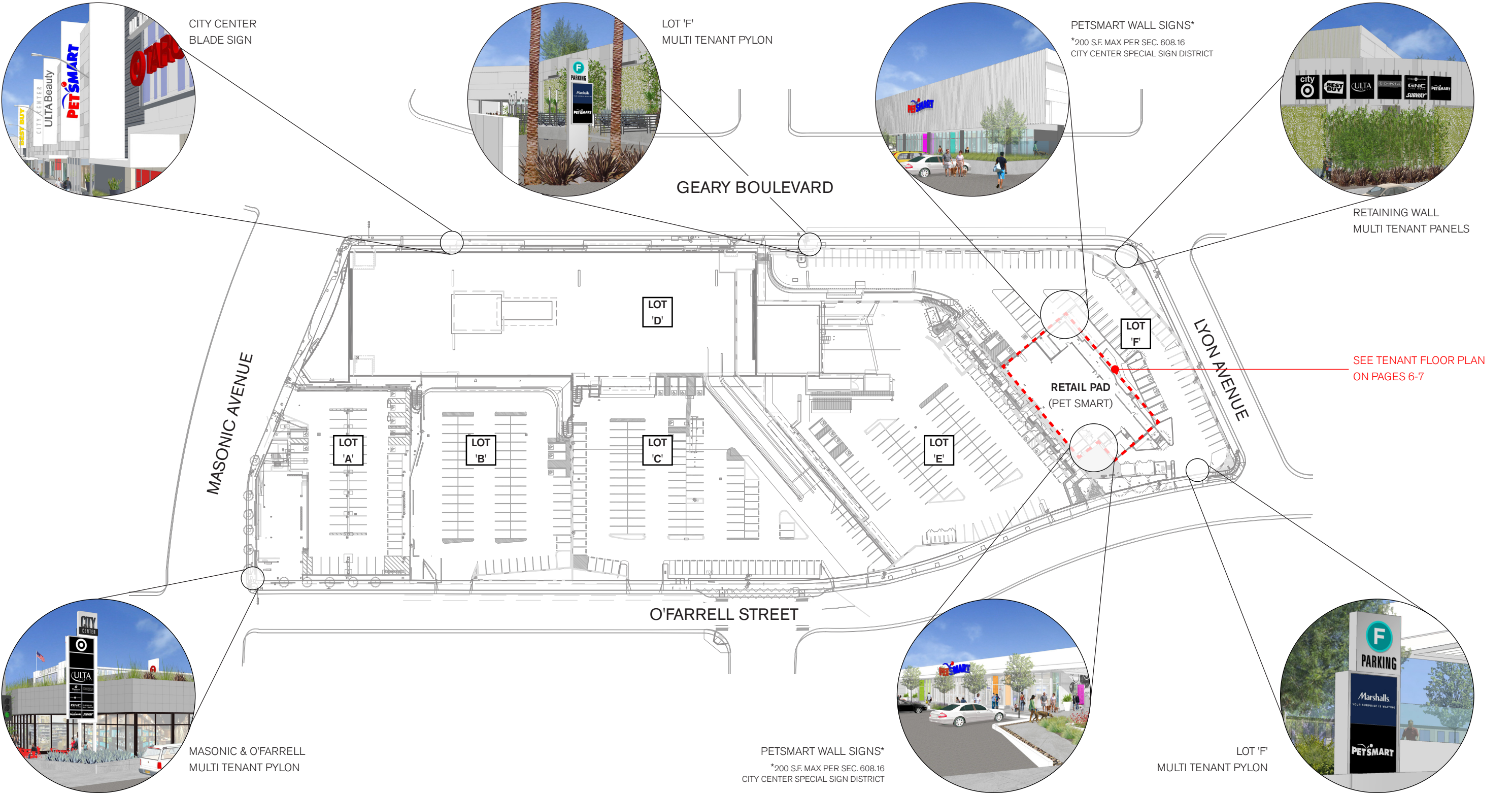
245 EAST THIRD STREET
LONG BEACH, CA 90802

PHONE: (562) 901-1500
EMAIL: TOBIN.WHITE@STUDIO-111.COM

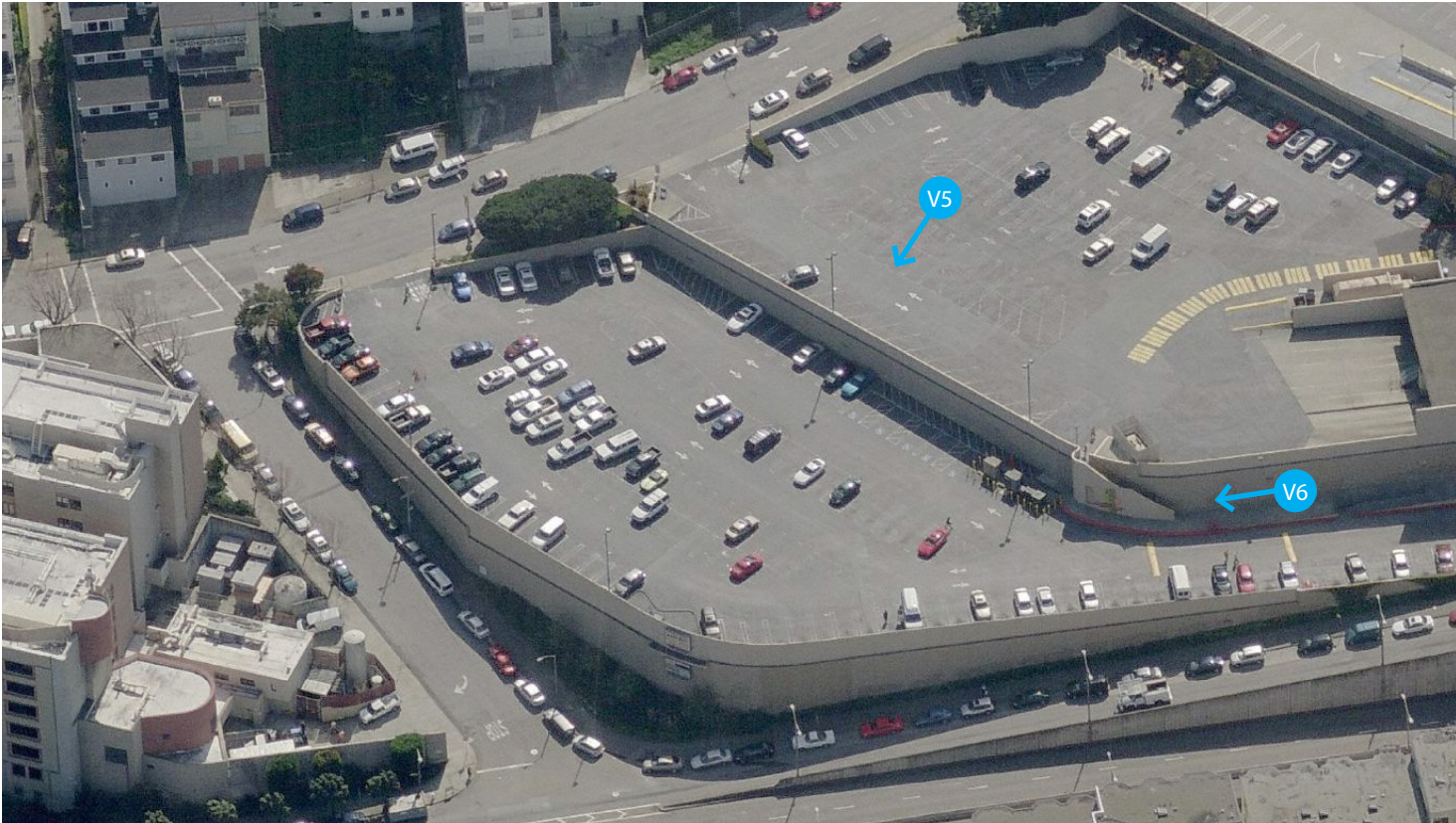
Contents

Site Plan	3
Views: Existing Site Conditions	4
PetSmart Existing Floor Plan: Lower Level	5
PetSmart Proposed Floor Plan: Lower Level	6
PetSmart Existing Floor Plan: Upper Level	7
PetSmart Proposed Floor Plan: Upper Level	8
PetSmart Elevations	9
PetSmart Sections	11
View: Perspective	12
Project Summary	16

Site Plan **PetSmart Signage Locations**



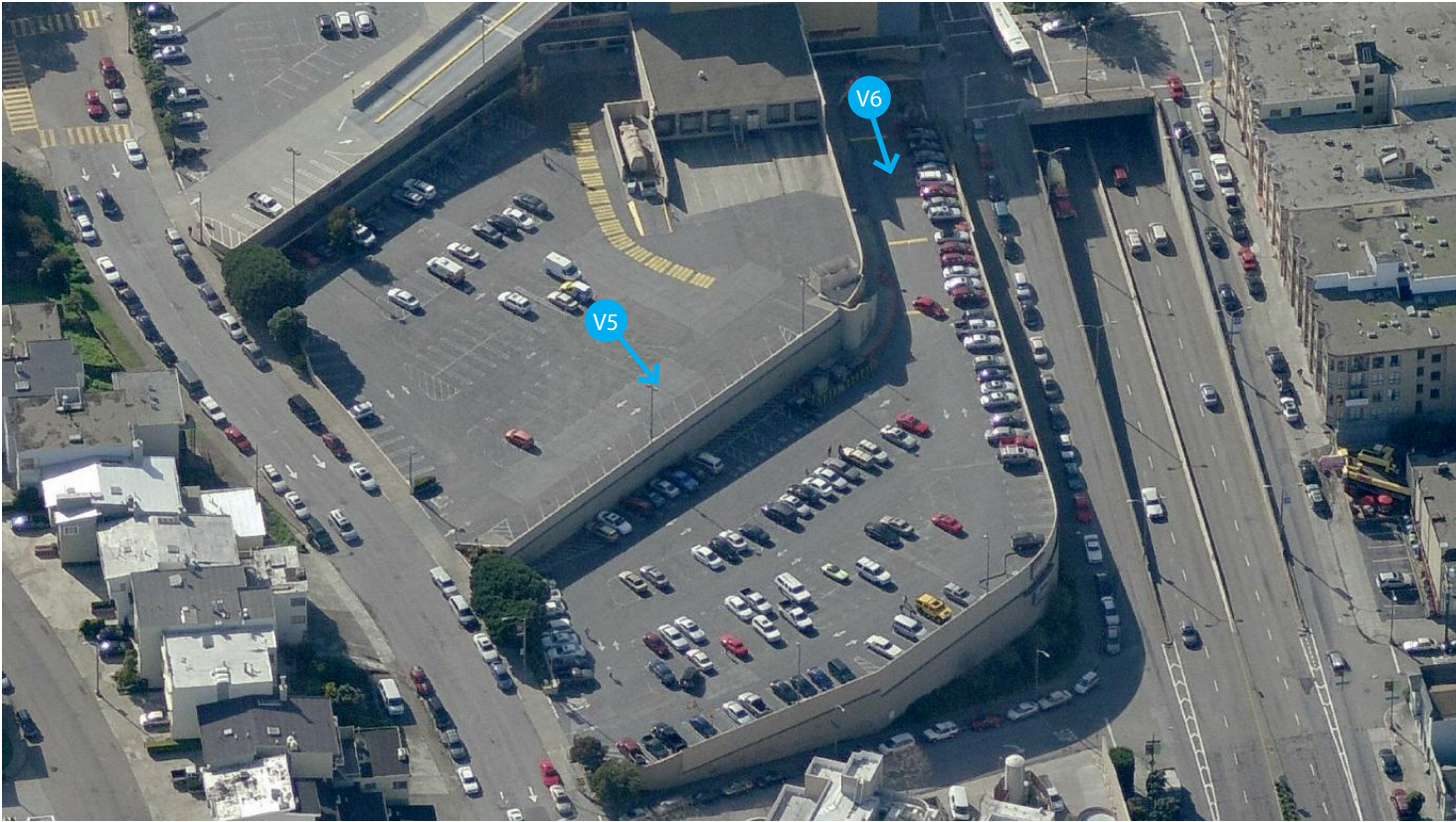
Views Existing Site Conditions



AERIAL VIEW 1 EXISTING LOT F



VIEW 5 EXISTING LOT F



AERIAL VIEW 2 EXISTING LOT F

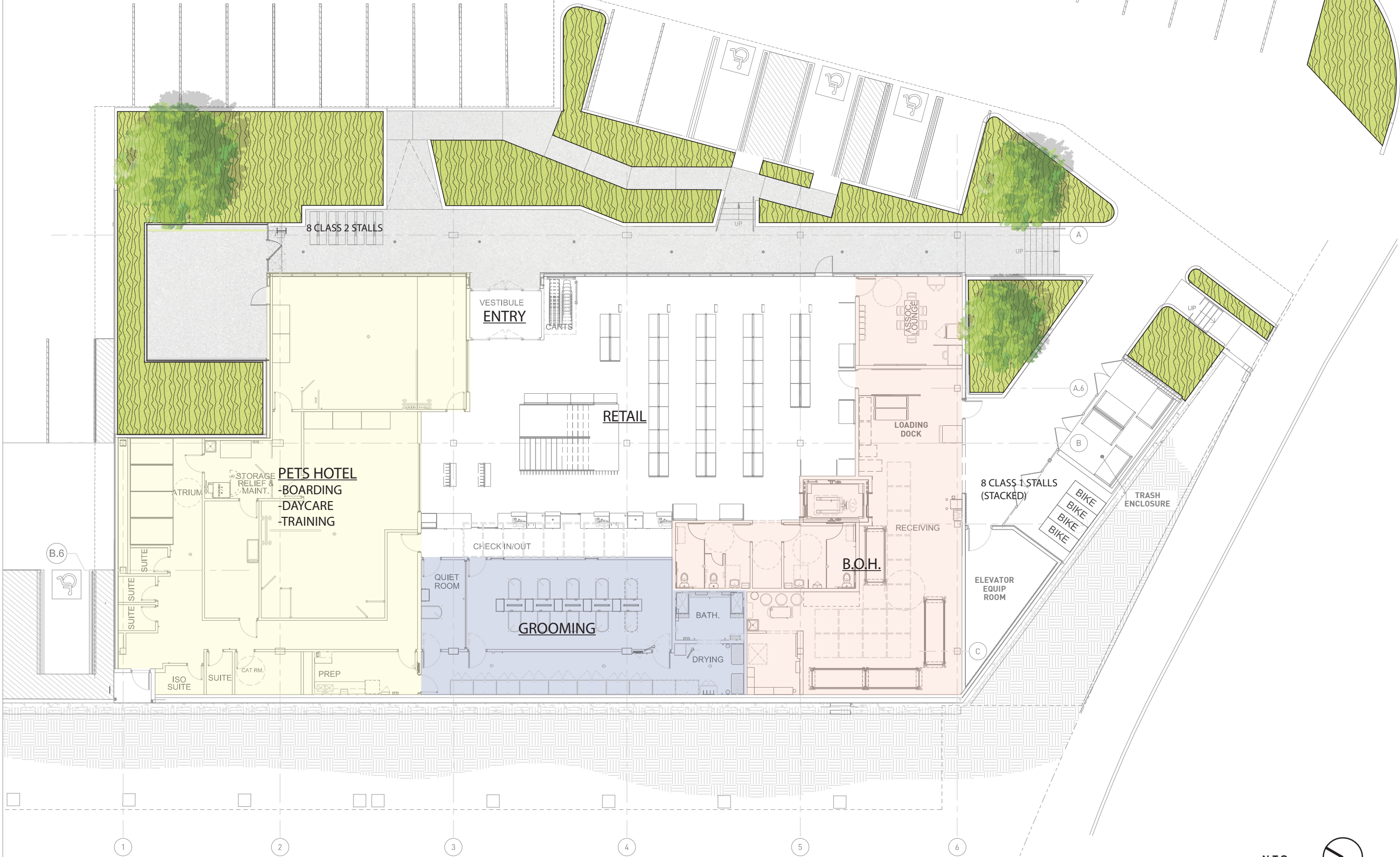


VIEW 6 EXISTING LOT F

Retail Pad (PetSmart) Existing Floor Plan Lower Level (Parking Lot F)



Retail Pad (PetSmart) Proposed Floor Plan Lower Level (Parking Lot F)



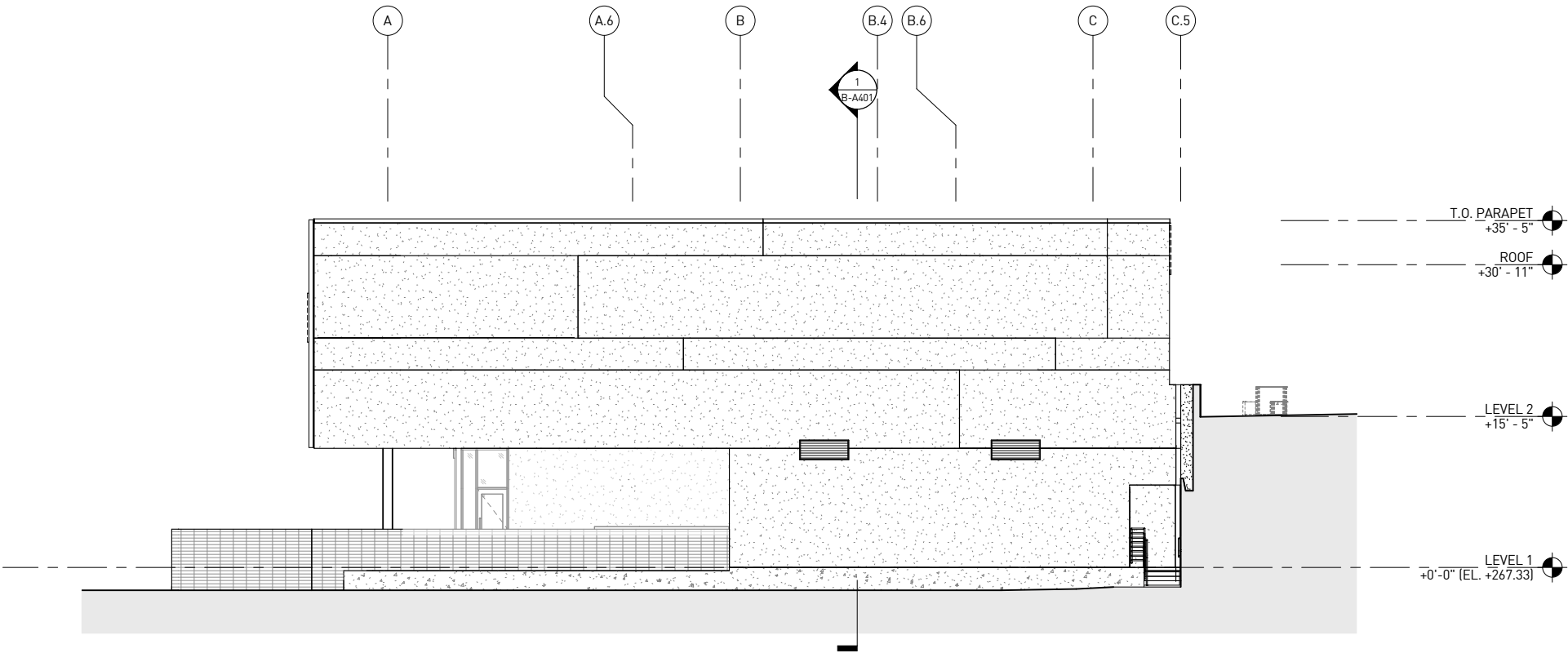
Retail Pad (PetSmart) Existing Floor Plan Upper Level (Parking Lot E)



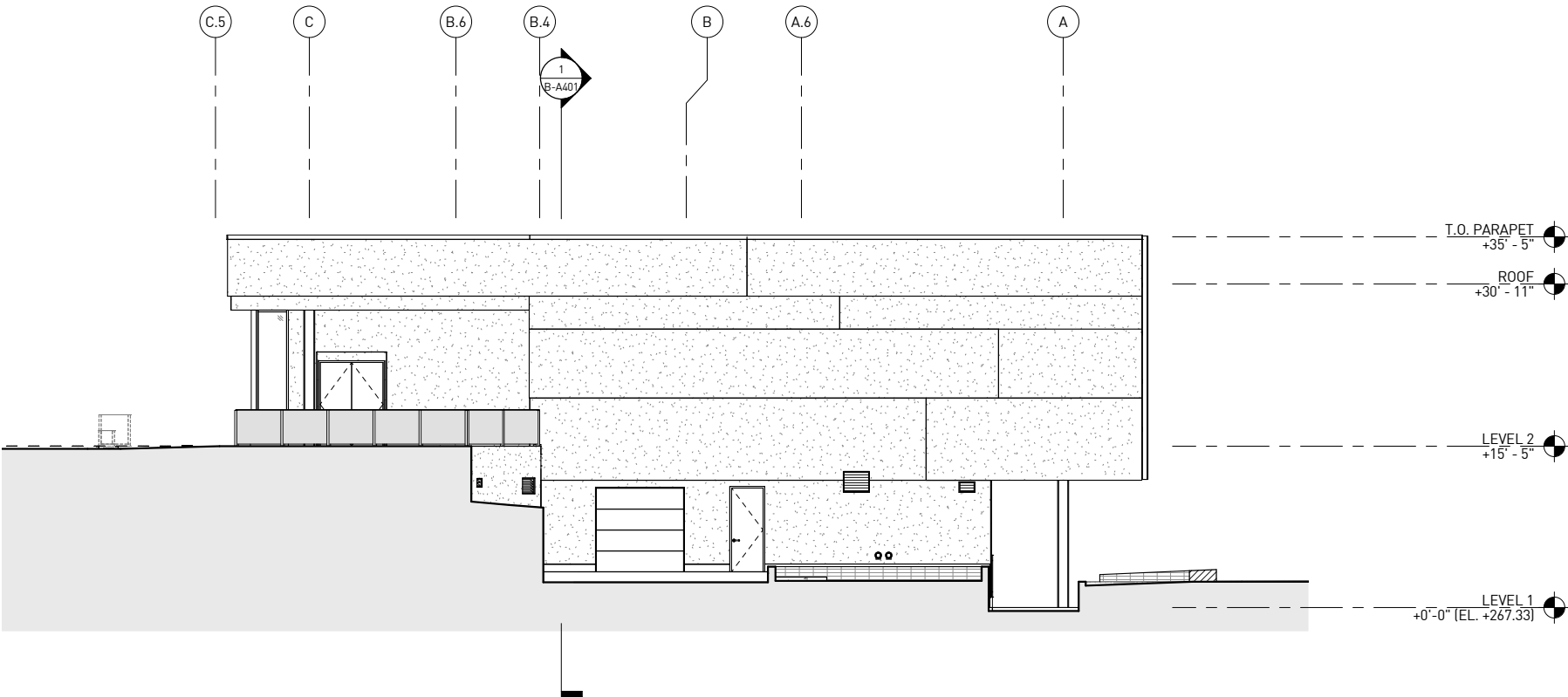
Retail Pad (PetSmart) Proposed Floor Plan Upper Level (Parking Lot E)



Retail Pad (PetSmart) Elevations South & North



NORTH ELEVATION

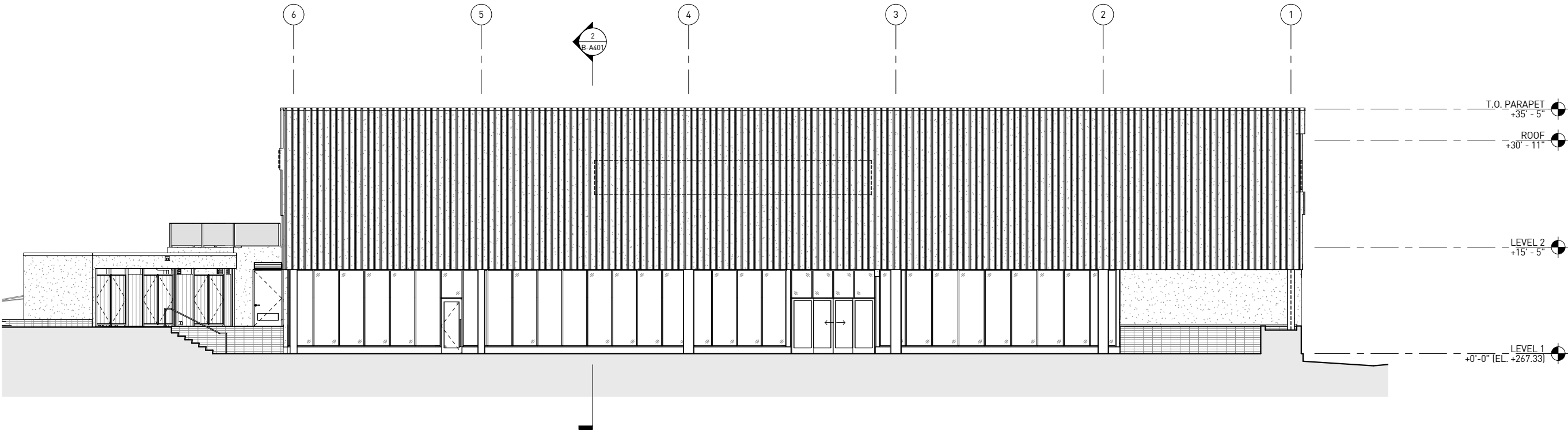


SOUTH ELEVATION

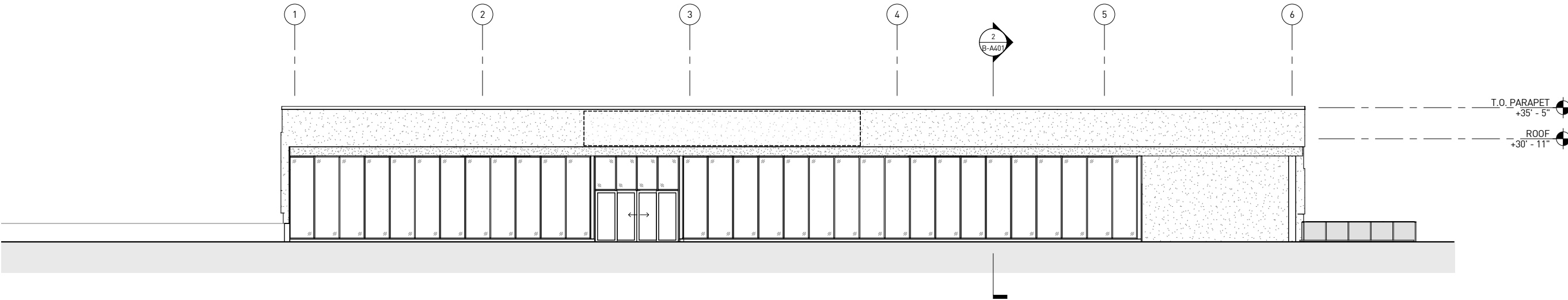


SCALE: 1/16"=1'

Retail Pad (PetSmart) Elevations **West & East**



EAST ELEVATION

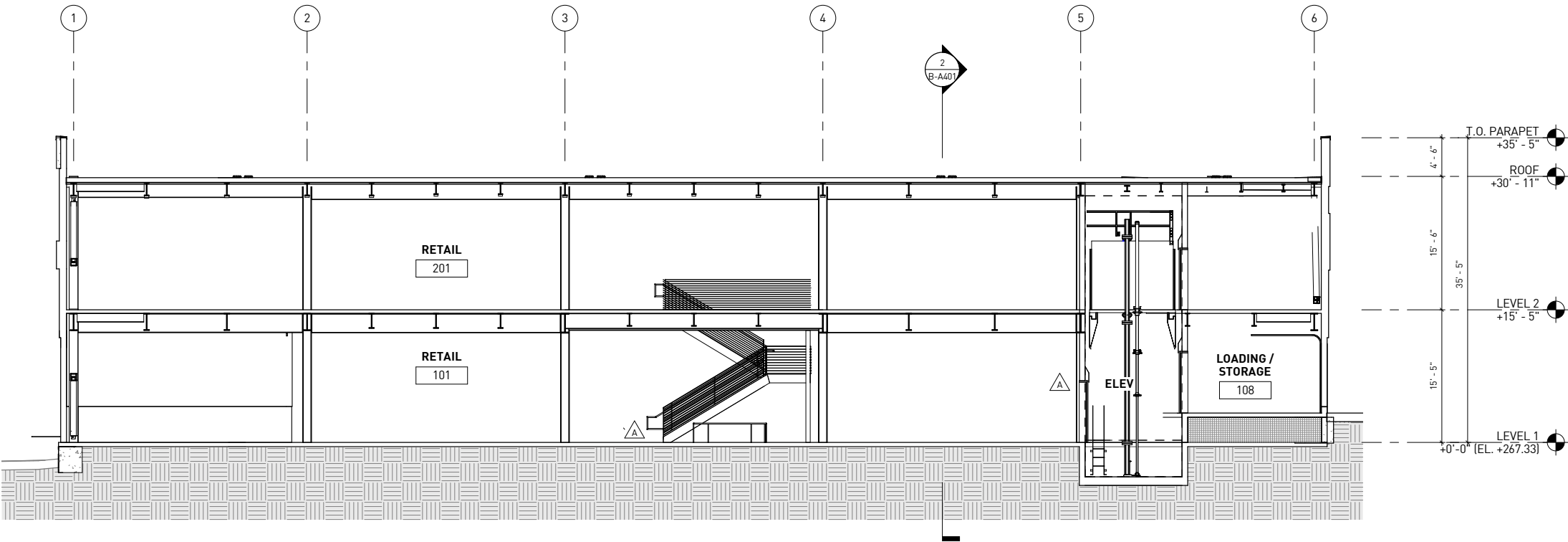


WEST ELEVATION

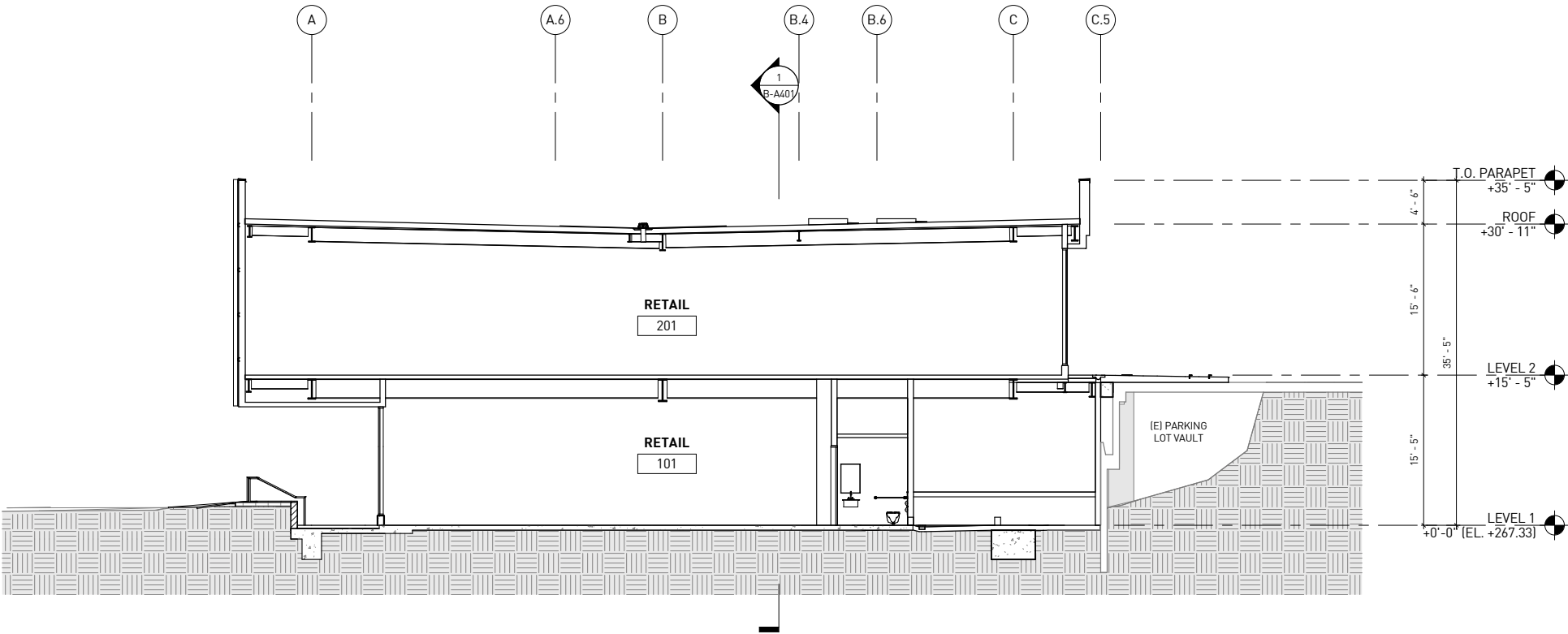


SCALE: 1/16"=1'

Retail Pad (PetSmart) Sections



SECTION 1



SECTION 2



SCALE: 1/16"=1'

View



View



View



View



Project Summary Existing/Proposed Square Footage & Parking

TENANT/SHOPPING CENTER GROSS SQUARE FOOTAGE					
	Suite Number	Approx. Existing GSF	Approx. Proposed GSF	Approx. Expansion GSF	
City Target	200	119,000	NO CHANGE	0	
Vacant	300	55,311		0	
ULTA Beauty	100	10,194		0	
Sleep Number	B100	3,390		0	
Panera Bread	E106	4,000		0	
Chipotle	E105	2,100		0	
Starbucks	E104	1,374		0	
Subway	E103	1,060		0	
European Wax Center	E102	1,277		0	
GNC	E101	1,264		0	
Vacant	E100	1,987		0	
Crows Nest	400	13,470		0	
Petsmart	TBD	22,072		0	
Retail Shed	TBD	1,190		0	
Masonic Retail	TBD	3,608		0	
TOTAL		241,297	241,297	0	
FAR		0.84 to 1	0.84 to 1		
ALLOWED FAR		3.6 to 1	3.6 to 1		

PARKING													
Lot	Primary Accessible Tenants (1)	Car Parking Spaces		Accessible Parking Spaces			Class 1 Bike Parking Spaces			Class 2 Bike Parking Spaces			
		Existing	Proposed	Existing	Proposed	Required	Existing	Proposed	Required	Existing	Proposed	Required	
Parking Lot A	City Target	59		5			0			14			0
	(N) Masonic Retail												
Parking Lot B	City Target	171		3			8			0			0
	Sleep Number												
Parking Lot C	Vacant	117		5			10			10			0
	Retail Shed												
Parking Lot D	City Target Overflow	107		4			6			14			0
	Crow's Nest												
Parking Lot E	City Target	93	NO CHANGE	6	NO CHANGE		0	NO CHANGE		8	NO CHANGE		0
	Panera Bread												
	Chipotle												
	Starbucks												
	Subway												
	European Wax Center												
	GNC												
Parking Lot F	ULTA Beauty / Retail Pad	87		6			8			20			2
TOTAL		634	634	29	29	14	32	32	27	66	66		36
PARKING RATIO		2.6 per 1000 SF											

LOADING ANALYSIS					
Use	Loading Requirement		Existing Loading	Required Loading - Existing GSF	Required Loading - Proposed GSF
Retail stores, wholesaling, manufacturing, live/work units in newly constructed structures, and all other uses primarily engaged in the handling of goods.	SF	Loading	6	5	NO CHANGE
	0-10,000 SF	0			5
	10,001-60,000 SF	1			
	60,001-100,000 SF	2			
	Over 100,000 SF	3 + 1 for every 80,000 SF			

NOTES
(1) - All parking is non-exclusive and available to all tenants.

ESTIMATED OCCUPIED SQUARE FOOTAGE* AND PARKING ANALYSIS					
Use	Parking Requirement	Approx. Existing Occupied SF	Existing Parking Required	Approx. Proposed Occupied SF	Proposed Parking Requirement
Retail	1 : 500 (First 20,000 SF)	20,000	40	NO CHANGE	NO CHANGE
	1 : 250 (SF over 20,000 SF)	162,919	652		
Service/Repair	1 : 1,000	2,874	3		
Restaurant	1 : 200	5,240	26		
TOTAL		191,032	721	191,032	721

*Occupied square footage calculated by deducting approximate back of house loss factor from gross square footage

PREPARED ESPECIALLY FOR

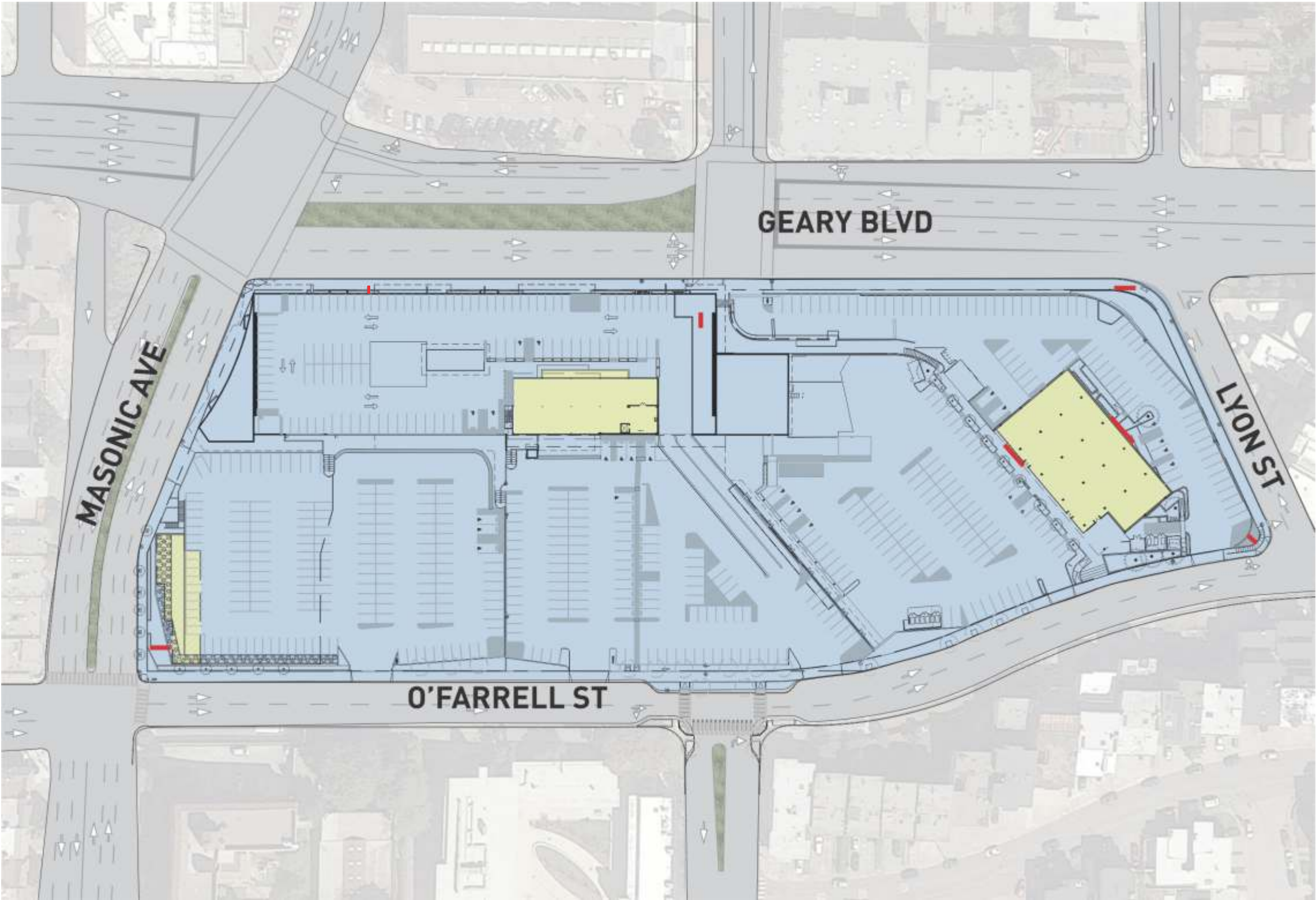


Geary Blvd. & Lyon Street

San Francisco, CA 94115

YOUR PARTNER IN BUILDING AN **OUTSTANDING** IMAGE







SCALE: 1" = 100'

0 50 100 200

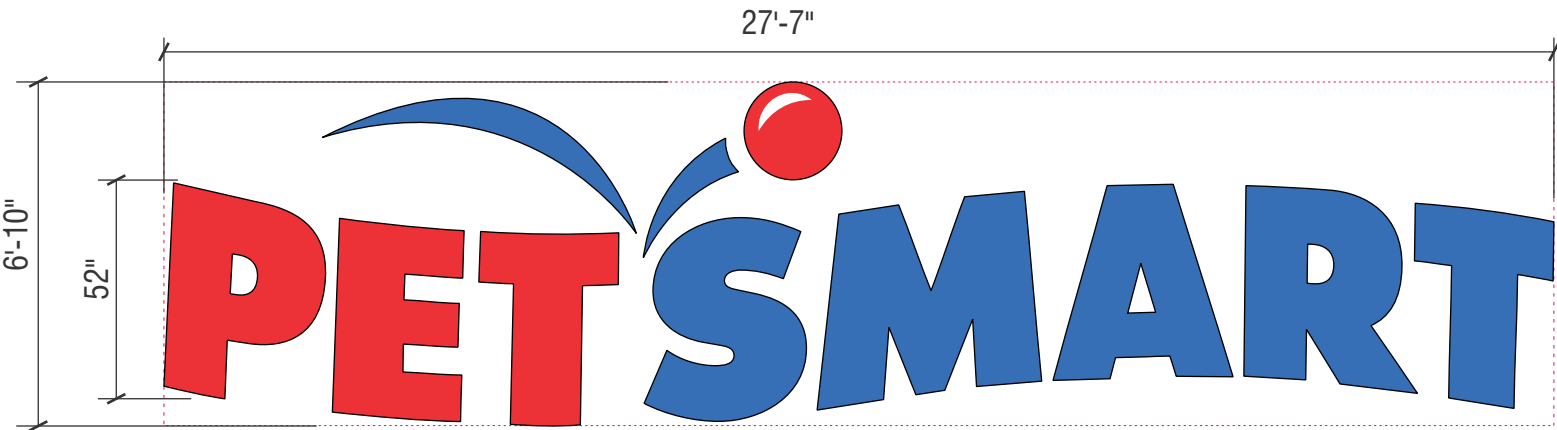
It is the intent and purpose of this color rendering to provide a basic color representation of your sign finish and color. However, digital media and printed colors will vary from actual paint finish and color. Existing painted surfaces will have a perceptible difference in shade and sheen from your sign finish. Providing a sample of the paint you wish to match or a Matthews paint color formula will minimize the differences.

16265 Star Road Nampa, ID 83687 toll free: 800.592.8058 tele: 208.345.4020 fax: 208.336.9886 www.imagenational.com

<div>image national signs ...bringing your image to light!</div> <div>in</div>		<div>PROJECT TITLE:</div> <div></div> <div>store # 3180</div>	<div>LOCATION:</div> <div>Geary Blvd. & Lyon St. San Francisco, CA 94115</div>	<div>REQUESTED BY:</div> <div>R. Paulson</div> <div>DRAWN BY:</div> <div>Amy R.</div> <div>COMPUTER FILE INCLUDING DATE:</div> <div>PET-3180-SanFran-R10-040919</div>	<div> UNDERWRITERS LABORATORIES ELECTRIC SIGN</div> <div>NAMPA PLANT - UL #433195-001</div> <div>U.S. & PR. - All signs conform to UL-48/261 (labeled accordingly) & must comply with UL-41 install procedures. Canada - all signs must be CAS compliant. This sign(s) is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and/or applicable local codes. This includes proper grounding and bonding of the sign.</div>	<div>page #</div> <div>2 of 6</div>
--	--	---	--	---	---	-------------------------------------



Proposed North Elevation
scale: 3/32"=1'-0"



4 SIDED BOX - 188.4 SF

Mfg. & Install (1) SET PETSMART LED Channel Letters
scale: 1/4"=1'-0"

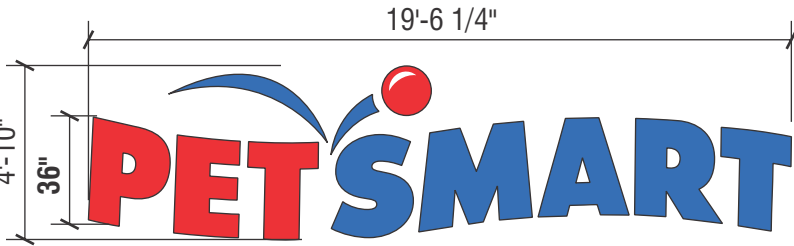
It is the intent and purpose of this color rendering to provide a basic color representation of your sign finish and color. However, digital media and printed colors will vary from actual paint finish and color. Existing painted surfaces will have a perceptible difference in shade and sheen from your sign finish. Providing a sample of the paint you wish to match or a Matthews paint color formula will minimize the differences.

16265 Star Road Nampa, ID 83687 toll free: 800.592.8058 tele: 208.345.4020 fax: 208.336.9886 www.imagenational.com



Proposed South Elevation

scale: 3/32"=1'-0"



Mfg. & Install 36" PETSMART LED Channel Letters

scale: 3/16"=1'-0"

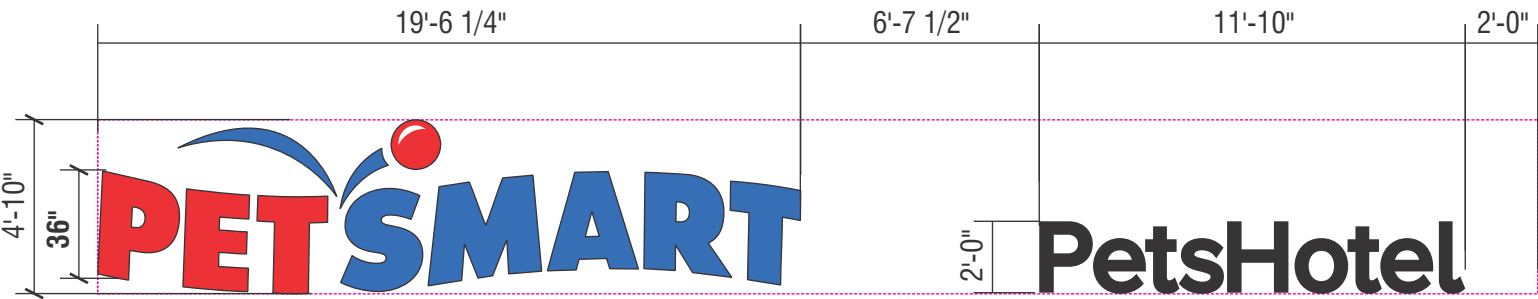
93 SF



PetsHotel 20" LED Channel Letters

scale: 3/16"=1'-0"

23.8 SF



36" PETSMART LED Channel Letters & 24" PetsHotel

scale: 3/16"=1'-0"

4 SIDED BOX - 193.4 SF

It is the intent and purpose of this color rendering to provide a basic color representation of your sign finish and color. However, digital media and printed colors will vary from actual paint finish and color. Existing painted surfaces will have a perceptible difference in shade and sheen from your sign finish. Providing a sample of the paint you wish to match or a Matthews paint color formula will minimize the differences.

16265 Star Road Nampa, ID 83687 toll free: 800.592.8058 tele: 208.345.4020 fax: 208.336.9886 www.imagenational.com



Signage @ Masonic & O'Farrell



Signage @ Geary Parking Entrance



Signage @ Masonic & Geary



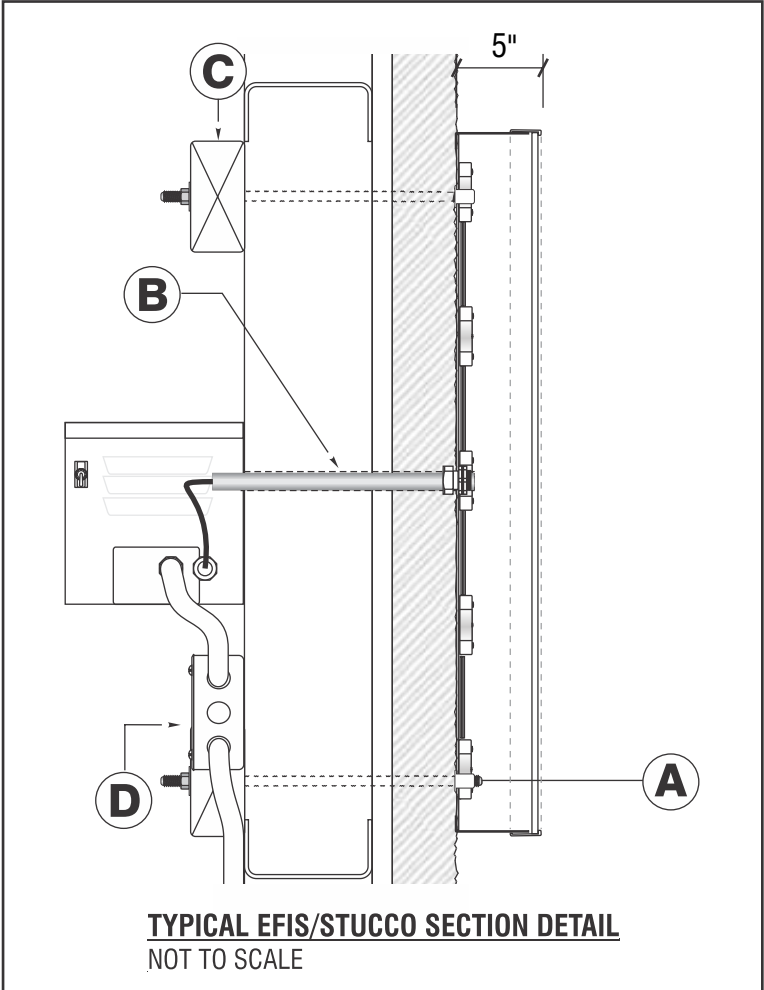
Signage @ Corner of Lyon & Geary



**"SIGNAGE TO COMPLY WITH REQUIREMENTS OF CITY CENTER
SPECIAL SIGN DISTRICT PER PLANNING CODE S.608.16"**

It is the intent and purpose of this color rendering to provide a basic color representation of your sign finish and color. However, digital media and printed colors will vary from actual paint finish and color. Existing painted surfaces will have a perceptible difference in shade and sheen from your sign finish. Providing a sample of the paint you wish to match or a Matthews paint color formula will minimize the differences.

16265 Star Road Nampa, ID 83687 toll free: 800.592.8058 tele: 208.345.4020 fax: 208.336.9886 www.imagenational.com



TYPICAL EFIS/STUCCO SECTION DETAIL
NOT TO SCALE

I N S T A L L

- A. Non-Corrosive Securement 3/8" Attachment**
(appropriate mounting hardware for location)
 - B. Pass-Thru from LTR**
to Remote Inclosed Power Supply
 - C. Blocking as Required per Location**
 - D. (1) 20 amp 120v Circuit Required**
(supplied by others than Image National)
- NOTE:** Rocker Style Disconnect Switch Required in Transformer Box & Hidden from public view

DAY VIEW



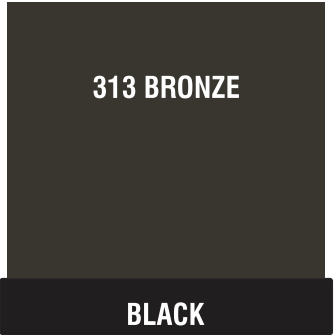
PetsHotel 20" LED Channel Letters
SCALE: 1/2"=1'-0" 23.8 SF

18" Channel Letters w/ TruCast P95 BKWH Day-Night Acrylic 0.125in
w/ Internal White GE LED Illumination
3" - 313 Bronze Returns w/ 1" Black Trim-Cap



NIGHT VIEW

PAINTING SCHEDULE			
	COLOR	TEXTURE	FINISH
P1	313 Bronze		Pre-Painted



It is the intent and purpose of this color rendering to provide a basic color representation of your sign finish and color. However, digital media and printed colors will vary from actual paint finish and color. Existing painted surfaces will have a perceptible difference in shade and sheen from your sign finish. Providing a sample of the paint you wish to match or a Matthews paint color formula will minimize the differences.

16265 Star Road Nampa, ID 83687 toll free: 800.592.8058 tele: 208.345.4020 fax: 208.336.9886 www.imagenational.com

Exhibit C:

Environmental Determination



SAN FRANCISCO PLANNING DEPARTMENT

CEQA Categorical Exemption Determination

PROPERTY INFORMATION/PROJECT DESCRIPTION

Project Address		Block/Lot(s)
2675 GEARY BLVD		1094001
Case No.		Permit No.
2018-010426PRJ		
<input type="checkbox"/> Addition/ Alteration	<input type="checkbox"/> Demolition (requires HRE for Category B Building)	<input type="checkbox"/> New Construction
Project description for Planning Department approval. To permit a formula retail establishment d.b.a. PetSmart. Project proposes a retail sales area, grooming facility, pet adoption area, obedience training area, and a PetsHotel & Day Camp.		

STEP 1: EXEMPTION CLASS

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

STEP 2: CEQA IMPACTS

TO BE COMPLETED BY PROJECT PLANNER

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

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

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

Comments and Planner Signature (optional): Christopher May

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

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

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

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

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

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

<input type="checkbox"/>	7. Addition(s) , including mechanical equipment that are minimally visible from a public right-of-way and meet the <i>Secretary of the Interior's Standards for Rehabilitation</i> .
<input type="checkbox"/>	8. Other work consistent with the <i>Secretary of the Interior Standards for the Treatment of Historic Properties</i> (specify or add comments):
<input type="checkbox"/>	9. Other work that would not materially impair a historic district (specify or add comments): (Requires approval by Senior Preservation Planner/Preservation Coordinator)
<input type="checkbox"/>	10. Reclassification of property status. (Requires approval by Senior Preservation Planner/Preservation <div style="display: flex; justify-content: space-between; margin-top: 10px;"> <div style="width: 45%;"> <input type="checkbox"/> Reclassify to Category A a. Per HRER dated b. Other (specify): </div> <div style="width: 45%;"> <input type="checkbox"/> Reclassify to Category C (attach HRER) </div> </div>
Note: If ANY box in STEP 5 above is checked, a Preservation Planner MUST check one box below.	
<input type="checkbox"/>	Further environmental review required. Based on the information provided, the project requires an <i>Environmental Evaluation Application</i> to be submitted. GO TO STEP 6.
<input type="checkbox"/>	Project can proceed with categorical exemption review. The project has been reviewed by the Preservation Planner and can proceed with categorical exemption review. GO TO STEP 6.
Comments (optional):	
Preservation Planner Signature: Christopher May	

STEP 6: CATEGORICAL EXEMPTION DETERMINATION

TO BE COMPLETED BY PROJECT PLANNER

<input type="checkbox"/>	Further environmental review required. Proposed project does not meet scopes of work in either (check all that apply): <input type="checkbox"/> Step 2 - CEQA Impacts <input type="checkbox"/> Step 5 - Advanced Historical Review STOP! Must file an <i>Environmental Evaluation Application</i>.	
<input checked="" type="checkbox"/>	No further environmental review is required. The project is categorically exempt under CEQA. There are no unusual circumstances that would result in a reasonable possibility of a significant effect.	
	Project Approval Action: Planning Commission Hearing If Discretionary Review before the Planning Commission is requested, the Discretionary Review hearing is the Approval Action for the project.	Signature: Christopher May 04/12/2019
	Once signed or stamped and dated, this document constitutes a categorical exemption pursuant to CEQA Guidelines and Chapter 31 of the Administrative Code. In accordance with Chapter 31 of the San Francisco Administrative Code, an appeal of an exemption determination can only be filed within 30 days of the project receiving the first approval action. Please note that other approval actions may be required for the project. Please contact the assigned planner for these approvals.	

STEP 7: MODIFICATION OF A CEQA EXEMPT PROJECT

TO BE COMPLETED BY PROJECT PLANNER

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

PROPERTY INFORMATION/PROJECT DESCRIPTION

Project Address (If different than front page)		Block/Lot(s) (If different than front page)
2675 GEARY BLVD		1094/001
Case No.	Previous Building Permit No.	New Building Permit No.
2018-010426PRJ		
Plans Dated	Previous Approval Action	New Approval Action
	Planning Commission Hearing	
Modified Project Description:		

DETERMINATION IF PROJECT CONSTITUTES SUBSTANTIAL MODIFICATION

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

DETERMINATION OF NO SUBSTANTIAL MODIFICATION

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

Exhibit D:

Land Use Data



SAN FRANCISCO PLANNING DEPARTMENT

Land Use Information

PROJECT ADDRESS: 2675 GEARY BOULEVARD
RECORD NO.: 2018-010426CUA

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

Reception:
415.558.6378

Fax:
415.558.6409

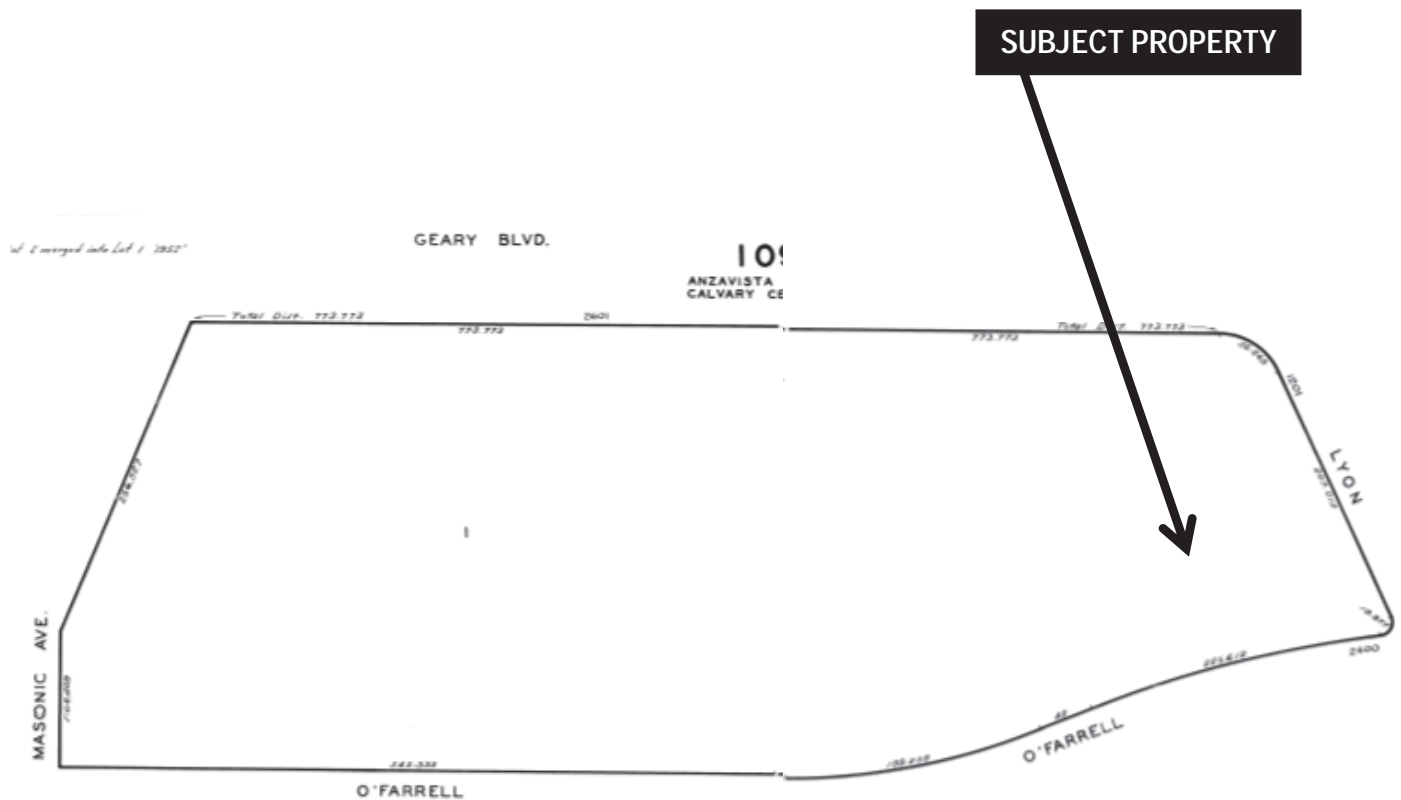
Planning
Information:
415.558.6377

	EXISTING	PROPOSED	NET NEW
GROSS SQUARE FOOTAGE (GSF)			
Retail/Commercial GSF	241,297	241,297	0
TOTAL GSF	241,297	241,297	0
	EXISTING	NET NEW	TOTALS
PROJECT FEATURES (Units or Amounts)			
Number of Stories	2	2	0
Parking Spaces	634	634	0
Loading Spaces	2	2	0
Bicycle Spaces	98	98	0

Exhibit E:

Maps and Context Photos

Block Book Map

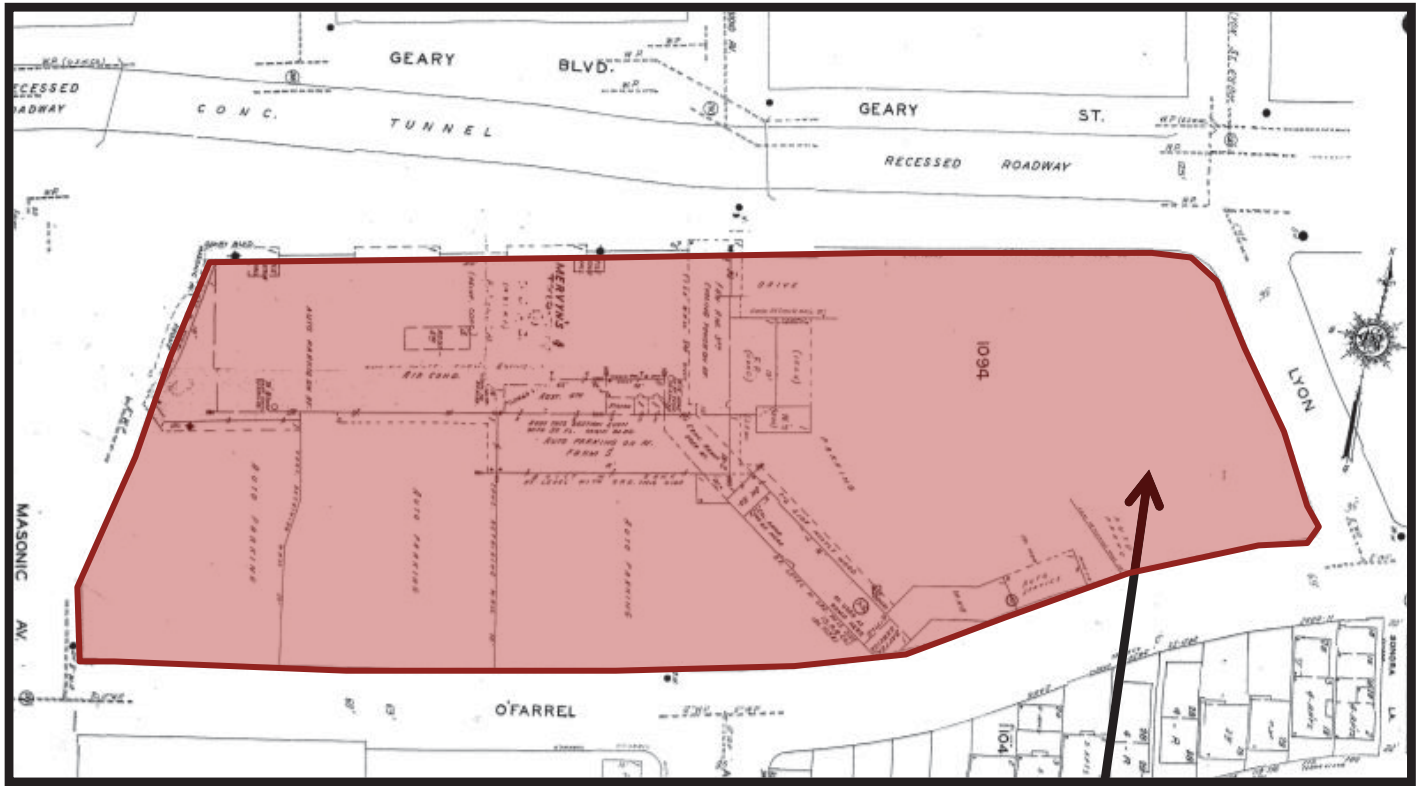


**SAN FRANCISCO
PLANNING DEPARTMENT**



Conditional Use Hearing
Case Number 2018-010426CUA
 2675 Geary Boulevard
 Block 1094 Lot 001

Sanborn Map*



SUBJECT PROPERTY

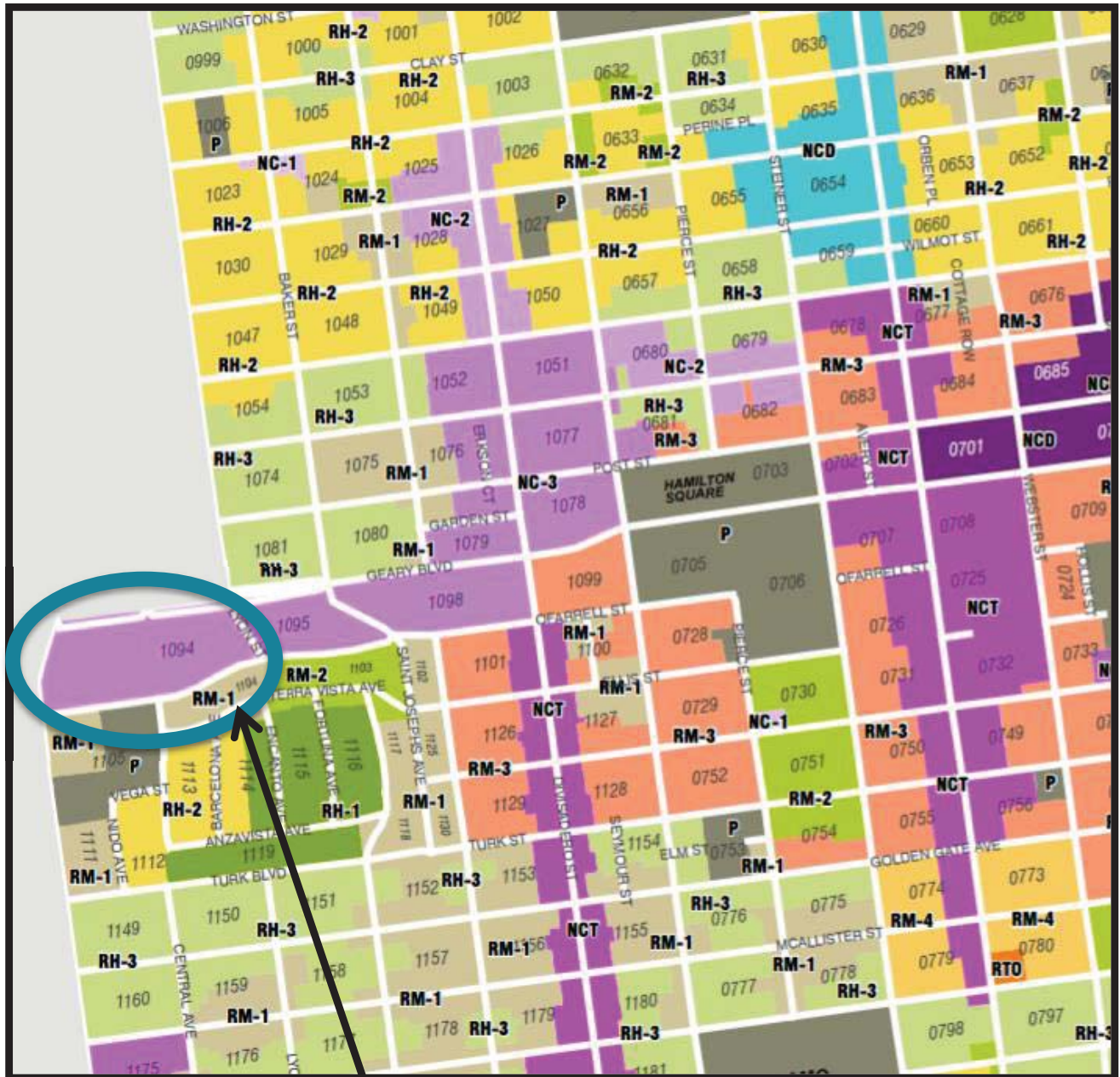
*The Sanborn Maps in San Francisco have not been updated since 1998, and this map may not accurately reflect existing conditions.

SAN FRANCISCO
PLANNING DEPARTMENT



Conditional Use Hearing
Case Number 2018-010426CUA
2675 Geary Boulevard
Block 1094 Lot 001

Zoning Map



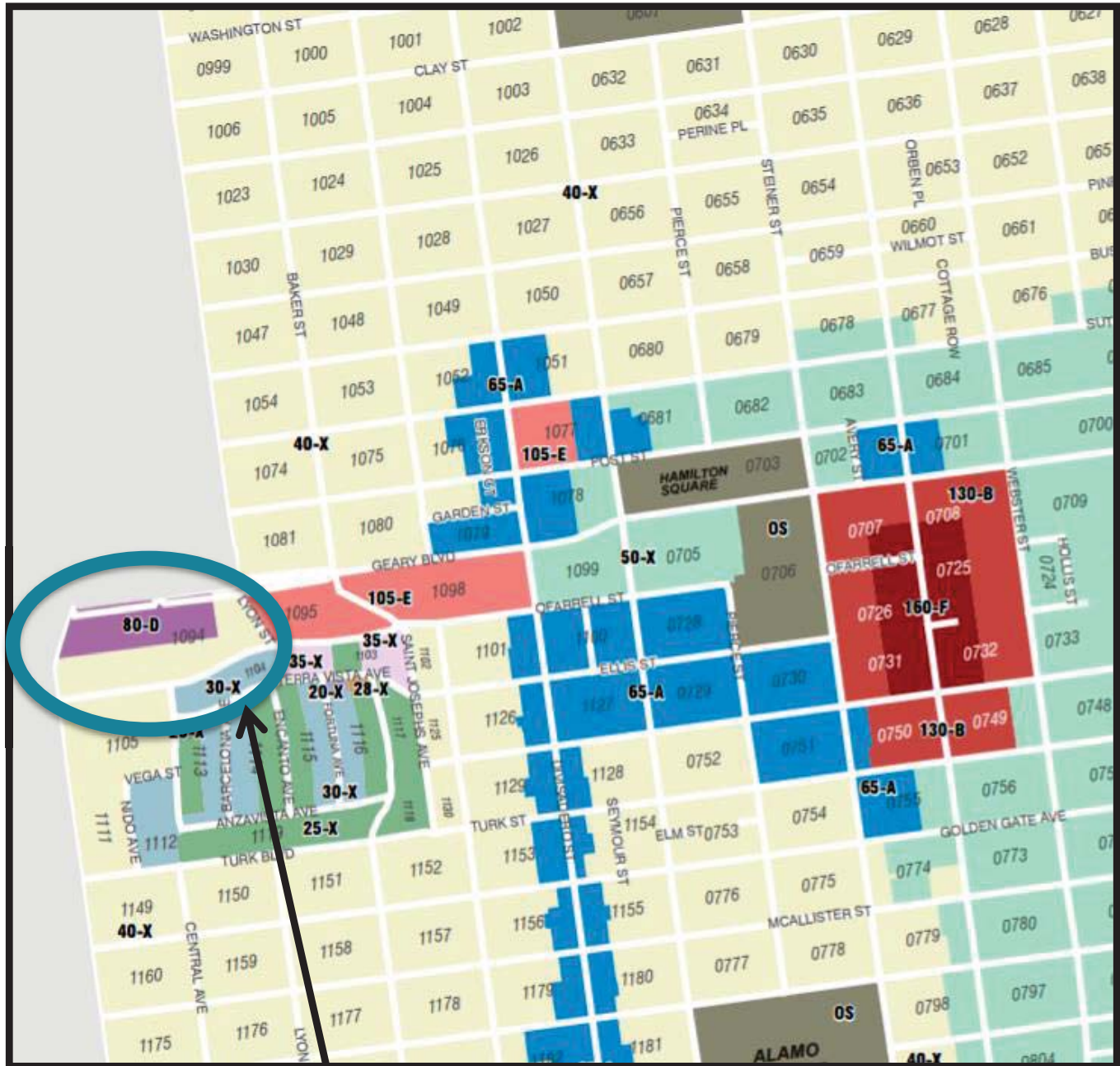
SUBJECT PROPERTY

SAN FRANCISCO
PLANNING DEPARTMENT



Conditional Use Hearing
Case Number 2018-010426CUA
2675 Geary Boulevard
Block 1094 Lot 001

Height & Bulk Map



SUBJECT PROPERTY

SAN FRANCISCO
PLANNING DEPARTMENT



Conditional Use Hearing
Case Number 2018-010426CUA
2675 Geary Boulevard
Block 1094 Lot 001

Aerial Photo

(looking north)



SUBJECT PROPERTY

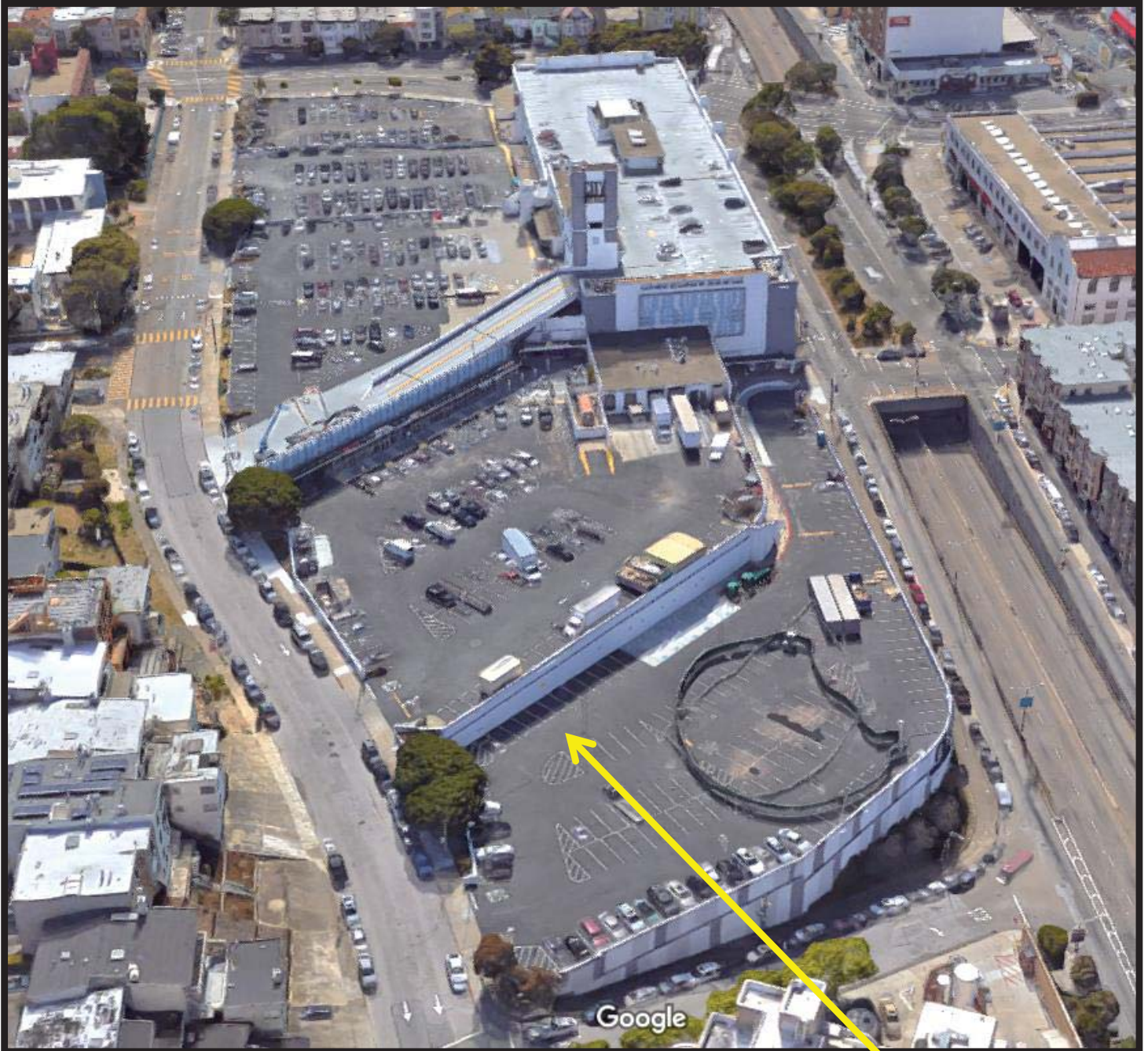
SAN FRANCISCO
PLANNING DEPARTMENT



Conditional Use Hearing
Case Number 2018-010426CUA
2675 Geary Boulevard
Block 1094 Lot 001

Aerial Photo

(looking west)



SUBJECT PROPERTY

**SAN FRANCISCO
PLANNING DEPARTMENT**



Conditional Use Hearing
Case Number 2018-010426CUA
2675 Geary Boulevard
Block 1094 Lot 001

Aerial Photo

(looking south)



SUBJECT PROPERTY

SAN FRANCISCO
PLANNING DEPARTMENT

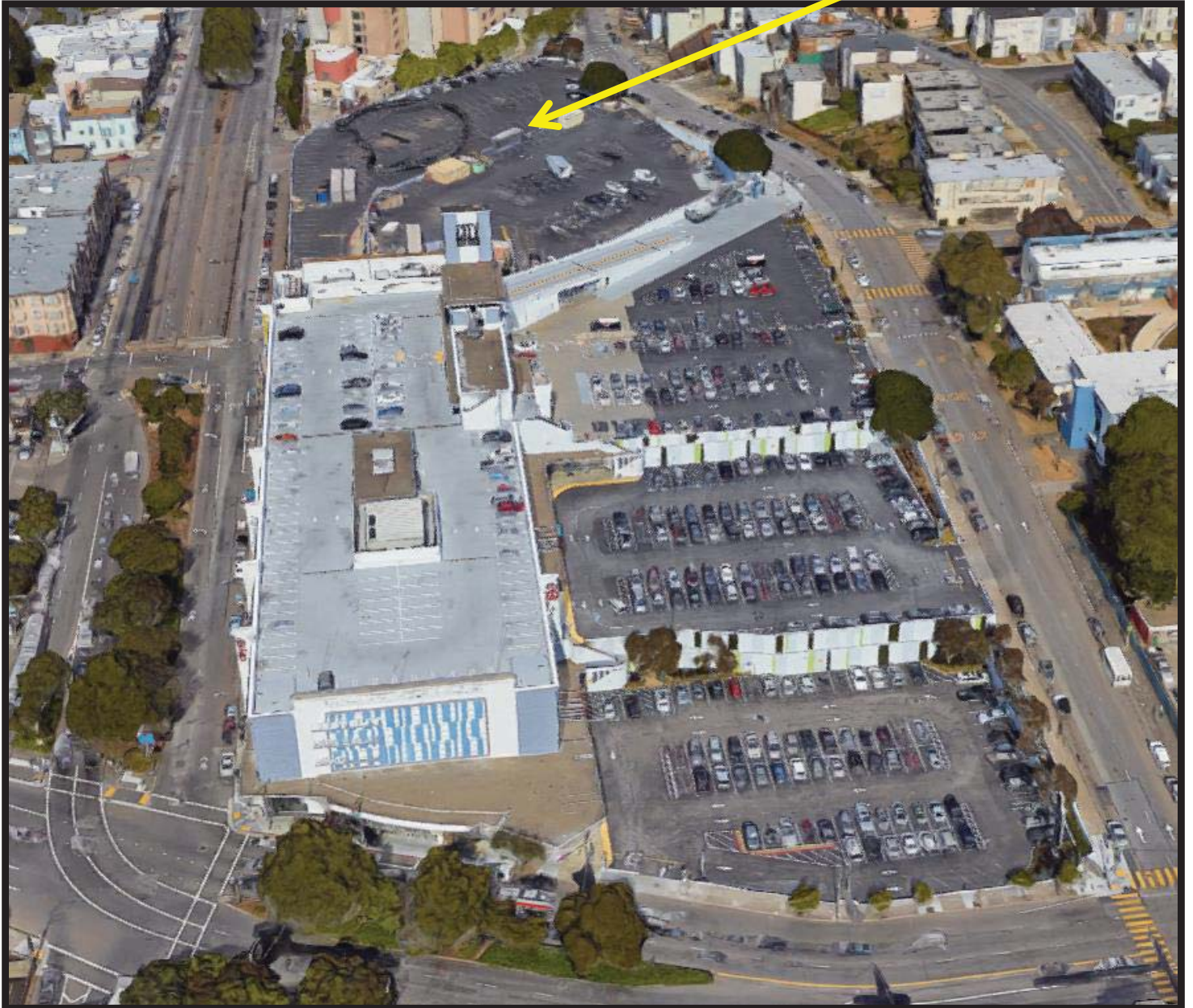


Conditional Use Hearing
Case Number 2018-010426CUA
2675 Geary Boulevard
Block 1094 Lot 001

Aerial Photo

(looking east)

SUBJECT PROPERTY

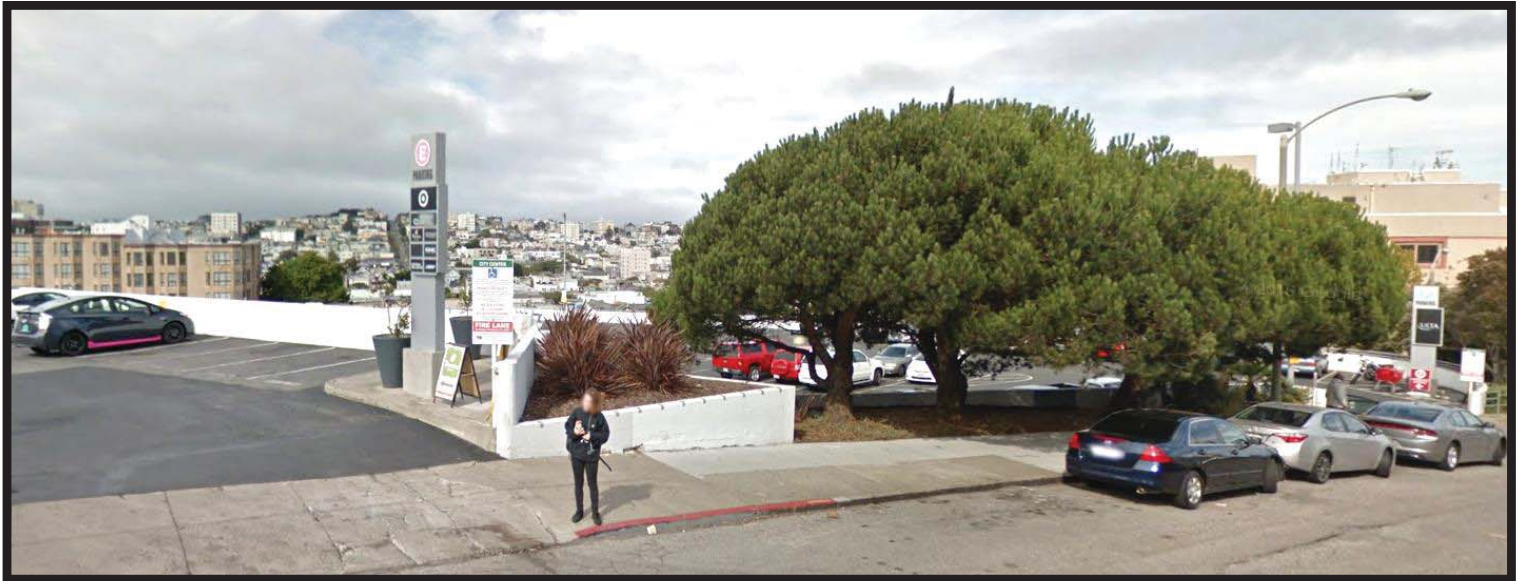


SAN FRANCISCO
PLANNING DEPARTMENT



Conditional Use Hearing
Case Number 2018-010426CUA
2675 Geary Boulevard
Block 1094 Lot 001

Site Photo



Parking Lots 'E' and 'F' (northwest corner of O'Farrell St & Lyon St)



Exhibit F:

Public Correspondence

November 11, 2018

Dear Commission President Hillis:

I represent the Anza Vista Neighborhood Association which is directly across from the City Center Shopping Mall at 2675 Geary Blvd. I would like to take this opportunity to voice our strong support of PetSmart's application to open their first San Francisco Store in the Mall.

Unique within San Francisco, the City Center Shopping Mall features large footprint retail spaces which are ideal for formula retailers. From its very start, the Center has had a long history of housing formula retailers. We believe that PetSmart is in step with that history and that they would make an ideal tenant for the Mall's newly constructed Retail Pad.

Currently, the nearest pet store from our neighborhood is over three quarters of a mile away which, for most of our residents, requires a car trip. The next four pet stores are between one and two miles away and all their locations present parking challenges. The obvious convenience of a PetSmart within our immediate area would be huge bonus and would definitely reduce car trips.

I have discussed the possibility of having a PetSmart in our community with numerous residents. All pet owners are enthusiastic about the thought and non-pet owners have not voiced a single concern. Please look favorably on approving this application.

Thank you,

Al Sodini
President
Anza Vista Neighborhood Association
415 931-8988
ducha931@aol.com

Exhibit G:

Project Sponsor Submittal

REUBEN, JUNIUS & ROSE, LLP

Mark Loper
mloper@reubenlaw.com

April 10, 2019

Delivered Via Email (christopher.may@sfgov.org)

President Myrna Melgar
San Francisco Planning Commission
1650 Mission Street, Suite 400
San Francisco, CA 94103

**Re: 2675 Geary Boulevard - City Center PetSmart
Planning Department File No. 2018-010426CUA
Our File No.: 8855.14**

Dear President Melgar and Commissioners:

This office represents PetSmart Inc., which is proposing to open its first San Francisco location at the City Center shopping plaza at 2675 Geary Boulevard (the “Project”). The store proposes a retail sales area, grooming facility, pet adoption area, obedience training area, and a PetsHotel and day care. The Project requires Conditional Use approval for a formula retail use and a kennel.

A. Benefits of Project

The Project represents a net benefit for the site and the neighborhood. It will add a new pet store and dog boarding facility in an existing mall that has historically been occupied by national retailers, in a location that is inadequately served by other stores. Supported by the local neighborhood group, an economic impact study further confirms that a PetSmart store at this location will not erode spending at existing San Francisco pet stores. The benefits of the Project include:

- **Range of pet-related goods and services.** In addition to the sale of retail goods, the store will add a variety of pet-related services not available nearby in one place: a grooming facility, a Doggie day care called Doggie Day Camp, and a kennel for overnight visits called a PetsHotel.
- **PetSmart will serve an unmet demand.** It will not erode existing pet store and pet services spending at other locations, now or in the future. According to an Economic Impact Study prepared by Hatch Consulting, existing pet goods and service leakage (i.e.

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, 2nd Floor, Oakland, CA 94607
tel: 510-257-5589

www.reubenlaw.com

unmet demand) is \$61 million. PetSmart's revenues will capture only 10% of that leakage, leaving a significant unmet demand of over \$50 million. By 2030, PetSmart's projected gross sales would only account for 2% of total San Francisco pet-related expenditures, and 11% of existing leakage. There are no pet stores within 0.25 miles of City Center; the closest pet store and is actually another formula retailer store approximately 0.4 miles from the site. The closest grooming service is 0.5 miles away. As far as we can tell, the closest on-site daycare—which also happens to have a kennel—is approximately 1.5 miles away in the Marina.

- **Consistent with City Center's historic tenant occupancy.** City Center has operated as a large shopping mall for over 50 years, with a history of large retail tenants, including Sears, Mervyns, Toys-R-Us, Best Buy, Office Depot, and Target, and a host of smaller spaces occupied by food and beverage and other complimentary national retailers. PetSmart proposes to occupy the approximately 21,000 square foot "retail pad" building this Commission approved in 2017, which is currently under construction. A space of this size generally is only attractive to a narrow number of retailers. PetSmart has a signed lease, is involved in the construction process, and is eager to open its doors. Due to the site's topography, the store will have two entrances—one on each floor—facilitating pedestrian movement on and throughout the space.
- **Neighborhood engagement and support.** PetSmart has maintained an open door policy to local residents and neighborhood groups, and is proud to have the support of the Anza Vista Neighborhood Association—the local neighborhood group that has been active in the redevelopment and tenanting of the City Center for decades. 720 people signed a petition in support of the Project, as well.
- **New jobs, and revenue to San Francisco.** The store will be a strong source of good jobs in the community, particularly for semi-skilled and unskilled workers. It is expected to create jobs for up to 38 people, and is expected to attract workers from within City boundaries. In addition, the Project will generate \$90,000 in annual revenue to the City's General Fund.

B. The Project Meets All Relevant Conditional Use Criteria

The Project meets and exceeds the requirements necessary to grant a Conditional Use for a formula retailer and kennel at the Property.

1. Size and Operations

The Retail Pad building, at approximately 21,000 square feet, was designed to be occupied by a larger retail use. It is one of a range of new retail spaces this Commission approved in 2017. The other two included a 7,500 expansion and a new stand-alone 3,500 square foot space fronting Masonic. The space is already under construction, and PetSmart has a signed lease and is providing

input on construction design to ensure successful operations when the building opens, if this Conditional Use is granted.

In addition to pet supplies, PetSmart will offer affordable education for puppies or adult dogs, consistent and quality grooming, overnight boarding services staffed by at least one trained associate twenty-four hours a day, seven days a week, and daytime care services for dogs. In an ongoing effort to end euthanasia and homelessness of unwanted pets, in lieu of selling dogs or cats, PetSmart provides space for local adoption partners (i.e. humane society, municipal shelters, and rescue agencies) to house and display dogs and cats that are available for adoption to qualified prospective pet parents.

The Retail Pad's location is ideal for PetSmart and its PetsHotel. The use is buffered from surrounding businesses and homes by a large parking lot and terrace, minimizing noise or odors that may reach neighboring residents or retailers. The PetsHotel design and operation include measures to eliminate any nuisance caused by sound and odor. Constant filtration and increased frequency in air turnover prevent odor from concentrating. The design of the PetsHotel itself ensures orderly and sanitary disposal of refuse. And partition walls, dropped acoustical ceiling, and building materials and insulation will prevent sound from within the PetsHotel from being harmfully perceptible from outside this space.

2. Economic Impact Study Findings Support Approval

Because PetSmart proposes to occupy over 20,000 square feet, an Economic Impact Study is required to inform this Commission's decision making on three topics: (1) employment; (2) fiscal impact; and (3) a leakage analysis study.¹ Hatch Consulting—which produced a similar study for a Target store at 1690 Folsom Street—prepared the EIS at the direction of the Planning Department.

Regarding employment and fiscal impact, the EIS notes that 15 construction jobs and 29 jobs at the store will be created, and PetSmart's \$20/hour wages are comparable to retail sector wages in San Francisco and within the range of living wages for the city. Hatch's study does not account for non-wage employee benefits PetSmart will provide such as healthcare, 401k matching, and transportation benefits. In addition, the Project will generate \$90,000 in annual revenue to the City's General Fund.

Leakage is an important consideration for any large formula retailer, providing this Commission with information about whether the proposal could have an impact on existing similar businesses, compared to demand. According to the EIS, demand for pet products and services in 2018 was approximately \$194 million, while total money spent was approximately \$133 million. That results in \$61 million in demand that is not being spent in the market, i.e. the "leakage" of pet goods and services in San Francisco. The EIS assumed \$6.5 million of gross sales for PetSmart after stabilization in 2025, and \$8 million by 2030.

Thus, PetSmart's sales will represent a small portion of leakage and overall demand. In 2025, PetSmart would account for just 11% of existing leakage, and only 2% of total demand for pet stores and services in San Francisco. By 2030, PetSmart would account for even less market share: approximately 4-5% of the leakage projected to occur at that time. It should be noted that Hatch's leakage study made "conservative" assumptions where possible, erring on the side of caution to not overstate pet store demand or understate PetSmart revenues.

In sum, San Francisco residents want to spend significantly more on pet supplies and services than they are currently spending in stores. PetSmart's expected revenue represents just a small portion of that unmet demand. It would draw an even smaller portion of total market demand. PetSmart will not erode revenue for San Francisco's approximately 32 existing pet supply stores, 27 grooming and pet salons, and nine pet hotels.

3. Underserved Area of San Francisco

City Center—located roughly in the Anza Vista neighborhood of the Western Addition, and bordering the Inner Richmond and Presidio Heights—is not located within close proximity to other pet-related retail uses. This is unlike other neighborhoods that have a fairly dense concentration of pet stores. Here, there are no pet stores, grooming facilities, or doggie day cares within ¼ mile of the Property. As this Commission knows, ¼ mile is the larger of the two radii used to measure retail concentrations for formula retail projects. The closest pet store is about a half mile from the Property by foot or car, or 0.37 miles as the crow flies, and it is another formula retailer. The closest grooming salon is approximately 0.48 miles from the site. And as far as we can tell, the closest on-site doggie day care—which also happens to be a kennel—is 1.5 miles away in the Marina.

PetSmart can be further distinguished from these locations. It not only provides pet supplies, but will also offer grooming, pet adoption, obedience training, a PetsHotel kennel, and doggie day care. Thus, it is providing a comprehensive menu of goods and services not found in other locations.

C. Background: History of City Center Shopping Plaza and Project Context

City Center spans one entire city block and has frontage on four streets: Geary Boulevard, O'Farrell Street, Masonic Avenue, and Lyon Street. It was built in 1961 as a Sears department store and has since been divided into smaller retail spaces, which have historically been and continue to be occupied by formula retailers.

Conditions in the area are atypical for neighborhood commercial districts, which are generally characterized by small- to mid-sized businesses, often located in mixed use buildings. Neighborhood commercial streets usually tend to be pedestrian-oriented with continuous retail frontages at the ground floor. In contrast, the area surrounding the Property is auto-oriented in its scale and design. It is located along a three mile Geary Boulevard commercial corridor that stretches from the Western addition to the Outer Richmond. Commercial and institutional uses are

located on main streets in the project vicinity—including City Center, the University of San Francisco, Kaiser Permanente Medical Center, and the Laurel Heights Shopping Center.

The City Center has operated as a shopping mall for approximately 50 years. It is a four-level, stand-alone shopping center with approximately 240,000 square feet of primarily retail space. It was built in 1961 and used as a Sears department store until the 1990s. After Sears vacated, City Center's retail space was subdivided and initially reoccupied by several national retailers, including Mervyn's, Toys-R-Us, the Good Guys, and Office Depot. The Good guys left the property in 2005, Toys-R-Us was replaced by Best Buy in 2007, and Mervyn's vacated an approximately 90,000 square foot space in December of 2008.

In 2011, at the height of the great recession, this Commission authorized a comprehensive repositioning of the City Center, with Target as an anchor tenant and smaller spaces located within the central portion of the site. These improvements were completed in October 2013. In 2015 and 2016, this Commission approved several retailers to move into those smaller spaces.

In 2017, this Commission approved a second phase of City Center's modern redevelopment, adding a range of spaces appealing to a diversity of potential tenants, and positioning the site to continue to provide viable brick and mortar retail and service spaces into the future.

PetSmart proposes to be the first tenant in the "Retail Pad" building, a stand-alone building located in the easternmost of City Center's five parking lots. Design of the Retail Pad utilizes existing topography to create "ground floor" access on both levels. A 10,139 square foot lower floor would front Lot F, and an 11,933 square foot upper floor would front Lot E. The Retail Pad will be visible and inviting to pedestrians walking along Geary Street, and makes a suitable complement to existing retail shops located across the parking lot. Although the ground floor of Lot F is below street grade (and therefore not visible to passing pedestrians) a network of landscaped and outdoor seating areas line the building's floorplate to provide a more welcoming experience to site's users.

At approximately 21,000 square feet in size, the Retail Pad building is appropriate for occupancy by a somewhat narrow band of retailer that can occupy this relatively large space. PetSmart has an executed lease for the space and has been involved in the construction process, and is eagerly anticipating its grand opening. PetSmart's occupancy is also consistent with the size of many other spaces within the City Center, including the Crow's Nest (13,500 square feet), Target's space (119,000 square feet), a vacant space proposed for a Whole Foods Market (55,000 square feet), and ULTA Beauty's space (10,194).

D. Outreach and Support

PetSmart has maintained an open door policy to local residents and neighborhood groups, and is proud to have the support of the Anza Vista Neighborhood Association—the local neighborhood group that has been active in the redevelopment of the City Center for decades. To date, neighbors have been supportive of the Project and PetSmart’s efforts to involve them in the planning process.

As part of the 2017 project, the Property owner is constructing a pedestrian through-way from O’Farrell Street, past the Retail Pad building along Lot E, and onto Geary Boulevard directly adjacent to a MUNI stop. This “mid-block pathway” should benefit pedestrian circulation throughout the Property and ease access to and from the bus stop. The PetSmart store will enliven this pathway as neighborhood residents and other members of the public walk by.

Finally, 720 people signed a petition in support of the PetSmart location in City Center. A copy of these supporters’ signatures, the letter of support from the Anza Vista Neighborhood Association, and a letter of support from Golden Gate German Shepherd Adoption are included as **Exhibit A**.

E. Conclusion

PetSmart proposes a comprehensive pet store, day care, and doggie hotel in an appropriate location comfortably distant from other pet stores, in a stand-alone building that it is designed to minimize noises. PetSmart’s expected revenue represents just a small portion of significant unmet demand for pet products and services in San Francisco, and it would not erode revenue for San Francisco’s existing stores. It is supported by the local neighborhood group and other residents. We request you approve this project.

Thank you.

Sincerely,

REUBEN, JUNIUS & ROSE, LLP



Mark Loper

ⁱ San Francisco Planning Code §§ 303(i)(5); 303.1(d)(7).

Exhibit A

November 11, 2018

Dear Commission President Hillis:

I represent the Anza Vista Neighborhood Association which is directly across from the City Center Shopping Mall at 2675 Geary Blvd. I would like to take this opportunity to voice our strong support of PetSmart's application to open their first San Francisco Store in the Mall.

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Currently, the nearest pet store from our neighborhood is over three quarters of a mile away which, for most of our residents, requires a car trip. The next four pet stores are between one and two miles away and all their locations present parking challenges. The obvious convenience of a PetSmart within our immediate area would be huge bonus and would definitely reduce car trips.

I have discussed the possibility of having a PetSmart in our community with numerous residents. All pet owners are enthusiastic about the thought and non-pet owners have not voiced a single concern. Please look favorably on approving this application.

Thank you,

Al Sodini
President
Anza Vista Neighborhood Association
415 931-8988
ducha931@aol.com

GOLDEN STATE

German Shepherd Rescue

Post Office Box 2956, Alameda, CA 94501
877-447-4717 (toll free) • goldenstategsr@earthlink.net
gsgsrescue.org • goldenstategermanshepherdrescue.org

April 1, 2019

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

Re: New location for Petsmart in SF

TO WHOM IT MAY CONCERN:

We have been holding a monthly adoption day at the PetSmart Store in Sacramento for approximately three years. They are a very professional group and are extremely helpful to the general public.

Their store is extremely clean and their staff is helpful and professional. Being in the rescue world we are always looking for a new location in which to show our dogs. We certainly would support a new PetSmart Store in San Francisco.

Many thanks for your considering this request.

Sincerely,



Joan E. Cannelli

President

Golden State German Shepherd Rescue



PETSMART
for the love of pets.

Bring PetSmart to San Francisco!

YES! I support PetSmart opening its first
San Francisco location, next to the Target
in City Center at 2675 Geary Boulevard!

FIRST/LAST NAME

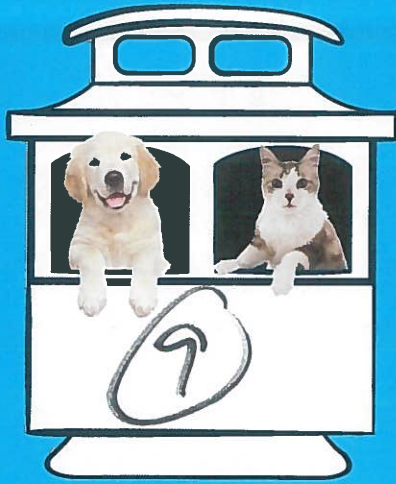
ZIP CODE

SAN FRANCISCO
RESIDENT?

SIGNATURE

1	Lixin Xu	94066	<input type="checkbox"/>	Lixin Xu
2	ERIN ANDERSON	94110	<input checked="" type="checkbox"/>	Erin Anderson
3	Melinda Pans	94158	<input checked="" type="checkbox"/>	Melinda Pans
4	Alex Shimkus	94110	<input checked="" type="checkbox"/>	Alex Shimkus
5	Becki McClure	94132	<input checked="" type="checkbox"/>	Becki McClure
6	Steve McClure	94132	<input checked="" type="checkbox"/>	Steve McClure
7	Jason Quick	94080	<input type="checkbox"/>	Jason Quick
8	Elizabeth Hart	94536	<input type="checkbox"/>	Elizabeth Hart
9	Kari Lantin	94112	<input checked="" type="checkbox"/>	Kari Lantin
10	Kari Lantin	94112	<input checked="" type="checkbox"/>	Kari Lantin
11	Victoria Bauer	94105	<input checked="" type="checkbox"/>	Victoria Bauer
12	Jon Waxman	94114	<input checked="" type="checkbox"/>	Jon Waxman
13	Laura Stanghellini	94014	<input type="checkbox"/>	Laura Stanghellini
14	Pawel Kozinski	94115	<input checked="" type="checkbox"/>	Pawel Kozinski
15	Caitlin Curran	94115	<input checked="" type="checkbox"/>	Caitlin Curran
16	Anna Li	94133	<input checked="" type="checkbox"/>	Anna Li
17	Lisa Kuhny	94133	<input checked="" type="checkbox"/>	Lisa Kuhny
18	Jennifer Li	94133	<input checked="" type="checkbox"/>	Jennifer Li
19	Khan Chin	94132	<input checked="" type="checkbox"/>	Khan Chin
20	Chris DeAnda	94116	<input checked="" type="checkbox"/>	Chris DeAnda

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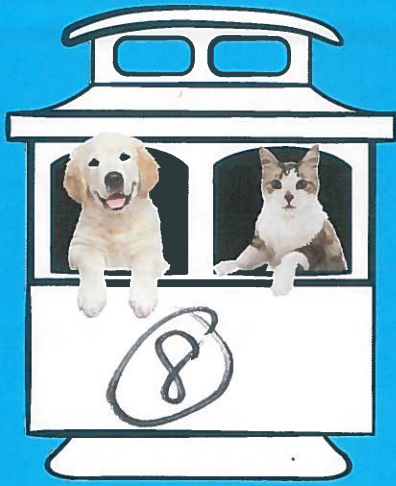
ZIP CODE

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SIGNATURE

1	MELANIE DAVID	94066	<input type="checkbox"/>	
2	Nicole W.	94044	<input type="checkbox"/>	
3	SHEILA PHAM	94536	<input type="checkbox"/>	
4	Christina Ferreira	94066	<input type="checkbox"/>	
5	EDWARD DEHERTEL	94015	<input type="checkbox"/>	
6	Edward JOE	94124	<input checked="" type="checkbox"/>	
7	Mila Mariano	94015	<input type="checkbox"/>	
8	Lisa Swanson	94044	<input type="checkbox"/>	
9	Allison Barnes	94118	<input checked="" type="checkbox"/>	
10	Kathleen Burns	94044	<input type="checkbox"/>	
11	Jacqueline Almeida	94109	<input checked="" type="checkbox"/>	
12	Madelin Hernandez	94109	<input checked="" type="checkbox"/>	
13	KATHERINE HAAR	94127	<input checked="" type="checkbox"/>	
14	MILRNA BERRIOS	94015	<input type="checkbox"/>	
15	Danny Karp	94080	<input type="checkbox"/>	
16	Jeson Borge	94015	<input type="checkbox"/>	
17	Briana Olson	94129	<input checked="" type="checkbox"/>	
18	Am Dryckian Flores	94066	<input type="checkbox"/>	
19	Tom DAVIES	94158	<input checked="" type="checkbox"/>	
20	Brenda Mendoza	94014	<input type="checkbox"/>	

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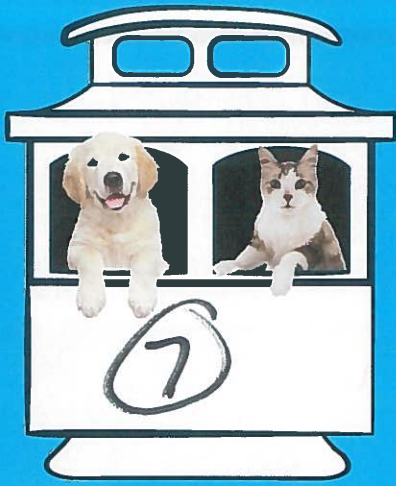
ZIP CODE

SAN FRANCISCO
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1	Lita Behti	94080	<input type="checkbox"/>	[Signature]
2	Brenda	94014	<input type="checkbox"/>	[Signature]
3	MEGHAN FAIRBANK	94130	<input checked="" type="checkbox"/>	[Signature]
4	Nina Harris-Alabanza	94112	<input checked="" type="checkbox"/>	[Signature]
5	stacy lee	94116	<input checked="" type="checkbox"/>	[Signature]
6	HOPE LAMPA	94014	<input checked="" type="checkbox"/>	[Signature]
7	DAPHNEY FULBENCO	94014	<input checked="" type="checkbox"/>	[Signature]
8	Kanna	90031	<input type="checkbox"/>	[Signature]
9	Patricia Davila	94014	<input checked="" type="checkbox"/>	[Signature]
10	meagan WS	94044	<input type="checkbox"/>	[Signature]
11	Bronda Jay Gabbac	94102	<input checked="" type="checkbox"/>	[Signature]
12	Denice Francisco	94014	<input type="checkbox"/>	[Signature]
13	Kelsey Francisco	94014	<input type="checkbox"/>	[Signature]
14	Kyle Nacor	94066	<input type="checkbox"/>	[Signature]
15	NATALIE BARNES	94014	<input type="checkbox"/>	[Signature]
16	ESAU, REGGIE	94080	<input checked="" type="checkbox"/>	[Signature]
17	PATRICK AMES	95003	<input type="checkbox"/>	[Signature]
18	Tiffany Montano	94112	<input checked="" type="checkbox"/>	[Signature]
19	MARILYN LEVINE	94015	<input type="checkbox"/>	[Signature]
20	[Signature]	94066	<input type="checkbox"/>	[Signature]

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1	BEATRIZ ROSILLO	94014	<input type="checkbox"/>	Beatriz Rosillo
2	Maria Carrillo	94112	<input checked="" type="checkbox"/>	Maria Carrillo
3	MUFFY ARNOLD	94112	<input checked="" type="checkbox"/>	Muffy Arnold
4	JONCE CUDLFO	94112	<input checked="" type="checkbox"/>	Jonce Cudlfo
5	HELEN ADARU	94112	<input checked="" type="checkbox"/>	Helen Adaru
6	Amanda Young	94014	<input type="checkbox"/>	Amanda Young
7	Divina Martinez	94014	<input checked="" type="checkbox"/>	Divina Martinez
8	Alyssa Gois	94014	<input checked="" type="checkbox"/>	Alyssa Gois
9	Maxra Lopez	94015	<input checked="" type="checkbox"/>	Maxra Lopez
10	Fernando Alvarez	94015	<input checked="" type="checkbox"/>	Fernando Alvarez
11	Line de la Cruz	94112	<input checked="" type="checkbox"/>	Line de la Cruz
12	Vida Bonilla	94112	<input checked="" type="checkbox"/>	Vida Bonilla
13	AlentRebeca Arzilla	94131	<input checked="" type="checkbox"/>	AlentRebeca Arzilla
14	Jimmy Lopez	94107	<input checked="" type="checkbox"/>	Jimmy Lopez
15	Mano Rivera	94107	<input checked="" type="checkbox"/>	Mano Rivera
16	Elisha Ouel	94107	<input checked="" type="checkbox"/>	Elisha Ouel
17	Janice Buchanan	94547	<input checked="" type="checkbox"/>	Janice Buchanan
18	Christopher Mennier	94107	<input checked="" type="checkbox"/>	Christopher Mennier
19	Adolfo Fierro	94080	<input type="checkbox"/>	Adolfo Fierro
20	Lonene Fierro	94080	<input type="checkbox"/>	Lonene Fierro

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	FIRST/LAST NAME	ZIP CODE	SAN FRANCISCO RESIDENT?	SIGNATURE
1	Adrienne DeWitt	94112	<input checked="" type="checkbox"/>	
2	Nicole Gage	94131	<input checked="" type="checkbox"/>	
3	Jordan Lamothe	94131	<input checked="" type="checkbox"/>	
4	Setorro Garcia	94578	<input type="checkbox"/>	
5	Alexander Gonzalez	94014	<input type="checkbox"/>	
6	Diane Alvarez	94112	<input checked="" type="checkbox"/>	
7	Roberta Alvarez	94112	<input checked="" type="checkbox"/>	
8	Analisa Sanchez	94112	<input checked="" type="checkbox"/>	
9	James Garner	94103	<input checked="" type="checkbox"/>	
10	Sharon Jean	94080	<input type="checkbox"/>	
11	Frank Johnson	94084	<input type="checkbox"/>	
12	GOY SUMNER	94080	<input type="checkbox"/>	
13	Lauren Ampola	94044	<input type="checkbox"/>	
14	Syllia Aguilar	94112	<input checked="" type="checkbox"/>	
15	Marina Aguilar	94112	<input checked="" type="checkbox"/>	
16	Ariane Toledo	94014	<input checked="" type="checkbox"/>	
17	Linda Boyd	94127	<input checked="" type="checkbox"/>	
18	Jeffrey Yam	94014	<input checked="" type="checkbox"/>	
19	Sarah May	94011	<input checked="" type="checkbox"/>	
20	Jesse Irigoyen	94015	<input type="checkbox"/>	

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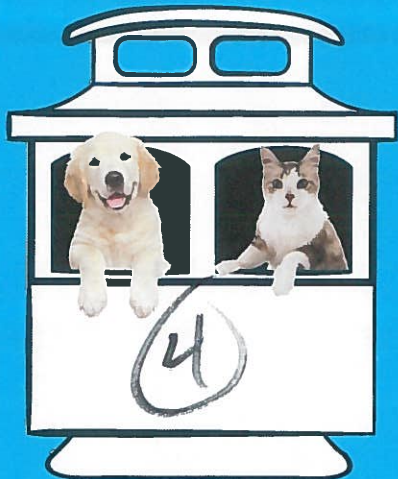
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	FIRST/LAST NAME	ZIP CODE	SAN FRANCISCO RESIDENT?	SIGNATURE
1	Luis I. Gaerlan	94066	<input type="checkbox"/>	
2	Sam MUSSADI	94080	<input type="checkbox"/>	
3	Colleen McLeod	94005	<input type="checkbox"/>	
4	Bettina Gache	94112	<input checked="" type="checkbox"/>	
5	Bethany Riebock	94025	<input type="checkbox"/>	
6	Vereminh Pablo	94014	<input type="checkbox"/>	
7	Stephonie Velasquez	94109	<input checked="" type="checkbox"/>	
8	Ileana Winterhalter	94044	<input type="checkbox"/>	
9	Mary Margaret Dickins	94116	<input checked="" type="checkbox"/>	
10	Vonessa Melrose	94015	<input type="checkbox"/>	
11	Sam Narens	94109	<input checked="" type="checkbox"/>	
12	Chen	94109	<input checked="" type="checkbox"/>	
13	Nancy Hess	94114	<input checked="" type="checkbox"/>	
14	Brian Hess	94114	<input checked="" type="checkbox"/>	
15	Doris E. Barisic	94114	<input checked="" type="checkbox"/>	
16	Bradley Hess	94116	<input checked="" type="checkbox"/>	
17	Angela Isola	94116	<input checked="" type="checkbox"/>	
18	Martiano Turner	94015	<input type="checkbox"/>	
19	Nicole Tejano	94112	<input checked="" type="checkbox"/>	
20	Lauren Yeary	94044	<input type="checkbox"/>	

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1	Michael Morcillas	94110	<input checked="" type="checkbox"/>	
2	Nicole Wallace	94534	<input type="checkbox"/>	
3	Scott Yarroll	94116	<input checked="" type="checkbox"/>	
4	MARIA BALAZAR	94122	<input checked="" type="checkbox"/>	
5	Jeralyn Goleta	94112	<input checked="" type="checkbox"/>	
6	DAVE OAMMAD	94015	<input checked="" type="checkbox"/>	
7	BRIDGET BRETT	94115	<input checked="" type="checkbox"/>	
8	Carrielyn Satterlee	94038	<input type="checkbox"/>	
9	Megan Godsey	94015	<input type="checkbox"/>	
10	Connie Chan	94044	<input type="checkbox"/>	
11	Sandra Chalmers	94044	<input type="checkbox"/>	
12	Janette Hanuman	94045	<input type="checkbox"/>	
13	Hanna Teferi	94102	<input checked="" type="checkbox"/>	
14	Casey Blanton	94102	<input checked="" type="checkbox"/>	
15	Ryan Merritt	94044	<input type="checkbox"/>	
16	Ashley Hillard	94121	<input checked="" type="checkbox"/>	
17	Nancyless	94116	<input checked="" type="checkbox"/>	
18	Brian Hess	94116	<input checked="" type="checkbox"/>	
19	Bradley Hess	94116	<input checked="" type="checkbox"/>	
20	Doris Barisic	94116	<input checked="" type="checkbox"/>	

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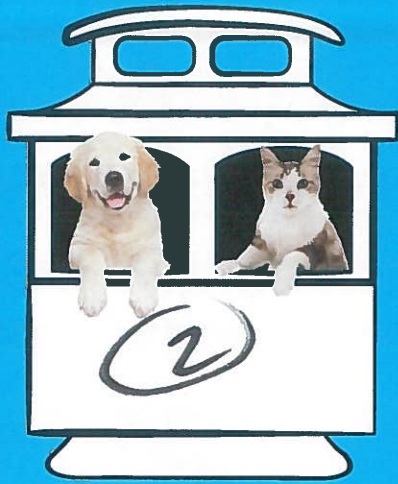
ZIP CODE

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1	Judy Jackson	94015	<input checked="" type="checkbox"/>	Judy Jackson
2	Jon De Leon	94015	<input checked="" type="checkbox"/>	Jon De Leon
3	Rosend Arreola	94015	<input checked="" type="checkbox"/>	Rosend Arreola
4	Marynette Oresada	94116	<input checked="" type="checkbox"/>	Marynette Oresada
5	Amanda Young	94014	<input type="checkbox"/>	Amanda Young
6	Edna Sin	94112	<input type="checkbox"/>	Edna Sin
7	Melany Santana	94112	<input checked="" type="checkbox"/>	Melany Santana
8	Maggie	94124	<input checked="" type="checkbox"/>	Maggie
9	Esther Cheng	94112	<input checked="" type="checkbox"/>	Esther Cheng
10	Clare La	94015	<input checked="" type="checkbox"/>	Clare La
11	Felipe Donaire	94015	<input checked="" type="checkbox"/>	Felipe Donaire
12	JANET HUNG	94122	<input checked="" type="checkbox"/>	Janet Hung
13	Stella Ng	94015	<input checked="" type="checkbox"/>	Stella Ng
14	Gold Monarste	94015	<input checked="" type="checkbox"/>	Gold Monarste
15	Linda Chau	94118	<input checked="" type="checkbox"/>	Linda Chau
16	Jan McCloskey	94015	<input type="checkbox"/>	Jan McCloskey
17	Pamela Sanchez	94015	<input type="checkbox"/>	Pamela Sanchez
18	Viki Tan	94015	<input type="checkbox"/>	Viki Tan
19	Wiel Lopez	94619	<input type="checkbox"/>	Wiel Lopez
20	MARIO RAMOS	94015	<input type="checkbox"/>	Mario Ramos

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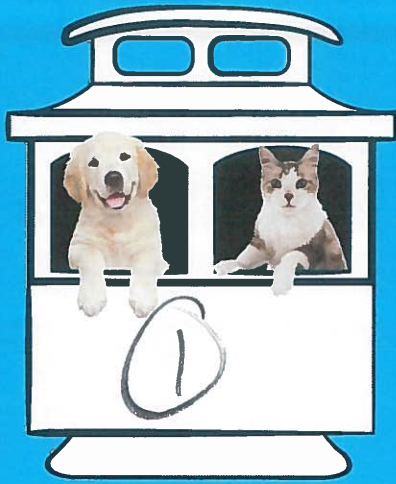
ZIP CODE

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1	Tina Lee	94116	<input checked="" type="checkbox"/>	[Signature]
2	Kathryn Hake	94044	<input checked="" type="checkbox"/>	[Signature]
3	Liliana Azurdia	94015	<input checked="" type="checkbox"/>	[Signature]
4	Katherine Lam	94108	<input checked="" type="checkbox"/>	[Signature]
5	Nancy Hess	94116	<input checked="" type="checkbox"/>	[Signature]
6	Joseph Abedego	94080	<input checked="" type="checkbox"/>	[Signature]
7	James Ferguson	94117	<input checked="" type="checkbox"/>	[Signature]
8	NICHOLAS HART	94000	<input checked="" type="checkbox"/>	[Signature]
9	Cherie Cendana	94110	<input checked="" type="checkbox"/>	[Signature]
10	Sarah Hulse	94112	<input type="checkbox"/>	[Signature]
11	Janice Roque	94132	<input checked="" type="checkbox"/>	[Signature]
12	Erik Garcia	94038	<input type="checkbox"/>	[Signature]
13	Keigo Yoshida	95126	<input type="checkbox"/>	[Signature]
14	Asako Yoshida	95126	<input type="checkbox"/>	[Signature]
15	Jim Phillips	94113	<input checked="" type="checkbox"/>	[Signature]
16	Nancy Grear	94110	<input type="checkbox"/>	[Signature]
17	Myra Joloya	94044	<input type="checkbox"/>	[Signature]
18	Alan Abayme	94122	<input checked="" type="checkbox"/>	[Signature]
19	Edmund John Cruz	94015	<input checked="" type="checkbox"/>	[Signature]
20	MacKenzie White	94109	<input checked="" type="checkbox"/>	[Signature]

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1	Jackie Camacang	94619	<input type="checkbox"/>	
2	THOMAS WATERS	94038	<input type="checkbox"/>	
3	Jacques Anderson	94080	<input type="checkbox"/>	
4	Martin Renteria	14066	<input type="checkbox"/>	
5	Stephane Robbins	94044	<input checked="" type="checkbox"/> NO	
6	Timmy Ku	94015	<input type="checkbox"/>	
7	Wade Cu	94044	<input type="checkbox"/>	
8	FRANCES QUINES	94014	<input type="checkbox"/>	
9	Ka Tung Yip	94112	<input checked="" type="checkbox"/>	
10	Kyle Nacor	94080	<input type="checkbox"/>	
11	Sasha Orantes	94134	<input checked="" type="checkbox"/>	
12	Alyssa Rodriguez	94110	<input checked="" type="checkbox"/>	
13	Michael Calderon	94110	<input checked="" type="checkbox"/>	
14	LINDA LYMAN	94014	<input type="checkbox"/>	
15	KATHLEEN GALLAGHER	94114	<input checked="" type="checkbox"/>	
16	Hazel Doru	94015	<input type="checkbox"/>	
17	Jayun Yim	94121	<input checked="" type="checkbox"/>	
18	Julia Lemes	94066	<input type="checkbox"/>	
19	Sierra Bunnell	94107	<input checked="" type="checkbox"/>	
20	Chelsea Slevert	94044	<input type="checkbox"/>	

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1	Tina Lau	94501	<input type="checkbox"/>	
2	Eric Chiu	94401	<input type="checkbox"/>	
3	Michael Ruan	94501	<input type="checkbox"/>	
4	YUEN YI FUNG	94401	<input type="checkbox"/>	
5	Garret chiu	94401	<input type="checkbox"/>	
6	Hayden chia	94401	<input type="checkbox"/>	
7	Wallace Ruan	94501	<input type="checkbox"/>	
8	Jamie Delodovici	94112	<input checked="" type="checkbox"/>	
9	Manda Woo	94080	<input type="checkbox"/>	
10	NITA MEK	94131	<input checked="" type="checkbox"/>	
11	Ling Cho	94109	<input checked="" type="checkbox"/>	
12	Della Wong	94112	<input checked="" type="checkbox"/>	
13	Susan Khaw	94014	<input type="checkbox"/>	
14	Eva Wong	94538	<input type="checkbox"/>	
15	Helen Chen	94134	<input checked="" type="checkbox"/>	
16	Elaine Toy	94066	<input type="checkbox"/>	
17	Margaret Lee	94116	<input checked="" type="checkbox"/>	
18	Branda Danille	94803	<input type="checkbox"/>	
19	Joanna Szeto	94015	<input type="checkbox"/>	
20	Bonnie Tse	94112	<input checked="" type="checkbox"/>	

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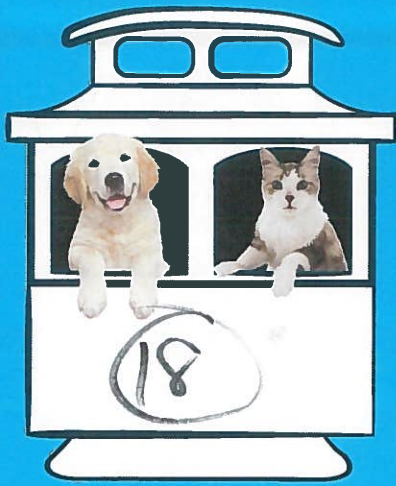
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1	Mick Cimbatarin	98408	<input checked="" type="checkbox"/>	[Signature]
2	JOANNA JUSZKIEWICZ	94112	<input checked="" type="checkbox"/>	Joanna Juszkiewicz
3	Michael Calderon	94131	<input checked="" type="checkbox"/>	[Signature]
4	Geena Gobemate	94044	<input type="checkbox"/>	[Signature]
5	Brandon Orille	94015	<input type="checkbox"/>	[Signature]
6	Jayun Yim	94121	<input checked="" type="checkbox"/>	[Signature]
7	Peren Yoon	94121	<input checked="" type="checkbox"/>	[Signature]
8	EMILY LEM	94122	<input checked="" type="checkbox"/>	[Signature]
9	Rita Jew	94127	<input checked="" type="checkbox"/>	[Signature]
10	Maggie Brown	94121	<input checked="" type="checkbox"/>	[Signature]
11	Sarita Velazquez	94080	<input checked="" type="checkbox"/> NO	[Signature]
12	Heather West	94611	<input type="checkbox"/>	[Signature]
13	Luis Gaerlan	94132	<input type="checkbox"/>	[Signature]
14	ERIC F. LOMAX	94044	<input type="checkbox"/>	[Signature]
15	Philip L. Wing	94122	<input checked="" type="checkbox"/>	Philip L. Wing
16	Michael Triolo	94112	<input checked="" type="checkbox"/>	[Signature]
17	ERIN OLLINGER	94015	<input type="checkbox"/>	[Signature]
18	Sophia P Hart	94124	<input checked="" type="checkbox"/>	[Signature]
19	BEVERLY LEE	94118	<input checked="" type="checkbox"/>	Beverly A. Lee
20	JOAN SATO	95422	<input type="checkbox"/>	[Signature]

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1	Jelena Lampi	94112	<input checked="" type="checkbox"/>	<i>Jelena Lampi</i>
2	Anthony Oliva	94112	<input checked="" type="checkbox"/>	<i>Anthony Oliva</i>
3	Adrianna Rodriguez	94109	<input checked="" type="checkbox"/>	<i>Adrianna Rodriguez</i>
4	Bryan Bello	94809	<input type="checkbox"/>	<i>Bryan Bello</i>
5	pedro. garcia	94110	<input checked="" type="checkbox"/>	<i>Pedro Garcia</i>
6	Erika rancos	94110	<input checked="" type="checkbox"/>	<i>Erika rancos</i>
7	Vivette Remos	94110	<input checked="" type="checkbox"/>	<i>Vivette R.</i>
8	Alberto Ocon	94115	<input checked="" type="checkbox"/>	<i>Alberto Ocon</i>
9	Guadalupe G. to	94115	<input checked="" type="checkbox"/>	<i>Guadalupe G. to</i>
10	Cindy Huddal	94080	<input checked="" type="checkbox"/>	<i>Cindy Huddal</i>
11	ANGELA GUIDO ROY	94015	<input type="checkbox"/>	<i>Angela Guido Roy</i>
12	PAT LEACH	94110	<input checked="" type="checkbox"/>	<i>Pat Leach</i>
13	Andres Caro	94114	<input checked="" type="checkbox"/>	<i>Andres Caro</i>
14	David Weyhe	94114	<input checked="" type="checkbox"/>	<i>David Weyhe</i>
15	Zoe USi	94015	<input checked="" type="checkbox"/>	<i>Zoe USi</i>
16	Jasmyne Horton	94015	<input checked="" type="checkbox"/>	<i>Jasmyne Horton</i>
17	J. Williams	94080	<input type="checkbox"/>	<i>J. Williams</i>
18	Joan Van	94134	<input checked="" type="checkbox"/>	<i>Joan Van</i>
19	Brueckel Li	94115	<input checked="" type="checkbox"/>	<i>Brueckel Li</i>
20	Angelica Roman	94102	<input checked="" type="checkbox"/>	<i>Angelica Roman</i>

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Bring PetSmart to San Francisco!

YES! I support PetSmart opening its first
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FIRST/LAST NAME

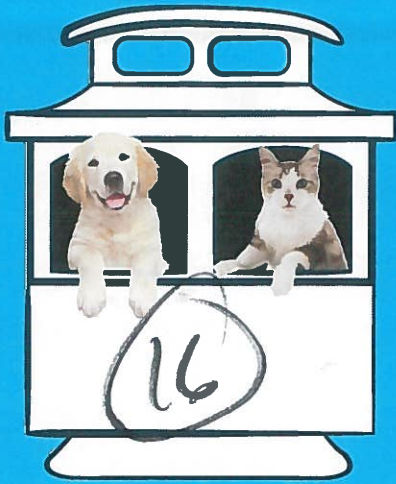
ZIP CODE

SAN FRANCISCO
RESIDENT?

SIGNATURE

1	Dianne Abbas	94015	<input checked="" type="checkbox"/>	<i>Dianne Abbas</i>
2	Daphne Smith	94044	<input type="checkbox"/>	<i>[Signature]</i>
3	Pam Wallace	94015	<input type="checkbox"/>	<i>Pam Wallace</i>
4	Shirley Vollhardt	94110	<input checked="" type="checkbox"/>	<i>S. Vollhardt</i>
5	Alice Hauser	94610	<input type="checkbox"/>	<i>Alice Hauser</i>
	HAYLEY PAMOS	94014	<input type="checkbox"/>	<i>Hayley Pamos</i>
7	JOAN Milner-Sato	95422	<input type="checkbox"/>	<i>J. Milner-Sato</i>
8	Angeli Dougherty	94044	<input type="checkbox"/>	<i>[Signature]</i>
9	Matthew Dougherty	94044	<input type="checkbox"/>	<i>Matthew Dougherty</i>
10	Carmen Lopez	94014	<input type="checkbox"/>	<i>[Signature]</i>
11	Jackie Canadon	94619	<input type="checkbox"/>	<i>[Signature]</i>
12	Luis Gaerlan	94015	<input type="checkbox"/>	<i>[Signature]</i>
13	Cristina Picano	94014	<input type="checkbox"/>	<i>Cristina Picano</i>
14	Kimberly Alilan	94014	<input type="checkbox"/>	<i>[Signature]</i>
15	Sergio Pizarro	94134	<input type="checkbox"/>	<i>[Signature]</i>
16	Axachy Pizarro	94110	<input checked="" type="checkbox"/>	<i>Axachy Pizarro</i>
17	Tatiana Ruiz	94132	<input type="checkbox"/>	<i>[Signature]</i>
18	Selar Hargy	94014	<input type="checkbox"/>	<i>[Signature]</i>
19	Marina Picano	94014	<input type="checkbox"/>	<i>Marina Picano</i>
20	Nguel Pizarro	94014	<input type="checkbox"/>	<i>[Signature]</i>

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	FIRST/LAST NAME	ZIP CODE	SAN FRANCISCO RESIDENT?	SIGNATURE
1	Jan Ryan	94044	<input checked="" type="checkbox"/>	[Signature]
2	Jessica Lee	94115	<input checked="" type="checkbox"/>	[Signature]
3	Summer Bras	94115	<input checked="" type="checkbox"/>	[Signature]
4	Natt Narongsak	94115	<input checked="" type="checkbox"/>	[Signature]
5	FRANCISCO CUBIAS	94110	<input checked="" type="checkbox"/>	[Signature]
6	LANCE HOLMAN	94127	<input checked="" type="checkbox"/>	[Signature]
7	Jessica Vera	94012	<input checked="" type="checkbox"/>	[Signature]
8	Perdo Barrios	94012	<input checked="" type="checkbox"/>	[Signature]
9	Ranica Golik	94012	<input checked="" type="checkbox"/>	[Signature]
10	Giulia Santos	94301	<input type="checkbox"/>	[Signature]
11	Stephane Nielsen	94015	<input type="checkbox"/>	[Signature]
12	Daniel Phan	94134	<input checked="" type="checkbox"/>	[Signature]
13	Mia Liu	94080	<input type="checkbox"/>	[Signature]
14	Lizzy Bermudez	94080	<input checked="" type="checkbox"/>	[Signature]
15	RICHARD HIGA	94066	<input type="checkbox"/>	[Signature]
16	Jessica Bernardo	94015	<input type="checkbox"/>	[Signature]
17	Kathy Rodante	94044	<input type="checkbox"/>	[Signature]
18	Mauran Jennings	94112	<input checked="" type="checkbox"/>	[Signature]
19	Jessica Navas	94080	<input type="checkbox"/>	[Signature]
20	Ioni Laport	94137	<input checked="" type="checkbox"/>	[Signature]

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	FIRST/LAST NAME	ZIP CODE	SAN FRANCISCO RESIDENT?	SIGNATURE
1	Margie Cendano	94110	<input checked="" type="checkbox"/>	Margie Cendano
2	Benjamin E. Latham	94080	<input checked="" type="checkbox"/>	Benjamin E. Latham
3	DEBRA McMurphy	94112	<input checked="" type="checkbox"/>	Debra McMurphy
4	Megan Scott	94122	<input checked="" type="checkbox"/>	Megan B. Scott
5	Alana Swain	94118	<input checked="" type="checkbox"/>	Alana Swain
6	Aquino Abdes	94080	<input type="checkbox"/>	Aquino Abdes
7	Cangeligne Corredor	94080	<input checked="" type="checkbox"/>	Cangeligne Corredor
8	Urban Pet Hospital	94123	<input checked="" type="checkbox"/>	Urban Pet Hospital
9	Cardi Campbell	94014	<input type="checkbox"/>	Cardi Campbell
10	Shirley Tok	94066	<input type="checkbox"/>	Shirley Tok
11	DANA OQUENDO	94015	<input type="checkbox"/>	Dana Oquendo
12	HAROLD YASH	94066	<input type="checkbox"/>	Harold Yash
13	Jaym Phillips	94131	<input checked="" type="checkbox"/>	Jaym Phillips
14	DINA MARTINEZ	94014	<input type="checkbox"/>	Dina Martinez
15	Jaqueline Abdes	94080	<input checked="" type="checkbox"/>	Jaqueline Abdes
16	SHAR FERNANDEZ	94112	<input checked="" type="checkbox"/>	Shar Fernandez
17	STACY JED	94127	<input checked="" type="checkbox"/>	Stacy Jed
18	Joanne Howell	94116	<input checked="" type="checkbox"/>	Joanne Howell
19	CHI PELAEZ	94044	<input type="checkbox"/>	Chi Pelaez
20	Cecilia Salfiti	94015	<input type="checkbox"/>	Cecilia Salfiti

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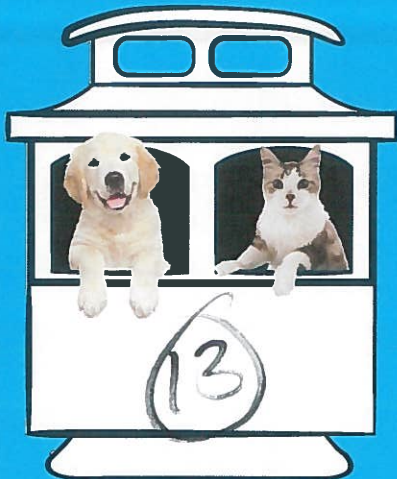
ZIP CODE

SAN FRANCISCO
RESIDENT?

SIGNATURE

1	KORINA LEALIBEE	94116	<input checked="" type="checkbox"/>	[Signature]
2	JORDAN KEELING	94105	<input checked="" type="checkbox"/>	[Signature]
3	Linda Hunt	94116	<input checked="" type="checkbox"/>	[Signature]
4	Peter Marie Hupentoyt	94044	<input type="checkbox"/>	[Signature]
5	Bianca Guillen	94134	<input checked="" type="checkbox"/>	[Signature]
6	CARLOS MOTOYA	94014	<input type="checkbox"/>	[Signature]
7	Rafael Directo	94110	<input checked="" type="checkbox"/>	[Signature]
8	Sallyn Kloeckorn	94080	<input type="checkbox"/>	[Signature]
9	Fernandez, Maria Iris	94132	<input checked="" type="checkbox"/>	[Signature]
10	Louise McDonough	94044	<input type="checkbox"/>	[Signature]
11	Jennifer Hung	94123	<input checked="" type="checkbox"/>	[Signature]
12	Bertha Medina	94110	<input checked="" type="checkbox"/>	[Signature]
13	Ernesto Medina	94110	<input checked="" type="checkbox"/>	[Signature]
14	Marcelino Nieto	94014	<input checked="" type="checkbox"/>	[Signature]
15	DANAMARIE HAFALIA	94014	<input checked="" type="checkbox"/>	[Signature]
16	Miguel RAMOS	94014	<input checked="" type="checkbox"/>	[Signature]
17	Melissa Gomez	94080	<input type="checkbox"/>	[Signature]
18	Melissa Muscat	94002	<input type="checkbox"/>	[Signature]
19	Samantha Brewer	94066	<input type="checkbox"/>	[Signature]
20	LAURA LYONS	94080	<input type="checkbox"/>	[Signature]

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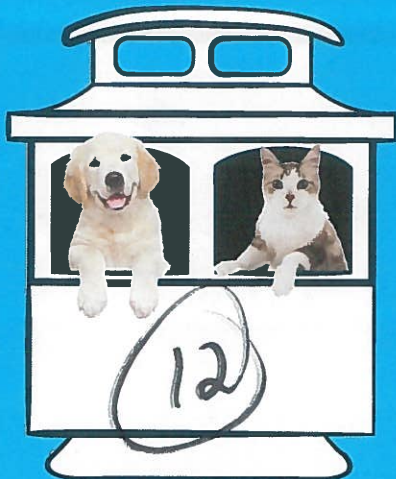
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SAN FRANCISCO
RESIDENT?

SIGNATURE

1	Roxana Rosillo	94102	<input checked="" type="checkbox"/>	
2	Oscar Salado	94115	<input checked="" type="checkbox"/>	Oscar Salado
3	Taret Rosillo	94117	<input checked="" type="checkbox"/>	Taret Rosillo
4	Megan Becker	94115	<input checked="" type="checkbox"/>	
5	Rodrigue Richi Lum	94108	<input checked="" type="checkbox"/>	
6	CAIG LUM	94108	<input checked="" type="checkbox"/>	
7	Jim NG	94014	<input checked="" type="checkbox"/>	
8	Sasha Caamal	94080	<input checked="" type="checkbox"/>	
9	Karla Garcia	94112	<input checked="" type="checkbox"/>	
10	Gabriela Ramos	94112	<input checked="" type="checkbox"/>	
11	Alexandra Martinez	94112	<input checked="" type="checkbox"/>	
12	JESSICA MARQUEZ	94134	<input checked="" type="checkbox"/>	Jessica Marquez
13	ANGELO Giannini	94134	<input checked="" type="checkbox"/>	
14	Terry Giannini	94134	<input checked="" type="checkbox"/>	Terry Giannini
15	Daniel Giannini	94134	<input checked="" type="checkbox"/>	
16	Diana Prizk	94134	<input checked="" type="checkbox"/>	
17	Kamryn Le	94134	<input checked="" type="checkbox"/>	Kamryn Le
18	Ruby Lee	94134	<input checked="" type="checkbox"/>	
19	Van Le	94112	<input checked="" type="checkbox"/>	
20	Stephanie Chan	94132	<input checked="" type="checkbox"/>	

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1	Margaret O'Brien	94116	<input checked="" type="checkbox"/>	<i>Marg O'Brien</i>
2	Kelsey Dalangin	94014	<input type="checkbox"/>	<i>Kelsey Dalangin</i>
3	Denise Dalangin	94014	<input type="checkbox"/>	<i>Denise Dalangin</i>
4	Bernadette Flores	94080	<input type="checkbox"/>	<i>Bernadette Flores</i>
5	Diana Oquendo	94015	<input type="checkbox"/>	<i>Diana Oquendo</i>
6	Michelle Hatch	94404	<input type="checkbox"/>	<i>Michelle Hatch</i>
7	Janice Lee	94118	<input checked="" type="checkbox"/>	<i>Janice Lee</i>
8	Luke Dee	94110	<input checked="" type="checkbox"/>	Luke Dee
9	Cara Guevarra	94015	<input type="checkbox"/>	<i>Cara Guevarra</i>
10	CHERYL GAY	94114	<input checked="" type="checkbox"/>	<i>Cheryl Gay</i>
11	Masturah Khan	94015	<input type="checkbox"/>	<i>Masturah Khan</i>
12	Alan Garcia	94015	<input type="checkbox"/>	<i>Alan Garcia</i>
13	ERIKA VALBUENA	94112	<input checked="" type="checkbox"/>	<i>Erika Valbuena</i>
14	MONIQUE VALBUENA	94112	<input checked="" type="checkbox"/>	<i>Monique Valbuena</i>
15	MAGDALENO SCORSONELLI	95125	<input type="checkbox"/>	<i>M. Scorsone</i>
16	Annie Aguilar	94112	<input checked="" type="checkbox"/>	<i>Annie Aguilar</i>
17	Stephanie Tran	94015	<input checked="" type="checkbox"/>	<i>Stephanie Tran</i>
18	Ashlee Turner	94118	<input checked="" type="checkbox"/>	<i>Ashlee Turner</i>
19	Bobbi Barclay	94132	<input checked="" type="checkbox"/>	<i>Bobbi Barclay</i>
20	Alena Miller	94019	<input type="checkbox"/>	<i>Alena Miller</i>

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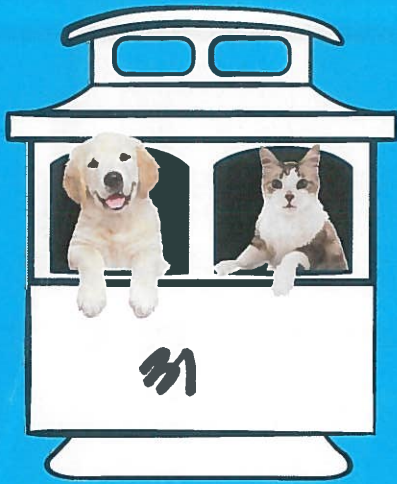
ZIP CODE

SAN FRANCISCO
RESIDENT?

SIGNATURE

1	Yancy Chavez	94112	<input checked="" type="checkbox"/>	[Signature]
2	Mark Lam	94134	<input checked="" type="checkbox"/>	[Signature]
3	Mikaela	94112 94541	<input checked="" type="checkbox"/>	[Signature]
4	Quish C	94131	<input checked="" type="checkbox"/>	Quish C
5	Sharon G.	94132	<input checked="" type="checkbox"/>	[Signature]
6	Kathi K	94118	<input checked="" type="checkbox"/>	[Signature]
7	Mary B	94131	<input checked="" type="checkbox"/>	[Signature]
8	CHRIS MILLER	94122	<input checked="" type="checkbox"/>	[Signature]
9	KEREN BERNARDINO	94112	<input checked="" type="checkbox"/>	[Signature]
10	Jasmyne Horton	94015	<input checked="" type="checkbox"/>	[Signature]
11	Ryan Friedrich	94049	<input checked="" type="checkbox"/>	[Signature]
12	Donna Riquero	94080	<input checked="" type="checkbox"/>	[Signature]
13	Joseph Moro	94080	<input checked="" type="checkbox"/>	[Signature]
14	PAT NAV	94044	<input checked="" type="checkbox"/>	[Signature]
15	Tamara Davis	94131	<input checked="" type="checkbox"/>	[Signature]
16	Steven Leong	94014	<input type="checkbox"/>	[Signature]
17	Paul Ou	94044	<input checked="" type="checkbox"/>	[Signature]
18	LILY KIM	94044	<input type="checkbox"/>	[Signature]
19	Denise TOM-Leong	94133	<input checked="" type="checkbox"/>	[Signature]
20	Suki Hwang	94030	<input type="checkbox"/>	[Signature]

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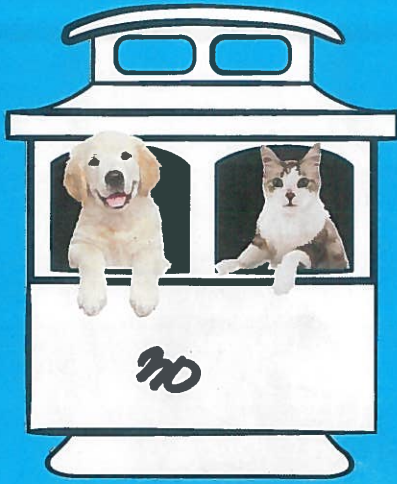
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1	LUCIANO ORTEGA	94015	<input type="checkbox"/>	[Signature]
2	CHRISTINE Tang	94134	<input checked="" type="checkbox"/>	[Signature]
3	Ezraida Egan	94080	<input checked="" type="checkbox"/>	[Signature]
4	KC Torres	94134	<input type="checkbox"/>	[Signature]
5	Benny Gomez	94080	<input type="checkbox"/>	[Signature]
6	Rene Ontiveros	94124	<input checked="" type="checkbox"/>	[Signature]
7	Pamela J. Uberti	94133	<input checked="" type="checkbox"/>	[Signature]
8	RICH CROCIANI	94134	<input checked="" type="checkbox"/>	[Signature]
9	CAROL CROCIANI	94134	<input checked="" type="checkbox"/>	[Signature]
10	Nathan Tijerodaja	94080	<input type="checkbox"/>	[Signature]
11	Danielle Sison	94080	<input type="checkbox"/>	[Signature]
12	Pana Krishan	94015	<input type="checkbox"/>	[Signature]
13	Reem Krishan	94015	<input type="checkbox"/>	[Signature]
14	Gabrielle Poluki	94066	<input type="checkbox"/>	[Signature]
15	Philip Green	94044	<input type="checkbox"/>	[Signature]
16	SOCORRO LUNA	94080	<input type="checkbox"/>	[Signature]
17	HEIDI ARCINIEGA	94103	<input type="checkbox"/>	[Signature]
18	GERRA Lum	94122	<input checked="" type="checkbox"/>	[Signature]
19	Jason Krikava	94010	<input type="checkbox"/>	[Signature]
20	Brennon Krikava	94010	<input type="checkbox"/>	[Signature]

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1	Sugar Duclayon	94014	<input type="checkbox"/>	
2	Norley Duclayon	94015	<input type="checkbox"/>	
3	CLARK HAMAN	94015	<input type="checkbox"/>	
4	Alex Bourasseau	94044	<input type="checkbox"/>	
5	Shirley Rahn	94109	<input checked="" type="checkbox"/>	
6	Shawn Raja	94109	<input checked="" type="checkbox"/>	
7	Chetan	94112	<input checked="" type="checkbox"/>	
8	Alyssa H.	94121	<input checked="" type="checkbox"/>	
9	Booker Chu	94122	<input checked="" type="checkbox"/>	
10	DAVID MILLER	94066	<input type="checkbox"/>	
11	ERIC FLORES	94044	<input type="checkbox"/>	
12	Alyssa Rodriguez	94110	<input checked="" type="checkbox"/>	
13	Miller Cheedone in east oakland		<input type="checkbox"/>	
14	Leo Muro	94063	<input type="checkbox"/>	
15	DWINA MARTINEZ	94014	<input type="checkbox"/>	
16	Camen Schaff	94131	<input type="checkbox"/>	
17	Tina Stevens	94131	<input type="checkbox"/>	
18	Giovanni Fm	94105	<input checked="" type="checkbox"/>	
19	Alicia Lowe	94116	<input checked="" type="checkbox"/>	
20	NICK LAWRENCE	94131	<input checked="" type="checkbox"/>	

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1	Catherine Martian	94121	<input checked="" type="checkbox"/>	
2	Ashley Hagan	94121	<input checked="" type="checkbox"/>	
3	[Signature]	94015	<input checked="" type="checkbox"/>	
4	La Trisha Straighter	94131	<input checked="" type="checkbox"/>	
5	Jessica Straighter	94131	<input checked="" type="checkbox"/>	
6	Jesus Jimenez	94080	<input type="checkbox"/>	
7	Sheila Arreola	94044	<input type="checkbox"/>	
8	JAMYN HANES	94044	<input type="checkbox"/>	
9	PAUL McHugh	94044	<input type="checkbox"/>	
10	Sheldene Yee	94044	<input type="checkbox"/>	
11	Ana Roos	94018	<input type="checkbox"/>	
12	Donna Fletcher	94015	<input type="checkbox"/>	
13	Janeke Jones	94005	<input type="checkbox"/>	
14	Justin Centino	94015	<input type="checkbox"/>	
15	Meryl Bailey	94618	<input type="checkbox"/>	
16	Waldna	94014	<input type="checkbox"/>	
17	Darvin Brenner	94044	<input type="checkbox"/>	
18	JOAN R. LIONBERGER	94131	<input checked="" type="checkbox"/>	
19	Tanya Kabe	94044	<input type="checkbox"/>	
20	Linda Ma	94122	<input checked="" type="checkbox"/>	

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1	Kimberly Leamon	94127	<input checked="" type="checkbox"/>	[Signature]
2	Penny Pan	94044	<input type="checkbox"/>	[Signature]
3	Justin Bray	94132	<input checked="" type="checkbox"/>	[Signature]
4	Justin Lark	94044	<input type="checkbox"/>	[Signature]
5	Valmine Vaenz	94044	<input checked="" type="checkbox"/>	[Signature]
6	Linda Gomez	94080	<input checked="" type="checkbox"/>	[Signature]
7	Dionte Cross	94131	<input checked="" type="checkbox"/>	[Signature]
8	Gene Cross	94131	<input checked="" type="checkbox"/>	[Signature]
9	Emily Williams	94080	<input type="checkbox"/>	[Signature]
10	Andrew Lewis	94121	<input checked="" type="checkbox"/>	[Signature]
11	Charles Collins	94015	<input type="checkbox"/>	[Signature]
12	Ramon Cruz	94015	<input type="checkbox"/>	[Signature]
13	Therese	94132	<input type="checkbox"/>	Theresa McCutcheon
14	Chris Mende	94114	<input checked="" type="checkbox"/>	[Signature]
15	WILLIAM MEMORROW	94102	<input checked="" type="checkbox"/>	[Signature]
16	Juan Ramirez	94521	<input type="checkbox"/>	[Signature]
17	Byronne Chouel	94066	<input type="checkbox"/>	[Signature]
18	Dannan Tebaldi	94044	<input type="checkbox"/>	Dannan Tebaldi
19	Beverly Hines	94114	<input checked="" type="checkbox"/>	Beverly Hines
20	Dan Caruella	94114	<input checked="" type="checkbox"/>	Dan Caruella

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1	Jasmyne Horton	94015	<input checked="" type="checkbox"/>	[Signature]
2	Stephanie Rehak	94112	<input checked="" type="checkbox"/>	[Signature]
3	Gabriel Quintanun	94112	<input checked="" type="checkbox"/>	[Signature]
4	Emann Williams	94102	<input checked="" type="checkbox"/>	[Signature]
5	Muriel Nash	94102	<input checked="" type="checkbox"/>	Muriel B. Nash
6	Wendell Lee II	94102	<input checked="" type="checkbox"/>	Wendell Lee II
7	Marco Fuller	94102	<input checked="" type="checkbox"/>	Marco Fuller
8	Clarisse Lagrone	94124	<input checked="" type="checkbox"/>	Clarisse Lagrone
9	Tanya Menendez	94112	<input checked="" type="checkbox"/>	[Signature]
10	Nicole Mannis	94044	<input checked="" type="checkbox"/>	Nicole Mannis
11	[Signature]	94102	<input checked="" type="checkbox"/>	[Signature]
12	Abigail Cortez	94122	<input checked="" type="checkbox"/>	[Signature]
13	Karin Villa de la	94122	<input type="checkbox"/>	[Signature]
14	Maria Hernandez	94122	<input type="checkbox"/>	[Signature]
15	Abigail Cortez	94122	<input type="checkbox"/>	[Signature]
16	Calvin Yau	94134	<input checked="" type="checkbox"/>	[Signature]
17	Amar	94118	<input checked="" type="checkbox"/>	[Signature]
18	Sallye Cosgrove	94044	<input type="checkbox"/>	Sallye Cosgrove
19	Diandra Romero	94124	<input checked="" type="checkbox"/>	[Signature]
20	Andrew Wong	94124	<input checked="" type="checkbox"/>	[Signature]

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1	Ken Ben	94080	<input type="checkbox"/>	
2	KAITLYN LAHY	94122	<input checked="" type="checkbox"/>	
3	BARRY PEARL	94112	<input checked="" type="checkbox"/>	
4	ROSSMARY	94112	<input checked="" type="checkbox"/>	
5	Miguel T	94112	<input checked="" type="checkbox"/>	
6	Joe L.	94112	<input checked="" type="checkbox"/>	
7	Liao Lra	94112	<input checked="" type="checkbox"/>	
8	Kay	94124	<input checked="" type="checkbox"/>	
9	Erica Morino	94124	<input type="checkbox"/>	
10	LISETTE APARICIO	94112	<input checked="" type="checkbox"/>	
11	Xochitl Estrada	94112	<input checked="" type="checkbox"/>	
12	Marin Salazar	94014	<input type="checkbox"/>	
13	Marceline Mendez	94109	<input checked="" type="checkbox"/>	
14	Madalin Hernandez	94109	<input checked="" type="checkbox"/>	
15	Axel Hernandez	94109	<input checked="" type="checkbox"/>	
16	Dioscoro Hernandez	94109	<input checked="" type="checkbox"/>	
17	Chloe Zeng	94118	<input checked="" type="checkbox"/>	
18	Zhi Guan	94132	<input checked="" type="checkbox"/>	
19	Wei King	94118	<input checked="" type="checkbox"/>	
20	Corina Puccini	94107	<input checked="" type="checkbox"/>	

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Bring PetSmart to San Francisco!

YES! I support PetSmart opening its first
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in City Center at 2675 Geary Boulevard!

FIRST/LAST NAME

ZIP CODE

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RESIDENT?

SIGNATURE

1	LISETTE APARICIO	94112	<input checked="" type="checkbox"/>	[Signature]
2	Mia Ajaj	94080	<input type="checkbox"/>	[Signature]
3	Teresa Nuno	94107	<input type="checkbox"/>	Teresa Nuno
4	JESSICA KUIK	94014	<input checked="" type="checkbox"/>	Jessica Kuik
5	Holly Phan	94014	<input type="checkbox"/>	[Signature]
6	Jamie Hildreth	94044	<input type="checkbox"/>	Jamie Hildreth
7	Melanie Tan	94134	<input checked="" type="checkbox"/>	melanietan
8	gloria gutierrez	94080	<input type="checkbox"/>	[Signature]
9	Susana Arizpe	94080	<input type="checkbox"/>	[Signature]
10	Erin White	94080	<input type="checkbox"/>	[Signature]
11	Justin Walsh	94066	<input type="checkbox"/>	[Signature]
12	Monica Tinoco	94015	<input type="checkbox"/>	[Signature]
13	Ivory Pech	94014	<input type="checkbox"/>	[Signature]
14	Fang Zhu	94124	<input checked="" type="checkbox"/>	[Signature]
15	Jimaina Nunnally	94014	<input checked="" type="checkbox"/>	Nunnally
16	Tamie Comandore	94619	<input type="checkbox"/>	[Signature]
17	Omre Kommer	94122	<input checked="" type="checkbox"/>	[Signature]
18	Michelle Ibay	94112	<input checked="" type="checkbox"/>	[Signature]
19	Andrew Wong	94122	<input checked="" type="checkbox"/>	[Signature]
20	Beaulah Connolly	94015	<input type="checkbox"/>	[Signature]

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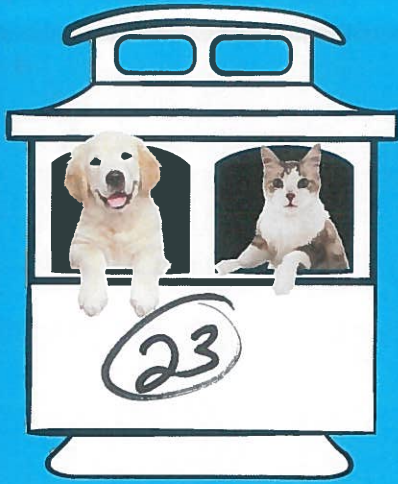
ZIP CODE

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RESIDENT?

SIGNATURE

1	Denise Bermudez	94014	<input type="checkbox"/>	
2	Eric Marchi	94074	<input type="checkbox"/>	
3	Camille Yan	94070	<input type="checkbox"/>	
4	Karla Fernandez	94044	<input type="checkbox"/>	
5	ISHA ED	94112	<input checked="" type="checkbox"/>	
6	Dellal Chan	94112	<input checked="" type="checkbox"/>	
7	Brenda Velaz	94134	<input checked="" type="checkbox"/>	
8	Hugo Alvaro	94124	<input checked="" type="checkbox"/>	
9	PAUL PUNN	94112	<input checked="" type="checkbox"/>	
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11	Jessica Frydenberg	94112	<input checked="" type="checkbox"/>	
12	Shirley Fong Frydenberg	94112	<input checked="" type="checkbox"/>	
13	Maria V Perez	94124	<input type="checkbox"/>	
14	Ernie Chan	94116	<input checked="" type="checkbox"/>	
15	Stephanie Elman	94121	<input checked="" type="checkbox"/>	
16	Amileah Sanchez	94044	<input type="checkbox"/>	
17	Madalena Sanchez	94044	<input type="checkbox"/>	
18	Kelvin Liang	94116	<input checked="" type="checkbox"/>	
19	Michelle Seo	94120	<input type="checkbox"/>	
20	MARCIA MORA	94015	<input type="checkbox"/>	

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SIGNATURE

1	Evan Marx	94110	<input checked="" type="checkbox"/>	
2	Tasmynne Horton	94015	<input checked="" type="checkbox"/> NO	
3	Edder Pacheco	94080	<input checked="" type="checkbox"/> NO	
4	Alvin Cox	94124	<input checked="" type="checkbox"/>	
5	Zackary Usi	94015	<input type="checkbox"/>	
6	Jandira meza	94015 94112	<input checked="" type="checkbox"/>	
7	Kay Kuang	94112	<input checked="" type="checkbox"/>	
8	Lisa Lia	94120	<input checked="" type="checkbox"/>	
9	Selene Huang	94112	<input checked="" type="checkbox"/>	
10	Nicholas Zygarwicz	94044	<input checked="" type="checkbox"/> NO	
11	KARLA CASTRO	94015	<input type="checkbox"/>	
12	Viviana Garcia	94116	<input checked="" type="checkbox"/>	
13	Vieto Viro	94112	<input checked="" type="checkbox"/>	
14	Nora Alataua	94015	<input type="checkbox"/>	
15	Nicholas Gigi	94015	<input type="checkbox"/>	
16	Shirley Lin	94015	<input type="checkbox"/>	
17	Shirley Lin	94109	<input checked="" type="checkbox"/>	
18	Shirley Lin	94110	<input checked="" type="checkbox"/>	
19	Eddy Wong	94116	<input checked="" type="checkbox"/>	
20	Denise Sorrell	94110	<input checked="" type="checkbox"/>	

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1	Florida Morales	94109	<input checked="" type="checkbox"/>	
2	ANIELA JANCAR	94080	<input type="checkbox"/>	
3	Luis Suford	94015	<input checked="" type="checkbox"/> NO	
4	Jennifer Ou	94122	<input checked="" type="checkbox"/>	
5	Gabe Olu	94122	<input checked="" type="checkbox"/>	
6	Laura Lei Strain	94066	<input type="checkbox"/>	
7	Katie Ashley	94116	<input checked="" type="checkbox"/>	
8	GORDON NG	94118	<input checked="" type="checkbox"/>	
9	Ria Elanda	94080	<input type="checkbox"/>	
10	Ali Haider	94107	<input checked="" type="checkbox"/>	
11	Bettina Gache	94112	<input checked="" type="checkbox"/>	
12	Sephanie Subler	94107	<input checked="" type="checkbox"/>	
13	Luis Jimenez	94134	<input checked="" type="checkbox"/>	
14	Martha Samate	94134	<input type="checkbox"/>	
15	Alex LAURENTE	94014	<input type="checkbox"/>	
16	Xiomara Neary	94131	<input checked="" type="checkbox"/>	
17	Natalie Blumen	94123	<input checked="" type="checkbox"/>	
18	C Sweet	94044	<input checked="" type="checkbox"/> NO	
19	Josefa Carballo Lum	94015	<input type="checkbox"/>	
20	Matthew Dwyer	94044	<input type="checkbox"/>	

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SIGNATURE

1	ERIC PO	94107	<input checked="" type="checkbox"/>	ERIC PO
2	Emmu Zhou	94134	<input checked="" type="checkbox"/>	Emmu Zhou
3	Flora Ko	94030	<input type="checkbox"/>	Flora Ko
4	Teng Yi Zhen	94107	<input checked="" type="checkbox"/>	Teng Yi Zhen
5	JANIS WU	94085	<input type="checkbox"/>	JANIS WU
6	ALBERT MUNG	94133	<input checked="" type="checkbox"/>	ALBERT MUNG
7	LIANA MUNG	94133	<input checked="" type="checkbox"/>	LIANA MUNG
8	Queenie Wen	94102	<input checked="" type="checkbox"/>	Queenie Wen
9	ALBA KWONG	94080	<input type="checkbox"/>	ALBA KWONG
10	Lawrence Man	94030	<input type="checkbox"/>	Lawrence Man
11	Pauline Um	94030	<input type="checkbox"/>	Pauline Um
12	MARY LAW	94030	<input type="checkbox"/>	MARY LAW
13	Grace Lee	94116	<input checked="" type="checkbox"/>	Grace Lee
14	Gladys Lee	94121	<input checked="" type="checkbox"/>	Gladys Lee
15	Joanne Tam	94118	<input checked="" type="checkbox"/>	Joanne Tam
16	Anna May Vivian Mai	94112	<input checked="" type="checkbox"/>	Anna May Vivian Mai
17	Shuk Wong	95117	<input checked="" type="checkbox"/>	Shuk Wong
18	HELEN LEW	94116	<input checked="" type="checkbox"/>	HELEN LEW
19	Donise Lai	94133	<input checked="" type="checkbox"/>	Donise Lai
20	Helen Lee	94118	<input checked="" type="checkbox"/>	Helen Lee

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	FIRST/LAST NAME	ZIP CODE	SAN FRANCISCO RESIDENT?	SIGNATURE
1	Anna Espinosa	94134	<input checked="" type="checkbox"/>	[Signature]
2	JAYARE LOMAX	94066	<input type="checkbox"/>	[Signature]
3	DAVID MILLER	94044	<input type="checkbox"/>	[Signature]
4	Krista Parry	94102	<input checked="" type="checkbox"/>	[Signature]
5	Tiana Garcia	94118	<input checked="" type="checkbox"/>	[Signature]
6	JULIE YOON	94121	<input checked="" type="checkbox"/>	[Signature]
7	Peter Yoon	94121	<input checked="" type="checkbox"/>	[Signature]
8	Nate Lawry	94131	<input checked="" type="checkbox"/>	[Signature]
9	Kevin Contreras	94102	<input checked="" type="checkbox"/>	[Signature]
10	Adam Schettler	94105	<input checked="" type="checkbox"/>	[Signature]
11	Sindy Pathun	94107	<input checked="" type="checkbox"/>	[Signature]
12	Patricia Delam	94110	<input checked="" type="checkbox"/>	[Signature]
13	Veronica Williams	94112	<input checked="" type="checkbox"/>	[Signature]
14	Anne Chung	94134	<input checked="" type="checkbox"/>	[Signature]
15	Alexa Mehl	94115	<input checked="" type="checkbox"/>	[Signature]
16	ERIC ELOMAX SR	94066	<input type="checkbox"/>	[Signature]
17	YOLANDA LOMAX	94066	<input type="checkbox"/>	[Signature]
18	Wahash Monadi	94015	<input type="checkbox"/>	[Signature]
19	Christopher Wallace	94534	<input type="checkbox"/>	[Signature]
20	Rachel Spetman	94044	<input type="checkbox"/>	[Signature]

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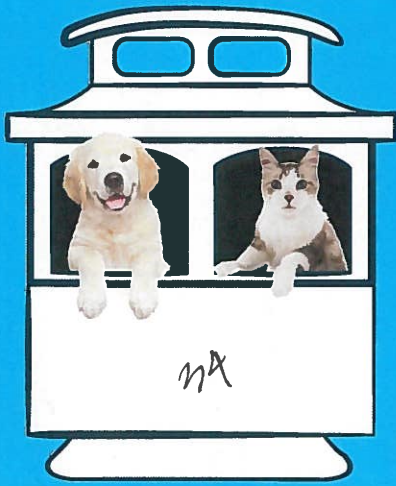
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1	Scott Munson	94015	<input type="checkbox"/>	[Signature]
2	Joann Kerns	94044	<input type="checkbox"/>	[Signature]
3	Carolyn Lawrence	94014	<input type="checkbox"/>	[Signature]
4	JANEEN MARQUARDT	94044	<input type="checkbox"/>	[Signature]
5	KATHY GALLAGHER	94114	<input type="checkbox"/>	[Signature]
6	Anthony Ramos	94080	<input type="checkbox"/>	[Signature]
7	Alex F.	94044	<input type="checkbox"/>	[Signature]
8	Taryn H	94027	<input type="checkbox"/>	[Signature]
9	Dasha Ivanov	94112	<input checked="" type="checkbox"/>	[Signature]
10	ELSA MORENO	94014	<input checked="" type="checkbox"/>	[Signature]
11	Grace Torres	94014	<input type="checkbox"/>	[Signature]
12	Duran Mishler	94112	<input checked="" type="checkbox"/>	[Signature]
13	Ashlee Turner	94118	<input checked="" type="checkbox"/>	[Signature]
14	Bobbi Barclay	94118	<input checked="" type="checkbox"/>	[Signature]
15	CHRISTO FLORES	94014	<input type="checkbox"/>	[Signature]
16	Gerald Choy	94116	<input checked="" type="checkbox"/>	[Signature]
17	ARUE PALMER	94122	<input checked="" type="checkbox"/>	[Signature]
18	Kent Leader	94115	<input checked="" type="checkbox"/>	[Signature]
19	SHARON TAYLOR	94134	<input checked="" type="checkbox"/>	[Signature]
20	FRANK TAYLOR	94134	<input checked="" type="checkbox"/>	[Signature]

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	FIRST/LAST NAME	ZIP CODE	SAN FRANCISCO RESIDENT?	SIGNATURE
1	Michelle Hatch	94404	<input checked="" type="checkbox"/>	
2	Ashley Carver	94112	<input checked="" type="checkbox"/>	
3	ERIC FLORES JR.	94066	<input checked="" type="checkbox"/>	
4	DAVID MILLER		<input type="checkbox"/>	
5	DIVINA MARTINEZ	94014	<input type="checkbox"/>	
6	Rosaura Velasquez	94112	<input checked="" type="checkbox"/>	
7	Jake Dickens	94066	<input type="checkbox"/>	
8	Chelsea Mann	94014	<input type="checkbox"/>	
9	Melaine Jaraman	94044	<input type="checkbox"/>	
10	Arissara Swangchaeng	94015	<input type="checkbox"/>	
11	Jens Funeso	94015	<input type="checkbox"/>	
12	Amy Starke	94015	<input type="checkbox"/>	
13	ANGELICA ABUYEN	94122	<input checked="" type="checkbox"/>	
14	Jammy Bellevue	94134	<input checked="" type="checkbox"/>	
15	Jonathan Aubitz	94105	<input checked="" type="checkbox"/>	
16	Giovanni Fnu	94105	<input checked="" type="checkbox"/>	
17	Michelle Bond	94116	<input checked="" type="checkbox"/>	
18	Abney Minshew	94121	<input checked="" type="checkbox"/>	
19	Robyn Courpat	94122	<input checked="" type="checkbox"/>	
20	Stephanie Nielsen	94015	<input checked="" type="checkbox"/>	

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1	Stacey Ho	94108	<input checked="" type="checkbox"/>	
2	Justin Zhang	94121	<input checked="" type="checkbox"/>	
3	Imelda Mera	94042	<input type="checkbox"/>	
4	Justine Tupas	94014	<input type="checkbox"/>	
5	Jeremy Boac	94014	<input checked="" type="checkbox"/>	
6	Meghan Blumling	94114	<input checked="" type="checkbox"/>	
7	Jacquelyne Guzman	94115	<input checked="" type="checkbox"/>	
8	Justin Trujillo	94115	<input checked="" type="checkbox"/>	
9	Remember JIZ Shop	CART-1	<input type="checkbox"/>	TARGET #13
10	Radford Sales	94112	<input checked="" type="checkbox"/>	
11	Jasmyne Horton	94015	<input checked="" type="checkbox"/>	
12	Jordyn Harrison	94014	<input checked="" type="checkbox"/>	
13	Genessa Harrison	94014	<input checked="" type="checkbox"/>	Genessa Harrison
14	Rosa Marquez	94124	<input checked="" type="checkbox"/>	
15	Jessica Warman	94080	<input checked="" type="checkbox"/>	Jessica Warman
16	LUZ	111	<input checked="" type="checkbox"/>	
17	Marcia Gortijo	94044	<input type="checkbox"/>	
18	FRANCIS BASADA	94134	<input checked="" type="checkbox"/>	
19	Jennifer Angel	94134	<input checked="" type="checkbox"/>	
20	Alix Wang	94015	<input type="checkbox"/>	

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1	Alyssa Molina	94015	<input type="checkbox"/>	
2	Armando Perez	94015	<input type="checkbox"/>	
3	WENDI SELAK	941131	<input checked="" type="checkbox"/>	
4	Melvin Minger	94102	<input checked="" type="checkbox"/>	
5	Kristy Tam	94116	<input checked="" type="checkbox"/>	
6	Timothy Wang	94080	<input checked="" type="checkbox"/>	
7	FRANK PUNOZA	94123	<input checked="" type="checkbox"/>	
8	Judy Santos	94044	<input type="checkbox"/>	
9	Katherine Toyer	94015	<input type="checkbox"/>	
10	Natalie Federico	94112	<input checked="" type="checkbox"/>	
11	CAROL FIELDS	94037	<input type="checkbox"/>	
12	Serena Pabonis	94112	<input checked="" type="checkbox"/>	
13	Carl Thompson	94123	<input checked="" type="checkbox"/>	
14	Yesenia Ortiz	94112	<input checked="" type="checkbox"/>	
15	Gracia Ortiz	94112	<input checked="" type="checkbox"/>	
16	Hector Cabrera	94112	<input checked="" type="checkbox"/>	
17	Lauren Pagsolangan	94080	<input checked="" type="checkbox"/>	
18	Leo Avila	94080	<input type="checkbox"/>	
19	Eric Mei	94112	<input checked="" type="checkbox"/>	
20	Vanessa	94115	<input checked="" type="checkbox"/>	

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Exhibit H:

Economic Impact Analysis

PetSmart Economic Impact Study

2675 GEARY BOULEVARD

PREPARED FOR : SAN FRANCISCO PLANNING DEPARTMENT

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1. Executive Summary

PetSmart, Inc. (PetSmart) is proposing to locate a new store (Proposed Project) in a newly built space at 2675 Geary Boulevard in San Francisco. The Proposed Project includes retail use, along with designated space for pet grooming and pet boarding. It is anticipated to open in 2020 and reach full and normal operations (stabilized occupancy) in 2025.

For approval of new large-scale retail uses, such as the Proposed Project, the San Francisco Planning Code requires that the Planning Commission review and consider the findings of an economic impact study (EIS). Consistent with these requirements, this study consists of the following three elements:

EMPLOYMENT ANALYSIS

Hatch evaluated the employment impact of the Proposed Project during its construction and operations, represented as FTE equivalents. These jobs were then evaluated for their projected wages, and whether total compensation for employees of the Proposed Project, including health insurance, paid leave, and other benefits, could be considered a living wage. This analysis, presented in Section 3.4, considers the wages of the Proposed Project in terms of the cost of living in San Francisco.

LEAKAGE ANALYSIS

This portion of the study analyzes whether the existing and projected demand for products and services provided by the Proposed Project will capture sales from existing stores or will fill a retail leakage (i.e. when local demand exceeds local retail sales) currently not served in the market. This section defines the market area and evaluates consumer demand and existing supply, and presents a qualitative assessment of whether the Proposed Project will complement existing retail, strengthen existing retail, or meet changing consumer preferences.

FISCAL IMPACT ANALYSIS

This section estimates the impacts of the Proposed Project on the city's General fund revenues and expenditures, as well as the City's facilities and infrastructure.

A summary of study findings is presented below.

EMPLOYMENT ANALYSIS

- Approximately 15 full time equivalent (FTE) temporary jobs will be created during the tenant improvement phase of the project, and approximately 29 FTE permanent jobs (or up to 38 people) will be created at the PetSmart store.
- PetSmart's reported wages at the Proposed Project average approximately \$20 per hour, which is comparable to retail sector wages in the San Francisco metropolitan area, and all wage ranges meet or exceed the City of San Francisco's minimum wage. Estimates of San Francisco's living wage range from \$20 to \$55 per hour. PetSmart's wages will fall slightly short of that, which is typical for retail jobs in San Francisco. This analysis, however, does not include non-wage benefits such as healthcare, 401k matching or transportation benefits (See Section 3.4.4)
- Currently, the U.S. Census block group of the Proposed Project attracts 28 percent of its employees from within San Francisco. PetSmart will likely attract a larger percentage of its workers from within the City given PetSmart participation in San Francisco's Office of Economic and Workforce Development's (OEWD) First Source Hiring Program.

LEAKAGE ANALYSIS

- The Proposed Project will not erode existing pet store and pet services spending in the San Francisco market. This is due to the existing pet spending demand that is not captured by businesses within San Francisco

(referred to as leakage) as well as the considerable projected growth in pet spending by 2025 and 2030. Existing leakage is estimated at \$61 million in 2018 and is projected to continue to grow.

- Hatch projects a total market demand for pet-related spending of \$271 million in 2025, in 2018 dollars. Of this \$271 million, approximately \$81 million is estimated to be new expenditures as the pet spending continues to grow San Francisco continuing a nationwide trend of increasing pet ownership and spending per pet.
- PetSmart stores in California typically see gross sales of approximately \$5 million. Considering the existing retail leakage in pet supply and the growth in this sector, Hatch projects gross sales for this location at \$6.5 million in 2025, conservatively. Hatch estimates these revenues will grow to \$8 million, in 2018 dollars, accounting for approximately 2 percent of total San Francisco pet related expenditures by 2030.

FISCAL IMPACT ANALYSIS

- The Proposed Project's net impact to the San Francisco's general fund would be positive fiscal impact of approximately \$26,000 per year at stabilized occupancy, estimated in 2025 when the PetSmart reaches full operation.
 - The Proposed Project will conservatively generate an estimated \$90,000 in annual general fund revenues, principally made up of sales taxes.
 - The Proposed Project will generate an estimated \$64,000 in annual general fund expenditures. These are conservative estimates as Hatch uses an average cost methodology and assumes no municipal savings from servicing an infill development parcel.

2. Project Description

The Proposed Project consists of locating a PetSmart within a 21,765-square-foot newly built space at 2675 Geary Boulevard in the Western Addition neighborhood of San Francisco. The subject building began construction 2018 with the proposed PetSmart opening in the spring of 2020. PetSmart anticipates reaching full operation (i.e. stabilized occupancy) by 2025.

The Proposed Project would invest approximately \$2.7 million in total construction to fit out the new building with associated tenant improvement necessary to operate a PetSmart. The PetSmart will include pet supply retail, pet grooming, and per boarding operations.

Hatch conservatively estimates the total gross annual sales of \$6.5 million upon stabilized occupancy; this equates to approximately \$300 per square foot. PetSmart further anticipates 35 to 40 jobs, of which between 50 and 60 percent will be part time. This is an employment density of approximate 550 to 625 square feet per employee. The gross sales per square foot and square foot per employee estimates are in line with national retail sales and densities (\$100 to \$450 in gross sales per square foot and 550 to 1,000 square feet per employee, respectively).

3. Employment Analysis

3.1. Construction Phase

Based on the construction value of the tenant improvements, the input-output economic model, Implan, estimates this project will generate 15 job-years of construction trade jobs.¹ This is consistent with estimates of job creation based on job multipliers recommended by the City of San Francisco's Controller's Office of Economic Analysis (OEA). The OEA recommends applying a direct job creation factor of 5.69 jobs per \$1 million in construction spending.

3.2. Operating Phase

Based on PetSmart estimates, there will be approximately 35-40 total employees working at the store once it is in operation. Approximately 50 percent of those will be part-time positions. This is equivalent to an employment density of roughly 550 square feet per employee. This is consistent with typical retail employment density estimates, which range between 550 and 1,000 square feet per employee.²

3.3. PetSmart Store Wages

PetSmart reports that San Francisco stores hourly jobs are paid based on job level. The range of pay encompassing all hourly positions is \$15.00 at the minimum and \$38.45 at the maximum.

Figure 1 compares the hourly wage ranges provided by PetSmart against regional wages paid in the retail industry. The industry wages are for the San Francisco-Redwood City-South San Francisco Metropolitan Division and therefore underestimate wages since wages in San Francisco are typically higher than wages in San Mateo County (South San Francisco to Redwood City). Accounting for this, the wages reported by PetSmart are in line with local industry wages.

¹ Data and software: MIG, Inc., IMPLAN System (2018 data and software), 1725 Tower Drive west, Suite 140, Stillwater, MN 55082, www.implan.com, 1997

² The U.S. Green Building Council ([USGBC](http://USGBC.org)) estimates Retail Employment Density for Retail stores at 550 square feet per employee. Other retail employment densities estimates in the western U.S. range from 650 to 1,000.

FIGURE 1 – COMPARISON OF PETSMART’S WAGES VS. RETAIL AND SERVICE OCCUPATIONS IN SAN FRANCISCO BAY AREA



Sources: PetSmart and U.S. Bureau of Labor Statistics. Illustrative occupations are based on median hourly wages for occupations in the San Francisco-Redwood City-South San Francisco metropolitan Division. Wages, as calculated by the Bureau of Labor Statistics (BLS), include employer contributions to 401(k) accounts. The range of wages for PetSmart does not include 401(k) contributions, even though they are available to their employees.

The ratio of sales persons and pet care specialists to supervisors in the PetSmart will be approximately three to one. In the San Francisco-Redwood City-South San Francisco metropolitan area, that ratio is approximately four to one. The majority of workers at the store will be in the lower end of the wage range provided by PetSmart, but that is typical.

3.4. Living Wage Analysis

3.4.1. What is a “living wage”?

A “living wage” has been defined as:

- “A subsistence wage”
- “The wage a full time worker would need to support a family of four above the federal poverty line”³

Based on our analysis, Hatch defines the “living wage” as a wage rate that allows residents to meet minimum standards of living in San Francisco. Additional information about what comprises a “minimum standard of living” is provided below.

³ Partnership for Working Families. <http://www.forworkingfamilies.org/resources/policy-tools-living-wage>

3.4.2. What is the estimated living wage in San Francisco?

There is no official estimate of living wage by a government entity. Hatch reviewed various sources and methodologies for estimating a living wage in San Francisco. The following estimates were deemed reliable and appropriate for this study:⁴

- Massachusetts Institute of Technology (MIT)'s Living Wage Calculator
- University of Washington (UW)'s Self-Sufficiency Standard
- Economic Policy Institute (EPI)'s Family Budget Calculator

These estimates were selected based on:

- Reputation: The organization has national or international reputation for producing reliable, peer-reviewed research.
- Transparency and replicability: The methodology used is clearly stated and data used are from reputable sources.
- Time and geographic applicability: Estimates must be no more than 2 years old and specific to the City and County of San Francisco.

These tools and their methodologies are described in more detail in Appendix A (Employment Analysis) Sections I and II. While methodologies and data sources vary, their general approach is to estimate an average hourly wage that a person or household working full-time, and living and working in San Francisco would need to cover basic needs such as:

- | | |
|------------------|------------------|
| • Housing | • Health Care |
| • Food | • Miscellaneous |
| • Transportation | • Taxes |
| • Child Care | • Emergency Fund |

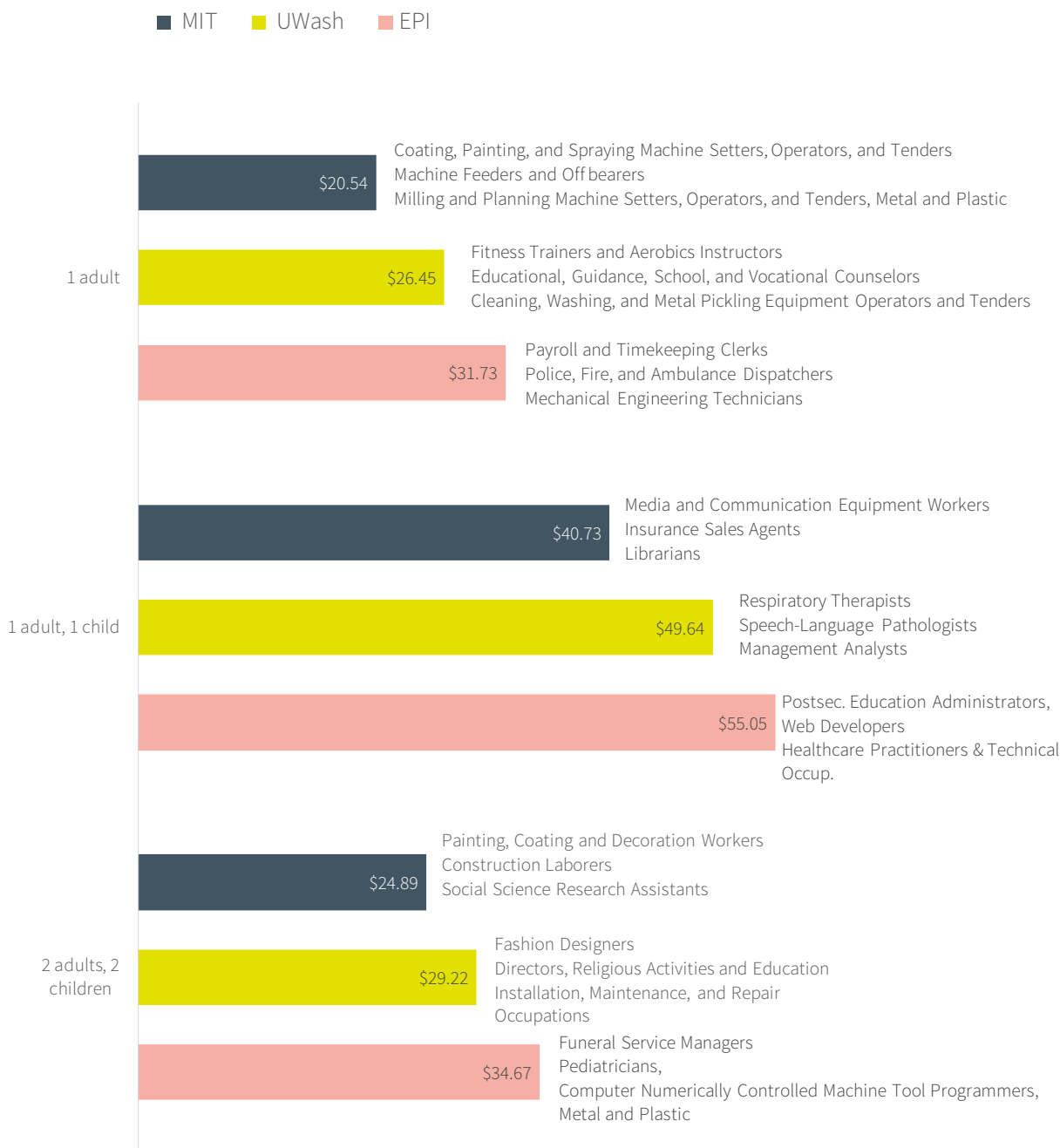
Figure 2 shows living wage estimates from MIT, UW, and EPI for the City of San Francisco for three types of household compositions. Figure 2 includes samples of occupations in the San Francisco Bay Area⁵ whose median wage match the estimated living wage.

Living wage estimates vary by household size, because the wage needed to cover a minimum standard of living will vary by the number people and the number of workers in the household.

⁴ The California Budget & Policy Center was also considered. However, their household categories did not allow for a direct comparison with estimates by other sources, therefore it is not included in this analysis.

⁵ Based on median hourly wages in the San Francisco-Redwood City-South San Francisco Metropolitan Division; U.S. Bureau of Labor Statistics

FIGURE 2 - LIVING WAGE ESTIMATES FOR SAN FRANCISCO BY HOUSEHOLD SIZE, 2018



Sources: MIT, University of Washington, EPI, U.S. Bureau of Labor Statistics. Illustrative occupations are based on median hourly wages for occupations in the San Francisco-Redwood City-South San Francisco Metropolitan Division. Wages, as calculated by the BLS, include employer contributions to 401(k) accounts. Living wage estimates do not include 401(k) contributions.

3.4.3. How do PetSmart store wages compare with living wages?

Figure 3 compares the range of wages at the new PetSmart store and the living wage for various household sizes. The City of San Francisco's minimum wage, the median wage for retail persons in the San Francisco Bay Area, and the federal poverty rate are included for reference. Figure 3 shows that:

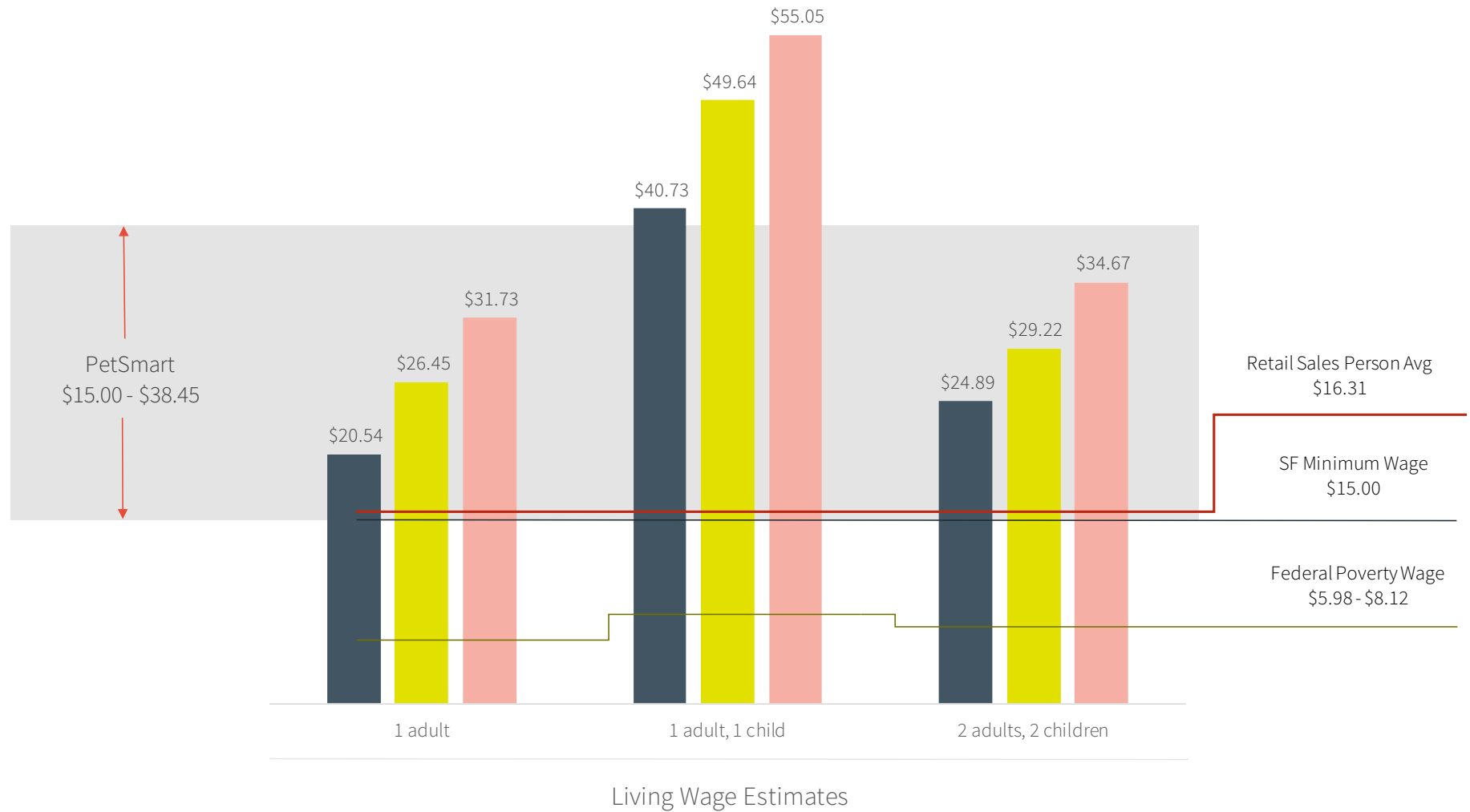
- 1) The range of wages paid by PetSmart falls within the range of living wage for 1-adult and 2-adult-2-children household but not for a single-parent household.

The wages of some PetSmart employees will fall short of the living-wage. However, that is true for a large number of all retail workers in the San Francisco-Redwood City-South San Francisco region. As shown in :

- 2) Figure 1, most wages for Retail Salespersons, Cashiers, and Stock Clerks are below \$20 an hour.⁶

⁶ The 75th percentile wage of each of these occupations is below \$19.56.

FIGURE 3 – WAGE COMPARISON: PETSMART WAGES VS. LIVING WAGE



Sources: MIT, University of Washington, EPI, U.S. Bureau of Labor Statistics. Illustrative occupations are based on median hourly wages for occupations in the San Francisco-Redwood City-South San Francisco Metropolitan Division. All living wage estimates assume full-time employment.

3.4.4. What is the impact of non-wage benefits?

Figure 3 does not account for non-wage benefits paid by PetSmart to its employees. According to information provided by the company, PetSmart employees will receive the following benefits:

- Comprehensive health and wellness programs for team members, including healthcare benefits, dental benefits, and flexible spending accounts for health care and dependent day care. Eligibility is based on average hours worked. The MIT and UW estimates assume employer-sponsored health insurance, but the EPI estimate does not. We do not have information about the cost of PetSmart's healthcare plans to employees; it is possible that they have better, more inexpensive coverage than MIT and UW assume, which would make the wages paid by PetSmart more competitive relative to the estimated living wages.
- Financial resources. Additionally, a \$0.50 on the dollar 401(k) (up to 6 percent) match for all team members. None of the living wage estimates account for retirement savings; assuming that employees manage to make 401(k) contributions, the employer match up to 6 percent make the wages paid by PetSmart more competitive relative to the estimated living wages.
- Transportation benefits up to \$260 per month, which allow team members to pay for work-related commuting costs through before-tax payroll deductions. The living wage estimates assume taxes must be paid on all income. The tax savings associated with this contribute to employees' effective wages, making the wages paid by PetSmart more competitive relative to the estimated living wages.

PetSmart will also comply with the City of San Francisco's Health Care Security Ordinance (HCSO). Under HCSO, any team member who works 8 hours per week or more in San Francisco and has worked for PetSmart for at least 90 days is eligible for a medical expense contribution from PetSmart of \$2.83 per hour paid.

3.5. Local Impacts

PetSmart is not subject to local hiring requirements.⁷ Currently, employers in San Francisco Census Tract 157.00, Block Group 1, which is where the proposed PetSmart is located, hire approximately 6 percent of their workers within a 1-mile radius, and 28 percent of their workers from the City of San Francisco. Both of these numbers are lower than San Mateo County Census Tract 6016.03, Block Group 1, which is where the nearest currently operating PetSmart is located. Employers in that block group hire approximately 10 percent of their workers within a 1-mile radius, and about 35 percent of their workers from San Mateo County. This suggests that the establishment of a PetSmart in the San Francisco neighborhood in question may increase the rate of local hire.

⁷ Public Works or improvement projects with an engineer's estimate of \$600,000 or more and advertised for bid on or after March 25, 2011 are covered by the Local Hiring Policy for Construction. <https://oewd.org/local-hire>

FIGURE 4 – COMMUTE PATTERNS IN SAN FRANCISCO CENSUS TRACT 157.00, BLOCK GROUP 1

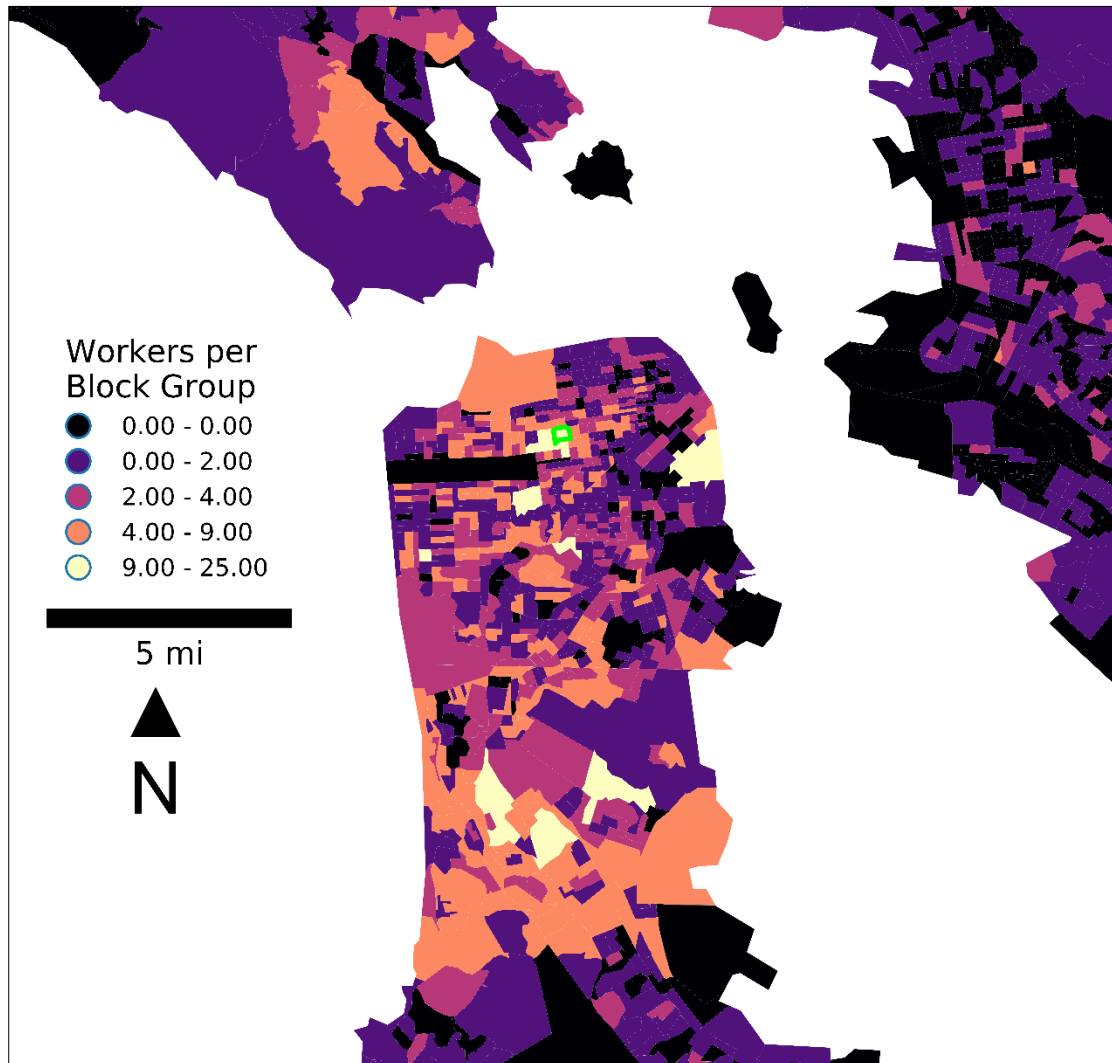


TABLE 1 – WORKER ORIGINS FOR CENSUS TRACT 157.00, BLOCK GROUP 1

	Count	Share
Total All Jobs	5,828	100.0%
Within 1 mile of block group	362	6.2%
San Francisco	1,609	27.6%
Alameda County	819	14.1%
San Mateo County	802	13.8%
Contra Costa County	623	10.7%
Santa Clara County	454	7.8%
Marin County	303	5.2%
Solano County	217	3.7%
Sonoma County	181	3.1%
Napa County	49	0.8%
Outside Bay Area	771	13.2%

Source: Longitudinal Employer-Household Dynamics, US Census Bureau, 2015.

4. Leakage Analysis

4.1. Market Area

Hatch calculated pet spending supply and demand in the City of San Francisco as a whole; as such, the findings presented in the main body of this report will refer to the Proposed Project's effects throughout San Francisco. This is likely a conservative assumption, given that the southern portion of San Francisco is outside of 15-minute driving shed radius of the Proposed Project, and therefore outside of what would be considered the primary market area. For a more detailed discussion on the difference between primary and San Francisco areas see Appendix B (Leakage Analysis).

4.2 Market Demand

Hatch calculated pet spending supply and demand in the City of San Francisco as a whole; as such, the findings presented in the main body of this report will refer to the Proposed Project's effects throughout San Francisco. This is likely a conservative assumption, given that the southern portion of the City is outside of the 15-minute driving shed radius of the Proposed Project, and therefore outside of what would be considered the primary market area. For a more detailed discussion of the difference between the primary and San Francisco market areas, see Appendix B Section I.

In 2018, there were approximately 372,700 households in the City of San Francisco, according to the Citywide Nexus Analysis.⁸ According to the 2017 American Community Survey, the median household income in San Francisco is \$96,265.⁹

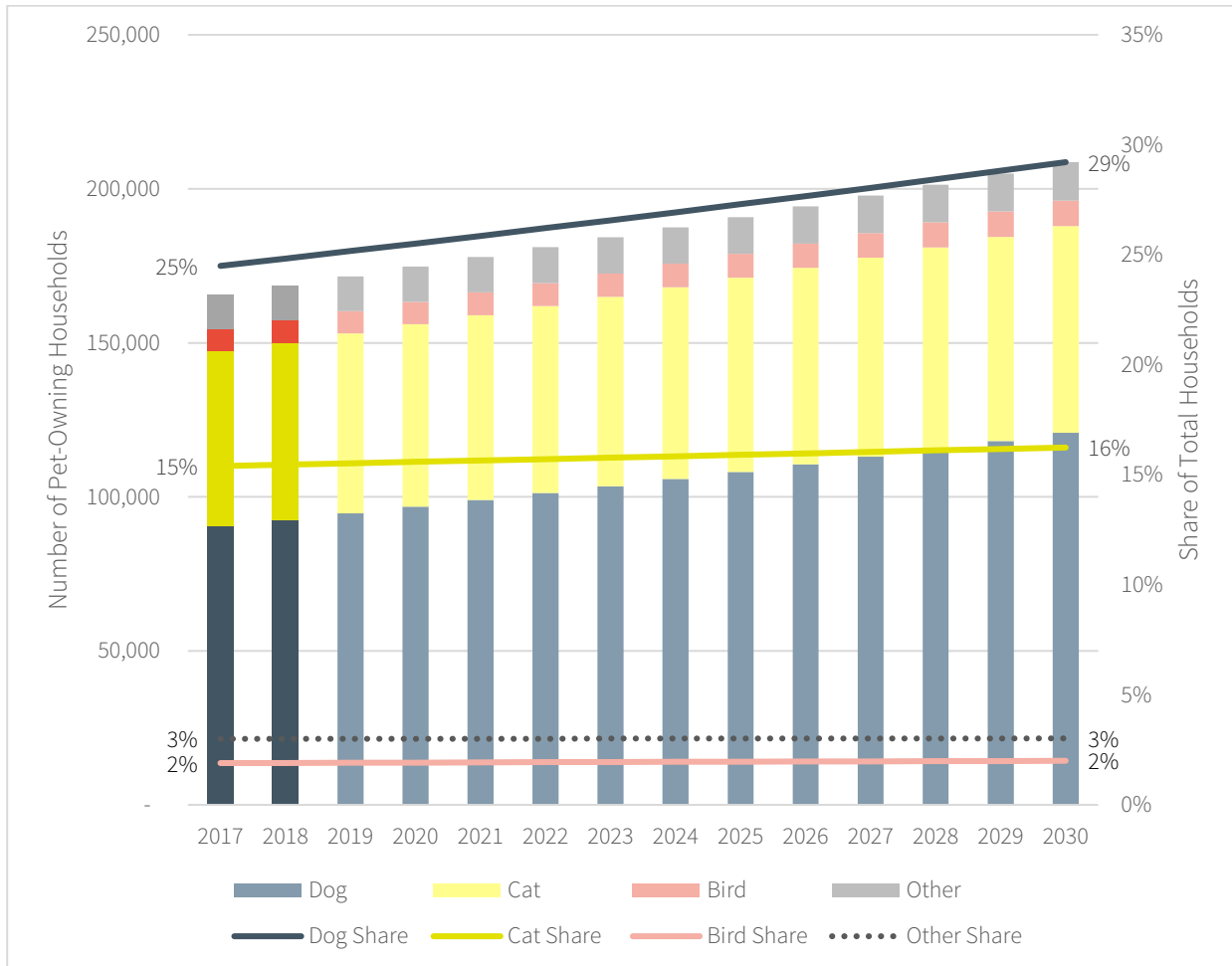
In 2018, 24 percent of households in the city of San Francisco owned a dog, 15 percent of households owned a cat, 3 percent owned a bird, and 2 percent owned another animal. Because pet-ownership data categorizes households by species, households that owned two types of pets are counted in both categories.

Using household growth projections from the 2014 San Francisco Citywide Nexus Analysis and the average annual growth of dog, cat, and bird ownership between 2012 and 2017 from the American Pet Product Association, Hatch projected the growth of pet ownership out to 2040. See Figure 5, below.

⁸ San Francisco Planning Department, "San Francisco Citywide Nexus Analysis," 2014.

⁹ U.S. Census American Community Survey 2012-2017 5 Year Average, Table B1903

FIGURE 5 – PROJECTED PET OWNERSHIP IN SAN FRANCISCO, 2017-2030



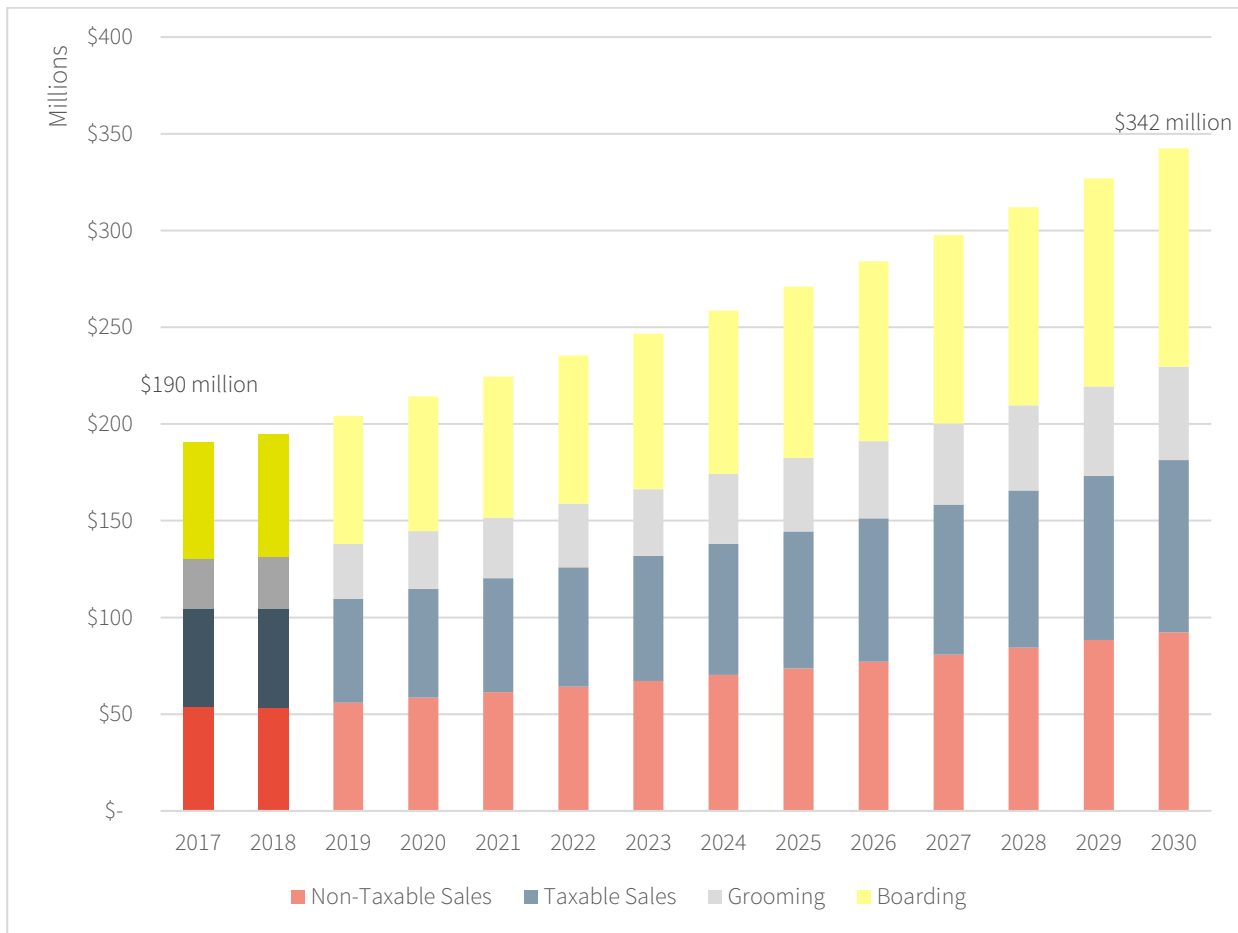
Source: Pet ownership share: APPA, 2018. Household growth: San Francisco Citywide Nexus Analysis, 2014.

Based on the projected increase in the population and growth in pet spending, Hatch applied a four percent annual increase in pet spending per pet-owning household in 2018 dollars. This is lower than the fifteen-year average published by the APPA, but reflects post-recession increases in spending and the anticipated plateau of total spending.

Hatch estimates total San Francisco non-veterinary pet-related spending, discounted as discussed in Appendix B Section III, at \$245 million (in 2018 dollars) in 2020, the year the Proposed Project begins operations, and \$345 million by 2025, the year the Proposed Project reaches stabilized operations.

Even with existing and increasing competition from e-commerce and other retailers, the demand for pet products purchased from a pet store remains substantial, as can be seen in Figure 6 below.

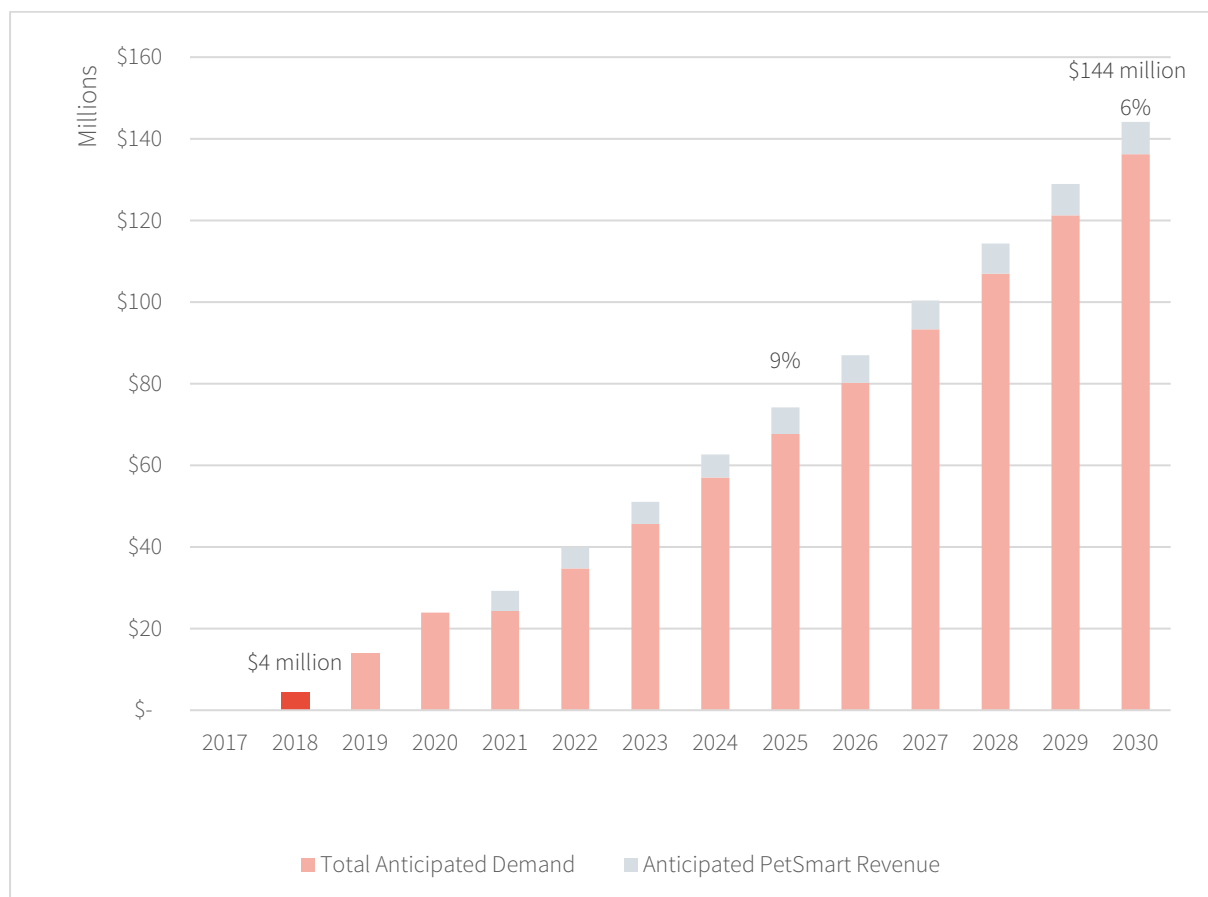
FIGURE 6 – PROJECTED TOTAL SAN FRANCISCO AREA DEMAND (IN 2018 DOLLARS), 2017-2030



Source: Pet spending APPA, 2018; ASPCA, 2018. Household growth: San Francisco Citywide Nexus Analysis, 2014. Figures have been discounted for e-commerce and alternate retailer spending.

PetSmart estimates the annual revenue of the Proposed Project to be approximately \$6.5 million per year at stabilized occupancy. Hatch estimates that sales will conservatively grow to approximately \$7.9 million (in 2018 dollars) in 2030. This is equivalent to 6 and 8 percent of new demand in the city of San Francisco, as shown in Figure 7.

FIGURE 7 – PETSMART’S PROJECTED SHARE OF NEW SAN FRANCISCO DEMAND (IN 2018 DOLLARS)



Source: Gross receipts: Bureau of Labor Statistics County Business Patterns, 2016. Projected PetSmart revenue: PetSmart, 2019. Household growth: San Francisco Citywide Nexus Analysis, 2014. Pet-related spending: APPA, 2018.

4.3 Market Supply

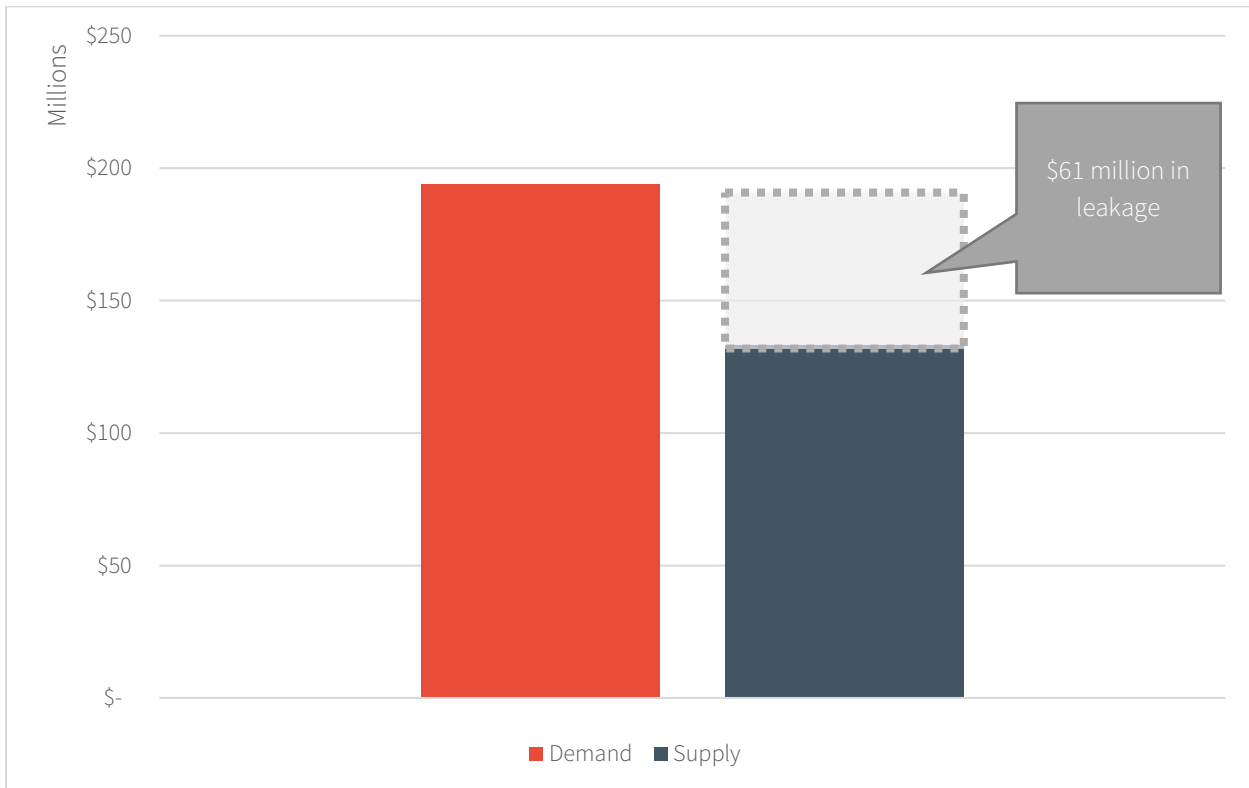
Hatch carried out a direct survey of the existing inventory of pet stores, pet boarding businesses and pet salons in San Francisco. There are approximately 32 existing pet supply stores and 27 grooming and pet salons in the city with space for approximately 100 animals. Approximately nine pet hotels, accommodating an estimated 650 animals, are located in San Francisco.

As discussed in greater detail in Appendix B Section I, the pet supply stores, salons, and hotels that are located more than a 15-minute driving distance from the Proposed Project are not considered potential competition. This is because Hatch considers residents of those areas of the city to be more likely to visit the PetSmart in Daly City, which more easily accessible via freeway and provides more parking than the Proposed Project. Because of this, Hatch estimates that these institutions are less likely to be impacted by the introduction of the Proposed Project. Appendix B describes in more detail regarding PetSmart’s primary and secondary trade areas which informs the projected store sales and its estimated share of sales in these discreet markets.

4.4 Leakage Analysis

Hatch estimates that the demand for pet products and services in San Francisco in 2018 was approximately \$194 million. However, total receipts for pet products and services were approximately \$133 million. This equates to \$61 million in demand that is being spent outside of the market (that is, leakage).¹⁰

FIGURE 8 – PET-RELATED DEMAND LEAKAGE, 2018

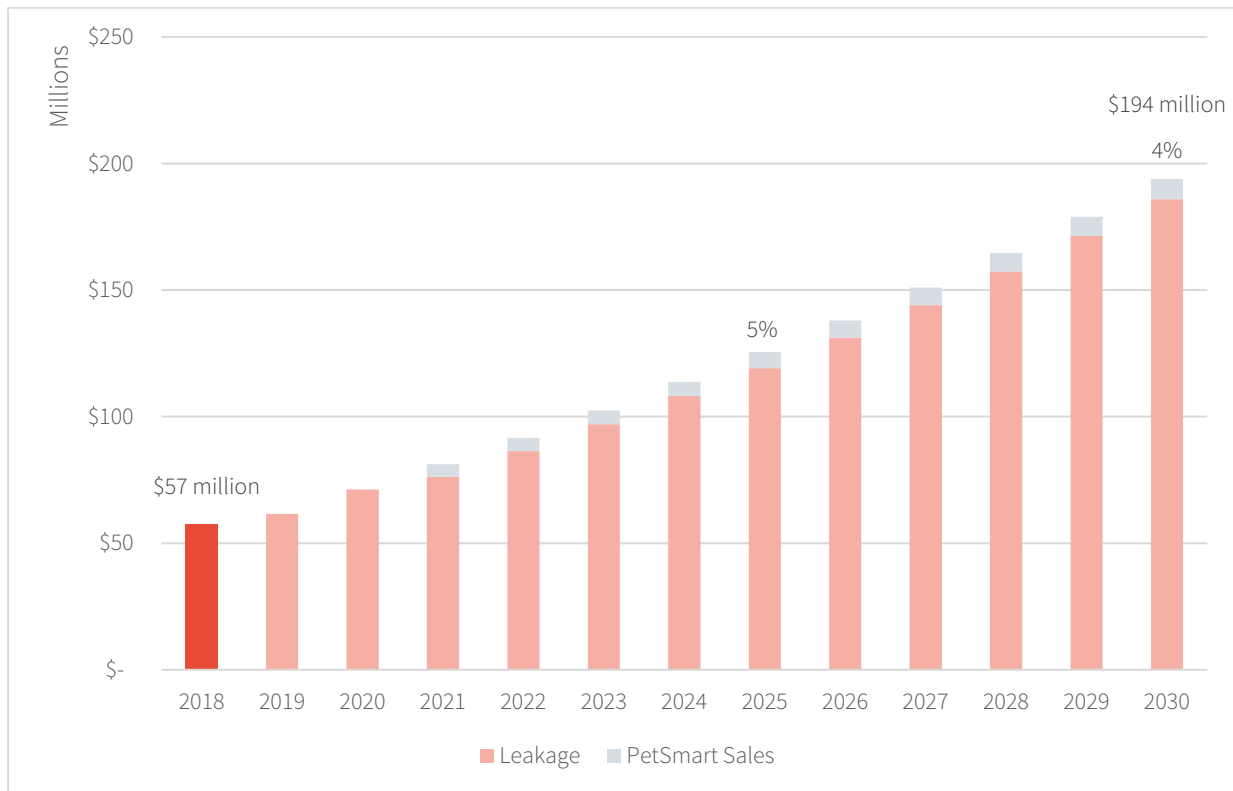


Source: Hatch, 2019.

PetSmart projected that the gross sales for the Proposed Project will be \$6.5 million in 2025. Hatch estimates, conservatively, that this will grow to approximately \$8 million annually, in 2018 dollars, in 2030. These projected sales make up approximately 2 percent of total anticipated San Francisco demand in 2025, and approximately 11 percent of existing leakage. Assuming that existing supply in San Francisco stays steady until 2030, PetSmart's annual revenue would make up only 4 to 5 percent of the projected demand leakage between 2025 and 2030 (see Figure 9).

¹⁰ It's important to note that this \$61 million includes untracked spending that takes place in the informal economy, including independent dog-walkers or workers who use mobile apps like TaskRabbit.

FIGURE 9 – PROJECTED PETSMART REVENUE AS A SHARE OF LEAKAGE



Source: Hatch, 2019.

It is difficult to quantify how much leakage is absorbed by informal economies and services, but it indicates an underserved demand. The results of this quantitative analysis indicate that the introduction of the Proposed Project would lead to a modest increase in market capture in San Francisco.

Competition for pet-related spending exists for specialty pet retailers in the form of grocery stores, general merchandise stores, and big box retailers; however, due to the substantial amount of demand that exists in San Francisco, which is anticipated to grow consistently between 2019 and 2030, and considering the sizable amount of leakage that currently exists in the market, Hatch estimates that there is ample space in the existing pet-related supplies and services market. Hatch's analysis indicates that PetSmart would provide a complementary role in the pet supply market and operate with existing establishments and serve growing demand. Further, the location of the Proposed Project, in an existing retail cluster, strengthens an established retail destination.

5 Fiscal Impact Analysis

5.2 Major Assumptions

The general fund revenue and service cost impacts have been estimated on an annual basis. As noted in Table 2, PetSmart is projected to open in the spring of 2020 and it will not reach full and normal operations (stabilized operations) until 2025. Nonetheless, the analysis is presented in current dollars, rather than inflated to a future nominal value.

TABLE 2 – SUMMARY INFORMATION

	<u>Proposed Project ¹</u>
Tenant	PetSmart
Gross Square Footage ³	21,765
Construction Period	21 months
Tenant Improvement Costs ²	
Hard Costs	\$2,500,000
Soft Costs	\$200,000
Total	<u>\$2,700,000</u>
Estimated date of opening	Spring 2020
Year of stabilized Operations	2025
Gross Annual Sales at stabilization	
Total	\$6,500,000
Per square foot ³	\$299
Jobs during stabilized operations	35-40
Employment Density (Sq. ft. per employee) ⁴	550-625
Share of part-time workers	50-60%

Notes:

¹ Unless otherwise noted, information provided by PetSmart. All assumptions are based on projections and estimates for this specific project, not on hypothetical or company-wide averages.

² Contains information provided by Acadia Realty.

³ Consistent with average retail sales per square foot, typically \$100-450 nationally.

⁴ Consistent with average retail employment densities, typically 550-1,000.

5.3 Estimated General Fund Revenues

Based on an independent market analysis performed by Hatch, the PetSmart would generate approximately \$55,000 in annual taxable sales and a combined estimated \$90,000 in annual General Fund revenues, approximately, as shown in Table 3. The vast majority of the revenues (61 percent) would be in Sales Taxes.

Detailed information about the methodology for estimating General Fund Revenues is presented in Appendix C Section I.

TABLE 3 – GENERAL FUND REVENUE ESTIMATES

On-Site Employment and Population Served at stabilization

	Proposed Project
Residents ¹	0
Workers ²	38
Population Served ³	19

Revenue Category⁴	Average Factor⁴	Factor Basis	Estimated Revenues	
			\$ amount	% of Total
Property Taxes ⁵	See Table 7	Proportional Valuation	\$18,956	21%
Other Local Taxes				
Other Local Taxes	\$53.70	Per Population Served	\$1,020	1%
Parking Tax ⁶	\$66.07	Per Population Served	\$1,255	1%
Sales & Use Tax ⁷	See Table 8	Proportional Valuation	\$55,107	61%
Utility Users Tax	\$80.23	Per Population Served	\$1,524	2%
Business Taxes				
Gross Receipts Tax	See Table 9	Proportional Valuation	\$7,650	8%
Registration Fee ⁸	See Footnote	Proportional Valuation	\$426	0%
Fines and Forfeitures	\$3.64	Per Population Served	\$69	0%
Licenses, Permits & Franchises	\$24.17	Per Population Served	\$459	1%
Charges for Services	\$192.27	Per Population Served	\$3,653	4%
Total General Fund Revenues			\$90,121	100%

Notes:

¹ The project is commercial therefore there will be no on-site residents

² Represents the average of employment estimates. See Table 2.

³ Population Served represents residents plus one half of workers.

⁴ See Table 6 for description of revenue categories and estimate of revenue factors.

⁵ The assessed value of land is assumed to remain constant. Only structures, personal property, and fixtures will be impacted by the proposed project.

⁶ Revenue from the City's 25% tax on privately-held parking spaces

⁷ For PetSmart estimates see Table 8.

⁸ The registration fee is based on gross receipts, and the schedule can be found at https://sftreasurer.org/RG2019_instructions. Schedule B was used, as it applies to retail businesses.

5.4 Estimated General Fund Expenditures

The Proposed Project would generate an estimated \$64,000 in annual General Fund expenditures. The largest General Fund expenditure associated with the project is Public Protection, which accounts for nearly a third of the estimated general fund expenditures.

The fiscal analysis uses a standard average cost method to determine future general fund expenditures incurred from the proposed PetSmart. This analysis is a conservative approach and assumes that every General Fund expenditure category is impacted by the Proposed Project. In previous Fiscal Impact studies for the City of San Francisco, certain categories, such as Human Welfare & Neighborhood Development, are not considered to be impacted by commercial projects. Table 4 presents a summary of the General Fund expenditure categories impacted by the Proposed Project.

Furthermore, as noted in the methodology discussion, Hatch's model sets the percent variable of each revenue category to 100 percent, rather than adjusting expenditure factors for the portion that varies with the increase in population/workers. This is a very conservative approach that overestimates the General Fund expenditures associated with the Proposed Project. Therefore, Hatch's estimates represent an upper limit of potential General Fund expenditures generated by the Proposed Project.

For additional information the average factors used in estimating the General Fund expenditures see Table 6 in Appendix C Section I.

TABLE 4 – GENERAL FUND EXPENDITURE ESTIMATES

On-Site Employment and Population Served at stabilization				
Proposed Project				
Residents ¹	0			
Workers ²	38			
Population Served ³	19			
GF Expenditure Category	Average		Estimated Expenditures	
	Factor⁴	Factor Basis⁴	\$ amount	% of Total
Public Works, Transportation & Commerce	\$123.40	Per Population Served	\$2,345	4%
Community Health	\$698.26	Per Population Served	\$13,267	21%
Public Protection	\$1,090.90	Per Population Served	\$20,727	32%
Human Welfare & Neighborhood Dev	\$807.31	Per Population Served	\$15,339	24%
General Administration & Finance	\$290.69	Per Population Served	\$5,523	9%
General City Responsibilities	\$219.87	Per Population Served	\$4,178	7%
Culture & Recreation	\$129.33	Per Population Served	\$2,457	4%
Transfers Out	\$0.00	Not estimated		
Total General Fund Expenditures			\$63,835	100%

Notes:

¹ The project is commercial therefore there will be no on-site residents

² Represents the average of employment estimates. See Table 2.

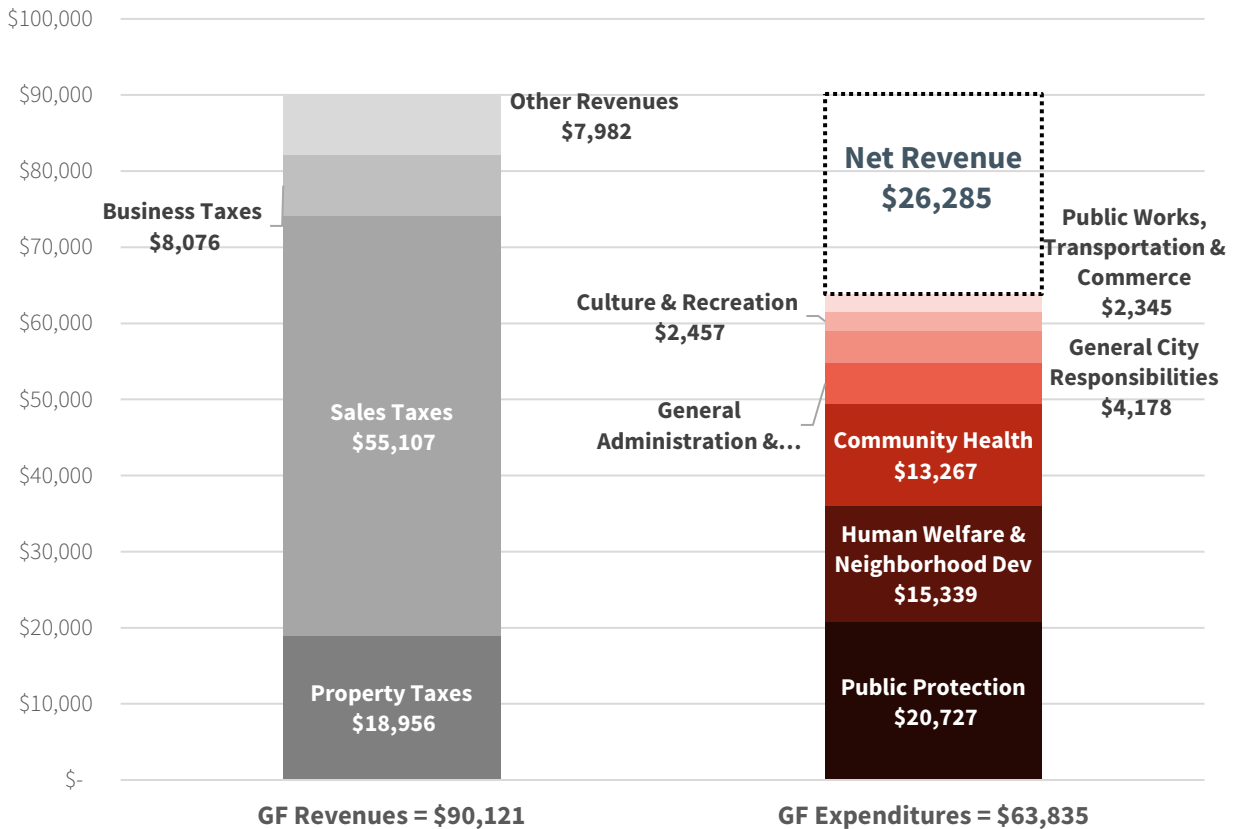
³ Population Served represents residents plus one half of workers.

⁴ See Table 10 for description of expenditure categories and estimate of factors.

5.5 Estimated Net Fiscal Impact

Figure 10 shows the net impact to the General Fund. The net impact is estimated as revenue less expenditures. The Proposed Project would generate approximately \$26,000 in net annual revenue to the general fund. This does not account for benefits the city will receive from increased revenue going to earmarked funds, such as Proposition K (transportation funding) and business health licenses.

Figure 10 - Estimated Net Fiscal Impact



Notes: Business Taxes include Gross Receipts Tax and Registration Tax. See Table 3 and Table 4.

5.6 Contribution to City's Facilities and Infrastructure

The Proposed Project involves the occupancy of 21,765 square feet of new retail space. However, the building itself has already been permitted and approved. No one-time costs or revenues to the city will be created by the Proposed Project.

Appendix A (Employment Analysis)

I. Living Wage Estimates Methodology Comparison

	MIT'S LIVING WAGE CALCULATOR	UW'S SELF SUFFICIENCY STANDARD	EPI'S FAMILY BUDGET CALCULATOR
HOUSING	HUD's Fair Market Rent (FMR)	HUD's FMR (single adult lives in 1-bedroom instead of studio)	HUD's FMR, but adjusted by county based on relative ACS rents
FOOD	USDA's "Low-Cost Food Plan," adjusted by national region	USDA's "Low-Cost Food Plan," adjusted by county	USDA's "Low-Cost Food Plan," adjusted by county
TRANSPORTATION	Uses a national average, and adjusts by national region	Assumes monthly MUNI pass	Calculates an average based on county-level mode and distance data
CHILDCARE	Uses statewide average, assumes cheapest care option	Uses county-specific 85 th percentile costs	Uses statewide average, and adjusts by county based on above-mentioned relative rents
HEALTHCARE	Uses statewide average for premiums on employer-sponsored insurance, and national average out-of-pocket expenses adjusted by national region	Uses statewide average for all costs (assumes employer-sponsored insurance), adjusts based on county	Assumes you must purchase bronze-plan insurance without subsidy, uses a regional average for out-of-pocket costs
MISCELLANEOUS (E.G. PHONE PLAN, CLOTHES, SCHOOL SUPPLIES, ETC.)	Uses a national average (consumer expenditure survey), and adjusts by national region	Assumed to be equal to 10 percent of all other costs	Uses consumer expenditure survey, adjusts by county based on above-mentioned relative rents
EMERGENCY FUND	None	Builds in enough to live on unemployment for ~10 weeks every 5 years	Does not specify

II. Sources

i. Massachusetts Institute of Technology (MIT)'s Living Wage Calculator

The Living Wage Calculator was first created in 2004 by Dr. Amy K. Glasmeier, a professor of Economic Geography and Regional Planning in the Urban Planning department at MIT. The current version of the calculator was updated in 2016, and we have adjusted the numbers to 2018 dollars.

ii. University of Washington (UW)'s Self-Sufficiency Standard

The California Family Economic Self-Sufficiency Standard (SSS) was created by a partnership between the Insight Center and the University of Washington. Together, they have been maintaining this measure for over a decade. The current version was updated in 2018, and uses 2018 dollars.

iii. Economic Policy Institute (EPI)'s Family Budget Calculator

Economic Policy Institute (EPI) is a nonprofit, nonpartisan think tank created in 1986 to include the needs of low- and middle-income workers in economic policy discussions. Their Family Budget Calculator is maintained by Elise

Gould, Zane Mokhiber, and Kathleen Bryant. The current version was most recently updated in 2017. Hatch's analysis adjusts the numbers to 2018 dollars.

III. Hatch's review of methodologies

Hatch reviewed the methodology of each of the living wage calculators. While, each of the calculator's methodology was deemed to be reliable, replicable and transparent, there are a few potential issues with each of these estimates.

Fair Market Rents: All three living wage calculators use federally-determined Fair Market Rent (FMR) to estimate housing costs. FMR is designed to estimate the 40th percentile of housing costs (i.e. 40 percent of listings are at or below that price), but according to a 2017 study by UC Berkeley, FMR grossly underestimates 40th percentile rents in rapidly growing housing markets like San Francisco's. According to that study, only 26 percent of listings in the San Francisco Bay Area were at or below FMR.

MIT: MIT estimates the lowest living wage. There are 4 main issues with their methodology that lead it to potentially underestimate the cost of living in San Francisco. First, it uses FMR to determine housing costs. Second, it uses national averages, and only adjusts those costs based on broad national regions. San Francisco prices are much higher than the vast majority of the "west," which includes Arizona, Nevada, Idaho, Hawaii and Alaska along with the west coast. These national estimates are used for food costs, transportation costs, out-of-pocket healthcare expenses, and miscellaneous expenses (which includes essentials like clothing in addition to entertainment). Third, for childcare, MIT uses a statewide average. San Francisco has one of the highest minimum wages in California (and is set to have *the* highest), and childcare labor follows suit. Fourth, MIT assumes no rainy-day fund, which is a necessity for employees with no employment protections, particularly if they have children.

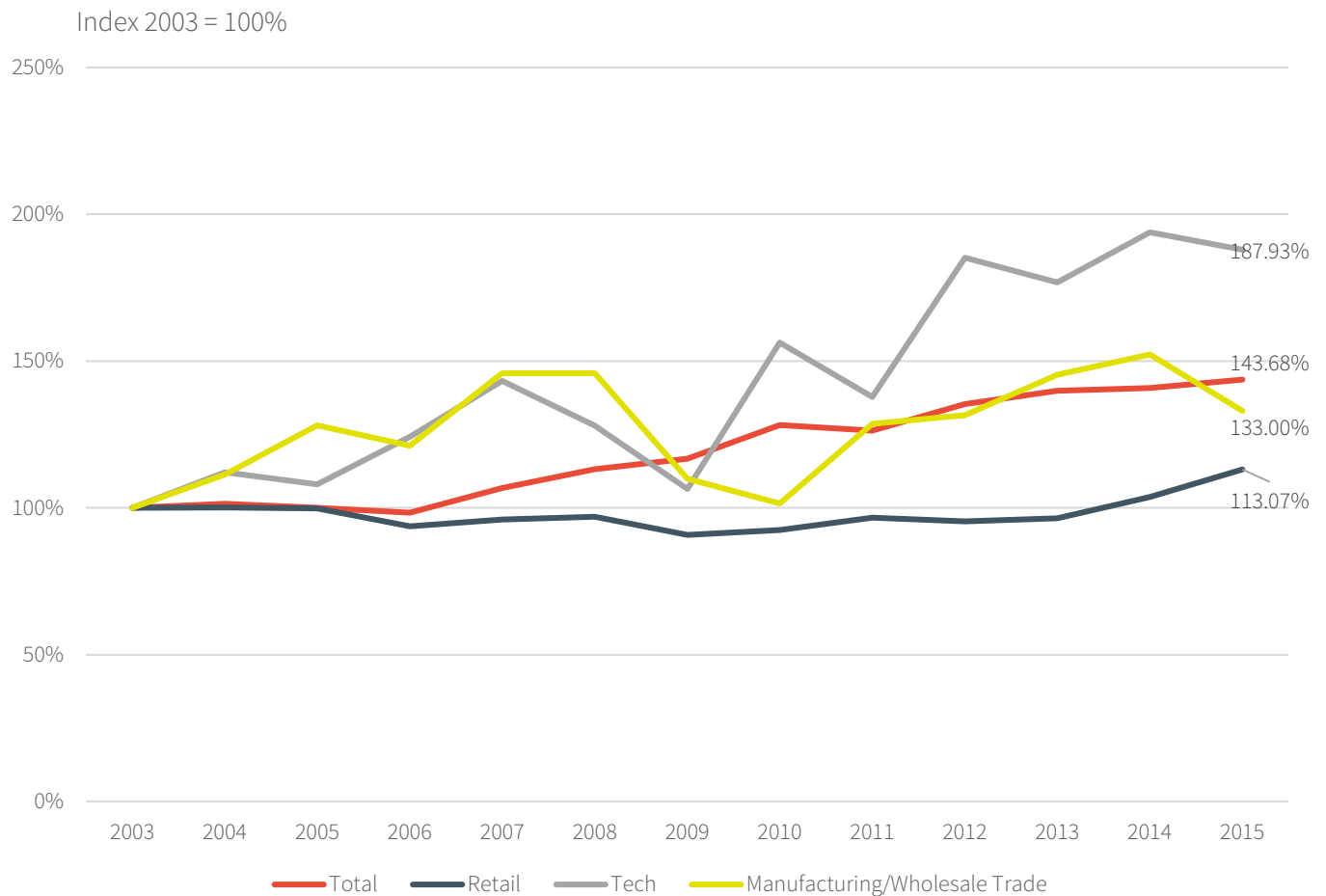
UW: This measure is probably the most accurate minimum living wage estimate, but it still has a couple issues. First, it uses FMR to estimate housing costs. And second, it assumes that a monthly MUNI pass will cover 100 percent of transportation expenses, and does not allow any budget for regional mobility (i.e., outside of San Francisco).

EPI: EPI is the only measure that adjusts housing cost estimates based on relative county costs within the Bay Area, which alleviates some of the issues with FMR, although the housing estimate is still probably on the low side. However, there are two main problems with their methodology. First, for healthcare, it assumes that the worker is responsible for 100 percent of their health insurance premiums. PetSmart offers employer-sponsored health insurance, but even if employees do not qualify for it or choose not to take it, they can purchase a subsidized health insurance plan from Covered California, or could potentially qualify for Medi-Cal or Healthy San Francisco. And second, the county-based adjustments that EPI uses to determine the local cost of national and state averages (for things like food, transportation, childcare, and miscellaneous costs) are based on relative housing costs. In a market with high housing costs like San Francisco, the relative cost of housing may be higher than the relative cost of other expenses, particularly things like food, clothing, and transportation, which rely on minimal local labor.

IV. Proposed Project's Contribution to Job Opportunities in Zip Code 94118

Figure 11 shows that retail job growth in the Western Addition/Presidio Heights/Inner Richmond neighborhoods (zip code 94118) has not kept pace with overall job growth in the neighborhood. It has particularly lagged behind Professional, Scientific, Technical Services and Information.

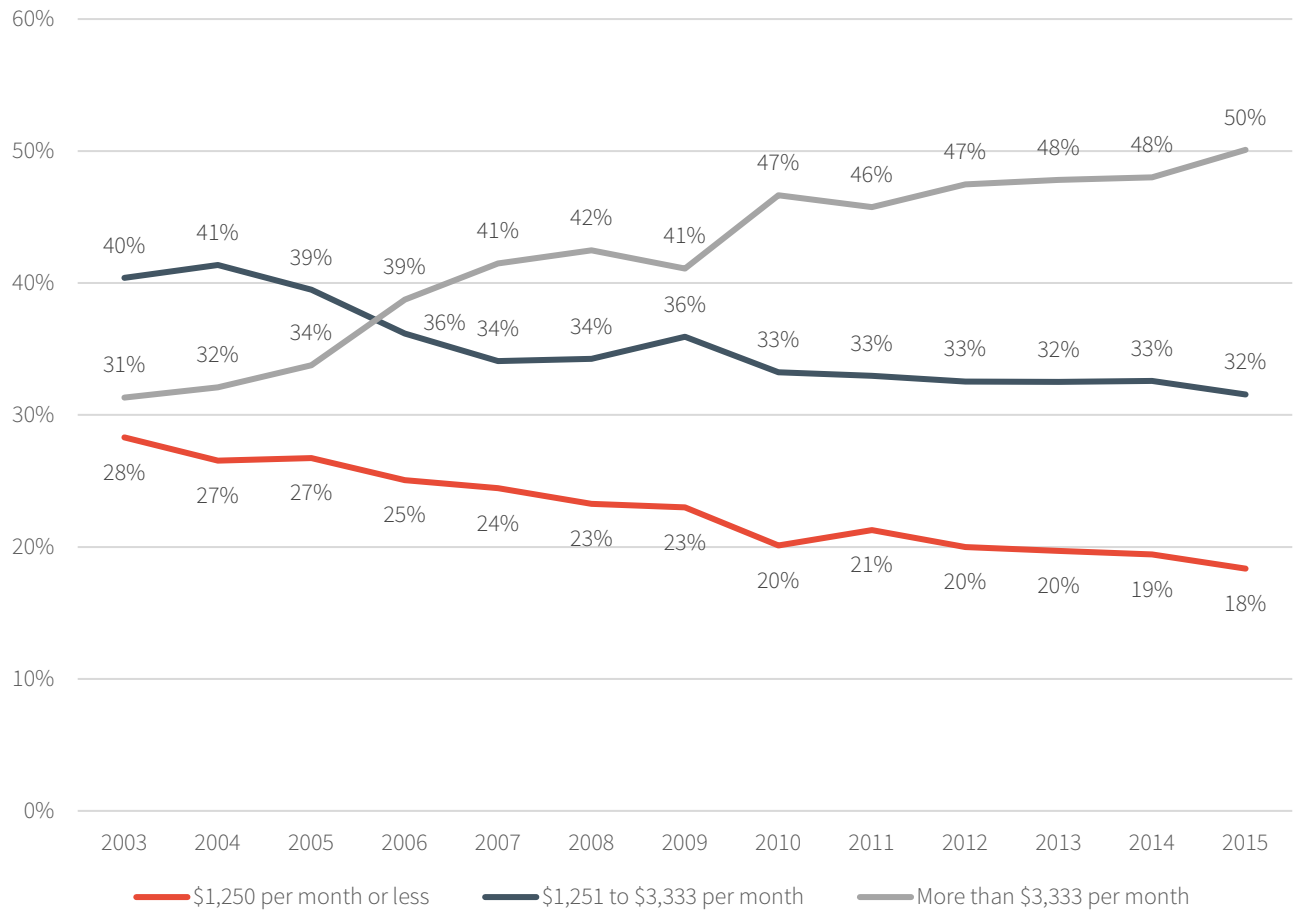
Figure 11 – Job Growth by Industry in Zip Code 94118



Source: LEHD On The Map analysis. “Tech” is defined as Information and Professional, Scientific, and Technical industries.

Figure 12 shows job growth in the 94118 Zip code by wage level. As of 2018, minimum wage for a full-time worker in San Francisco (\$15/hr) is approximately \$2,600 per month, so the lower categories on this chart are mostly part-time workers. What this shows is that the number of part-time and low-wage workers in the area has declined in the area by about 10 percent since 2003, while high-wage jobs have almost doubled in the same period.

FIGURE 12 – JOB GROWTH BY WAGE GROUP IN ZIP CODE 94103



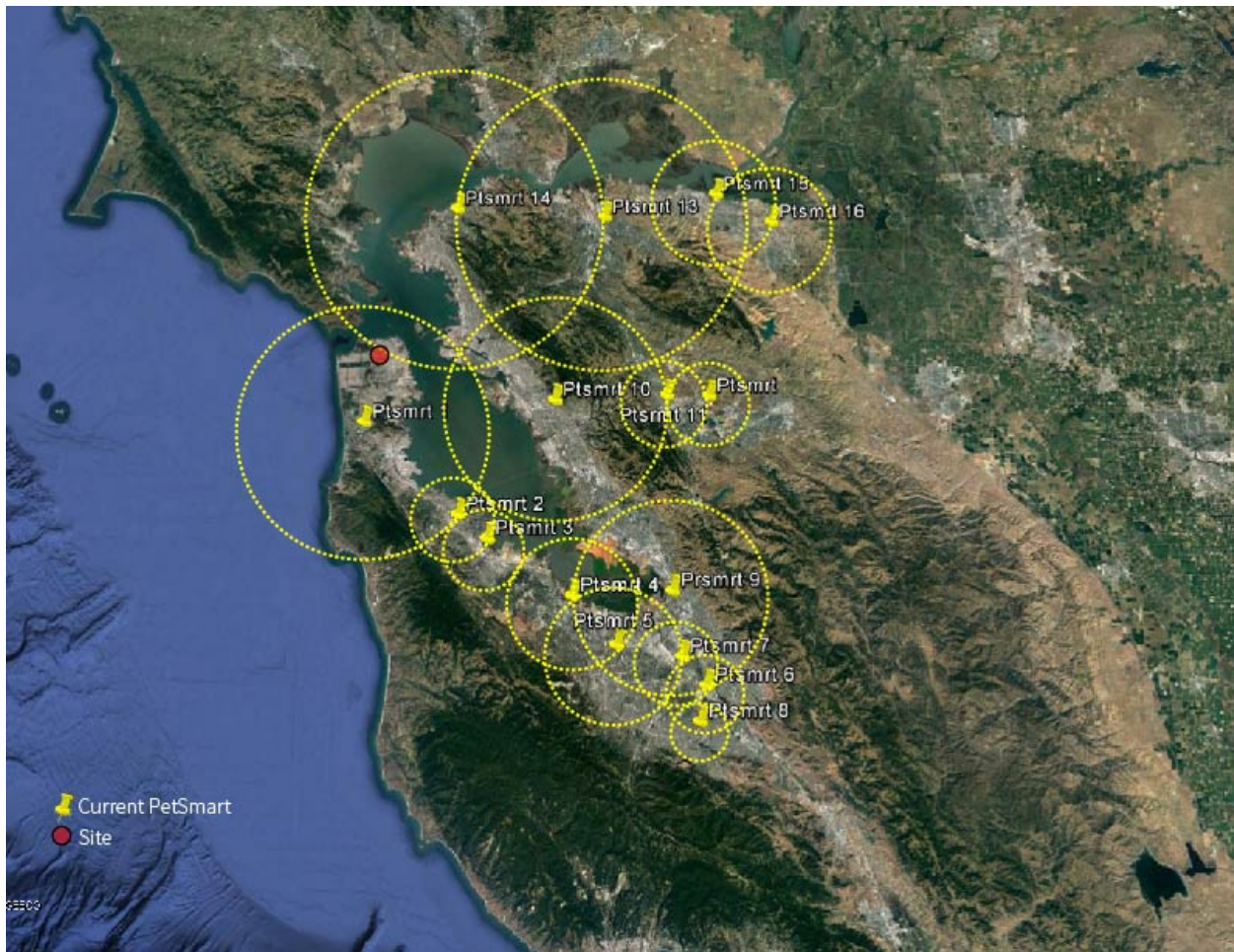
Source: LEHD On The Map, 2015.

Figure 11 and Figure 12 show that jobs opportunities for the working-class labor force have decreased in the neighborhood, while job opportunities for higher-earners have increased significantly.

Appendix B (Leakage Analysis)

I. Market Area (Primary vs. San Francisco)

FIGURE 13 – PETSMART LOCATIONS IN THE BAY AREA WITH RADIUS TO THE CLOSEST PETSMART LOCATION



SOURCE: ESRI BUSINESS ANALYST, 2019.

For the purposes of this report, Hatch determined both primary and San Francisco market areas. Hatch determined that the primary market area was within a 15-minute driving shed radius of the Proposed Project. This driving radius was then outlined to include each Census tract that fell within the driving shed.

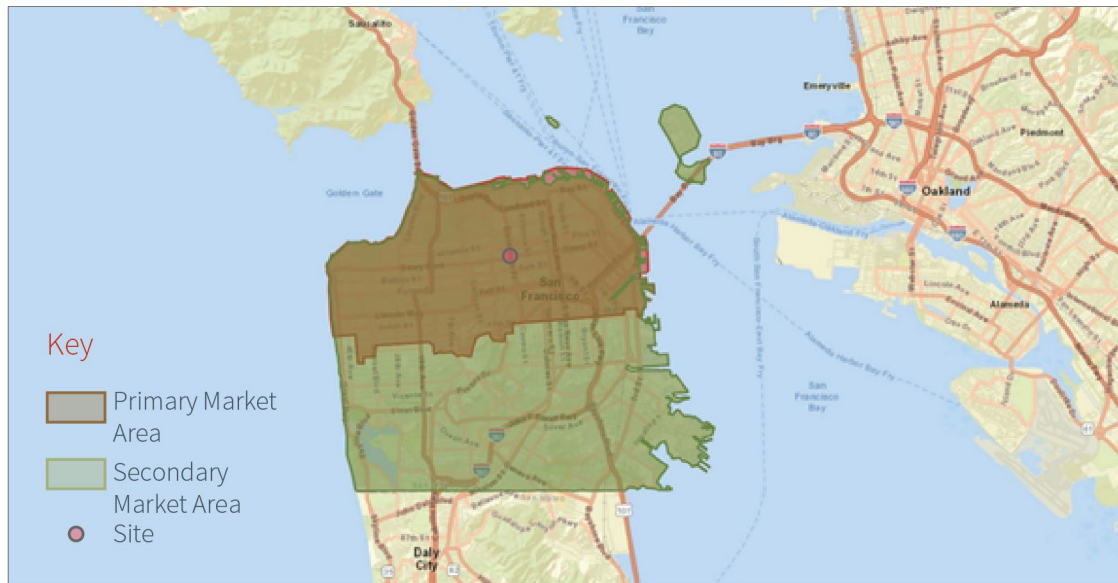
The closest PetSmart to the Proposed Project is in Daly City, approximately 10 miles to the south. The southernmost parts of the Proposed Project's radius overlapped, or were quite close, to the 15-minute driving shed of the Daly City PetSmart. Because the Proposed Project is located deeper within San Francisco, Hatch assumes the residents of the overlapping market areas to be more likely to visit the Daly City PetSmart, because of its more suburban environment, including being freeway adjacent and providing more ample parking than the Proposed Project.

The northern and eastern areas of San Francisco that are not covered in the 15-minute driving shed of the Proposed Project are designated as part of the primary market, because it is unlikely that residents of those areas would choose to leave the city for pet-related shopping. This creates a primary market area that is less inclusive of the

southern portions of the city but more inclusive of the west and north. The total primary market area of approximately 21 square miles, covering what is roughly the northern half of San Francisco.

The San Francisco area includes the primary market area and covers the entirety of San Francisco County.

FIGURE 14 – PRIMARY AND SAN FRANCISCO AREAS



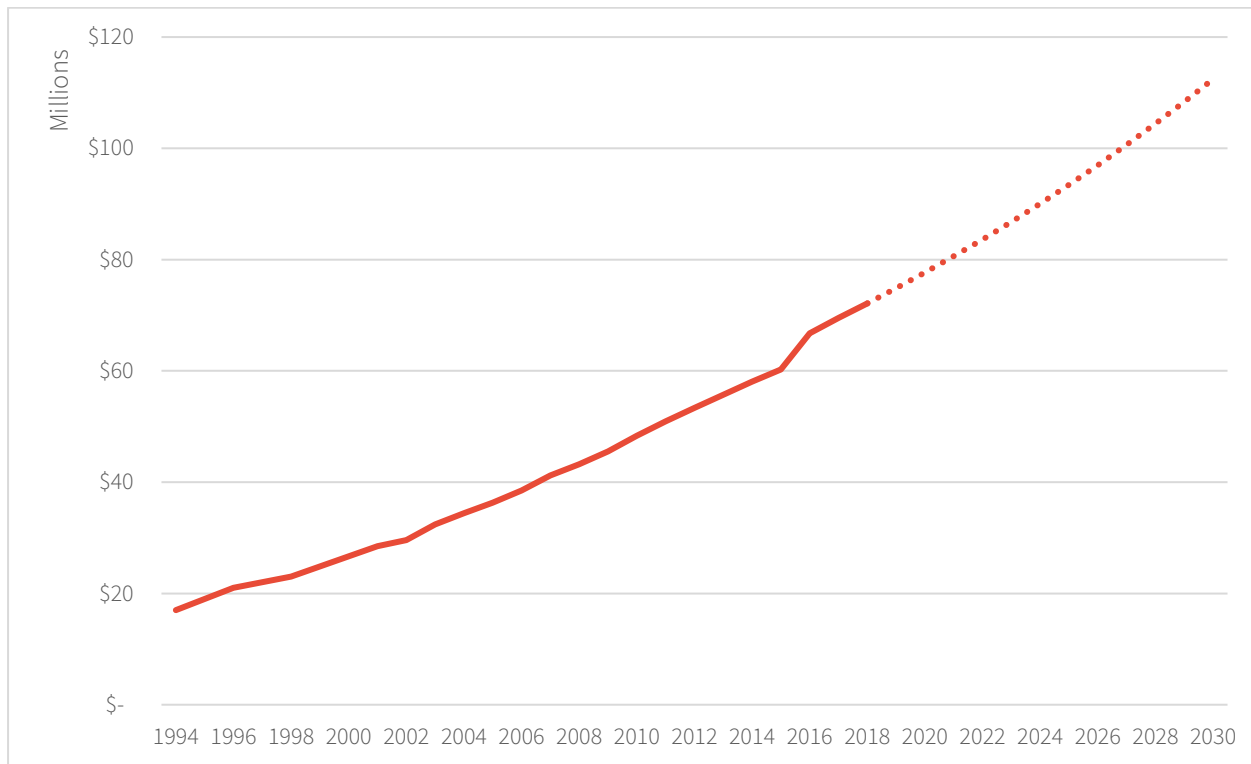
SOURCE: ESRI BUSINESS ANALYST, 2019.

II. Market Demand Methodology

Hatch's market demand model used data from the American Pet Products Association (APPA), American Society for the Prevention of Cruelty to Animals (ASPCA), and Esri Business Analyst to estimate the share of households that own pets and how much those households spend each year in pet-related products and services.

The APPA publishes data on annual pet spending from 1994 to 2017. It shows that historical pet spending in the U.S. has steadily increased since 1994 at a rate of over 6 percent; even during and after the recession, pet spending increased, albeit at a slower rate of growth. See Figure 15, below.

FIGURE 15 – HISTORICAL AND PROJECTED PET SPENDING, 1994-2030



Source: Historical spending: APPA, 2018. Projected spending; Hatch, 2019.

The APPA's 2017-2018 National Pet Owner Survey provides pet ownership and spending data for cat- and dog-owning households between 2012 and 2017. Using the average annual change in this period, Hatch projected pet ownership shares until 2030. The APPA also provided data on pet spending in eight categories: routine vet visits, surgical vet visits, food, food treats, vitamins, toys, kennel boarding, and grooming. Hatch split these into three overarching categories: vet treatment, which was excluded from the analysis because PetSmart does not provide veterinary services; pet products, including food, food treats, vitamins, and toys; and pet services, including kennel boarding and grooming. This was done to determine market demand for each of PetSmart's anticipated product and service categories in the Proposed Project.

As shown in Table 5, current spending is equivalent to approximately 1.4 percent of median household income on a national level for dog owners, and slightly less than 1 percent for cat owners.¹¹ Hatch divided this spending into four categories: Taxable sales, including treats and toys; non-taxable sales, like food; grooming; and boarding. See Table 5, below.

¹¹ Median household income in the United States in 2017, the most recent year for which data is available, is \$59,063. U.S. Census, American Community Survey 2012-2017 5 Year Estimates, Table B1903.

III. Market Demand Disaggregation

As shown in Table 5, current spending is equivalent to approximately 1.4 percent of median household income on a national level for dog owners, and slightly less than 1 percent for cat owners.¹² Hatch divided this spending into four categories: Taxable sales, including treats and toys; non-taxable sales, like food; grooming; and boarding. See Table 5, below.

TABLE 5 – ESTIMATED PET-RELATED HOUSEHOLD SPENDING (2017)

	Dog	Cat	Bird	Other
Taxable Sales	\$177	\$132	\$25	\$35
Non-Taxable Sales	\$235	\$235	\$192	\$155
Grooming	\$84	\$30		
Kennel Boarding	\$322	\$164		
<i>Total</i>	<i>\$583</i>	<i>\$326</i>	<i>\$25</i>	<i>\$35</i>
<i>Total as a Share of National Median Income</i>	<i>1.42%</i>	<i>0.97%</i>	<i>0.38%</i>	<i>0.33%</i>

SOURCE: APPA, 2018; ASPCA, 2018.

To determine the number of existing and projected pet owners in the primary and San Francisco, Hatch used Esri Business Analyst’s market-specific data on the share of dog-, cat-, and bird-owning households in the primary market area and San Francisco. For small animal-, fish-, and reptile-owning households, Hatch used the national average because local data was not available. These households were aggregated into an “other” category. For birds and small animals (guinea pigs, rabbits, and ferrets), Hatch used spending estimates from the ASPCA. These estimates do not break down into categories of spending and instead provide an overall annual figure of pet spending.

Hatch assumes that pet owners in the primary market spend the same share of their income on pet products and services as the nationwide average. This equates to annual spending of approximately \$1,366 per dog-owning household, \$937 per cat-owning household, \$362 per bird-owning household, and \$317 per household that owns a small animal, fish, or reptile. Therefore, total pet-related spending in 2018 was estimated to be approximately \$113 million in the primary market and approximately \$245 million in San Francisco.

To estimate the demand that may be absorbed by PetSmart, Hatch discounted this figure by two factors. The first was the share of this spending that will go to e-commerce. In 2018, Nielsen estimated that e-commerce made up 21 percent of all pet food purchases.¹³ This is higher than the Consumer Expenditure Survey, which estimated that 9 percent of all sales go to e-commerce.¹⁴ Hatch used the larger figure to make a more conservative projection and projected this share to grow in line with the average annual change of e-commerce’s market share, using the Consumer Expenditure Survey. Hatch used this 21 percent figure towards all pet spending.

¹² Median household income in the United States in 2017, the most recent year for which data is available, is \$59,063. U.S. Census, American Community Survey 2012-2017 5 Year Estimates, Table B1903.

¹³ Nielsen. “Trends in Pet Care Mirror Those of Pet Owners,” April 26, 2018.

¹⁴ U.S. Census, Quarterly Retail E-Commerce Sales, 2018.

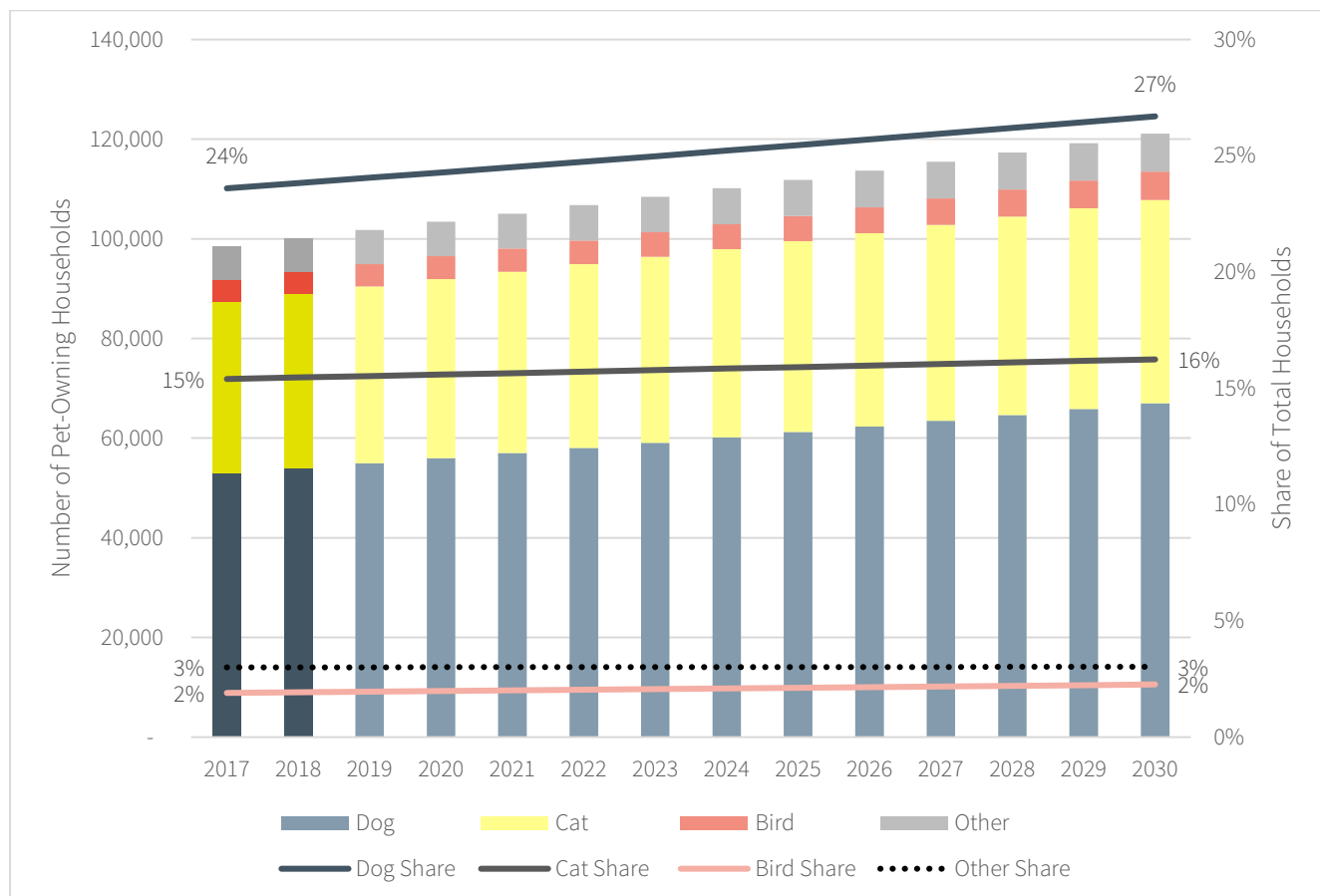
Secondly, Hatch discounted the figures to account for the share of pet food and supplies spending that will go to grocery stores, big box stores, and other establishments. Esri Business Analyst estimated that approximately 27 percent of all households in the market area purchased pet food from an alternate retailer, defined as a discount store, grocery store, or wholesale club; Hatch used the remaining share, or 73 percent, to estimate the market demand for purchasing products at a specialty pet store.

IV. Primary Market Area Results

In 2018, 24 percent of households in the primary market area owned a dog, 15 percent of households owned a cat, 3 percent owned a bird, and 2 percent owned another animal. Because the categorizes households by species, households that owned two types of pets are counted in both categories. The share of households that owned a dog, cat, bird, or other type of animal was the same in the secondary market.

Using household growth projections from the 2014 San Francisco Citywide Nexus Analysis and the average annual growth of dog, cat, and bird ownership between 2012 and 2017 from the APPA, Hatch projected the growth of pet ownership in the primary and secondary markets out to 2040. See Figure 16, below.

FIGURE 16 – PROJECTED PET OWNERSHIP IN THE PRIMARY MARKET AREA, 2017-2030



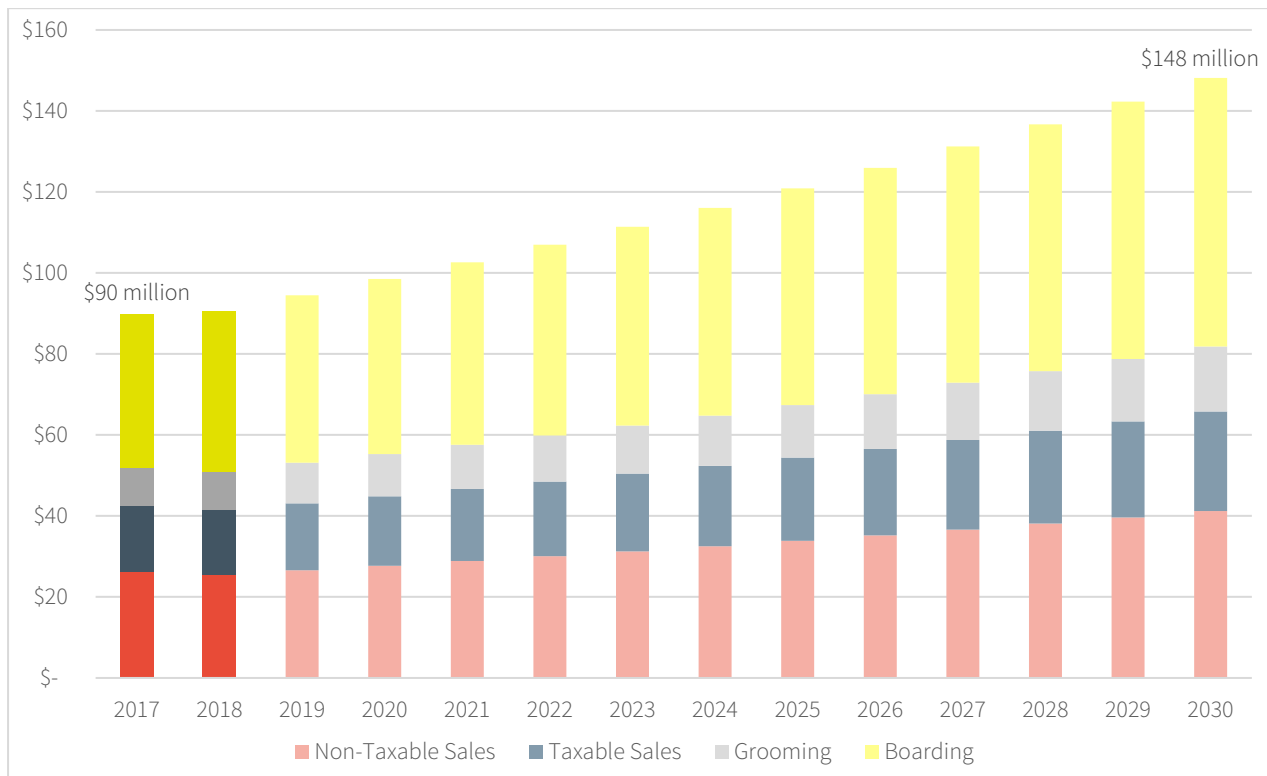
Source: Pet ownership share: APPA, 2018. Household growth: San Francisco Citywide Nexus Analysis, 2014.

Hatch assumed a four percent annual increase in pet spending per pet-owning household in 2018 dollars. This is lower than the fifteen-year average published by the APPA, but reflects post-recession increases in spending and the anticipated plateau of total spending.

Hatch estimates total primary market non-veterinary pet-related spending, discounted as discussed previously at \$102 million (in 2018 dollars) in 2020, the year the Proposed Project begins operations, and \$125 million by 2025, the year the Proposed Project reaches stabilized operations.

Even with existing and increasing competition from e-commerce and other retailers, the demand for pet products purchased from a pet store remains substantial, as can be seen in Figure 17 below.

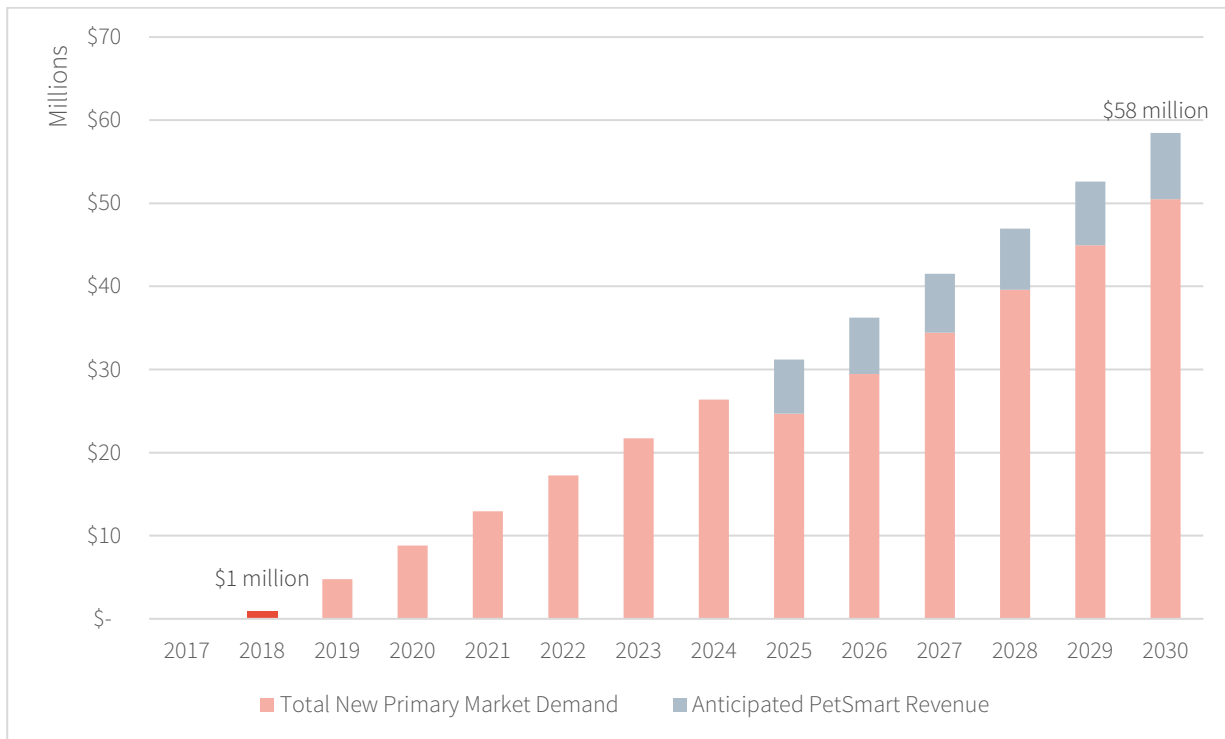
FIGURE 17 – PROJECTED PRIMARY MARKET AREA DEMAND (IN 2018 DOLLARS), 2017-2030



Source: Pet spending APPA, 2018; ASPCA, 2018. Household growth: San Francisco Citywide Nexus Analysis, 2014. Figures have been discounted for e-commerce and alternate retailer spending

PetSmart estimates the annual revenue of the Proposed Project to be approximately \$6.5 million per year at stabilized occupancy. Hatch estimates that sales will conservatively grow to \$7.9 million (in 2018 dollars) in 2030. This is equivalent to 13 and 20 percent of new demand in the primary market area, as shown in Figure 18.

FIGURE 18 – PETSMART’S PROJECTED SHARE OF NEW PRIMARY MARKET DEMAND (IN 2018 DOLLARS)



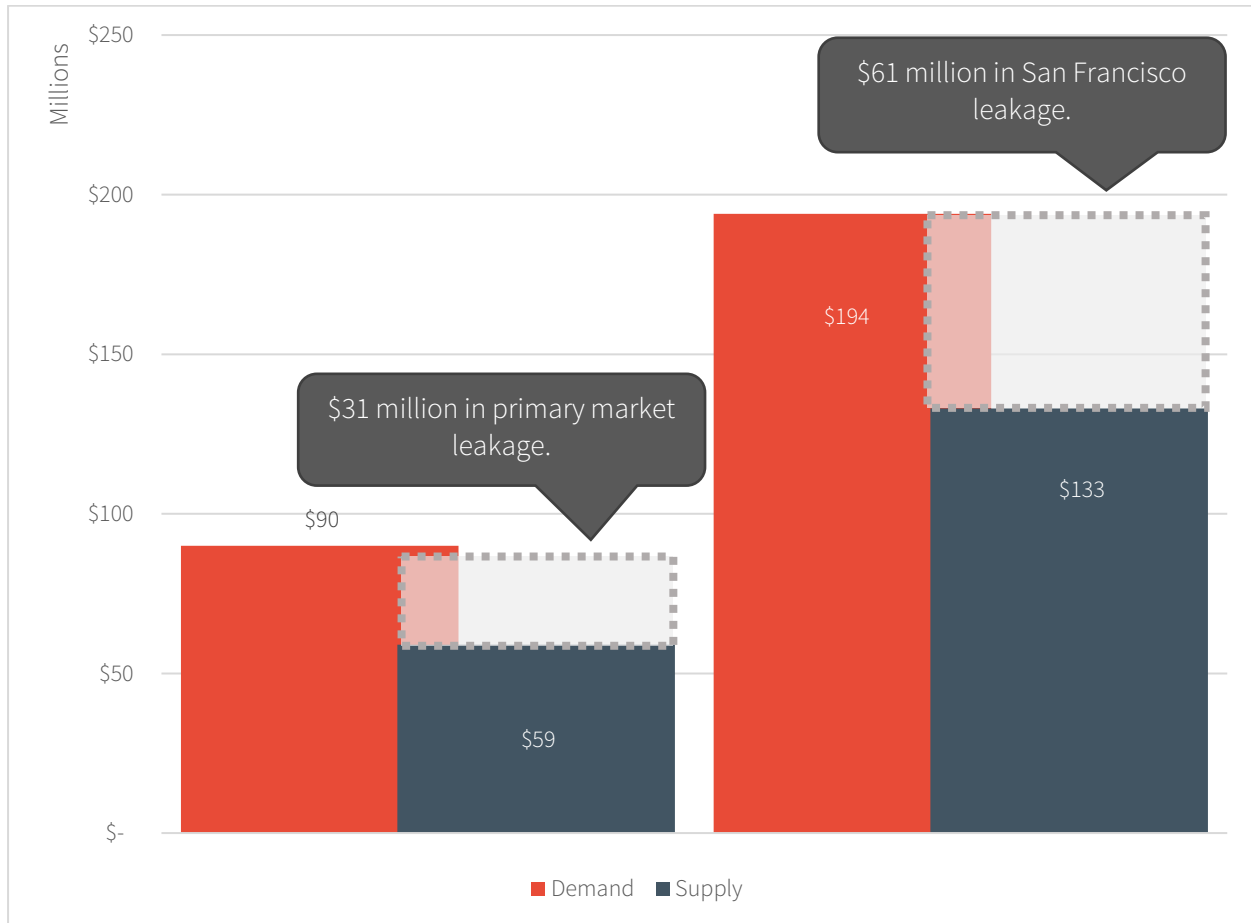
Source: Gross receipts: Bureau of Labor Statistics County Business Patterns, 2016. Projected PetSmart revenue: PetSmart, 2019. Household growth: San Francisco Citywide Nexus Analysis, 2014. Pet-related spending: APPA, 2018.

V. Market Capture (Services vs. Sales)

Using the County Business Patterns data, Hatch divided pet spending into categories, covered by two NAICS codes: Pet products, including food and toys, and pet services, including grooming and boarding. Hatch estimates that the demand for pet products (e.g. toys, food, treats, and so on) in San Francisco in 2018 was approximately \$104 million. Total pet retail spending in San Francisco that year was approximately \$87 million, or 24 percent of total miscellaneous retail spending. This equates to \$17 million in demand that is being spent outside of the market.

For pet services, such as grooming, boarding, and training, Hatch estimated 2018 spending in San Francisco to be \$90 million, but total local spending was \$46 million, for a leakage for \$44 million. It's important to note that this \$44 million includes spending that takes place in the informal economy, including independent dog-walkers or workers who use mobile apps like TaskRabbit. The primary market leakage was \$24 million, or slightly over half. Combined, San Francisco saw pet-related spending leakage in 2018 of \$61 million, as shown in Figure 19.

FIGURE 19 – PETSMART’S PROJECTED SHARE OF NEW SAN FRANCISCO DEMAND



Source: Gross receipts: Bureau of Labor Statistics County Business Patterns, 2016. Projected PetSmart revenue: PetSmart, 2019. Household growth: San Francisco Citywide Nexus Analysis, 2014. Pet-related spending: APPA, 2018.

PetSmart projected that the gross sales for the Proposed Project will be \$6.5 million in 2025. Hatch estimates, conservatively, that this will grow to \$8 million annually, in 2018 dollars, in 2030. Hatch estimates that PetSmart would capture approximately 5 percent of the primary market area demand and absorb 21 percent of the unmet demand in the primary market.

Appendix C (Fiscal Impact Analysis)

I. Fiscal Impact Methodology

Fiscal impact analyses consider how a project may result in new revenues to the city in the form of taxable spending, new property taxes, and so on. It also considers additional governmental costs, such as fire protection, police services, and recreation expenditures that will result from the new project or policy. Fiscal impact analyses focus on the City's General Fund.

This analysis uses two techniques to estimate the changes in General Fund revenues and expenditures:

- 1) **Proportional valuation** – Where possible, the increases in revenues and expenditures are modeled following the manner in which they are collected and allocated. For example, sales tax revenues and business receipts tax are based on an estimate of the increase in sales associated with the Proposed Project.
- 2) **Average cost/revenue** – In the event that the proportional valuation methodology is not feasible due to lack of adequate data, Hatch estimates costs and revenues based on the average revenue generated or cost of providing the service on a per population served basis (i.e., per resident, worker, or a combination of both) multiplied by the population increase created by the project. For example, on the expenditure side, the total amount of each of the General Fund expenditure categories is divided by the service population. The result is then multiplied by the estimated increase in service population created by the Proposed Project.

This methodology is used in fiscal impact analysis because it is easy to apply and appears more equitable to public officials and citizens.¹⁵ This method works best when the project represents an incremental demand for services within the current capacity of local infrastructure, which is the case for the Proposed Project.¹⁶

When estimating average revenue and cost factors, the service population is adjusted to include employees working in the city as well as residents. Hatch assumes that each employee has approximately one half (0.50) the impact of a resident on the revenue and cost of providing most municipal services.¹⁷

Additionally, certain municipal revenues or costs increase more with new development projects than others. For example, police and fire expenditures vary more with population growth than General Government costs. Typically, there are also some economies of scale realized from city government when more people live or work within the same area. Therefore, most fiscal studies include a percent variable factor for most major general fund revenue and expenditure categories. For this study, Hatch assumes that 100 percent of general fund costs are variable and depend on population served. This is a conservative approach, as it tends to overestimate the General Fund expenditures associated with the Proposed Project.

The following tables provide additional details about the methodology for estimating General Fund revenues and expenditures.

¹⁵ For an overview of Fiscal Impact Methods, see “Fiscal Impact Analysis: Methods, Cases, and Intellectual Debate” by Zenia Kotval and John Mullin from the Lincoln Institute of Land Policy (2006).

¹⁶ The Proposed Project is unlikely to require a significant expansion of city services, such as additional fire station or additional police staff to maintain security.

¹⁷ This assumption is consistent with previous fiscal impact studies prepared for the city, such as the 2011 Parkmerced Fiscal and Economic Impact Analysis Overview, and the 2014 San Francisco Citywide Nexus Study.

TABLE 6 - GENERAL FUND REVENUE FACTORS

Existing 2018 San Francisco Service Population Calculation

Residents ¹	887,540
Workers ²	737,595
Population Served ³	1,256,338

Revenue Category	Adopted Budget 2017-2018 ⁴	Average Factor	Factor Basis
Prior Year Sources	\$288,962		Not Estimated
Property Taxes ⁵	\$1,620,000	See Table 7	Proportional Valuation
Other Local Taxes			
Hotel Room Tax	\$396,900		Not Estimated
Other Local Taxes ⁶	\$67,470	\$53.70	Per Population Served
Parking Tax ⁷	\$83,000	\$66.07	Per Population Served
Property Transfer Tax	\$245,000		Not Estimated
Sales & Use Tax	\$204,940	See Table 8	Proportional Valuation
Utility Users Tax ⁸	\$100,800	\$80.23	Per Population Served
Business Taxes			
Gross Receipts Tax	\$490,000	See Table 9	Proportional Valuation
Payroll Tax	\$231,950		Not Estimated
Registration Tax	\$42,450	See Table 10	Proportional Valuation
Earmarked Funds	-\$1,900		Not Estimated
Rents & Concessions	\$14,984		Not Estimated
Fines and Forfeitures ⁹	\$4,579	\$3.64	Per Population Served
Interest & Investment Income	\$18,390		Not Estimated
Licenses, Permits & Franchises	\$30,367	\$24.17	Per Population Served
Business Health Licenses ⁹	\$9,934		Proportional Valuation
Ethics Fees	\$92		Not Estimated
Franchises ¹⁰	\$20,470	\$16.29	Per Population Served
Other Business/Professional Licenses	\$10,551		Not Estimated
Other Licenses & Permits	\$8,238		Not Estimated
Road Privileges & Permits	\$14,023		Not Estimated
Earmarked Funds	-\$32,941	52.0%	
Intergovernmental - State	\$750,169		Not Estimated
Intergovernmental - Federal	\$270,541		Not Estimated
Intergovernmental - Other	\$3,355		Not Estimated
Charges for Services	\$241,556	\$192.27	Per Population Served
Other Revenues	\$40,634		Not Estimated
Other Financing Sources	\$87		Not Estimated
Transfers In	\$168,277		Not Estimated

Table 6 Notes:

- ¹ California Department of Finance
- ² Quarterly Census of Employment and Wages
- ³ Francisco employment base
- ⁴ City and County of San Francisco, Proposed Budget.
- ⁵ will be impacted by the proposed project.
- ⁶ Includes Access Line Tax -current, Stadium Admission Tax, Sugar Sweetened Beverage Tax
- ⁷ Parking meter revenues
- ⁸ Non-Direct), Water Users Tax
- ⁹ percent of revenues

TABLE 7 – PROPERTY TAX ESTIMATES

	Proposed Project
Land ²	N/A
Structure	
Fixtures	\$2,700,000
Personal Property	\$685,000
	<hr/> \$3,385,000
Annual Property Tax @ 1%	\$33,850
GF Share of Property Tax	\$18,956

Notes

- ¹ Structure value represents tenant Improvements only. Fixtures and Personal Property values come from PetSmart.
- ² Land is assumed to not be impacted by the Proposed Project, because other construction on the parcel would trigger a reassessment anyway.

TABLE 8 – TAXABLE SALES REVENUE ESTIMATES

Annual Gross Revenue ¹	\$6,500,000
Taxable Percentage of Sales ²	84.8%
Gross Annual Taxable Sales	\$5,510,700
General Fund Sales Tax Share	1%
GF Annual Sales Tax Revenues	\$55,107

Notes:

¹ Projected sales come from PetSmart, and are location specific.

² Figure comes from PetSmart, and represents a statewide average.

II. Additional Information about Taxable Sales

Sales tax rate in San Francisco is currently 8.5 percent. The City's General Fund receives 1 percent of taxable sales.

Hatch's market analysis estimates that the Proposed Project will generate approximately \$6.5 million in gross annual sales upon stabilization, conservatively. This estimate is based on prevailing primary and secondary market demand which is projected to grow at approximately four percent after accounting for inflation. The sales are discounted by approximately 15 percent to account for non-taxable sales generated. This is based on similar PetSmart stores to the one proposed. In other words, based on existing sales of PetSmart stores with similar configurations, approximately 85 percent of gross sales is taxable.¹⁸

Sales tax revenue estimates exclude potential taxable sales generated by on-site workers. This figure is likely to be trivial, given the relatively small change in employment. Excluding it does not impact the findings.¹⁹

TABLE 9 – ESTIMATED GROSS RECEIPTS TAX REVENUES

Gross Receipts Brackets ¹	Tax Rate ¹
Under \$1 million	0.075%
\$1 - \$2.5 million	0.100%
\$2.5 - \$25 million	0.135%
Over \$25 million	0.160%

Estimated Gross Receipts Tax

	Proposed Project
Gross Sales	\$6,500,000
Marginal Tax Bracket	\$2.5 - \$25 million
Marginal Tax Rate	0.135%
Gross Tax at Lower Brackets	\$2,250
Tax at Marginal Bracket	\$5,400
Estimated Gross Receipts Tax	\$7,650

Notes:

¹ San Francisco Municipal code Article 12-A-1: Section 953.1.

¹⁸ PetSmart, provided on November 26, 2018.

¹⁹ For example, the 2010 Parkmerced Fiscal Impact Analysis estimated taxable spending in San Francisco by retail workers at \$1,007 per year. Assuming a) 3 percent annual increase in spending, b) on-site employment of approximately 60 workers, and c) one percent sales tax (General Fund share), on-site worker spending project would generate under \$800 per year in sales tax revenue to the general fund.

TABLE 10 – GENERAL FUND EXPENDITURE FACTORS

Existing 2010 San Francisco Service Population Calculation

Residents ¹	887,540
Workers ²	737,595
Population Served ³	1,256,338

General Fund Expenditure Category	Adopted Budget 2018-2019 ⁴	Percent Variable	Average Factor	Factor Basis
Public Works, Transportation & Commerce ⁵	\$155,027	100%	\$123.40	Per Population Served
Community Health ⁶	\$877,249	100%	\$698.26	Per Population Served
Public Protection ⁷	\$1,370,539	100%	\$1,090.90	Per Population Served
Human Welfare & Neighborhood Dev ⁸	\$1,014,257	100%	\$807.31	Per Population Served
General Administration & Finance ⁹	\$365,206	100%	\$290.69	Per Population Served
General City Responsibilities ¹⁰	\$209,811	100%	\$167.00	Per Population Served
Culture & Recreation ¹¹	\$162,477	100%	\$129.33	Per Population Served
General City Responsibilities ¹²	\$66,424	100%	\$52.87	Per Population Served
Transfers Out	\$1,034,520			Not estimated
Total General Fund Expenditures	\$5,255,510			

Notes

¹ California Department of Finance

² Quarterly Census of Employment and Wages

³ Population Served are conservatively assumed to include all San Francisco residents plus one half of the San Francisco employment base

⁴ City and County of San Francisco, Proposed Budget.

⁵ Board of appeals, Economic and Workforce Development, GSA (Public Works)

⁶ Public Health

⁷ Adult Probation, Department of Emergency Management, District Attorney, Fire Department, Juvenile Probation, Police, Police Accountability, Public Defender, Sheriff, Superior Court

⁸ Children, Youth & Their Families, County Education Office, Department of the Status of Women, Homelessness, and Supportive Housing, HRC, Human Services

⁹ Assessor/Recorder, Board of supervisors, City Attorney, City Planning, Civil Service Commission, Controller, elections, Ethics Commission, General Services Agency (city Admin), GSA (Technology), Health Service System, Human Resources, Mayor, Retirement System, Treasurer/Tax Collector

¹⁰ Programs: Children's baseline, General City Responsibilities, Indigent Defense/Grand Jury, Transitional-Aged Youth Baseline

¹¹ Academy of Sciences, Arts Commission, Asian Art Museum, Fine Arts Museum, Law Library, Recreation and Park Commission, War Memorial.

¹² This category is tracked separately in the city's General Fund, in addition to the General City Responsibilities category listed above.

Exhibit I:

Formula Retail Affidavit



AFFIDAVIT FOR

Formula Retail Establishments

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

T: 415.558.6378
F: 415.558.6409

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

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

WHAT IS A FORMULA RETAIL USE?

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

WHAT TYPES OF BUSINESSES ARE REGULATED AS FORMULA RETAIL USES?

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

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

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

IS A CONDITIONAL USE AUTHORIZATION OR NEIGHBORHOOD NOTIFICATION NECESSARY?

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

HOW IS FORMULA RETAIL STATUS DETERMINED?

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

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

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

Yes. Any location that has been given a land use permit or entitlement counts toward the total number of locations worldwide, even if it is not yet open for business. If you are unsure about the status of a location, please let staff know so that all proposed locations can be appropriately analysed.

WHAT ARE STANDARDIZED FEATURES?

Formula Retail uses are identified by having certain standardized features in common throughout their locations. They are officially defined in Planning Code Section 303(i)(1). The below list is a summary:

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

AFFIDAVIT FOR Formula Retail Establishments

1. Location and Classification

STREET ADDRESS OF PROJECT:		
2675 Geary Boulevard		
ASSESSORS BLOCK/LOT:	ZONING DISTRICT:	HEIGHT/BULK DISTRICT:
1094 / 001	NC-3	80-D/40-X

2. Proposed Use Description

PROPOSED USE (USE CATEGORY PER ARTICLE 7 OR 8):	
General Retail Sales and Service; Kennel	
PROPOSED BUSINESS NAME:	
PetSmart	
DESCRIPTION OF BUSINESS, INCLUDING PRODUCTS AND/OR SERVICES:	
The proposed PetSmart store at City Center will be comprised of a pet supply retail sales area, grooming facility, pet adoption area, obedience training area, and a PetsHotel & Day Camp.	
BUILDING PERMIT APPLICATION NO.: (if applicable)	CONDITIONAL USE CASE NO.: (if applicable)
N/A	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.	~1,600
3.b	How many of the above total locations are in San Francisco?	0

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

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

4. Standardized Features

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

	FEATURES	YES	NO
A	Array of Merchandise	<input checked="" type="checkbox"/>	<input type="checkbox"/>
B	Trademark	<input checked="" type="checkbox"/>	<input type="checkbox"/>
C	Servicemark	<input checked="" type="checkbox"/>	<input type="checkbox"/>
D	Décor	<input checked="" type="checkbox"/>	<input type="checkbox"/>
E	Color Scheme	<input checked="" type="checkbox"/>	<input type="checkbox"/>
F	Façade	<input checked="" type="checkbox"/>	<input type="checkbox"/>
G	Uniform Apparel	<input checked="" type="checkbox"/>	<input type="checkbox"/>
H	Signage	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	TOTAL	8	0

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: PetSmart Inc. c/o Mark Loper		<input checked="" type="checkbox"/> Property Owner	<input type="checkbox"/> Authorized Agent
MAILING ADDRESS: (STREET ADDRESS, CITY, STATE, ZIP) One Bush Street, Suite 600 San Francisco, CA 94104			
PHONE: (415) 567-9000		EMAIL: mloper@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: 7/12/2018

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.*