



SAN FRANCISCO PLANNING DEPARTMENT

Executive Summary Conditional Use

HEARING DATE: APRIL 18, 2013

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

Reception:
415.558.6378

Fax:
415.558.6409

Planning
Information:
415.558.6377

Date: April 11, 2013
Case No.: **2012.1507C**
Project Address: **919 COLE STREET**
Zoning: NC-1 (Neighborhood Commercial Cluster) District
40-X Height and Bulk District
Within ¼ mile of the Haight Street Neighborhood Commercial District (NCD)
Within ¼ mile of the Haight Street Alcohol Restricted Use Subdistrict
Within ¼ mile of the Fringe Financial Services Restricted Use District
Block/Lot: 1272/002
Project Sponsor: Peet's Coffee & Tea (applicant)
Contact: Chris Konecny, Senior Construction Manager
1400 Park Avenue
Emeryville, CA 94608
915 Cole Street, LLC (property owner)
Contact: Dao Chung
4623 Anza Street
San Francisco, CA 94121
Staff Contact: Sharon M. Young – (415) 558-6346
sharon.m.young@sfgov.org
Recommendation: **Approval with Conditions**

PROJECT DESCRIPTION

The proposal is a request for Conditional Use authorization pursuant to Planning Code Sections 703.4, 703.3, 303(c), and 303(i) to convert a vacant approximately 813 square feet ground floor commercial space (previously occupied by "Tully's Coffee") into another Formula Retail Use (d.b.a. Peet's Coffee & Tea) and continuing as a limited restaurant use. The proposal will involve interior tenant improvements to the ground floor tenant commercial space. There will be no expansion of the existing building envelope. The hours of operation of the retail store are 5:30 a.m. to 10 p.m. seven days a week.

SITE DESCRIPTION AND PRESENT USE

The project site at 919 Cole Street is located on the west side of Cole Street between Carl Street and Parnassus Avenue; Assessor's Block 1272; Lot 002. The project site is located within the NC-1 Zoning District and 40-X Height and Bulk District. The project site is also located within ¼ mile of the Haight Street NCD, Haight Street RUSD, and Fringe Financial Services RUD. The subject lot is 5,000 square feet (50 feet wide by 100 feet deep) in size and is occupied by a three-story mixed-use building constructed in 1907. The existing building is not listed in the Planning Department's 1976 Architectural Survey (AS survey) or the National or California Registers as having architectural significance. The subject commercial tenant space is one of two retail commercial tenant spaces on the ground floor of the building. The other

tenant space is occupied by a retail beauty supply store d.b.a. Mad Kat. There are currently 10 residential units on the second and third floors of the building.

SURROUNDING PROPERTIES & NEIGHBORHOOD

The project site is located within the Cole Valley / Haight Ashbury neighborhood. The surrounding development consists of a variety of commercial, mixed-use, and residential buildings. The scale of development in the area consists of a mix of low and mid-rise buildings (one- to four-story structures), some of which were built in the early 1900's. Generally, the commercial establishments characterizing this portion of Cole and Carl Streets include a mixture of restaurants, grocery stores, specialty shops, and medical and personal service establishments. The surrounding zoning is primarily NC-1 Zoning District and RH-3 (Residential, House, Three-Family) District zoning. Some of the existing commercial establishments in this NCD include Alpha Market, Cole Valley Fitness, Cole Hardware, Cole Cleaners, Kamekyo, Zazie, Finnegans Wake, Cole Garage, Pharmaca, Mad Kat, The Postal Chase, Cole Valley Pets, Val De Cole, Padrecito, Burger Meister, Crepes On Cole, Mane Attraction, and Lavande.

ENVIRONMENTAL REVIEW

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

HEARING NOTIFICATION

TYPE	REQUIRED PERIOD	REQUIRED NOTICE DATE	ACTUAL NOTICE DATE	ACTUAL PERIOD
Classified News Ad	20 days	March 29, 2013	March 27, 2013	22 days
Posted Notice	20 days	March 29, 2013	March 28, 2013	21 days
Mailed Notice	20 days	March 29, 2013	March 28, 2013	21 days

The proposal requires Section 312-neighborhood notification, which was conducted in conjunction with the conditional use authorization process.

PUBLIC COMMENT

- As of April 10, 2013, the Department has received three letters (from residents and the Cole Valley Improvement Association) in support of the proposed project. The Department has not received any letters or phone calls in opposition to the proposed project.

ISSUES AND OTHER CONSIDERATIONS

- According to the project sponsor, Peet's Coffee & Tea has approximately 200 limited restaurants nationwide. The proposed formula retail and limited restaurant use will provide for the retail sales of gourmet coffee beans, packaged tea, brewing equipment, and merchandise combined with beverages and pastries for the consumption on or off the premises.

REQUIRED COMMISSION ACTION

This proposal requires **Conditional Use** authorization pursuant to Sections 303(c), 303(i), 703.3, and 703.4 of the Planning Code to establish a Formula Retail Use (d.b.a. Peet’s Coffee & Tea) and continuing as a limited restaurant use with approximately 813 square feet of floor area on the ground floor of a three-story, mixed-use building within the NC-1 (Neighborhood Commercial Cluster) District and a 40-X Height and Bulk District.

BASIS FOR RECOMMENDATION

- The proposed project will occupy a vacant commercial tenant space on the subject block which will be complimentary to the mix of existing neighborhood-serving uses within the neighborhood. It will also provide new job opportunities to the City. 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 a new business (which replaces a similar business which vacated offering both daytime and evening food and retail services) in the area.
 - b) The proposed project is a neighborhood-serving use which residents can access by walking or taking public transit.
 - c) The proposed project would be consistent with the mixed commercial-residential character of this portion of the NC-1 Zoning District.

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 type="checkbox"/> |
| <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"/> |

SMY

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

Planner's Initials

SMY: C:\919 Cole Street summary-smy.doc



SAN FRANCISCO PLANNING DEPARTMENT

Subject to: (Select only if applicable)

- Inclusionary Housing (Sec. 315)
- Jobs Housing Linkage Program (Sec. 313)
- Downtown Park Fee (Sec. 139)
- First Source Hiring (Admin. Code)
- Child Care Requirement (Sec. 314)
- Other

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Planning Commission Motion No. XXXXX

HEARING DATE: APRIL 18, 2013

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Case No.: 2012.1507C
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Zoning: NC-1 (Neighborhood Commercial Cluster) District
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Recommendation: **Approval with Conditions**

ADOPTING FINDINGS RELATED TO THE APPROVAL OF A CONDITIONAL USE AUTHORIZATION UNDER PLANNING CODE SECTIONS 303(c), 303(i), 703.3, AND 703.4 TO CONVERT A VACANT APPROXIMATELY 813 SQUARE FEET GROUND FLOOR COMMERCIAL SPACE (PREVIOUSLY OCCUPIED BY "TULLY'S COFFEE") INTO ANOTHER FORMULA RETAIL USE (D.B.A. PEET'S COFFEE & TEA) AND CONTINUING AS A LIMITED RESTAURANT USE LOCATED AT 919 COLE STREET WITHIN THE NC-1 (NEIGHBORHOOD COMMERCIAL CLUSTER) DISTRICT AND A 40-X HEIGHT AND BULK DISTRICT. THE PROJECT SITE IS ALSO LOCATED WITHIN ¼ MILE OF THE HAIGHT STREET NEIGHBORHOOD COMMERCIAL ZONING DISTRICT, HAIGHT STREET ALCOHOL RESTRICTED USE SUBDISTRICT, AND FRINGE FINANCIAL SERVICE RESTRICTED USE DISTRICT

PREAMBLE

On April 18, 2013, Chris Konecny representing Peet's Coffee and Tea (hereinafter "Project Sponsor") made an application for Conditional Use authorization for the property at **919 Cole Street, Lot 002 in Assessor's Block 1272** (hereinafter "Subject Property"), to convert a vacant approximately 813 square feet ground floor commercial space (previously occupied by "Tully's Coffee") into another Formula Retail Use (d.b.a. Peet's

Coffee & Tea) and continuing as a limited restaurant use within the NC-1 (Neighborhood Commercial Cluster) Zoning District and 40-X Height and Bulk District, and ¼ mile of the Haight Street Neighborhood Commercial Zoning District, Haight Street Alcohol Restricted Use Subdistrict, and Fringe Financial Services Restricted Use District, in general conformity with plans submitted February 12, 2013, and labeled "Exhibit B" (hereinafter "Project"). The proposal will involve interior tenant improvements to the ground floor tenant commercial space. There will be no expansion of the existing building envelope.

On **April 18, 2013**, the San Francisco Planning Commission (hereinafter "Commission") conducted a duly noticed public hearing at a regularly scheduled meeting on **Conditional Use Application No. 2012.1507C**.

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

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

MOVED, that the Commission hereby authorizes the Conditional Use requested in Application No. 2012.1507C, 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 and Present Use.** The project site at 919 Cole Street is located on the west side of Cole Street between Carl Street and Parnassus Avenue; Assessor's Block 1272; Lot 002. The project site is located within the NC-1 Zoning District and 40-X Height and Bulk District. The project site is also located within ¼ mile of the Haight Street NCD, Haight Street RUSD, and Fringe Financial Services RUD. The subject lot is 5,000 square feet (50 feet wide by 100 feet deep) in size and is occupied by a three-story mixed-use building constructed in 1907. The existing building is not listed in the Planning Department's 1976 Architectural Survey (AS survey) or the National or California Registers as having architectural significance. The subject commercial tenant space is one of two retail commercial tenant spaces on the ground floor of the building. The other tenant space is occupied by a retail beauty supply store d.b.a. Mad Kat. There are currently 10 residential units on the second and third floors of the building.
3. **Surrounding Properties and Neighborhood.** The project site is located within the Cole Valley / Haight Ashbury neighborhood. The surrounding development consists of a variety of commercial, mixed-use, and residential buildings. The scale of development in the area consists of a mix of low and mid-rise buildings (one- to four-story structures), some of which were built in the early 1900's. Generally, the commercial establishments characterizing this portion of Cole and Carl Streets include a mixture of restaurants, grocery stores, specialty shops, and medical and personal service establishments. The surrounding zoning is primarily NC-1 Zoning District and RH-3 (Residential, House, Three-Family) District zoning. Some of the existing commercial establishments in this NCD include Alpha Market,

Cole Valley Fitness, Cole Hardware, Cole Cleaners, Kamekyo, Zazie, Finnegans Wake, Cole Garage, Pharmaca, Mad Kat, The Postal Chase, Cole Valley Pets, Val De Cole, Padrecito, Burger Meister, Crepes On Cole, Mane Attraction, and Lavande.

4. **Project Description.** The proposal is a request for Conditional Use authorization pursuant to Planning Code Sections 703.4, 703.3, 303(c), and 303(i) to convert a vacant approximately 813 square feet ground floor commercial space (previously occupied by "Tully's Coffee") into another Formula Retail Use (d.b.a. Peet's Coffee & Tea) and continuing as a limited restaurant use. The proposal will involve interior tenant improvements to the ground floor tenant commercial space. There will be no expansion of the existing building envelope. The hours of operation of the retail store are 5:30 a.m. to 10 p.m. seven days a week.
5. **Issues and Other Considerations.**
 - According to the project sponsor, Peet's Coffee & Tea has approximately 200 limited restaurants nationwide. The proposed formula retail and limited restaurant use will provide for the retail sales of gourmet coffee beans, packaged tea, brewing equipment, and merchandise combined with beverages and pastries for the consumption on or off the premises.
6. **Public Comment.** As of April 10, 2013, the Department has received three letters (from residents and the Cole Valley Improvement Association) in support of the proposed project. The Department has not received any letters or phone calls in opposition to the proposed project.
7. **Use District.** The project site is within the NC-1 (Neighborhood Commercial Cluster) Zoning District. NC-1 Zoning Districts are intended to serve as local neighborhood shopping districts, providing convenience retail goods and services for the immediately surrounding neighborhoods primarily during daytime hours. These NC-1 Zoning Districts are characterized by their location in residential neighborhoods, often in outlying areas of the City. The commercial intensity of these districts varies. Many of these districts have the lowest intensity of commercial development in the City, generally consisting of small clusters with three or more commercial establishments, commonly grouped around a corner; and in some cases short linear commercial strips with low-scale, interspersed mixed-use (residential-commercial) development. Building controls for the NC-1 Zoning District promote low-intensity development which is compatible with the existing scale and character of these neighborhood areas. Commercial development is limited to one story. Rear yard requirements at all levels preserve existing backyard space. NC-1 commercial use provisions encourage the full range of neighborhood-serving convenience retail sales and services at the first story provided that the use size generally is limited to 3,000 square feet. However, commercial uses and features which could impact residential livability are prohibited, such as auto uses, financial services, general advertising signs, drive-up facilities, hotels, and late-night activity; eating and drinking establishments are restricted, depending upon the intensity of such uses in nearby commercial districts. Housing development in new buildings is encouraged above the ground story in most districts. Existing residential units are protected by prohibitions of conversions above the ground story and limitations on demolitions.
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. **Limited Restaurant Use within the NC-1 Zoning District and ¼ mile from the Haight Street NCD.** Planning Code Section 710.43 states that a Limited Restaurant use is permitted on the 1st story if located more than ¼ mile from any NC District or Restricted Use Subdistrict with more restrictive controls; otherwise, same as more restricted control.

A Limited Restaurant is defined under Planning Code Section 790.90 as:

(a) A retail eating and/or drinking use which serves ready-to-eat foods and/or drinks to customers for consumption on or off the premises, that may or may not have seating. It may include wholesaling, manufacturing, or processing of foods, goods, or commodities on the premises as an accessory use as set forth in Section 703.2(b)(1)(C)(v).

(b) It includes, but is not limited to, specialty foods provided by bakeries, delicatessens, and confectioneries meeting the above characteristics, but it is distinct from a Restaurant, as defined in Section 790.91, and a Bar, as defined in Section 790.22. It may also operate as a Take-Out Food use as defined in Section 790.122.

(c) It shall not provide on-site beer and/or wine sales for consumption on the premises, but may provide off-site beer and/or wine sales for consumption off the premises with a California Alcoholic Beverage Control Board License type 20 (off-sale beer and wine) within the accessory use limits as set forth in Section 703.2(b)(1)(C)(vi).

The current proposal is to allow the continuation of a Limited Restaurant use on the ground floor of the three-story mixed-use building.

- B. **Use Size Limits.** Section 121.2 establishes size limits on non-residential use sizes in the NC-1 Zoning District. Under Planning Code Section 710.21, Conditional Use authorization is required for any non-residential use that meets or exceeds 3,000 square feet.

The proposed formula retail and limited restaurant use, with approximately 813 square feet of floor area, is within the principally permitted use size limitations.

- C. **Hours of Operation.** Section 710.27 allows hours of operation from 6 a.m. until 11 p.m. as of right and requires Conditional Use authorization to operate between the hours of 11 p.m. and 2 a.m.

The project sponsor has indicated that the proposed hours of operation of the proposed formula retail and limited restaurant use will be 5:30 a.m. to 10 p.m., seven days a week.

- D. **Street Frontage in Neighborhood Commercial Districts.** Section 145.1 of the Planning Code requires that within NC Districts space for active uses shall be provided within the first 25 feet of building depth on the ground floor and 15 feet on floors above from any facade facing a street at least 30 feet in width. In addition, the floors of street-fronting interior spaces housing non-residential active uses and lobbies shall be as close as possible to the level of the adjacent sidewalk at the principal entrance to these spaces. Frontages with active uses that must be fenestrated with transparent windows and doorways for no less than 60 percent of the street frontage at the ground level and allow visibility to the inside of the building. The use of dark or mirrored glass shall not count towards the required transparent area. Any decorative railings or grillwork, other than wire

mesh, which is placed in front of or behind ground floor windows, shall be at least 75 percent open to perpendicular view. Rolling or sliding security gates shall consist of open grillwork rather than solid material, so as to provide visual interest to pedestrians when the gates are closed, and to permit light to pass through mostly unobstructed. Gates, when both open and folded or rolled as well as the gate mechanism, shall be recessed within, or laid flush with, the building facade.

Approximately 90% of the street frontage at the ground level on Cole Street (approximately 21 feet) is fenestrated with transparent windows and doorways allowing for visibility to the inside of the building.

- E. **Off-Street Parking and Loading.** 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 tenant space, with approximately 813 square feet of floor area, will not require any off-street parking or loading spaces.

- F. **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. **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 is to allow the establishment of a formula retail and limited restaurant use (d.b.a. Peet's Coffee & Tea) to replace a similar formula retail and limited restaurant use (d.b.a. Tully's Coffee) which vacated the tenant commercial space on the ground floor of the building. There will be interior and exterior tenant improvements made to the existing commercial tenant space with no expansion of 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 arrangement of the structures on the site are adequate for the proposed project. There will be no physical expansion of the existing building.

- (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 (Muni Lines N, 37, and 47) is located within walking distance of the subject property on the corner of Cole and Carl Streets. There is on-street parking in front of the subject property and in the surrounding neighborhood.

- (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;

There will be no addition of off-street parking spaces, loading facilities, open space or service areas. The project sponsor has estimated that there will be deliveries four days a week occurring before 5:30 a.m. with loading times taking less than 30 minutes. All project signage and projections will be consistent with the controls of the Planning Code.

- i. 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.

- ii. 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 NC-1 Zoning District and the Haight Street NCD in that the intended use is a neighborhood-serving business.

10. **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 34 operating retail, service and restaurant businesses within this portion of the NC-1 Zoning District. Two (6%) of these businesses appear to qualify as formula retail uses.

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

There are approximately 12 existing limited restaurant and restaurant uses within this portion of the NC-1 Zoning District including La Boulange and Reverie Cafe. However, there are no limited restaurant uses selling specialty coffee and tea for consumption on and off the premise, home brewing equipment, and related accessories.

- (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 three vacant ground floor commercial spaces within this portion of the NC-1 Zoning District.

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

The proposed formula retail and limited restaurant use will complement the mix of goods and services currently available within this portion of the NC-1 Zoning District, which include a mixture of restaurants, grocery stores, specialty shops, and medical and personal service establishments.

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

COMMERCE AND INDUSTRY ELEMENT

GENERAL/CITYWIDE

OBJECTIVE 1:

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

Policy 1:

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

The proposed project would be compatible with and complimentary to the types of uses characterizing this portion of the NC-1 Zoning District, which include a mixture of restaurants, grocery stores, 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 this portion of the NC-1 Zoning District. The proposed project would not adversely affect any affordable housing resources in the neighborhood.

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.

No existing commercial tenant will be displaced. The proposed project will not prevent the district from achieving optimal diversity in the types of goods and services available in the neighborhood.

The following guidelines, in addition to others in this objective for neighborhood commercial districts, should be employed in the development of overall district zoning controls as well as in the review of individual permit applications, which require case-by-case review and City Planning Commission approval. Pertinent guidelines may be applied as conditions of approval of individual permit applications. In general, uses should be encouraged which meet the guidelines; conversely, uses should be discouraged which do not.

Eating and Drinking Establishments

Eating and drinking establishments include bars, sit-down restaurants, fast food restaurants, self-service restaurants, and take-out food. Associated uses which can serve similar functions and create similar land use impacts include ice cream stores, bakeries and cookie stores. Guidelines for eating and drinking establishments are needed to achieve the following purposes:

- Regulate the distribution and proliferation of eating and drinking establishments, especially in districts experiencing increased commercial activity;
 - Control nuisances associated with their proliferation;
 - Preserve storefronts for other types of local-serving businesses; and
 - Maintain a balanced mix of commercial goods and services.
- The regulation of eating and drinking establishments should consider the following:
- Balance of retail sales and services;

- Current inventory and composition of eating and drinking establishments;
- Total occupied commercial linear frontage, relative to the total district frontage;
- Uses on surrounding properties;
- Available parking facilities, both existing and proposed;
- Existing traffic and parking congestion; and
- Potential impacts on the surrounding community.

The Commerce and Industry Element of the General Plan contains Guidelines for Specific Uses. For eating and drinking establishments, the Guidelines state, "the balance of commercial uses may be threatened when eating and drinking establishments occupy more than 20 percent of the total occupied commercial frontage." The current proposal will not result in a net change in of the total occupied commercial frontage within this NC-1 Zoning District since the proposed formula retail and limited restaurant use will replace a similar eating and drinking establishment which vacated the premises. Currently, approximately 12 of the 27 existing commercial establishments in the immediate neighborhood (on Cole and Carl Streets) in the NC-1 Zoning District are eating and drinking establishments (La Boulange De Cole, Bambinos Restaurant, Kamekyo, Zazie's, Finnegans, Padrecito, Kezar Bar & Grill, Reverie, Burger Meister, Crepes on Cole, and Hama-Ko Sushi Restaurant), which occupy approximately 35% of the total occupied commercial linear frontage. The other types of commercial establishments within this portion of the NC-1 Zoning District include medical and personal service establishments, retail and grocery stores, and an auto repair shop.

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 be accessible to all residents in this portion of the NC-1 Zoning District.

Policy 9:

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

The proposed project would not adversely affect public transit or place a burden on the existing supply of parking in the neighborhood since it will replace a similar eating and drinking establishment use (Tully's Coffee) which previously existed on the project site. Many patrons would be able to walk from their residences or places of employment, and the proposed project is well served by public transportation. There is on-street parking in the surrounding neighborhood.

12. **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 be complimentary to the existing commercial establishments within the immediate neighborhood. The proposed project will provide job opportunities to the City by employing approximately 25 people (with four employees typically working in the limited restaurant at a time).

- (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 helping to retain an existing limited restaurant use in the area. Existing housing will not be affected by the proposed project.

- (3) That the City's supply of affordable housing be preserved and enhanced.

The proposed project will not displace any affordable housing.

- (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 achieves 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 will not significantly 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 will not affect any city-owned park or open space.

13. 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.

14. 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. 2012.1507C** 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. XXXXX. 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 April 18, 2013.

Jonas P. Ionin
Acting Commission Secretary

AYES:

NAYS:

ABSENT:

ADOPTED:

EXHIBIT A

AUTHORIZATION

This authorization is for a conditional use to convert a vacant approximately 813 square feet ground floor commercial space (previously occupied by "Tully's Coffee") into another Formula Retail Use (d.b.a. Peet's Coffee & Tea) and continuing as a limited restaurant use located on the ground floor of a three-story mixed-use building at 919 Cole Street in Assessor's Block 1272, Lot 002, pursuant to Planning Code Sections 703.4, 703.3, 303(c), and 303(i) to establish a Formula Retail Use within the NC-1 (Neighborhood Commercial Cluster) District and a 40-X Height and Bulk District; in general conformance with plans and stamped "EXHIBIT B" included in the docket for Case No. 2012.1507C and subject to conditions of approval reviewed and approved by the Commission on April 18, 2013, under Motion No. XXXXX. The project site is also located within ¼ mile of the Haight Street Neighborhood Commercial District, Haight Street Alcohol Restricted Use Subdistrict, and Fringe Financial Services Restricted Use District. This authorization and the conditions contained herein run with the property and not with a particular Project Sponsor, business, or operator. The proposal will involve interior tenant improvements to the ground floor tenant commercial space. There will be no expansion of the existing building envelope.

RECORDATION OF CONDITIONS OF APPROVAL

Prior to the issuance of the building permit or commencement of use for the Project the Zoning Administrator shall approve and order the recordation of a Notice in the Official Records of the Recorder of the City and County of San Francisco for the subject property. This Notice shall state that the project is subject to the conditions of approval contained herein and reviewed and approved by the Planning Commission on April 18, 2013 under Motion No. XXXXX.

PRINTING OF CONDITIONS OF APPROVAL ON PLANS

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

SEVERABILITY

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

CHANGES AND MODIFICATIONS

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

Conditions of Approval, Compliance, Monitoring, and Reporting

PERFORMANCE

1. **Validity and Expiration.** The authorization and right vested by virtue of this action is valid for three years from the effective date of the Motion. A building permit from the Department of Building Inspection to construct the project and/or commence the approved use must be issued as this Conditional Use authorization is only an approval of the proposed project and conveys no independent right to construct the project or to commence the approved use. The Planning Commission may, in a public hearing, consider the revocation of the approvals granted if a site or building permit has not been obtained within three (3) years of the date of the Motion approving the Project. Once a site or building permit has been issued, construction must commence within the timeframe required by the Department of Building Inspection and be continued diligently to completion. The Commission may also consider revoking the approvals if a permit for the Project has been issued but is allowed to expire and more than three (3) years have passed since the Motion was approved.

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

2. **Extension.** This authorization may be extended at the discretion of the Zoning Administrator only where failure to issue a permit by the Department of Building Inspection to perform said tenant improvements is caused by a delay by a local, State or Federal agency or by any appeal of the issuance of such permit(s).

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

MONITORING - AFTER ENTITLEMENT

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

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

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

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

OPERATION

5. **Garbage, Recycling, and Composting Receptacles.** Garbage, recycling, and compost containers shall be kept within the premises and hidden from public view, and placed outside only when being serviced by the

disposal company. Trash shall be contained and disposed of pursuant to garbage and recycling receptacles guidelines set forth by the Department of Public Works.

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

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

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

7. **Noise Control.** The premises shall be adequately soundproofed or insulated for noise and operated so that incidental noise shall not be audible beyond the premises or in other sections of the building and fixed-source equipment noise shall not exceed the decibel levels specified in the San Francisco Noise Control Ordinance.

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

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

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

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

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

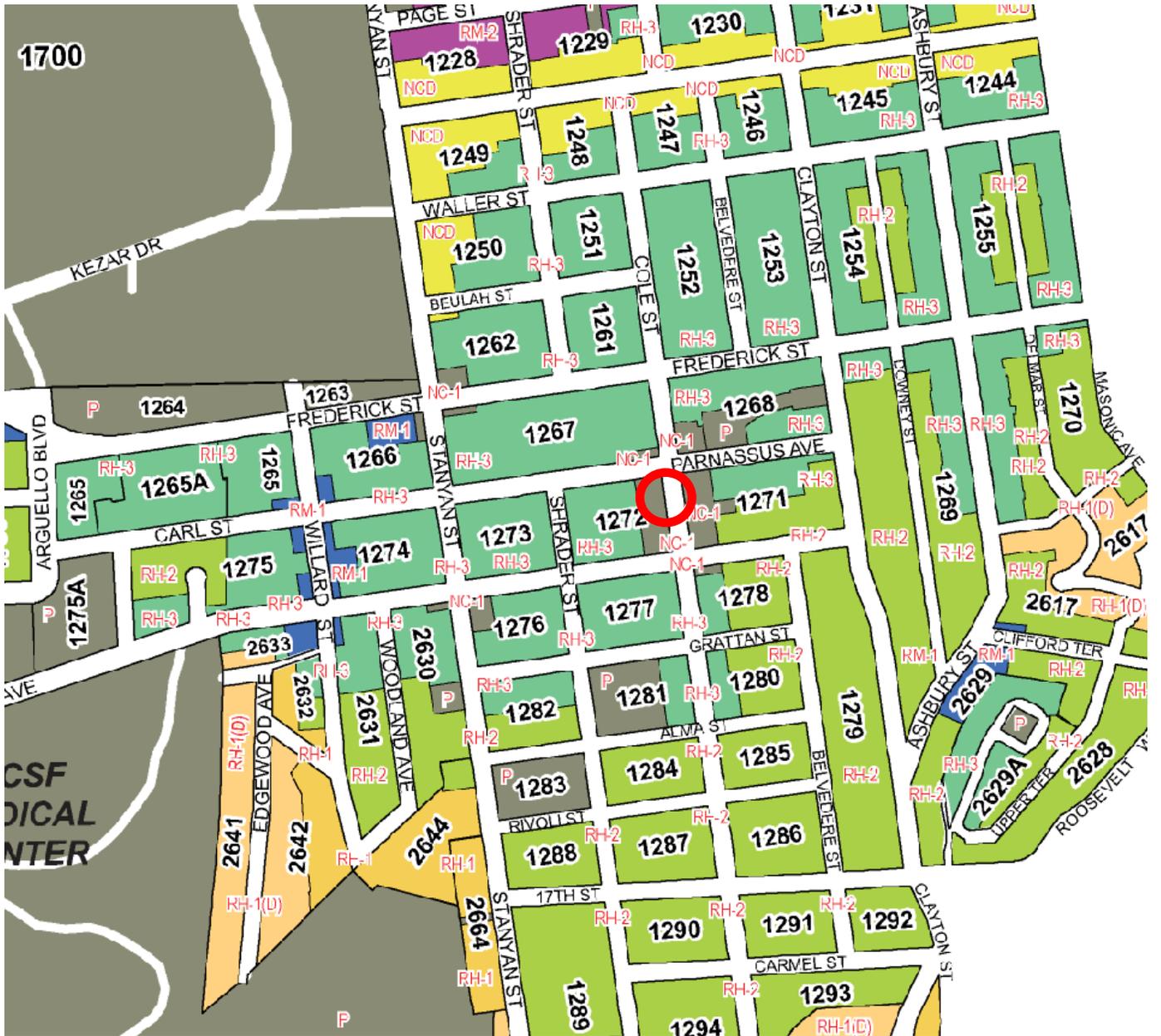
9. **Community Liaison.** Prior to issuance of a building permit to construct the project and implement the approved use, the Project Sponsor shall appoint a community liaison officer to deal with the issues of concern to owners and occupants of nearby properties. The Project Sponsor shall provide the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

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

10. **Lighting.** 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 adjacent residents. 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.

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

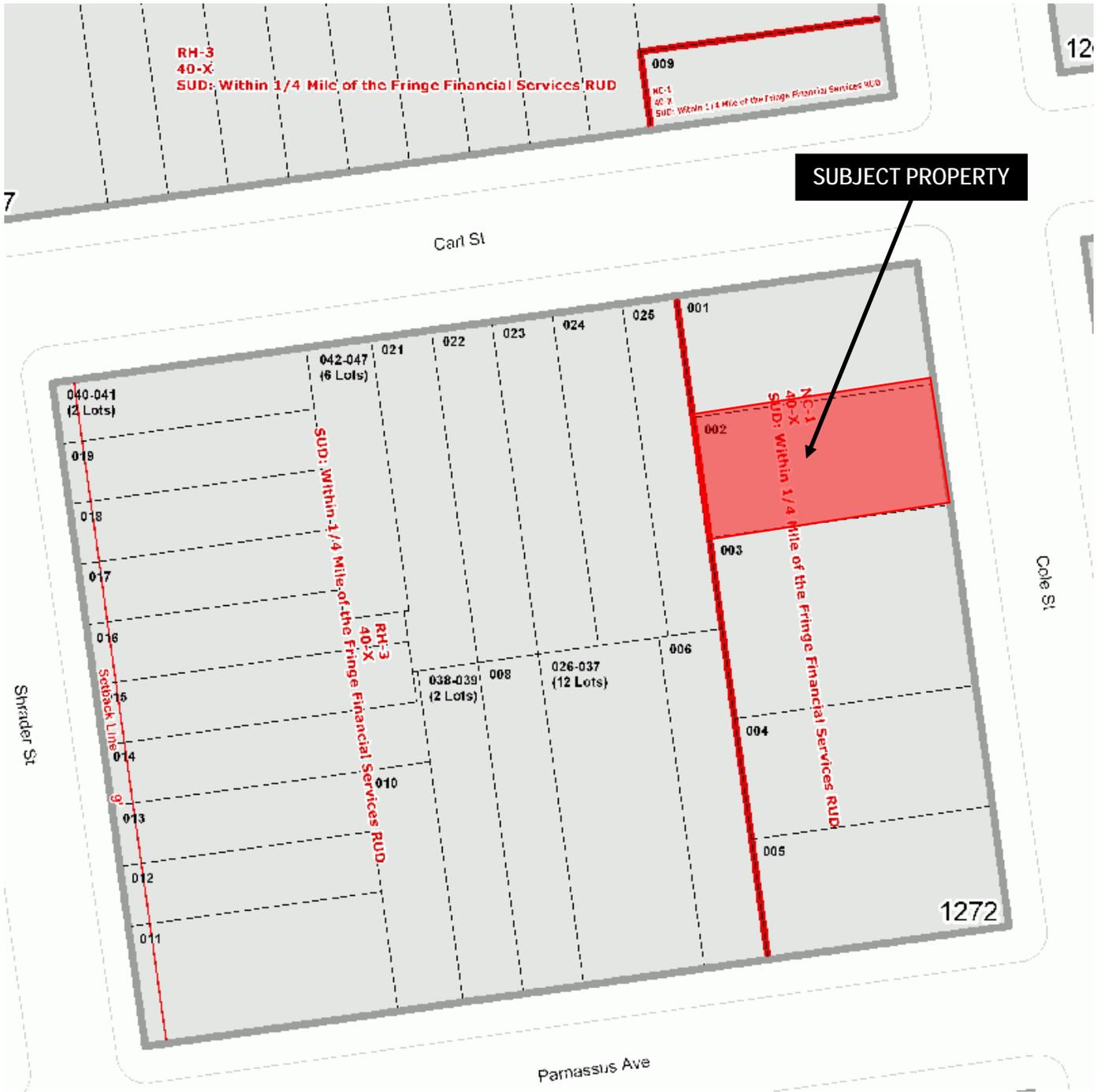
Zoning Map



Conditional Use Hearing
Case Number 2012.1507C
919 Cole Street



Parcel Map



Conditional Use Hearing
Case Number 2012.1507C
919 Cole Street



Sanborn Map*

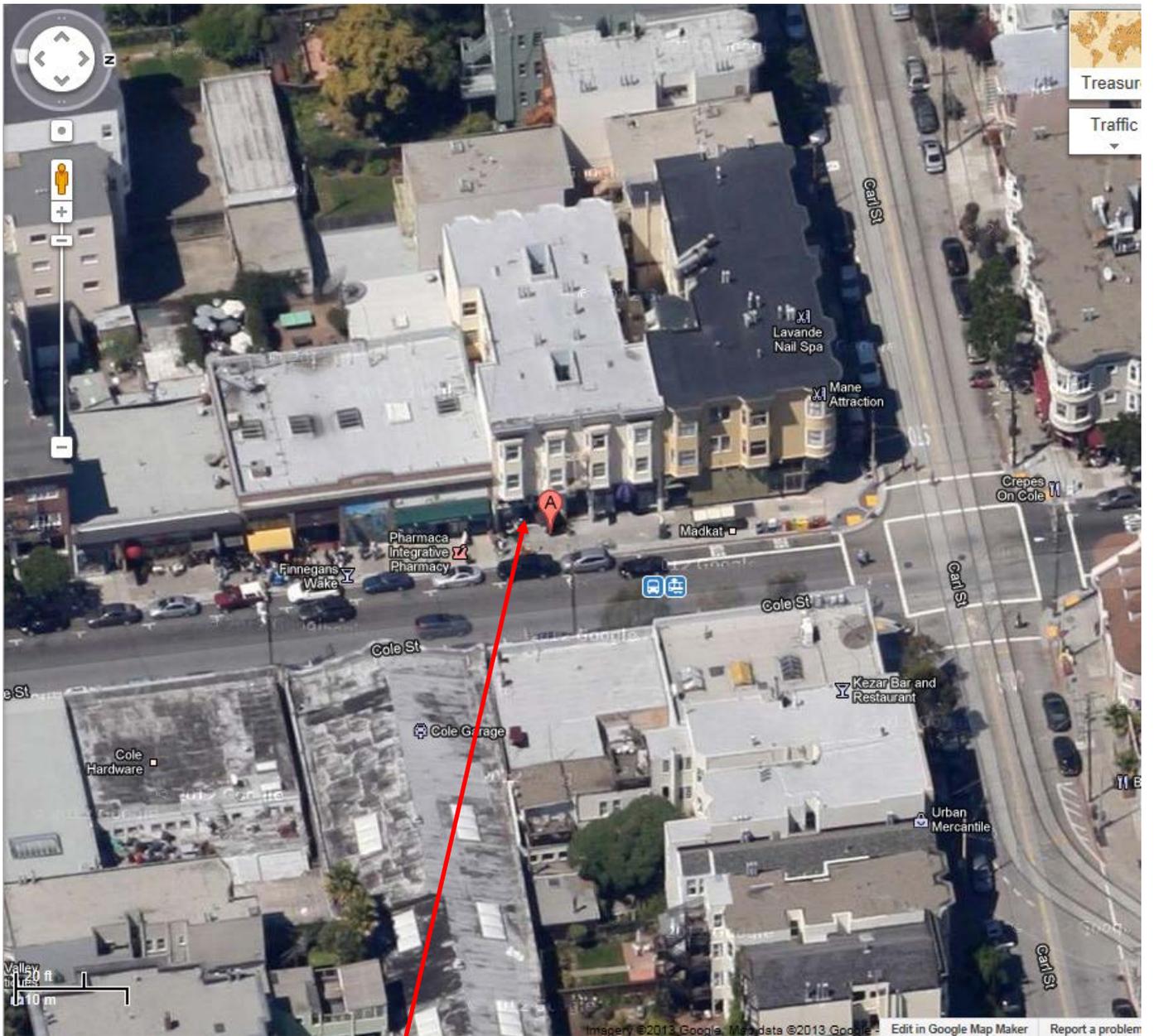


*The Sanborn Maps in San Francisco have not been updated since 1998, and this map may not accurately reflect existing conditions.



Conditional Use Hearing
 Case Number 2012.1507C
 919 Cole Street

Aerial Photo*

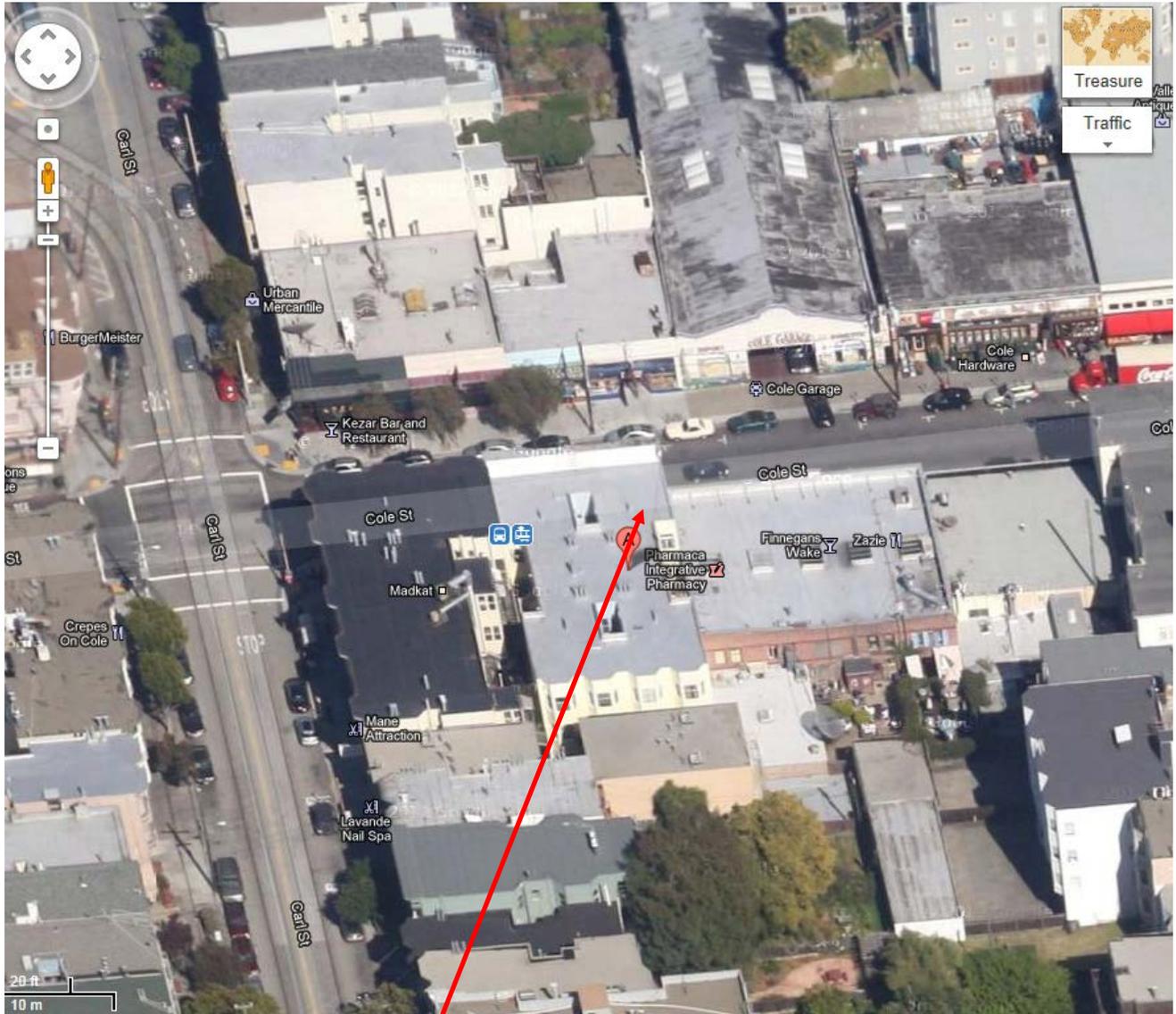


SUBJECT PROPERTY

Conditional Use Hearing
Case Number 2012.1507C
919 Cole Street



Aerial Photo*



SUBJECT PROPERTY

Conditional Use Hearing
Case Number 2012.1507C
919 Cole Street



Site Photo

SUBJECT PROPERTY



SUBJECT PROPERTY

Conditional Use Hearing
Case Number 2012.1507C
919 Cole Street

SUBJECT PROPERTY

2012.1507C - 919 COLE STREET





SUBJECT STOREFRONT



LEFT HAND NEIGHBOR



RIGHT HAND NEIGHBOR



OPPOSITE SIDE - LEFT



OPPOSITE SIDE



OPPOSITE SIDE - RIGHT

Affidavit of Conducting a Pre-Application Meeting, Sign-in Sheet and Issues/Responses submittal

I, Carol Mazzetti, do hereby declare as follows:

1. I have conducted a Pre-Application Meeting for the proposed new construction or alteration prior to submitting any entitlement (Building Permit, Variance, Conditional Use, etc.) in accordance with Planning Commission Pre-Application Policy.
2. The meeting was conducted at 919 Cole Street - San Francisco (location/address) on 2/13/2013 (date) from 6:00 - 7:00 pm (time).
3. I have included the mailing list, meeting initiation, sign-in sheet, issue/response summary, and reduced plans with the entitlement Application. I understand that I am responsible for the accuracy of this information and that erroneous information may lead to suspension or revocation of the permit.
4. I have prepared these materials in good faith and to the best of my ability.

I declare under penalty of perjury under the laws of the State of California that the foregoing is true and correct.

EXECUTED ON THIS DAY, 2/19/, 20 13 IN SAN FRANCISCO.

Carol Mazzetti
Signature

Carol Mazzetti

Name (type or print)

Real Estate Director, Peet's Coffee & Tea

Relationship to Project (e.g. Owner, Agent)
(If Agent, give business name & profession)

919 Cole Street - San Francisco

Project Address

Summary of discussion from the Pre-Application Meeting

Meeting Date: February 13, 2013
Meeting Time: 6:00 - 7:00 pm
Meeting Address: 919 Cole Street - San Francisco
Project Address: 919 Cole Street - San Francisco
Property Owner Name: 919 Cole Street, LLC
Project Sponsor/Representative: Peet's Coffee & Tea/Carol Mazzetti, Real Estate Director

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): _____
All comments by individuals attending the meeting were positive. The only questions asked were related to vintage items in the space (ie., ceiling fan, exterior tile at entrance) and whether or not these items would be preserved. It is our intention to preserve these items if allowed by code.
Project Sponsor Response: _____

Question/Concern #2: _____

Project Sponsor Response: _____

Question/Concern #3: _____

Project Sponsor Response: _____

Question/Concern #4: _____

Project Sponsor Response: _____

Pre-Application Meeting Sign-in Sheet

Meeting Date: February 13, 2013
 Meeting Time: 6:00 pm - 7:00 pm
 Meeting Address: 919 Cole Street
 Project Address: 919 Cole Street
 Property Owner Name: 919 Cole Street, LLC
 Project Sponsor/Representative: Peet's Coffee & Tea/Chris Konecny

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.	CITRIS KONECNY / PEETS	1400 PARK AVE	510-912-2808	ckonecny@peets.com	<input type="checkbox"/>
2.	Scot Campbell	1120 Shuster St #3		scotc@techknog13.com	<input type="checkbox"/>
3.	CRAIG MORTON	1626 SARAFER ST.		craigsmorton@yahoo.com	<input type="checkbox"/>
4.	Van France	480 Filbert HMO			<input type="checkbox"/>
5.	DIRK Spence	930 Cole		BURBNUP@YAHO	<input type="checkbox"/>
6.	BRUCE B BEAUDETTE	917 Cole ST		ebean59@	<input type="checkbox"/>
7.	Allison Empey	176 Belvedere St Apts	SF CA 94117		<input type="checkbox"/>
8.	Charlie Hamer	773 Gle # 8	SF CA 94117		<input type="checkbox"/>
9.	Mark Poth			MARK@mpor.com	<input type="checkbox"/>
10.	Mark Redmond			mcR@SBC6COBAC.WIT	<input type="checkbox"/>
11.					<input type="checkbox"/>
12.					<input type="checkbox"/>
13.					<input type="checkbox"/>
14.					<input type="checkbox"/>
15.					<input type="checkbox"/>
16.					<input type="checkbox"/>
17.					<input type="checkbox"/>
18.					<input type="checkbox"/>

Peet's Coffee & Tea™



PEET'S COFFEE & TEA

PROJECT NARRATIVE AND FINDINGS

PROJECT SUMMARY

Site Address: 919 Cole St, San Francisco, CA

Type of Use: Commercial (Coffee Shop)

(Retail Sales of Gourmet Coffee Beans, Packaged Tea, Brewing Equipment, and Merchandise combined with service of Beverages and Pastries)

Total Floor Area of Tenant Space: 813 SF

Maximum Proposed Business Hours: 5:30am-10pm / 7 days

PROJECT INTRODUCTION - USE NARRATIVE

Known as the “grandfather of specialty coffee”, Peet’s Coffee and Tea has been a Bay Area institution for over four decades. Throughout the 70’s and 80’s, Peet’s was a pioneer along with other food purveyors in Berkeley’s famed “gourmet ghetto” whose emphasis on artisan created foods and bean roasting spawned an American Revolution. Today our mission remains unchanged – to pursue uncompromising quality in every cup of coffee and tea. By remaining steadfast in our commitment to quality, Peet’s has developed a devout following of loyalists who have grown beyond Berkeley, particularly in the Bay Area. It is Peet’s vision to be the gold standard specialty coffee and tea brand available, complete with one of the most dedicated and loyal customer followings of any brand. We accomplish this by remaining true to the highest standards of bean and leaf selection, by using our special artisan roasting process, by focusing on developing fanatic customers, not just satisfied customers, and by positively contributing to the communities both where we operate locally and where the coffees and teas are produced globally. Peet’s Coffee and Tea is a local, Bay Area business that uses predominantly local, Bay Area vendors, consultants, and trades people to bring the project to fruition.

Peet's is also fully committed to sustainable practices both in the way we operate and the way that we build a new location in the community. We've been implementing green building strategies in all of our new stores to save energy, conserve water, recycle as much as possible, and maximize the air quality for our employees and customers. We have committed to registering and certifying all of our new build outs through the LEED, or Leadership in Energy and Environmental Design, rating system so that we can constantly check how we are doing in these areas. Since we began, we have regularly been obtaining at least a silver certification and even have one platinum certified location in Cotati, CA.

FORMULA RETAIL FINDINGS:

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

Cole Valley's approximate boundaries are usually considered to be Carmel Street to the south, Clayton Street to the east, Golden Gate Park and Waller Street to the north, and Stanyan Street to the west. The main commercial district is condensed into two blocks along Cole Street, between Parnassus Avenue to the south and Frederick Street to the north.

There are approximately 34 operating retail, service, and restaurant businesses in this Cole Valley neighborhood commercial cluster. Two businesses (Pharmaca and La Boulange on Cole) qualify as formula retail businesses under the San Francisco ordinance. Three additional businesses have between 4 and 7 units.

The space into which Peet's Coffee & Tea proposes to open was previously occupied by Tully's Coffee, another formula retail business, for several years. Prior to Tully's, the space was occupied by Spinelli's Coffee.

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

There are approximately 12 existing cafes and restaurants in this commercial area. However, there are no specialty coffee and/or tea stores. Peet's Coffee & Tea would be the only retail opportunity for residents to purchase bulk coffee and tea for home consumption, including home brewing equipment and related accessories.

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

The proposed Peet's location would help contribute to a highly attractive, pedestrian streetscape that functions well in this area. Peet's high level of pedestrian oriented traffic and outdoor café style seating naturally lends itself to a highly social, walkable and bikable neighborhood bustling with outdoor activity. Our stores have long been a meeting place for our customers to meet friends, discover new bean and tea offerings, and find refreshment as they shop other local stores nearby. Peet's would provide a retail and beverage sales location that would be very complementary to the other uses along Cole St. Peet's will provide opportunity for people to experience many fresh roasted coffee bean and hand packed leaf tea choices from around the world. Another area of distinction is that Peet's offers retail areas in its stores for the sale of merchandise including artisan beans and teas, brewing equipment, gift packages, seasonal items, gourmet candies, and apparel. This retail activity has been shown to approach 50% of the total revenue that a store generates indicating that people come to Peet's for more than just a cup of coffee. Peet's business will encourage visitation to the area that will benefit all retailers in the area. Since over 50% of our business occurs prior to 11AM, our use tends to have minimal effect on traffic as well and is complementary to nearby uses.

(D) The existing retail vacancy rates within the district.

There are currently three vacant spaces: the former Tully's space which is the proposed Peet's Coffee & Tea location; corner of Cole & Carl for which a restaurant lease has been signed, and 108 Carl (availability unknown.) At most, this one vacancy remains.

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

The existing retail and service uses in the Cole Valley commercial district are all neighborhood-serving. Among the cafes and restaurants, one or two may have city-wide draw. Almost exclusively, this commercial district provides daily-needs goods and services for the small surrounding Cole Valley residential neighborhood.

March 30, 2013

Sharon M. Young
Northwest Planning Team
SF Planning Department
1650 Mission Street, 4th Floor
San Francisco, CA 94103

Re: 2012.1507C

Dear Ms. Young:

The members of the Cole Valley Improvement Association want to express their support for the permit request of Peet's Coffee & Tea to establish a store at 919 Cole Street. In recent years this has been a prime venue for coffee houses, starting with Spinelli's and followed by Tully's. Cole Valley residents have particularly valued coffee vendors at this location because of its proximity to the N-Judah line.

Although owned by a multi-national corporation, Peet's has always been mindful of the culture of the neighborhoods in which it operates. Because of the high standards for the beverages they prepare, the skill and courtesy of their staff and the quality of the baked products, we welcome Peet's into Cole Valley and urge the Planning Department to recommend approval of their Conditional Use Authorization.

Please feel free to contact me if you have any questions.

Warm regards,

Karen Crommie

Karen Crommie
President, Cole Valley Improvement
(415) 431-1414
Kcrommie@aol.com

Copy: Carol Mazzetti
cmazzetti@peets.co

From: [Chris Boyd](#)
To: [Young, Sharon \(CPC\)](#)
Subject: Letter in favor of proposed Peets at 919 Cole Street
Date: Saturday, March 30, 2013 3:51:31 PM

Dear Sharon,

I live in Cole Valley at 1436 Cole Street. I'm writing to strongly support the Peets planned for 919 Cole Street. I'm often on that block for shopping, commuting, or just hanging out, and would love to have a Peets open there. I buy Peets coffee many mornings, we use Peets coffee beans at home, and it would be very convenient to have a store in the neighborhood. Please approve their application for a store permit!

Thanks for listening,

Chris Boyd
1436 Cole Street
chrisboyd1@gmail.com

April 4, 2013

Sharon M. Young
Northwest Planning Team
SF Planning Department
1650 Mission Street, 4th Floor
San Francisco, CA 94103

Re: 2012.1507C

Dear Ms. Young:

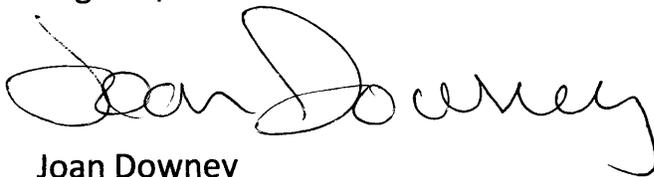
I strongly support the permit request of Peet's Coffee & Tea to establish a store at 919 Cole Street.

I've been a customer of Spinelli's and Tully's for about 20 years. They were chain stores – so Peet's is not a change for the neighborhood. The quality of their products as well as their excellent service will be welcomed in the neighborhood.

I currently walk ½ hour to the Peet's on Broderick Street so look forward to a shorter walk to get my coffee.

I urge the Planning Department to recommend approval of Peet's Conditional Use Authorization.

Regards,



Joan Downey

Copy: Carol Mazzetti, cmazzetti@peets.co

