



EXECUTIVE SUMMARY CONDITIONAL USE

HEARING DATE: SEPTEMBER 30, 2021

CONSENT

Record No.: 2021-002468CUA
Project Address: 2040 Fillmore Street
Zoning: Upper Fillmore Street Neighborhood Commercial District (NCD) Zoning District
40-X Height and Bulk District
Japantown Planning Area
Block/Lot: 0653/022
Project Sponsor: Sharon Cox
58 West Portal Avenue #328
San Francisco, CA 94127
Property Owner: Vera Cort
757 3rd Avenue
San Francisco, CA 94118
Staff Contact: Laura Ajello – (628) 652-7353
laura.ajello@sfgov.org

Recommendation: Approval with Conditions

Project Description

The Project proposes to convert a vacant approximately 3,331 square-foot Formula Retail store (formerly Ralph Lauren) to a new Formula Retail use (d.b.a. Lululemon) in a three-story commercial building. Minor interior tenant improvements and new signage are proposed. There will be no expansion of the existing building envelope.

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, 703.4, and 718 to allow for a Formula Retail Use within Upper Fillmore Street NCD Zoning District.

Issues and Other Considerations

- **Public Comment & Outreach.**

- **Support/Opposition:** The Department has received 107 letters in support from neighborhood businesses and residents and no letters in opposition to the Project. This includes one letter from the Fillmore Merchants Association neighborhood group in support of the project.
- **Outreach:** The Sponsor hosted a Pre-Application meeting with the community on April 6, 2021 via Zoom. There were no attendees at the meeting.

- **Business Sign Comments:** The original sign proposal has been reduced to one business sign plus vinyl window decal signs to conform with Formula Retail signage standards noted in the Commission Guide to Formula Retail. Signs to be installed under a separate sign permit.

- **Formula Retail Concentration:** Within the 300-foot radius of 2040 Fillmore Street, there are approximately 63 commercial storefronts on the ground floor. Ten businesses are Formula Retail uses which is a concentration of 16%. Of approximately 1,854 linear feet of commercial storefronts within the 300 feet radius, 499 linear feet is vacant while 426 linear feet is Formula Retail which is a concentration of 23%. If approved, the Project would not increase the concentration of Formula Retail uses or lot frontage devoted to Formula Retail in the 300 feet vicinity because it replaces a similar Formula Retail use.

Environmental Review

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

Basis for Recommendation

The Department finds that the Project is, on balance, consistent with the Upper Fillmore NCD Zoning District, Japantown Planning Area, Objectives and Policies of the General Plan. The Project will activate a vacant storefront along a medium-scaled, multi-purpose commercial corridor and will not increase the concentration of Formula Retail uses in the area. 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 A)

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



PLANNING COMMISSION DRAFT MOTION

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Record No.: 2021-002468CUA
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ADOPTING FINDINGS RELATING TO THE APPROVAL OF A CONDITIONAL USE AUTHORIZATION PURSUANT TO PLANNING CODE SECTIONS 303, 303.1, 703.4, and 718, TO ALLOW THE ESTABLISHMENT OF A “FORMULA RETAIL USE” AT 2040 FILLMORE STREET (D.B.A. LULULEMON, AN ATHLETIC APPAREL AND ACCESSORIES STORE) MEASURING APPROXIMATELY 3,331 GROSS SQUARE FEET IN A VACANT TENANT SPACE ON THE GROUND FLOOR OF A THREE-STORY COMMERCIAL BUILDING LOCATED AT 2040 FILLMORE STREET, LOT 022 IN ASSESSOR’S BLOCK 0653, WITHIN THE UPPER FILLMORE STREET NEIGHBORHOOD COMMERCIAL DISTRICT (NCD), JAPANTOWN PLANNING AREA, AND A 40-X HEIGHT AND BULK DISTRICT, AND ADOPTING FINDINGS UNDER THE CALIFORNIA ENVIRONMENTAL QUALITY ACT.

PREAMBLE

On April 8, 2021, Sharon Cox of Plinth Architecture (hereinafter "Project Sponsor") filed Application No. 2021-002468CUA (hereinafter "Application") with the Planning Department (hereinafter "Department") for a Conditional Use Authorization to establish a Formula Retail Use located on the ground floor (hereinafter "Project") at 2040 Fillmore Street, Block 0653 Lot 022 (hereinafter "Project Site").

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

On September 30, 2021, the San Francisco Planning Commission (hereinafter "Commission") conducted a duly noticed public hearing at a regularly scheduled meeting on Conditional Use Application No. 2021-002468CUA.

The Planning Department Commission Secretary is the Custodian of Records; the File for Record No. 2021-002468CUA is located at 49 South Van Ness Avenue, Suite 1400, 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. 2021-002468CUA, 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.** Conditional Use authorization is required to allow a Formula Retail Sales and Service Use (d.b.a. Lululemon) within a vacant ground-floor retail space, measuring approximately 3,331 square feet, of an existing three-story commercial building. Minor interior tenant improvements and new signage are proposed. There will be no expansion of the existing building envelope.

Lululemon is an athletic apparel and accessories store established in 1998. Lululemon offers technical athletic clothes and accessory items for men and women. There are currently 506 Lululemon stores worldwide; of which, there are three stores in San Francisco (Westfield San Francisco Centre, 327 Grant Avenue, and 1981 Union Street).

- 3. Site Description and Present Use.** The Project Site, Assessor's Block 0653, Lot 022, is located on the east side of Fillmore Street between California and Pine Streets in the Upper Fillmore Street Neighborhood Commercial District (NCD) in the Western Addition neighborhood. The subject lot is 5,000 square feet (50 feet wide by 100 feet deep) in size and is occupied by a three-story commercial building built in 1900 and modified in the early 1980s with a two-story vertical addition. The existing building is not listed in the Planning Department's 1976 Architectural Survey or the National and California Registers as having architectural significance. The ground floor commercial space was previously occupied by another Formula Use retail clothing store and is currently vacant.

- 4. Surrounding Properties and Neighborhood.** The surrounding development consists of a variety of commercial and mixed-use buildings mostly featuring residential uses above ground-floor commercial establishments. The scale of development in the area consists of a mix of low-and mid-rise buildings (one- to three-story structures), most of which were built in the early 1900s. Generally, the commercial establishments characterizing this portion of Fillmore Street include a mixture of restaurants, apparel/accessory stores, specialty shops, and personal service establishments. The surrounding zoning is primarily Upper Fillmore Street NCD and RH-2 (Residential, House, Two-Family) District zoning. The Project Site is within the Japantown Planning Area, which is intended to enhance Japantown's economy and social heritage. Within a 300-foot radius of the subject site the following commercial establishments appear to qualify as Formula Retail uses: The Shade Store, Gorjana (jewelry store), Rag and Bone New York (clothing store), Wells Fargo, Benefit Cosmetics, Chase, Starbucks, Scotch and Soda (clothing store), Kiehl's (cosmetics) and Paper Source (gift/stationary store).

- 5. Public Outreach and Comments.** The Sponsor hosted a Pre-Application meeting on April 6, 2021 via Zoom. There were no attendees.

The Department has received 107 letters in support from neighborhood businesses and residents and no letters in opposition to the Project. This includes one letter from the Fillmore Merchants Association neighborhood group in support of the project.

- 6. Japantown Planning Area.** The Japantown Cultural Heritage and Economic Sustainability Strategy (JCHESS) was endorsed by the Planning Commission in 2013 to support Japantown as a culturally and economically vibrant community. Currently, the Planning area does not possess any land use controls, which would apply to the Project.
- 7. Planning Code Compliance.** The Commission finds that the Project is consistent with the relevant provisions of the Planning Code in the following manner:

- A. **Use.** Planning Code Section 718 states that Formula Retail Uses require Conditional Use Authorization in the Upper Fillmore Street NCD Zoning District.

The Project is seeking a Conditional Use Authorization to establish a Formula Retail Sales and Service Use within the Upper Fillmore NCD Zoning District. Lululemon is a specialty retail store that sells athletic wear and accessories for men and women.

- B. **Hours of Operation.** Planning Code Section 718 states that hours of operation from 6 a.m. to 2 a.m. are permitted.

The proposed hours fall within what is permitted by right. Currently, hours of operation from 10 a.m. to 6 p.m. are specified but may be modified to align with other businesses on Fillmore Street.

- C. **Street Frontage in Neighborhood Commercial Districts.** Section 145.1 of the Planning Code requires that within NC Districts space for active uses shall be provided within the first 25 feet of building depth on the ground floor and 15 feet on floors above from any facade facing a street at least 30 feet in width. In addition, the floors of street-fronting interior spaces housing non-residential active uses and lobbies shall be as close as possible to the level of the adjacent sidewalk at the principal entrance to these spaces. Frontages with active uses that must be fenestrated with transparent windows and doorways for no less than 60 percent of the street frontage at the ground level and allow visibility to the inside of the building. The use of dark or mirrored glass shall not count towards the required transparent area. Any decorative railings or grillwork, other than wire mesh, which is placed in front of or behind ground floor windows, shall be at least 75 percent open to perpendicular view. Rolling or sliding security gates shall consist of open grillwork rather than solid material, so as to provide visual interest to pedestrians when the gates are closed, and to permit light to pass through mostly unobstructed. Gates, when both open and folded or rolled as well as the gate mechanism, shall be recessed within, or laid flush with, the building facade.

The subject commercial space has approximately 50-feet of frontage on Fillmore Street with approximately 38 feet devoted to either the subject storefront entrance or window space. The windows are clear and unobstructed. There are no changes proposed to the commercial frontage other than new business signage.

- D. **Signage.** Section 607.1 of the Planning Code permits business signs to be located within Neighborhood Commercial Districts with limitations based on the type of signage. In addition to the Planning Code, the Commission Guide for Formula Retail provides additional limitations for

signs located on formula retail storefronts. One sign per tenant is permitted, unless the establishment is a corner storefront, in which case it may have one sign per frontage.

Lululemon is proposing one new 18-inch diameter projecting business sign, which will be externally illuminated plus two window signs. The proposed signage complies with Article 6 of the Planning Code and the Commission Guide for Formula Retail.

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

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

The proposed Formula Retail use is compatible with and desirable for the neighborhood, as it will sell premium athletic clothing which complements the existing mix of commercial establishments. The authorization of this business would not result in the displacement of any existing tenant or increase the concentration of Formula Retail uses or lot frontage devoted to Formula Retail in the vicinity because the former tenant was also a Formula Retail clothing store.

- 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 height and bulk of the existing building will remain the same and will not alter the existing appearance or character of the project vicinity. The proposed work will not affect the building envelope. The Project would install new signage on the front façade in compliance with the Commission Guide for Formula Retail.

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

The Planning Code does not require parking or loading for a 3,331 square-foot Formula Retail Sales and Service Use. The proposed use is designed to meet the needs of the immediate neighborhood and should not generate significant amounts of vehicular trips from the immediate neighborhood or citywide.

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

There are no features that produce noxious or offensive emissions in this project.

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

The existing building has no front yard, parking, loading, or service area and none are proposed or required. Signs will require a separate permit and must comply with the requirements of Article 6 of the Planning Code and the Formula Retail sign guidelines.

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

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

- D. That use or feature as proposed will provide development that is in conformity with the stated purpose of the applicable Use District.

The Project is consistent with the stated purpose of the Upper Fillmore NCD in that the intended use is a neighborhood-serving business and a business which would serve a wider trade area. General Retail Sales and Service uses are principally permitted, and Formula Retail businesses are permitted with a Conditional Use Authorization.

- 9. Formula Retail Findings.** In addition to the criteria of Section 303(c) of this Code, the Commission shall consider the extent to which the following criteria are met:

- A. The existing concentration of Formula Retail uses within the District.

Within the 300' radius of 2040 Fillmore Street, there are approximately 62 commercial business storefronts on the ground floor. Ten businesses are Formula Retail which is a concentration of 16%. Of approximately 1,835 linear feet of commercial storefront within the 300' radius, 430 linear feet is Formula Retail which is a concentration of 23%. The former tenant was also a Formula Retail clothing store, so the existing concentration of Formula Retail uses remains unchanged.

- B. The availability of other similar retail uses within the District.

Within the 300' radius of 2040 Fillmore Street there are five clothing stores. This translates to 8% of all business locations in the vicinity. Two clothing stores in the vicinity are Formula Retail clothing stores which is 3% of available business locations. However, neither clothing store specializes in athletic wear. The percentage of available linear feet of storefront in the vicinity that are Formula Retail clothing stores is 4%.

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

The Project will involve interior renovations, with no modifications to the exterior other than new signage. Therefore, the Project will not affect the existing architectural character of the District in any way. The store will provide a ground floor amenity consistent with the aesthetic character of the

building. Signage and exterior lighting installed in connection with the new store will be compatible with the surrounding architectural and aesthetic character of Fillmore Street and the Western Addition District.

- D. The existing vacancy rates within the District.

Nineteen vacant retail storefronts were noted in the vicinity. The vacancy rate is 31%. Of approximately 1,835 linear feet of commercial storefront within the 300' radius, 472 linear feet is vacant which is a vacancy rate of 26%.

- E. The existing mix of Citywide-serving retail uses, and daily needs-serving retail uses within the District.

49% of existing commercial retail uses within the 300-foot vicinity of the Project serve the daily needs of the community. Of existing ground floor commercial frontage, 58% is devoted to daily needs uses. 22 businesses primarily target a Citywide audience which is 51% of non-vacant business locations. The Project proposes a new Citywide-serving retail use.

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

COMMERCE AND INDUSTRY

Objectives and Policies

OBJECTIVE 1

MANAGE ECONOMIC GROWTH AND CHANGE TO ENSURE ENHANCEMENT OF THE 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 1.2

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

Policy 1.3

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

OBJECTIVE 2

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

Policy 2.1

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

OBJECTIVE 6

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

Policy 6.7

Promote high quality urban design on commercial streets.

Policy 6.9

Regulate uses so that traffic impacts and parking problems are minimized.

URBAN DESIGN ELEMENT

Objectives and Policies

OBJECTIVE 1

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

Policy 1.3

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

Policy 1.7

Recognize the natural boundaries of districts and promote connections between districts.

The Project proposes the establishment of a clothing Formula Retail Sales and Service Use (d.b.a Lululemon). The proposed use is Formula Retail but will provide desirable services to the neighborhood and will provide resident employment opportunities to those in the community. Additionally, the Project will activate a vacant commercial storefront and bring additional pedestrian traffic into the area. The proposal includes minor interior tenant improvements and new business signage that is compliant with the Planning Code and the Commission Guide for Formula Retail. On balance, the Project is consistent with the Objectives and Policies of the General Plan.

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

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

The Project will not affect the broad balance of businesses in the neighborhood and will provide employment both with the store operations and the construction of the interior improvements. The Project would enhance the neighborhood by replacing a clothing Formula Retail Sales and Service

Use in a vacant commercial space.

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

The proposed Project would not negatively impact the unique and distinguishing characteristics of the Upper Fillmore Street NCD. Existing housing would not be affected by the Project since none exists at the project site. For these reasons, the Project would protect and preserve the cultural and economic diversity of the neighborhood.

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

The Project will not displace any affordable housing.

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

The Project Site is served by multiple nearby public transportation options. The Project is located along a Muni bus line (22-Fillmore), and is within walking distance of the 1-California, 2-Clement (temporarily suspended due to COVID-19), 3-Jackson (temporarily suspended due to COVID-19), and 24-Divisadero bus routes. The site is also within walking distance of four express buses that are temporarily suspended due to COVID-19 (31-Balboa ax and bx, 38-Geary ax and bx). The proposed Project will not impede MUNI service or overburden streets or neighborhood parking since another Formula Retail use is proposed to replace the former Formula Retail use at the project site.

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

The Project does not include commercial office development. The Project will not displace or adversely affect any service sector or industrial business, or any related employment opportunities.

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

The proposed Project will comply with all applicable earthquake safety standards and built to the current standards of the California Building Code.

- G. That landmarks and historic buildings be preserved.

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

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

The proposed Project will not affect any city-owned park or open space.

12. 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.
13. The Commission hereby finds that approval of the Conditional Use would promote the health, safety and welfare of the City.

DECISION

That based upon the Record, the submissions by the Applicant, the staff of the Department and other interested parties, the oral testimony presented to this Commission at the public hearings, and all other written materials submitted by all parties, the Commission hereby **APPROVES Conditional Use Application No. 2021-002468CUA** subject to the following conditions attached hereto as “EXHIBIT A” in general conformance with plans on file, dated August 6, 2021, 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 September 30, 2021.

Jonas P. Ionin
Commission Secretary

AYES:

NAYS:

ABSENT:

RECUSE:

ADOPTED: September 30, 2021

EXHIBIT A

Authorization

This authorization is for a conditional use to allow a Formula Retail Use (d.b.a. **Lululemon**) located at 2040 Fillmore Street, Block 0653, and Lot 022 pursuant to Planning Code Sections 303, 303.1, 703.4, and 718 within the **Upper Fillmore Street NCD Zoning District** and a **40-X** Height and Bulk District; in general conformance with plans, dated **August 6, 2021**, and stamped “EXHIBIT B” included in the docket for Record No. **2021-002468CUA** and subject to conditions of approval reviewed and approved by the Commission on **September 30, 2021** 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 **September 30, 2021** 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 628.652.7463, www.sfplanning.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 628.652.7463, www.sfplanning.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 628.652.7463, www.sfplanning.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 628.652.7463, www.sfplanning.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 628.652.7463,

www.sfplanning.org

6. **Signage.** The Project is limited to one business sign plus window signs pursuant to the Formula Retail signage standards noted in the Commission Guide to Formula Retail. Signs to be installed under a separate sign permit.

For information about compliance, contact the Case Planner, Planning Department at 628.652.7353, www.sfplanning.org

Monitoring - After Entitlement

7. **Enforcement.** Violation of any of the Planning Department conditions of approval contained in this Motion or of any other provisions of Planning Code applicable to this Project shall be subject to the enforcement procedures and administrative penalties set forth under Planning Code Section 176 or Section 176.1. The Planning Department may also refer the violation complaints to other city departments and agencies for appropriate enforcement action under their jurisdiction.

For information about compliance, contact Code Enforcement, Planning Department at 628.652.7463, www.sfplanning.org

8. **Revocation due to Violation of Conditions.** Should implementation of this Project result in complaints from interested property owners, residents, or commercial lessees which are not resolved by the Project Sponsor and found to be in violation of the Planning Code and/or the specific conditions of approval for the Project as set forth in Exhibit A of this Motion, the Zoning Administrator shall refer such complaints to the Commission, after which it may hold a public hearing on the matter to consider revocation of this authorization.

For information about compliance, contact Code Enforcement, Planning Department at 628.652.7463, www.sfplanning.org

Operation

9. **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, 628.271.2000, www.sfpublishworks.org

10. **Community Liaison.** Prior to issuance of a building permit to construct the project and implement the approved use, the Project Sponsor shall appoint a community liaison officer to deal with the issues of concern to owners and occupants of nearby properties. The Project Sponsor shall provide the Zoning Administrator and all registered neighborhood groups for the area with written notice of the name, business address, and telephone number of the community liaison. Should the contact information change, the Zoning Administrator and registered neighborhood groups shall be made aware of such change. The community liaison shall report to the Zoning Administrator what issues, if any, are of concern to the community and what

issues have not been resolved by the Project Sponsor.

For information about compliance, contact Code Enforcement, Planning Department at 628.652.7463, www.sfplanning.org

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Exhibit B

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APPLICATION FOR CONDITIONAL USE AUTHORIZATION FOR LULULEMON

2040 FILLMORE Street
San Francisco, CA 94115

7 APRIL 2021
12 JULY 2021 - REVISION
4 AUGUST 2021 - REVISION 2

VICINITY MAP



DRAWING INDEX

0	COVER SHEET
1	SITE / ROOF PLAN
2	SITE CONTEXT AND EXISTING STOREFRONT PHOTOS
A	PROPOSED FLOOR PLAN
B	PROPOSED STOREFRONT
C	PROPOSED STOREFRONT RENDERING
D	EXISTING FLOOR PLAN
E	EXISTING STOREFRONT

SCOPE OF EXTERIOR MODIFICATIONS

NEW EXTERNALLY ILLUMINATED BLADE SIGN
NEW VINYL WINDOW GRAPHICS
SIGNAGE UNDER SEPARATE PERMIT

Project:
LULULEMON
Conditional Use
Application

2040 Fillmore Street
San Francisco, CA 94115

plinth
Architecture Urban Design Interiors

58 West Portal Ave. # 328
San Francisco CA 94127
(415) 260-6889

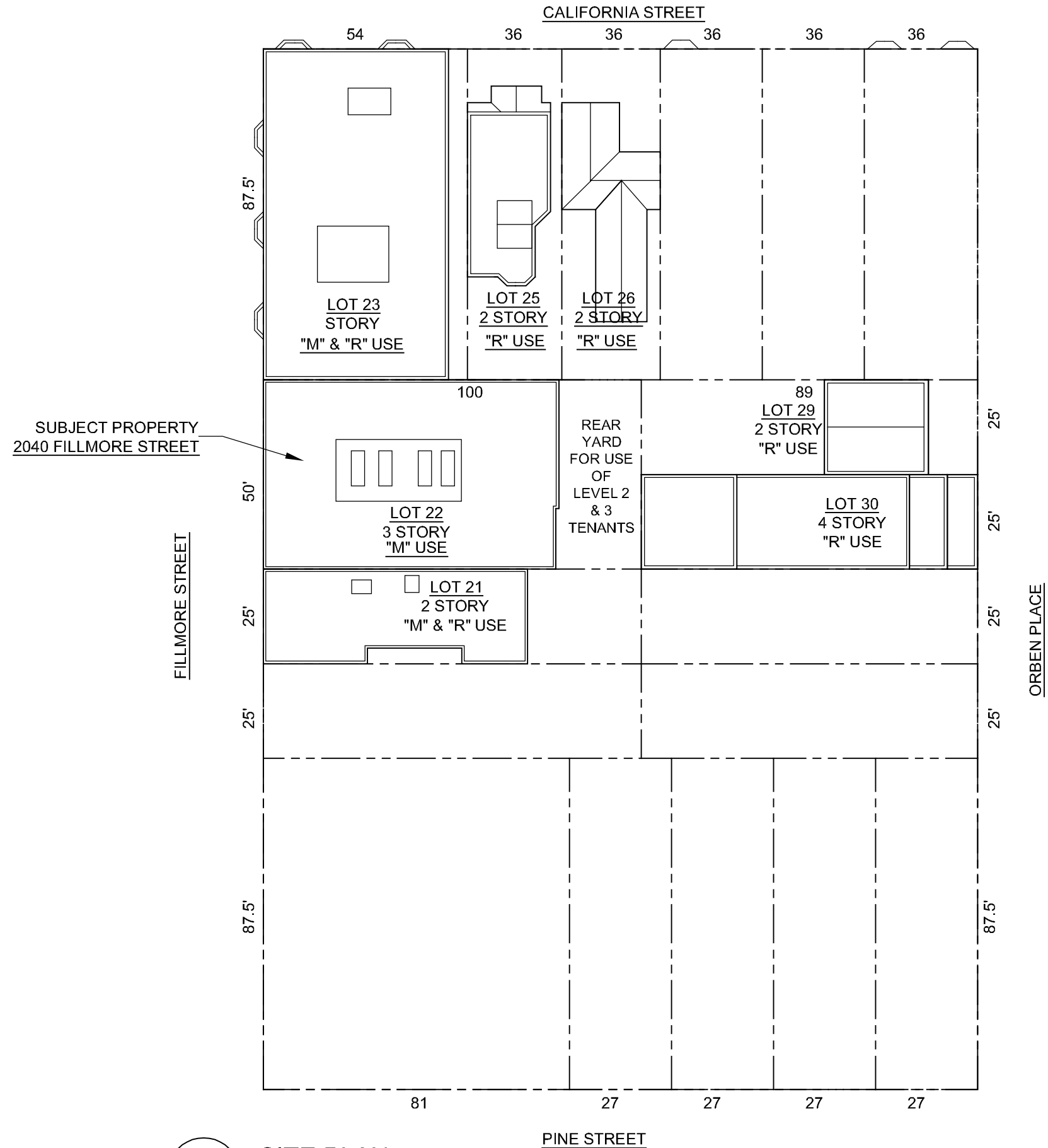
Sheet Title:
COVER SHEET

Date:	Issued For:
7 APRIL 2021	CU Submission
12 JULY 2021	REVISION
4 AUGUST 2021	REVISION

Scale: N.A.
File:
Project: 21LUL

Ref North: Checked By: SC
Sheet No:

0



1 SITE PLAN
1/32" = 1'-0"

Project:
LULULEMON
Conditional Use
Application

2040 Fillmore Street
San Francisco, CA 94115

plinth
Architecture Urban Design Interiors


58 West Portal Ave. # 328
San Francisco CA 94127
(415) 260-6889

Sheet Title:
SITE / ROOF PLAN

Date: 7 APRIL 2021
12 JULY 2021

Issued For:
CU Submission
REVISION

Scale: 1/32" = 1'-0" @ 11X17
File:
Project: 20MAD

Ref North: 

Checked By: SC
Sheet No: **1**



PHOTO TAKEN 04/03/21

CALIFORNIA STREET

SUBJECT
PROPERTY

PINE STREET

3

FILLMORE STREET EXISTING CONTEXT

N.T.S.

Project:
LULULEMON
Conditional Use
Application

2040 Fillmore Street
San Francisco, CA 94115

plinth

Architecture Urban Design Interiors

58 West Portal Ave. # 328
San Francisco CA 94127
(415) 260-6889



PHOTO TAKEN 04/03/21

2

EXISTING STOREFRONT

N.T.S.



PHOTO TAKEN 04/03/21

SUBJECT
PROPERTY

1

EXISTING BUILDING FACADE

N.T.S.

Sheet Title:
**SITE CONTEXT
AND EXISTING
STOREFRONT PHOTOS**

Date:
7 APRIL 2021

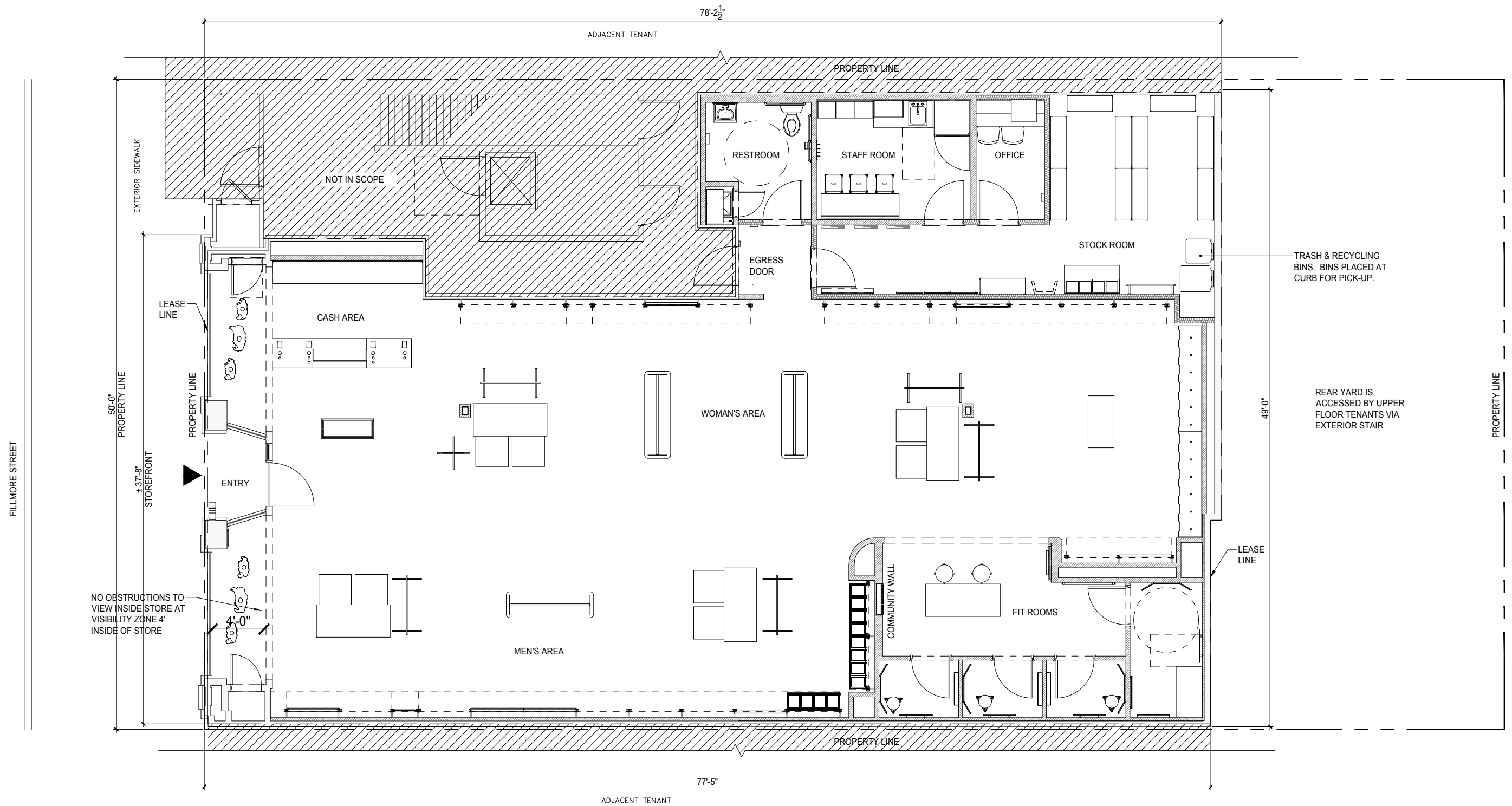
Issued For:
CU Submission

Scale: NTS @ 11X17
File:
Project: 20MAD

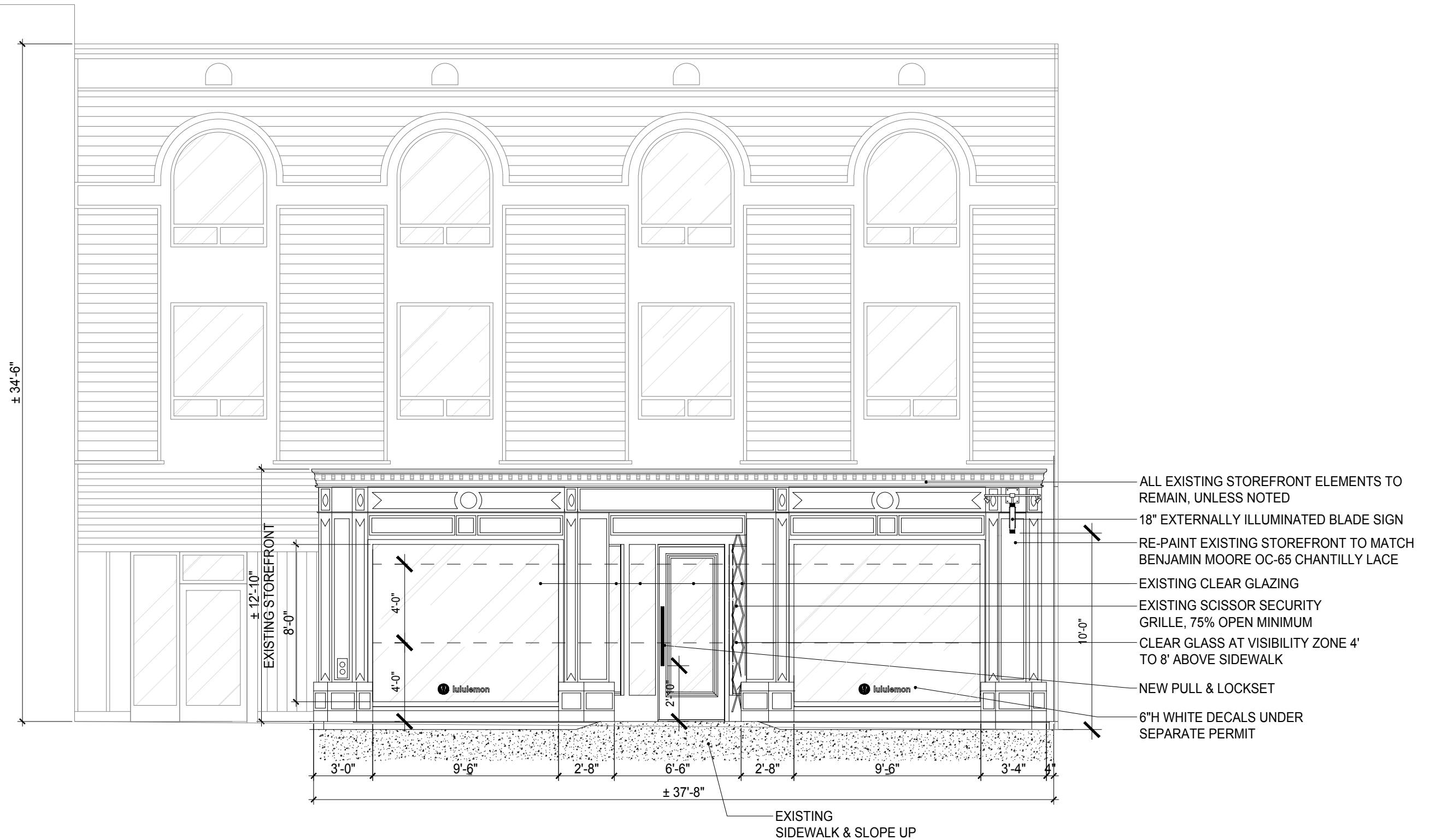
Ref North:

Checked By: SC
Sheet No:

2



PROPOSED FLOOR PLAN



PROPOSED STOREFRONT

PROPOSED STOREFRONT

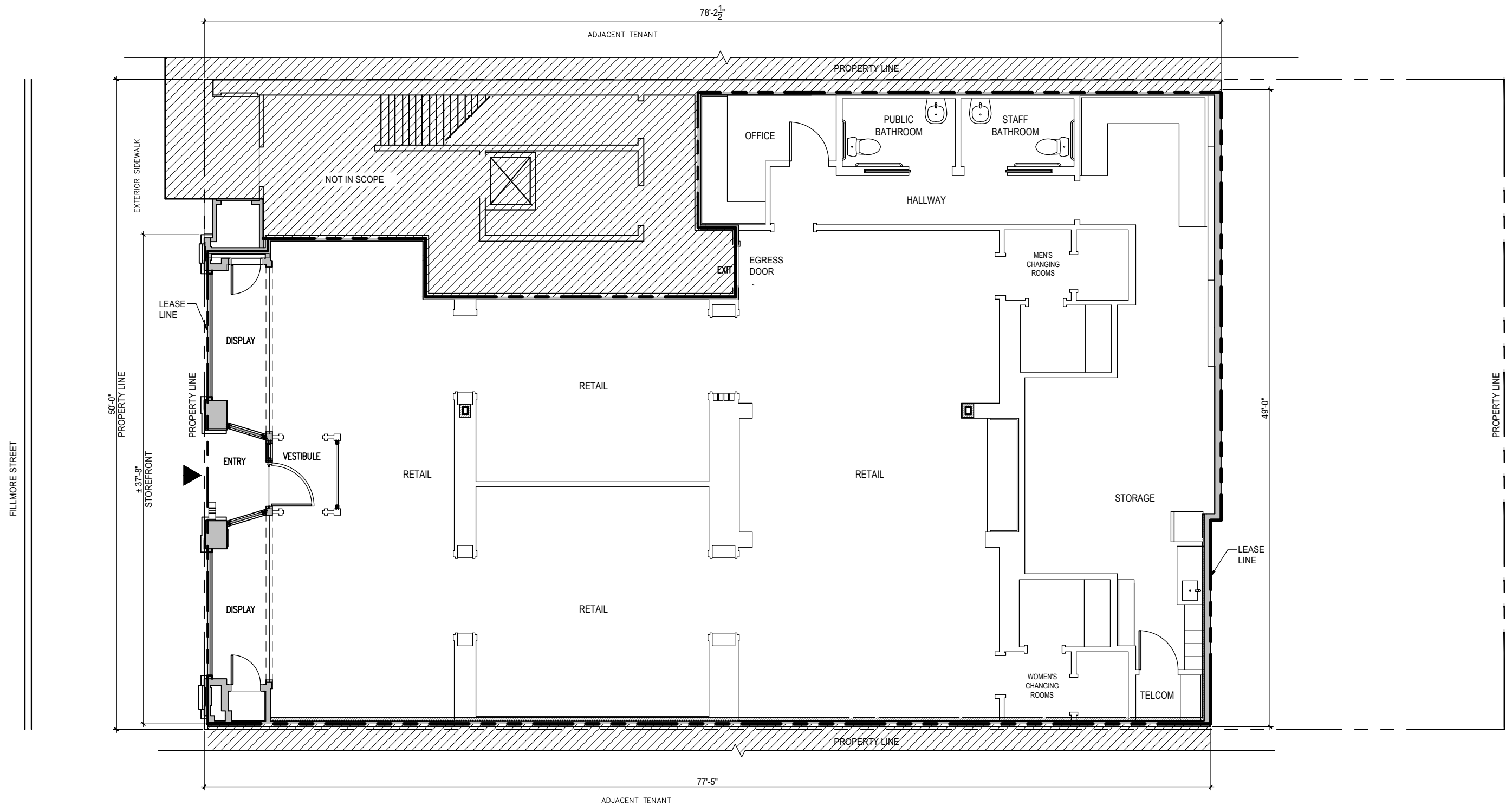


MAINTAIN EXISTING STOREFRONT

NEW EXTERNALLY LIT BLADE SIGN

NEW WINDOW VINYL





EXISTING FLOOR PLAN



EXISTING STOREFRONT



Filmore Street | 2034-44 Fillmore St | San Francisco, CA 94115

Project Directory
Owner
Project Management
Landlord
Architect
MEP Engineer
Structural Engineer
Building Department



4444 Federal Blvd San Diego, CA 92102
 (619) 527-6100 signtech.com

LULULEMON
 2034-44 Fillmore St San Francisco, CA 94115

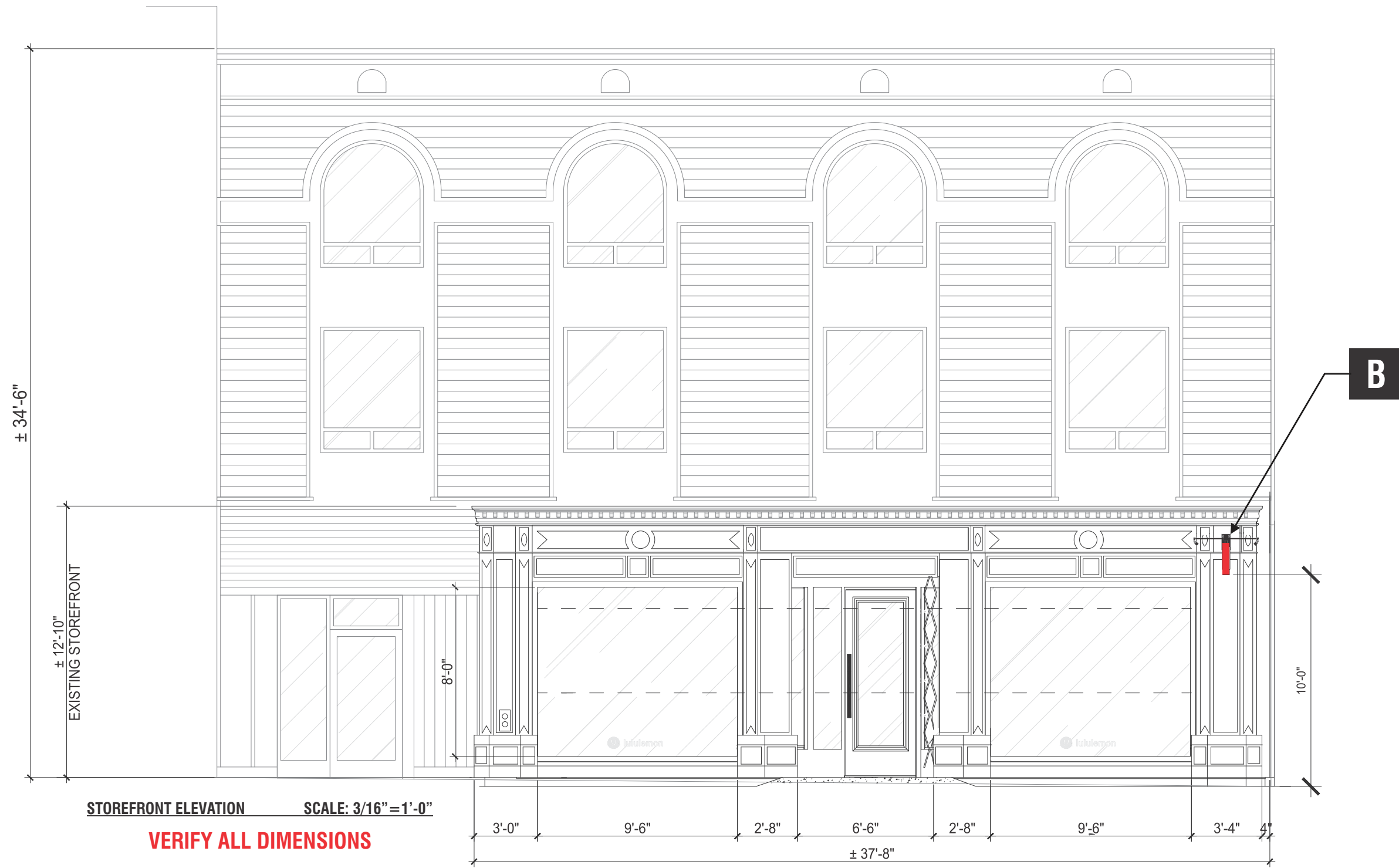
This design is the exclusive property of Signtech and cannot be reproduced in whole or in part, without their prior written approval

Sales: Christine Mello
Coordinator: Emily Blaisdell
Design: Thomsen
Engineering:

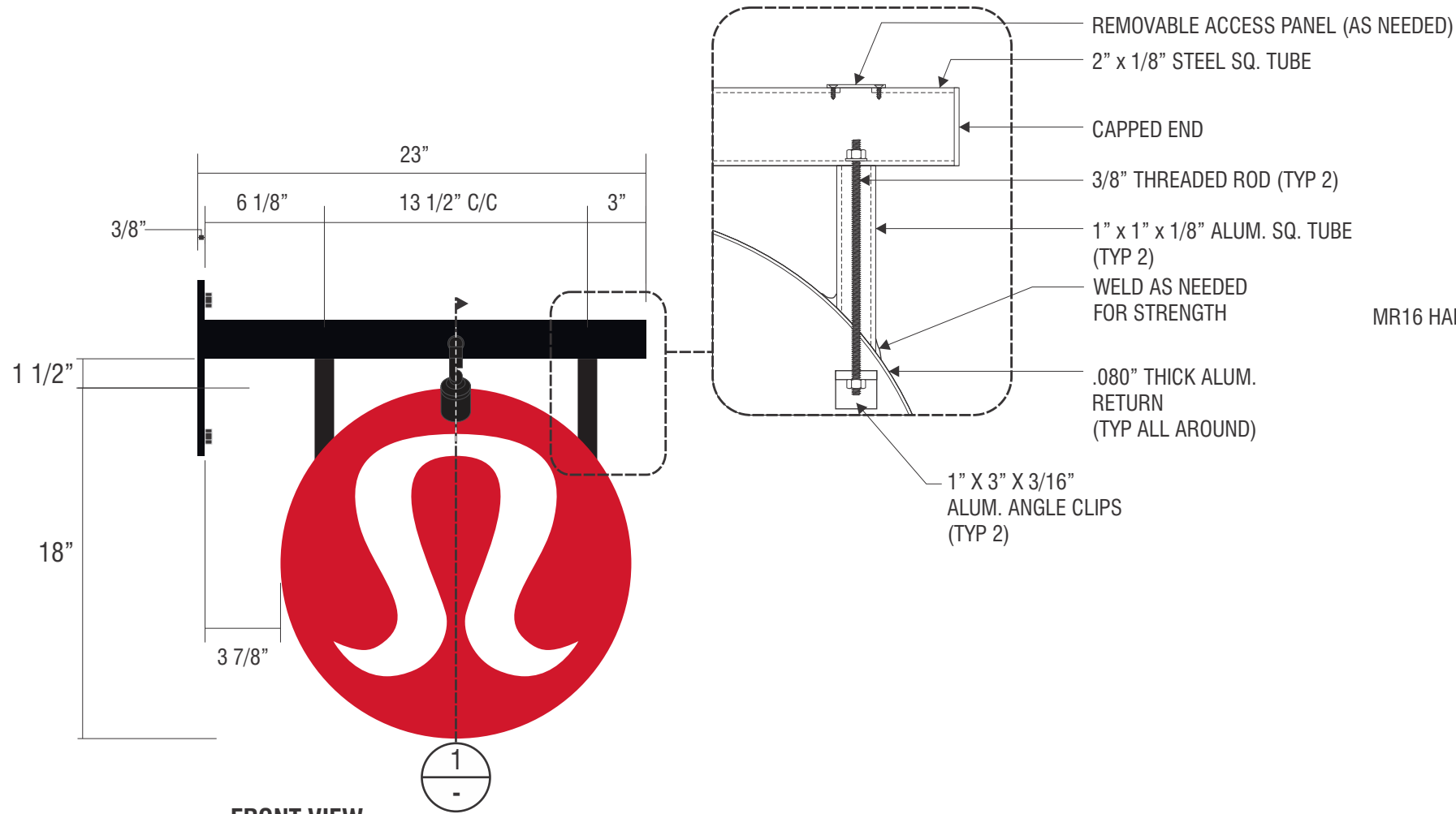
Date: 02/08/21
Drawing: 21-00204 **Rev:** 3-08/05/21
Quote:
Project ID: LULULEMON_10527_1

EXISTING CONDITIONS



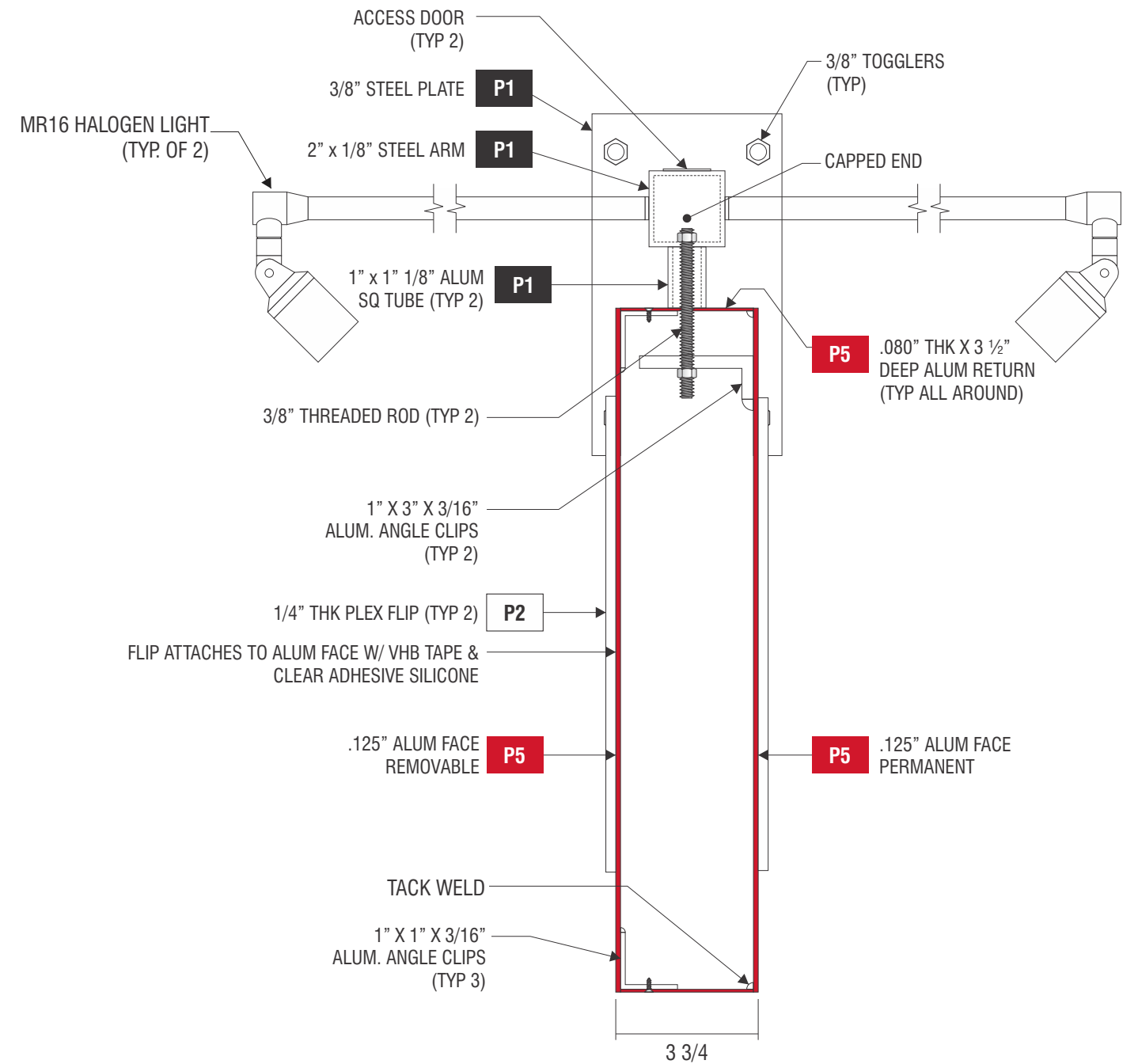


STOREFRONT ELEVATION SCALE: 3/16" = 1'-0"
VERIFY ALL DIMENSIONS



FRONT VIEW

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



1

SECTION DETAIL
SCALE: 3" = 1'

B SIGNTYPE LUL-BLD-18-NI **CUSTOM EXTERNAL ILLUMINATION**

MANUFACTURE AND INSTALL ONE (1) BLADE SIGN - EXTERNALLY ILLUMINATED

LIGHT FIXTURES: MR16 HALOGEN SIGN LIGHT WITH 24" 90° STEM EXTENSION

FINISH: BLACK POWDER COAT *(SEE SHEET 6 FOR SPECIFICATIONS)*

PAINT

P1 PAINTED MATTHEWS WS 41-306 JET BLACK / MATTE FINISH

P2 PAINTED MATTHEWS WHITE / MATTE FINISH

P5 PAINTED MATTHEWS TO MATCH AVERY VINYL #19340-T, MATTE FINISH.

Light Fixtures: Product Spec. Sheet



SPECIFICATIONS

DESCRIPTION:

MR16 halogen sign light with a 24" 90° stem extension. Suitable for wet/damp/dry location installations.

MATERIAL:

Standard overall material is 6061 aluminum.
 HL-716 - Machined Aluminum

FINISH:

AA - Anodized Satin Aluminum
 AP - Powder Coat Aluminum
 BK - Powder Coat Black
 BZ - Powder Coat Bronze
 WT - Powder Coat White

HALOGEN LAMPING OPTION:

Lamp Type - 12V halogen MR16 lamp, bi-pin GX5.3 base, 50W max, not included.

LED OPTIONS:

Integral high output LED, warm white (3000K CCT) standard, others available.

3LED - 3W LED
 8LED - 8W LED

Optics

SP - Spot, 12°
 NF - Narrow Flood, 24°
 FL - Flood, 36°

VOLTAGE:

12 - 12 VAC output transformer required, not included.

MOUNTING:

Fixture is equipped with a 4.75" mounting plate and (2) mounting screws.

OPTIONS:

Glare shields

GL-10 - Short Angled, aluminum
 GL-11 - Angled, aluminum
 GL-13 - Straight, aluminum

Lenses/Louvers/Color Filters

LA-1 - Hexcell Louver (Black)
 LA-2 - Prismatic lens
 LA-3 - Linear spread lens
 LA-4 - Soft focus lens (diffused)
 LA-5 - Moonlight lens
 LA-6 - Blue lens

See fixture accessories for more information.

SAMPLE ORDER SPECIFICATION:

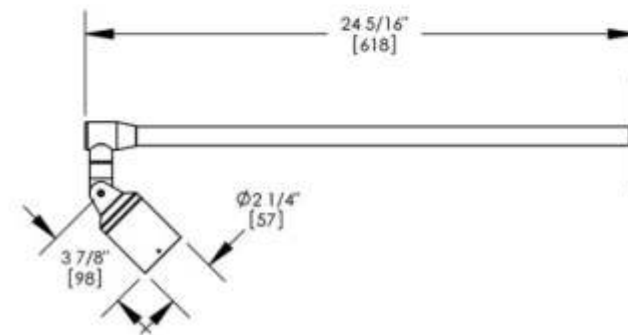
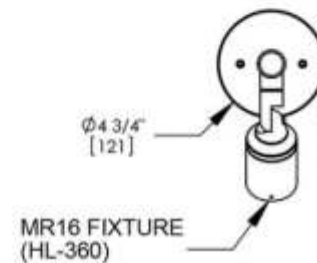
HL-716-AA-12-GL-13-LA-3

RATING:

Wet/damp/dry location.



MADE IN THE USA



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Exhibit C



CEQA Exemption Determination

PROPERTY INFORMATION/PROJECT DESCRIPTION

Project Address		Block/Lot(s)
2040 FILLMORE ST		0653022
Case No.		Permit No.
2021-002468PRJ		
<input checked="" type="checkbox"/> Addition/ Alteration	<input type="checkbox"/> Demolition (requires HRE for Category B Building)	<input type="checkbox"/> New Construction
<p>Project description for Planning Department approval. Conditional Use Authorization request to convert a 3,331 vacant ground floor retail space (previously occupied by Ralph Lauren) to another Formula Retail store (DBA Lululemon).</p>		

STEP 1: EXEMPTION TYPE

The project has been determined to be exempt under the California Environmental Quality Act (CEQA).	
<input checked="" type="checkbox"/>	Class 1 - Existing Facilities. Interior and exterior alterations; additions under 10,000 sq. ft.
<input type="checkbox"/>	Class 3 - New Construction. Up to three new single-family residences or six dwelling units in one building; commercial/office structures; utility extensions; change of use under 10,000 sq. ft. if principally permitted or with a CU.
<input type="checkbox"/>	<p>Class 32 - In-Fill Development. New Construction of seven or more units or additions greater than 10,000 sq. ft. and meets the conditions described below:</p> <p>(a) The project is consistent with the applicable general plan designation and all applicable general plan policies as well as with applicable zoning designation and regulations.</p> <p>(b) The proposed development occurs within city limits on a project site of no more than 5 acres substantially surrounded by urban uses.</p> <p>(c) The project site has no value as habitat for endangered rare or threatened species.</p> <p>(d) Approval of the project would not result in any significant effects relating to traffic, noise, air quality, or water quality.</p> <p>(e) The site can be adequately served by all required utilities and public services.</p>
<input type="checkbox"/>	Other _____
<input type="checkbox"/>	Common Sense Exemption (CEQA Guidelines section 15061(b)(3)). It can be seen with certainty that there is no possibility of a significant effect on the environment.

STEP 2: ENVIRONMENTAL SCREENING ASSESSMENT

TO BE COMPLETED BY PROJECT PLANNER

<input type="checkbox"/>	<p>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. use of diesel construction equipment, backup diesel generators, heavy industry, diesel trucks, etc.)? <i>(refer to the Environmental</i></p>
<input type="checkbox"/>	<p>Hazardous Materials: <input type="checkbox"/> Maher or <input type="checkbox"/> Cortese</p> <p>Is the project site located within the Maher area or on a site containing potential subsurface soil or groundwater contamination and would it involve ground disturbance of at least 50 cubic yards or a change of use from an industrial use to a residential or institutional use? Is the project site located on a Cortese site or would the project involve work on a site with an existing or former gas station, parking lot, auto repair, dry cleaners, or heavy manufacturing use, or a site with current or former underground storage tanks? <i>if Maher box is checked, note below whether the applicant has enrolled in or received a waiver from the San Francisco Department of Public Health (DPH) Maher program, or if Environmental Planning staff has determined that hazardous material effects would be less than significant.</i></p> <p>Note that a categorical exemption shall not be issued for a project located on the Cortese List</p>
<input type="checkbox"/>	<p>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? Would the project involve the intensification of or a substantial increase in vehicle trips at the project site or elsewhere in the region due to autonomous vehicle or for-hire vehicle fleet maintenance, operations or</p>
<input type="checkbox"/>	<p>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, archeology review is required.</p>
<input type="checkbox"/>	<p>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? <i>(refer to the Environmental Information tab on https://sfplanningqis.org/PIM/)</i> If box is checked, Environmental Planning must issue the exemption.</p>
<input type="checkbox"/>	<p>Average Slope of Parcel = or > 25%, or site is in Edgehill Slope Protection Area or Northwest Mt. Sutro Slope Protection Area: Does the project involve any of the following: (1) New building construction, except one-story storage or utility occupancy, (2) horizontal additions, if the footprint area increases more than 50%, or (3) horizontal and vertical additions increase more than 500 square feet of new projected roof area? <i>(refer to the Environmental Information tab on https://sfplanninggis.org/PIM/)</i> If box is checked, a geotechnical report is likely required and Environmental Planning must issue the exemption.</p>
<input type="checkbox"/>	<p>Seismic Hazard: <input type="checkbox"/> Landslide or <input type="checkbox"/> Liquefaction Hazard Zone:</p> <p>Does the project involve any of the following: (1) New building construction, except one-story storage or utility occupancy, (2) horizontal additions, if the footprint area increases more than 50%, (3) horizontal and vertical additions increase more than 500 square feet of new projected roof area, or (4) grading performed at a site in the landslide hazard zone? <i>(refer to the Environmental Information tab on https://sfplanninggis.org/PIM/)</i> If box is checked, a geotechnical report is required and Environmental Planning must issue the exemption.</p>
<p>Comments and Planner Signature (optional): Laura Ajello</p> <p>Conditional Use Authorization to establish Formula Retail Use (dba Lululemon). No exterior modifications other than new signage under separate sign permit.</p>	

**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 checked="" type="checkbox"/>	Category B: Potential Historical Resource (over 45 years of age). GO TO STEP 4.
<input type="checkbox"/>	Category C: Not a Historical Resource or Not Age Eligible (under 45 years of age). GO TO STEP 6.

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

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

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

Check all that apply to the project.	
<input type="checkbox"/>	1. Reclassification of property status. (Attach HRER Part I) <input type="checkbox"/> Reclassify to Category A a. Per HRER b. Other (specify): <input type="checkbox"/> Reclassify to Category C (No further historic review)
<input type="checkbox"/>	2. Project involves a known historical resource (CEQA Category A) as determined by Step 3 and conforms entirely to proposed work checklist in Step 4.
<input type="checkbox"/>	3. Interior alterations to publicly accessible spaces that do not remove, alter, or obscure character defining features.
<input type="checkbox"/>	4. Window replacement of original/historic windows that are not "in-kind" but are consistent with existing historic character.
<input type="checkbox"/>	5. Façade/storefront alterations that do not remove, alter, or obscure character-defining features.

<input type="checkbox"/>	6. Raising the building in a manner that does not remove, alter, or obscure character-defining features.
<input type="checkbox"/>	7. Restoration based upon documented evidence of a building's historic condition, such as historic photographs, plans, physical evidence, or similar buildings.
<input type="checkbox"/>	8. Work consistent with the <i>Secretary of the Interior Standards for the Treatment of Historic Properties (Analysis required)</i> :
<input type="checkbox"/>	9. Work compatible with a historic district (Analysis required):
<input type="checkbox"/>	10. Work that would not materially impair a historic resource (Attach HRER Part II).
Note: If ANY box in STEP 5 above is checked, a Preservation Planner MUST sign below.	
<input type="checkbox"/>	Project can proceed with exemption review. The project has been reviewed by the Preservation Planner and can proceed with exemption review. GO TO STEP 6.
Comments (optional):	
Preservation Planner Signature:	

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

<input checked="" type="checkbox"/>	No further environmental review is required. The project is exempt under CEQA. There are no unusual circumstances that would result in a reasonable possibility of a significant effect.	
	Project Approval Action: Building Permit	Signature: Katherine Wilborn
	If Discretionary Review before the Planning Commission is requested, the Discretionary Review hearing is the Approval Action for the	07/21/2021
	Supporting documents are available for review on the San Francisco Property Information Map, which can be accessed at https://sfplanninggis.org/PIM/ . Individual files can be viewed by clicking on the Planning Applications link, clicking the "More Details" link under the project's environmental record number (ENV) and then clicking on the "Related Documents" link. Once signed or stamped and dated, this document constitutes an 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 to the Board of Supervisors can only be filed within 30 days of the project receiving the approval action.	

Exhibit D



LAND USE INFORMATION

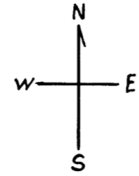
PROJECT ADDRESS: 2040 FILLMORE ST
RECORD NO.: 2021-002468CUA

	EXISTING	PROPOSED	NET NEW
GROSS SQUARE FOOTAGE (GSF)			
Parking GSF	0	0	No Change
Residential GSF	0	0	No Change
Retail/Commercial GSF	7820	7820	No Change
Office GSF	3910	3910	No Change
Visitor GSF	0	0	No Change
CIE GSF	0	0	No Change
Usable Open Space	0	0	No Change
Public Open Space	0	0	No Change
TOTAL GSF	11730	11730	0
	EXISTING	NET NEW	TOTALS
PROJECT FEATURES (Units or Amounts)			
Dwelling Units - Affordable	0	0	0
Dwelling Units - Market Rate	0	0	0
Dwelling Units - Total	0	0	0
Number of Buildings	1	0	1
Number of Stories	3	0	3
Parking Spaces	0	0	0
Loading Spaces	0	0	0
Bicycle Spaces	0	0	0

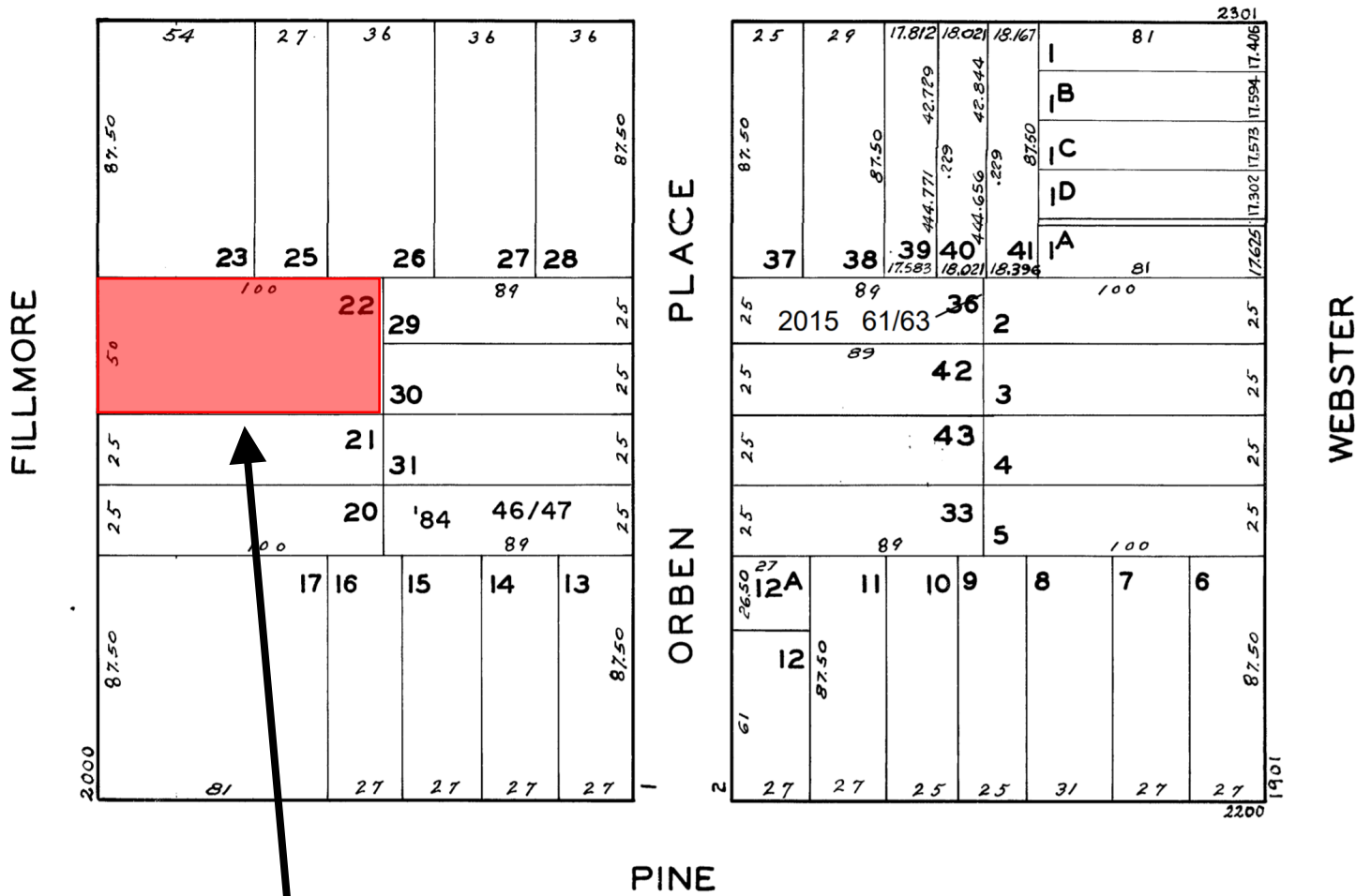
	EXISTING	PROPOSED	NET NEW
LAND USE - RESIDENTIAL			
Studio Units	0	0	0
One Bedroom Units	0	0	0
Two Bedroom Units	0	0	0
Three Bedroom (or +) Units	0	0	0

Exhibit E

Parcel Map



CALIFORNIA

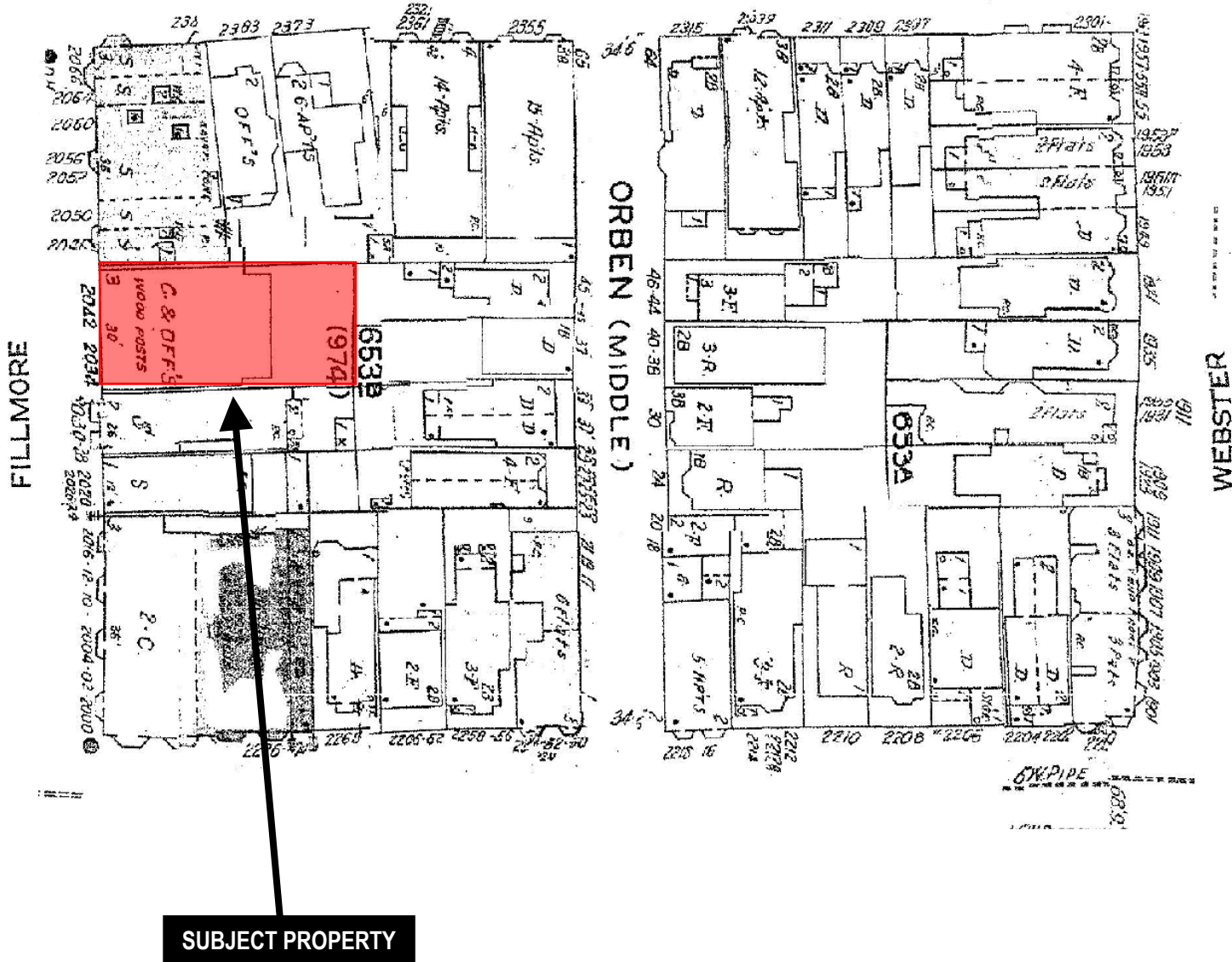


SUBJECT PROPERTY

Conditional Use Authorization
 Case Number 2021-002468CUA
 2040 Fillmore Street



Sanborn Map*



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

Conditional Use Authorization
Case Number 2021-002468CUA
2040 Fillmore Street



Aerial Photo – View 1

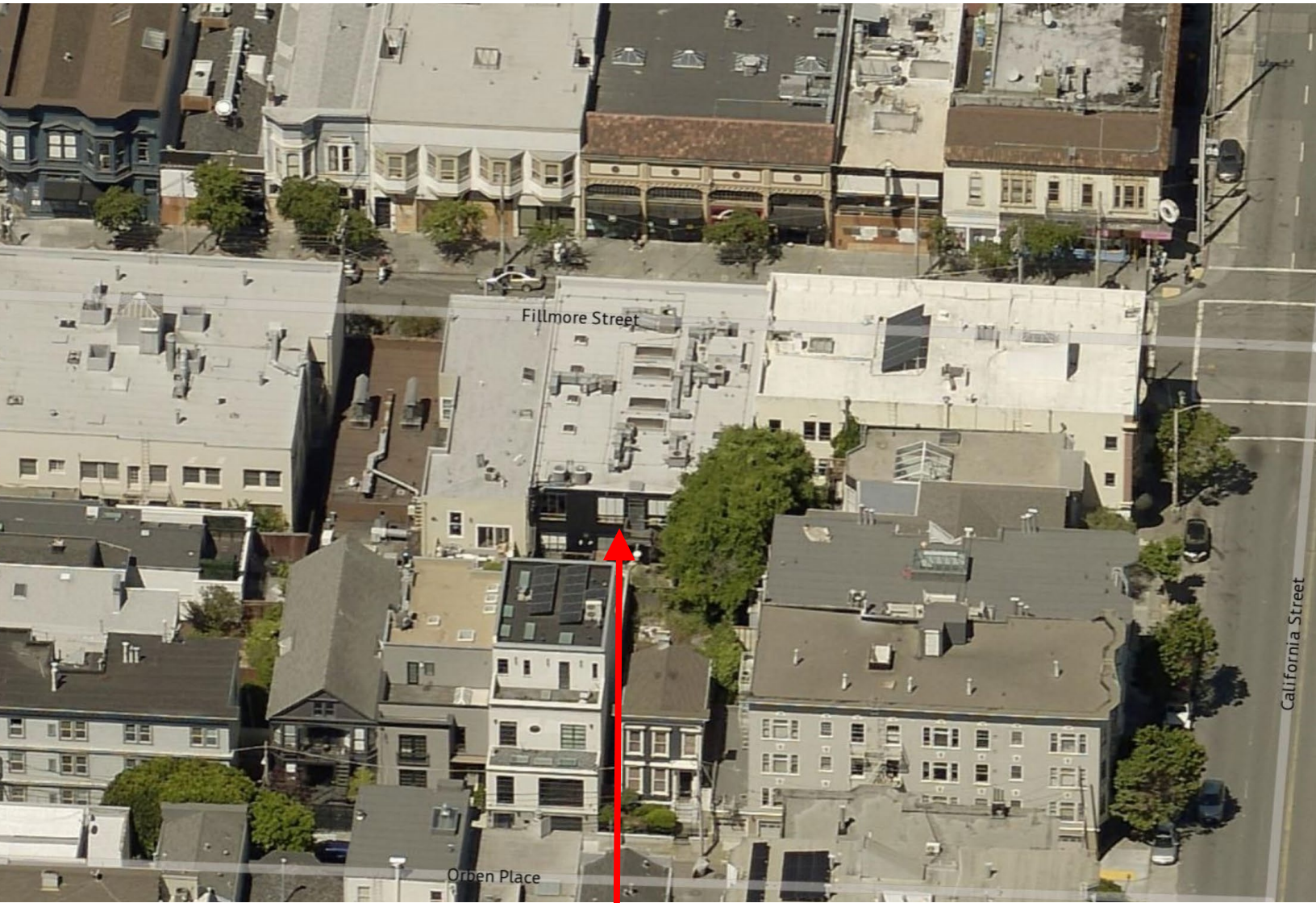


SUBJECT PROPERTY



Conditional Use Authorization
Case Number 2021-002468CUA
2040 Fillmore Street

Aerial Photo – View 2

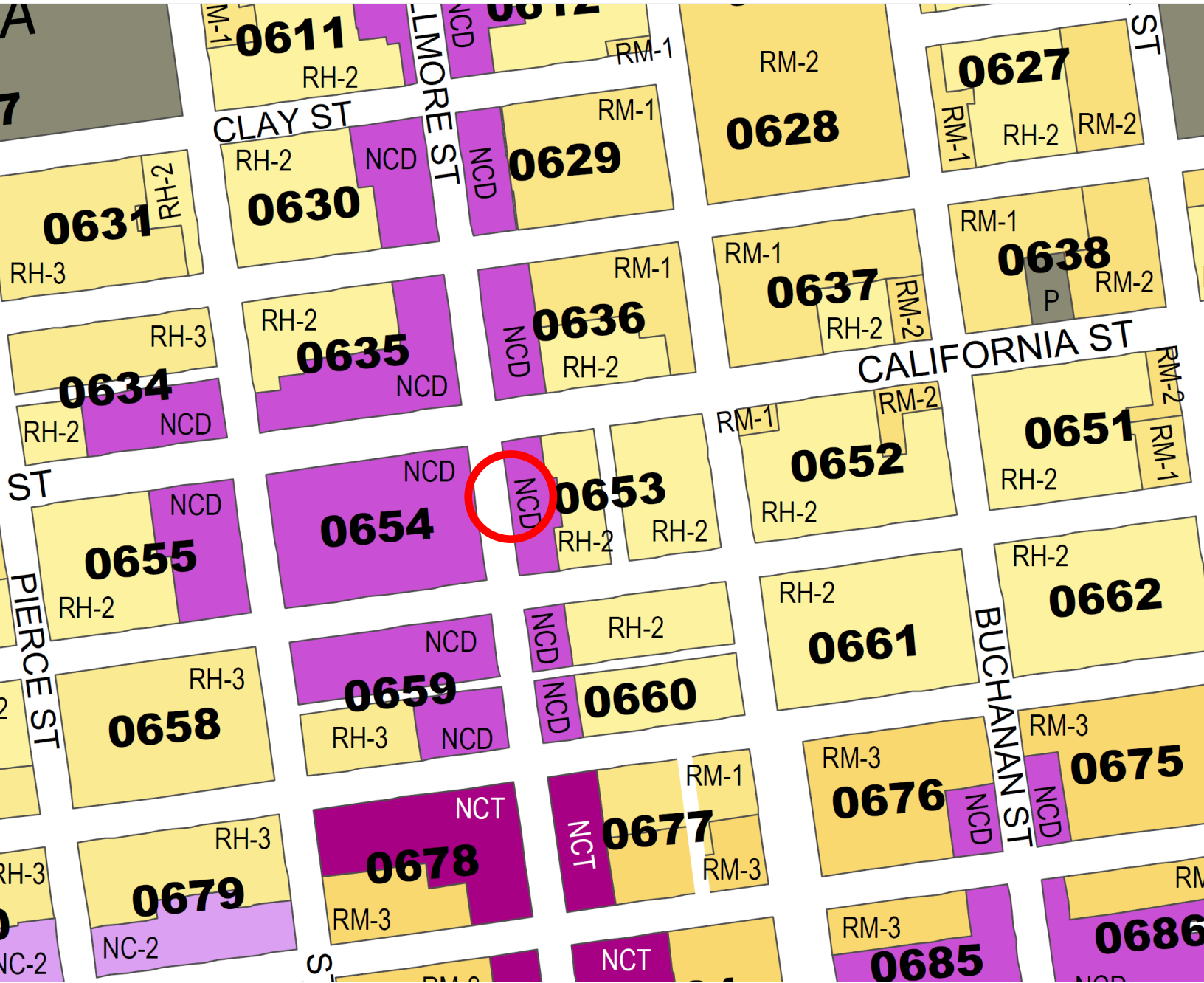


SUBJECT PROPERTY



Conditional Use Authorization
Case Number 2021-002468CUA
2040 Fillmore Street

Zoning Map



Conditional Use Authorization
Case Number 2021-002468CUA
2040 Fillmore Street

Site Photo



PHOTO TAKEN 04/03/21

Conditional Use Authorization
Case Number 2021-002468CUA
2040 Fillmore Street

Exhibit F

September 15th, 2021

Dear San Francisco Planning Commissioners,

We're excited to propose our new San Francisco store at 2040 Fillmore Street. As a company, community is at our core and each individual store plays a unique role in their neighborhood. We are excited to root well-being, movement, and self-development on Fillmore Street. Below lists some highlights of our project and community engagement:

STORE DESIGN:

- The design of the store will be unique to the location and will include artwork by local artists and artisans.
- Materials and finishes will be unique to the store.

PRODUCT:

- We curate product assortment to the guest.

COMMUNITY:

- We will be hiring 20+ local employees to build amazing careers within this location.
- Community Initiatives: Our teams have an annual budget to contribute to local initiatives that support the community that they are in. Through our Cow Hollow store on Union Street, we have been involved in the following:
 - BACK ON MY FEET: nonprofit that empowers those experiencing homelessness through the power of running, community support and essential employment and housing resources.
 - THE BLACK TRUTH PROJECT 2021: partnered with Dr. Akilah Cadet to create The Black Truth Project as a call for anti-racism, diversity, inclusion, equity, and belonging.
 - INTERNATIONAL WOMEN'S DAY 2020: celebrated 5 female identifying change makers who are positively impacting San Francisco, and highlighted their work through an interactive community event.



- Store Ambassadors: Our Ambassadors are inspiring leaders, storytellers, and doers. Each store partners with individuals from the community through a symbiotic relationship. Through the program, Ambassadors receive development tools and experiences, product to try out, a network of like-minded people, and a humongous cheer squad. This relationship also opens the possibility to get up to big things together—to make a difference in our communities and beyond. For us, authentic relationships are where it all starts. We believe that when you do well, we all do well.

Please let me know if there is further information I can provide to support.

All the best,

Alli Dunn
Regional Manager, San Francisco