



SAN FRANCISCO PLANNING DEPARTMENT

Executive Summary Conditional Use Authorization

HEARING DATE: MAY 28, 2020

Record No.: 2019-004110CUA
Project Address: 2675 GEARY BOULEVARD
Zoning: NC-3 (Moderate Scale Neighborhood Commercial) Zoning District
40-X and 80-D Height and Bulk District
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
Recommendation: **Approval with Conditions**

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PROJECT DESCRIPTION

The project involves interior tenant improvements totaling approximately 54,285 square feet within the recently vacated retail space formerly occupied by Best Buy to facilitate a Formula Retail use (d.b.a. Whole Foods Market). The project will consist of a 49,779 square-foot grocery store, a 3,316 square-foot full-service restaurant, and a 1,190 square-foot coffee bar.

REQUIRED COMMISSION ACTION

In order for the Project to proceed, the Commission must grant a Conditional Use Authorization, pursuant to Planning Code Sections 303, 303.1 and 712 to permit a Formula Retail use (d.b.a. Whole Foods Market) within an NC-3 (Moderate-Scale Neighborhood Commercial) Zoning District.

ISSUES AND OTHER CONSIDERATIONS

- **Public Comment & Outreach.** The Department has received correspondence from one member of the public who requested that the project sponsor provide additional Class 2 bicycle parking spaces near the entrance to the proposed grocery store use.
- **Transportation Analysis:** A transportation analysis conducted by Planning staff concluded that the project would not interfere with accessibility of people walking or bicycling to and from the project site and adjoining areas, or result in inadequate emergency access as adequate access to the City Center is already provided via existing bikeways, sidewalks, streets and curb cuts. During the

evening peak, the project is anticipated to generate an estimated 265 trips by vehicle and 14 trips by taxi or transportation network company. Given that the number of new vehicle trips is below the Planning Department's screening criterion of 300 trips, and given that the project's vehicular access is located on a section of O'Farrell Street, which is not along a Muni route or adjacent to a Muni stop location, the project would not result in substantial delays to public transit or a passenger loading deficit since there is adequate space within the existing parking lot (Lot C) for passenger loading operations to occur.

- **Formula Retail Use.** The proposed General Grocery use (d.b.a. Whole Foods Market) is considered a Formula Retail use, as there are approximately 496 locations worldwide. Of the 97 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 9 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 9 percent to 10 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 39 percent for Citywide-serving uses (the remaining 7 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.

ENVIRONMENTAL REVIEW

The Project is exempt from the California Environmental Quality Act ("CEQA") as a Class 32 categorical exemption.

BASIS FOR RECOMMENDATION

The Department finds that the Project is, on balance, consistent with the Objectives and Policies of the General Plan. The Project will add a grocery store, restaurant, and coffee shop in a location that is historically and currently occupied by a number of larger formula retailers. The Project will not displace any existing commercial tenants: Whole Foods Market will be the first occupant to occupy the now-vacant space formerly occupied by Best Buy, which closed over a year ago. 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 with 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 - Project Sponsor Brief
Exhibit G – Formula Retail Affidavit
Exhibit H – Formula Retail Data
Exhibit I – First Source Hiring Affidavit



SAN FRANCISCO PLANNING DEPARTMENT

Planning Commission Draft Motion

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ADOPTING FINDINGS RELATING TO A CONDITIONAL USE AUTHORIZATION PURSUANT TO PLANNING CODE SECTIONS 303, 303.1 AND 712 TO PERMIT A FORMULA RETAIL USE (D.B.A. WHOLE FOODS MARKET) 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 March 21, 2019, 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. Whole Foods Market) 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 Project is exempt from the California Environmental Quality Act (“CEQA”) as a Class 32 categorical exemption.

On May 28, 2020, the San Francisco Planning Commission (hereinafter “Commission”) conducted a duly noticed public hearing at a regularly scheduled meeting on Conditional Use Authorization Application No. 2019-004110CUA.

The Planning Department Commission Secretary is the custodian of records; the File for Record No. 2019-004110CUA is located at 1650 Mission Street, Suite 400, San Francisco, California.

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. 2019-004110CUA, 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 totaling approximately 54,285 square feet within the recently vacated retail space formerly occupied by Best Buy to facilitate a Formula Retail use (d.b.a. Whole Foods Market). The project will consist of a 49,779 square-foot grocery store, a 3,316 square-foot full-service restaurant, and a 1,190 square-foot coffee bar. The grocery store component will offer grocery items, prepared foods, medicine, household products, beverages, and other retail items for neighborhood residents and visitors from across the City. The restaurant component will have a separate kitchen and bar, and will seat approximately 124 people. The Project will secure an ABC liquor license, proposed as Type 21 (off sale of beer, wine and spirits) for the grocery store; and Type 41 (on sale beer and wine) or Type 47 (on sale general), and Type 86 (tasting) for the restaurant.

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

Whole Foods Market, which is headquartered in Austin, TX, has been in operation since 1978 and was acquired by Amazon in 2017. Whole Foods Market specializes in the sale of products free from hydrogenated fats and artificial colors, flavors, and preservatives, and is popularly known for its organic selections. According to the project sponsor, there are more than 496 locations worldwide, including seven Whole Foods Market locations in San Francisco.

The project sponsor has indicated that this Whole Foods Market location will employ a total of approximately 200 employees comprised of roughly 60% full-time and 40% part-time employees. All three components of the project are expected to operate from 8 a.m. to 10 p.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’. The site is occupied by a number of retail uses, many of which are considered Formula Retail uses, including Target, ULTA Beauty, Sleep Number, Panera Bread, Chipotle, Subway, European Wax Center, and GNC.

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’. The project site, as a whole, is served by six existing off-street loading spaces for its tenants, and provides 634 off-street parking spaces and 98 bicycle spaces for shoppers and employees.

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 Wallenberg 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.** The Department has received correspondence from one member of the public who requested that the project sponsor provide additional Class 2 bicycle parking spaces near the entrance to the proposed grocery store use.

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. Whole Foods Market) in approximately 54,285 square feet of the vacant commercial space previously occupied by another Formula Retail Use (d.b.a. Best Buy). The additional required findings are listed below under Subsection 8.

- B. **Uses.** Retail Sales and Service uses are principally permitted in the NC-3 Zoning District under Planning Code Section 712.

The project proposes a General Grocery use, a Restaurant use and a Limited Restaurant use; all of which are considered principally permitted Retail Sales and Service uses.

- 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 project is expected to operate from 8 a.m. to 10 p.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:

- *two (2) Whole Foods Market wall signs, up to 200 square feet in area, above each of the pedestrian entries to the business from Parking Lot 'C';*
- *one (1) double-sided projecting Whole Foods Market 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) Whole Foods Markets wall signs, one on each of the Masonic Avenue and Geary Boulevard frontages, each with an area of up to 115 square feet and at a maximum height of 48 feet.*
- *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, including Whole Foods Market, 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;*
- *one (1) Whole Foods Market wall sign, up to 80 square feet, at the intersection of Geary Boulevard and Lyon Street; and*
- *one (1) double-sided freestanding Whole Foods Market directional sign 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 entrance to Parking Lot 'C' from O'Farrell 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. Whole Foods Market is unique in that it offers not only groceries, but is also a one-stop shop for natural and/or health-conscious prepared foods, medicine, household products, and other retail items. This particular location will also include a full-service restaurant and a coffee bar that will serve the patrons of the store as well as the members of the community. The 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 proposed location is nestled at the top of the City Center, away from the property line and without any direct street access or frontage. This area that is not heavily served by foot traffic in the same way a traditional street-fronting store would be, which raises particular challenges for neighborhood businesses that do not have the same degree of brand loyalty as Whole Foods Market. By filling this large retail space that has remained vacant for more than a year, Whole Foods Market will contribute to the long-term stability and viability of the shopping center.

- 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 Whole Foods Market store will move into existing retail space, the vast majority of which was previously occupied by Best Buy. Whole Foods Market does not propose any expansions to the property and its tenant improvement work 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.

The proposed project would not interfere with accessibility of people walking or bicycling to and from the project site, and adjoining areas, or result in inadequate emergency access. Adequate access to the City Center is already provided via existing bikeways, sidewalks, streets and curb cuts and no changes to the public-right-of-way, site access, or onsite circulation are proposed. During the evening peak, the proposed project would generate an estimated 265 trips by vehicle and 14 trips by taxi or transportation network company. Given that the number of new vehicle trips is below the Planning Department's screening criterion of 300 trips, and given that the project's vehicular access is located on a section of O'Farrell Street, which is not along a Muni route or adjacent to a Muni stop location, the proposed project would not result in substantial delays to public transit. The proposed project would not result in a passenger loading deficit since there is adequate space within the existing parking lot (Lot C) for passenger loading operations to occur.

- (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 a shopping center, as well as a new coffee shop. It will not include any uses that would emit noxious or offensive emissions such as noise, glare, dust and odor, and will provide proper venting for the space in compliance with the San Francisco Building Code standards.

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

The Project involves adding a Whole Foods Market grocery store, restaurant, and coffee shop to an existing retail space. The Project will not include any changes to the site's existing landscaping, screening, open space, parking and loading areas, or lighting, and will comply with all applicable rules and regulations relating to signage.

- 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 in Subsection 9. 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) Zoning 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 97 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 9 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 9 percent to 10 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.

While there are other supermarkets in the vicinity, a use that provides all the goods and services Whole Foods Market offers is not found elsewhere in the vicinity—specifically, none provide the selection of groceries, household items, medicine, other retail items, and prepared foods for off-site consumption, as well as a full-service restaurant and coffee bar. Thus, the proposed Whole Foods Market is a unique offering in this area that will provide all of these goods and services under one roof.

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

The Project proposes to utilize an existing large retail space that has remained vacant for over a year. Whole Foods Market is not proposing any substantial changes to the exterior of the building aside from minor tenant improvements. 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 7 percent (based on the number of storefronts), and 4 percent (based on the total lot frontage). The project will help maintain a vibrant commercial presence by filling a currently vacant retail space previously occupied by another formula retail use.

- 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 39 percent for Citywide-serving uses (the remaining 7 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.

While the proposed Formula Retail use exceeds 20,000 square feet, the majority of the floor area of the proposed use is a General Grocery store use; therefore, an economic impact study is not required.

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 add a grocery store, restaurant, and coffee shop in a location that is historically and currently occupied by a number of larger formula retailers. The Project will add desirable goods and services to the neighborhood and will provide new resident employment opportunities for people in the community. A natural foods supermarket, coffee bar, and restaurant are consistent with the goals and objectives in the Commerce and Industry Element in the General Plan. The Project will affirmatively support these policies by creating numerous new jobs across various skill levels in the retail sector. The addition of a Whole Foods Market to the City Center will promote employment stability, competitive wages, job related training/education and opportunities for career advancement. This Whole Foods Market location will employ approximately 35-40 employees per shift. The Project will not displace any existing commercial tenants: Whole Foods Market will be the first occupant since the Best Buy closed over a year ago. No tenant has occupied the space proposed for the coffee bar. It will help achieve more diversity in the types of goods and services available at City Center and in the neighborhood.

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. No neighborhood-serving retail uses will be displaced by the proposed Whole Foods Market, as it will occupy an existing vacant space. Instead, the Project would be adding a 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.

In addition, the Project will not adversely affect the existing neighborhood character because it is not proposing any new construction nor is any housing proposed to be removed by the Project.

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

The Project will not remove existing affordable housing.

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

The Property is well-served by public transit, existing on-site parking, and bicycle spaces. A number of MUNI bus 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 for shoppers and employees.

- 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 propose a new office and will not displace any service or industry establishment.

- 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 Property does not contain 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 does not involve any expansion of the previously approved building and will therefore have no effect on parks or open space, or their access to sunlight and views.

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

DECISION

That based upon the Record, the submissions by the Applicant, the staff of the Department and other interested parties, the oral testimony presented to this Commission at the public hearings, and all other written materials submitted by all parties, the Commission hereby **APPROVES Conditional Use Authorization Application No. 2019-004110CUA** subject to the following conditions attached hereto as "EXHIBIT A" in general conformance with plans on file, dated May 15, 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 May 28, 2020.

Jonas P. Ionin
Commission Secretary

AYES:

NAYS:

ABSENT:

ADOPTED: May 28, 2020

EXHIBIT A

AUTHORIZATION

This authorization is for a conditional use to permit a Formula Retail use (d.b.a. Whole Foods Market) 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 May 15, 2019, and stamped "EXHIBIT B" included in the docket for Record No. 2019-004110CUA and subject to conditions of approval reviewed and approved by the Commission on May 28, 2020 under Motion No. XXXXXX. This authorization and the conditions contained herein run with the property and not with a particular Project Sponsor, business, or operator.

RECORDATION OF CONDITIONS OF APPROVAL

Prior to the issuance of the building permit or commencement of use for the Project the Zoning Administrator shall approve and order the recordation of a Notice in the Official Records of the Recorder of the City and County of San Francisco for the subject property. This Notice shall state that the project is subject to the conditions of approval contained herein and reviewed and approved by the Planning Commission on May 28, 2020 under Motion No XXXXXX.

PRINTING OF CONDITIONS OF APPROVAL ON PLANS

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

SEVERABILITY

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

CHANGES AND MODIFICATIONS

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

Conditions of Approval, Compliance, Monitoring, and Reporting PERFORMANCE

1. **Validity.** The authorization and right vested by virtue of this action is valid for three (3) years from the effective date of the Motion. The Department of Building Inspection shall have issued a Building Permit or Site Permit to construct the project and/or commence the approved use within this three-year period.
For information about compliance, contact Code Enforcement, Planning Department at 415-575-6863, www.sf-planning.org
2. **Expiration and Renewal.** Should a Building or Site Permit be sought after the three (3) year period has lapsed, the project sponsor must seek a renewal of this Authorization by filing an application for an amendment to the original Authorization or a new application for Authorization. Should the project sponsor decline to so file, and decline to withdraw the permit application, the Commission shall conduct a public hearing in order to consider the revocation of the Authorization. Should the Commission not revoke the Authorization following the closure of the public hearing, the Commission shall determine the extension of time for the continued validity of the Authorization.
For information about compliance, contact Code Enforcement, Planning Department at 415-575-6863, www.sf-planning.org
3. **Diligent Pursuit.** Once a site or Building Permit has been issued, construction must commence within the timeframe required by the Department of Building Inspection and be continued diligently to completion. Failure to do so shall be grounds for the Commission to consider revoking the approval if more than three (3) years have passed since this Authorization was approved.
For information about compliance, contact Code Enforcement, Planning Department at 415-575-6863, www.sf-planning.org
4. **Extension.** All time limits in the preceding three paragraphs may be extended at the discretion of the Zoning Administrator where implementation of the project is delayed by a public agency, an appeal or a legal challenge and only by the length of time for which such public agency, appeal or challenge has caused delay.
For information about compliance, contact Code Enforcement, Planning Department at 415-575-6863, www.sf-planning.org
5. **Conformity with Current Law.** No application for Building Permit, Site Permit, or other entitlement shall be approved unless it complies with all applicable provisions of City Codes in effect at the time of such approval.
For information about compliance, contact Code Enforcement, Planning Department at 415-575-6863, www.sf-planning.org

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

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

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

8. **Rooftop Mechanical Equipment.** Pursuant to Planning Code 141, the Project Sponsor shall submit a roof plan to the Planning Department prior to Planning approval of the building permit application. Rooftop mechanical equipment, if any is proposed as part of the Project, is required to be screened so as not to be visible from any point at or below the roof level of the subject building.

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

PROVISIONS

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

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

MONITORING - AFTER ENTITLEMENT

10. **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

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

specific conditions of approval for the Project as set forth in Exhibit A of this Motion, the Zoning Administrator shall refer such complaints to the Commission, after which it may hold a public hearing on the matter to consider revocation of this authorization.

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

OPERATION

12. **Eating and Drinking Uses.** As defined in Planning Code Section 202.2, Eating and Drinking Uses, as defined in Section [102](#), shall be subject to the following conditions:

- A. The business operator shall maintain the main entrance to the building and all sidewalks abutting the subject property in a clean and sanitary condition in compliance with the Department of Public Works Street and Sidewalk Maintenance Standards. In addition, the operator shall be responsible for daily monitoring of the sidewalk within a one-block radius of the subject business to maintain the sidewalk free of paper or other litter associated with the business during business hours, in accordance with Article 1, Section [34](#) of the San Francisco Police Code.

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

- B. When located within an enclosed space, the premises shall be adequately soundproofed or insulated for noise and operated so that incidental noise shall not be audible beyond the premises or in other sections of the building, and fixed-source equipment noise shall not exceed the decibel levels specified in the San Francisco Noise Control Ordinance.

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

For information about compliance with construction noise requirements, contact the Department of Building Inspection at 415-558-6570, www.sfdbi.org.

For information about compliance with the requirements for amplified sound, including music and television, contact the Police Department at 415-553-0123, www.sf-police.org.

- C. While it is inevitable that some low level of odor may be detectable to nearby residents and passersby, appropriate odor control equipment shall be installed in conformance with the approved plans and maintained to prevent any significant noxious or offensive odors from escaping the premises.

For information about compliance with odor or other chemical air pollutants standards, contact the Bay Area Air Quality Management District, (BAAQMD), 1-800-334-ODOR (6367), www.baaqmd.gov and Code Enforcement, Planning Department at 415-575-6863, www.sf-planning.org

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

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

13. **Sidewalk Maintenance.** The Project Sponsor shall maintain the main entrance to the building and all sidewalks abutting the subject property in a clean and sanitary condition in compliance with the Department of Public Works Streets and Sidewalk Maintenance Standards.

For information about compliance, contact Bureau of Street Use and Mapping, Department of Public Works, 415-695-2017, <http://sfdpw.org>

Exhibit B:

Plans and Renderings

City Center

Whole Foods Market

05.15.2019

PROJECT ADDRESS

2675 Geary Blvd.
San Fransisco, CA 94118

PROJECT 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: Mark Loper
One Bush Street, Suite 600
San Francisco, Ca 94104
Phone: (415) 567-9000
Fax: (415) 399-9480
Email: Mloper@Reubenlaw.com

Tenant
[Whole Foods Market](#)
Attn: Mr. Adam Smith
Executive Coordinator//Store Development
Northern California And Reno
Phone: (510) 455-1534
Skype: R.adam.smith

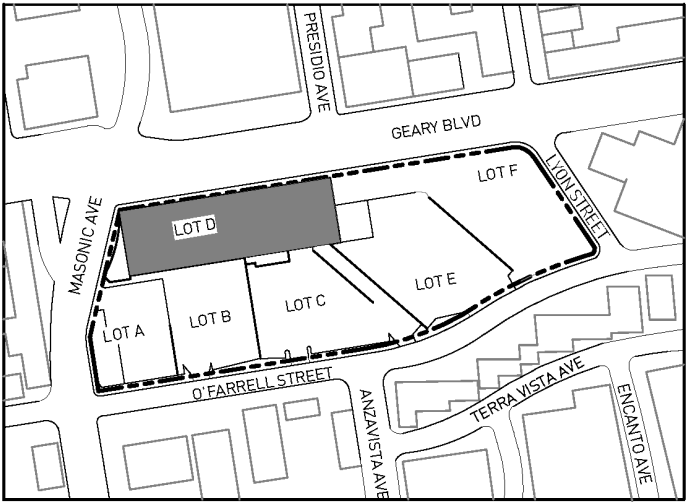
SCOPE OF WORK

The project proposes a Whole Foods grocery store, restaurant, and coffee bar. The project site is the former Best Buy space and a new 1,190 square foot room connected to the former Best Buy space by a door leading into the storage area. The grocery store and restaurant will be in the former Best Buy space and the coffee shop will be in the new room.

CONTENTS

- 2 Site Plan
- 4 Site Context Photos
- 5 Context Plans/Views
- 13 Floor Plans
- 15 Elevations
- 18 Sections
- 19 Precedent Images
- 20 Signage

PLOT PLAN



PROJECT SUMMARY

Block And Lot Number

BLOCK 1094 LOT 001

Zoning District

NC-3 (Neighborhood, Commercial, Moderate Scale)

Height and Bulk

Generally, 40-X and 80-D

Building Height

80' MAX with height averaging. Refer to building height diagram.

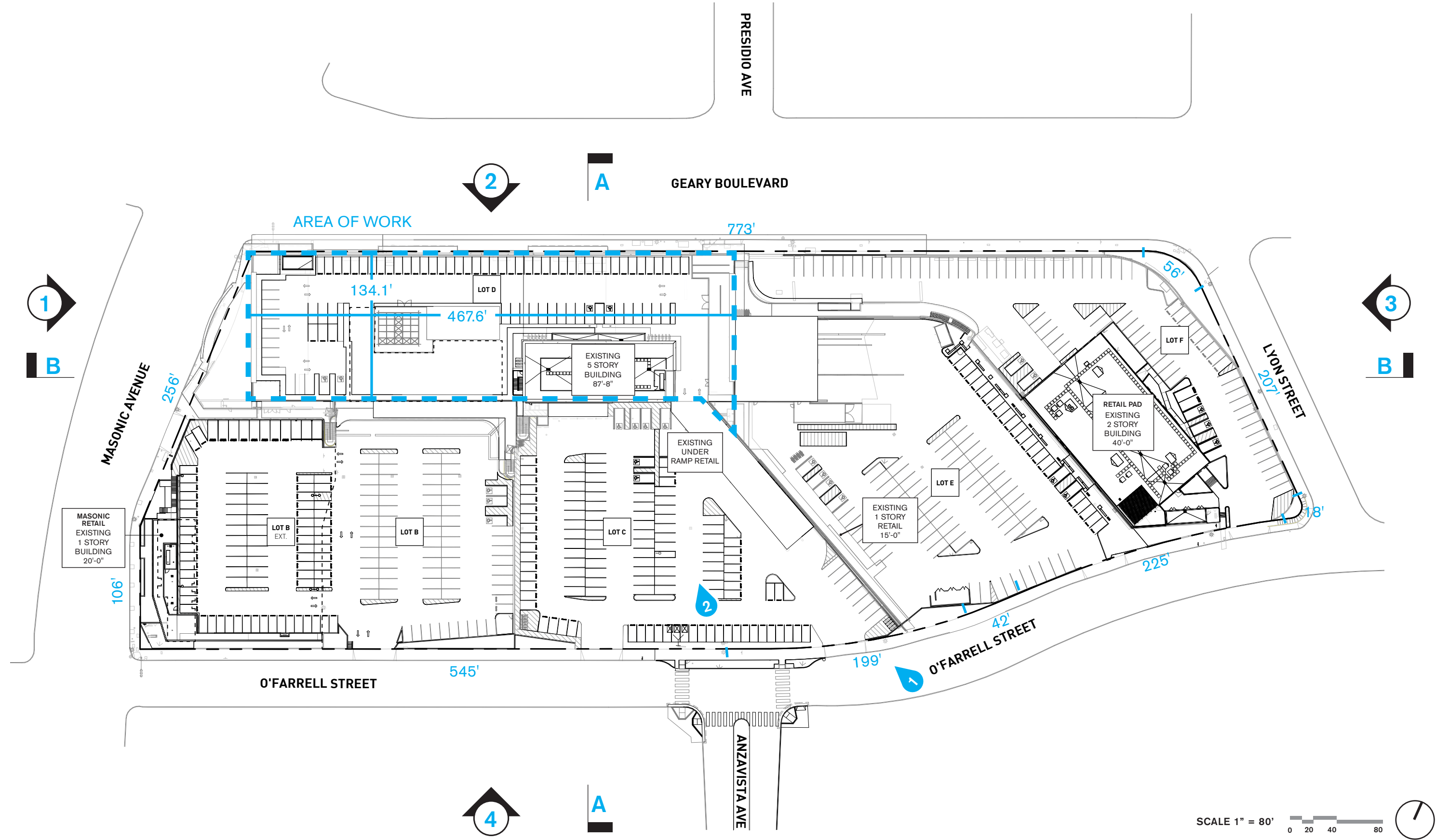
Existing Square Footage

Retail 53,095 SF
Loading Dock 3,528 SF
Retail Shed 1,190 SF
Total 57,813 SF

Proposed Square Footage

Grocery 49,779 SF
Restaurant 3,316 SF
Coffee Shop 1,190 SF
Loading Dock 3,528 SF
Total 57,813 SF

Site Plan



Site Context Photos [Historical Photos](#)



HISTORIC LOT C



AERIAL LOOKING TOWARD O'FARRELL STREET



HISTORIC LOT C



AERIAL LOOKING TOWARD GEARY BLVD.

Site Context Photos **Exisiting Conditions**



NORTH WEST AERIAL



NORTH EAST AERIAL

Site Context Photos **Lot C from O'Farrell**



Site Context Photos **Lot C Looking at Whole Foods**



Context Plans/Views **Lot A**



Context Plans/Views **Lot B**



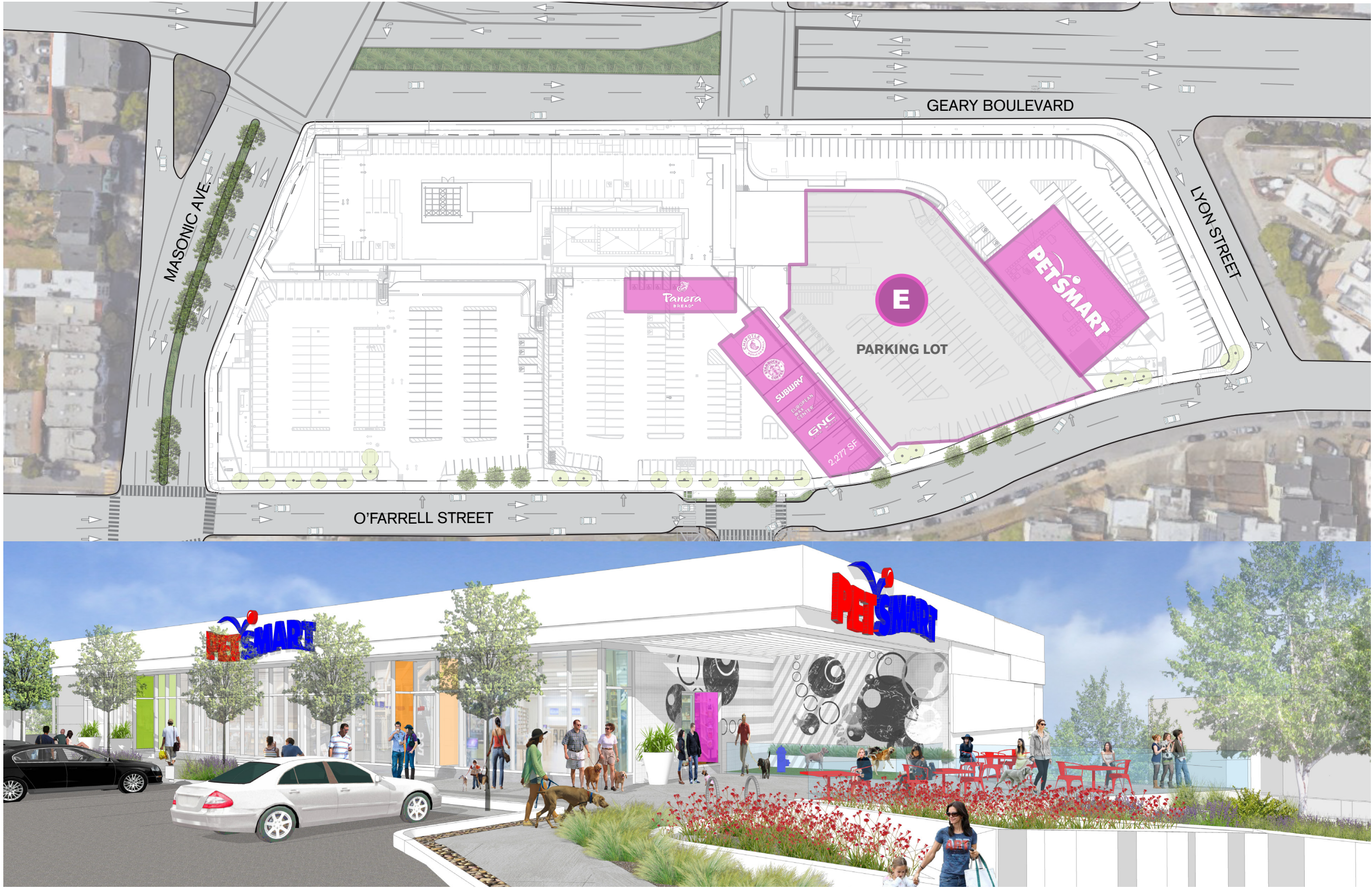
Context Plans/Views **Lot C**



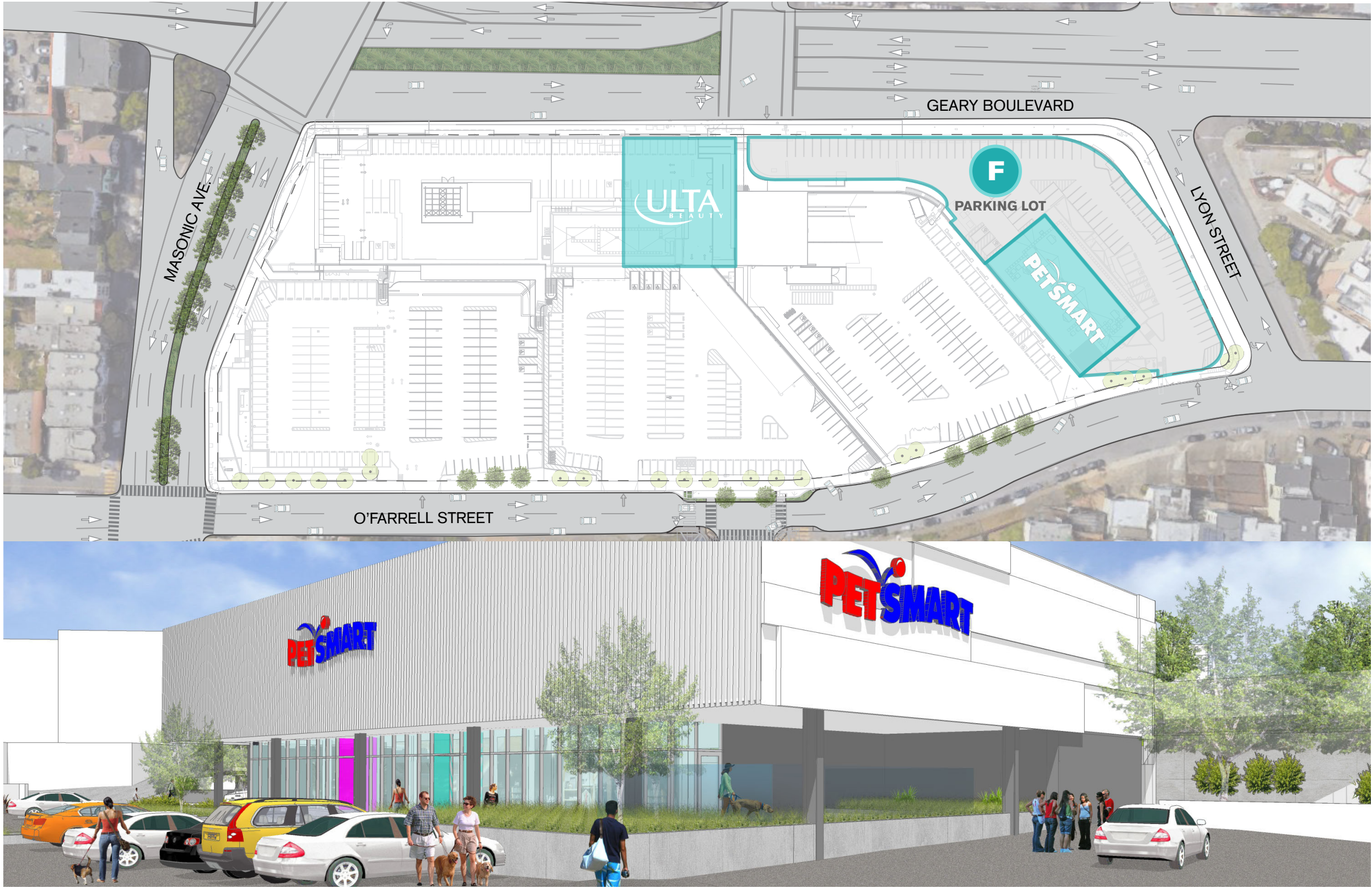
Context Plans/Views **Lot D**



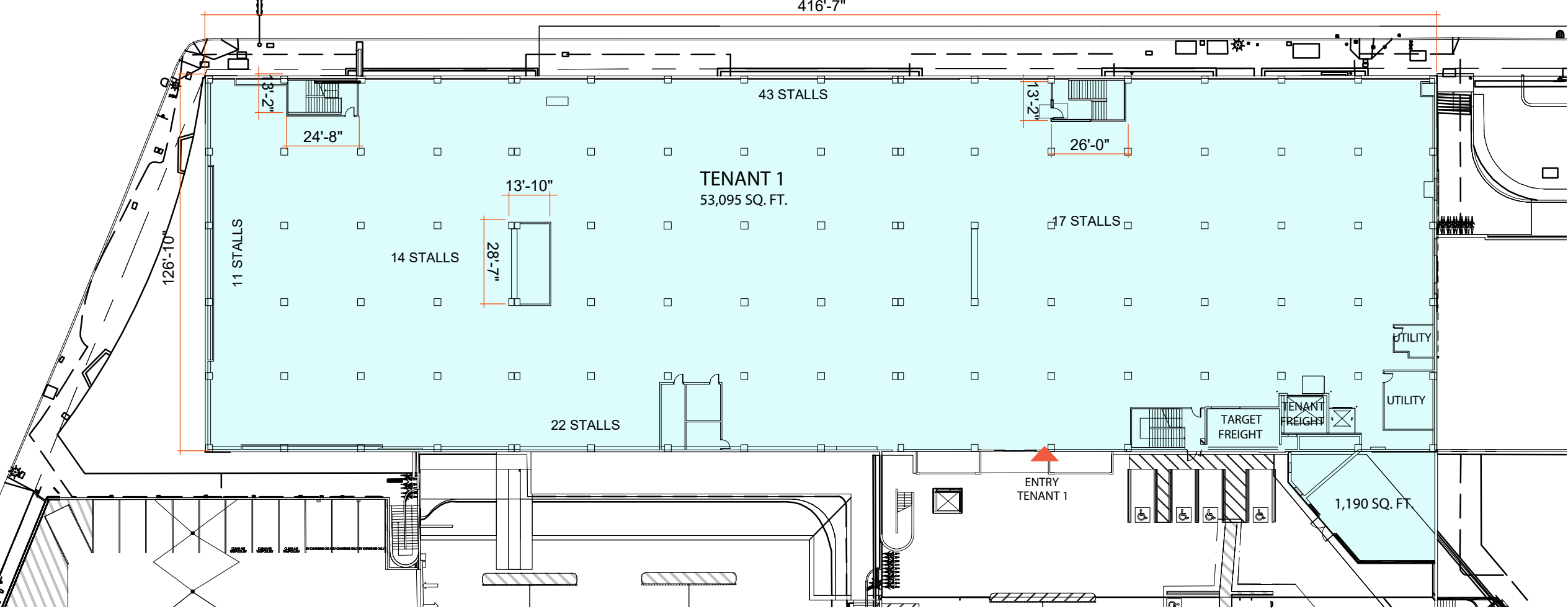
Context Plans/Views **Lot E**



Context Plans/Views **Lot F**



Floor Plan Existing - Lot C

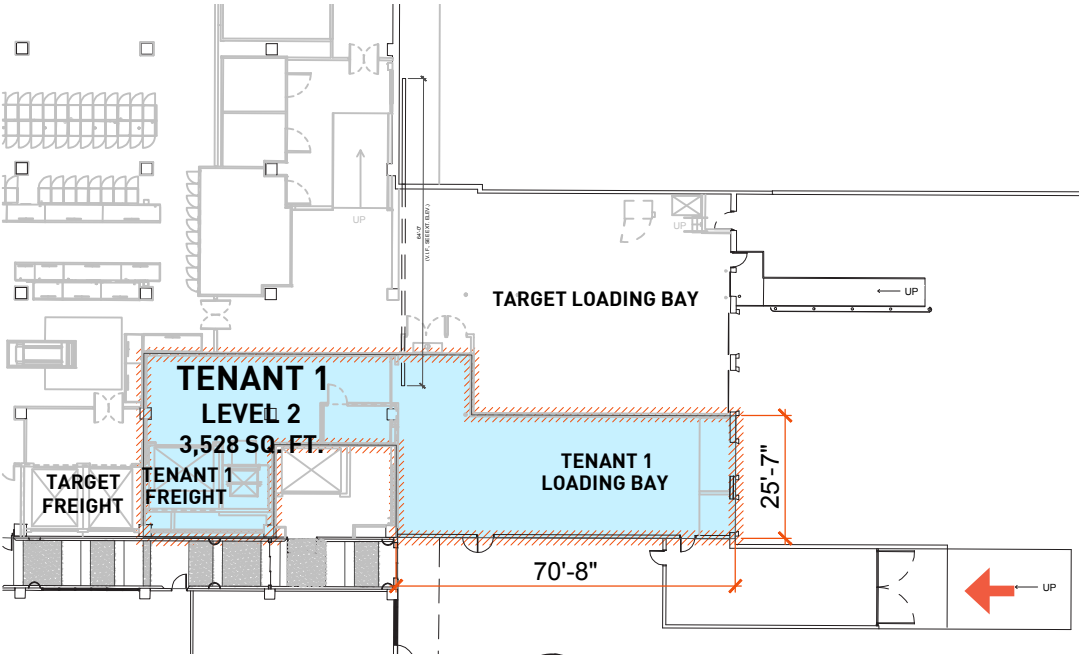


SALES LEVEL

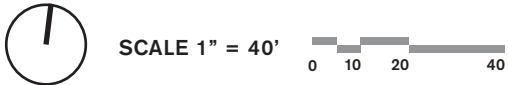
SF TOTALS (GROSS FLOOR AREA)

RETAIL 53,095 SF
RETAIL SHED 1,190 SF
DOCK LEVEL 3,528 SF

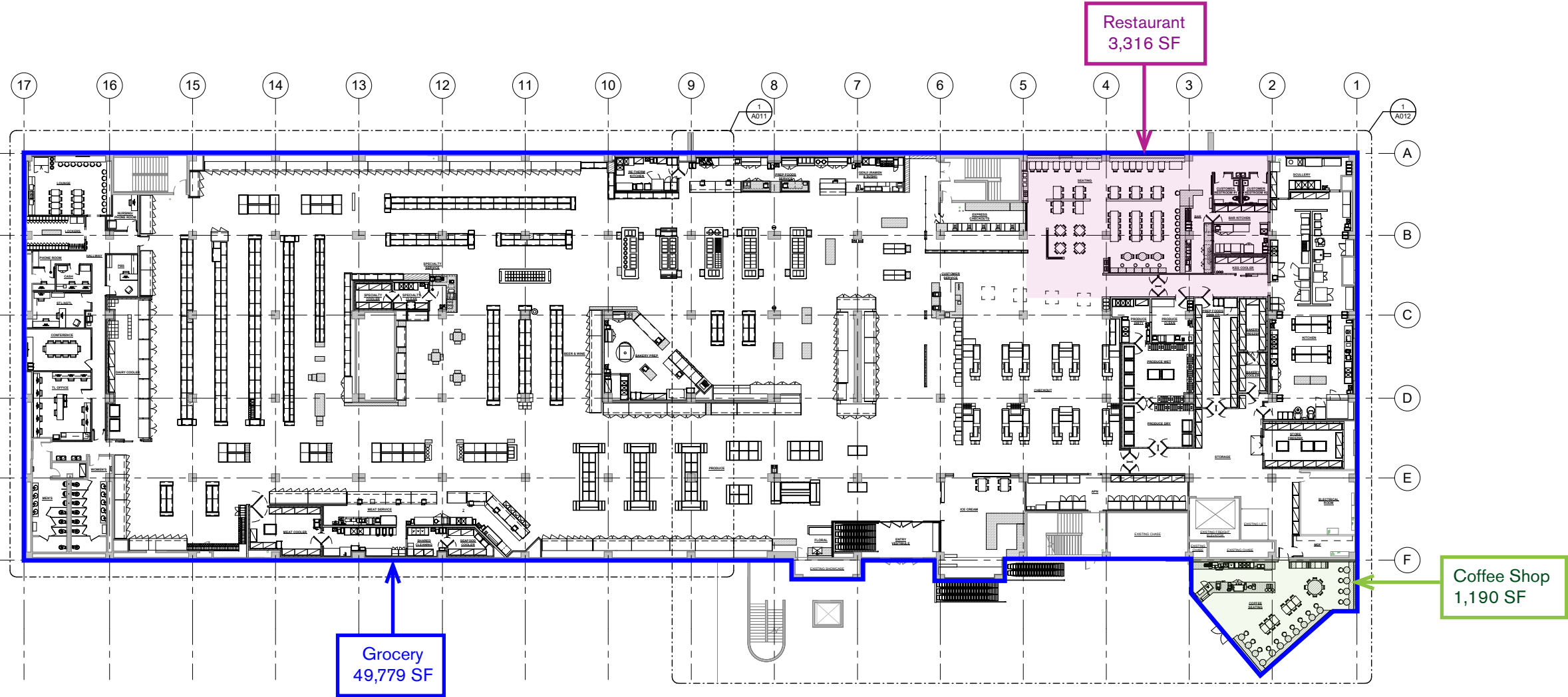
TOTAL 57,813 SF



DOCK LEVEL



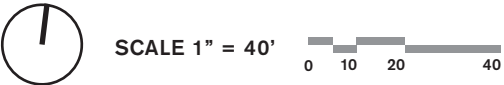
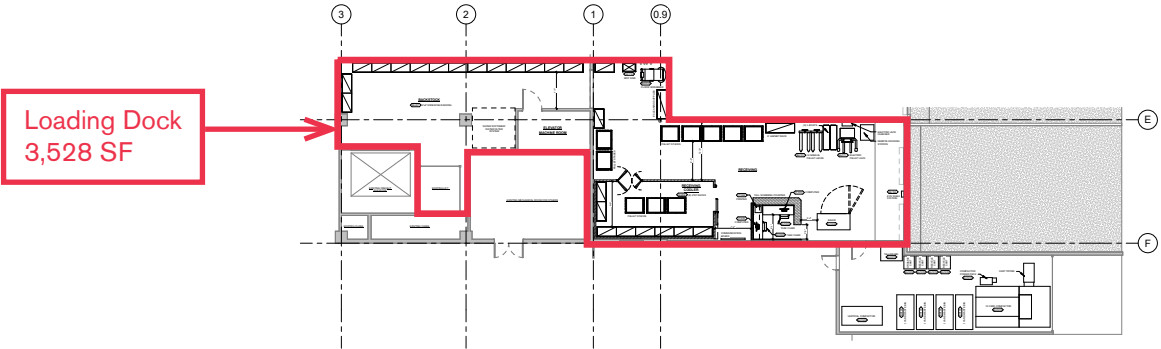
Floor Plan Proposed - Whole Foods



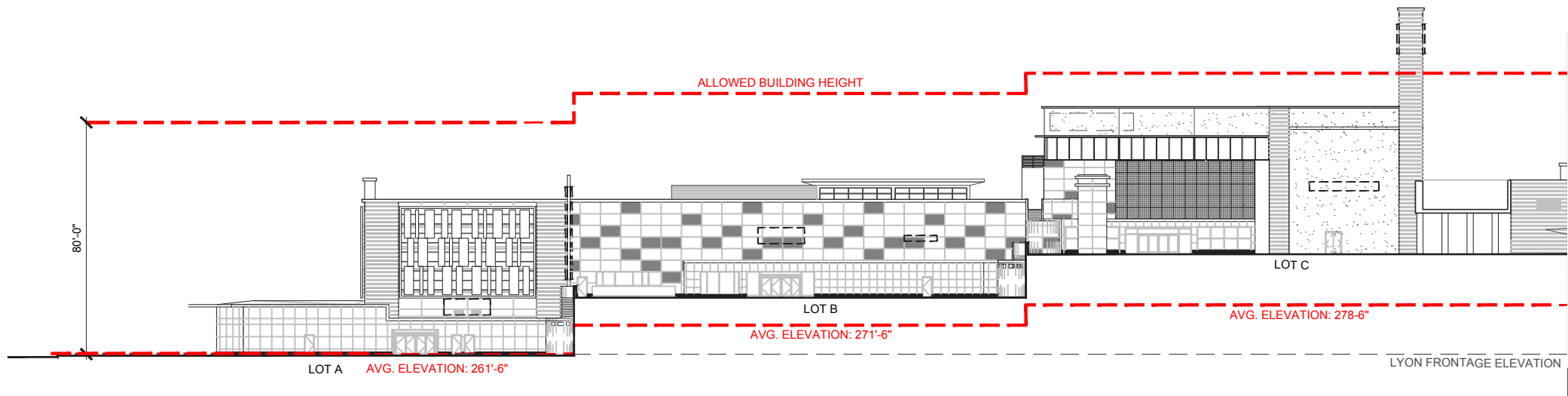
SF TOTALS

- Street Level
 - Grocery 49,779 SF
 - Coffee Shop 1,190 SF
 - Restaurant 3,316 SF
 - Sub Total 54,285 SF
- Loading Dock Level
 - Loading Dock 3,528 SF

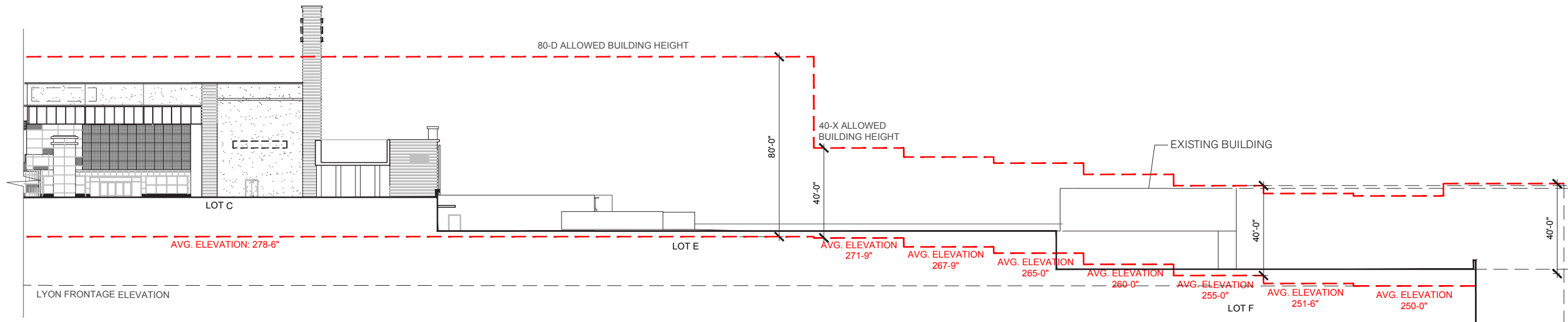
TOTAL: 57,813 SF



Elevation Height Limit Diagram



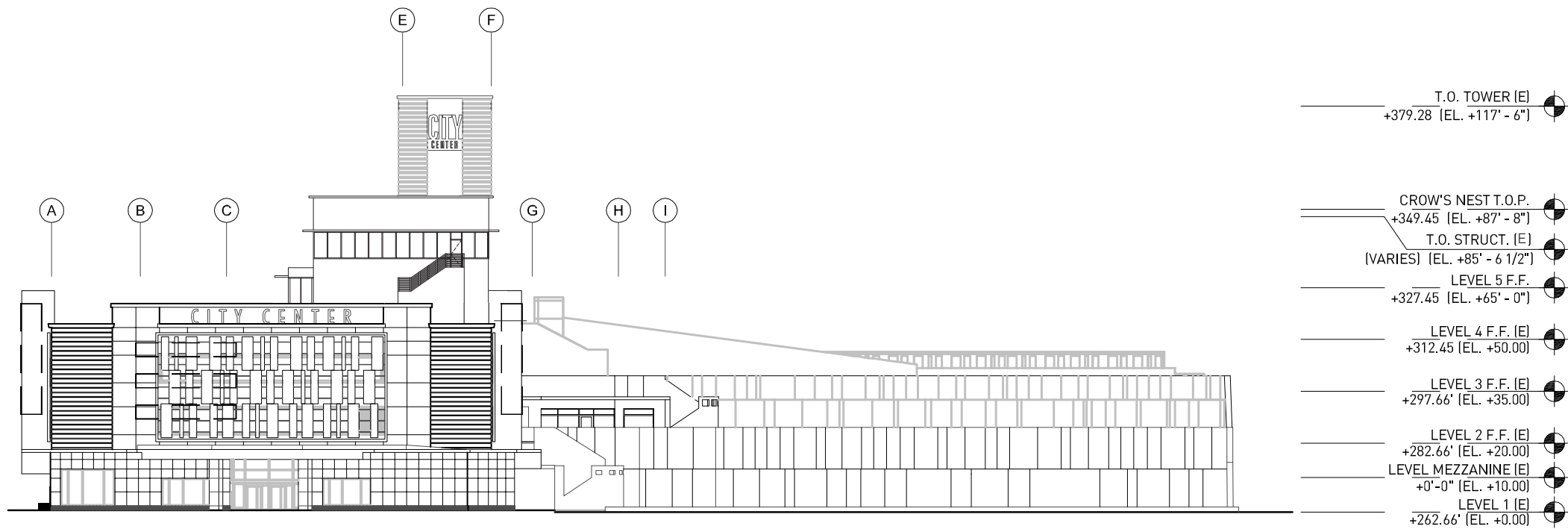
BUILDING HEIGHT DIAGRAM - MASONIC AVENUE



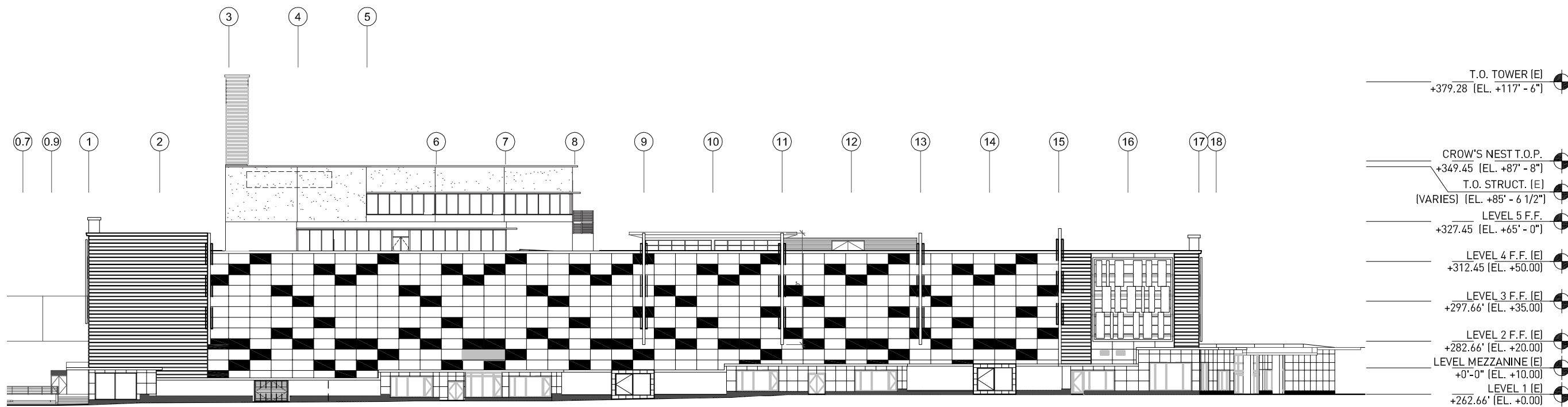
BUILDING HEIGHT DIAGRAM - LYON AVENUE

SCALE 1" = 50'

Elevation West & North



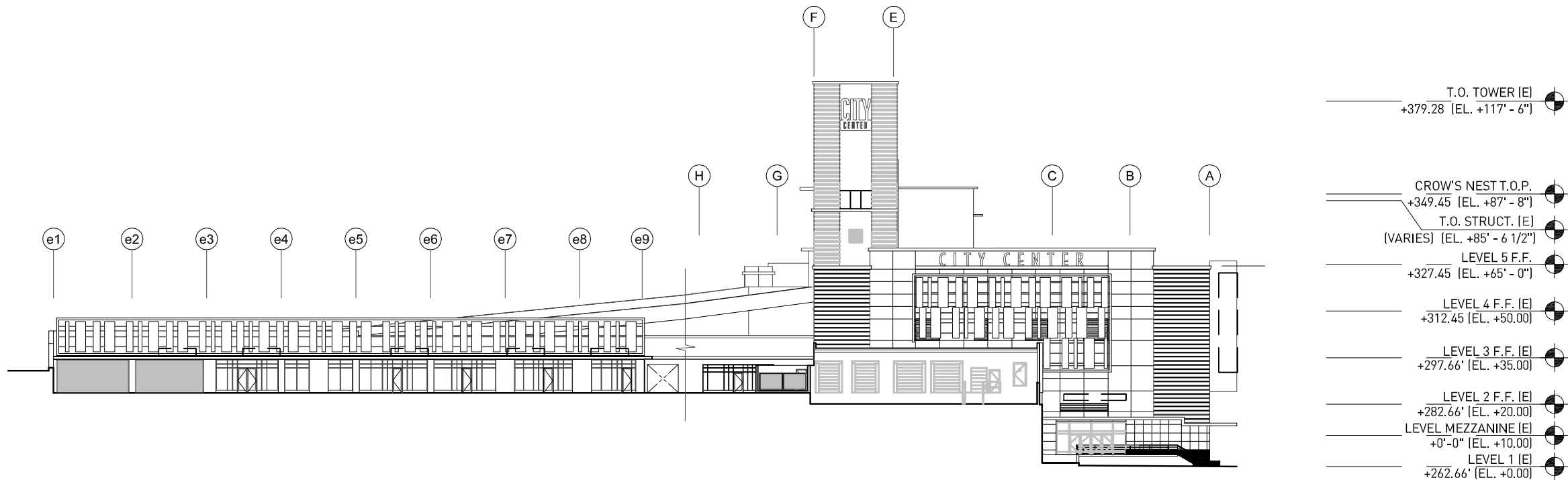
WEST ELEVATION



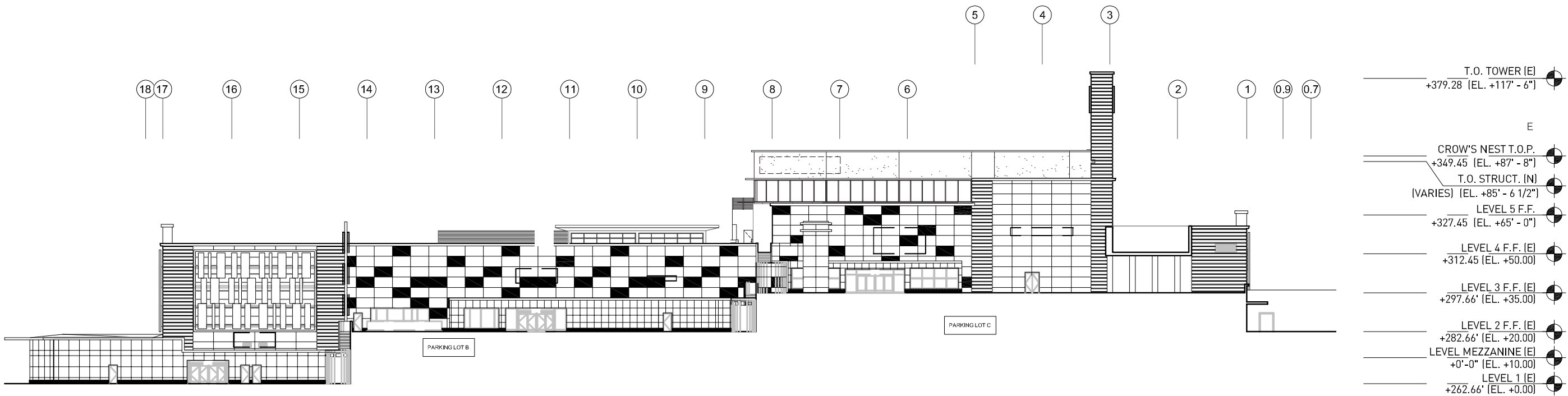
NORTH ELEVATION

SCALE 1" = 40'

Elevation East & South



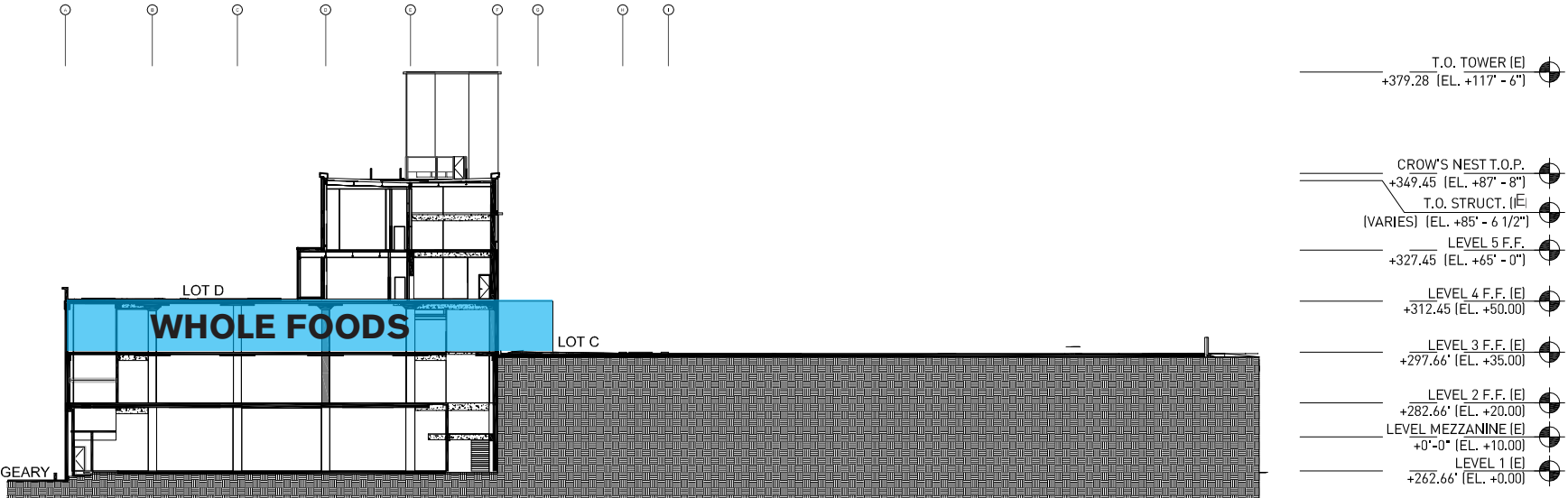
EAST ELEVATION



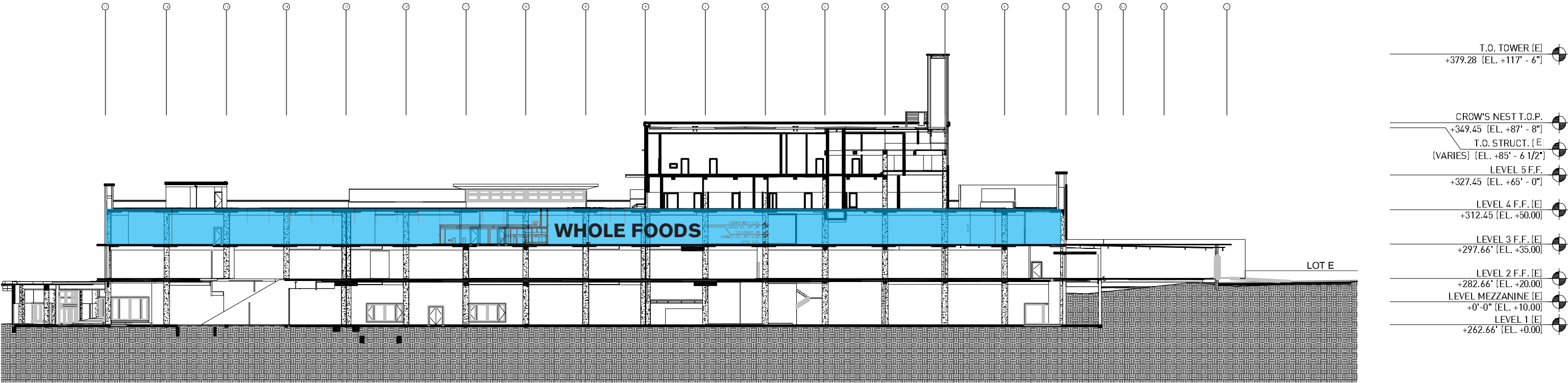
SOUTH ELEVATION

SCALE 1" = 40'

Section A & B



SECTION A



SECTION B

SCALE 1" = 40'

Restaurant Precedent Images



WHOLE FOODS MARKET

EXTERIOR SIGN PACKAGE

City Center
2675 Geary Blvd.
San Francisco, CA 94118

Index

Page 1	Cover Sheet
Page 2	Site Plan & Vicinity Map
Page 3	South Elevations
Page 4	West Elevations
Page 5	North Elevations
Page 6	Sign A Specifications
Page 7	Signs B & C Specifications
Page 8	Sign D Specifications
Page 9	Pylon Sign E & Building Sign F Specifications
Page 10	Pylon Sign G Specifications



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PROJECT TEAM

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Fax: (415) 399-9480
Email: Mloper@Reubenlaw.com

Tenant
[Whole Foods Market](#)
Attn: Mr. Adam Smith
Executive Coordinator//Store Development
Northern California And Reno
Phone: (510) 455-1534
Skype: R.adam.smith

SCOPE OF WORK

New exterior signage
for Whole Foods Market

PROJECT SUMMARY

Block And Lot Number

BLOCK 1094 LOT 001

Zoning District

NC-3 (Neighborhood,
Commercial, Moderate Scale)

Height and Bulk

Generally, 40-X and 80-D

Building Height

80' MAX with height averaging.
Refer to building height diagram.

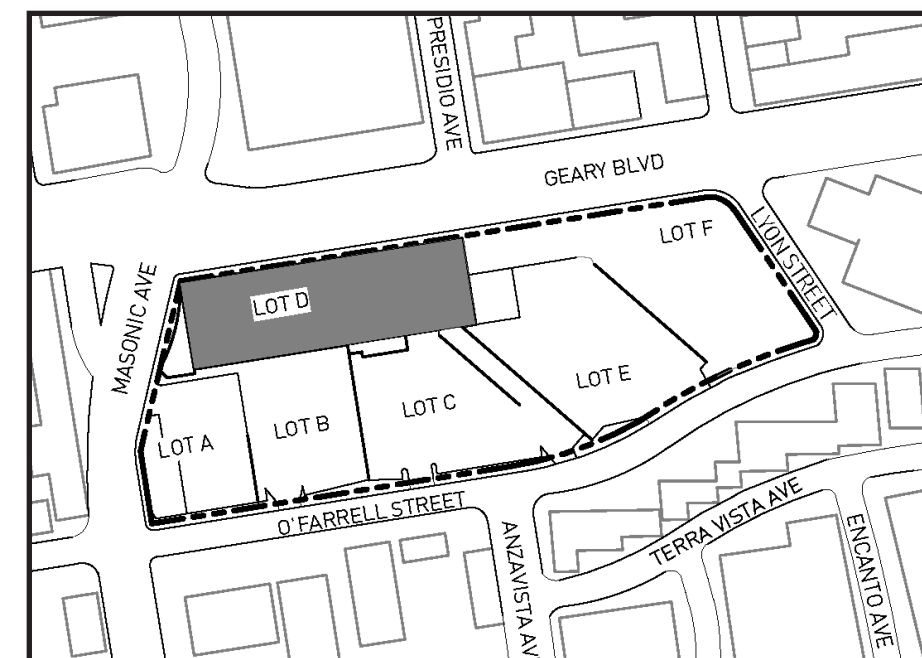
Existing Square Footage

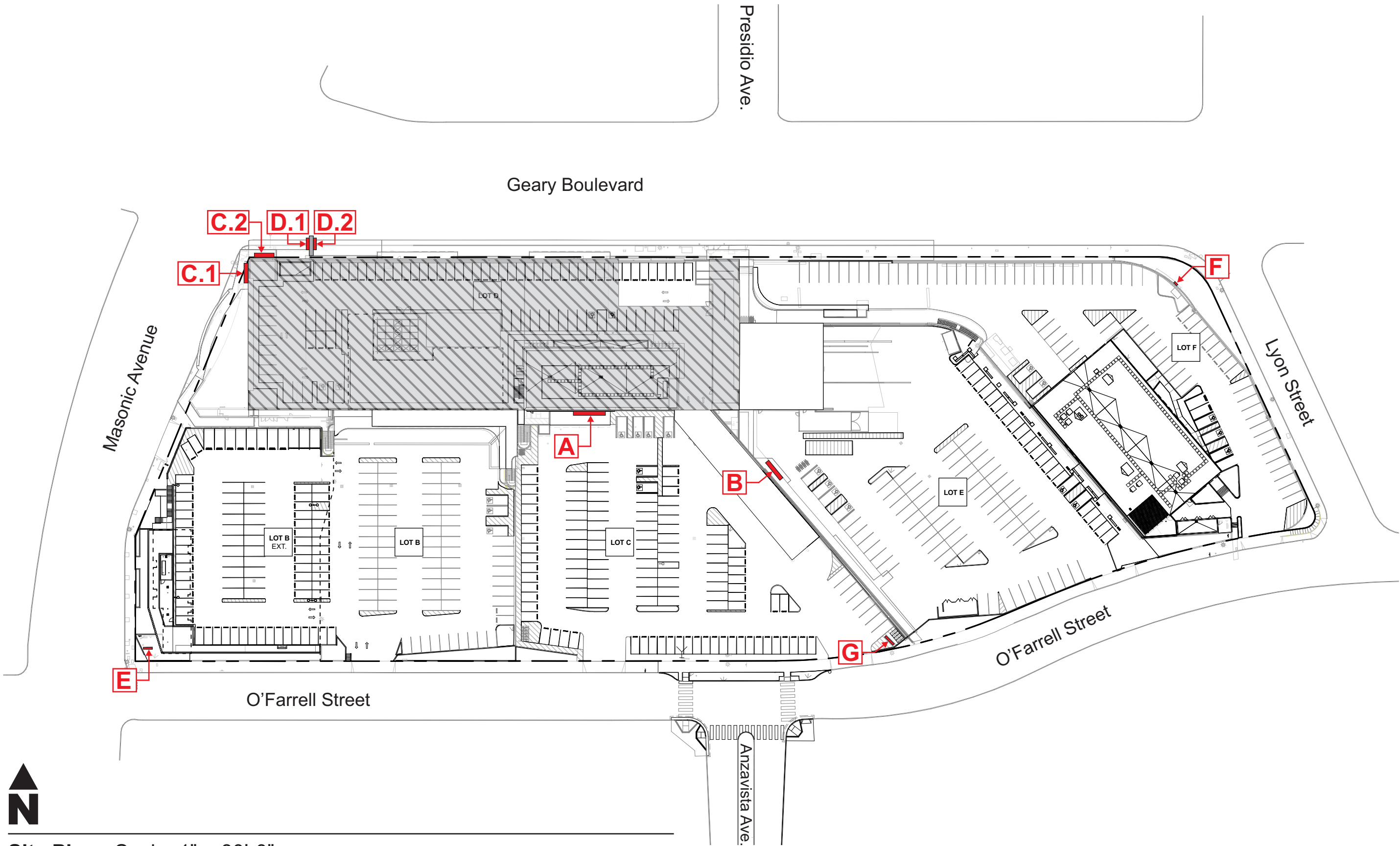
Retail 53,095 SF
Loading Dock 3,528 SF
Retail Shed 1,190 SF
Total 57,813 SF

Proposed Square Footage

Grocery 49,779 SF
Restaurant 3,316 SF
Coffee Shop 1,190 SF
Loading Dock 3,528 SF
Total 57,813 SF

PLOT PLAN

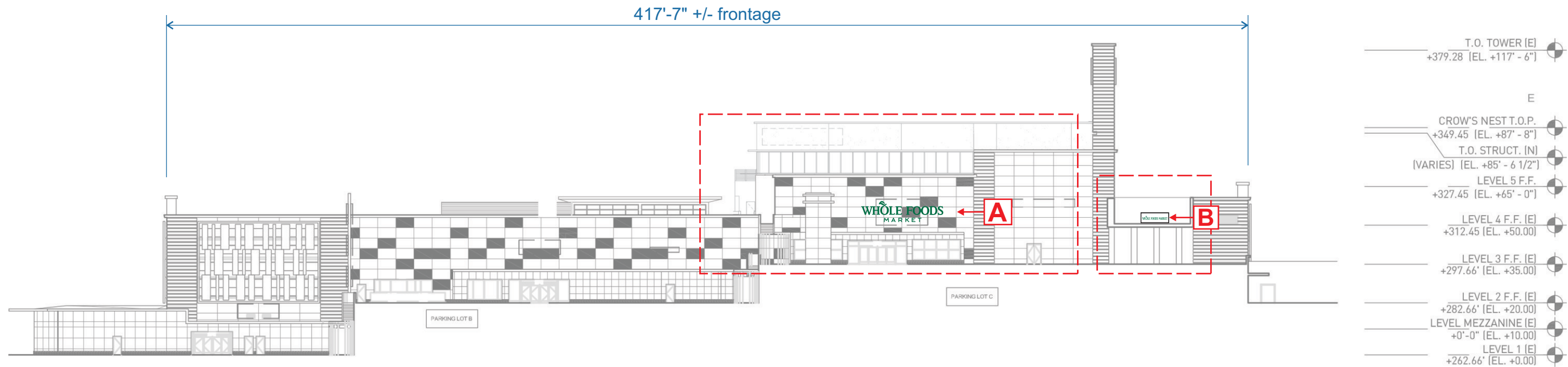




Site Plan - Scale: 1" = 80'-0"

PROJECT:		REVISION	DATE	DESCRIPTION
CUSTOMER: Whole Foods Market		1	7/2/19	Add Southwest elevation sign
LOCATION: 2675 Geary Blvd. - San Francisco, CA 94118		2	7/3/19	Downsize sign B
DATE: 6/12/2019		3	7/12/19	New Southwest Elevation
SALES: David Esajian				
DESIGNER: James Franks				
SERVER: S:\Whole Foods\CA-San Francisco, 2675 Geary Blvd (City Center)\pdf				

APPROVALS	
SALES:	
CUSTOMER:	
LANDLORD:	



Overall South Elevation (O'Farrell St.) - Scale: 1" = 40'-0"



WFM South Entrance Elevation (O'Farrell St.) - Scale: 1/16" = 1'-0"

Square Footage Allowed
200.00 sq. ft.

Square Footage Shown
Sign A: 6'-1" x 31'-7 1/2" = 192.37 sq. ft.



Southwest Elevation - Scale: 1/8" = 1'-0"

Square Footage Allowed
200.00 sq. ft.

Square Footage Shown
Sign B: 2'-6" x 18'-0" = 45.00 sq. ft.



5090 N. FRUIT AVE./SUITE 101
FRESNO, CA 93711
T 559.225.2183

www.adart.com

CA STATE CONTRACTORS LICENSE #826051

PROJECT:			
CUSTOMER: Whole Foods Market			
LOCATION: 2675 Geary Blvd. - San Francisco, CA 94118			
DATE: 6/12/2019			
SALES: David Esajian			
DESIGNER: James Franks			
SERVER: S:\Whole Foods\CA-San Francisco, 2675 Geary Blvd (City Center)\pdf			

REVISION	DATE	DESCRIPTION
1	7/2/19	Add Southwest elevation sign
2	7/3/19	Downsize sign B
3	7/12/19	New Southwest Elevation

APPROVALS	
SALES:	
CUSTOMER:	
LANDLORD:	

CONCEPTUAL DRAWINGS ONLY:
Dimensions are approximate & may change due to construction factors or exact field conditions. Colors shown are as close as printing will allow. Always follow written specifications.

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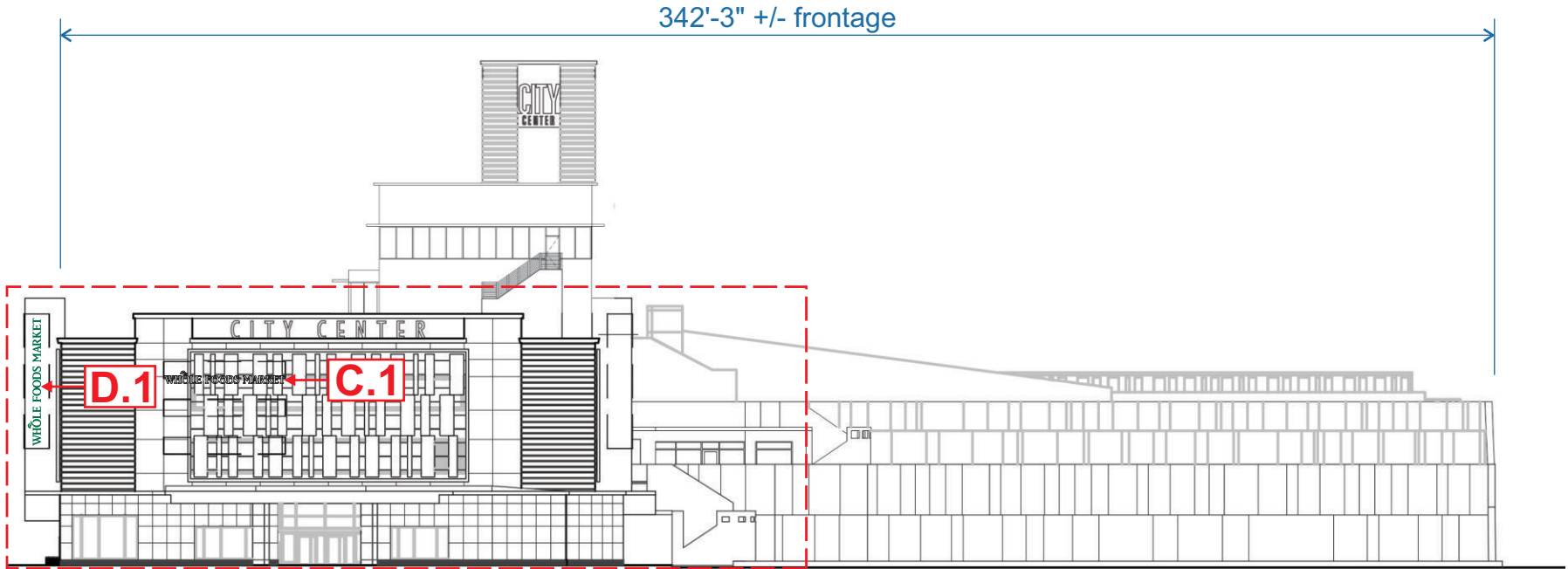
SHEET

3 of 10

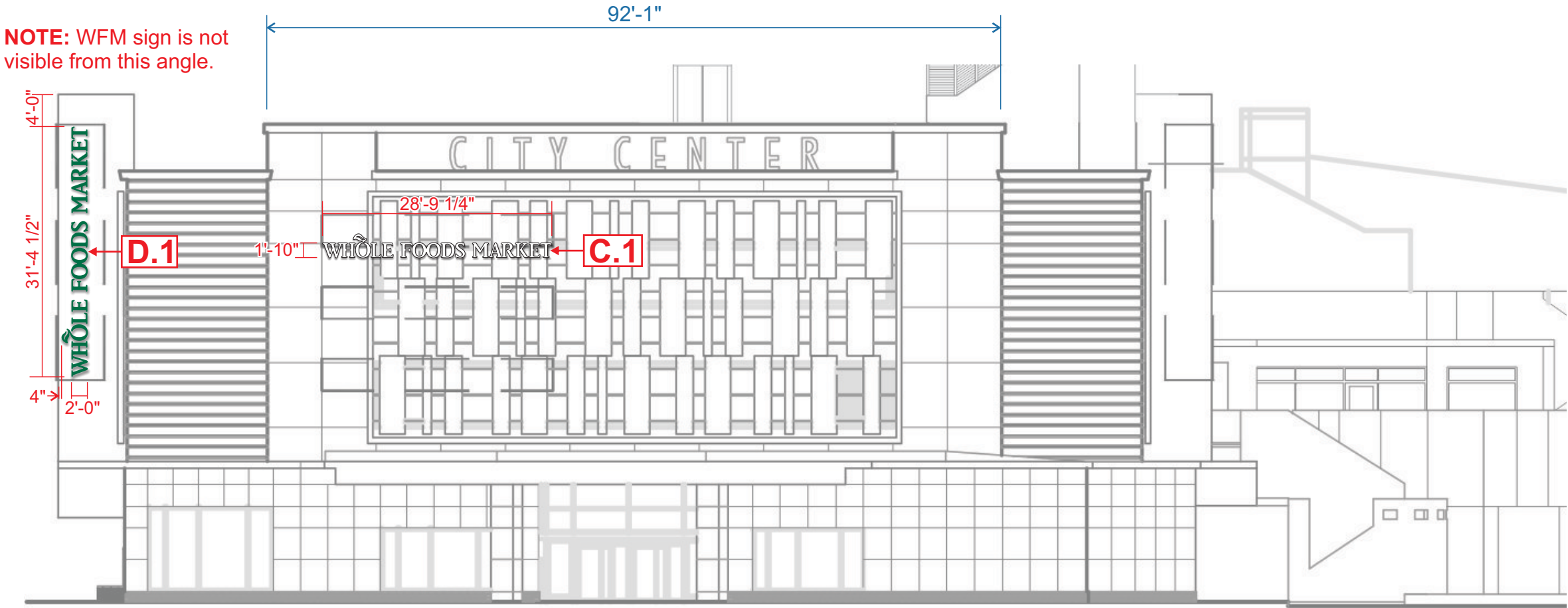
SO# A36857



Northwest Corner Rendering - Scale: NTS



Overall West Elevation (Masonic Ave.) - Scale: 1" = 40'-0"

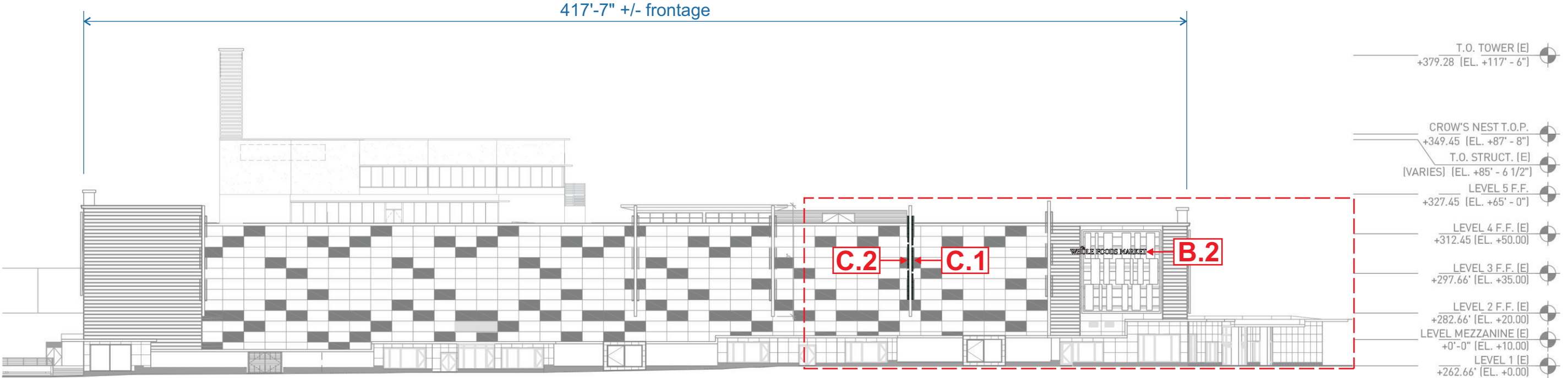


Multi Tenant West Elevation (Masonic Ave.) - Scale: 1/16" = 1'-0"

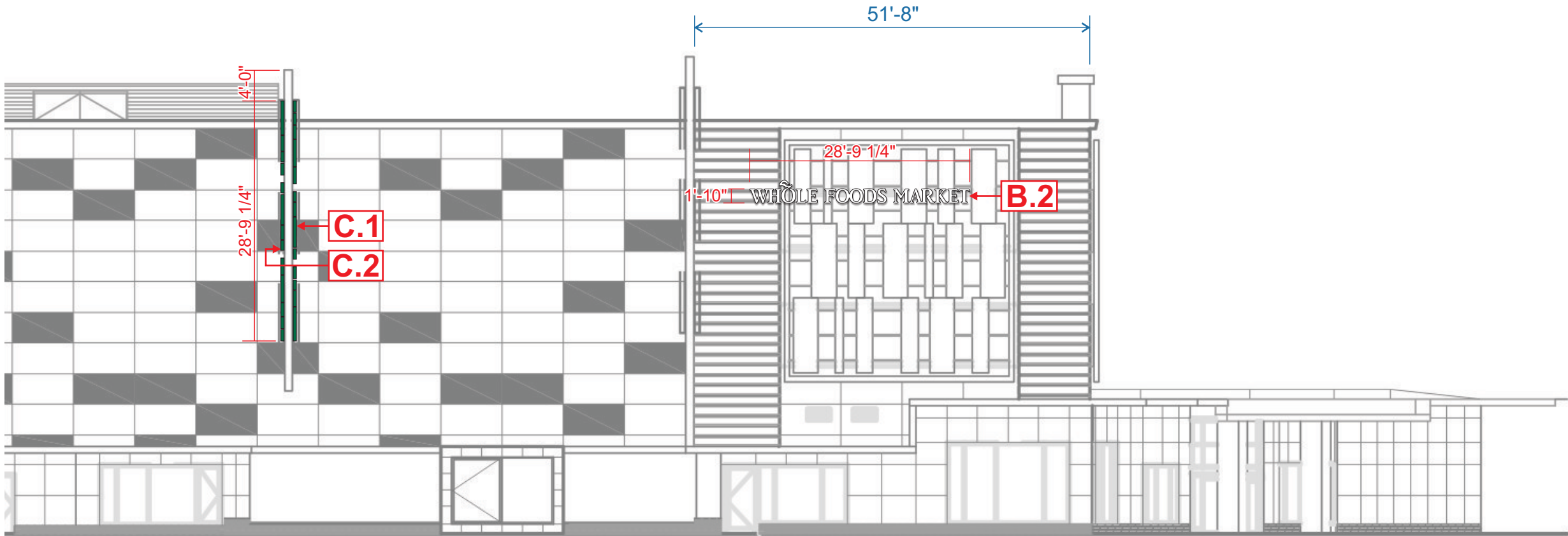
Square Footage Shown
Sign C.1: 1'-10" x 28'-9 1/4" = 52.74 sq. ft.

PROJECT:			REVISION	DATE	DESCRIPTION
CUSTOMER: Whole Foods Market			1	7/2/19	Add Southwest elevation sign
LOCATION: 2675 Geary Blvd. - San Francisco, CA 94118			2	7/3/19	Downsize sign B
DATE: 6/12/2019			3	7/12/19	New Southwest Elevation
SALES: David Esajian					
DESIGNER: James Franks					
SERVER: S:\Whole Foods\CA-San Francisco, 2675 Geary Blvd (City Center)\pdf					

APPROVALS	
SALES:	
CUSTOMER:	
LANDLORD:	



Overall North Elevation (Geary Blvd.) - Scale: 1" = 40'-0"



Multi Tenant North Elevation (Geary Blvd.) - Scale: 1/16" = 1'-0"

Square Footage Shown

Sign C.2: 1'-10" x 28'-9 1/4" = 52.74 sq. ft.

Sign D.1: 2'-0" x 31'-4 1/2" = 62.75 sq. ft.

Sign D.2: 2'-0" x 31'-4 1/2" = 62.75 sq. ft.



5090 N. FRUIT AVE./SUITE 101
FRESNO, CA 93711
T 559.225.2183

www.adart.com

CA STATE CONTRACTORS LICENSE #826051

PROJECT:		REVISION	DATE	DESCRIPTION	APPROVALS		CONCEPTUAL DRAWINGS ONLY: Dimensions are approximate & may change due to construction factors or exact field conditions. Colors shown are as close as printing will allow. Always follow written specifications.	SHEET
CUSTOMER: Whole Foods Market		1	7/2/19	Add Southwest elevation sign	SALES:		ALL RIGHTS RESERVED: This design has been created for you in connection with a project being planned for you by AD ART. It may not be shown to anyone outside your organization, and may not be reproduced in any manner without prior consent.	5 of 10
LOCATION: 2675 Geary Blvd. - San Francisco, CA 94118		2	7/3/19	Downsize sign B	CUSTOMER:			
DATE: 6/12/2019		3	7/12/19	New Southwest Elevation	LANDLORD:			
SALES: David Esajian								
DESIGNER: James Franks								
SERVER: S:\Whole Foods\CA-San Francisco, 2675 Geary Blvd (City Center)\pdf								SO# A36857

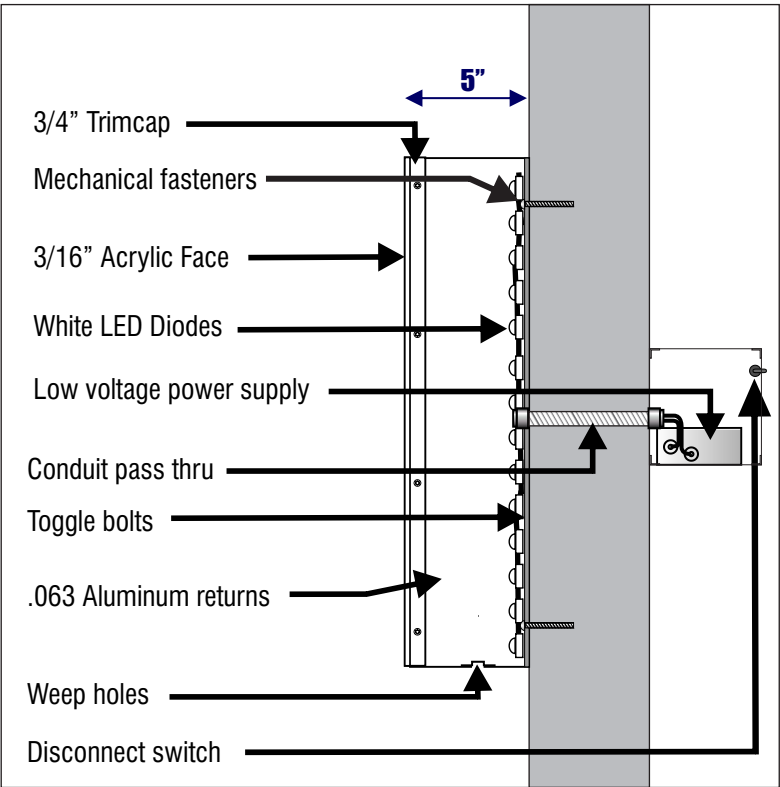


A **PAN CHANNEL LETTER SPECIFICATIONS** Scale: 1/4" = 1'-0"

Description: Manufacture and install one (1) set of internally-illuminated channel letters.

Component	Type	Specifications	Color / Finish
Faces	3/16" 2447 Milky White acrylic	Vinyl applied 1st surface	3M Green 3630-26
Trimcaps	3/4" Trimcap	Paint (satin)	Kale Green PMS 7727 C
Returns	.063 Aluminum	Paint (satin)	Kale Green PMS 7727 C
Illumination	LED		White

Square Footage = 192.37 sq. ft.



Section Detail - Scale: NTS

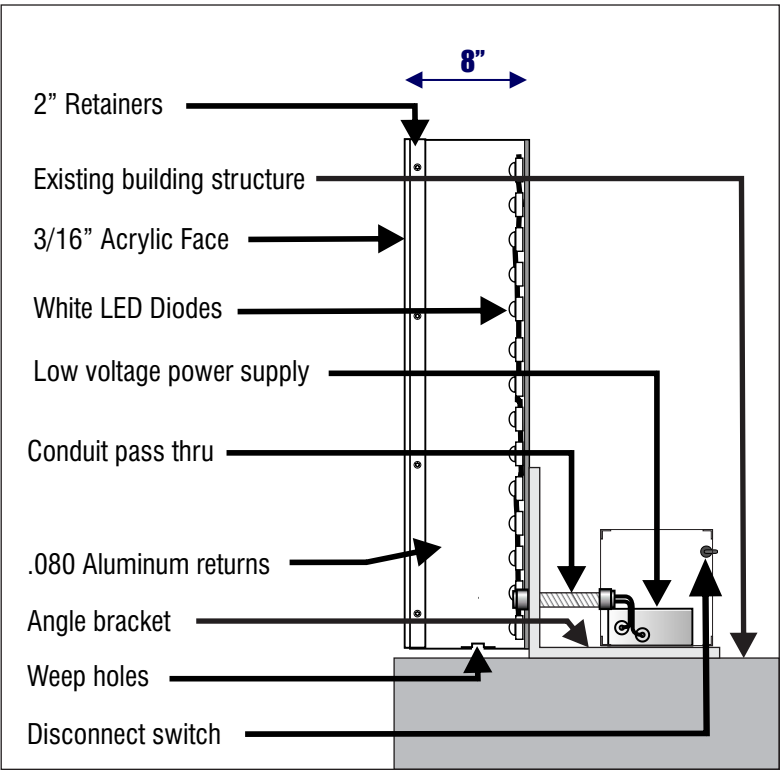


B **CABINET SPECIFICATIONS** Scale: 3/8" = 1'-0"

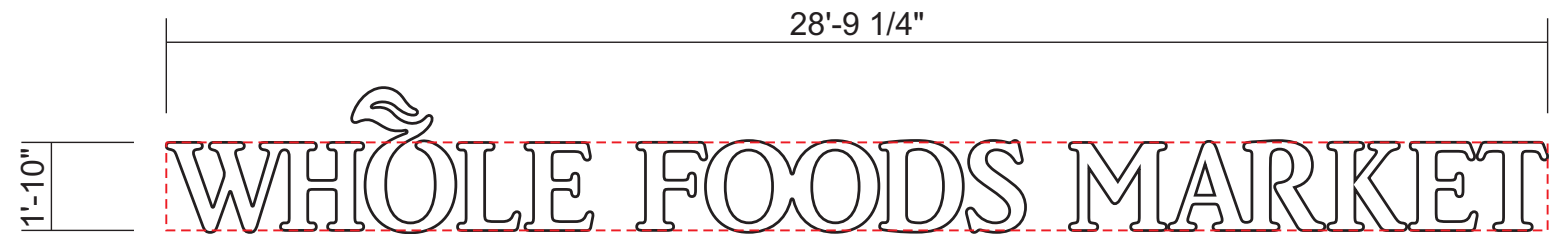
Description: Manufacture and install one (1) internally-illuminated cabinet.

Component	Type	Specifications	Color / Finish
Face	3/16" White acrylic	N/A	White
Copy	Vinyl	Vinyl applied 1st surface	3M Green 3630-26
Retainers	2" Retainers	Paint (satin)	White
Returns	.080 Aluminum	Paint (satin)	White
Illumination	LED		White

Square Footage = 45.00 sq. ft.



Section Detail - Scale: NTS

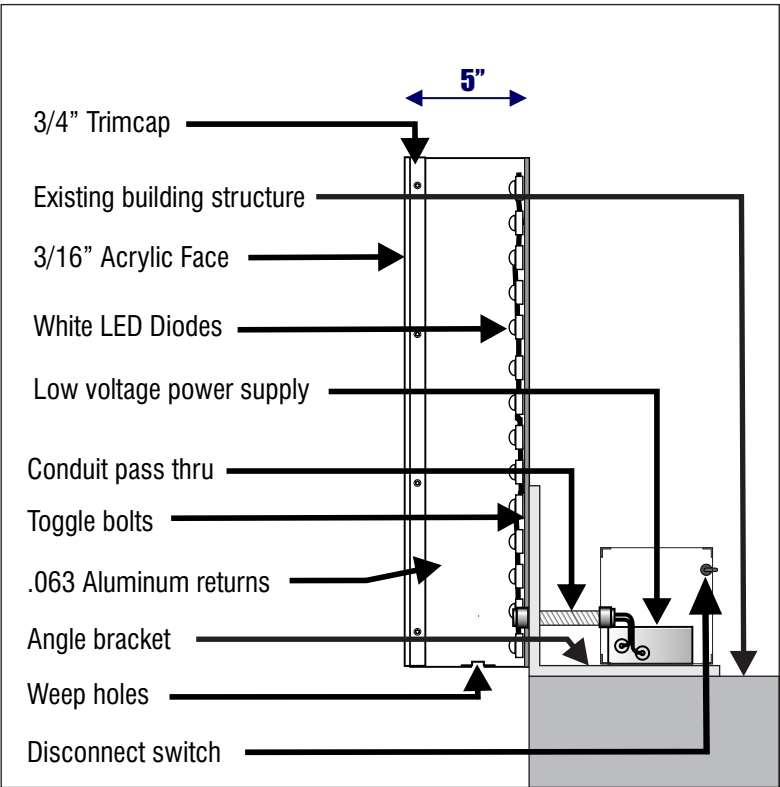


C **PAN CHANNEL LETTER SPECIFICATIONS** Scale: 1/4" = 1'-0"

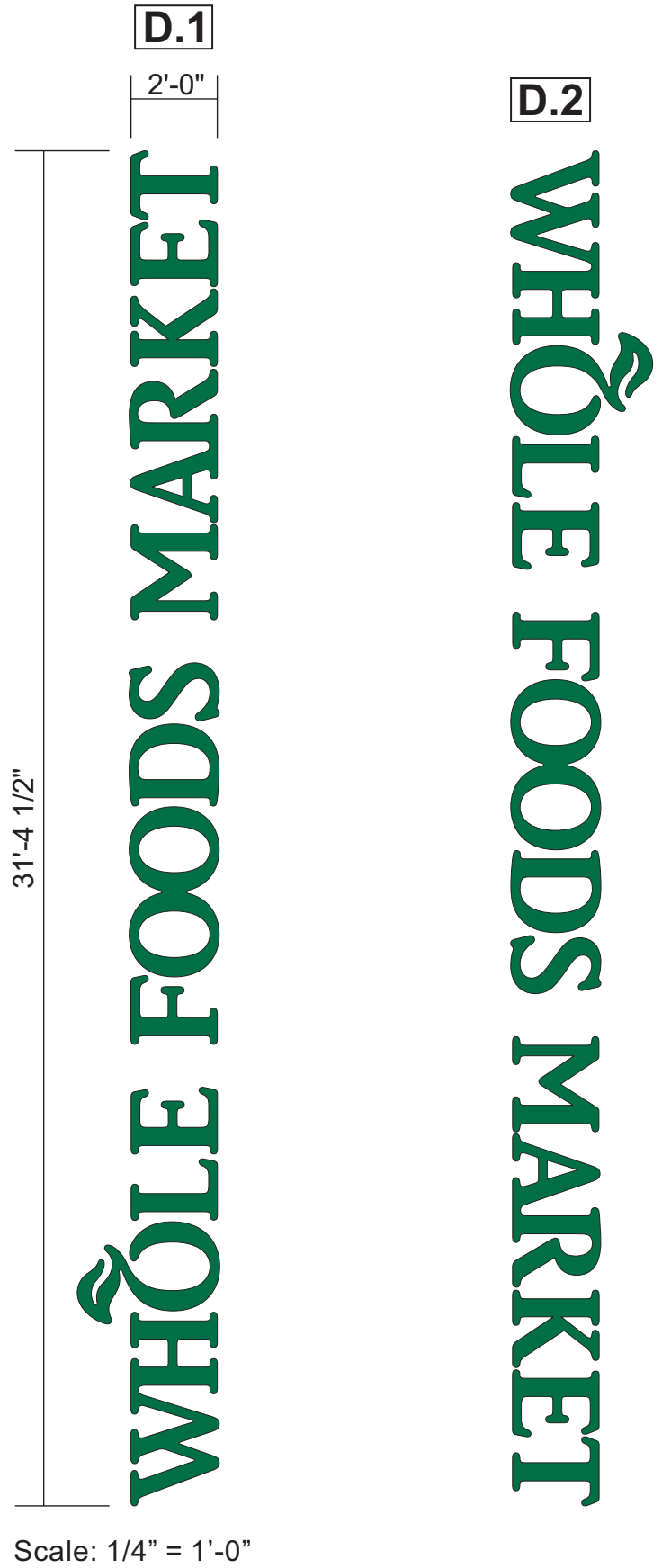
Description: Manufacture and install two (2) sets of internally-illuminated channel letters.

Component	Type	Specifications	Color / Finish
Faces	3/16" White acrylic	Vinyl applied 1st surface	3M White 3630-20
Trimcaps	3/4" Trimcap	Paint (satin)	White
Returns	.063 Aluminum	Paint (satin)	White
Illumination	LED		White

Square Footage = 52.74 sq. ft.



Section Detail - Scale: NTS

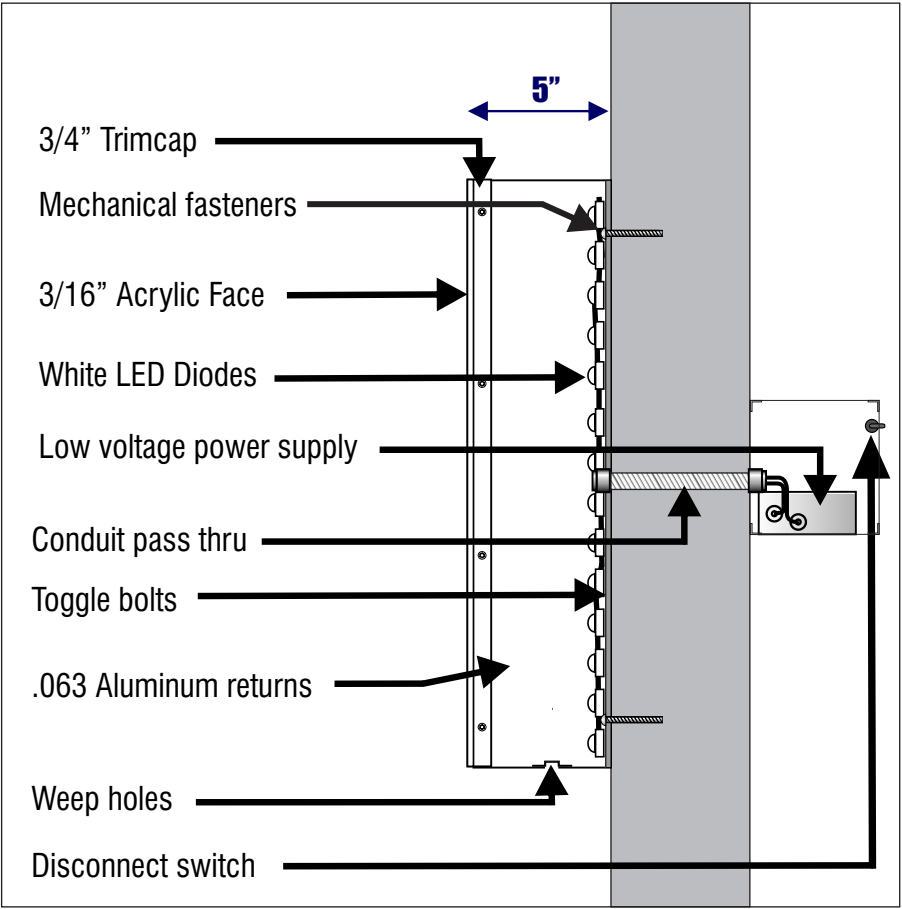


D PAN CHANNEL LETTER SPECIFICATIONS

Description: Manufacture and install two (2) sets of internally-illuminated channel letters.

Component	Type	Specifications	Color / Finish
Faces	3/16" 2447 Milky White acrylic	Vinyl applied 1st surface	3M Green 3630-26
Trimcaps	3/4" Trimcap	Paint (satin)	Kale Green PMS 7727 C
Returns	.063 Aluminum	Paint (satin)	Kale Green PMS 7727 C
Illumination	LED		White

Square Footage = 62.75 sq. ft.



Section Detail - Scale: NTS



Pylon Elevation - Scale: NTS



E

PYLON PANELS

Description: Manufacture and install two (2) panels for one (1) existing double face pylon sign.

Scale: 1/2" = 1'-0"

Component	Type	Specifications	Color / Finish
Panels	White polycarbonate	Vinyl applied 1st surface	3M Black 3630-22
Copy	Show thru	N/A	White



F

BUILDING SIGN PANEL

Description: Manufacture and install one (1) panel for one (1) existing single face building sign.

Scale: 3/8" = 1'-0"

Component	Type	Specifications	Color / Finish
Panels	White polycarbonate	Vinyl applied 1st surface	3M Black 3630-22
Copy	Show thru	N/A	White



Pylon Elevation - Scale: 1/2" = 1'-0"



G BUILDING SIGN PANEL Scale: 1 1/2" = 1'-0"

Description: Manufacture and install one (1) panel for one (1) existing single face pylon sign.

Component	Type	Specifications	Color / Finish
Panels	White polycarbonate	Vinyl applied 1st surface	3M Black 3630-22
Copy	Show thru	N/A	White

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.
2019-004110ENV		
<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. The project sponsor (Whole Foods Market) proposes a new grocery store, restaurant, and coffee bar at the "City Center" an existing shopping center located at the southeast corner of Masonic Avenue and Geary Boulevard, in the Western Addition Neighborhood of San Francisco (Assessor's Block 1094, Lot 001). Whole Foods Market would occupy a vacant retail space, formerly occupied by Best Buy, above the existing Target store. The proposed project would include a 49,780-square-foot grocery store, a 3,320-square-foot restaurant, and a 1,190-square-foot coffee shop. The existing Lot C (117 parking spaces) would be available for Whole Foods customers. Loading and deliveries would occur from an existing 3,528-square-foot loading dock which is accessed from O'Farrell Street just east of Anza Vista Avenue. No changes to vehicle parking, bicycle parking, loading, driveway access, or onsite circulation are proposed. In addition, no changes are proposed in the public right-of way. The project would not require excavation or exterior construction.		

STEP 1: EXEMPTION CLASS

The project has been determined to be categorically exempt under the California Environmental Quality Act (CEQA).	
<input type="checkbox"/>	Class 1 - Existing Facilities. Interior and exterior alterations; additions under 10,000 sq. ft.
<input type="checkbox"/>	Class 3 - New Construction. Up to three new single-family residences or six dwelling units in one building; commercial/office structures; utility extensions; change of use under 10,000 sq. ft. if principally permitted or with a CU.
<input checked="" type="checkbox"/>	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

<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? Note that a categorical exemption shall not be issued for a project located on the Cortese List 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).
<input type="checkbox"/>	Transportation: Does the project involve a child care facility or school with 30 or more students, or a location 1,500 sq. ft. or greater? 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? If yes, archeo review is required (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). If yes, Environmental Planning must issue the exemption.
<input type="checkbox"/>	Slope = or > 25%: Does the project involve any of the following: (1) square footage expansion greater than 500 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 and Environmental Planning must issue the exemption.
<input type="checkbox"/>	Seismic: Landslide Zone: Does the project involve any of the following: (1) square footage expansion greater than 500 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 and Environmental Planning must issue the exemption.
<input type="checkbox"/>	Seismic: Liquefaction Zone: Does the project involve any of the following: (1) square footage expansion greater than 500 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 and Environmental Planning must issue the exemption.
Comments and Planner Signature (optional): PLEASE SEE ATTACHED	

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

PROPERTY IS ONE OF THE FOLLOWING: (refer to Property 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 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 checked="" 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 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 checked="" 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 or PTR dated b. Other (specify): </div> <div style="width: 45%;"> <input type="checkbox"/> Reclassify to Category C (attach HRER or PTR) </div> </div>
Note: If ANY box in STEP 5 above is checked, a Preservation Planner MUST sign below.	
<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:	

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

<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	Signature: Rachel Schuett 05/14/2020
	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 approval action. Please note that other approval actions may be required for the project. Please contact the assigned planner for these approvals.	

CEQA Impacts

Historic Resources: The Planning Department prepared a Historic Resource Evaluation Response (HRER) on August 4, 2011. The HRER concluded that the no historic resource was present. The department's Neighborhood Storefront Commercial Building Survey did not identify this property as significant for the purpose of the survey. The Modern Context statement did call out this property but did not raise new information that would change the previous determination in the HRER.

Hazardous Materials: The project is subject adjacent to a site that is subject to the Maher Ordinance (Article 22A of the Health Code), which is administered by the Department of Public Health. However, no excavation is required.

Transportation: The department's transportation staff reviewed the proposed project on June 10, 2019 and determined that further transportation review was required. Planning department staff prepared a transportation memo (May 4, 2020) and determined that the proposed project would not result in transportation-related impacts.

Noise: The proposed project would not include exterior construction activities. The proposed project would not generate sufficient vehicle trips to noticeably increase ambient noise levels, and the project's fixed noise sources, such as heating, ventilation, and air conditioning systems, would be subject to noise limits in Article 29 of the Police Code (section 2909, Noise Limits).

Air Quality: The proposed project would not include exterior construction activities. The proposed land uses are below the Bay Area Air Quality Management District's construction and operational screening levels for requiring further quantitative criteria air pollutant analysis. The project site is located within an air pollutant exposure zone but would not introduce new sensitive receptors or substantial sources of pollutant concentrations.

Water Quality: The proposed project would not require excavation or exterior construction activities. Stormwater and wastewater discharged from the project site during operations would flow to the City's combined sewer system and would be treated to the standards in the City's National Pollution Discharge Elimination System permit.

Natural Habitat: The project site is paved and within a developed urban area. The project site has no significant riparian corridors, estuaries, marshes, wetlands, or any other potential wildlife habitat that might contain endangered, rare or threatened species. Thus, the project site has no value as habitat for rare, threatened, or endangered species.

Further:

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.

The proposed development occurs within city limits on a project site of no more than 5 acres substantially surrounded by urban uses.

The project site has no value as habitat for endangered rare or threatened species.

Approval of the project would not result in any significant effects relating to traffic, noise, air quality, or water quality.

The site can be adequately served by all required utilities and public services.

Public Notice: A "Notification of Project Receiving Environmental Review" was mailed on February 21, 2020 to adjacent occupants and owners of buildings within 300 feet of the project site and to the Western Addition neighborhood group list.

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.

MODIFIED PROJECT DESCRIPTION

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. In accordance with Chapter 31, Sec 31.08j of the San Francisco Administrative Code, an appeal of this determination can be filed within 10 days of posting of this determination.

Planner Name:

Date:

Exhibit D:

Land Use Data



SAN FRANCISCO PLANNING DEPARTMENT

Land Use Information

PROJECT ADDRESS: 2675 GEARY BOULEVARD
RECORD NO.: 2019-004110CUA

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

Reception:
415.558.6378

Fax:
415.558.6409

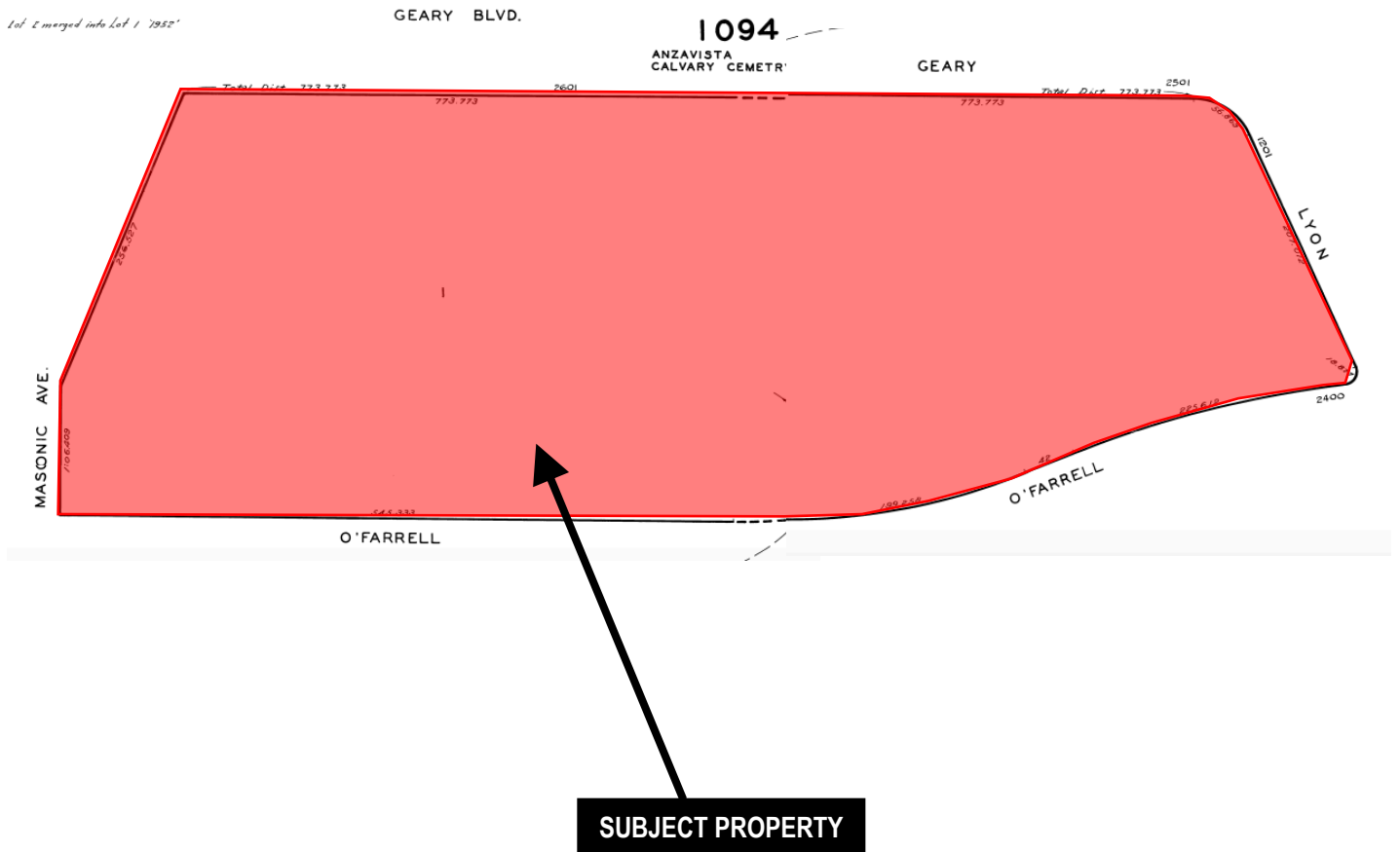
Planning
Information:
415.558.6377

	EXISTING	PROPOSED	NET NEW
GROSS SQUARE FOOTAGE (GSF)			
Parking GSF	223,617	223,617	0
Residential GSF	-	-	-
Retail/Commercial GSF	54,285 (store) 241,305 (site)	54,285 (store) 241,305 (site)	0
Office GSF	-	-	-
Industrial/PDR GSF <i>Production, Distribution, & Repair</i>	-	-	-
Medical GSF	-	-	-
Visitor GSF	-	-	-
CIE GSF	-	-	-
Usable Open Space	-	-	-
Public Open Space	-	-	-
Other ()			
TOTAL GSF	-	-	-
	EXISTING	NET NEW	TOTALS
PROJECT FEATURES (Units or Amounts)			
Dwelling Units - Affordable	-	-	-
Dwelling Units - Market Rate	-	-	-
Dwelling Units - Total	-	-	-
Hotel Rooms	-	-	-
Number of Buildings	-	-	-
Number of Stories	-	-	-
Parking Spaces	634	0	634
Loading Spaces	6	0	6
Bicycle Spaces	98	0	98
Car Share Spaces	-	-	-
Other ()			

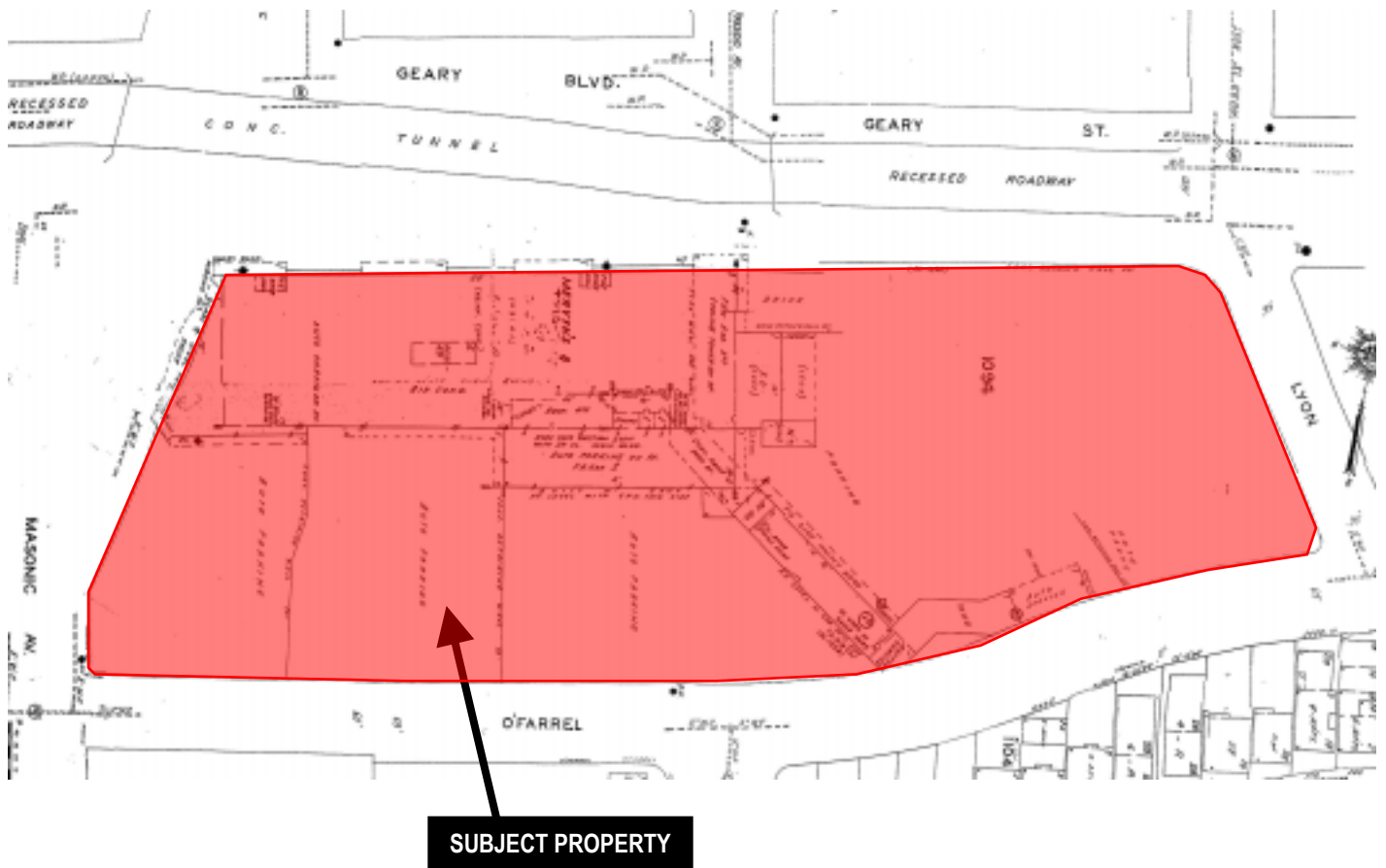
Exhibit E:

Maps and Context Photos

Parcel Map



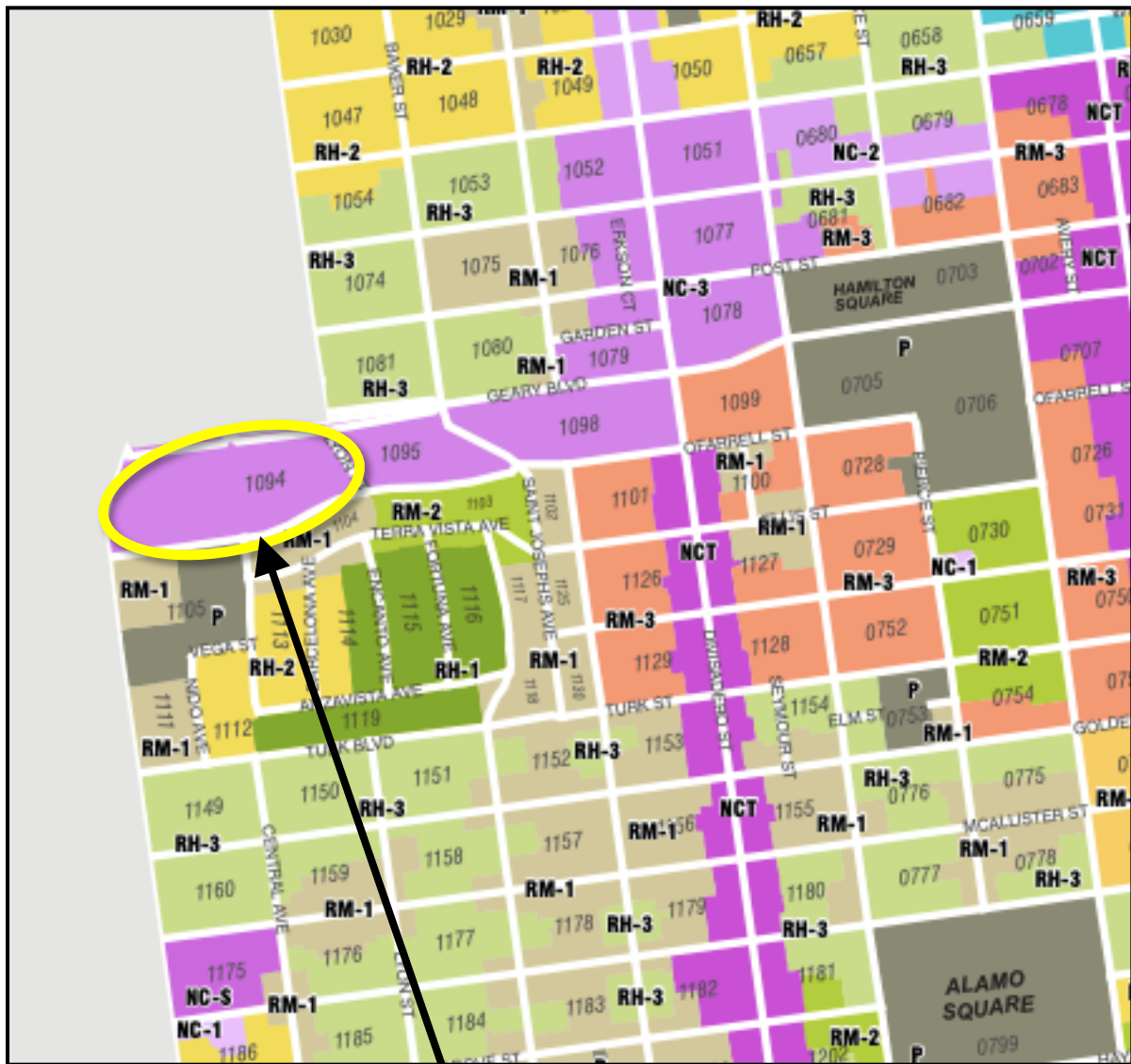
Sanborn Map*



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



Zoning Map

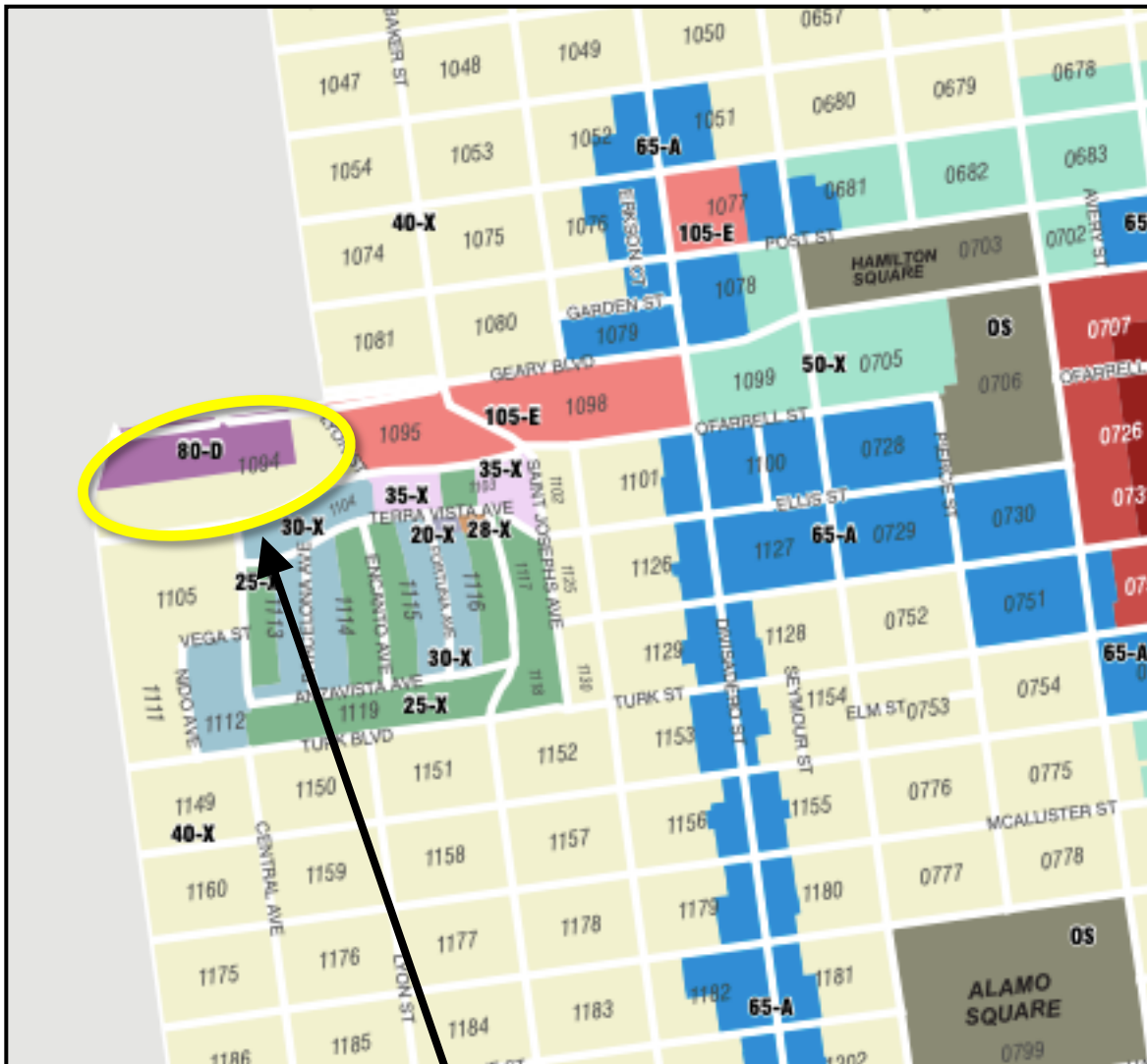


SUBJECT PROPERTY



Conditional Use Hearing
Case Number 2019-004110CUA
Whole Foods Market
2675 Geary Blvd

Height & Bulk Map



SUBJECT PROPERTY



Conditional Use Hearing
Case Number 2019-004110CUA
Whole Foods Market
2675 Geary Blvd

Aerial Photo

(facing north)



Aerial Photo

(facing south)



Site Photo

(facing north)



Conditional Use Hearing
Case Number 2019-004110CUA
Whole Foods Market
2675 Geary Blvd

Exhibit F:

Project Sponsor Brief

REUBEN, JUNIUS & ROSE, LLP

Mark Loper
mloper@reubenlaw.com

May 15, 2020

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

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

**Re: 2675 Geary Boulevard - City Center Whole Foods
Planning Department File No. 2019-004110CUA
Our File No.: 8855.17**

Dear President Koppel and Commissioners:

This office represents Whole Foods Market, which is proposing to open a store at the City Center shopping plaza at 2675 Geary Boulevard (the “Project”). The Project will add a much-needed grocery store in this neighborhood, in an existing retail space last occupied by Best Buy. The Project is supported by neighbors, local and citywide merchant groups, and trades.

A. Summary of Project Benefits

The Project represents a net benefit for the site and the neighborhood. It will add a new grocery store in an existing mall that has historically been occupied by national retailers, in a location that is inadequately served by other stores. The benefits of the Project include:

- **New jobs available to all San Franciscans.** The store will be a strong source of good jobs in the community, particularly for semi-skilled and unskilled workers. Whole Foods is committed to hiring all San Franciscans. 76% of its San Francisco employees live in the City. 72% of its employees are full time, and 57% identify as non-white. The store will employ approximately 200 people, with 35-40 people working per shift. Separately, it is expected to create 91 construction jobs.
- **Union trade labor.** Between 84-94% of Whole Foods’ recent San Francisco construction and renovation projects included union trade labor, spent in different neighborhoods throughout San Francisco. Its three pipeline projects are expected to spend approximately \$31 million. The Project alone projects \$9.6 million in union labor contracts.

- **Coalition of support.** The Project has a wide range of support that includes the Anza Vista Neighborhood Group, local merchants, a union General Contractor, citywide organizations like the San Francisco Chamber of Commerce, and hundreds of San Francisco residents.
- **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. Whole Foods proposes to occupy an approximately 50,000 square foot space last used as a Best Buy store. A space of this size generally is only attractive to a narrow number of retailers. Whole Foods has a signed lease, is involved in the construction process, and is eager to open its doors.

B. Whole Foods' Benefit to San Francisco

Through construction labor, local hiring practices, and charitable giving within San Francisco, Whole Foods provides a significant benefit to the city's residents. At a time when many San Franciscans count themselves among the roughly 4 million Californians who have recently filed for unemployment, Whole Foods generally, and this Project specifically, will help alleviate the effects of the recession on all San Franciscans.

Whole Foods remains committed to using union trades. It has had between 84%-94% union trade labor on recent San Francisco projects dating back to 2004. It spent \$28 million (approximately \$33-\$40 million adjusted for 2020) on union trade buildout and renovations of stores in SOMA, Potrero Hill, the Outer Sunset, Duboce Triangle, and Noe Valley. Its three pipeline projects in Mid-Market, Stonestown, and City Center are estimated to include \$30.9 million in union labor, with \$9.6 million alone at City Center. All three of these projects are anticipated to include over 90% union labor. A letter from Eric F. Anderson, Inc., a third-generation family and women-owned General Contractor, explaining Whole Foods' commitment to union labor since the 1980s is included with the support letters attached as group **Exhibit A**.

Whole Foods' employment practices emphasize hiring a diverse range of San Franciscans. It currently employs 1,420 people in San Francisco, 1,076 (76%) of which are San Francisco residents. 72% of its San Francisco employees work full-time. Over half of San Francisco Whole Foods employees identify as non-white. Whole Foods has partnered with Employment Plus, Access SFUSD Transition Program, and the SF LGBTQ Center, and works closely with the City on its First Source Hiring initiatives.

Finally, Whole Foods has a track record of charitable giving to various local non-profits and public agencies. In 2019 alone, Whole Foods raised or donated the equivalent of over \$200,000 to local non-profits. Direct donations included La Cocina; Real Food Stories; SF Marin Food Bank; SF Pride; and 750 turkeys donated to City Hall. Its Whole Kids Foundation gave garden grants in 2019 to the SF Waldorf Association, Telegraph Hill Dwellers, Sherman Elementary, Communitygrows, the Edison Charter Academy, and the Golden Bridges School. 2018 grantees

included SFUSD, Moscone Elementary, Marshall Elementary, and the SF Community Alternative. Finally, past San Francisco Whole Foods stores' "5% Day"—in which 5% of sales are donated to a good cause—recipients include Bay Area Ridge Trail, Working Solutions, Project WeHope, Kitchen Table Advisors, CA Alliance w/ Family Farmers, Roots of Change, Cuesa, SF Education Outside, and Garden for the Environment.

C. Coalition of Support

The Project has a wide coalition of support that includes construction labor, neighbors, and merchant groups. Outreach is ongoing and Whole Foods expects to have more letters of support by the hearing on May 28th, but attached as **Exhibit A** are support letters received to-date. These include the Anza Vista Neighborhood Association; the Fillmore Merchants Association; the San Francisco Chamber of Commerce; and Eric F. Anderson, Inc., a third-generation family and women-owned union General Contractor. Whole Foods has also gathered signatures from 103 San Franciscans supporting the store.

D. The Project Meets All Relevant Conditional Use Criteria

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 food and health-related goods and services that are not provided elsewhere in the shopping center, in an area that is relatively underserved by grocery stores.

Whole Foods is unique in that it offers not only groceries, but is also a one-stop shop for natural and/or health-conscious prepared foods, medicine, household products, and other retail items. This particular location will also include a full-service restaurant and a coffee bar that will serve the patrons of the store as well as the members of the community. The proposed Project will serve local residents as well as those that travel by car, support the presence of large-scale retailers in an area that has historically provided such uses, and bring more employment opportunities and consumers to the neighborhood—enhancing other businesses in and around the City Center.

The proposed location is nestled at the top of the City Center, away from the property line and without any direct street access or frontage. This area that is not heavily served by foot traffic in the same way a traditional street-fronting store would be, which raises particular challenges for neighborhood businesses that do not have the same degree of brand loyalty as Whole Foods. By filling this large retail space that has remained vacant since 2017, Whole Foods will contribute to the long-term stability and viability of the shopping center.

Finally, at a time when the global economy has almost certainly entered a recession and approximately 4 million Californians are unemployed, the Project will create much-needed jobs across various skill levels. The addition of a Whole Foods to the City Center will promote employment opportunities that provide employment stability, competitive wages, job related training/education and opportunities for advancement. This Whole Foods location will employ

approximately 35-40 employees per shift, and a total of 200 people. Separately, the tenant buildout is expected to create 91 construction jobs.

E. 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 Mervyns, 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. Best Buy vacated the space proposed for Whole Foods in 2017.

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. Current tenants at City Center are: Ulta; PetSmart (later this year); European Wax Center; Chipotle; Subway; GNC; Sleep Number; Bright Horizons; Target, and a Starbucks store inside Target.

F. Whole Foods' Coronavirus Response and Employment Protection Efforts

Whole Foods has taken extended measures to ensure the safety and wellness of its team members at all of its stores, including in San Francisco. Measures include providing protective

President Joel Koppel
San Francisco Planning Commission
May 15, 2020
Page 5

equipment, including disposable face masks and personal face shields for added protection; mandatory daily temperature screenings; enhanced daily sanitation protocols; enhanced regular and overtime pay; additional PTO for quarantined or diagnosed team members; unlimited unpaid time off for those unable or unwilling to work their scheduled shifts; social distancing guidelines; and crowd control measures within stores.

G. Conclusion

The Project would add a Whole Foods Market in an empty approximately 50,000 square foot space that can only be leased to a narrow band of retailers. Whole Foods has a demonstrated track record of union construction labor and local hiring, and its philanthropic efforts support a diverse range of San Francisco non-profits, community groups, and schools. Supported by merchants, nearby residents, and construction labor, the Project will provide a much-needed new grocery store, restaurant, and coffee shop at the City Center mall. We urge you to approve this project. Thank you.

Sincerely,

REUBEN, JUNIUS & ROSE, LLP



Mark Loper

Exhibit A



April 6, 2020

President Joel Koppel
Planning Commission
City Hall
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102

RE: Applicant 2019-004110CUA
Whole Foods Market Project at Geary / Masonic

Dear Mr. Koppel,

I am writing this letter in support of Whole Foods Market and to share our experience of their strong support of the trade unions. My company, Eric F. Anderson, Inc (EFA), is a third-generation, family and women-owned General Building Contractor, founded in 1945. We have been building grocery stores in San Francisco and Northern California for 75 years. Eric F. Anderson, Inc. is a proud member of the Northern California Carpenters Union.

EFA has had a strong partnership with Whole Foods Market since they first expanded to California in the 1980's. My father, Donald K. Anderson, built a trusted relationship with Whole Foods Market that has continued to this day. The first store we built for them was in Mill Valley in 1990. At that time, Whole Foods Market had three stores in California – Palo Alto, Berkeley and Mill Valley. They continued to partner with us on dozens of new stores from California to Nevada.

Whole Foods Market has always been a leader in quality – both in the operation and construction of their stores. That drive for quality has resulted in hiring union contractors for the construction and remodeling of their stores. Not only has Eric F. Anderson, Inc. been a partner, but they have also supported and advocated for other union GC's and key union subcontractor trades, including electrical, mechanical and plumbing.

Whole Foods Market has contributed millions of dollars and hundreds of jobs to support the trade unions. In just the past 15 years, Eric F. Anderson, Inc. has been the negotiated General Contractor for \$50 million of new stores, remodels and service. They have hired EFA for every type of construction – from small service jobs to department remodels to new stores, and everything in between. On new stores in the past 15 years, Whole Food has spent over \$36 million and over \$15 million on remodels and service.

Of just these projects, over \$23.5 million has been spent on union trades, including: Cast-in-Place Concrete, Metal Stud Framing and Drywall, Acoustical Ceilings, Painting, Electrical, HVAC, Plumbing, and Refrigeration.

We understand that San Francisco strongly supports unions more than other cities and San Francisco projects utilize 100% union labor. It should be noted that Whole Foods Market has been a strong supporter of union labor, regardless of the location and local union requirements. Whole Foods Market has used union labor for projects in Berkeley, Oakland, San Jose, Campbell, Cupertino, San Mateo, Monterey, Los Gatos, Walnut Creek, Fremont, Palo Alto, San Rafael, San Ramon, Roseville and Reno NV.

Whole Foods Market has contributed substantially to our success as a General Contractor as well as our partnered union subcontractors. I can't share enough how much we respect them as a business and trusted partner.

Please feel free to reach out to me for more information or data regarding the number of projects over the years. We support this project 100% and look forward to have our union members and partners on the job.

If you have any questions, please do not hesitate to contact me at (510) 717-8477.

Sincerely,



Kristin Anderson
Eric F. Anderson, Inc.
President/CEO
kristin@efainc.com



Eric F. Anderson, Inc. is a WBENC-Certified Women-Owned Business Enterprise



March 12, 2020

Dear President Koppel and Members of the San Francisco Planning Commission,

The primary mission of the Fillmore Merchants Associations is to protect and preserve the wide variety of merchants on our corridor. Our aim is to improve the business climate in the neighborhood and therefore the City in any way we can.

With this in mind, the FMA is in support of Whole Foods's application to bring a new grocery store to the City Center at Geary and Masonic. We believe this project is in-step with the neighborhoods' wants and needs, and remains consistent with the historic use of the City Center shopping center.

In addition, Whole Foods Market provides high quality, fresh produce, raw, natural and organic meats, dairy and other food and household items, and encourages and promotes a healthy lifestyle. This particular space is a very large footprint with rare access to parking, is centrally located, and would be an ideal location for a grocery store of this nature.

Please do not delay in approving this project.

Sincerely,

A handwritten signature in dark ink, appearing to read "Vas Kiniris", written in a cursive style.

Vas Kiniris

Executive Director

Fillmore Merchants Association

(510) 333-0401



235 Montgomery St., Ste. 760, San Francisco, CA 94104
tel: 415.392.4520 • fax: 415.392.0485
sfchamber.com • twitter: @sf_chamber

May 5, 2020

President Koppel and San Francisco Planning Commission
San Francisco City Hall
1 Dr. Carlton B. Goodlett Place
San Francisco, CA

Re: Whole Foods at City Center

Dear President Koppel and Members of the San Francisco Planning Commission,

The San Francisco Chamber of Commerce strives to advocate for a thriving business community in our merchant corridors for our small business owners, employees, and residents of San Francisco. With this in mind, and under the light of these uncertain times, **we offer our support of Whole Foods Market's application for a Conditional Use Permit for the City Center at 2675 Geary Blvd.**

The City Center shopping center is unique in its ability to make national retailers accessible to residents. From the center's historic use as a Sears, to current tenants like Ulta, Target, the recently-approved PetSmart, and the former Best Buy, the City Center is an appropriate location for retailers like Whole Foods that require the large space that is rarely available in San Francisco. The San Francisco Planning Commission has a history of approving formula retail CUPs at the City Center, and we believe that Whole Foods would make a great, and needed, addition to this area.

Through the COVID-19 pandemic, we have all come to understand the importance of having immediate access to fresh, organic, and healthy food options. In a moment when crowded grocery stores and long lines are providing high levels of anxiety for our residents, the importance of more options that are close to home and easily accessible has become more critical than ever.

As San Francisco begins to contemplate the slow, difficult process of economic recovery, it is more important than ever to focus on opportunities for employment in the City. This large project will provide many jobs during the construction phase, and will permanently employ dozens of San Franciscans upon its opening.

The San Francisco Chamber of Commerce believes that this location is appropriate for a Whole Foods Market, and this project will provide much-needed services and jobs at a time when San Francisco needs them most. Please do not delay in approving this important project.

Respectfully,

Jay Cheng
Public Policy Director
San Francisco Chamber of Commerce

From: Alfred Sodini <ducha931@aol.com>
Sent: Monday, May 20, 2019 1:56 PM
To: myrna.melgar@sfgov.org
Cc: joel.koppel@sfgov.org; planning@rodneyfong.com; richhillissf@gmail.com; milicent.johnson@sfgov.org; kathrin.moore@sfgov.org; dennis.richards@sfgov.org
Subject: Whole Foods at the City Center Shopping Mall

Dear President Melgar and Members of the Planning Commission:

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 Whole Foods's application to open a new location at the Center.

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 Whole Foods is in step with that history and that they would make an ideal tenant for the former Best Buy location. As many retailers are moving their businesses online, grocery stores remain, and will always be, a critical element to any neighborhood's success.

While there are several large chain grocers in the general area, we believe Whole Foods will offer a unique choice and will generally benefit those who live and work in the Anza Vista and surrounding neighborhoods.

We look forward to Whole Foods opening and serving our community. Whole Foods has our neighborhood's support and we welcome your approval of this application.

Sincerely,

Al Sodini

President

Anza Vista Neighborhood Association

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6/9/2019

YES!

I support bringing a new Whole Foods Market to the City Center at 2675 Geary Blvd at Masonic Ave. This location is well-suited for and in need of a high quality grocer, and the neighborhood would benefit greatly from the variety and quality Whole Foods is known for.

<u>NAME</u>	<u>ZIP CODE</u>	<u>EMAIL (optional)</u>
<u>Eduardo Rangel</u>	<u>94110</u>	<u>Eduardo_Rangel777@yahoo.com</u>
<u>Anthony Lang</u>	<u>94110</u>	
<u>Orkid</u>	<u>94110</u>	
<u>Pepe</u>	<u>94110</u>	<u>it's a good idea, more</u>
<u>Mariana</u>	<u>94115</u>	<u>mariaescamilla@gmail.com</u> <u>mgarzaescamilla@gmail.com</u>
<u>Maria Jose</u>	<u>94115</u>	<u>mariajosecbinc@gmail.com</u>
<u>Donna Robles</u>	<u>94115</u>	<u>dunrobles2@icloud.com</u>
<u>Michael Shagalov</u>	<u>94131</u>	
<u>Darion Lopez</u>	<u>94114</u>	
<u>Rebecca Hobbs</u>	<u>94121</u>	<u>hobbs.rebecca.sarah@gmail.com</u>
<u>Will Johnson</u>	<u>94121</u>	
<u>Katire Michel</u>	<u>94121</u>	
<u>Monica Menor</u>	<u>94107</u>	



YES!

I support bringing a new Whole Foods Market to the City Center at 2675 Geary Blvd at Masonic Ave. This location is well-suited for and in need of a high quality grocer, and the neighborhood would benefit greatly from the variety and quality Whole Foods is known for.

<u>NAME</u>	<u>ZIP CODE</u>	<u>EMAIL (optional)</u>
Scott Torres	94103	
Ry Smith	94107	
Q.	95050	
Peter Fredrickson	94107	
Joe B. M.	94110	
J. L.	94112	
J. A.	94103	
Max Overstreet	94134	
J. Alexander Gonzales Jr.	94134	



YES!

I support bringing a new Whole Foods Market to the City Center at 2675 Geary Blvd at Masonic Ave. This location is well-suited for and in need of a high quality grocer, and the neighborhood would benefit greatly from the variety and quality Whole Foods is known for.

<u>NAME</u>	<u>ZIP CODE</u>	<u>EMAIL (optional)</u>
Elsy Tayer	94103	
Salma Ali Saleh	94110	
Carlos Perez	94103	
Avado Milic	94103	
JOAN BANK	94110	
CT Notaro	94103	
Richard Lopez	94107	
Yen Lai	94158	
Cassie Moorhead	94107	
Dea Frutter	94116	
Tony Liang	94103	
Susan Eubanks	94131	
Idonnah Hipolito	94014	



YES!

I support bringing a new Whole Foods Market to the City Center at 2675 Geary Blvd at Masonic Ave. This location is well-suited for and in need of a high quality grocer, and the neighborhood would benefit greatly from the variety and quality Whole Foods is known for.

NAME

ZIP CODE

EMAIL (optional)

Michelle Parker

94121

Roslin Hart

94121

Robert Espinosa

94112

Nikki Lee

94122

Sally Grynberg

94015

DAN CRUZ

94124

Manno Letschert

94107

Sample Support Cards

Show your support.

Whole Foods Market is seeking approval from the San Francisco Planning Department to operate our new store, and your support can help make our plan a reality!



Yes! I support bringing a new Whole Foods Market to the City Center at 2675 Geary Blvd. at Masonic Ave.

Name:
(please print)

Aravan Chanyanya

Zip code:

94102

857 Montgomery Street
San Francisco, CA 94133

Show your support.

Whole Foods Market is seeking approval from the San Francisco Planning Department to operate our new store, and your support can help make our plan a reality!



Yes! I support bringing a new Whole Foods Market to the City Center at 2675 Geary Blvd. at Masonic Ave.

Name:
(please print)

Janice Hill

Zip code:

94525

857 Montgomery Street
San Francisco, CA 94133

Show your support.



Whole Foods Market is seeking approval from the San Francisco Planning Department to operate our new store, and your support can help make our plan a reality!



Yes! I support bringing a new Whole Foods Market to the City Center at 2675 Geary Blvd. at Masonic Ave.

Name: _____
(please print)

MARY THOMPSON

Zip code: _____

95968

857 Montgomery Street
San Francisco, CA 94133

Show your support.



Whole Foods Market is seeking approval from the San Francisco Planning Department to operate our new store, and your support can help make our plan a reality!



Yes! I support bringing a new Whole Foods Market to the City Center at 2675 Geary Blvd. at Masonic Ave.

Name: _____
(please print)

Veronica Garcia

Zip code: _____

94705

857 Montgomery Street
San Francisco, CA 94133

Show your support.



Whole Foods Market is seeking approval from the San Francisco Planning Department to operate our new store, and your support can help make our plan a reality!



Yes! I support bringing a new Whole Foods Market to the City Center at 2675 Geary Blvd. at Masonic Ave.

Name: Nadia Su-1e
(please print)

Zip code: 93217

857 Montgomery Street
San Francisco, CA 94133

Show your support.



Whole Foods Market is seeking approval from the San Francisco Planning Department to operate our new store, and your support can help make our plan a reality!



Yes! I support bringing a new Whole Foods Market to the City Center at 2675 Geary Blvd. at Masonic Ave.

Name: Sam Whan
(please print)

Zip code: 94103

857 Montgomery Street
San Francisco, CA 94133

Show your support.



Whole Foods Market is seeking approval from the San Francisco Planning Department to operate our new store, and your support can help make our plan a reality!



Yes! I support bringing a new Whole Foods Market to the City Center at 2675 Geary Blvd. at Masonic Ave.

Name: _____
(please print)

Ayrton Bryan

Zip code: _____

94590

857 Montgomery Street
San Francisco, CA 94133

Show your support.



Whole Foods Market is seeking approval from the San Francisco Planning Department to operate our new store, and your support can help make our plan a reality!



Yes! I support bringing a new Whole Foods Market to the City Center at 2675 Geary Blvd. at Masonic Ave.

Name: _____
(please print)

MW

Zip code: _____

14101

857 Montgomery Street
San Francisco, CA 94133

Spreadsheet of support card signatures

First Name	Last Name	Zip Code	Event
Kesha	Rankin	95008	Pride
Nancy	Ford	94707	Pride
Anonymous		95758	Pride
Beth	Schuy	94111	Pride
Judith	McDonald	94124	Pride
Brianti	W	N/A	Pride
Amber	Gray	94115	Pride
Peter	Hardy	94124	Pride
Randi	G	94607	Pride
Eric	Gillespie	94607	Pride
Margherita	Goppolino	3011	Pride
Jason	Hoa	94602	Pride
Diana	Greer	94133	Pride
Judy		94112	Pride
Carco	Ricardo	94110	Pride
Beth	Schutz	94117	Pride
Laurel		94114	Pride
Catherine	Chin	94114	Pride
Orizarra		95116	Pride
April		95123	Pride
Greg	O'Brien	94013	Pride
Erica	Hagle	94063	Pride
Joann	Taylor	95112	Pride
Marius	Aniexander	94132	Pride
Kat	Scheibner	98506	Pride
Gloria	Nguyen	94022	Pride
Carlton		94909	Pride
Monalisa	Carter	94166	Pride
Karen	S	94134	Pride
Natalie	Gee	94134	Pride
Dre		94134	Pride
Fernando	Lunan	94158	Pride
Jay R.	Fields	94158	Pride
Andy	Escobar	94309	Pride
Debra	Benedict	94103	Pride
Maxx	T	94541	Pride
Nersow	Henaxuno	95110	Pride
Ser	Anzoategui	90042	Pride
Orawan	Chanpanya	94107	Pride
Yiouue	Fletcher	N/A	Pride
Jessica	Kasanitsky	94124	Pride
Jake	M	94117	Pride
Alberto	Sera	94705	Pride
Araceli	Smith	94521	Pride
Not Legible		94704	Pride
Jason	Lee	93277	Pride

Gabe	Teen	94518	Pride
Not Legible		92104	Pride
Rafael	Chang	94605	Pride
Amy	Meyers	94044	Pride
Louise	Fischer	94102	Pride
Not Legible		94121	Pride
Ayrton	Bryan	94590	Pride
Nadia	Su-ye	93277	Pride
Sam	Wren	94103	Pride
Mary	Thompson	95968	Pride
Veronica	Garcia	94705	Pride
Janice	Hill	94525	Pride
Diana	Cov	94117	Pride
Eric	Chong	94043	Pride
Christopher	Herrera	94122	Pride

Fw: Letter of support for Whole Foods 2020

Mark Loper <mloper@reubenlaw.com>

Mon 5/18/2020 8:00 AM

To: May, Christopher (CPC) <christopher.may@sfgov.org>

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Chris, following up on the email I sent Friday with our sponsor brief and support exhibits. Here's a support letter from the Geary Merchants.

Thanks and hope you had a nice weekend,

Mark

 [cid:C2CD9F0D-278D-498D-9D92-3304BF655448](#)

Mark Loper, Partner

O. (415) 567-9000

C. (510) 414-6445

mloper@reubenlaw.com

www.reubenlaw.com

SF Office:

One Bush Street, Suite 600
San Francisco, CA 94104

Oakland Office:

827 Broadway, Suite 205
Oakland, CA 94607

 [cid:image002.png@01D09DF7.076A6300](#)  [cid:image003.png@01D09DF7.076A6300](#)

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From: Taylor Jordan <Taylor@lh-pa.com>

Sent: Saturday, May 16, 2020 6:07 PM

To: Mark Loper <mloper@reubenlaw.com>

Subject: Fw: Letter of support for Whole Foods 2020

From: David Heller <david@beautynetwork.com>

Sent: Saturday, May 16, 2020 4:37 PM

To: Taylor Jordan <Taylor@lh-pa.com>

Subject: Letter of support for Whole Foods 2020

Over the past 73 years, the Greater Geary Boulevard Merchants Association has worked hard to serve our merchants and help the Geary merchant corridor, from Van Ness Avenue to the Pacific Ocean, thrive and provide a wide variety of shops, services, and restaurants to San Franciscans in a variety of neighborhoods.

With this rich history in mind, the Greater Geary Boulevard Merchants Association urges the SF Planning Commission to support Whole Foods' effort to bring a new grocery store to the City Center shopping center at Geary Boulevard and Masonic Avenue. We believe this project is in-step with the neighborhood's wants and needs, and remains consistent with the historic use of the City Center.

The retail space at the City Center has a very large footprint with access to parking. It is also centrally located and would be an ideal location for a grocery store of this nature.

Whole Foods provides high-quality, fresh produce, natural and organic meats and dairy, and other food and household items. The store actively promotes a healthy lifestyle.

Please support Whole Food's effort to open a location at the City Center.

David Heller



David Heller, President

Greater Geary Boulevard Merchants
and Property Owners Association
P.O. Box 210747
San Francisco, CA 94121

415.387.1477 Phone
415.387.1324 Fax
415.517.2573 Cell

david@beautynetwork.com

Click here to visit our website: www.gearyblvd.org

CONFIDENTIALITY: This email contains proprietary information and may be confidential. If you are not the intended recipient

Exhibit G:

Formula Retail Affidavit

5. Applicant's Affidavit

NAME: Whole Foods Market California, Inc. c/o Mark Loper		<input type="checkbox"/> Property Owner	<input checked="" 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: M Loper Date: March 11, 2019

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.*

Exhibit H:

Formula Retail Data

Count	Block/Lot	Business Name	Business Address	Use	Lot Frontage Ft	Commercial Frontage Ft	FR Y/N	Vacant	Additional Store Previous Listed Lot?
1	1032/001	SFFD	655 Presidio Ave	Fire Department	815	815	N	N	N
2	1032/003	UCSF	3333 California St	Hospital	2720	2720	N	N	N
3	1053/022A	Smith's Clock Repair	2799 Bush St	Service	95	27	N	N	N
4	1053/023	Sony	2789 Bush St	Gym	26	18	N	N	N
5	1054/001	Jamie Lieber Acupuncture	1527 Baker St	Personal Care	115	27	N	N	N
6	1054/001	Nurturing Life	1527 Baker St	Personal Service	115	40	N	N	Y
7	1054/008	Roots	1501 Baker St	Office	130	29	N	N	N
8	1054/035	School	1520 Lyon St	School	88	88	N	N	N
9	1055/004	Vacant	2700 Sutter St	Vacant	125	20	N	Y	N
10	1067/019	SF Academy, Batting Cages	3010 Geary Blvd	Recreation	54	54	N	N	N
11	1067/020	Vacant	3020 Geary Blvd	Vacant	53	15	N	Y	N
12	1067/021	Pastel Dental	3026 Geary Blvd	Office	25	25	N	N	N
13	1067/023	Big O Tires	3040 Geary Blvd	Retail	168	168	Y	N	N
14	1067/044	School	20 Cook St	School	230	230	N	N	N
15	1067/052	Leo Arellano DDS	3030 Geary Blvd	Office	41	41	N	N	N
16	1067/056	Geary Print Shop	3000 Geary Blvd	Retail	126	49	N	N	N
17	1068/001J	Abbey Carpet	2900 Geary Blvd	Retail	213	213	Y	N	N
18	1068/002	Advanced Wellness	2940 Geary Blvd	Gym	217	135	N	N	N
19	1069/002	Sleepworld	2950 Geary Blvd	Retail	217	135	Y	N	Y
20	1069/013	Firestone	2800 Geary Blvd	Retail	210	210	Y	N	N
21	1069/015	Vacant	2824 Geary Blvd	Vacant	25	10	N	Y	N
22	1069/016	BOL Global	2830 Geary Blvd	Office	25	18	N	N	N
23	1069/045	Office	2882 Geary Blvd	Office	142	17	N	N	N
24	1069/045	May's Cleaners	2888 Geary Blvd	Dry Cleaning	142	17	N	N	Y
25	1069/045	Sunstream Coffee	2884 Geary Blvd	Coffee	142	15	N	N	Y
26	1070/003	Davita Golden Gate Dialysis	2700 Geary Blvd	Office	207	207	N	N	N
27	1071/001	Trader Joe's	3 Masonic Ave	Grocery	235	235	Y	N	N
28	1071/003	Vacant	2870 Geary Blvd	Vacant	215	215	N	Y	N
29	1071/004	Public Storage	2890 Geary Blvd	Storage	275	60	N	N	N
30	1071/004	Tofino Wine	2896 Geary Blvd	Retail	275	60	N	N	Y
31	1072/001	SFMTA	2840 Geary Blvd	SFGOV railway	2235	2235	N	N	N
32	1073/001	Spring Wind	2701 Sutter St	Retail	20	107	N	N	N
33	1073/055	Booker T Washington	600 Presidio Ave	Community Center	260	260	N	N	N
34	1074/001	Indian Market & Liquor	2601 Sutter St	Grocery	125	40	N	N	N
35	1074/008	Royal Market	1401 Baker St	Grocery	150	35	N	N	N
36	1074/034	Church	2693 Sutter St	Church	147	147	N	N	N
37	1076/012	United Auto Repair Center	2360 Post St	Mechanic	75	75	N	N	N
38	1079/024	UCSF Osher Building	1545 Divisadero St	Office	425	425	N	N	N
39	1079/025	Kaiser	2238 Geary Blvd	Hospital	800	800	N	N	N
40	1080/001	Opa Cafe	2401 Post St	Food, Counter Order	95	40	N	N	N
41	1080/011	Monika's Florist	2300 Geary Blvd	Retail	30	30	N	N	N
42	1080/015	Zazang	2340 Geary Blvd	Food, Table Order	27	15	N	N	N
43	1080/020B	Gentle Dental	2364 Geary Blvd	Office	25	25	N	N	N
44	1080/034	Kaiser	2350 Geary Blvd	Hospital	152	152	N	N	N
45	1081/029	Church	2565 Post St	Church	27	27	N	N	N
46	1082/007	Tony's Cable Car	2500 Geary Blvd	Food, Counter Order	125	60	N	N	N
47	1082/026	Office	2560 Geary Blvd	Office	68	68	N	N	N
48	1089/001	Sunny Market	3001 Geary Blvd	Grocery	150	40	N	N	Y
49	1089/001	Rainbow Cleaners	3001 Geary Blvd	Dry Cleaning	150	40	N	N	Y
50	1089/026	Shell	3059 Geary Blvd	Gas Station	265	265	Y	N	N
51	1089/031	Active Care	3019 Geary Blvd	Medical Office	25	18	N	N	N
52	1089/032	Kushiyaki	3015 Geary Blvd	Food, Table Order	25	15	N	N	N
53	1090/024	Supercuts	2947 Geary Blvd	Personal Care, Hair	165	20	Y	N	N
54	1090/024	The Garage	2955 Geary Blvd	Gym	165	145	N	N	Y
55	1090/026	Emerald Auto Repair	2941 Geary Blvd	Mechanic	37	37	N	N	N
56	1090/027	Lock World	2935 Geary Blvd	Retail	37	37	N	N	N
57	1090/042	Bedroom Outlet	2901 Geary Blvd	Retail	250	155	N	N	N
58	1091/001	Pig and the Whistle	2801 Geary Blvd	Bar	150	26	N	N	N
59	1091/024	Self Service Car Wash	2895 Geary Blvd	Service	165	165	N	N	N
60	1091/025	Assab (Vacant)	2845 Geary Blvd	Vacant	25	20	N	Y	N
61	1091/032	Bank of America	2835 Geary Blvd	Financial Services	175	110	Y	N	N
62	1091/032	Family Billiards	2807 Geary Blvd	Recreation	175	40	N	N	Y
63	1092/001	Mozz Cafe	5 Masonic Ave	Food, Table Order	135	76	N	N	N
64	1092/001	Comprehensive Optometry	15 Masonic Ave	Retail	135	20	N	N	Y
65	1092/002	Office	21 Masonic Ave	Office	40	15	N	N	N
66	1092/031	RO Cafe	2739 Geary Blvd	Food, Counter Order	25	25	N	N	N
67	1092/032	Great Cuts	2733 Geary Blvd	Personal Care, Hair	25	25	N	N	N
68	1092/036	Will's Auto Body	2715 Geary Blvd	Mechanic	75	45	N	N	N
69	1092/036	Wall's Upholstery	2707 Geary Blvd	Service	75	30	N	N	Y
70	1092/050	Hanger Clinic	2761 Geary Blvd	Office	240	240	N	N	N
71	1094/001	Vacant (Inset from street)	2675 Geary Blvd	Retail	2415	75	Y	N	N
72	1094/001	New Construction/Vacant	2675 Geary Blvd	Vacant	2415	635	N	Y	Y
73	1094/001	Chipotle (Not visible from street)	2675 Geary Blvd	Food, Counter Order	2415	45	Y	N	Y
74	1094/001	Starbucks (Not visible from street)	2675 Geary Blvd	Food, Counter Order	2415	25	Y	N	Y
75	1094/001	Subway (Not visible from street)	2675 Geary Blvd	Food, Counter Order	2415	20	Y	N	Y
76	1094/001	European Wax Center (Not visible from street)	2675 Geary Blvd	Personal Service	2415	15	Y	N	Y
77	1094/001	GNC (Not visible from street)	2675 Geary Blvd	Retail	2415	25	Y	N	Y
78	1094/001	Vacant (Inset from street)	2675 Geary Blvd	Vacant	2415	180	N	Y	Y
79	1094/001	Steep Number (Not visible from street)	2675 Geary Blvd	Retail	2415	35	Y	N	N
80	1094/001	Target (Inset from street)	2675 Geary Blvd	Retail	2415	590	Y	N	Y
81	1095/005	Kaiser	2425 Geary Blvd	Hospital	1445	1445	N	N	N
82	1098/050	Kaiser	2140 O'Farrell St	Hospital	1605	1605	N	N	N
83	1101/001	Walgreens	1363 Divisadero St	Retail	170	170	Y	N	N
84	1101/003	Angel Health Center	1351 Divisadero St	Personal Service, Massage	23	15	N	N	N
85	1101/013	PG&E	1200 Broderick St	Office	250	250	N	N	N
86	1101/028	Office	1329 Divisadero St	Office	34	34	N	N	N
87	1105/001	School	40 Vega St	School	1700	1700	N	N	N
88	1107/004	USF	281 Masonic Ave	Office	367	367	N	N	N
89	1107/005	Church	2340 Turk Blvd	Church	120	120	N	N	N
90	1107/006	USF	2350 Turk Blvd	School	286	286	N	N	N
91	1107/008	USF	2350 Turk Blvd	School	1913	1913	N	N	N
92	1111/003	Blood Center of the Pacific	250 Masonic Ave	Office	515	515	N	N	N
93	1118/005	Church	600 Baker St	Church	455	455	N	N	N
94	1149/029	School	350 Masonic Ave	School	437	437	N	N	N
95	1151/025	Church	2097 Turk Blvd	Church	157	157	N	N	N
96	1160/001	Golden Gate Central Market	2101 Golden Gate Ave	Grocery	96	31	N	N	N
97	1160/028	Church	2159 Golden Gate Ave	Church	75	75	N	N	N

Total Lot Frontage (Buildings w/ Commercial Frontage) 25459
 Total Formula Retail Business Frontage 2356
 % Formula Retail Business Frontage 9%
 Total Non-Formula Retail Commercial Frontage 20845
 % Non-Formula Retail Commercial Frontage 82%
 Total Commercial Frontage 23201
 % Commercial Frontage 91%
 Total Vacant Lot Frontage 1095
 % Vacant to Total Lot Frontage 4.30%

Total Business Count 97
 Total Formula Retail Business Count 17
 Total Non-Formula Retail Business Count 73
 % Formula Retail Business Count 17.53%
 % Non-Formula Retail Business Count 75.26%

Total Vacant Lot Count 7
 % Vacant to Total Count 7.22%
 Highlighted Lines are school, churches, hospitals, or other public service buildings

Exhibit I:

First Source Hiring Affidavit



SAN FRANCISCO
PLANNING
DEPARTMENT

AFFIDAVIT FOR FIRST SOURCE HIRING PROGRAM

Administrative Code

Chapter 83

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

Section 1: Project Information

PROJECT ADDRESS		BLOCK/LOT(S)	
2675 Geary Boulevard		1094/001	
BUILDING PERMIT APPLICATION NO.		CASE NO. (IF APPLICABLE)	MOTION NO. (IF APPLICABLE)
n/a		2019-004110	n/a
PROJECT SPONSOR		MAIN CONTACT	
Whole Foods Market, c/o RJR		Mark Loper, Reuben, Junius & Rose LLP 415-567-9000	
PHONE			
ADDRESS			
1 Bush Street, Suite 600			
CITY, STATE, ZIP		EMAIL	
SF CA 94014		mloper@reubenlaw.com	
ESTIMATED RESIDENTIAL UNITS	ESTIMATED SQ FT COMMERCIAL SPACE	ESTIMATED HEIGHT/FLOORS	ESTIMATED CONSTRUCTION COST
0	Appx. 54,285 sf	n/a (new tenant)	\$9.6 million
ANTICIPATED START DATE			

Section 2: First Source Hiring Program Verification

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

Continued...

Section 3: First Source Hiring Program – Workforce Projection

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


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

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

TRADE/CRAFT	ANTICIPATED JOURNEYMAN WAGE	# APPRENTICE POSITIONS	# TOTAL POSITIONS	TRADE/CRAFT	ANTICIPATED JOURNEYMAN WAGE	# APPRENTICE POSITIONS	# TOTAL POSITIONS
Abatement Laborer				Laborer	\$ 38.00	2	6
Boilermaker				Operating Engineer			
Bricklayer	\$ 43.00	1	3	Painter	\$ 47.50	1	4
Carpenter	\$ 52.50	3	15	Pile Driver			
Cement Mason	\$ 34.00		3	Plasterer			
Drywall/Latherer	\$ 52.50	2	10	Plumber and Pipefitter	\$ 76.00	2	6
Electrician	\$ 75.00	2-3	10	Roofer/Water proofer	\$ 39.00	-	2
Elevator Constructor				Sheet Metal Worker	\$ 55.00	-	3
Floor Coverer	\$ 52.00	2	6	Sprinkler Fitter	\$ 66.00	1	4
Glazier	\$ 52.50	1	4	Taper	\$ 52.00	1	5
Heat & Frost Insulator	\$ 50 ?	-	2	Tile Layer/Finisher	\$ 48.00	1	4
Ironworker	\$ 52.00	1	4	Other:			
		TOTAL:				TOTAL:	

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

Section 4: Declaration of Sponsor of Principal Project

PRINT NAME AND TITLE OF AUTHORIZED REPRESENTATIVE	EMAIL	PHONE NUMBER
Mark Loper, Agent, Reuben, Junius & Rose LLP	mloper@reubenlaw.com	415-567-9000
I HEREBY DECLARE THAT THE INFORMATION PROVIDED HEREIN IS ACCURATE TO THE BEST OF MY KNOWLEDGE AND THAT I COORDINATED WITH OEWD'S CITYBUILD PROGRAM TO SATISFY THE REQUIREMENTS OF ADMINISTRATIVE CODE CHAPTER 83.		
 (SIGNATURE OF AUTHORIZED REPRESENTATIVE)		May 15, 2020 (DATE)

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

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