



# SAN FRANCISCO PLANNING DEPARTMENT

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## Executive Summary Conditional Use HEARING DATE: JANUARY 13, 2011

*Date:* January 6, 2011  
*Case No.:* **2010.1009C**  
*Project Address:* **1971 FILLMORE STREET**  
*Zoning:* Upper Fillmore Street Neighborhood Commercial District (NCD)  
40-X Height and Bulk District  
*Block/Lot:* 0659/001  
*Project Sponsors:* Janet Crane (agent)  
Freebairn-Smith & Crane  
442 Post Street  
San Francisco, CA 94102  
Kiehl's (applicant)  
2360 Fillmore Street  
San Francisco, CA 94115  
*Staff Contact:* Sharon M. Young – (415) 558-6346  
[sharon.m.young@sfgov.org](mailto:sharon.m.young@sfgov.org)  
*Recommendation:* **Approval with Conditions**

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### PROJECT DESCRIPTION

Conditional Use authorization is required to allow the establishment of a formula retail use in the Upper Fillmore Street NCD pursuant to Sections 703.4, 303(c), and 303(i) of the Planning Code. The proposal is to convert a vacant approximately 2,400 square feet retail space (previously occupied by "Shu Uemura") to another retail sales establishment (dba Kiehl's, a retail store specializing in skin and hair care products). The proposed retail store is considered a Formula Retail Use under Section 703.3 of the Planning Code. The proposal will involve interior and exterior tenant improvements to the existing commercial space.

According to the project sponsor, 'Kiehl's' is a retail store specializing in naturally-derived skin and hair care products founded in New York in 1851. There are currently 35 Kiehl's stores nationwide. The existing San Francisco Kiehl's store at 2360 Fillmore Street, at the southeast corner of Fillmore and Washington Streets, was their second store in the country, and has been in operation for approximately 10 years. The subject proposal will allow for the relocation of the existing San Francisco Kiehl's store to the project site. The hours of operation of the proposed retail store are 10 a.m. to 7 p.m. Monday through Saturday, and 11 a.m. to 6 p.m. on Sunday.

### SITE DESCRIPTION AND PRESENT USE

The Project Site at 1971 Fillmore Street is located on the southwest corner of Fillmore and Pine Streets; Assessor's Block 0659; Lot 001. It is located within the Upper Fillmore Street NCD and a 40-X Height and Bulk District. The subject lot is approximately 2,247 square-feet (27.667 feet wide by 81.25 feet deep) in size and is occupied by a two-story residential and commercial building built circa 1900. The existing building

is listed in the Planning Department's 1976 Architectural Survey, but is not listed in the National and California Registers as having architectural significance.

### **SURROUNDING PROPERTIES & 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), some 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 and specialty shops, and medical and personal service establishments. Some of the existing commercial establishments on the subject and opposite blocks include Johnny Rockets, Calvin Tran Boutique, a psychotherapy office, Fillmore Hardware, Woodhouse Fish Co, Fraiche Yogurt, Linco & Co, New Asian Style contemporary collection specialty store, Makuya Sushi restaurant, a nail salon, Bead & Shells, Sterling Bank & Trust, Crossroads Trading Co., Zinc Details Design store, DZ specialty store, Invision Optometry, Perfect Cleaners, SPQR restaurant, Design Within Reach, Florio Café restaurant, Ruby Living Design, Osaka restaurant, and Paper Source. The surrounding zoning is primarily Upper Fillmore Street NCD, RH-2 (Residential, House, Two-Family) District, NC-3 (Moderate-Scale Neighborhood Commercial) District, and RM-1 (Residential, Mixed, Low-Density) District zoning.

### **ENVIRONMENTAL REVIEW**

The proposed project was determined by the San Francisco Planning Department to be categorically exempt from environmental review, under Class 1(a) of the State CEQA Guidelines, Section 15301, pursuant to Title 14 of the California Administrative Code.

### **HEARING NOTIFICATION**

<b>TYPE</b>	<b>REQUIRED PERIOD</b>	<b>REQUIRED NOTICE DATE</b>	<b>ACTUAL NOTICE DATE</b>	<b>ACTUAL PERIOD</b>
Classified News Ad	20 days	December 22, 2010	December 22, 2010	22 days
Posted Notice	20 days	December 24, 2010	December 24, 2010	20 days
Mailed Notice	20 days	December 24, 2010	December 17, 2010	27 days

### **PUBLIC COMMENT**

- As of January 6, 2011, the Department has not received any letters or phone calls in opposition to the project. The project sponsor conducted a community outreach meeting and indicated that the Fillmore Street Merchants Association and the Pacific Heights Residents Association stated no objection to the relocation of the Kiehl's retail store. In addition, the project sponsor has submitted a petition with approximately 120 signatures from merchants and neighbors in support of the proposed project.

## ISSUES AND OTHER CONSIDERATIONS

- According to the Project Sponsor, the new location of the retail store is more desirable as compared to its current location at 2360 Fillmore Street since it is more central in the shopping street and the lease terms are more favorable in the new location since their 10 year lease has expired.
- There are approximately 118 operating retail, service and restaurant businesses within the Upper Fillmore Street NCD and estimate that 15 - 25 (12% - 25%) businesses appear to qualify as formula retail uses.
- The project sponsors have indicated that the current Kiehl's store is an active and participating member of the Fillmore Street Merchants Association which has participated in charitable and environmental initiatives. They include holding many community events at the store from book signings to pet adoption days to "open mic" sessions for local musicians and partnering with the San Francisco Police and Fire Departments in their fundraising projects. In addition, Kiehl's major philanthropic causes include the following: Rainforest Alliance (related to sourcing the raw materials for their products); American Foundation for AIDS Research, Youth/AIDS, National Resources Defense Council, and International Center for Missing and Exploited Children.

## REQUIRED COMMISSION ACTION

This proposal requires **Conditional Use** authorization pursuant to Sections 703.4, 303(c), and 303(i) of the Planning Code to establish a Formula Retail Use dba Kiehl's within the Upper Fillmore Street Neighborhood Commercial Zoning District and a 40-X Height and Bulk District.

## BASIS FOR RECOMMENDATION

- The proposed project will allow for the relocation of an existing Kiehl's retail store from 2360 Fillmore Street to the project site at 1971 Fillmore Street. The majority of the commercial establishments within the Upper Fillmore Street NCD are independently-owned rather than formula retail uses.
- The proposed project will ensure the viability and continuation of a retail-driven commercial corridor by occupying a vacant commercial building on the subject block which is complimentary to the mix of existing neighborhood-serving uses within the neighborhood.
- The relocated Kiehl's store will help maintain and enhance existing neighborhood serving retail uses by encouraging more business activity within the immediate area that may draw clientele not only from the local neighborhoods but also from a wider trade area.
- The proposed project meets all applicable requirements of the Planning Code.
- The Department believes that this project is necessary and/or desirable for the following reasons:
  - a) The proposed project will enhance the economic diversity of the neighborhood by allowing the relocation of an existing business in the area.
  - b) The proposed project is a neighborhood-serving use which local residents can access by walking or taking public transit.

- c) The proposed project is consistent with the mixed commercial-residential character of the Upper Fillmore Street NCD.

**RECOMMENDATION: Approval with Conditions**

- Attachments:**  
Zoning District Map  
Parcel Map  
Sanborn Map  
Aerial Photographs  
Site and Context Photographs  
Reduced Plans

Attachment Checklist

- |   |  |
|---|--|
| <input checked="" type="checkbox"/> Executive Summary   | <input checked="" type="checkbox"/> Project sponsor submittal  |
| <input checked="" type="checkbox"/> Draft Motion        | Drawings: <u>Existing Conditions</u>   |
| <input type="checkbox"/> Environmental Determination    | <input checked="" type="checkbox"/> Check for legibility   |
| <input checked="" type="checkbox"/> Zoning District Map | Drawings: <u>Proposed Project</u>  |
| <input type="checkbox"/> Height & Bulk Map              | <input checked="" type="checkbox"/> Check for legibility   |
| <input checked="" type="checkbox"/> Parcel Map          | <input checked="" type="checkbox"/> Project sponsor company profile, summary of community and charitable programs, pre-application meeting with neighbors, petition in support, additional photographs |
| <input checked="" type="checkbox"/> Sanborn Map         | <input type="checkbox"/>   |
| <input checked="" type="checkbox"/> Aerial Photo        | <input type="checkbox"/>   |
| <input checked="" type="checkbox"/> Context Photos      | <input type="checkbox"/>   |
| <input checked="" type="checkbox"/> Site Photos         | <input type="checkbox"/>   |

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

  
Planner's Initials

SMY: C:\1971 Fillmore St- summary-smy.doc



# SAN FRANCISCO PLANNING DEPARTMENT

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Subject to: (Select only if applicable)

- |  |  |
|--|--|
| <input type="checkbox"/> Inclusionary Housing (Sec. 315)         | <input type="checkbox"/> First Source Hiring (Admin. Code) |
| <input type="checkbox"/> Jobs Housing Linkage Program (Sec. 313) | <input type="checkbox"/> Child Care Requirement (Sec. 314) |
| <input type="checkbox"/> Downtown Park Fee (Sec. 139)            | <input type="checkbox"/> Other                             |

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## Planning Commission Motion No.

HEARING DATE: JANUARY 13, 2011

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*Staff Contact:* Sharon M. Young – (415) 558-6346  
[sharon.m.young@sfgov.org](mailto:sharon.m.young@sfgov.org)

**ADOPTING FINDINGS RELATING TO THE APPROVAL OF A CONDITIONAL USE AUTHORIZATION PURSUANT TO PLANNING CODE SECTIONS 703.4, 303(c), AND 303(i) TO ALLOW THE ESTABLISHMENT OF A FORMULA RETAIL USE (DBA KIEHL'S) AT 1971 FILLMORE STREET WITHIN THE UPPER FILLMORE STREET NEIGHBORHOOD COMMERCIAL DISTRICT AND A 40-X HEIGHT AND BULK DISTRICT.**

### PREAMBLE

On November 9, 2010, Janet Crane acting agent on behalf of Kiehl's (hereinafter "Project Sponsor") made an application for Conditional Use authorization for the property at **1971 Fillmore Street, Lot 001 in Assessor's Block 0659** (hereinafter "Subject Property"), to establish a Formula Retail Use within the Upper Fillmore Street Neighborhood Commercial District and a 40-X Height and Bulk District, in general conformity with plans dated December 9, 2010 and labeled "Exhibit B" (hereinafter "Project").

The proposal is to convert a vacant retail sales establishment (previously occupied by "Shu Uemera") to another retail sales establishment (dba Kiehl's, a retail store specializing in skin and hair care products). The proposed retail store, with approximately 2,400 square feet in floor area, is considered a Formula

Retail Use under Section 703.3 of the Planning Code. The proposal will allow the existing Kiehl's retail store at 2360 Fillmore Street to relocate to the project site.

On **January 13, 2011**, the San Francisco Planning Commission (hereinafter "Commission") conducted a duly noticed public hearing at a regularly scheduled meeting on **Conditional Use Application No. 2010.1009C**. Under Sections 703.4, 303(c), and 303(i) of the Planning Code, Conditional Use authorization is required to establish a Formula Retail Use in the Upper Fillmore Street NCD and a 40-X Height and Bulk District.

Pursuant to the Guidelines of the State Secretary of Resources for the implementation of the California Environmental Quality Act (hereinafter "CEQA"), the Planning Department of the City and County of San Francisco (hereinafter "Department") determined that the proposed Conditional Use Application was categorically exempt from the environmental review process under Class 1(a) of the State CEQA Guidelines, Section 15301, pursuant to Title 14 of the California Administrative Code. The Commission has reviewed and concurs with said determination.

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

**MOVED**, that the Commission hereby authorizes the Conditional Use requested in Application No. 2010.1009C, subject to the conditions contained in "EXHIBIT A" of this motion, based on the following findings:

## **FINDINGS**

Having reviewed the materials identified in the recitals 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. **Site Description.** The Project Site at 1971 Fillmore Street is located on the southwest corner of Fillmore and Pine Streets; Assessor's Block 0659; Lot 001. It is located within the Upper Fillmore Street NCD and a 40-X Height and Bulk District. The subject lot is approximately 2,247 square-feet (27.667 feet wide by 81.25 feet deep) in size and is occupied by a two-story residential and commercial building built circa 1900. The existing building is listed in the Planning Department's 1976 Architectural Survey, but is not listed in the National and California Registers as having architectural significance.
3. **Surrounding 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), some 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 and specialty shops, and medical and personal service establishments. Some of the existing commercial establishments on the subject and opposite

blocks include Johnny Rockets, Calvin Tran Boutique, a psychotherapy office, Fillmore Hardware, Woodhouse Fish Co, Fraiche Yogurt, Linco & Co, New Asian Style contemporary collection specialty store, Makuya Sushi restaurant, a nail salon, Bead & Shells, Sterling Bank & Trust, Crossroads Trading Co., Zinc Details Design store, DZ specialty store, Invision Optometry, Perfect Cleaners, SPQR restaurant, Design Within Reach, Florio Café restaurant, Ruby Living Design, Osaka restaurant, and Paper Source. The surrounding zoning is primarily Upper Fillmore Street NCD, RH-2 (Residential, House, Two-Family) District, NC-3 (Moderate-Scale Neighborhood Commercial) District, and RM-1 (Residential, Mixed, Low-Density) District zoning.

4. **Project Description.** Conditional Use authorization is required to allow the establishment of a formula retail use in the Upper Fillmore Street NCD pursuant to Sections 703.4, 303(c), and 303(i) of the Planning Code. The proposal is to convert a vacant approximately 2,400 square feet retail space (previously occupied by "Shu Uemura") to another retail sales establishment (dba Kiehl's, a retail store specializing in skin and hair care products). The proposed retail store is considered a Formula Retail Use under Section 703.3 of the Planning Code. The proposal will involve interior and exterior tenant improvements to the existing commercial space.

According to the project sponsor, 'Kiehl's' is a retail store specializing in naturally-derived skin and hair care products founded in New York in 1851. There are currently 35 Kiehl's stores nationwide. The existing San Francisco Kiehl's store at 2360 Fillmore Street, at the southeast corner of Fillmore and Washington Streets, was their second store in the country, and has been in operation for approximately 10 years. The subject proposal will allow for the relocation of the existing San Francisco Kiehl's store to the project site. The hours of operation of the proposed retail store are 10 a.m. to 7 p.m. Monday through Saturday, and 11 a.m. to 6 p.m. on Sunday.

5. **Issues and Other Considerations.**

- According to the Project Sponsor, the new location of the retail store is more desirable as compared to its current location at 2360 Fillmore Street since it is more central in the shopping street and the lease terms are more favorable in the new location since their 10 year lease has expired.
- There are approximately 118 operating retail, service and restaurant businesses within the Upper Fillmore Street NCD and estimate that 15 - 25 (12% - 25%) businesses appear to qualify as formula retail uses.
- The project sponsors have indicated that the current Kiehl's store is an active and participating member of the Fillmore Street Merchants Association which has participated in charitable and environmental initiatives. They include holding many community events at the store from book signings to pet adoption days to "open mic" sessions for local musicians and partnering with the San Francisco Police and Fire Departments in their fundraising projects. In addition, Kiehl's major philanthropic causes include the following: Rainforest Alliance (related to sourcing the raw materials

for their products); American Foundation for AIDS Research, Youth/AIDS, National Resources Defense Council, and International Center for Missing and Exploited Children.

6. **Public Comment.** As of January 6, 2011, the Department has not received any letters or phone calls in opposition to the project. The project sponsor conducted a community outreach meeting and indicated that the Fillmore Street Merchants Association and the Pacific Heights Residents Association stated no objection to the relocation of the Kiehl's retail store. In addition, the project sponsor has submitted a petition with approximately 120 signatures from merchants and neighbors in support of the proposed project.
7. **Use District.** For the purposes of this action, the project site is within the Upper Fillmore Street Neighborhood Commercial District (NCD). The Upper Fillmore Street NCD is situated in the south-central portion of Pacific Heights. It runs north-south along Fillmore Street from Jackson to Bush and extends west one block along California and Pine Streets. This medium-scaled, multi-purpose commercial district provides convenience goods to its immediate neighborhood as well as comparison shopping goods and services on a specialized basis to a wider trade area. Commercial businesses are active during both day and evening and include a number of bars, restaurants, specialty groceries, and specialty clothing stores.
8. **Planning Code Compliance:** The Commission finds that the Project is consistent with the relevant provisions of the Planning Code in the following manner:
  - A. **Section 101.1(b)** establishes eight priority planning policies and requires the review of permits that authorize changes of use for consistency with said policies:
    - (1) That existing neighborhood-serving retail uses be preserved and enhanced and future opportunities for resident employment in and ownership of such businesses enhanced.

*The proposed Project will preserve and enhance the District's existing commercial uses by establishing a new retail store use (which will sell skin and hair care products) that is complimentary to the existing mix of commercial establishments within the immediate neighborhood. The proposed Project will continue to provide job opportunities to the City by employing approximately 6 people.*
    - (2) 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 will preserve and enhance the cultural and economic diversity of the neighborhood by allowing an existing business to relocate from 2360 Fillmore Street to the project site within the Upper Fillmore Street NCD. Existing housing will not be affected by the proposed Project.*
    - (3) That the City's supply of affordable housing be preserved and enhanced.

*No housing exists at the Site.*
    - (4) That commuter traffic not impede MUNI transit service or overburden our streets or neighborhood parking.

*The proposed Project would not significantly increase the automobile traffic congestion and parking problems in the neighborhood. The proposal is a neighborhood-serving use which residents can access by walking or taking public transit.*

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

*There is no commercial office development associated with the proposed Project and there would be no displacement of any existing industrial or service businesses in the area.*

- (6) 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.*

- (7) That landmark and historic buildings be preserved.

*The proposed Project does not affect any landmarks or historic buildings.*

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

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

- B. **Section 121.2 and 718.21** requires Conditional Use authorization for non-residential use exceeding 2,500 square feet; as defined by Planning Code Section 790.130 in the Upper Fillmore Street NCD.

*The proposed Project will occupy an existing vacant retail space less than 2,500 square feet. No additional square footage is proposed by the Project.*

- C. **Section 145.1** requires that NC Districts containing specific uses, including retail stores, have at least ½ the total width of the new or altered structure at the commercial street frontage devoted to entrances to commercially used space, windows or display space at the pedestrian eye-level. Such windows shall use clear, un-tinted glass, except for decorative or architectural accent. Any decorative railings or decorated grille work, other than wire mesh, which is placed in front or behind such windows, shall be at least 75 percent open to perpendicular view and no more than six feet in height above grade.

*The subject commercial space has approximately 30 feet of frontage on Fillmore and Pine Streets with the majority of the glass frontage devoted to either the entrance or window space.*

- D. **Section 151** requires off-street parking for every 200 square feet of occupied floor area, where the occupied floor area exceeds 5,000 square feet. **Section 152** requires one off-street loading space for retail stores between 10,001 and 60,000 gross square feet.

*The subject commercial space, with approximately 2,400 square feet in floor area, does not require any off-street or loading parking spaces.*

- E. **Section 303(c)** establishes criteria for the Planning Commission to consider when reviewing applications for Conditional Use approval. On balance, the project does comply with said criteria in that:

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

*The proposed Project will occupy a vacant retail space previously occupied by Shu Uemera (a cosmetics store). The proposed Project will be compatible with the neighborhood, as it will sell skin and hair care products which will be complimentary to the existing mix of commercial establishments within the immediate neighborhood. The agents have indicated that there will be primarily interior and minor exterior tenant improvements to the existing commercial space. Some of the scope of the remodel will include new display cases and floor finishes, new paint, signage, and new storefront entry doors. There will be no changes to the existing building envelope.*

- (2) 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:

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

*The size and shape of the site and the size, and the arrangement of the structures on the site are adequate for the proposed Project. There will be no physical expansion of the existing building or retail commercial space.*

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

*Existing traffic patterns will not be significantly affected by the proposed Project. Public transit that is in close proximity to the proposed Kiehl's store includes Muni Lines 3 and 22 within walking distance of the Project Site. There is on-street parking in front of the subject property and in the surrounding neighborhood. The project sponsor has indicated that only small package deliveries to the proposed Kiehl's store would be via UPS deliveries every one to two days.*

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

*No noxious or offensive emissions such as glare, dust, or odor are expected to be produced by the proposed Project.*

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

*The existing building occupies the entire site; no landscaping is provided on site. There will be no addition of parking spaces, loading facilities, open space or service areas. All Project signage and projections will be consistent with the controls of the Planning Code.*

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

*The proposed 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.*

- (4) 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 Upper Fillmore Street NCD in that the intended use is a neighborhood-serving business.*

F. **Sections 303(i) and 703.4** require Conditional Use authorization for the establishment of a formula retail use in Neighborhood Commercial Districts. The Planning Commission shall consider the following criteria set forth in **Section 303(i)** in addition to the criteria set forth in Section 303(c):

- (1) The existing concentrations of formula retail uses within the Neighborhood Commercial District;

*There are approximately 118 operating retail, service and restaurant businesses within the Upper Fillmore Street NCD and estimate that 15 - 25 (12% - 25%) businesses appear to qualify as formula retail uses.*

- (2) The availability of other similar retail uses within the Neighborhood Commercial District;

*The agents have indicated that there are two other existing retail stores within the Upper Fillmore Street NCD which will sell similar goods as the proposed Kiehl's store: L'Occitane and Jurlique. However, the project sponsor has indicated that these stores specialize more in body care products rather than skin and hair care products.*

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

*The proposed Project will not involve significant modifications to the building's existing architectural and aesthetic character. There will be no expansion of the existing building envelope.*

- (4) The existing retail vacancy rates within the Neighborhood Commercial District;

*According to the project sponsor, there are currently seven vacant commercial spaces within the Upper Fillmore Street NCD.*

- (5) The existing mix of City-serving retail uses and neighborhood-serving retail uses within the Neighborhood Commercial District;

*The project sponsor has indicated that the proposed Kiehl's store will compliment the mix of goods and services currently available within the Upper Fillmore Street NCD, which has one of the strongest offerings in fashion, accessories, salons, and restaurants of any neighborhood commercial district, and as such, attracts customers citywide.*

G. **Section 718.1** sets forth provisions applicable in the Upper Fillmore Street Neighborhood Commercial Zoning District. The Upper Fillmore Street District controls are designed to protect the existing building scale and promote new mixed-use development which is in character with adjacent buildings. Building standards regulate large lot and use development and protect rear yards above the ground story and at residential levels. Most commercial uses are permitted at the first two stories of new buildings. Special controls are designed to preserve the existing equilibrium of neighborhood-serving convenience and specialty commercial uses. In order to maintain convenience stores and protect adjacent livability, additional eating and drinking establishments are prohibited and ground-story entertainment and financial service uses are limited. In order to promote continuous retail frontage, drive-up and most automobile uses are prohibited. Housing development in new buildings is encouraged above the second story. Existing residential units are protected by limitations on demolitions and upper-story conversions.

H. **Section 718.40** permits "other retail sales and services" establishments, such as Kiehl's, on the first and second stories.

I. **Section 703.3** defines a Formula Retail Use as a type of retail sales activity or retail sales establishment which has eleven or more retail establishments located in the United States and maintains two or more of the following features: a standardized array of merchandise, a standardized facade, a standardized décor and color scheme, a uniform apparel,

standardized signage, and a trademark or service mark. According to the project sponsor, there are 35 Kiehl's retail stores nationwide.

- J. **Section 703.4** states that a Conditional Use authorization is required for a formula retail use, as defined by Planning Code Section 703.3, in any of the City's Neighborhood Commercial Districts.

*The proposed Project (dba Kiehl's) is a formula retail use, and intends to occupy existing vacant retail space, formerly occupied by Shu Uemera.*

- K. **Section 718.27** allows hours of operation from 6 a.m. until 2 a.m. as of right and requires Conditional Use authorization to operate between the hours of 2 a.m. and 6 a.m.

*The hours of operation of the proposed Kiehl's store are 10 a.m. to 7 p.m. Monday through Saturday, and 11 a.m. to 6 p.m. on Sunday.*

- L. **Section 718.40** allows a retail store specializing in skin and hair care products under "Other Retail Sales and Services" as defined by Planning Code Section 790.102 in the Upper Fillmore Street NCD.

*The proposed Project (dba Kiehl's) will occupy an existing vacant retail space.*

- M. **Signage.** Any proposed signage will be subject to the review and approval of the Planning Department and must comply with Article 6 of the Planning Code.

9. **General Plan Compliance.** The Project is consistent with the Objectives and Policies of the General Plan in that:

## **COMMERCE AND INDUSTRY ELEMENT**

### **NEIGHBORHOOD COMMERCE**

#### **Objectives and Policies**

##### **OBJECTIVE 6:**

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

##### **Policy 1:**

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

*The proposed Project would renovate and upgrade an existing vacant retail space for another retail use. The proposed Kiehl's store would be compatible with the type of uses characterizing this portion of the Upper*

*Fillmore Street NCD which include a mixture of restaurants, apparel/accessory stores and specialty shops, and medical and personal service establishments.*

**Policy 3:**

Preserve and promote the mixed commercial-residential character in neighborhood commercial districts. Strike a balance between the preservation of affordable housing and the needed expansion of commercial activity.

*Approval of the proposed Project would be consistent with the mixed commercial-residential character of the Upper Fillmore Street NCD. The proposed Project would not adversely impact any affordable housing resources in the neighborhood.*

**Policy 4:**

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

*The proposed Project will provide retail goods and services (i.e. selling skin and hair care products) and is accessible to all residents with this portion of the Upper Fillmore Street NCD.*

**Policy 9:**

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

*The proposed Project does not adversely impact public transit or place a burden on the existing supply of parking in the neighborhood. Many patrons are able to walk from their residences or places of employment, and the project is well served by public transportation. There is on-street parking on the subject block and in the surrounding neighborhood.*

## **URBAN DESIGN ELEMENT**

### **CITY PATTERN**

#### **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 3:**

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

*The proposed Project's design preserves the neighborhood since the exterior tenant improvements will not involve significant modifications to the building's original detailing or materiality.*

## **NEIGHBORHOOD ENVIRONMENT**

#### **Objectives and Policies**

**OBJECTIVE 4:**

IMPROVEMENT OF THE NEIGHBORHOOD ENVIRONMENT TO INCREASE PERSONAL SAFETY, COMFORT, PRIDE AND OPPORTUNITY.

**Policy 15:**

Protect the livability and character of residential properties from the intrusion of incompatible new buildings.

*The proposed Project will improve the neighborhood environment by increasing safety during both the daytime and nighttime through the occupancy of the space, which has been designed to provide a transparent storefront.*

10. 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.
11. 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 Application No. 2010.1009C** subject to the following conditions attached hereto as "EXHIBIT A" 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 No. \_\_\_\_\_. 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.

I hereby certify that the Planning Commission ADOPTED the foregoing Motion on January 13, 2011.

Linda Avery  
Commission Secretary

AYES:

NAYS:

ABSENT:

ADOPTED:

## Exhibit A

# Conditions of Approval

1. Pursuant to Planning Code Sections 703.4, 303(c) and 303(i), this Conditional Use approval is to allow the establishment of a Formula Retail Use at 1971 Fillmore Street on the ground floor of a residential and commercial building within the Upper Fillmore Street NCD and a 40-X Height and Bulk District, in general conformity with Plans on file with the Department in the docket for Case No. 2010.1009C (labeled EXHIBIT B), reviewed and approved by the Commission on January 13, 2011 under Motion No. \_\_\_\_\_.
2. The proposal is to convert a vacant retail sales establishment (previously occupied by "Shu Uemura") to another retail sales establishment (dba Kiehl's, a retail store specializing in skin and hair care products). The proposed retail store, with approximately 2,400 square feet in floor area, is considered a Formula Retail Use under Section 703.3 of the Planning Code. The proposal will involve interior and exterior tenant improvements to the existing commercial space. There will be no expansion of the existing building envelope. The proposal will allow the existing Kiehl's retail store at 2360 Fillmore Street to relocate to the project site.
3. Prior to the issuance of the Building Permit 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 premises (Assessor's Block 0659, Lot 001), which notice shall state that the project is subject to the conditions of approval contained herein and as reviewed and approved by the Planning Commission on January 13, 2011 under Motion No. \_\_\_\_\_.
4. 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.
5. Should monitoring of the Conditions of Approval contained in Exhibit A of this Motion be required, the Project Sponsor or successors shall pay fees as established in Planning Code Section 351(e)(1).
6. The Project Sponsor shall maintain the main entrance to the building and all sidewalks abutting the subject property in a clean condition.
7. The Project Sponsor shall maintain appropriate odor control equipment to prevent any significant noxious or offensive odors from escaping the premises.
8. The Project Sponsor shall operate the retail sales establishment such that noise is kept at reasonable levels so as not to unduly disturb neighboring businesses and residents.
9. Signs and exterior lighting for the business shall be reviewed and approved by the Planning Department before they are installed. All Project lighting shall be directed onto the Project Site and immediately surrounding sidewalk area only, and designed and managed so as not to be a nuisance to surrounding residents and businesses. Nighttime lighting shall be the minimum necessary to ensure safety, but shall in no case be directed so as to constitute a nuisance to any surrounding property.

10. Street-facing windows shall not be blocked by displays or other obstacles in order to allow for visual connection between the street and the store interior.
11. Violation of any of the conditions 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 and Section 176.1.
12. Violation of the conditions contained in this Motion or of any other provisions of the Planning Code may be subject to abatement procedures and fines up to \$250 a day in accordance with Planning Code Section 176.
13. The Project Sponsor shall appoint a Community Liaison Officer to address issues of concern to neighbors related to the operation of this Project. The Project Sponsor shall report the name and telephone number of this Officer to the Zoning Administrator and the neighborhood for reference. The Applicant will keep the above parties apprised should a different staff liaison be designated.
14. 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.
15. The conditions of approval under the 'Exhibit A' of this Planning Commission Motion No. \_\_\_\_\_ 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.
16. The authorization and right vested by virtue of this action shall be deemed void and canceled if, within 3 years of the date of this Motion, a site permit or building permit for the Project has not been secured by Project Sponsor. This authorization may be extended at the discretion of the Zoning Administrator only if the failure to issue a permit by the Department of Building Inspection is delayed by a city, state, or federal agency or by appeal of the issuance of such permit.

# Zoning Map

Existing Kiehl's store location at 2360 Fillmore Street

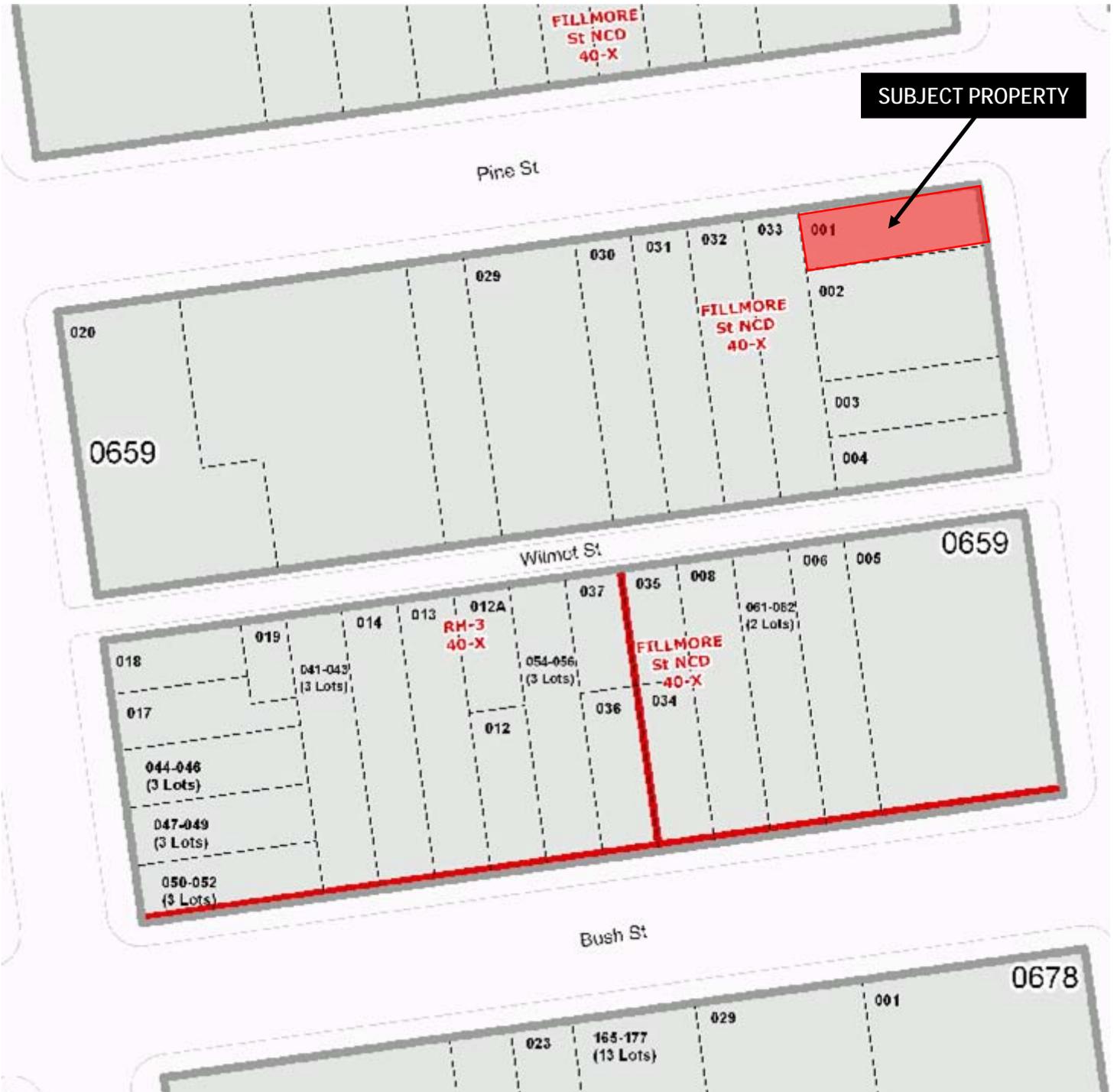


Proposed Kiehl's store location at 1971 Fillmore Street



Conditional Use Hearing  
Case Number 2010.1009C  
1971 Fillmore Street  
DBA Kiehl's

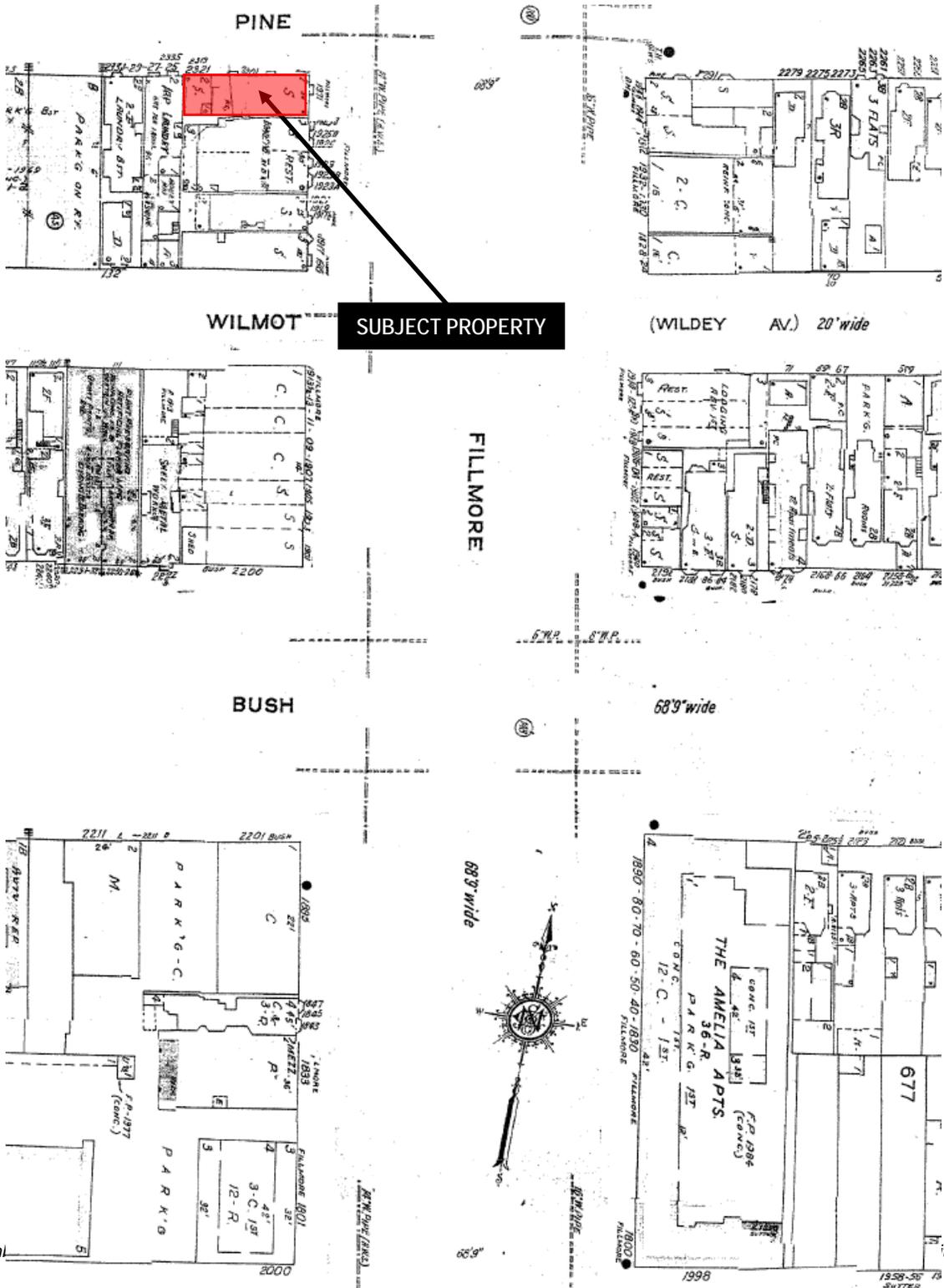
# Parcel Map



Conditional Use Hearing  
Case Number 2010.1009C  
1971 Fillmore Street  
DBA Kiehl's



# Sanborn Map\*



\*The San

tions.



Conditional Use Hearing  
 Case Number 2010.1009C  
 1971 Fillmore Street  
 DBA Kiehls

# Aerial Photo\*



**SUBJECT PROPERTY**

*\*The Aerial Maps reflect existing conditions in March 2009.*



# Aerial Photo\*



**SUBJECT PROPERTY**

*\*The Aerial Maps reflect existing conditions in March 2009.*



# Site Photo

SUBJECT PROPERTY ON PINE STREET

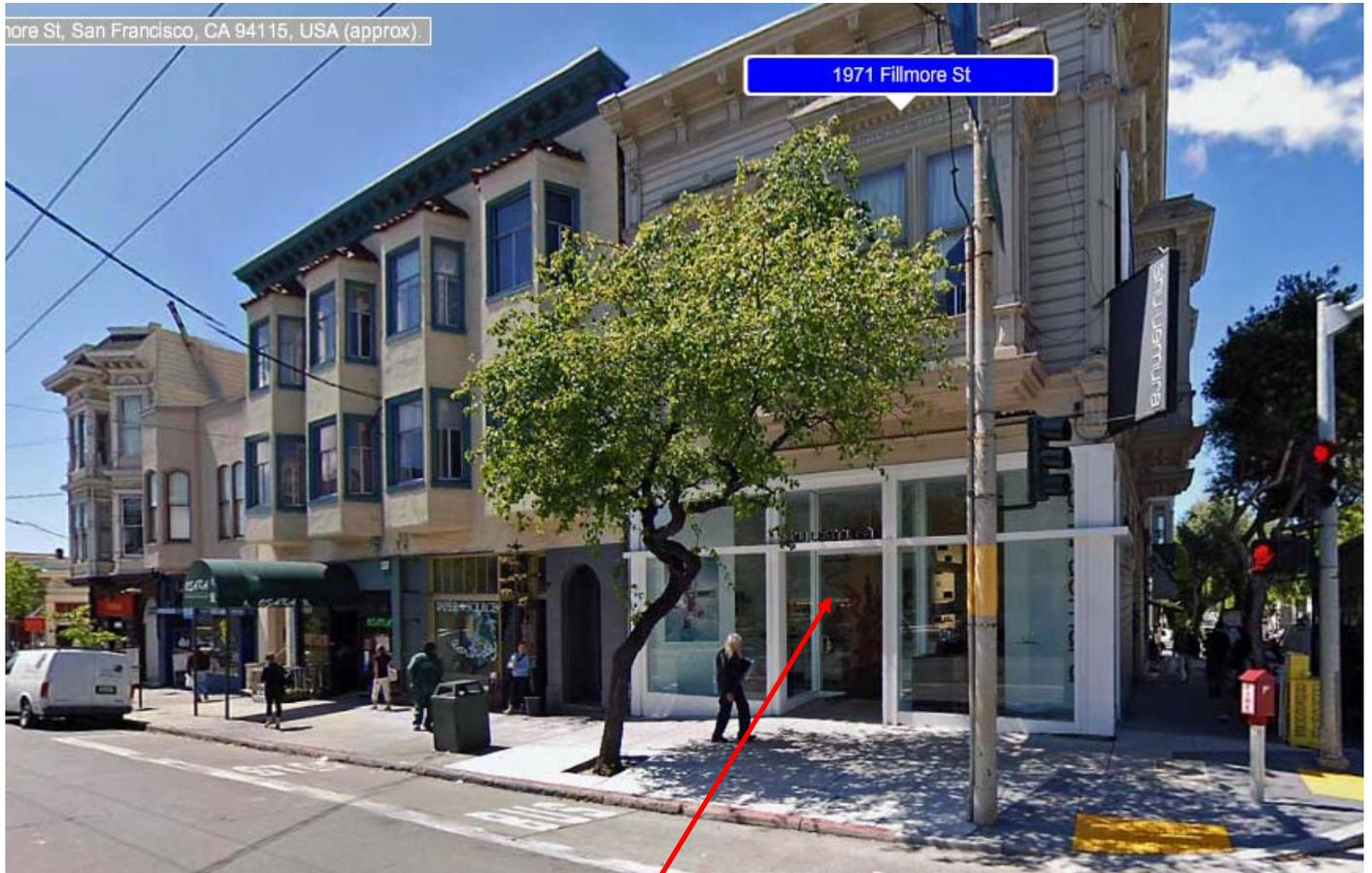


SUBJECT PROPERTY

Conditional Use Hearing  
Case Number 2010.1009C  
1971 Fillmore Street  
DBA Kiehl's

# Site Photo

SUBJECT PROPERTY ON FILLMORE STREET



SUBJECT PROPERTY

Conditional Use Hearing  
Case Number 2010.1009C  
1971 Fillmore Street  
DBA Kiehl's



**APPLICATION FOR CONDITIONAL USE AUTHORIZATION FOR KIEHL'S SINCE 1851, WHICH HAS BEEN IN BUSINESS AT 2360 FILLMORE STREET IN THE NCD FOR 10 YEARS AND WISHES TO RELOCATE 4 BLOCKS TO A NEW SPACE AT 1971 FILLMORE STREET.**

Kiehl's Since 1851 opened for business at 2360 Fillmore Street in 2001.

After 10 years in this location, the store plans to move next spring to a new location, the vacant store at 1971 Fillmore Street. When Kiehl's opened on Fillmore Street, it was the company's second store in the nation, after the New York location where the original Kiehl's pharmacy started in 1851. Since that date, Kiehl's has grown, with the help of loyal customers, to a total of 35 stores nationwide.

The philosophy of Kiehl's is to provide its store managers with a great deal of autonomy to develop community and charitable programs that are neighborhood based. Kiehl's on Fillmore Street has one of the strongest programs on Fillmore Street and a copy of their activities is attached. 120 signatures in support of their relocation have been collected. No opposition has been expressed.

This package contains:

1. An introduction to the company and photographs of the original New York store, which has been in business for 150 years, and Kiehl's existing Fillmore Street store.
2. A list of Kiehl's community and charitable programs from the last three years
3. Information from the Pre-Application meeting with neighbors
4. Copies of the signed petitions supporting Kiehl's application
5. Site photographs, existing and proposed floor plans, exterior elevations and proposed interior elevations

## **KIEHL'S SINCE 1851, 1971 FILLMORE STREET**

### **AN INTRODUCTION TO THE COMPANY 10-28-10**

The original Kiehl Pharmacy has been serving patrons at their flagship store at Third Avenue and Thirteenth Street in New York since the mid-1800s. In the earliest years, Kiehl's apothecary prescribed remedies such as blood-sucking leeches and Attraction Powder. In his typical 19th century apothecary, Mr. John Kiehl dedicated himself to the service of his patrons, supplying pharmaceutical tonics and medicinal salves developed from old-world, botanical recipes. Through the American Civil War and well into the early decades of the 20th century, Kiehl's was a purveyor of homeopathic and herbal remedies, curative oils, teas and unguents for a variety of conditions. For 150 years, the company's policy has been to use the best grade of naturally-derived ingredients to assure high quality of skin and hair care.

The company recently introduced a "Cradle to Cradle" certified organic collection of 80 skin and hair care products. The company has Fair Trade agreements with its suppliers of raw materials.

The Kiehl's store at 2360 Fillmore Street opened almost 10 years ago and was their second store in the country. It has a loyal clientele in the neighborhood and City-wide. The company now has 35 stores nationally. The Fillmore Street store employs 6 staff members.

Kiehl's plans to relocate their current store at 2360 Fillmore Street to a comparably sized space at 1971 Fillmore Street, in a 2 story building at the corner of Pine Street. This space was formerly occupied by Shu-ue-mura skin care products and cosmetics, a company that recently closed all its businesses in the country. Shu-ue-mura was not a formula retail business when it first opened on Fillmore street, but grew to having more than 11 stores nationally by the time it closed. So Kiehl's is taking over a space that was last occupied by a formula retail business with the same category of merchandise.

The design character of Kiehl's store recalls the company's origins as a pharmacy, with displays in wooden cubbies, counters with marble tops and photographs of their original New York pharmacy. The store uses recycled and low VOC products in their interiors and simple, efficient, and recyclable packaging to focus efforts and costs

on the substance and quality of the product. Photographs of their existing Fillmore store are attached.

Kiehl's does not plan to make any changes to the existing storefront in the new space other than signage and a change of paint color.

The Fillmore store is an active and participating member of the Fillmore Street Merchants Association. They hold many community events at the store from book signings to pet adoption days to "open mic" sessions for local musicians. They partner with the San Francisco Police and Fire Departments in their fund raising projects. A more extensive list of the store's community program is attached.

Kiehl's major philanthropic causes include:

- Rainforest Alliance, related to sourcing the raw materials for their products
- American Foundation for AIDS Research
- Youth/AIDS
- National Resources Defence Council
- International Center for Missing and Exploited Children

The Fillmore Street Merchants Association and from the Pacific Heights Residents Association have stated that they have no objection to the relocation. Kiehl's has collected 120 signatures in support of their relocation from merchants and neighbors and is collecting more. Copies are attached.

**KIEHL'S SINCE 1851, 1971 FILLMORE STREET**

**Photographs of Kiehl's existing Fillmore Street Store and of the Original New York store**

**Examples of Kiehl's charitable and environmental initiatives.**



KIEHL'S ORIGINAL NEW YORK STORE, OPENED IN 1851.



KIEHL'S CURRENT STORE, 2360 FILLMORE STREET.



KIEHL'S SINCE 1851 EXISTING STORE AT 2360 FILLMORE STREET. THE NEW STORE WILL BE VERY SIMILAR IN APPEARANCE.

## **KIEHL'S SINCE 1851, 1971 FILLMORE STREET**

### **LIST OF RECENT COMMUNITY EVENTS HOSTED BY THEIR EXISTING STORE AT 2360 FILLMORE STREET**

**10-28-10**

A local/neighbor author, Alice Howard Koesterich present her children's book, Opus and the Red Chair. We offered a reception and a book signing for her launch in our store. We invited our customers and neighbors to attend via a registry. (Children Focus)

Another local author, Michael Montlack, offered a reading and a book signing at our store. His book is titled, My Diva. He invited bay area writers to attend and read and we hosted a cocktail - reception for them and invited our neighbors to attend. (Diversity Focus)

The store hosted an open mic throughout 2009 and part of 2010. We advertised on our chalkboard and had participants sign up in our store. We received some local support for this event and we are in the process of re-creating and updating our advertising to reach more locals for 2011.(Artistic/Music Focus)

We offered sampling and bounce back cards to the Nannies Association trade show in San Francisco. We have many families with nannies in Pacific Heights who shop in our store and we outreached to some of the nannies to participate in their annual event.(Neighborhood Focus)

A New Mom's event was hosted at our store. We offered foot massages and baby samples along with skin care consultations to transition from pregnancy to the arrival of their baby. (Neighborhood Focus)

The store participates in the annual Taste of Fillmore. 2010's event was a huge success. A sizeable gift box of Kiehl's healthy essentials was donated to the street raffle. The store hosted a Napa Valley winery and offered wine tasting along with a food pairing from our neighbor Chouquets. During the event, free head to toe skincare consultations were offered and each customer was given a deluxe sample of their appropriate skin care item. (Community/Street Focus)

- Kiehl's participates in the Annual Jazz Festival through skin care demonstrations, sampling, and gift with purchase during the 3 day event. The store offers electrical hookups and the sidewalk front entrance to local musicians to play their music during this and several other local music events that take place on Fillmore Street throughout the year.

-The store participates in the annual "Lights on Fillmore" by contributing to the street lighting every year to bring some Holiday joy to our street.(Community Street Focus)

-The store hosts a monthly Dog Social, the first Sunday of every month and works with local agencies to help use our store as a destination site to help find homes for abandoned animals. We have partnered with: Muttville, Copper's Dream, Pets Unlimited to name a few. (Community/San Francisco/Bay Area focus)

-Holiday events: The store has partnered with the Police and Fire Departments to host an after hours shopping night during the Holidays. Discounts are offered and treats are provided and one on one customer service offered to help them choose gifts for their Holiday needs. The store offers free shipping and gift wrap and drive up services.(Neighborhood/Focus)

-Drive Up Service: The store offers this service daily. Parking is a challenge in our neighborhood and the store will take a phone order and run the merchandise out to the customer when they arrive. A free sample is always given with the order for them to enjoy. (Neighborhood/Focus)

- Kiehl's participates annually in the Scleroderma Foundation (local chapter) we offer skin care consultations and provide appropriate samples for their events.(San Francisco/Focus)

- The store participates in a charity for displaced children, Wu Yee Children's services (San Francisco/Focus)

-The store participates in a charity for burn victims, Fire Fighter's Burn Institute (San Francisco/Focus).

## **KIEHL'S SINCE 1851, 1971 FILLMORE STREET**

### **FORMULA RETAIL FINDINGS 10-28-10**

#### **A. Existing concentrations of formula retail uses within the Neighborhood Commercial District.**

There are approximately 118 operating retail, service and restaurant businesses in the Fillmore Street Neighborhood Commercial District. It is our estimate that 14 or 15 or 12% of these businesses might qualify as Formula Retail.

It is very important to note that Kiehl's has operated on Fillmore Street for 10 years and this was its second store in the US.

The space into which Kiehl's plan to move was previously occupied by a Formula Retail cosmetics Tenant whose company has closed for business in the US.

#### **B. The availability of other similar retail uses within the Neighborhood Commercial District.**

A significant percentage of businesses in this District sell clothing, accessories and skin care products and Fillmore street is known city-wide for the its extensive selection of high quality stores in this category. The critical mass of stores attracting customers looking for these items is considered positive by the existing businesses.

#### **C. The compatibility of the proposed formula retail with the existing architectural and aesthetic character of the Neighborhood Commercial District.**

Kiehl's is leasing the first floor of a two story building that was built in 1900. Kiehl's does not intend to change anything on the exterior except the signage and the paint color. The quality of the presentation of Kiehl's products is very high. The interior design is based on its origins as a pharmacy and its tradition of science based product development and is in keeping with the standards of this District.

#### **D. The existing retail vacancy rates within the Neighborhood Commercial District.**

Seven commercial spaces are currently vacant, including the space into which Kiehl's will move, which is about 6% of the total spaces in the District. The manager of Kiehl's is working with the Fillmore Street Merchant's Association to strengthen the District and reinforce its reputation for high quality fashion, accessories, salons and restaurants.

#### **E. The existing mix of Citywide-serving retail uses and neighborhood serving retail uses within the Neighborhood Commercial District.**

The small scale and high quality character of the majority of businesses in this District are attractive to both the neighborhood and the City in general. This District has one of the strongest offerings in fashion, accessories, salons and restaurants of any neighborhood district, and as such, attracts customers Citywide.

**Freebairn-Smith & Crane**  
Planning, Urban Design, Architecture

442 Post Street  
San Francisco  
California 94102  
(415) 398-4094  
(415) 398-4096 Fax

transmittal: Kiehl's since 1851 Conditional Use App # 2010-1009C

to: SHARON YOUNG

from: Janet Crane

date: 12/1/10

re: Report of neighborhood meeting

Dear Sharon:

Last night, Kiehl's held its neighborhood meeting with three of the many invitees attending: Tom Reynolds and Joan O'Connor from the Merchant's association and Gregg Scott, President of the Pacific Heights Residents Association. Paul Wermer e-mailed to say he had the flu and couldn't attend. It was an interesting and productive meeting. Tom Reynolds said that the Merchants Association on principle never writes letters of support of Formula Retailers but he did not know of any opposition to the relocation.

Attached please find:

1. The sign in sheet
2. The mailing list of owners and occupants adjacent to the new space who received the invitation
3. A copy of the invitation
4. The questions asked and responses from Kiehl's during the meeting
5. The affidavit for the meeting
6. Reduced plans

Kiehl's has collected over 100 signatures from merchants and neighbors in support of their relocation.

We would very much appreciate your sending out the neighborhood notification mailing and scheduling the Commission hearing, hopefully in January, at your earliest convenience, since Kiehl's current lease expires at the end of March.

Thank you for your assistance with this,

Janet Crane

# Pre-Application Meeting Sign-in Sheet

Meeting Date: 11/29/10  
 Meeting Time: 6:30 pm  
 Meeting Address: 2360 FILLMORE  
 Project Address: 1971 FILLMORE  
 Property Owner Name: KV LEE PROPERTIES  
 Project Sponsor/Representative: KIEHL'S SINCE 1851

Please print your name below, state your address and/or affiliation with a neighborhood group, and provide your phone number. Providing your name below does not represent support or opposition to the project; it is for documentation purposes only.

NAME/ORGANIZATION	ADDRESS	PHONE #	EMAIL	SEND PLANS
-------------------	---------	---------	-------	------------

- |                    |                |              |                       |                          |
|--------------------|----------------|--------------|-----------------------|--------------------------|
| 1. THOMAS REYNOLDS | 2291 PINE      | 441-4093     | tr@tlr-reynolds.com   | <input type="checkbox"/> |
| 2. GREG SCOTT      | 2434 JACKSON   | 415 490 6270 | greg.scott@us.pdc.com | <input type="checkbox"/> |
| 3. JOAN O'CONNOR   | 2176 SUTTER ST | 775-8366     | jandoc@yahoo.com      | <input type="checkbox"/> |
| 4.                 |                |              |                       | <input type="checkbox"/> |
| 5.                 |                |              |                       | <input type="checkbox"/> |
| 6.                 |                |              |                       | <input type="checkbox"/> |
| 7.                 |                |              |                       | <input type="checkbox"/> |
| 8.                 |                |              |                       | <input type="checkbox"/> |
| 9.                 |                |              |                       | <input type="checkbox"/> |
| 10.                |                |              |                       | <input type="checkbox"/> |
| 11.                |                |              |                       | <input type="checkbox"/> |
| 12.                |                |              |                       | <input type="checkbox"/> |
| 13.                |                |              |                       | <input type="checkbox"/> |
| 14.                |                |              |                       | <input type="checkbox"/> |

## Summary of discussion from the Pre-Application Meeting

Meeting Date: 11/29/10  
Meeting Time: 6:30 p.m.  
Meeting Address: 2360 Fillmore St.  
Project Address: 1971 Fillmore St.  
Property Owner Name: KV Lee Properties  
Project Sponsor/Representative: Kiehl's Since 1851

Please summarize the questions/comments and your response from the Pre-Application meeting in the space below. Please state if/how the project has been modified in response to any concerns.

Question/Concern #1 by (name of concerned neighbor/neighborhood group):  
Tom Reynolds, Merchants Association:  
Why is the store moving?

Project Sponsor Response: Kiehl's 10 year lease is up and the lease terms are more favorable in the new location. Also the new location is more central in the shopping street.

Question/Concern #2: Joan O'Connor, Merchants Association:  
How can Fillmore Street be made more successful as a whole as a shopping destination? Would Kiehl's be willing to provide expertise to say, smaller businesses on marketing, event planning, ways to encourage hotel concierges to send guests to the street and so on? Your company is incredibly well thought of in the neighborhood and we love the products.

Project Sponsor Response: Yes, Kiehl's already helps organize the twice yearly Fillmore Street "walks" and co-markets with neighboring businesses. The store manager, Cris Thorngate, is happy to work with other Fillmore businesses in these efforts. "Friends and Family" discounts shared among a group of retailers is one successful strategy to support other businesses.

Question/Concern #3: Greg Scott, PHRA:  
The neighborhood association wants the street to be vibrant, successful and diverse. Anything Kiehl's can do to contribute to this vision will benefit all.

Project Sponsor Response: Here is a list of our community activities and causes from the past 3 years which give sense of how important it is to Kiehl's to be a community member. (see attached)

## Summary of discussion from the Pre-Application Meeting

Meeting Date: 11/29/10  
Meeting Time: 6:30 p.m.  
Meeting Address: 2360 Fillmore St.  
Project Address: 1971 Fillmore St.  
Property Owner Name: KV Lee Properties  
Project Sponsor/Representative: Kiehl's Since 1851

### Question/Concern #4:

What will the interior of the store look like?

Project Sponsor Response: The store will be very similar in character to the current store, with displays derived from the original apothecary setting of Kiehl's first store: wood floor, wood, marble and stainless steel cabinets, historical photos, antique accessories, the antique motorcycle from the owner's collection, photos of customers and the children and dogs, the crystal chandelier.

### Question/Concern #5: Tom Reynolds:

Can you improve the appearance of the vacant storefront where you plan to move?

Project Sponsor Response: Yes, Kiehl's will do that.

November 10, 2010

Ms. Sharon Young  
Department of City Planning  
1650 Mission Street, 4<sup>th</sup> floor  
San Francisco CA 94103

Re: Case # 2010.1009C Petition in Support of granting Kiehl's Since 1851 a Conditional Use Permit for its relocation from 2360 Fillmore St. to 1971 Fillmore Street.

Dear Ms. Young:

With reference to the application by Kiehl's Since 1851 for a Conditional Use permit to relocate their current business four blocks from 2360 Fillmore Street to 1971 Fillmore Street, by signing this petition, I am in favor of the Planning Commission granting this permit. Kiehl's has been in business in the Fillmore Street Neighborhood District for almost 10 years and their product and store design are consistent with this District. I feel their continuing presence will benefit the neighborhood as a whole.

Name	Signature	Company & Address	Phone no.
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**KIEHL'S HAS COLLECTED 120 SIGNATURES TO DATE ON THIS PETITION OF SUPPORT FOR THEIR RELOCATION TO A NEW SPACE ON FILLMORE STREET, 4 BLOCKS AWAY FROM THEIR CURRENT STORE. 35 OF THESE SIGNATURES ARE FROM MERCHANTS AND 85 ARE FROM NEIGHBORHOOD RESIDENTS AND CUSTOMERS. NO OPPOSITION TO THEIR RELOCATION HAS BEEN EXPRESSED. COPIES ARE ATTACHED AND MORE SIGNATURES ARE BEING COLLECTED NOW.**

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November 10, 2010

Ms. Sharon Young  
Department of City Planning  
1650 Mission Street, 4th Floor  
San Francisco CA 94103

Re: Case # 2010.1009C - Petition in Support of granting Kerli's Since 1851 a Conditional Use Permit for its relocation from 2360 Fillmore St. to 1971 Fillmore Street.

Dear Ms. Young:

With reference to the application by Kerli's Since 1851 for a Conditional Use permit to relocate their current business four blocks from 2360 Fillmore Street to 1971 Fillmore Street, by signing this petition, I am in favor of the Planning Commission granting this permit. Kerli's has been in business in the Fillmore Street Neighborhood District for almost 10 years and their product and store design are consistent with the District. I feel their continuing presence will benefit the neighborhood as a whole.

11 NOV 2010

Name	Signature	Company & Address	Phone no
Sarah Berger	<i>[Signature]</i>	2400 Fillmore St	415-771-9982 (Margaret O'Leary)
Lauren Benson	<i>[Signature]</i>	2108 Fillmore St.	415-674-1228 (Erica Tenau)
Roni Dezaeli	<i>[Signature]</i>	2436 Fillmore St	415-883-3123 (Roni Dezaeli)
Phillip Kaplan	<i>[Signature]</i>	2422 Fillmore	415-587-2158 (Bnd Clarence)
Kim Overdog	<i>[Signature]</i>	2444 Fillmore	415-440-7674 (POSH SALON)
Chris VanNock	<i>[Signature]</i>	2498 Fillmore	May Blossom Market
Heidi Sapp	<i>[Signature]</i>	2416 Fillmore	(Kerli's Soup)

November 10, 2010

Ms. Sharon Young  
Department of City Planning  
1630 Mission Street, 4<sup>th</sup> floor  
San Francisco CA 94103

Re: Case # 2010.1009C Petition in Support of granting Kiehl's Since 1851 a Conditional Use Permit for its relocation from 2360 Fillmore St. to 1971 Fillmore Street

Dear Ms. Young:

With reference to the application by Kiehl's Since 1851 for a Conditional Use permit to relocate their current business for blocks from 2360 Fillmore Street to 1971 Fillmore Street, by signing this petition, I am in favor of the Planning Commission granting this permit. Kiehl's has been in business in the Fillmore Street Neighborhood District for almost 10 years and their product and store design are consistent with this District. I feel their continuing presence will benefit the neighborhood as a whole.

Murphy

Name	Signature	Company & Address	Phone no
Susanna Segal	<i>[Signature]</i>	Gallery of Jewels	2115 Fillmore St. 415.771.5099
Dino Stedens	<i>[Signature]</i>	Pizza's	2101 Fillmore
Carren Ornelas	<i>[Signature]</i>	2125 Fillmore St	861.2228
Nicholas Stuchelant	<i>[Signature]</i>	2133 Fillmore St.	415-563-9500
Derrick Owen	<i>[Signature]</i>	2138 Fillmore St.	415-346-7881
Terri Tenley	<i>[Signature]</i>	2130 Fillmore St.	415-422-9402
Justin Foster	<i>[Signature]</i>	2124 Fillmore St. (415) 346-2511 (Pure Beauty)	

November 10, 2010

Chair  
Chair

Murchison

Ms. Sharon Young  
Department of City Planning  
1050 Mission Street, 4th floor  
San Francisco CA 94103

Re: Case # 2010.1009C Petition in Support of granting Kehl's Since 1851 a Conditional Use Permit for its relocation from 2300 Fillmore St. to 1971 Fillmore Street.

Dear Ms. Young:

With reference to the application by Kehl's Since 1851 for a Conditional Use permit to relocate their current business four blocks from 2300 Fillmore Street to 1971 Fillmore Street, by signing this petition, I am in favor of the Planning Commission granting this permit. Kehl's has been in business in the Fillmore Street neighborhood District for almost 10 years and their product and store design are consistent with the District. I feel their continuing presence will benefit the neighborhood as a whole.

Name	Signature	Company & Address	Phone no.
Megan Rivers	<i>Megan Rivers</i>	Pets Unlimited	
Summary	<i>Summary</i>	Mehrdad Sadeh / Kipling	
STUDY GILWARD	<i>STUDY GILWARD</i>	NEST	2300 Fillmore St. SF CA. (NEST)
Lilly Dib	<i>Lilly Dib</i>	PLU	2259 415-776 0643 (PLU)
Wendi Good	<i>Wendi Good</i>	Clay Sage	415 673 7300 (Clay Sage)
MARY SAISUWA	<i>MARY SAISUWA</i>	Circle	2225 329-8833 (Circ)
<i>Phyllis</i>	<i>Phyllis</i>	BLACK FLUGES	2223 FILLMORE 415-931-2203 (BLACK FLUGES)

(Pets Unlimited)

Mehrdad Sadeh / Kipling

STUDY GILWARD NEST 2300 Fillmore St. SF CA. (NEST)

Lilly Dib PLU 2259 415-776 0643 (PLU)

Wendi Good Clay Sage 415 673 7300 (Clay Sage)

MARY SAISUWA Circle 2225 329-8833 (Circ)

*Phyllis* BLACK FLUGES 2223 FILLMORE 415-931-2203 (BLACK FLUGES)

November 10, 2010

Ms. Sharon Young  
Department of City Planning  
1660 Mission Street, 4<sup>th</sup> floor  
San Francisco CA 94103

Re: Case # 2010.1009C Petition in Support of granting Keefe's Since 1851 a Conditional Use Permit for its relocation from 2860 Fillmore St. to 1971 Fillmore Street.

Dear Ms. Young:

With reference to the application by Keefe's Since 1851 for a Conditional Use permit to relocate their current business four blocks from 2360 Fillmore Street to 1971 Fillmore Street, by signing this petition, I am in favor of the Planning Commission granting this permit. Keefe's has been in business in the Fillmore Street Neighborhood District for almost 10 years and their product and store design are consistent with the District. I feel their continuing presence will benefit the neighborhood as a whole.

MJeri

Name Signature Company & Address Phone no.

Michelle Weiss  
Michelle Weiss Green Fables 415 346-2133

Best Small!  
2290 Fillmore (Long Bar)

Matthew Barker  
Matthew Barker Fillmore, (Gymnast shop)

2200 Fillmore St (Dmignus)

2208 Fillmore St 415-345-8018 (Yoppi)

2210 Fillmore St (LA Printman)

2142 Fillmore St. Move by Marc's posts

November 10, 2010

Ms. Sharon Young  
Department of City Planning  
1850 Mission Street, 4<sup>th</sup> floor  
San Francisco CA 94103

Re: Case # 2010-1008C Petition in Support of granting Keith's Since 1851 a Conditional Use Permit for its relocation from 2380 Fillmore St. to 1971 Fillmore Street

Dear Ms. Young:

With reference to the application by Keith's Since 1851 for a Conditional Use permit to relocate their current business four blocks from 2380 Fillmore Street to 1971 Fillmore Street, by signing this petition, I am in favor of the Planning Commission granting this permit. Keith's has been in business in the Fillmore Street Neighborhood District for almost 10 years and their product and store design are consistent with the District. I feel their continuing presence will benefit the neighborhood as a whole.

Name

Signature

Company &

Address

Phone no.

(In handwriting)

Nathan R. Egan

101 Lombard # 215 W S.F.

(In handwriting)

Sandy Wu

3805 Serrano Ave (415)  
2155 Fillmore SF 94122

(In handwriting)

Link

2267 Fillmore St (No citation)

Guy Middleton

2239 Fillmore St. (Director's salon)

Maksim Berkun

2244 Fillmore St (via ventfu)

2252

(Sends to go)

MW

November 10, 2010

Ms. Sharon Young  
Department of City Planning  
1660 Mission Street, 4<sup>th</sup> floor  
San Francisco CA 94103

Re: Case # 2010 1009C Petition in Support of granting Kuhl's Since 1851 a Conditional Use Permit for its relocation from 2360 Fillmore St. to 1971 Fillmore Street

Dear Ms. Young:

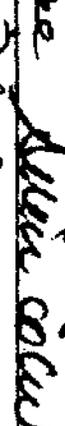
With reference to the application by Kuhl's Since 1851 for a Conditional Use permit to relocate their current business four blocks from 2360 Fillmore Street to 1971 Fillmore Street, by signing this petition, I am in favor of the Planning Commission granting this permit. Kuhl's has been in business in the Fillmore Street Neighborhood District for almost 10 years and their product and store design are consistent with the District. I feel their continuing presence will benefit the neighborhood as a whole.

Name Signature Company & Address Phone no.

J. MUFFVILLE  1041 Kearns S.F. CA Merchant / S.F. / CA

U Drake  2180 Beale #309 SF CA 94123

Peter Stanwood  165 Jackson SF CA 94133

Adare Coche  2024 Sutter St. San Francisco

Megan Gregg  728 Page St. #3 SF, CA 94117 510/520.1999

Cornelius Zook  60 Rethro way #2 SF, CA 94123

Nicholas Finn  60 Rethro way #2 SF, CA 94123

November 10, 2010

Ms. Sharon Young  
Department of City Planning  
1050 Mission Street, 4<sup>th</sup> floor  
San Francisco CA 94103

Re: Case # 2010.1009C Petition in Support of granting Kahl's Since 1851 a Conditional Use Permit for its relocation from 2380 Fillmore St. to 1971 Fillmore Street

Dear Ms. Young:

With reference to the application by Kahl's Since 1851 for a Conditional Use permit to relocate their current business four blocks from 2380 Fillmore Street to 1971 Fillmore Street, by signing this petition, I am in favor of the Planning Commission granting this permit. Kahl's has been in business in the Fillmore Street Neighborhood District for almost 10 years and their product and store design are consistent with this District. I feel their continuing presence will benefit the neighborhood as a whole.

Name	Signature	Company & Address	Phone no.
Christinae M. King	<i>Christinae M. King</i>	137 Fremont St., San Francisco, CA 94114	
Andree Holman	<i>Andree Holman</i>	720 Presidio 94115	
Jefami Sill	<i>Jefami Sill</i>	2085 Jackson St. 94115	
JAMES LEE	<i>JAMES LEE</i>	2430 FILLMORE ST 94115	
GINO DIAGOSTINO	<i>GINO DIAGOSTINO</i>	1091 CASTRO ST. 94114 SF, CA	
CESAR LORENZO	<i>CESAR LORENZO</i>	160 RIPLEY ST, SF CA 94110	

November 10, 2010

Mr. Sharon Young  
Department of City Planning  
1650 Mission Street, 4th floor  
San Francisco CA 94103

Re: Case # 2010.1009C - Petition in Support of granting Keah's Since 1851 a Conditional Use Permit for its relocation from 2360 Filmore St. to 1971 Filmore Street.

Dear Mr. Young:

With reference to the application by Keah's Since 1851 for a Conditional Use permit to relocate their current business for blocks from 2360 Filmore Street to 1971 Filmore Street, by signing this petition, I am in favor of the Planning Commission granting this permit. Keah's has been in business in the Filmore Street Neighborhood District for almost 10 years and their product and store design are consistent with this District. I feel their continuing presence will benefit the neighborhood as a whole.

Name

Signature

Company  
Address

Phone no

Bruce Armstrong Bruce Armstrong 3033 Bordenick St. SF CA 94123 533-0863

TORIN SCHILLER Torin Schiller 395 EUCLID Ave # 203, 94118

JULIETTE

[Signature]

1900 WEBSTER ST 94115

TRIP WARD

[Signature]

1900 WEBSTER ST 94115

ANTHONY JOHNSON

[Signature]

5328 SIKOUOS CASE, SE CA 9424

415 262 7174

CLAUDIA WOOD Claudia Wood 2040 Green St. S.F. 94123 415-9812

Sharon Mitchell Sharon Mitchell 121 Scott St, 4, SF, CA 94117 415.314.1403

November 10, 2010

Ms. Sharon Young  
Department of City Planning  
1650 Mission Street, 4<sup>th</sup> floor  
San Francisco CA 94103

Re: Case # 2010.1009C Petition in Support of granting Kiehl's Since 1851 a Conditional Use Permit for its relocation from 2360 Fillmore St. to 1971 Fillmore Street

Dear Ms. Young:

With reference to the application by Kiehl's Since 1851 for a Conditional Use permit to relocate their current business four blocks from 2360 Fillmore Street to 1971 Fillmore Street, by signing this petition, I am in favor of the Planning Commission granting this permit. Kiehl's has been in business in the Fillmore Street Neighborhood District for almost 10 years and their product and store design are consistent with the District. I feel their continuing presence will benefit the neighborhood as a whole.

Name

Signature

Company & Address

Phone no.

Tina Tran *[Signature]* 1180 Sanchez St SF CA 94114

Patricia Allman *[Signature]* 2230 Pacific Avenue #101 SF. 94115

Michael Hiegan *[Signature]* 2230 Pacific Avenue #101, SF CA 94113

Mark Martinez *[Signature]* 2450 Bush St, SF CA 94115

Eric Timber *[Signature]* 1325 13<sup>th</sup> St SF 94110

David Frederick *[Signature]* 1776 Bush St SF CA 94115

Yachae & Munden 1820 Broderick St #16 94115

November 10, 2010

Ms. Sharon Young  
Department of City Planning  
1050 Mission Street, 4<sup>th</sup> floor  
San Francisco CA 94103

Re: Case # 2010.1009C Petition in Support of granting Kehl's Since 1851 a Conditional Use Permit for its relocation from 2350 Fillmore St. to 1971 Fillmore Street.

Dear Ms. Young:

With reference to the application by Kehl's Since 1851 for a Conditional Use permit to relocate their current business four blocks from 2350 Fillmore Street to 1971 Fillmore Street, by signing this petition, I am in favor of the Planning Commission granting this permit. Kehl's has been in business in the Fillmore Street Neighborhood District for almost 10 years and their product and store design are consistent with the District. I feel their continuing presence will benefit the neighborhood as a whole.

Name	Signature	Company & Address	Phone no.
Maryanne Dequince	<i>Maryanne Dequince</i>	350 TURK ST #202 94102	415 706-4560
<del>Other Name</del>	<del><i>[Signature]</i></del>	<del>1971 Fillmore St 94103</del>	<del>415</del>
Lizanne Super	<i>Lizanne Super</i>	2813 Bush St SF 94115	567.5661
C. Bernward	<i>C. Bernward</i>	908 Chestnut St Apt 312 2350 Fillmore St SF 94115	415
Andrea Strocks	<i>Andrea Strocks</i>	2350 Fillmore St SF 94115	415
Sam H. Blerna	<i>Sam H. Blerna</i>	1801 Gough St SF 94109	415

November 10, 2010

Ms. Sharon Young  
Department of City Planning  
1650 Mission Street, 4<sup>th</sup> floor  
San Francisco CA 94103

Re: Case # 2010.1009C Petition in Support of granting Keith's Since 1851 a Conditional Use Permit for its relocation from 2380 Filmore St. to 1971 Filmore Street

Dear Ms. Young:

With reference to the application by Keith's Since 1851 for a Conditional Use permit to relocate their current business four blocks from 2380 Filmore Street to 1971 Filmore Street, by signing this petition, I am in favor of the Planning Commission granting this permit. Keith's has been in business in the Filmore Street Neighborhood District for almost 10 years and their product and store design are consistent with this District. I feel their continuing presence will benefit the neighborhood as a whole.

Name: \_\_\_\_\_ Signature: \_\_\_\_\_ Company & Address: \_\_\_\_\_ Phone no: \_\_\_\_\_

Don Cecil Paley  
PO Box 145716  
SE CA 94114  
415 414 3202

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November 10, 2010

Ms. Sharon Young  
Department of City Planning  
1650 Mission Street, 4<sup>th</sup> floor  
San Francisco CA 94103

Re: Case # 2010.1002C - Petition in Support of granting Kiehl's Since 1851 a Conditional Use Permit for its relocation from 2360 Fillmore St. to 1971 Fillmore Street.

Dear Ms. Young:

With reference to the application by Kiehl's Since 1851 for a Conditional Use permit to relocate their current business four blocks from 2360 Fillmore Street to 1971 Fillmore Street, by signing this petition, I am in favor of the Planning Commission granting this permit. Kiehl's has been in business in the Fillmore Street Neighborhood District for almost 10 years and their product and store design are consistent with this District. I feel their continuing presence will benefit the neighborhood as a whole.

Name	Signature	Company & Address	Phone no.
MARCELINE V. SPINOR		(S.F.) 4153596259	
Shayna Eiqen		(S.F.) 949-436-3349	
Bryan Hester		S.F. 4155314857	
Bob		(SF) 415-796-1332	
Loreta Lopez		South Mission St	415-285-2220
Joni Leary		(Oakland)	415-608-3496
Tom Red		(SF)	415 346 4477

November 10, 2010

Ms. Sharon Young  
Department of City Planning  
1650 Mission Street, 4<sup>th</sup> floor  
San Francisco CA 94103

Re: Case # 2010.1008C Petition in Support of granting Kiehl's Since 1851 a Conditional Use Permit for the relocation from 2360 Fillmore St. to 1971 Fillmore Street.

Dear Ms. Young:

With reference to the application by Kiehl's Since 1851 for a Conditional Use permit to relocate their current business four blocks from 2360 Fillmore Street to 1971 Fillmore Street, by signing this petition, I am in favor of the Planning Commission granting this permit. Kiehl's has been in business in the Fillmore Street Neighborhood District for almost 10 years and their product and store design are consistent with this District. I feel their continuing presence will benefit the neighborhood as a whole.

Name	Signature	Company & Address	Phone no.
SKY	<i>SKY</i>	2030 Valencia #1005 SF, CA 94118	415 606 0004
GRACE	<i>SKY</i>		
ARALE	<i>ARALE</i>	3236 Broadway SF, CA 94123	415 626 9345
BRADLEY	<i>BRADLEY</i>	720 Laguna Honda SF, CA 94127	239 3934
EMILY	<i>EMILY</i>		
HARD	<i>HARD</i>		
HOLLIE	<i>HOLLIE</i>	2425 Fillmore SF, CA 94116	415 2575
SYNDIA NAZAL	<i>SYNDIA NAZAL</i>	3516 19th St SF, CA 94110	415 822.3745
JOHN COST	<i>JOHN COST</i>	1485 Waller SF, CA 94115	939 0206
SHARON YOUNG	<i>SHARON YOUNG</i>	1075 Irving St SF, CA 94121	

November 10, 2010

Ms. Sharon Young  
Department of City Planning  
1650 Mission Street, 4<sup>th</sup> floor  
San Francisco CA 94103

Re: Case # 2010.1009C Petition in Support of granting Keith's Since 1851 a Conditional Use Permit for its relocation from 2360 Fillmore St. to 1871 Fillmore Street.

Dear Ms. Young:

With reference to the application by Keith's Since 1851 for a Conditional Use permit to relocate their current business four blocks from 2360 Fillmore Street to 1871 Fillmore Street, by signing this petition, I am in favor of the Planning Commission granting this permit. Keith's has been in business in the Fillmore Street Neighborhood District for almost 10 years and their product and store design are consistent with this District. I feel their continuing presence will benefit the neighborhood as a whole.

Name	Signature	Company & Address	Phone no.
Robert K. Spink		Resale 247nd St SF CA	
Ernest Jensen		11	
PAUL VAN DYKE		227 Fillmore Street	
DAVID CHEN		2648 Gough St. #101 SF, CA. 9412	
Charlisse Daniels		1133 Brunsals S.F., CA	
Lakisha Paula		1125 Beiringer St. S.F., CA	
Christine Kim		2591 Topoka Avenue S.F., CA 94134	

November 10, 2010

Ms. Sharon Young  
Department of City Planning  
1600 Mission Street, 4th floor  
San Francisco CA 94103

Re: Case # 2010.1009C Petition in Support of granting Keri's Since 1861 & Conditional  
Use Permit for its relocation from 2380 Fillmore St. to 1971 Fillmore Street.

Dear Ms. Young:

With reference to the application by Keri's Since 1861 for a Conditional Use permit to relocate their current business four blocks from 2380 Fillmore Street to 1971 Fillmore Street, by signing this petition, I am in favor of the Planning Commission granting this permit. Keri's has been in business in the Fillmore Street Neighborhood District for almost 10 years and their product and store design are consistent with the District. I feel their continuing presence will benefit the neighborhood as a whole.

Name	Signature	Company & Address	Phone no.
Colvin Blum	<i>Colvin Blum</i>	SF 1351 Washington St, SF, CA 94109	
Muhler Gregory	<i>Muhler Gregory</i>	North 3rd garden ave. 94144	
Young Rick	<i>Young Rick</i>	228 22nd Ave St. 94114	
Nice Roseanne	<i>Nice Roseanne</i>	2136 Clay Street 94115.	
Goldmark	<i>Goldmark</i>	1450 Greenwiche St. 94109.	
Nick Tracksch	<i>Nick Tracksch</i>	199 Hayes St SF 94117	

November 10, 2010

Ms. Sharon Young  
Department of City Planning  
1650 Mission Street, 4<sup>th</sup> floor  
San Francisco CA 94103

Re: Case # 2010.1006C Petition in Support of granting Kiehl's Since 1851 a Conditional Use Permit for its relocation from 2980 Filmore St. to 1971 Filmore Street.

Dear Ms. Young:

With reference to the application by Kiehl's Since 1851 for a Conditional Use permit to relocate their current business four blocks from 2980 Filmore Street to 1971 Filmore Street, by signing this petition, I am in favor of the Planning Commission granting this permit. Kiehl's has been in business in the Filmore Street Neighborhood District for almost 10 years and their product and store design are consistent with this District. I feel their continuing presence will benefit the neighborhood as a whole.

28  
85 + 35 = 120 total

100 total  
43%  
members

Name	Signature	Company & Address	Phone no
------	-----------	-------------------	----------

SIDNEY BURGESS	<i>[Signature]</i>	2556 CALIFORNIA ST., CA	
----------------	--------------------	-------------------------	--

*[Signature]* Gloria Gatto (owner) 2916 California Ave #5 (S.F. CA) 94118  
 Charlotte Whitmore 455 Euclid Ave #300 SF CA 94118

*[Signature]* Maria Stangor 47 Eastport Dr. SF 94112

*[Signature]* Robert Wickett 1025 17th St. 94107

*[Signature]* 2323 Washington 94115

*[Signature]* ~~Cherise Boudreau~~ 1550 E. Linda St S.F. CA 94123

November 10, 2010

Ms. Sharon Young  
Department of City Planning  
1656 Mission Street, 4<sup>th</sup> floor  
San Francisco CA 94103

Re: Case # 2010.1089C Petition in Support of granting Keith's Since 1851 a Conditional Use Permit for its relocation from 2380 Filmore St. to 1971 Filmore Street.

Dear Ms. Young:

With reference to the application by Keith's Since 1851 for a Conditional Use permit to relocate their current business four blocks from 2380 Filmore Street to 1971 Filmore Street, by signing this petition, I am in favor of the Planning Commission granting the permit. Keith's has been in business in the Filmore Street Neighborhood District almost 10 years and their product and store design are consistent with the District and their continuing presence will benefit the neighborhood as a whole.

Name	Signature	Company & Address	Phone no.
------	-----------	-------------------	-----------

Maggie Bolton 2784 Sacramento SF

Nichole Tannenbaum 2912 Cariff. SF, CA

Ruth Epstein San Francisco

SPRAY KRAFT 2060 BUTTER ST. SF 94115

Ali Goldstein 1080 Folsom Street SF CA

Shirley Straton 1130 Convent St Napa, CA 94947

Amy Freidinger 888 7th St # 30 SF 94107

Dominic Wagon 2898 Jackson St, SF CA

November 10, 2010

Ms. Sharon Young  
Department of City Planning  
1650 Mission Street, 4<sup>th</sup> floor  
San Francisco CA 94103

Re: Case # 2010.1009C Petition in Support of granting Kiehl's Since 1851 a Conditional Use Permit for its relocation from 2360 Fillmore St. to 1971 Fillmore Street

Dear Ms. Young:

With reference to the application by Kiehl's Since 1851 for a Conditional Use permit to relocate their current business four blocks from 2360 Fillmore Street to 1971 Fillmore Street, by signing this petition, I am in favor of the Planning Commission granting this permit. Kiehl's has been in business in the Fillmore Street Neighborhood District for almost 10 years and their product and store design are consistent with this District. I feel their continuing presence will benefit the neighborhood as a whole.

Name	Signature	Company & Address	Phone no.
LIAN ROSE	<i>Lian</i>	3115 CALIF. ST. (A15) 942-3213	
Kenny Benson & W	<i>Kenny Benson &amp; W</i>	THE DEWAN & ART 415 744 2182	
Marta Louche	<i>Marta Louche</i>	1333 JONES # 304 SF 94109	415 834 5669
Ryan Patterson	<i>Ryan Patterson</i>	939 BROWN ST SF, CA 94107	
Andrew Forges	<i>Andrew Forges</i>	2474 Washington St SF, CA 94115	
<i>[Signature]</i>	<i>[Signature]</i>	2380 JACKSON #3 SF, Ca. 94115	
<i>[Signature]</i>	<i>[Signature]</i>	1200 GARY ST 1K SF, Ca 94109	

Project:  
**Kiehl's**  
since 1851

1971 Fillmore Street  
San Francisco, CA 94115

**Freebairn-Smith & Crane**  
Planning Urban Design Architecture  
442 Post Street  
San Francisco CA 94102  
(415) 398-4094  
(415) 398-4096 Fax

Consultants:



LOT A/B



LOT C



LOT D [PROPOSED SITE]



LOT E



LOT F



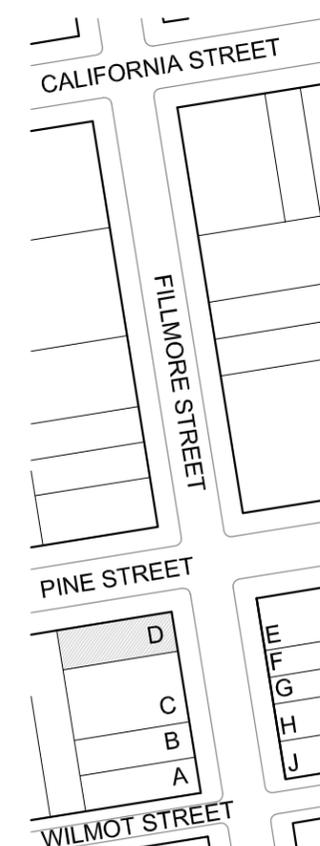
LOT G



LOT H



LOT J



1 SITE KEY  
NTS

Sheet Title:  
**EXISTING  
SITE PHOTOS**

Date: 09 DEC 2010 Issued For: CU PERMIT

Scale: 1/4" = 1'-0" @ 11" x 17"  
File: kie\_11x17\_planning\_a0.0\_photos.dwg  
Project: KIE  
Drawn: KDF Checked: JC  
Ref: Sheet No:  
North:  **A1**



LOT A



LOT B/C



LOT D



LOT E



LOT F



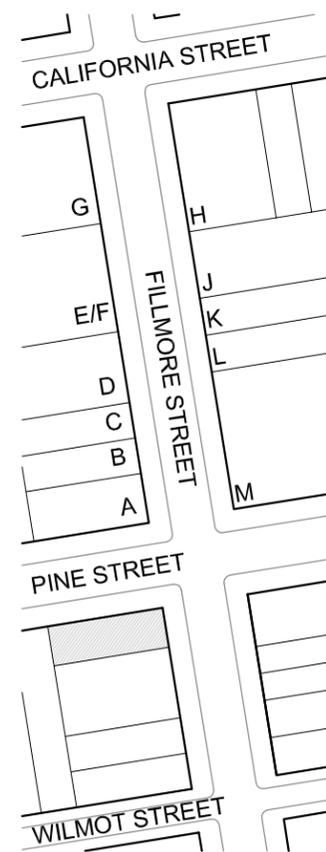
LOT G



LOT H



LOT J



1 SITE KEY NTS

Project:  
**Kiehl's**  
since 1851  
  
1971 Fillmore Street  
San Francisco, CA 94115

Freebairn-Smith & Crane  
Planning Urban Design Architecture  
442 Post Street  
San Francisco CA 94102  
(415) 398-4094  
(415) 398-4096 Fax

Consultants:

Sheet Title:  
**EXISTING  
SITE PHOTOS**

Date: 09 DEC 2010 Issued For: CU PERMIT

Scale: 1/4" = 1'-0" @ 11" x 17"  
File: kie\_11x17\_planning\_a0.0\_photos.dwg  
Project: KIE  
Drawn: KDF Checked: JC  
Ref Sheet No:  
North: **A2**



LOT K



LOT L



LOT M

Project:  
**Kiehl's**  
since 1851

1971 Fillmore Street  
San Francisco, CA 94115

Freebairn-Smith & Crane  
Planning Urban Design Architecture  
442 Post Street  
San Francisco CA 94102  
(415) 398-4094  
(415) 398-4096 Fax

Consultants:



1 PROPOSED EXTERIOR ELEVATION  
3/16" = 1'-0"



2 EXIST. FILLMORE ST. EXTERIOR ELEVATION  
NTS

Sheet Title:  
**ELEVATIONS**

Date: 09 DEC 2010 Issued For: CU PERMIT

Scale: 1/4" = 1'-0" @ 11" x 17"  
File: kie\_11x17\_planning\_a0.0\_photos.dwg  
Project: KIE  
Drawn: KDF Checked: JC  
Ref Sheet No:  
North:  **A3**

15x17-v1.1



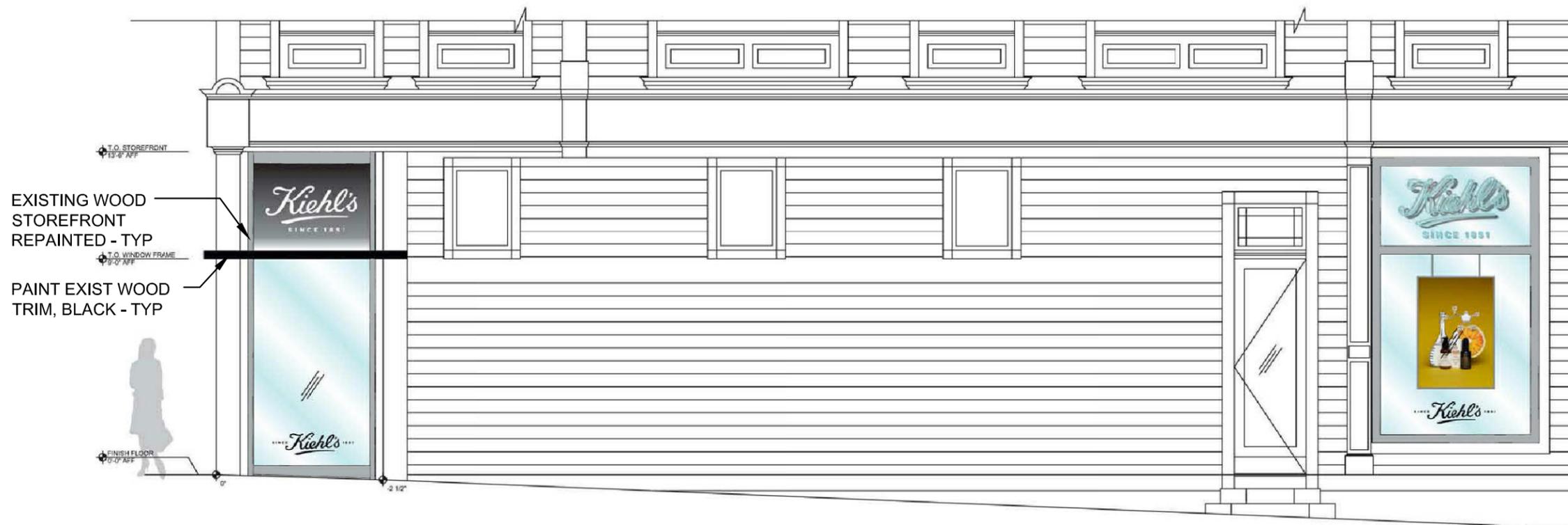
Project:  
**Kiehl's**  
 since 1851

1971 Fillmore Street  
 San Francisco, CA 94115

Freebairn-Smith & Crane  
 Planning Urban Design Architecture  
 442 Post Street  
 San Francisco CA 94102  
 (415) 398-4094  
 (415) 398-4096 Fax

Consultants:

2 EXISTING PINE STREET EXTERIOR ELEVATION  
 NTS

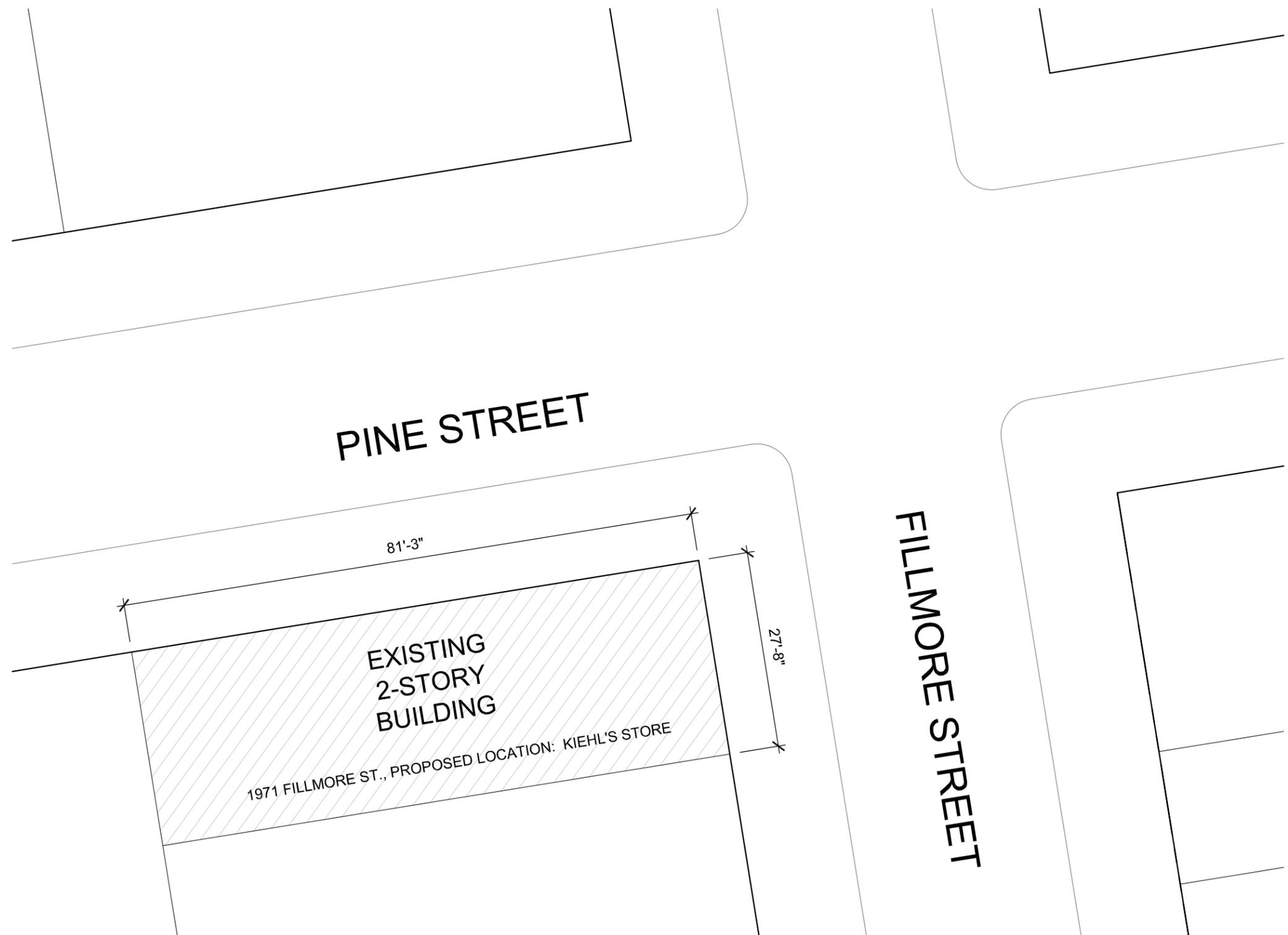


Sheet Title:  
**ELEVATIONS**

Date: 09 DEC 2010 Issued For: CU PERMIT

Scale: 1/4" = 1'-0" @ 11" x 17"  
 File: kie\_11x17\_planning\_a0.0\_photos.dwg  
 Project: KIE  
 Drawn: KDF Checked: JC  
 Ref Sheet No:  
 North: **A4**

1 PROPOSED EXTERIOR ELEVATION  
 3/16" = 1'-0"



Project:  
**Kiehl's**  
 since 1851

1971 Fillmore Street  
 San Francisco, CA 94115

Freebairn-Smith & Crane  
 Planning Urban Design Architecture  
 442 Post Street  
 San Francisco CA 94102  
 (415) 398-4094  
 (415) 398-4096 Fax

Consultants:

Sheet Title:  
**SITE PLAN**

Date: 09 DEC 2010 Issued For: CU PERMIT

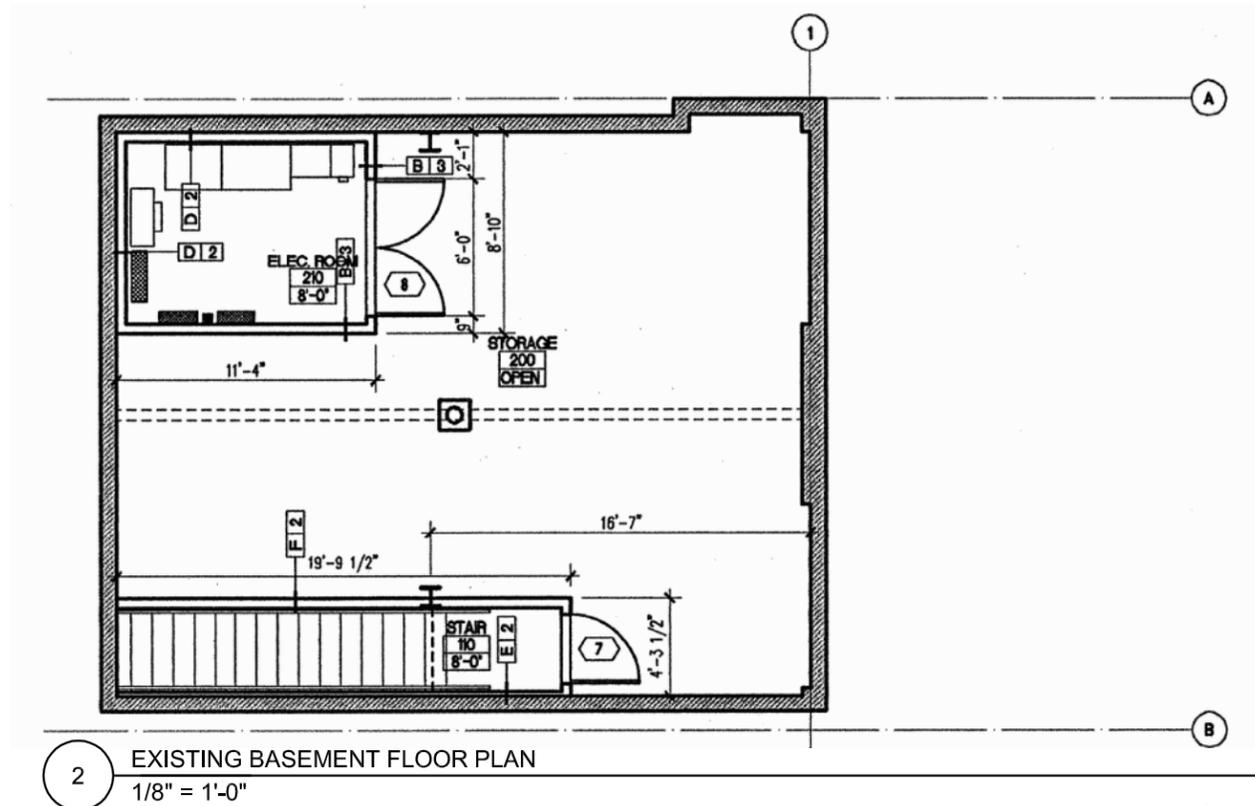
Scale: 1/4" = 1'-0" @ 11" x 17"  
 File: kie\_11x17\_planning\_a0.0\_photos.dwg  
 Project: KIE  
 Drawn: KDF Checked: JC  
 Ref: Sheet No:  
 North:  **A5**

Project:  
**Kiehl's**  
 since 1851

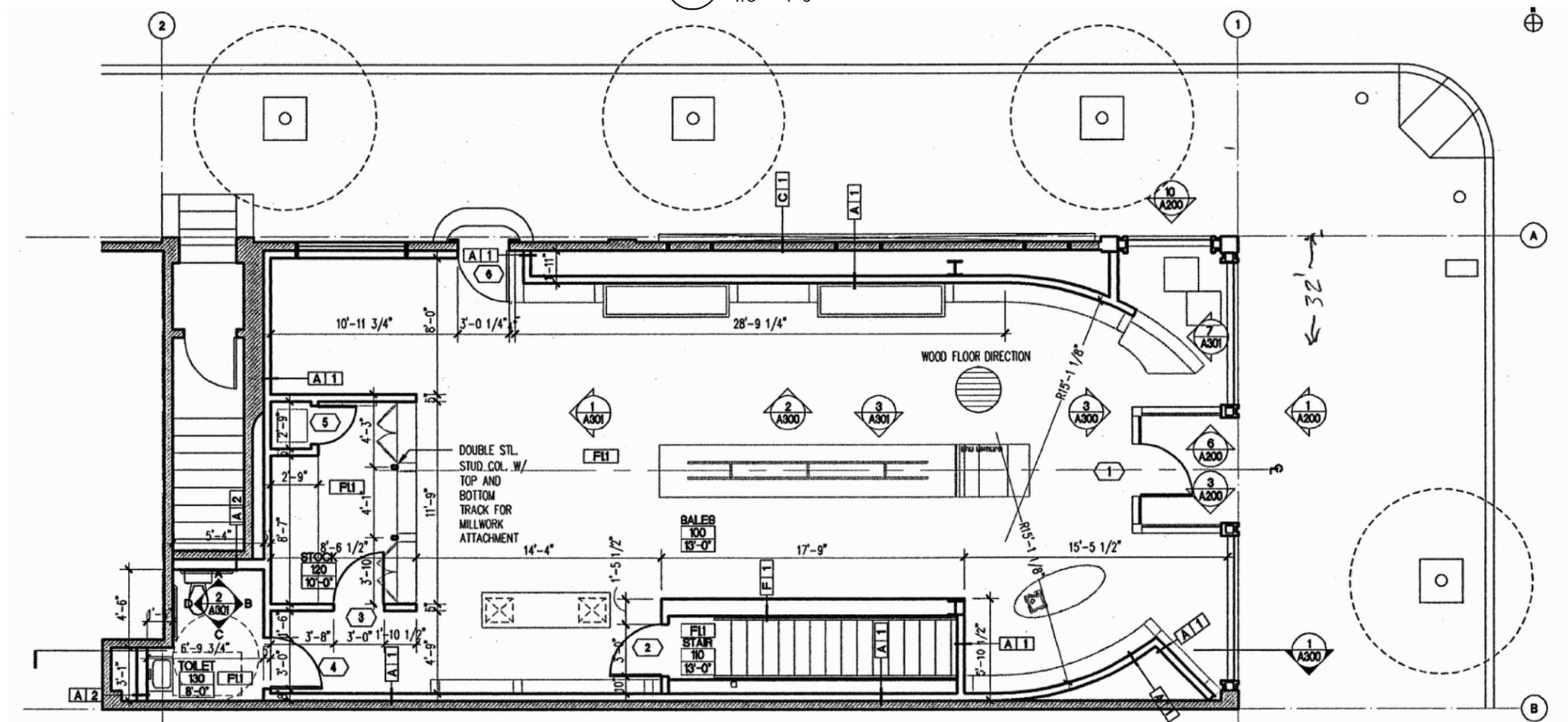
1971 Fillmore Street  
 San Francisco, CA 94115

Freebairn-Smith & Crane  
 Planning Urban Design Architecture  
 442 Post Street  
 San Francisco CA 94102  
 (415) 398-4094  
 (415) 398-4096 Fax

Consultants:



2 EXISTING BASEMENT FLOOR PLAN  
 1/8" = 1'-0"



2 EXISTING GROUND FLOOR PLAN  
 1/8" = 1'-0"

Sheet Title:  
**EXISTING  
 FLOOR PLAN**

Date: 09 DEC 2010 Issued For: CU PERMIT

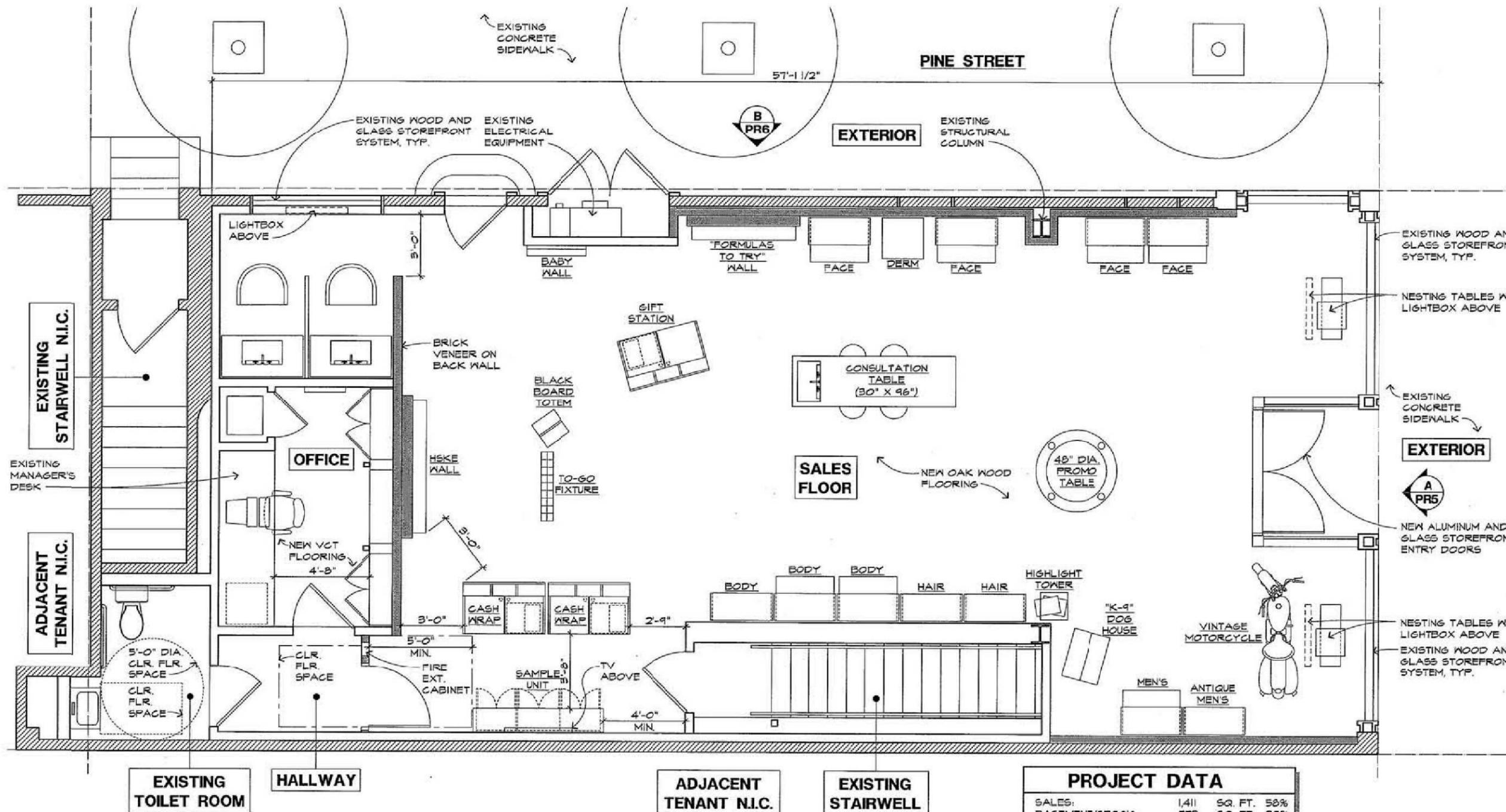
Scale: 1/4" = 1'-0" @ 11" x 17"  
 File: kie\_11x17\_planning\_a0.0\_photos.dwg  
 Project: KIE  
 Drawn: KDF Checked: JC  
 Ref: Sheet No:  
 North:  **A6**

Project:  
**Kiehl's**  
 since 1851

1971 Fillmore Street  
 San Francisco, CA 94115

**Freebairn-Smith & Crane**  
 Planning Urban Design Architecture  
 442 Post Street  
 San Francisco CA 94102  
 (415) 398-4094  
 (415) 398-4096 Fax

Consultants:



Sheet Title:  
**PROPOSED FLOOR PLAN**

PROJECT DATA		
SALES:	1,411	SQ. FT. 58%
BASEMENT/STOCK:	773	SQ. FT. 32%
TOILET ROOM/HALLWAY:	120	SQ. FT. 5%
OFFICE:	116	SQ. FT. 5%
TOTAL: (APPROX.)	2,420	SQ. FT.
SURVEY - COMPLETION DATE: N/A		
L.O.D. - RECEIVED: 9/9/10		
AS BUILTS - RECEIVED: 10/1/10		

Date: 09 DEC 2010  
 Issued For: CU PERMIT

Scale: 1/4" = 1'-0" @ 11" x 17"  
 File: kie\_11x17\_planning\_a0.0\_photos.dwg  
 Project: KIE  
 Drawn: KDF  
 North:   
 Checked: JC  
 Ref Sheet No: **A7**

Project:  
**Kiehl's**  
since 1851

1971 Fillmore Street  
San Francisco, CA 94115

Freebairn-Smith & Crane  
Planning Urban Design Architecture  
442 Post Street  
San Francisco CA 94102  
(415) 398-4094  
(415) 398-4096 Fax

Consultants:



1 NORTH INTERIOR ELEVATION  
1/4" = 1'-0"



2 WEST INTERIOR ELEVATION  
1/4" = 1'-0"

Sheet Title:  
**INTERIOR  
ELEVATIONS**

Date: 09 DEC 2010 Issued For:  
CU PERMIT

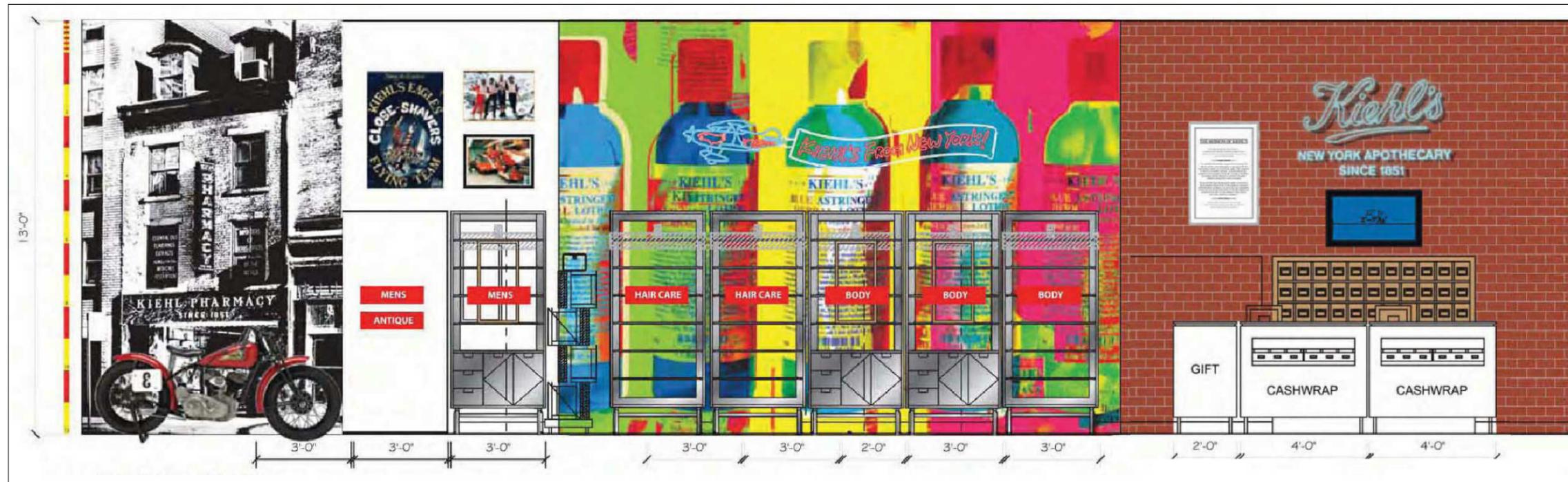
Scale: 1/4" = 1'-0" @ 11" x 17"  
File: kie\_11x17\_planning\_a0.0\_photos.dwg  
Project: KIE  
Drawn: KDF Checked: JC  
Ref Sheet No:  
North:  **A8**

Project:  
**Kiehl's**  
since 1851

1971 Fillmore Street  
San Francisco, CA 94115

Freebairn-Smith & Crane  
Planning Urban Design Architecture  
442 Post Street  
San Francisco CA 94102  
(415) 398-4094  
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Consultants:



1 SOUTH INTERIOR ELEVATION  
1/4" = 1'-0"

Sheet Title:  
**INTERIOR  
ELEVATIONS**

Date: 09 DEC 2010 Issued For: CU PERMIT

Scale: 1/4" = 1'-0" @ 11" x 17"  
File: kie\_11x17\_planning\_a0.0\_photos.dwg  
Project: KIE  
Drawn: KDF Checked: JC  
Ref Sheet No:  
North:  **A9**