



SAN FRANCISCO PLANNING DEPARTMENT

Executive Summary Conditional Use

HEARING DATE: JULY 11, 2013

Date: July 3, 2013
Case No.: **2013.0292C**
Project Address: **16 West Portal Avenue**
Zoning: West Portal Neighborhood Commercial District
26-X Height and Bulk District
Block/Lot: 2931/002
Project Sponsor: JP Lachance
Bay Bread, LLC
c/o La Boulange
2325 Pine Street
San Francisco, CA 94104
Staff Contact: Casey Noel – (415) 575-9125
casey.noel@sfgov.org
Recommendation: **Approval with Conditions**

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

Reception:
415.558.6378

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415.558.6409

Planning
Information:
415.558.6377

PROJECT DESCRIPTION

The project sponsor proposes to establish a formula retail restaurant, known as "La Boulange Café and Bakery," to replace an existing retail use at 16 West Portal Avenue, pursuant to Planning Code Sections 303, 703.4(b), and 729.44. La Boulange is a homegrown French café and bakery, with 13 San Francisco locations and 7 others throughout the Bay Area. They serve breakfast, lunch and afternoon fare from 7:00 am to 7:00 pm, daily. The project also includes interior tenant improvements and minor alterations to the existing storefront to accommodate covered outdoor dining at the front of the property. The existing tenant space measures approximately 2,675 square feet, and the size would not change as part of the project or exceed the use size limitations.

SITE DESCRIPTION AND PRESENT USE

The project is located on the west side of West Portal Avenue, between Ulloa and Vicente Streets, Block 2931, Lot 002. The subject property is located within the West Portal Avenue Neighborhood Commercial District ("NCD") and the 26-X Height and Bulk District. The property is developed with a one-story commercial building. The tenant space at 16 West Portal Avenue is currently vacant, but was previously occupied by a grocery store known as "St. Francis Market."

SURROUNDING PROPERTIES AND NEIGHBORHOOD

The area surrounding the project site is mixed-use in character. A variety of commercial establishments are located within ground floor storefronts in the West Portal Avenue NCD, including restaurants, medical and dentistry offices, small-scale groceries, apparel stores and jewelry boutiques, and some large-

scale financial institutions. Buildings in the vicinity typically range from one to three stories in height. Upper floors of buildings are generally occupied by offices or residential units.

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	June 21, 2013	June 19, 2013	22 days
Posted Notice	20 days	June 21, 2013	June 21, 2013	20 days
Mailed Notice	20 days	June 21, 2013	June 21, 2013	20 days

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

PUBLIC COMMENT

- To date, the Department has received numerous communications in support of the project, including approximately 140 letters from neighborhood organizations and neighbors. In addition, the Department received a survey conducted by the Greater West Portal Neighborhood Association with two thirds of the 300 respondents supporting a La Boulange in West Portal. The Department has not received any communications in opposition to the proposal.

ISSUES AND OTHER CONSIDERATIONS

- The Commerce and Industry Element of the General Plan contains Guidelines that discourage the overconcentration of eating and drinking establishments within NCD's. The project would result in a net increase in the number of eating and drinking establishments in the area but the overall percentage would still be well below 20% and not considered an overconcentration.
- The project is not subject to the Upper Market NCD Formula Retail threshold of 20% (requiring a Department recommendation of disapproval) because this policy is not applied citywide. Though the existing percentage of Formula Retail surrounding the project exceeds 20%, the Department believes that the addition of this project would not threaten the neighborhood serving character of the West Portal Avenue NCD.

REQUIRED COMMISSION ACTION

In order for the project to proceed, the Commission must grant conditional use authorization to allow the establishment of a Formula Retail Restaurant within the West Portal Avenue NCD, pursuant to Planning Code Section 303, 703.4(b), and 729.44.

BASIS FOR RECOMMENDATION

- **Other Formula Retail within West Portal Avenue NCD:** Currently, there are approximately fifteen (15) other formula retail uses within the West Portal Avenue NCD. These businesses include Noah's Bagels, Tuttimelon, Chase Bank, Starbucks, Walgreens, UPS Store, Bank of America, Edible Arrangements, First Republic Bank, Wells Fargo, Radio Shack, Supercuts, Peets, H&R Block and Cinemark. Please see attached map for locations.
- **Similar Business Types in the West Portal Avenue NCD:** There are 15 other Restaurants within the West Portal Avenue NCD. The addition of La Boulange results in 12% of the non-residential frontages in the West Portal Avenue NCD being dedicated to eating and drinking establishments, which according to the General Plan, is not considered an over-concentration.
- **Commercial Vacancy in the West Portal Avenue NCD:** In addition to the subject tenant space, there are approximately seven (7) other vacant commercial storefronts throughout the West Portal Avenue NCD. Please see the attached map for locations of vacant storefronts.
- The project would contribute to the diversity of restaurant options in the area, and would not result in an overconcentration of eating and drinking establishments. The project would result in 12% of the commercial frontage in the West Portal Avenue NCD being dedicated to such uses.
- The project is desirable for, and compatible with the surrounding neighborhood.
- The project meets all applicable requirements of the Planning Code.

RECOMMENDATION:	Approval with Conditions
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Attachments:

Block Book Map

Sanborn Map

Zoning Map

Aerial Photographs

Site Photo

West Portal Avenue NCD Formula Retail and Vacancy Map

Public Correspondence

Project Sponsor Submittal, including:

- Site 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 checked="" type="checkbox"/> Height & Bulk Map | <input checked="" type="checkbox"/> Check for legibility |
| <input checked="" type="checkbox"/> Parcel Map | 3-D Renderings (new construction or significant addition) |
| <input checked="" type="checkbox"/> Sanborn Map | <input type="checkbox"/> Check for legibility |
| <input checked="" type="checkbox"/> Aerial Photo | <input type="checkbox"/> Wireless Telecommunications Materials |
| <input checked="" type="checkbox"/> Context Photos | <input type="checkbox"/> Health Dept. review of RF levels |
| <input checked="" type="checkbox"/> Site Photos | <input type="checkbox"/> RF Report |
| | <input type="checkbox"/> Community Meeting Notice |
| | <input type="checkbox"/> Housing Documents |
| | <input type="checkbox"/> Inclusionary Affordable Housing Program: Affidavit for Compliance |
| | <input type="checkbox"/> Residential Pipeline |

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

Planner's Initials

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SAN FRANCISCO PLANNING DEPARTMENT

Subject to: (Select only if applicable)

- | | |
|--|--|
| <input type="checkbox"/> Affordable Housing (Sec. 415) | <input type="checkbox"/> First Source Hiring (Admin. Code) |
| <input type="checkbox"/> Jobs Housing Linkage Program (Sec. 413) | <input type="checkbox"/> Child Care Requirement (Sec. 414) |
| <input type="checkbox"/> Downtown Park Fee (Sec. 412) | <input type="checkbox"/> Other |

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Planning Commission Draft Motion

HEARING DATE: JULY 11, 2013

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ADOPTING FINDINGS RELATING TO THE APPROVAL OF CONDITIONAL USE AUTHORIZATION PURSUANT TO SECTIONS 303, 703.4(b), 729.44 OF THE PLANNING CODE TO ALLOW A FORMULA RETAIL RESTAURANT (D.B.A. LA BOULANGE CAFÉ AND BAKERY) WITHIN THE WEST PORTAL AVENUE NCD (NEIGHBORHOOD COMMERCIAL DISTRICT) AND A 26-X HEIGHT AND BULK DISTRICT.

PREAMBLE

On March 15, 2013 JP Lachance (hereinafter “Project Sponsor”) filed an application with the Planning Department (hereinafter “Department”) for Conditional Use Authorization under Planning Code Section(s) 303, 703.4(b), and 729.44 to allow a formula retail restaurant (d.b.a. La Boulange Café and Bakery) within the West Portal Avenue NCD (Neighborhood Commercial District) and a 26-X Height and Bulk District.

On July 11, 2013, the San Francisco Planning Commission (hereinafter “Commission”) conducted a duly noticed public hearing at a regularly scheduled meeting on Conditional Use Application No. 2013.0292C.

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

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. 2013.0292C, subject to the conditions contained in "EXHIBIT A" of this motion, based on the following findings:

FINDINGS

Having reviewed the materials identified in the preamble above, and having heard all testimony and arguments, this Commission finds, concludes, and determines as follows:

1. The above recitals are accurate and constitute findings of this Commission.
2. **Site Description and Present Use.** The project is located on the west side of West Portal Avenue, between Ulloa and Vicente Streets, Block 2931, Lot 002. The subject property is located within the West Portal Avenue Neighborhood Commercial District ("NCD") and the 26-X Height and Bulk District. The property is developed with a one-story commercial building. The tenant space at 16 West Portal Avenue is currently vacant, but was previously occupied by a grocery store known as "St. Francis Market." The project site contains approximately 4,639 square-feet of lot area, with approximately 50 feet of frontage on West Portal Avenue.
3. **Surrounding Properties and Neighborhood.** The project site is located near the intersection of Ulloa Street and West Portal Avenue within the West Portal Avenue NCD. West Portal NCD encompasses a merchant corridor that runs three blocks along both sides of West Portal Avenue from Ulloa Street to 15th Street, and extends one block east along Ulloa Street from the Twin Peaks tunnel/West Portal MUNI station entrance to Claremont Boulevard. The area surrounding the project site is mixed-use in character. A variety of commercial establishments are located within ground floor storefronts in the West Portal Avenue NCD, including restaurants, medical and dentistry offices, small-scale groceries, apparel stores and jewelry boutiques, and some large-scale financial institutions. Buildings in the vicinity typically range from one to three stories in height. Upper floors of buildings are generally occupied by offices or residential units.
4. **Project Description.** The applicant proposes to establish a formula retail restaurant, known as "La Boulange Café and Bakery," to replace an existing retail use at 16 West Portal Avenue, pursuant to Planning Code Sections 303, 703.4(b), and 729.44. La Boulange serves breakfast, lunch and afternoon fare from 7:00 am to 7:00 pm, daily, but would not serve dinner. The project also includes interior tenant improvements and minor alterations to the existing storefront to accommodate covered outdoor dining at the front of the property. The existing tenant space measures approximately 2,675 square feet, and the size would not change as part of the project.

5. **Public Comment.** The Department has received numerous communications in support of the project, including approximately 140 letters from neighborhood organizations and neighbors. In addition, the Department received a survey conducted by the Greater West Portal Neighborhood Association with two thirds of the 300 respondents supporting a La Boulange in West Portal. The Department has not received any communications in opposition to the proposal.
6. **Planning Code Compliance:** The Commission finds that the Project is consistent with the relevant provisions of the Planning Code in the following manner:

- A. **Outdoor Activity.** Planning Code Section 710.24 states that a Conditional Use Authorization is required for an Outdoor Activity Area, as defined by Planning Code Section 790.70.

The Project Sponsor does not intend to include outdoor activity per Planning Code Section 710.24. The Patio Dining included with this proposal is an enclosed section within the building envelope towards the entrance.

- B. **Hours of Operation.** Planning Code Section 710.27 states that a Conditional Use Authorization is required for maintaining hours of operation from 11p.m. to 2 a.m., as defined by Planning Code Section 790.48.

The proposed hours of operation for La Boulange are 7am to 7pm; therefore, the applicant does not require a Conditional Use Authorization for Hours of Operation.

- C. **Parking.** Planning Section 151 of the Planning Code requires off-street parking for every 200 square-feet of occupied floor area, where the occupied floor area exceeds 5,000 square-feet.

The Subject Property contains approximately 2,675 square-feet of occupied floor area and thus does not require any off-street parking.

- 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.

The subject commercial space has approximately 50-feet of frontage on West Portal Avenue with approximately 37 feet devoted to either the entrance or open space. There are no changes proposed to the commercial frontage.

- E. **Signage.** Any proposed signage will be subject to the review and approval of the Planning Department

Any proposed signage shall be subject to the review of the Planning Department and required to meet all provisions set forth in Article 6 of the Planning Code pending the approval of this application.

- F. **Formula Retail.** Planning Code Section 703.3 defines Formula Retail as a type of retail sales activity or retail sales establishment which, along with eleven or more other retail sales establishments located in the United States, maintains two or more of the following features: a standardized array of merchandise, a standardized façade, a standardized décor and color scheme, a uniform apparel, standardized signage, a trademark or a servicemark.

The proposed Formula Retail Restaurant would share a standardized array of merchandise, a uniform apparel, standardized signage and trademark with approximately 20 other existing La Boulange establishments.

7. **Planning Code Section 303** 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:

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

The size of the proposed use is in keeping with other storefronts on the block face. The proposed project would provide a necessary and desirable use because it would establish a bakery and cafe within the West Portal Avenue NCD. This will compliment the mix of goods and services currently available in the district and contribute to the economic vitality of the neighborhood by removing a vacant storefront.

- B. The proposed project will not be detrimental to the health, safety, convenience or general welfare of persons residing or working in the vicinity. There are no features of the project that could be detrimental to the health, safety or convenience of those residing or working the area, in that:

- i. Nature of proposed site, including its size and shape, and the proposed size, shape and arrangement of structures;

The height and bulk of the existing building will remain the same and will not alter the existing appearance or character of the project vicinity. The proposed work will not affect the building envelope.

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

The Planning Code does not require parking or loading for a 2,675 square-foot restaurant. The proposed use is designed to meet the needs of the immediate neighborhood and should not generate significant amounts of vehicular trips from the immediate neighborhood or citywide. The Project area is well-served by MUNI. The Property is less than one block from the West Portal MUNI station, providing easy access to the KT, L, and M Muni lightrail lines, and the 17, 48, 91, K-OWL, L-OWL, and M-OWL bus lines.

- iii. The safeguards afforded to prevent noxious or offensive emissions such as noise, glare, dust and odor;

The proposed use is subject to the standard conditions of approval for full-service restaurants and outlined in Exhibit A. Conditions 5 and 6 specifically obligates the project sponsor to mitigate odor and noise generated by the restaurant use.

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

The proposed restaurant does not require any additional tenant improvements the Department shall review all lighting and signs proposed for the new business in accordance with Condition 7 of Exhibit A.

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

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

- D. That 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 purposes of NC Districts in that the intended use is located at the ground floor, will provide a compatible convenience service for the immediately surrounding neighborhoods during daytime hours.

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

NEIGHBORHOOD COMMERCE

Objectives and Policies

OBJECTIVE 1:

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

Policy 1.1:

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

Policy 1.2:

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

Policy 1.3:

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

The proposed development will provide desirable goods and services to the neighborhood and will provide resident employment opportunities to those in the community. Further, the Project Site is located within a Neighborhood Commercial District and is thus consistent with activities in the commercial land use plan.

OBJECTIVE 2:

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

Policy 2.1:

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

The Project will retain an existing commercial activity and will enhance the diverse economic base of the City.

OBJECTIVE 6:

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

Policy 6.1:

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

No commercial tenant would be displaced and the project would 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.

There is a concern with the potential over-concentration of food-service establishments in NCDs. 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% of the total occupied commercial frontage." Planning staff has performed a site survey of the West Portal Avenue NCD which contains the proposed building. With the proposed restaurant use, approximately 12 % of the frontage of this NC-1 District is attributed to eating and drinking establishments. The project does not create an over-concentration of food-service establishments in the West Portal Avenue NCD.

Policy 6.2:

Promote economically vital neighborhood commercial districts which foster small business enterprises and entrepreneurship and which are responsive to the economic and technological innovation in the marketplace and society.

This is a Formula Retail use, but the proposed use is a homegrown, neighborhood serving one.

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

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

The proposal would enhance the district by providing a restaurant in an area that is not over concentrated by restaurants. The business would create 25 more employment opportunities for the community. The proposed alterations are within the existing building footprint.

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

The existing units in the surrounding neighborhood would not be adversely affected.

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

No housing is removed for this Project.

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

The site is on West Portal Avenue and is well served by transit. It is presumable that the employees would commute by transit thereby mitigating possible effects on street parking. West Portal Avenue has access to the West Portal MUNI station (KT, L, and M Muni lightrail lines) and MUNI bus lines (17, 48, 91, K-OWL, L-OWL, and M-OWL).

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

The Project will not displace any service or industry establishment. The project will not affect industrial or service sector uses or related employment opportunities. Ownership of industrial or service sector businesses will not be affected by this project.

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

The Project is designed and will be constructed to conform to the structural and seismic safety requirements of the City Building Code. This proposal will not impact the property's ability to withstand an earthquake.

- G. That landmarks and historic buildings be preserved.

A landmark or historic building does not occupy the Project site.

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

The project will have no negative impact on existing parks and open spaces. The Project does not have an impact on open spaces.

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. 2013.0292C** subject to the following conditions attached hereto as "EXHIBIT A" in general conformance with plans on file, dated May 21, 2013, and stamped "EXHIBIT B", which is incorporated herein by reference as though fully set forth.

APPEAL AND EFFECTIVE DATE OF MOTION: Any aggrieved person may appeal this Conditional Use Authorization to the Board of Supervisors within thirty (30) days after the date of this Motion 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 July 11, 2013.

Jonas P. Ionin
Acting Commission Secretary

AYES:

NAYS:

ABSENT:

ADOPTED: July 11, 2013

EXHIBIT A

AUTHORIZATION

This authorization is for a conditional use to allow a formula retail restaurant (d.b.a. **La Boulange Café and Bakery**) located at [16 West Portal Avenue, Block 2931 and Lot 002] pursuant to Planning Code Section(s) **303, 703.4(b), 729.44** within the **West Portal Avenue Neighborhood Commercial** District and a **26-X** Height and Bulk District; in general conformance with plans, dated **XXXXXX**, and stamped "EXHIBIT B" included in the docket for Case No. **2013.0292C** and subject to conditions of approval reviewed and approved by the Commission on **July 11, 2013** under Motion No **XXXXXX**. This authorization and the conditions contained herein run with the property and not with a particular Project Sponsor, business, or operator.

RECORDATION OF CONDITIONS OF APPROVAL

Prior to the issuance of the building permit or commencement of use for the Project the Zoning Administrator shall approve and order the recordation of a Notice in the Official Records of the Recorder of the City and County of San Francisco for the subject property. This Notice shall state that the project is subject to the conditions of approval contained herein and reviewed and approved by the Planning Commission on **July 11, 2013** under Motion No **XXXXXX**.

PRINTING OF CONDITIONS OF APPROVAL ON PLANS

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

SEVERABILITY

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

CHANGES AND MODIFICATIONS

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

Conditions of Approval, Compliance, Monitoring, and Reporting

PERFORMANCE

1. **Validity 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.

DESIGN

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

For information about compliance, contact the Case Planner, Planning Department at 415-558-6378, www.sf-planning.org.

MONITORING

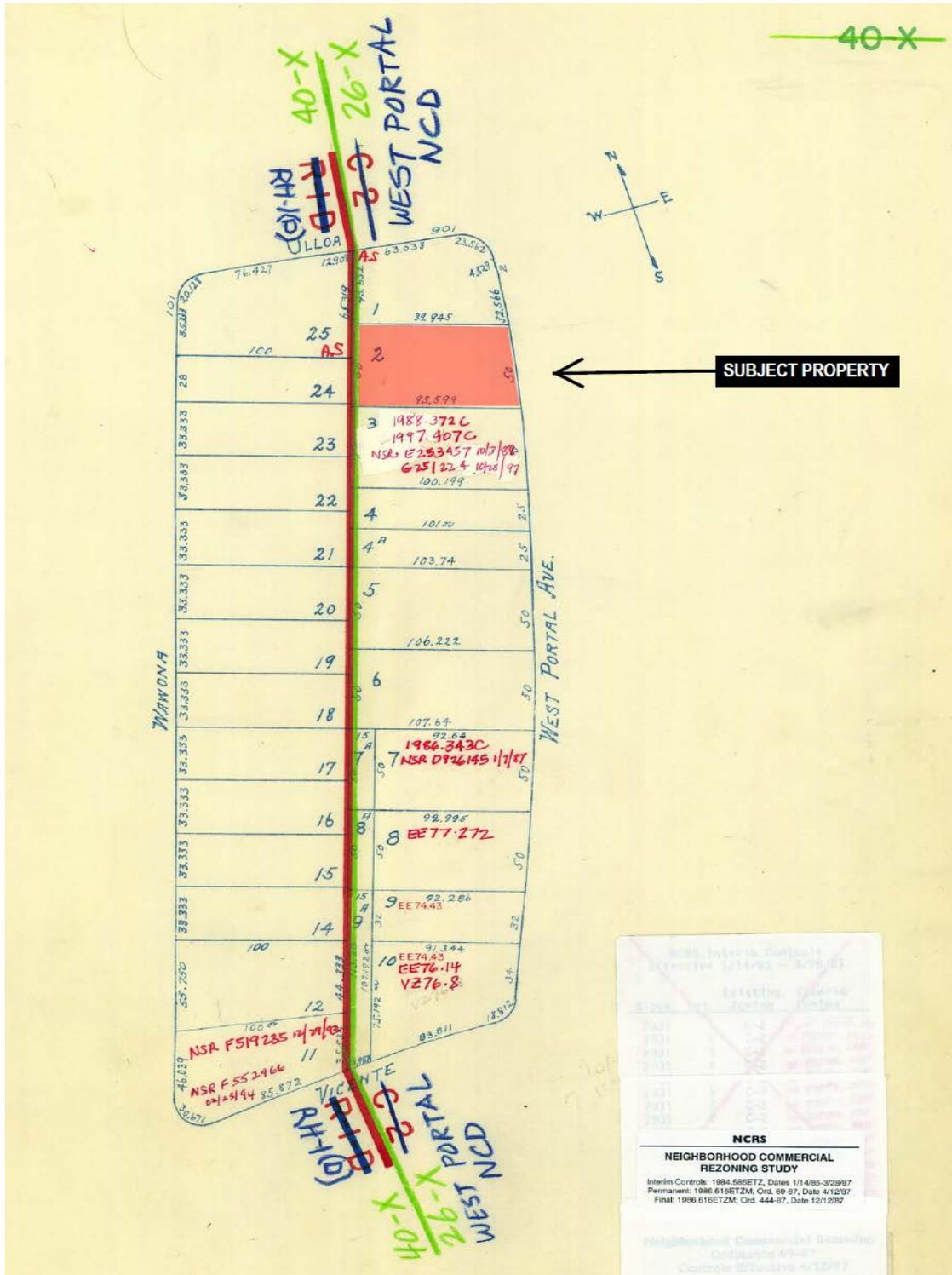
3. **Enforcement.** Violation of any of the Planning Department conditions of approval contained in this Motion or of any other provisions of Planning Code applicable to this Project shall be subject to the enforcement procedures and administrative penalties set forth under Planning Code Section 176 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.
4. *For information about compliance, contact Code Enforcement, Planning Department at 415-575-6863, www.sf-planning.org*

OPERATION

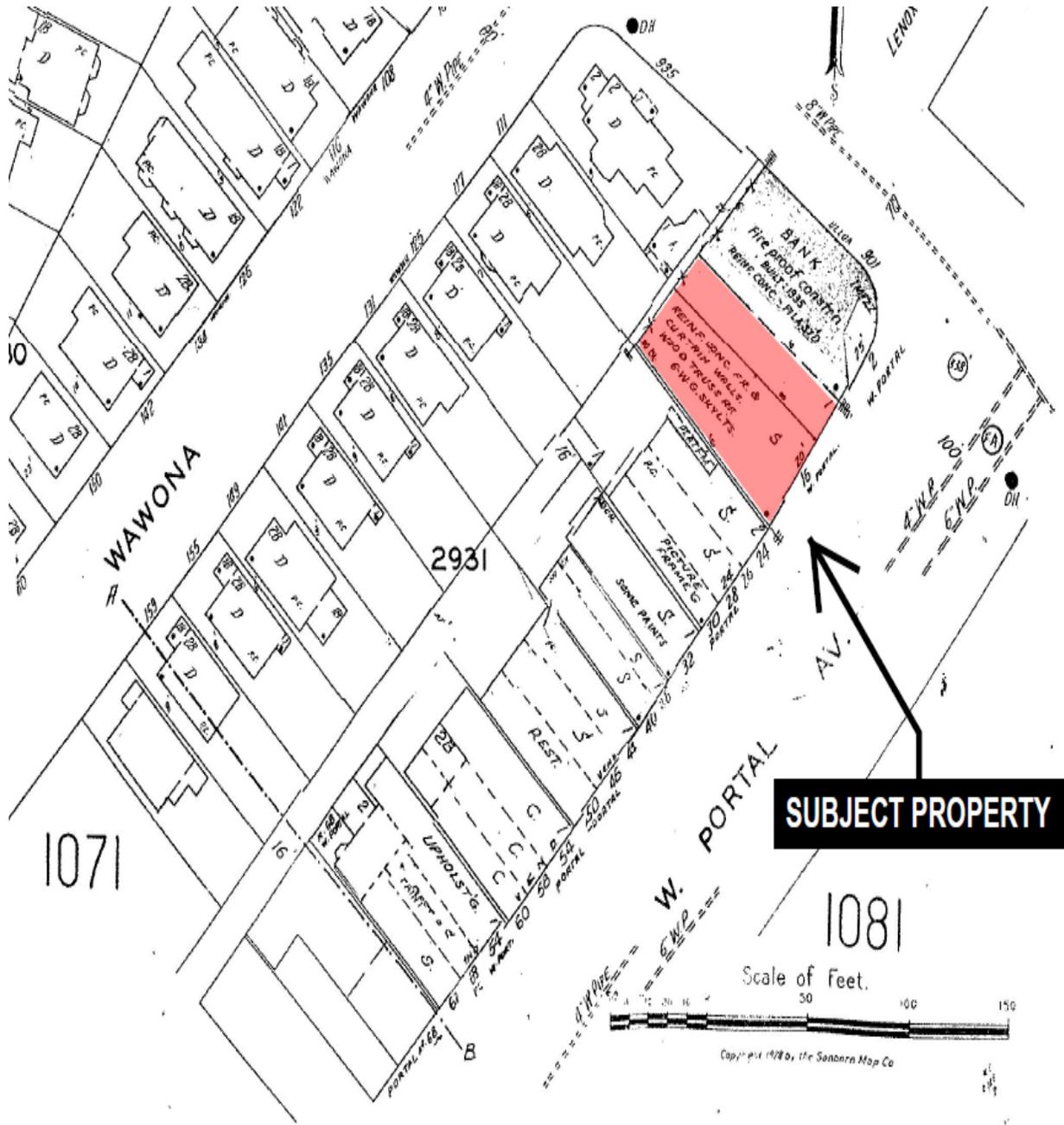
5. **Sidewalk Maintenance.** The Project Sponsor shall maintain the main entrance to the building and all sidewalks abutting the subject property in a clean and sanitary condition in compliance with the Department of Public Works Streets and Sidewalk Maintenance Standards. *For*

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

Block Book Map



Sanborn Map*

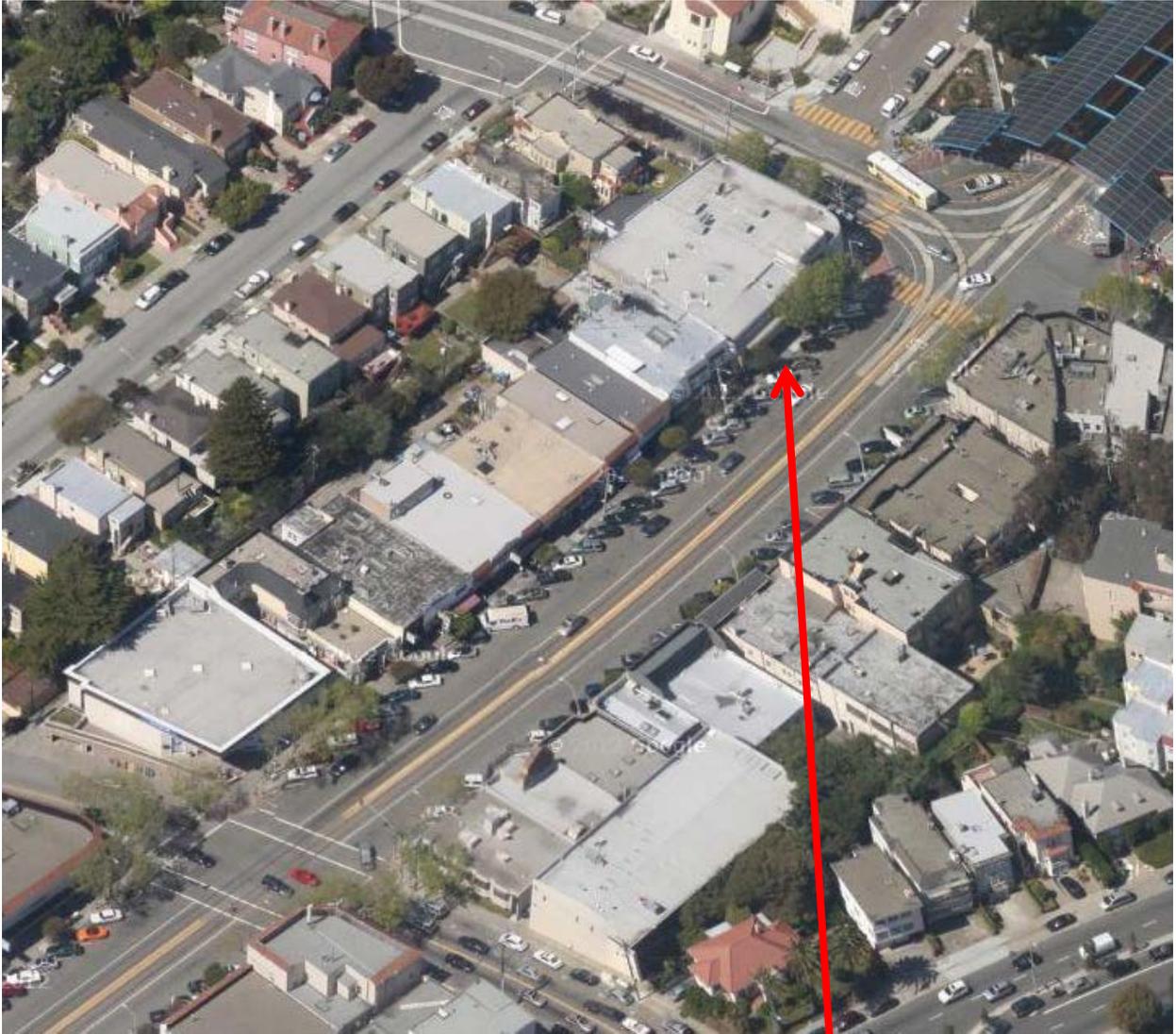


*The Sanborn Maps in San Francisco have not been updated since 1998, and this map may not accurately reflect existing conditions.

Zoning Map

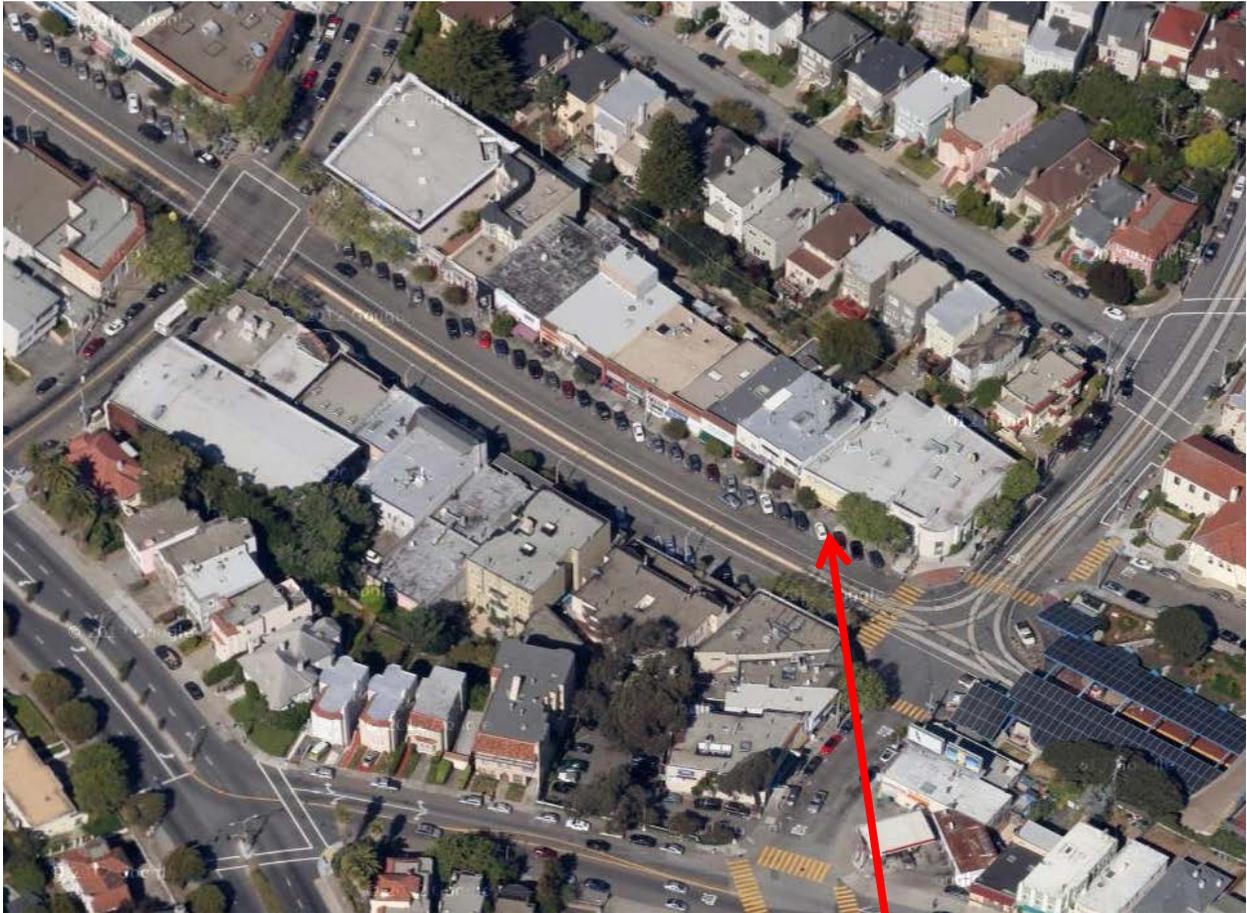


Aerial Photo



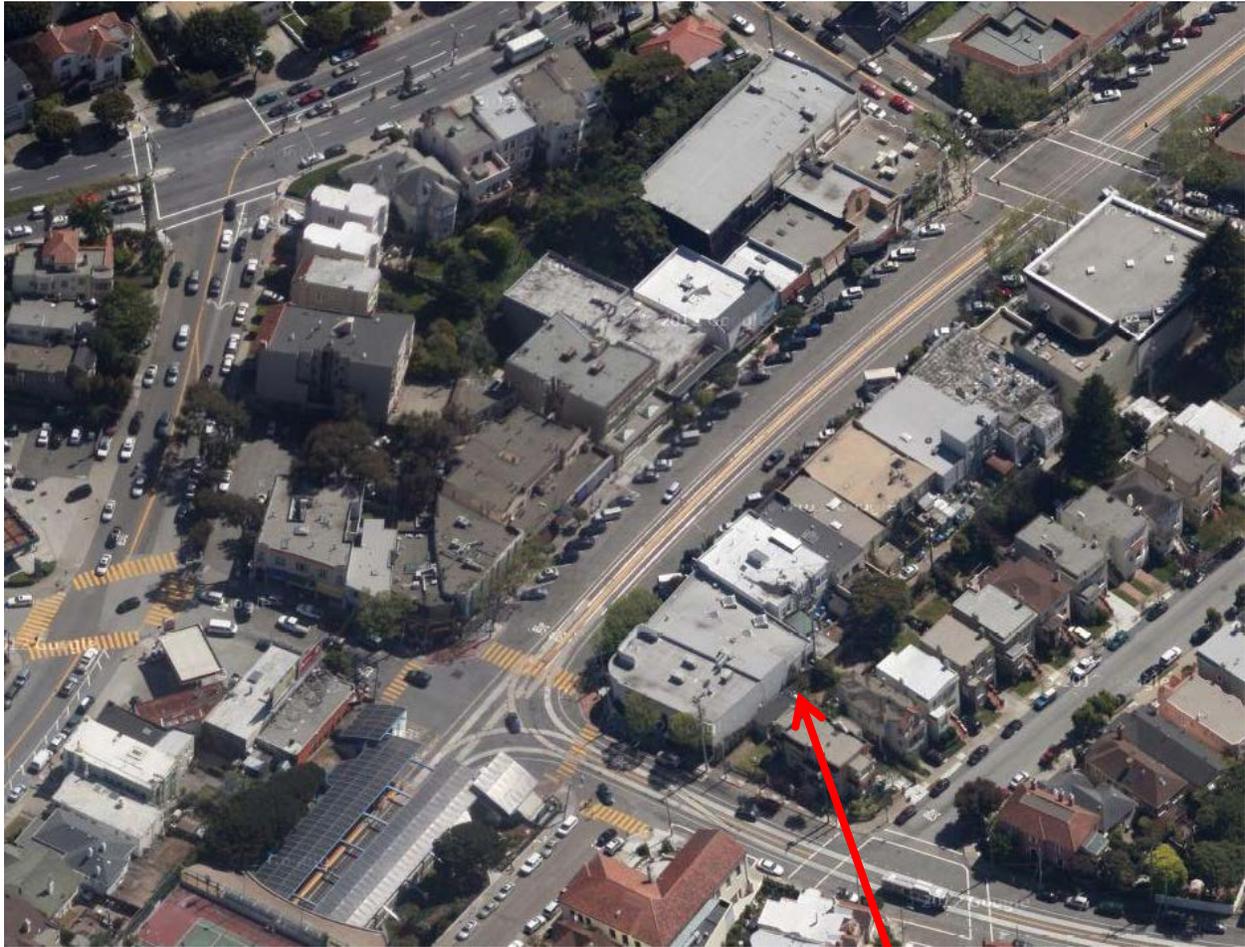
SUBJECT PROPERTY

Aerial Photo



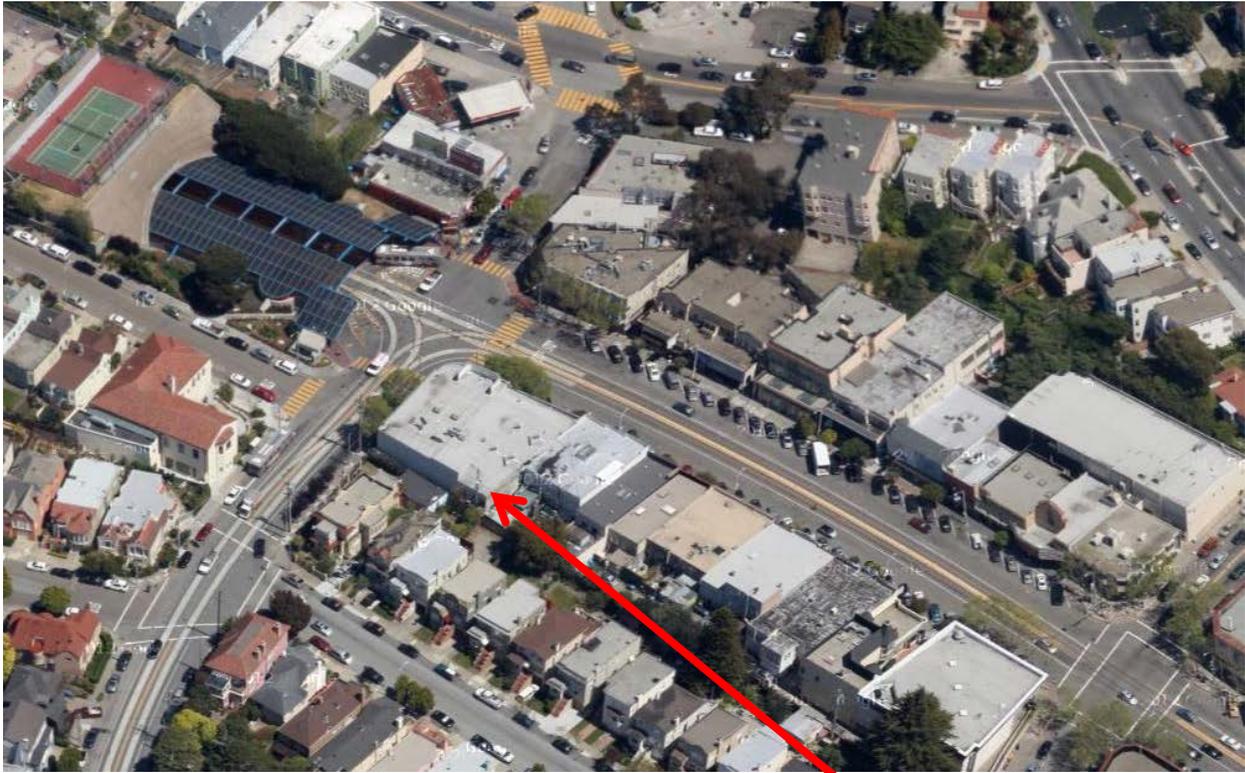
SUBJECT PROPERTY

Aerial Photo



SUBJECT PROPERTY

Aerial Photo



SUBJECT PROPERTY

Site Photo



REUBEN, JUNIUS & ROSE, LLP

June 28, 2013

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

**Re: La Boulange – 16 West Portal Avenue
Planning Case No. 2013.0209C
Hearing Date: July 11, 2013
Our File No.: 6602.03**

Dear President Fong and Commissioners:

This office represents Bay Bread, LLC, the Project sponsor (“Sponsor”) of a proposed La Boulange Café & Bakery (the “Project”) to be located at 16 West Portal Avenue (the “Property”).

La Boulange would provide a popular new restaurant in the West Portal Avenue Neighborhood Commercial District (“NCD”). The Project would directly advance the interests of local residents, many of whom approached La Boulange to express their desire for an authentic French café and bakery in the neighborhood. In addition, La Boulange would contribute to the vibrancy of the merchant corridor by renovating and remodeling an existing retail space with an engaging rustic French décor and providing an inviting new covered patio and outdoor dining area.

The Sponsor respectfully requests that the Planning Commission grant conditional use authorization to allow the Project to proceed. We look forward to presenting the Project to you on July 11, 2013.

A. Project Description

La Boulange proposes to occupy 2,675 square feet of an existing retail building at the Property, serving residents as the only authentic French café and bakery in the neighborhood.

The Property was most recently occupied by a grocery and liquor store, and features a dated and uninviting façade. La Boulange would remodel the interior and exterior of the building to create new restaurant use with an inviting rustic French decor. The building’s entrance would be moved in slightly from the street to allow for a covered patio dining area at the front of the café and bakery. Large overhung retractable pocket doors would be placed at the front of patio dining area, and would be kept open during business hours to provide access to the engaging new indoor-outdoor space. An attractively landscaped sidewalk seating area would be provided beneath the building’s vibrant awnings. The interior of the

James A. Reuben | Andrew J. Junius | Kevin H. Rose | Daniel A. Frattin
Sheryl Reuben¹ | David Silverman | Thomas Tunny | Jay F. Drake | John Kevlin
Lindsay M. Petrone | Melinda A. Sanjapur | Kenda H. McIntosh | Jared Eigerman^{2,3} | John McInerney III²

1. Also admitted in New York. 2. Of Counsel. 3. Also admitted in Massachusetts

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San Francisco, CA 94104

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fax: 415-399-9480

www.reubenlaw.com

building will also be completely redone to allow a full-service kitchen and indoor seating area for patrons. A reduced plan set and renderings of the Project are provided in **Exhibit A**.

La Boulange prides itself on providing its customers with homemade specialties, made from the freshest all-natural ingredients and baked fresh every day. La Boulange would serve traditional French baked goods and light meals that include a variety of French-style open-faced sandwiches, salads, and brunch items. La Boulange would serve breakfast, lunch and afternoon fare from 7 a.m. to 7 p.m., but does not serve dinner. The café and bakery would serve beer and wine for on-site consumption.

B. Existing Area Conditions

The Property is located in on the northeast side of West Portal Avenue between Ulloa and Vicente Streets in the West Portal Avenue NCD. The district encompasses an approximately three-block-long merchant corridor with a vibrant mix of retail uses including many restaurants, medical and dentistry offices, small-scale groceries, clothing and jewelry boutiques, and some large-scale financial institutions. However, the only neighborhood-serving bakery in the district (d.b.a West Portal Bakery) closed in 2012. **There are currently no other French food restaurants or bakeries in the District.**

La Boulange identified the Property as a desirable site for its newest location after being contacted by a number of area residents who expressed their desire to have an authentic French bakery in the neighborhood. La Boulange was presented with a survey conducted by a number of neighbors, which identified types of businesses that were needed in the area and recognized La Boulange as a desirable retail that could fill a local void for fresh bakery goods.

C. Benefits of the Project

The benefits of this Project will include:

- Providing a authentic French bakery in a community that has expressed a desire for additional bakeries;
- Improving pedestrian experience along West Portal Avenue by renovating an existing retail space with an engaging rustic French design and inviting new covered patio and outdoor seating area;
- Providing a popular restaurant in a busy neighborhood commercial district;
- Creating up to 25 new full and part-time positions, many of which are anticipated to be filled by local residents; and
- Creating new construction jobs during building renovation.

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D. La Boulange will Benefit the Neighborhood

La Boulange was founded in San Francisco and has maintained deep roots in the City. Its founder, Pascal Rigo, opened the first La Boulange on Pine Street in San Francisco in 1999, and has since expanded to 13 locations in San Francisco and seven locations in the surrounding Bay Area. La Boulange's popularity is due not only to its passion for serving delicious, fresh, and authentic French breads and pastries, but also its demonstrated commitment to being a good neighbor to its San Francisco communities.

La Boulange believes strongly in being involved in its community and doing its part to make a difference. It is this philosophy that led to the creation of La Boulange Fridays, a monthly fundraiser benefitting different non-profit organizations throughout the City. La Boulange Fridays has helped raise over \$275,000 for non-profits including La Cocina, The Milagro Foundation, and the Sterne School. La Boulange makes it a priority to stay involved in its neighborhoods, and is proud to have worked with San Francisco organizations including Aids Lifecycle, Hayes Valley Farm Project, SF Neighborhood Parks Council, SF Art Coalition, SFAIDS Walk, and SF Meals on Wheels.

La Boulange has also demonstrated its commitment to "thinking green," by finding ways to lighten its carbon footprint and benefit the environment. La Boulange offers organic coffees and teas; bakes with organic flour; uses only LED light bulbs; has installed aerators on all of its faucets to conserve water; installs water-saving toilets and hand dryers in its new stores; composts and recycles at all stores where the community supports those efforts, diverting over 75% of its garbage; uses compostable or recyclable to-go packaging; turns its used grease into bio fuel via the local San Francisco Got Grease service; and uses recycled paper in all of its marketing materials.

La Boulange looks forward to becoming a valued part of the West Portal Avenue neighborhood.

E. Compliance with Conditional Use Criteria

This Project would meet and exceed the requirements necessary to grant to requested conditional use authorization for (1) a formula retail use; (2) a restaurant use; and (3) a use size greater than 2,499 square feet in the West Portal Avenue NCD.

La Boulange would offer a desirable new French café and bakery use that is compatible with other uses in the neighborhood. The West Portal Avenue NCD is a lively merchant corridor surrounded primarily by residential communities and located within easy walking distance to public transit. The Property is less than one block from the West Portal MUNI station, providing easy access to the KT, L, and M Muni lightrail lines, and numerous bus lines. **La Boulange would provide a highly-desirable service to neighborhood residents, who have been without a local bakery since 2012.**

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La Boulange would occupy 2,675 square feet of an existing commercial building, which is a typical size for retail uses along the West Portal shopping and dining corridor. It would be open from 7 a.m. to 7 pm. Seven days a week, but would not serve dinner. In addition, La Boulange identified the Property as an appropriate site for its newest location after it was contacted by a number of area residents and presented with a survey conducted by neighbors, recognizing La Boulange as a desirable retail use that could fill a local void for fresh bakery goods.

There are a number of restaurant uses in the district. However, the surrounding area consists of mainly residential neighborhoods with only a handful of commercial areas. The West Portal NCD is one of only a few neighborhood commercial districts serving the surrounding residential populations, and therefore there is a high demand for services such as restaurants. **La Boulange would be the only authentic French café and bakery in the district.**

There are currently 16 formula retail uses located within the West Portal NCD. These include banks, convenience goods stores, a movie theater and retail stores. However, only three of the surrounding formula retail uses are eateries (Starbucks, Tuttimelon, and Noah's Bagels). **None of these uses provide a similar range of products or atmosphere to La Boulange.**

Finally, the West Portal Avenue NCD contains approximately seven vacant storefronts along its three-block length. Lack of available retail space is not an issue in the district. The Project would occupy 2,675 square feet of available retail space at the Property, and would remodel the building in way that would enhance the active, pedestrian-oriented feel along West Portal Avenue.

F. Construction and Operation

La Boulange wants to move quickly to open a café and bakery at the Property. Assuming the Project is approved by the Commission; La Boulange plans to file for a building permit as soon as possible, and hopes to open by fall 2013.

G. Community Outreach

For more than six months, La Boulange has proactively engaged the surrounding neighborhood by conducting extensive community outreach efforts. La Boulange has reached out to the neighborhood by hosting a community open house to discuss the Project; making presentations to the Greater West Portal Neighborhood Association ("GWPNA"), West of Twin Peaks Central Council ("WTPCC"), and the West Portal Merchants Association ("WPMA"); donating deserts to the West Portal Public Elementary School's spring auction; meeting with the project manager of the "Taste of West Portal" event to discuss potential sponsorship opportunities; and conducting a number of merchant walks along West Portal Avenue.

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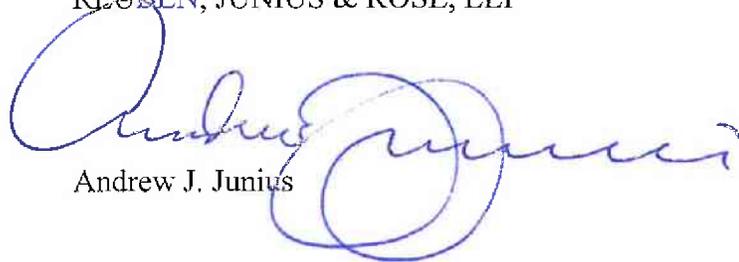
La Boulange is pleased to have garnered strong support for the Project within the surrounding community. This Project is the direct result of an organized group of West Portal residents who approached La Boulange, expressing their desire to have the authentic French café and bakery on their famed merchant corridor. The invitation was issued after an online poll was taken on a neighborhood message board, resulting in more than 300 neighborhood residents overwhelmingly voting in favor of having a La Boulange location on West Portal Avenue. To date, the Project has received an **endorsement from the Greater West Portal Neighborhood Association and collected nearly 150 letters and emails in support of our project from residents and West Portal merchants.** A summary of the Project outreach efforts is provided in **Exhibit B**.

H. Conclusion

The Project requires conditional use authorization for a formula retail restaurant use exceeding 2,499 square feet. It would provide substantial benefits to the City and surrounding neighborhood by renovating and revitalizing a storefront along the West Portal Avenue merchant corridor. La Boulange would build upon restaurant uses in the area by providing an authentic French café and bakery with outdoor seating, creating a lively environment for neighborhood residents and visitors. For all of these reasons and those listed in the application, we respectfully request the Commission grant conditional use authorization for the Project.

Very truly yours,

REUBEN, JUNIUS & ROSE, LLP



Andrew J. Junius

Enclosures

cc: Vice-President Cindy Wu
Commissioner Michael Antonini
Commissioner Gwyneth Borden
Commissioner Rich Hillis
Commissioner Kathrin Moore
Commissioner Bill Sugaya
Jonas P. Ionin – Acting Commission Secretary
John Rahaim – Planning Director
Scott Sanchez – Zoning Administrator

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President Fong and Commissioners

June 28, 2013

Page 6

Casey Noel – Project Planner

Andrew Zall – Starbucks

JP Lachance – Bay Bread, LLC

Melinda Sarjapur - Reuben, Junius & Rose, LLP

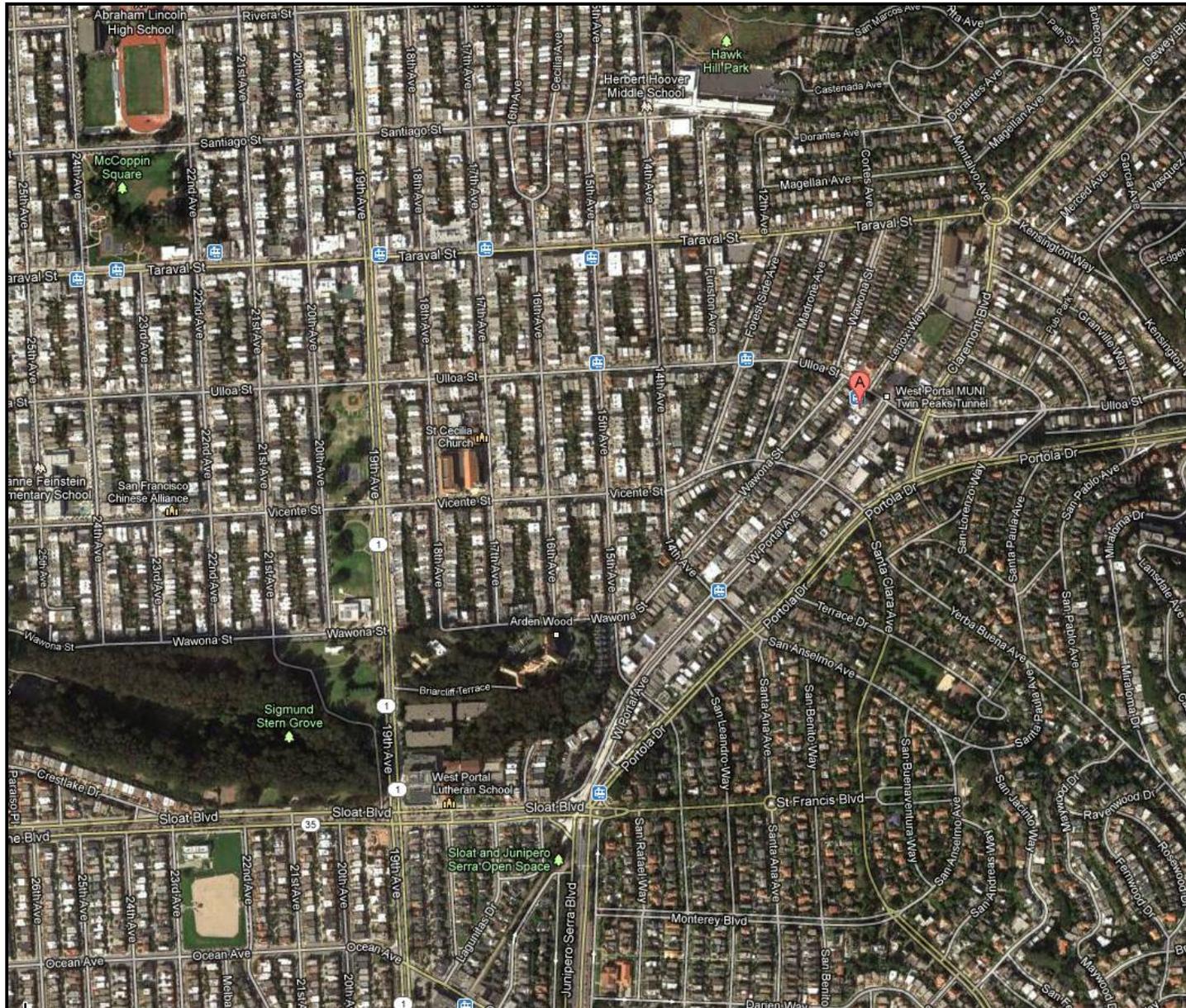
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16 West Portal Avenue; Aerial View



16 West Portal Avenue; Aerial View



16 West Portal Avenue; Street View, Front on West Portal Avenue



16 West Portal Avenue; Street View,
Looking North Along West Portal Avenue



16 West Portal Avenue; Street View, Looking North Along West Portal Avenue



16 West Portal Avenue; Street View,
Looking South Along West Portal Avenue



16 West Portal Avenue; Street View,
Looking South Along West Portal Avenue



16 West Portal Avenue; Street View, Opposite Properties Along West Portal Avenue



Memo



DATE: June 28, 2013

TO: San Francisco Planning Commission

FROM: BergDavis Public Affairs

RE: La Boulange Café & Bakery – 16 West Portal Avenue –
Community Outreach

Dear President Fong and Commissioners,

For more than six months, BergDavis Public Affairs (BDPA) on behalf of La Boulange has been conducting extensive community outreach in West Portal. This project is the direct result of an organized group of West Portal residents, who approached La Boulange expressing their desire to have the café & bakery on their famed merchant corridor. The invitation was issued after an online poll was taken on a neighborhood message board, resulting in more than 300 neighborhood residents overwhelmingly voting in favor of having a La Boulange location on West Portal Avenue.

When the storefront at 16 West Portal Avenue became available, the project team reached out to this coalition of neighbors and began a dialogue. A neighborhood open house and presentations to various organizations were conducted sparking a positive and supportive discussion among members of the community. This process also included constant communication and outreach to members of the West Portal Merchant Association and local businesses. In addition to two presentations before the Merchant Association, BDPA conducted a number of merchant walks and developed strong relationships with business owners on West Portal.

Below is a *sample* of our outreach efforts that have taken place over the past six months.

January 2013 – Before any public noticed meetings, BDPA began initial discussions with members of the local neighborhood association, Greater West Portal

Neighborhood Association (GWPNA), to assess community reaction. This also included a tour of the West Portal merchant corridor.

February 2013 – Members of the project team made a presentation to GWPNA at their monthly meeting. The purpose of the meeting was to present the preliminary project designs and seek the organization’s endorsement. **An endorsement was granted after GWPNA members voted overwhelmingly to support La Boulange** (the letter is attached).

February 2013 – La Boulange and BDPA met with Supervisor Norman Yee and staff to brief them about the project.

February 2013 – Members of the project team presented to the West of Twin Peaks Central Council (WTPCC) at their monthly meeting informing them of our preliminary project plans.

March 2013 – La Boulange donated baked goods and coffee for a neighborhood sinkhole meeting hosted by Mayor Edwin Lee to meet with affected homeowners.

March 2013 – La Boulange conducted a pre-application open house required by the conditional use process at the West Portal Playground Clubhouse. An invitation was sent to neighborhood residents within a 300 ft. radius of the project site. The invitation was also extended to all West Portal merchants who were invited in-person by a project team member who conducted a merchant walk.

March 2013 – Members of the project team made a presentation to the West Portal Merchants Association at their monthly meeting introducing the project to local business owners.

April 2013 – La Boulange donated deserts to the West Portal Public Elementary School’s Spring Auction.

April 2013 – A member of the project team conducted a merchant walk on West Portal Avenue updating business owners on the status of the project.

May 2013 – A second presentation before the West Portal Merchants Association was made at their monthly meeting. The purpose was to update the members of the association on the progress of our project and inform them of the upcoming hearing before the Planning Commission.

June 2013 – A member of the project team met with the project manager of the “Taste of West Portal” event to discuss potential sponsorship opportunities.

June 2013 – A merchant walk was conducted on West Portal Avenue notifying business owners of the upcoming Conditional Use Permit hearing before the Planning Commission.

To date, we have collected nearly 150 letters and emails in support of our project from residents and West Portal merchants. This again also includes the endorsement of the Greater West Portal Neighborhood Association. We have included a sampling of some of these supportive emails which are attached.

Patrick Collum

From: Avrum Shepard <ashepard@well.com>
Sent: Tuesday, March 19, 2013 2:09 PM
To: john.rahaim@sfgov.org
Subject: La Boulange - Conditional Use Permit

John Rahaim
Planning Director
San Francisco Planning Department

March 19, 2013

The Greater *West Portal neighborhood Association (GWPNA)* was formed in 1976 to advocate construction of the West Portal Playground and work to improve the quality of life in our neighborhood. We voted at our February 12, 2013 meeting to support the La Boulange application for conditional use at 16 West Portal Avenue. We are excited to see their interest in opening a store on West Portal Avenue and look forward to tasting the wonderful food they prepare.

We took a survey of neighbors a few months ago, and the top choice for desired businesses on West Portal was a bakery. La Boulange was mentioned specifically many times in the responses. The architectural sketches they showed us of their planned renovations are just what we need to brighten up that corner of the street.

We have visited La Boulange stores in several neighborhoods and found each to be quite unique. Although they have over 11 stores, each is unique and integrates into its neighborhood. It is not a one size fits all company and they are active in their surrounding communities. I understand they will bring over 20 jobs for young people to our neighborhood. This is very welcome in these times of economic uncertainty.

Based on their business model and performance in other neighborhoods of San Francisco, we believe La Boulange will be successful on West Portal Avenue and bring needed products and services to people who live in our neighborhood. They will bring value to our community.

Please join us in welcoming La Boulange to West Portal Avenue and grant their conditional use permit.

Thank you,

Avrum Shepard
President, Greater West Portal Neighborhood Association
PO Box 27116
San Francisco, CA 94127
(415)661-9255

Patrick Collum

From: Carol Wicklund Enright <enright@mindspring.com>
Sent: Thursday, January 31, 2013 10:34 AM
To: Patrick Collum
Subject: Please bring La Boulange to West Portal

That's all I have to say!

*Carol Wicklund Enright
Enright & Associates
50 Allston Way
San Francisco, CA 94127
415-681-8239 (phone)
415-378-6932 (cell)
415-681-3934 (fax)
enright@mindspring.com*

Patrick Collum

From: Blanche Korfmacher <blanchek@sbcglobal.net>
Sent: Thursday, January 31, 2013 8:49 PM
To: Patrick Collum
Subject: La Boulange

Hi Patrick-
Please include my name as a supporter for La Boulange Blanche Korfmacher

Sent from my iPad

Patrick Collum

From: Jade Moy <jade.moy@gmail.com>
Sent: Friday, February 01, 2013 12:46 PM
To: Patrick Collum
Subject: La Boulange on West Portal

Hello Patrick,

I am very happy to hear that La Boulange may be opening on West Portal. When they were planning to open in the Inner Sunset, I emailed them to consider opening on West Portal. Our family moved to the neighborhood 4.5 years ago after a decade plus in the Outer Sunset. I have been going to Bay Bread on Pine since it opened and to other La Boulange cafes, mostly Cole Valley as that was the closest location for several years.

There was a mediocre bakery where Goat Hill Pizza is now and they were closed on Sundays, a day when we think a bakery would do well. We really could use an excellent bakery on West Portal Avenue. I love that La Boulange serves organic bread and coffee and delicious, reasonably priced pastries and meals. I have found the cafes to be a convivial places where neighborhood people gather.

I hope La Boulange comes to West Portal soon.

Sincerely,
Jade Moy
2686 16th Ave.
415-225-3838

Patrick Collum

From: Johanna Dimayuga <johannavalenciano@yahoo.com>
Sent: Wednesday, February 27, 2013 12:29 PM
To: Patrick Collum
Subject: La Boulange at west portal!!!

The best news to hit west portal since goat hill pizza's opening!!!! We've been waiting for la Boulange to come to our neighborhood! Looking forward to the meeting!!!!

Sent from my iPhone

Patrick Collum

From: karen lundin <kalundin@earthlink.net>
Sent: Monday, March 18, 2013 6:56 PM
To: Patrick Collum
Subject: LaBoulange on West Portal Ave

Greetings,

I chose not to attend the Open House meeting @ the Playground Clubhouse march 13, but I would like to add my input.

As a native San Franciscan who grew up in St Francis Wood and a current resident/homeowner in the West Portal neighborhood since the 70's, I welcome with open arms the La Boulange Café and Bakery to replace the St Francis Market at 16 West Portal Ave.

The poorly drafted posting and circulating petition is laughable at best for numerous reasons. The St Francis Market has NOT served the community for the last 50 yrs. I know this because I own the property 111 Wawona St , located directly behind this building. I must walk past it every time I want to get to anywhere on the Ave. What was once a thriving neighborhood grocery store (meat market and all) in the 60's has deteriorated to a glorified oversized Alcohol, tobacco, and lottery ticket outlet. The shady characters allowed to loiter just outside the store are most unsavory and bothersome. The produce is tired at best and one never knows what the featured food products of the month might be. Couple of years ago it was an entire aisle of Mexican/Latino goods, at present there is a large selection of Middle eastern goods. But alas, where's the Bisquick come Sunday morning ?

The store is constantly having it's license to sell tobacco and alcohol suspended for selling to minors. Is it not the right/duty of the building's owner to replace the non law abiding current lease holder, now that the option to make changes for the better has come ? As a home owner I welcome a positive change being made at this location. There is obviously no longer a need for two small neighborhood markets on the same block as neither are thriving. It is apparent the absentee owner is completely out of touch with the wants and needs of this neighborhood.

I understand the concerns of the other business owners in the neighborhood, those who are subject to the whims of the building owners when an offer that can't be refused is made at the time their leases are up for renewal. I know not who initiated the change at 16 West Portal Ave, but I would not blame the property owner if he advertised looking to upgrade the tenants at this site. I hope this goes through, I welcome you to the neighborhood as I know most of the other homeowners do. If there was a shortage of residents vs business owners at this meeting, it was most likely due to the fact that no one wants to offend our existing shopkeepers, the vast majority of whom I am quite fond of . But I ramble on...

Sincerely,

Karen Lundin
111 Wawona St

Patrick Collum

From: Emmett Miller <etmiller@hotmail.com>
Sent: Monday, April 22, 2013 7:35 PM
To: casey.noel@sfgov.org
Cc: Ted Bowie; Stacey Lawrence; Evette Davis; Patrick Collum; Avrum Shepard
Subject: Survey in support of La Boulange
Attachments: SurveySummary_02212013.pdf

Hi Casey,

My name is Emmett Miller. I am a resident of West Portal. Myself, Ted Bowie and Stacey Lawrence comprise a small committee in the Greater West Portal Neighborhood Association (GWPNA). The goal of our committee is to bring merchants to West Portal Ave that is more representative of what the neighbors who live in the area actually want on the avenue. We did a survey of residents of West Portal and St Francis Wood and got about 300 respondents to our survey. I have attached a summary of the survey to this email. You will see that roughly two thirds of the respondents want both a bakery and a La Boulange for West Portal. We are the ones who actually reached out to La Boulange and invited them to come to our neighborhood. Please let me know if you have any questions or if there is anything I can do to assist you.

Kind Regards,
Emmett Miller
2667 15th Ave, West Portal Resident

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June 25, 2013

Casey Noel
San Francisco Planning Department
1650 Mission Street, Suite 400
San Francisco, CA 94103

Dear San Francisco Planning Commission,

As a business operator on West Portal Avenue, I support bringing La Boulange to 16 West Portal Avenue. La Boulange will add to the diversity of the neighborhood and contribute to the vibrancy of our merchant corridor.

I believe that adding a La Boulange to this location will bring more foot traffic and most importantly more customers to the Avenue, which will benefit all the surrounding businesses.

As a merchant, I believe this kind of business best characterizes the West Portal shopping and dining corridor and will provide high quality, differentiated products to a thriving residential and tourist destination.



Rachel Lopez Metzger
President
The Desk Set, Inc.
207 West Portal Avenue
San Francisco, CA 94127

From: Avrum Shepard [<mailto:ashepard@well.com>]

Sent: Tuesday, March 19, 2013 2:09 PM

To: Rahaim, John

Subject: La Boulange - Conditional Use Permit

John Rahaim
Planning Director
San Francisco Planning Department

March 19, 2013

The Greater *West Portal neighborhood Association (GWPNA)* was formed in 1976 to advocate construction of the West Portal Playground and work to improve the quality of life in our neighborhood. We voted at our February 12, 2013 meeting to support the La Boulange application for conditional use at 16 West Portal Avenue. We are excited to see their interest in opening a store on West Portal Avenue and look forward to tasting the wonderful food they prepare.

We took a survey of neighbors a few months ago, and the top choice for desired businesses on West Portal was a bakery. La Boulange was mentioned specifically many times in the responses. The architectural sketches they showed us of their planned renovations are just what we need to brighten up that corner of the street.

We have visited La Boulange stores in several neighborhoods and found each to be quite unique. Although they have over 11 stores, each is unique and integrates into its neighborhood. It is not a one size fits all company and they are active in their surrounding communities. I understand they will bring over 20 jobs for young people to our neighborhood. This is very welcome in these times of economic uncertainty.

Based on their business model and performance in other neighborhoods of San Francisco, we believe La Boulange will be successful on West Portal Avenue and bring needed products and services to people who live in our neighborhood. They will bring value to our community.

Please join us in welcoming La Boulange to West Portal Avenue and grant their conditional use permit.

Thank you,

Avrum Shepard
President, Greater West Portal Neighborhood Association
PO Box 27116
San Francisco, CA 94127
(415)661-9255

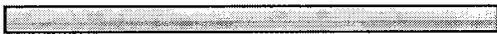
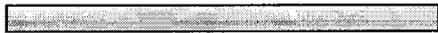
From: [Emmett Miller](#)
To: [Noel Casey](#)
Cc: [Ted Bowie](#); [Stacey Lawrence](#); [Evette La Boulange](#); [La Boulange 2](#); [Avrum Shepard](#)
Subject: Survey in support of La Boulange
Date: Monday, April 22, 2013 7:45:48 PM
Attachments: [SurveySummary_02212013.pdf](#)

Hi Casey,

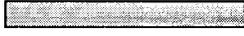
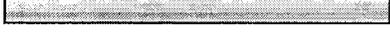
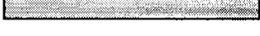
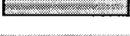
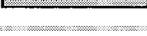
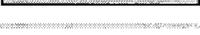
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Kind Regards,
Emmett Miller
2667 15th Ave, West Portal Resident

1. What types of businesses would you support on West Portal Avenue?

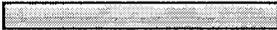
		Response Percent	Response Count	
Bakery		77.7%	240	
Cheese Shop		56.3%	174	
Specialty Market		57.3%	177	
Specialty Fish Market		51.1%	158	
Cafes (like La Boulange or The Grove)		66.7%	206	
Casual Restaurant		50.2%	155	
Sit down Restaurant		57.3%	177	
Small Gym		16.5%	51	
Upscale Market (like Bi-Rite or Canyon Market)		68.0%	210	
	Other (please specify)		70	
			answered question	309
			skipped question	6

2. Here are some specific shops from other parts of the city. Please indicate which you would be willing to support on West Portal Avenue? You can add ideas in the "Other" section.

		Response Percent	Response Count
Noe Valley Bakery		57.8%	170
Devil's Teeth		13.9%	41
La Boulange		63.6%	187
The Grove		37.4%	110
Cafe Madeleine		24.8%	73
Bi-Rite		60.5%	178
Canyon Market		33.3%	98
A. G. Ferrari		39.8%	117
Beautifull		15.0%	44
Humphrey Slocombe		19.4%	57
Sunny Cakes		9.2%	27
Ice Cream Bar		25.5%	75
Dynamo Donuts		13.6%	40
Pasta Gina		22.4%	66
K&L Wine Merchants		30.6%	90
	Other (please specify)		50

	answered question	294
	skipped question	21

3. Which of the following chains would you want to see on West Portal Avenue

		Response Percent	Response Count
I do not want any chain stores		40.6%	114
Jamba Juice		28.5%	80
Kiehl's		20.6%	58
Trader Joe's		43.1%	121
	Other (please specify)		42
			answered question
			281
			skipped question
			34

4. What are your top two concerns about West Portal Avenue?

		Response Percent	Response Count
I do not have any concerns		4.9%	15
Not the right mix of shops for me		20.5%	63
Want to see the empty storefronts filled		71.8%	221
Want it to be cleaner		31.5%	97
Want it to be more charming and distinct		52.9%	163
Parking is a problem		29.2%	90
	Other (please specify)		70
			answered question
			308
			skipped question
			7

5. What restaurants from other parts of the city would you want to see in West Portal?

	Response Count
	163
answered question	163
skipped question	152

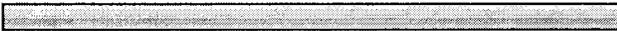
6. Any other comments you want to share?

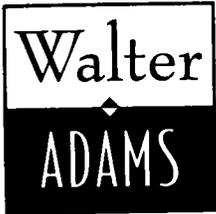
	Response Count
	118
answered question	118
skipped question	197

7. Please describe your family.

	Response Percent	Response Count
Single 	8.6%	27
Couple 	44.4%	140
Family with children at home 	47.0%	148
answered question		315
skipped question		0

8. Do you own or rent?

		Response Percent	Response Count
Own		97.5%	306
Rent		2.5%	8
		answered question	314
		skipped question	1



Nicolas van Beek
Walter Adams Gallery
239 West Portal Avenue
San Francisco, CA 94127

Casey Noel
San Francisco Planning Department
1650 Mission Street, Suite 400
San Francisco, CA 94103

Dear San Francisco Planning Commission:

As a business operator on West Portal Avenue, I support bringing a La Boulange to 16 West Portal Avenue. I believe La Boulange will add to the diversity of the neighborhood and will contribute to the vibrancy of our merchant corridor. Adding a La Boulange to this key space will bring more foot traffic, and most importantly more customers to benefit all of the surrounding businesses. The residents of the surrounding neighborhood recently took a survey where they overwhelmingly voted in favor of La Boulange over anything else coming to the avenue. As a fellow merchant, I believe this kind of a business best characterizes the West Portal shopping and dining corridor and will provide high-quality, differentiated products to a thriving residential and tourist destination.

Sincerely,

A handwritten signature in black ink that reads "N. W. Van Beek". The signature is fluid and cursive, with the first letters of each name being capitalized and prominent.

Nicolas van Beek

From: [Nadia Giusti](#)
To: [Noel, Casey](#)
Subject: La Boulange
Date: Wednesday, June 19, 2013 12:47:40 PM

SF Planning Commission,

As a business owner, and resident here on West Portal Ave, I 100% support bringing La Boulange to the street. I feel as La Boulange would add a great amount of diversity to the block, as we NEED something of the sort. I believe La boulange will bring a lot of foot traffic, and more customers to the neighborhood!

Thank you for your time!

Nadia Giusti

Art of Style
258 West Portal Ave.

From: [Hayley](#)
To: [Noel Casey](#)
Subject: I am a West Portal resident
Date: Tuesday, May 14, 2013 7:05:19 PM

And think La Boulange would be great for the neighborhood. Thanks Hayley Thompson 11 Wawona St.
Sent from my iPad

on West Portal was a bakery. La Boulange was mentioned specifically many times in the responses. The architectural sketches they showed us of their planned renovations are just what we need to brighten up that corner of the street.

We have visited La Boulange stores in several neighborhoods and found each to be quite unique. Although they have over 11 stores, each is unique and integrates into its neighborhood. It is not a one size fits all company and they are active in their surrounding communities. I understand they will bring over 20 jobs for young people to our neighborhood. This is very welcome in these times of economic uncertainty.

Based on their business model and performance in other neighborhoods of San Francisco, we believe La Boulange will be successful on West Portal Avenue and bring needed products and services to people who live in our neighborhood. They will bring value to our community.

Please join us in welcoming La Boulange to West Portal Avenue and grant their conditional use permit.

Thank you,

Avrum Shepard
President, Greater West Portal Neighborhood Association
PO Box 27116
San Francisco, CA 94127
(415)661-9255

From: [Ionin, Jonas](#)
To: [Noel, Casey](#)
Subject: FW: La Boulange - Conditional Use Permit
Date: Friday, May 17, 2013 12:15:11 PM
Attachments: [image001.png](#)
[image002.png](#)
[image003.png](#)
[image004.png](#)
[image005.png](#)

FYI...

*Jonas P. Ionin,
Acting Commissions Secretary
Planning & Historic Preservation*

Planning Department | City & County of San Francisco
1650 Mission Street, Suite 400, San Francisco, CA 94103
Direct: 415-558-6309 | Fax: 415-558-6409

commissions.secretary@sfgov.org
www.sfplanning.org



From: Rahaim, John
Sent: Tuesday, March 19, 2013 3:43 PM
To: Ionin, Jonas
Subject: FW: La Boulange - Conditional Use Permit

Is this coming soon to the Commission? If so, please pass this on. thanks

From: Avrum Shepard [<mailto:ashepard@well.com>]
Sent: Tuesday, March 19, 2013 2:09 PM
To: Rahaim, John
Subject: La Boulange - Conditional Use Permit

John Rahaim
Planning Director
San Francisco Planning Department

March 19, 2013

The Greater *West Portal neighborhood Association (GWPNA)* was formed in 1976 to advocate construction of the West Portal Playground and work to improve the quality of life in our neighborhood. We voted at our February 12, 2013 meeting to support the La Boulange application for conditional use at 16 West Portal Avenue. We are excited to see their interest in opening a store on West Portal Avenue and look forward to tasting the wonderful food they prepare.

We took a survey of neighbors a few months ago, and the top choice for desired businesses

From: rjpressley
To: Noel_Casey
Subject: BOULANGE
Date: Tuesday, April 30, 2013 2:46:59 PM

Totally support them.
A bakery within walking distance.
Bob Pressley
119 Madrone Ave
rjp@pressley.com

From: [Catherine Pajak](#)
To: [Noel Casey](#)
Subject: Boulange on West Portal
Date: Monday, April 22, 2013 8:27:06 PM

Dear Casey -

I am a resident of West Portal and very strongly support the opening of Boulange. It fills a need on West Portal and will enhance the commercial district. Also, Boulange is known for supporting local schools and generously supported the recent West Portal elementary school auction evening.

Warm regards,
Catherine Pajak
155 Wawona Street

From: [Jeff Masuda](#)
To: [Noel Casey](#)
Subject: Another La Boulange in West Portal supporter
Date: Tuesday, April 23, 2013 2:51:08 PM

Hi, I am a West Portal resident and a supporter of opening a La Boulange in West Portal. It would be a great breakfast and lunch alternative for our family. Can't wait for it to open.

thx,
jeff masuda

From: Amy K. Chan, Esq.
To: Noel Casey
Subject: I support La Boulange in West Portal
Date: Tuesday, May 14, 2013 6:47:00 PM

From: jeanhoustonlo@gmail.com on behalf of Jean Houston
To: [Noel Casey](#)
Subject: In Support of La Boulange in West Portal
Date: Tuesday, May 14, 2013 6:59:46 PM

Hi,

I'm writing to express interest in a La Boulange in the West Portal neighborhood.
I'm a resident of West Portal/St. Francis Wood and would LOVE to have La Boulange on West Portal.

Thanks,

--

Jean
(415) 816-2179

From: [Karen Szeto](#)
To: [Noel Casey](#)
Subject: La Boulange - West Portal
Date: Tuesday, May 14, 2013 9:12:28 PM

Hi Casey,

Our family resides in Forest Hill Extension - adjacent to the West Portal. We understand that you are the city planner assigned to La Boulange's application to set up shop on West Portal Avenue. We are in favor of a La Boulange Bakery in West Portal Avenue - there isn't any bakery any where on the 4-5 blocks of West Portal except a Noah's Bagel. There used to be bakery but they turned into yet another pizza joint - I think we have 1 pizza parlor on each block! It would be good for the neighborhood.

Yours truly,
Karen Szeto

From: [Andrew Segal](#)
To: [Noel Casey](#)
Subject: La Boulange - Yes
Date: Monday, April 22, 2013 7:54:11 PM

Hi - I live a half block from the proposed location for La Boulange. Please support their application - it would be an asset to our neighborhood.

Sent from my iPhone

From: [Marina Hardeman](#)
To: [Noel Casey](#)
Subject: La Boulange
Date: Monday, April 22, 2013 8:13:59 PM

Hi Casey,

I have been a resident of West Portal for over 30 years. We've had bakeries on and off here. It would be wonderful for La Boulange to move into the neighborhood and fill the void now. Please do not get discouraged by the naysayers.

Marina Hardeman
329 Wawona Sy.

Sent from my iPad

From: [Dan Belik](#)
To: [Noel Casey](#)
Subject: La Boulange at West Portal Avenue
Date: Tuesday, April 23, 2013 12:10:28 PM

I understand that the Planning Department is considering approving a permit for La Boulange Bakery to open a facility on West Portal Avenue. As a nearby resident, I would love to have a bakery in the neighborhood and support this application.

Thank you,
Daniel Belik
195 Granville Way
San Francisco, CA 94127

From: farimani@gmail.com on behalf of Mehran Farimani
To: [Noel Casey](#)
Subject: La Boulange at West Portal
Date: Tuesday, May 14, 2013 10:34:35 PM

Dear Casey,

I live in Forest Hill extension and wanted to let you know that my family and I would love to have a La Boulange bakery at West Portal.

Many thanks for your consideration and kind regards,

-Mehran

--

www.percipo.com
Intelligence from Images

From: [Gretchen H](#)
To: [Noel Casey](#)
Subject: La Boulange in West Portal - yay!
Date: Tuesday, April 23, 2013 3:14:44 PM

Casey,

I am a resident in the West Portal neighborhood, and wanted to communicate my support for having a La Boulange on West Portal Ave.! It would be a great addition!

Thanks,

- Gretchen

From: [cnordstr](#)
To: [Noel Casey](#)
Subject: La Boulange in West Portal - YES YES YES!
Date: Tuesday, April 23, 2013 1:33:16 PM

Hello Casey -

I understand you are the planner looking at the expansion of La Boulange to West Portal. For what it is worth, I am a HUGE supporter of this effort. I have lived in West Portal with my family for the last 8 1/2 years, and seen many businesses come and go. The neighborhood is still vibrant but is in dire need of more places for the locals (and visitors) to gather. We lost our only bakery a few years back so La Boulange would also fill that void. I attended the presentation they gave to our neighborhood association and was very impressed with the plans and their commitment to the community. And I can tell you that every neighbor I've spoken to about this is also in full support.

Thank you,

Chris Nordstrum

(700 block of Ulloa)

From: Pamela Stone
To: Noel Casey
Subject: La Boulange in West Portal
Date: Tuesday, May 14, 2013 6:40:16 PM

Good Afternoon,

As a long time resident of St. Francis Wood, I am writing to request that you approve La Boulange in West Portal. We have had a bakery in the neighborhood for ages, but with the closure of the last one (which is now a Goat Hill Pizza), we no longer have a bakery.

It would be a welcome addition to the neighborhood. A lot of the neighbors walk to West Portal for their purchases (except those that are too old to walk that far), and a bakery would be spectacular.

Thank you,

Pamela Stone
1395 Portola Dr.
San Francisco, CA 94127

From: [Rob Hart](#)
To: [Noel Casey](#)
Subject: La Boulange in West Portal
Date: Tuesday, April 23, 2013 9:49:34 AM

Hi Mr. Noel,

I live in West Portal on the corner of Wawona and 15th Ave and just wanted to send a quick note in support of the proposed La Boulange in West Portal. We definitely need a bakery and a good lunch spot in the neighborhood, and I think La Boulange would be perfect. They have quality food at good prices. I work downtown and eat at La Boulange on Sutter St. frequently and actually sent them an email about 6 months ago suggesting they open in West Portal before I even knew that this was in the works. I hope their application is approved.

Best regards,
Rob

Rob C. Hart
Telegraph Hill Partners
360 Post Street
Suite 601
San Francisco, California 94108
Work: (415) 765-0104
Email: rch@thpartners.net
Web: www.thpartners.net

From: [laura.bottero](#)
To: [Noel Casey](#)
Subject: La Boulange in West Portal
Date: Tuesday, April 23, 2013 8:28:38 AM

Good morning, Casey:

As a resident of West Portal, I recently heard the news of an impending La Boulange location on West Portal Avenue. I was thrilled!

I'd LOVE to see this happen and think it would be great for this neighborhood; what with the bakery now gone, having a location for pastries would be wonderful!

Respectfully,

Laura Lewers
169 Granville Way
SF CA 94127

From: [Xenia Meyer](#)
To: [Noel Casey](#)
Subject: La Boulange in West Portal
Date: Monday, April 22, 2013 9:50:33 PM

Yes, please! I'm a local resident and would love to see this establishment set up shop in the neighborhood.

With thanks,

Xenia

Xenia Meyer
740 Ulloa Street

From: Marcus
To: Noel Casey
Subject: La Boulange in West Portal
Date: Monday, April 22, 2013 9:39:44 PM

Dear Casey:

Assuming you are the planner for this location, I just wanted to state that I fully support, as do the majority of folks here, the opening of a La Boulange on West Portal Ave. I live 2 blocks from the proposed site and their addition would improve this aging neighborhood.

Thank you.

Sincerely,
Marcus Chan

Sent from my iPhone

From: D Stephen Haynes
To: Noel Casey
Subject: La Boulange in West Portal
Date: Friday, April 26, 2013 10:35:30 AM

Hello,

I'm a resident of West Portal (501 ULLOA ST), and I completely support La Boulange moving in on West Portal Avenue! I know there may be some residents against this, but I wanted to express my support for this, as I feel that La Boulange will help clean up the neighborhood and bring more business to the surrounding businesses.

Best Regards,
-S

D Stephen Haynes
818-800-5999
stephen.haynes@techofficers.com
Tech Officers, LLC
1-855-TECH-CARE, ext 707
techofficers.com

From: kleecaldwell@gmail.com on behalf of [Karen L. Caldwell](#)
To: [Noel Casey](#)
Subject: La Boulange in West Portal
Date: Tuesday, April 23, 2013 3:36:54 PM

Hi Casey:

I am a neighbor in West Portal and I very much WANT La Boulange to come to our neighborhood.

I reviewed the sketches and am very familiar with the bakery.

It would be a very welcome addition to the neighborhood and would add a lot to teh sense of community with the heat lamps for the outside seating.

Thank you,

Karen Caldwell
428 Wawona Street
San francisco, CA 94116

Office on West Portal

Karen L. Caldwell
LAW OFFICES OF KAREN L. CALDWELL
319 West Portal, 2nd Floor
San Francisco, CA 94127
Phone: (415) 290-0448
Fax: (415) 789-4385
Email: karencaldwell@gmail.com

From: [Răzvan Surdulescu](#)
To: [Noel Casey](#)
Subject: La Boulange in West Portal
Date: Tuesday, April 23, 2013 3:33:50 PM

Hello,

I am a resident of West Portal and I would love for La Boulange to have a location on West Portal Ave.

Thank you,

Răzvan.

Sent from Android, please excuse the typos

From: [Israel, Joshua](#)
To: [Noel, Casey](#)
Subject: La Boulange in West Portal
Date: Tuesday, April 23, 2013 3:06:40 PM

As a longtime West Portal resident, I would like to add my voice to supporting bringing this excellent store to our neighborhood!

Joshua Israel
225 Wawona Street

From: [Tom Lima](#)
To: [Noel Casey](#)
Subject: La Boulange in West Portal
Date: Tuesday, April 23, 2013 2:45:56 PM

My family and I are long time residents of West Portal. We've lived here for 16 years and would very much like to see La Boulange on West Portal. I know many of the residents are really looking forward to this. I hope this happens. Then once they join our great community, other amazing retailers and cafes/restaurants and grocery stores will follow. Thank you.
Stephanie Lima

From: [Ewers, Christopher](#)
To: [Noel, Casey](#)
Subject: La Boulange in West Portal
Date: Tuesday, April 23, 2013 12:01:20 PM

Casey,

I have lived in the West Portal neighborhood for almost 10 years and one thing sorely lacking is a good bakery on West Portal. I would welcome La Boulange to West Portal. Please work with them to expedite opening.

Regards,
Chris

This e-mail transmission and any attachments that accompany it may contain information that is privileged, confidential or otherwise exempt from disclosure under applicable law and is intended solely for the use of the individual(s) to whom it was intended to be addressed. If you have received this e-mail by mistake, or you are not the intended recipient, any disclosure, dissemination, distribution, copying or other use or retention of this communication or its substance is prohibited. If you have received this communication in error, please immediately reply to the author via e-mail that you received this message by mistake and also permanently delete the original and all copies of this e-mail and any attachments from your computer. Thank you.

From: [Walt Stevenson](#)
To: [Noel Casey](#)
Subject: La Boulange in West Portal
Date: Tuesday, April 23, 2013 10:31:28 AM

Casey:

I am a long-time resident of the West Portal area. Would love to have La Boulange as part of our neighborhood.

Walt Stevenson
Professor of Management and Communications
Director, Assessment
Undergraduate Programs

Agno School of Business
Golden Gate University
wstevenson@ggu.edu
Office phone 415-442-6527
Office fax 415-442-6533

From: [Lee Hsu](#)
To: [Noel Casey](#)
Subject: La Boulange in West Portal
Date: Tuesday, April 23, 2013 9:49:57 AM

Dear Casey Noel:

I'm a West Portal dad. My kids and I would love having La Boulange in the neighborhood on West Portal Ave. Thanks for your time and hard work on this.

Lee

From: Suzy Bausch
To: Noel Casey
Subject: La Boulange in West Portal
Date: Wednesday, May 15, 2013 1:28:19 PM

Dear Casey Noel:

My husband and I are residents of St. Francis Wood and we are in favor of having a La Boulange restaurant on West Portal Avenue.

Thank you for your consideration.

Regards,
Suzy Bausch & Ryan Richard

From: [Cindy Honchell](#)
To: [Noel Casey](#)
Subject: La Boulange location on West Portal Ave.
Date: Tuesday, April 23, 2013 5:53:46 PM

Hello,

I am a resident of West Portal and I would love for La Boulange to have a location on West Portal Ave.
Best, Cindy Honchell

From: [Catherine Kelley](#)
To: [Noel Casey](#)
Subject: La Boulange on West Portal - yes!
Date: Tuesday, May 14, 2013 8:43:06 PM

Hello.

I am a resident of St. Francis Wood and want to voice my support for bringing a La Boulange bakery to West Portal Avenue. It would be a much welcomed and much needed improvement to our great neighborhood.

Sincerely,
Catherine C. Kelley
135 terrace Drive
SF, 94127

From: [Angela Chan](#)
To: [Noel Casey](#)
Subject: La Boulange on West Portal
Date: Tuesday, May 14, 2013 9:06:31 PM

Dear Ms. Noel,

I am a resident of Lakeside and I love the neighborhood shops on West Portal. I recently heard that residents in the area are trying to bring La Boulange to West Portal. I am writing to ask you to help make this a reality.

Thank you in advance for your consideration and support.

Regards,
Angela Chan

From: [Cindy Woo](#)
To: [Noel Casey](#)
Subject: La Boulange on West Portal Ave
Date: Wednesday, April 24, 2013 5:59:30 PM

Hi,

I am a resident of West Portal and I would love for La Boulange to have a location on West Portal Ave.

I very much support this project.

Thank you for your consideration.

Cindy

Cindy Woo
(415) 385-1365

From: [Blanche Korfmacher](#)
To: [Noel Casey](#)
Subject: La Boulange on West Portal Ave"
Date: Wednesday, May 15, 2013 3:54:02 PM

Dear Casey-

I am a resident of West Portal neighborhood and I would love to have a La Boulange on West Portal Ave'. You can help us change West Portal Ave for the better!

Thanks for your support-

Blanche Korfmacher

From: [Ana Lau](#)
To: [Noel Casey](#)
Subject: La Boulange on West Portal Ave
Date: Monday, April 22, 2013 9:51:31 PM

Hi Casey,

I'm a resident in the West Portal neighborhood and want to give my support to La Boulange to be in the neighborhood.

Thank you,
Ana Lau

From: MacCormick, Margarida
To: Noel, Casey
Subject: La Boulange on West Portal Ave.
Date: Tuesday, April 23, 2013 12:40:47 PM

Hi Casey,

I live at 716 Ulloa in the West Portal district and am writing to express my support for the opening of LaBoulange in what is presently St. Francis Market. We would appreciate anything that you can do to expedite their being able to move into the neighborhood.

Thanks,

Margarida MacCormick

From: [Karen Hindin](#)
To: [Noel Casey](#)
Subject: La Boulange on West Portal Ave.
Date: Wednesday, May 15, 2013 9:17:00 AM

Hi –

I recently learned that you are the city planner assigned to work with La Boulange regarding a possible West Portal location. I am a resident of St. Francis Wood and I would love to see a La Boulange open up on West Portal Ave.

Thanks so much,

Karen Hindin

Karen L. Hindin
Law Offices of A. Tod Hindin
445 Bush St., 6th Floor
San Francisco, CA 94108
Phone: (415) 956-9800
Fax: (415) 693-0300
E-mail: klh@pasternaklaw.com

From: [Tim Heier](#)
To: [Noel, Casey](#)
Subject: La Boulange on West Portal Ave
Date: Tuesday, April 30, 2013 8:24:38 PM

Mr. Noel,

I am a resident of West Portal and I would love for La Boulange to have a location on West Portal Ave. I understand you are the planner assigned to the project and wanted to register my support for the store opening in West Portal. I know other residents feel the same way and support this store opening as planned.

Thanks,

Tim Heier
35 Forest Side Ave

From: [Michael Albert](#)
To: [Noel Casey](#)
Subject: La Boulange on West Portal Ave"
Date: Thursday, May 16, 2013 6:59:36 PM

I am a resident of Miraloma Park who is within walking distance, and I would love to have a La Boulange on West Portal Ave.

From: [Kathleen Murray](#)
To: [Noel Casey](#)
Subject: La Boulange on West Portal Avenue
Date: Tuesday, April 23, 2013 4:09:00 PM

I am a 22 year resident of Allston Way, just two blocks from West Portal Avenue. I am thrilled that La Boulange will be coming to our neighborhood in the fall. It is just the kind of family-oriented operation we want to see on West Portal Ave.

Six of us from Allston Way attended a recent community meeting at West Portal Playground at which La Boulange presented its plans and discussed its autumn 2013 opening. We are all excited about it opening so nearby. I have eaten their food and am very impressed with the quality it offers. The more good places there are on the street, the more it attracts customers for all the businesses.

We ask that you help us to change make sure this happens. It means a lot to so many of us.

Thank you for your consideration.

-Kathleen Murray

Kathleen Murray
30 Allston Way
San Francisco, CA 94127
Cell 415 819 6121

From: [Cynthia Huie](#)
To: [Noel Casey](#)
Subject: La Boulange on West Portal
Date: Tuesday, May 14, 2013 10:42:18 PM

I am a resident of West Portal and I would love to have a La Boulange on West Portal Ave.
Thanks,
Cynthia

From: [Cheryl Ewers](#)
To: [Noel Casey](#)
Subject: La Boulange on West Portal
Date: Tuesday, April 23, 2013 11:48:21 AM

Hi, I am a resident of the West Portal neighborhood. I would LOVE to have La Boulange join our community with a location on West Portal.
Thank You,
Cheryl Ewers

From: [Martha O'Malley](#)
To: [Noel Casey](#)
Subject: La Boulange on West Portal
Date: Monday, April 22, 2013 8:11:40 PM

I am a resident of West Portal (I live at 319 Kensington Way) and I would love to have a La Boulange on West Portal. Love love love love love.

Thank you,

Marty O'Malley

From: [Răzvan Surdulescu](#)
To: [Noel Casey](#)
Cc: [Lisa Surdulescu](#)
Subject: La Boulange on West Portal
Date: Wednesday, May 15, 2013 2:50:02 PM

Dear Casey,

My wife Lisa and I live 3 blocks away from West Portal Avenue, and we would love to have a La Boulange on West Portal Ave.

Sincerely,

Razvan & Lisa Surdulescu

From: [Debra Kasper](#)
To: [Noel Casey](#)
Subject: La Boulange proposal to locate on West Portal Avenue
Date: Wednesday, May 15, 2013 9:45:37 AM

Dear Ms. Noel,

I live in the West Portal area (in St. Francis Wood), and I was informed by the local neighborhood association that La Boulange is proposing to locate a restaurant on West Portal Avenue. Please know that I support this proposal enthusiastically!

Best regards,
Debra Kasper

DEBRA L. KASPER

TUFTS STEPHENSON & KASPER, LLP
235 MONTGOMERY STREET, SUITE 1035
SAN FRANCISCO, CA 94104-3008
(415) 835-2203

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From: kate@akshome.com
To: [Noel Casey](#)
Subject: La Boulange support
Date: Monday, April 22, 2013 7:37:24 PM

I am a resident of West Portal and I would love for La Boulange to have a location on West Portal Ave!!!!!!!

Thanks,
Kate AI's

From: Frederic Bonville
To: Noel Casey
Subject: La Boulange support
Date: Monday, April 22, 2013 11:31:56 PM

Noel,

This note is to support La Boulange. I am a resident of West Portal and I would love for La Boulange to have a location on West Portal Ave.

Best regards,

Frederic Bonville

From: [Tiffany Scharschmidt](#)
To: [Noel Casey](#)
Subject: La Boulange west portal
Date: Wednesday, May 15, 2013 7:04:38 AM

I am a resident and home owner in St Francis Woods and would love to see a La Boulange store open in west portal.

Sent from my iPhone

From: [Stasia Muhlner](#)
To: [Noel Casey](#)
Subject: La Boulange west portal
Date: Wednesday, May 15, 2013 9:11:48 AM

Hello,
I am a resident of st Francis wood and I would love to have a La Boulange on west portal ave.
Thank you!
Stasia Muhlner

Sent from my iPhone

From: [James Ward](#)
To: [Noel Casey](#)
Subject: La Boulange
Date: Thursday, May 16, 2013 8:06:37 AM

Dear Casey Noel,

My name is James Ward and I live in the West Portal / Saint Francis Wood area and heard there is a chance we could get a La Boulange in our neighborhood. It would just be an amazing addition to West Portal Street. This past Friday night my wife and I walked down the street and every restaurant was full and people waiting. A higher quality restaurant like this would be great. Especially if it can replace one of the old dirt stores on the street. Especially one that has been selling Liqueur to minors. I would really appreciate it if you support the addition of La Boulange to West Portal Ave.

Regards, James Ward

From: [Music22](#)
To: [Noel, Casey](#)
Subject: La Boulange
Date: Tuesday, May 14, 2013 6:15:14 PM

Hi Casey,

I live in West Portal and I would love to have a La Boulange on West Portal Ave.

Thanks,

Lee Ann Slaton
Dorchester Way

From: [Raymond Kruse](#)
To: [Noel Casey](#)
Subject: La Boulange
Date: Tuesday, April 30, 2013 4:30:24 PM

'I am a resident of West Portal and I would love for La Boulange to have a location on West Portal Ave'.

Thanks!

Raymond Kruse
Kruse Property Inspections
2662 15th Ave
415 794-2994

From: Cynthia Coyne
To: Noel Casey
Subject: La Boulange
Date: Thursday, April 25, 2013 3:02:21 PM

I am a resident of West Portal and would love to see a La Boulange open there. This neighborhood needs a reasonably priced bakery that serves breakfast and lunch. La Boulange is more in keeping with the neighborhood's vibe than another pawn shop/Gold buyer of questionable background.

Please keep in mind what the residents of the neighborhood want and not just the merchants.

Thanks,
C. Coyne
2675 15th Avenue

From: [Lise Currie](#)
To: [Noel Casey](#)
Subject: La Boulange
Date: Tuesday, April 23, 2013 2:48:22 PM

Hello,

I am a resident of West Portal and I would love to have La Boulange as part of the retail livelihood of my street. I already feel that my high street (West Portal Ave) is in serious jeopardy with the gold/pawn shops and the slutty "massage" parlor and disgusting Quickly that have all shadily and quickly moved in. I honestly don't know how this can happen when we go to the meetings to try and get this stuff stopped. Now that the Antiques place is closing I am really in fear of what will happen. I hate walking by the massage parlor with kids and see men come out adjusting their pants. I am one of the red tagged and evacuated homeowners from the 15th street / Wawona disaster. I am seriously considering leaving SF and not rebuilding if the WP Avenue does not get turned around into a proud retail and gourmet destination.

Thank you.

Lise Currie

From: [Gloria Medina](#)
To: [Noel Casey](#)
Subject: La Boulange
Date: Tuesday, April 23, 2013 2:17:44 PM

I am a resident of West Portal and I would love for La Boulange to have a location on West Portal Ave. I've lived in the West Portal area for almost 40 years and I think that having a La Boulange in the neighborhood would be a wonderful addition.
Many thanks,
Gloria Medina

From: burkejab@aol.com
To: [Noel Casey](#)
Subject: La Boulange
Date: Tuesday, April 23, 2013 1:28:17 PM

Dear Mr. Casey,
I'm a resident of West Portal and would appreciate your help in getting LaBoulange on the Avenue.
Thank you, JoAnn Burke

From: [Nadia Giusti](#)
To: [Noel Casey](#)
Subject: La Boulange
Date: Tuesday, April 23, 2013 12:00:07 PM

Hi Casey,

I am not only a resident on West Portal Ave, but also a Small Business owner and I think La Boulange would be a FABULOUS addition to the neighborhood.

La Boulange has my vote!!

Nadia Giusti

Art of Style
258 West Portal Ave
San Francisco, Ca.
94127

From: [Heather Luongo](#)
To: [Noel Casey](#)
Subject: La Boulange
Date: Tuesday, April 23, 2013 11:14:19 AM

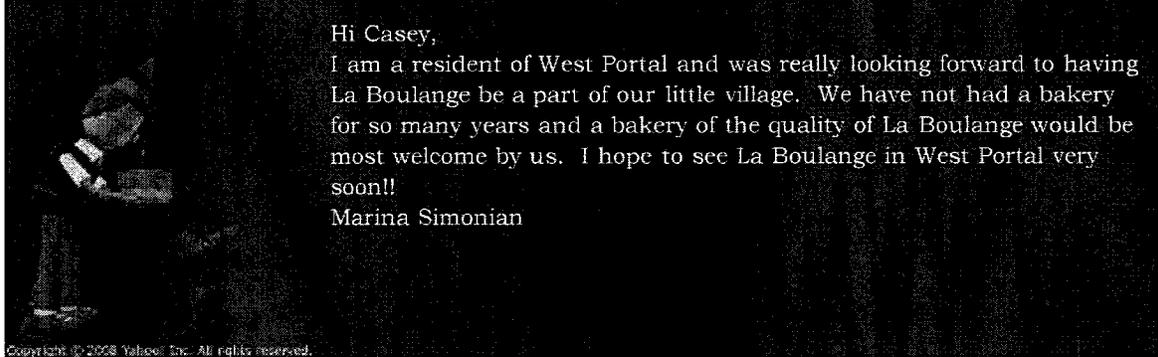
Hello,

I understand that you are working on getting La Boulange to move into a storefront on W. Portal Ave. I am a resident nearby and would love to see a nice bakery like that on the block.

We'd also welcome nicer retail chains like a Baby Gap, Giggle, Pottery Barn Kids, etc. I am very disturbed to hear about the possibility of another gold buyer.

Thank you,
Heather Luongo

From: [Marina Simonian](#)
To: [Noel Casey](#)
Subject: La Boulange
Date: Tuesday, April 23, 2013 7:12:11 AM



Hi Casey,
I am a resident of West Portal and was really looking forward to having La Boulange be a part of our little village. We have not had a bakery for so many years and a bakery of the quality of La Boulange would be most welcome by us. I hope to see La Boulange in West Portal very soon!!
Marina Simonian

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From: Jean-Marc Sallenave
To: Noel Casey
Subject: La Boulange
Date: Monday, April 22, 2013 10:07:47 PM

I am a resident of West Portal and I would love for La Boulange to have a location on West Portal Ave

THANKS

From: [Janet Monfredini](#)
To: [Noel Casey](#)
Subject: La Boulange
Date: Wednesday, May 15, 2013 9:02:47 AM

I live in St. Francis Wood and would LOVE a La Boulange to exist on West Portal.
Please supprt the project! Thank you. jm

Janet E. Monfredini
130 Santa Monica Way

From: [Janelle Sallenave](#)
To: [Noel Casey](#)
Subject: La Boulange
Date: Monday, April 22, 2013 9:56:50 PM

I am a resident of West Portal and I would love for La Boulange to have a location on West Portal Ave! Our neighborhood needs a great bakery and La Boulange would be a wonderful addition to the neighborhood.

Janelle Sallenave
218 Wawona

Sent from my iPhone

From: [Linda Wertheim](#)
To: [Noel Casey](#)
Subject: La Boulange
Date: Monday, April 22, 2013 9:30:23 PM

I live in West Portal and would love to see LaBoulange come to our neighborhood.

Thanks,
Linda Wertheim

Sent from my iPhone

From: [Music22](#)
To: [Noel Casey](#)
Subject: La Boulange
Date: Monday, April 22, 2013 8:12:27 PM

Hi,

I have been a West Portal resident since 1975. I would very much like to see La Boulange on West Portal Ave.

Thanks,
Lee Ann Slaton

From: [Lkeliuotis](#)
To: [Noel Casey](#)
Subject: La Boulange
Date: Monday, April 22, 2013 7:57:09 PM

As a resident of West Portal we would like to express our excitement and hope that La Boulange will open on West Portal Ave. This would be a great addition to the neighborhood and provide an affordable and tasty meal for many of us who have young children. The fire at Squat and Gobble created a whole in eating options for young families. Please help our neighborhood and let La Boulange in.

Kind regards,
Lisa Keliuotis

From: [Ruth Katz](#)
To: [Noel Casey](#)
Subject: La Boulange
Date: Monday, April 22, 2013 7:47:07 PM

Hi there. I am a resident of West Portal and I just want you to know that I am SO THRILLED that we are going to have a La Boulange in our neighborhood.

SO THRILLED!!

Thank you for everything you did/are doing to make it happen.

(Everyone I know is also thrilled. It is exactly what we need in the neighborhood. The new gold buyer, by the way, is exactly what we DON'T need.)

Feel free to contact me with any questions.

Best,
Ruth Katz
2741 15th Avenue

Sent from my iPhone.

From: [Shannon Cronan](#)
To: [Noel Casey](#)
Subject: La Boulange
Date: Tuesday, May 14, 2013 8:23:06 PM

Hello,

I live in St. Francis Wood by West Portal and I hear you are thinking about a La Boulange on West Portal. That would be fabulous!
Our neighborhood needs a restaurant like La Boulange.
Hope it works out!

Shannon Cronan
145 San Buenaventura Way

From: VICTORIA GREY
To: Noel Casey
Subject: La Boulange
Date: Tuesday, May 14, 2013 7:52:56 PM

I live within walking distance of West Portal and would like a La Boulange there.
Thank you.

VICTORIA GREY
145 San Fernando Way
415-407-0051

From: [Tom Hess](#)
To: [Noel Casey](#)
Subject: La Boulange
Date: Tuesday, May 14, 2013 7:24:32 PM

I Support this store in West Portal.
Tom Hess
340 st Francis Blvd

Sent from my iPhone

From: [Tracy Family Email](#)
To: [Noel Casey](#)
Subject: La Boulange
Date: Tuesday, May 14, 2013 7:03:35 PM

Hello Mr. Noel,

I am a resident of St. Francis Wood and would really appreciate your support/assistance with the application from La Boulange. It would be a great asset to our neighborhood to have the bakery here. Thank you for your consideration.

Pat Tracy
140 Santa Monica Way
SF, CA 94127

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From: [Donna Alban](#)
To: [Noel, Casey](#)
Subject: La Boulange
Date: Tuesday, May 14, 2013 6:56:09 PM

Dear Mr. Noel,

I would be thrilled to see La Boulange Bakery on West Portal. We really need an artisan type bakery on the street. This would be a great asset to our West Portal area. Thank you for considering this request.

Sincerely,
Donna Alban

From: [Marsha Veit](#)
To: [Noel Casey](#)
Subject: La Boulange
Date: Tuesday, May 14, 2013 6:36:31 PM

Hi Casey...

I am a resident of St Francis Wood and I would love to have a La Boulange on West Portal Ave. it would be a real boost to our neighborhood.

Marsha Veit

From: [Katie Wilson](#)
To: [Noel Casey](#)
Subject: La Boulange
Date: Tuesday, May 14, 2013 6:25:19 PM

Casey,

I am a resident of West Portal/St Francis Wood and I would love to have a La Boulange on West Portal Ave.

Thanks!
Katie

From: [Nadia Giusti](#)
To: [Noel Casey](#)
Subject: La Boulange
Date: Wednesday, June 19, 2013 12:47:40 PM

SF Planning Commission,

As a business owner, and resident here on West Portal Ave, I 100% support bringing La Boulange to the street. I feel as La Boulange would add a great amount of diversity to the block, as we NEED something of the sort. I believe La boulange will bring a lot of foot traffic, and more customers to the neighborhood!

Thank you for your time!

Nadia Giusti

Art of Style
258 West Portal Ave.

From: [Ted Wilson](#)
To: [Noel Casey](#)
Subject: La Boulanger
Date: Tuesday, May 14, 2013 7:40:19 PM

Hello,

I am a resident of St Francis wood and would love to have a bakery like la Boulanger in west portal!

Best, Ted

From: [Jared Boigon](#)
To: [Noel Casey](#)
Subject: La Boulanger in west portal
Date: Monday, April 22, 2013 10:45:04 PM

Hi Casey: I was told you're working on zoning approvals for this project.

I live at 1370 portola in west portal and we're looking forward to having la Boulanger move in. Thanks for getting it done.

Let me know if you have questions. Thanks.

Jared Boigon
TBWB Strategies
From my mobile
415-816-3412

From: [Marie Applegate](#)
To: [Noel Casey](#)
Subject: Marie for WP La Boulange!
Date: Tuesday, May 21, 2013 9:01:50 PM

Howdy Casey!

La Boulange would be perfect for our little West Portal nook. As a resident, I'm all for it. Yahoooooo! Can't wait.

Cheers,

Marie

From: [Dawn Silberstein](#)
To: [Noel Casey](#)
Subject: My Family Supports La Boulange on West Portal
Date: Tuesday, April 23, 2013 8:29:52 AM

Hello Ms. Casey,

We live at 1252 Ulloa Street, just a few blocks up the hill from West Portal Avenue. We strongly support the addition of La Boulange to West Portal Avenue. It is just what the neighborhoods needs at that location. Thank you for your efforts to expedite their permit approval.

Dawn Silberstein

From: [Elizabeth Jansson](#)
To: [Noel Casey](#)
Subject: Please allow La Boulange to come to West Portal
Date: Tuesday, April 23, 2013 9:33:54 AM

Hi there,

Please allow La Boulange to come to West Portal. The two supermarkets, Easy Freesy and St. Francis are in dire need of either moving out or cleaning up and it would be great to have a nice establishment move in. West Portal needs to be a fun place to hang out rather than duck in and out of.

Thanks,
Beth Jansson

From: Susan Ghanbarpour
To: Noel Casey
Subject: Please bring La Boulange to West Portal!
Date: Tuesday, April 23, 2013 1:19:21 PM

Hi Casey,

I'm a resident of West Portal and would love for La Boulange to have a location on West Portal Ave. WPA could really use some more places to eat, and a nice cafe like La Boulange would be welcome, especially for when I and my mama friends would like a place to sit and have a coffee, or maybe lunch, after we're at the playground. Not enough inexpensive lunch options like that around. Thank you for considering my request.

Best,

Susan Ghanbarpour
(18th Ave & Vicente)

From: [Lleung13](#)
To: [Noel Casey](#)
Subject: Please consider La Boulange in West Portal
Date: Monday, April 22, 2013 7:57:39 PM

We support the addition of La Boulange on West Portal Ave. Please do not block this and help our neighborhood become vibrant again.

Sincerely,

Lisa Leung

From: [Brian Crosby](#)
To: [Noel Casey](#)
Subject: Please Grant Use Permit for Le Boulange West Portal
Date: Monday, April 22, 2013 9:28:45 PM

Hello,

I am a resident of West Portal at 15 Forest Side Ave and think Le Boulange is a great idea.

On the other hand, please research how the formula retail "Quickly" got into their location? It is an eye sore and does not represent the neighborhood.

Brian Crosby
15 Forest Side Ave
SF, CA 94127

From: [Shahrzad Pourfathi](#)
To: [Noel Casey](#)
Subject: Please support having La Boulange on West Portal
Date: Tuesday, May 14, 2013 10:45:48 PM

Mr. Noel,

I have been a resident of West Portal/St Francis Wood for the past 19 years and have always been thinking of how the west portal area can be a more lively and inviting neighborhood. The area has all the necessary elements such as good public transportation and safety, yet is a relatively dead. Also we are lacking a good bakery store. I always have to make a special trip to go to other parts of town to get a good tart or to have a casual meeting with my friend....also we need to have a nice place to have Brunch or meet a friend for a cup of coffee and pastry. This neighborhood had great potentials and I truly believe having a La Boulange on West Portal Ave will help us change West Portal Ave for the better! I strongly believe that will bring business,helping the current merchants. We sorely need a change.

Thanks for your support!

Shahrzad Pourfathi
100 San Pablo Ave.
San Francisco, CA 94127

From: Jen Segal
To: Noel Casey
Subject: Please support La Boulange!
Date: Monday, April 22, 2013 10:44:50 PM

Good evening, Casey,

This is a terrific retailer and I would so appreciate your support to bring them to West Portal. Our neighborhood would benefit greatly from a bakery. We have nothing locally producing fresh bread. Also I feel their service, community support, and strong corporate backing will make them a stable, long-term presence that brings a positive vibe to the street.

Please support this terrific new neighbor - we really want them!

Jen Segal
Wawona St
West Portal

Sent from my iPhone

From: [Gabriel A. Jackson](#)
To: [Noel Casey](#)
Subject: Potential for a La Boulange on West Portal
Date: Tuesday, May 14, 2013 8:11:28 PM

I understand that you are assigned to assess the potential for La Boulange to locate a store on West Portal Avenue. As a resident of the area for many years, I support this effort as it will enhance the options for area citizens. Thank you for your work on this.

Gabriel A. Jackson
Founding Partner



55 Francisco Street, 6th Floor

San Francisco, CA 94133

T 415.982.3600

F 415.982.3700

E

From: [Kenneth Wong](#)
To: [Ron Wong](#)
Cc: [Mike Tekulsky](#); [Noel Casey](#); [Debbie Dare](#)
Subject: Re: La boulange in west portal
Date: Wednesday, April 24, 2013 4:08:47 AM

I agree. I would like La Boulange in WP too.

On Apr 23, 2013 9:29 AM, "Ron Wong" <RWong@hill-co.com> wrote:
We would love to have la boulange in west portal. We support the efforts to open this fall. Let us know if you need any other info. Thanks

•••••

RON WONG | [415.517.1405](tel:415.517.1405)
Hill & Co. Real Estate
#1 Top Producing Team
dre# 1504164

From: [Jen Segal](#)
To: [Noel Casey](#)
Subject: Re: Please support La Boulange!
Date: Wednesday, April 24, 2013 5:47:03 PM

You're very welcome! Thank you for listening and being attentive to neighbors.
Jen Segal

Sent from my iPhone

On Apr 24, 2013, at 12:05 PM, "Noel, Casey" <casey.noel@sfgov.org> wrote:

> I received your correspondence and will include it in my project report. Thank you for taking the time.

>

> Casey Noel

> Planner - Southwest Quadrant

> Planning Department; City and County of San Francisco

> 1650 Mission Street, Suite 400, San Francisco, CA 94103

> Phone: 415-575-9125; Web: www.sfplanning.org

>

>

> -----Original Message-----

> From: Jen Segal [<mailto:jsegal@libertyhilldevelopment.com>]

> Sent: Monday, April 22, 2013 10:40 PM

> To: Noel, Casey

> Subject: Please support La Boulange!

>

> Good evening, Casey,

>

> This is a terrific retailer and I would so appreciate your support to bring them to West Portal. Our neighborhood would benefit greatly from a bakery. We have nothing locally producing fresh bread. Also I feel their service, community support, and strong corporate backing will make them a stable, long-term presence that brings a positive vibe to the street.

>

> Please support this terrific new neighbor - we really want them!

>

> Jen Segal

> Wawona St

> West Portal

>

> Sent from my iPhone

>

From: [Ted Bowie](#)
To: [Noel Casey](#)
Subject: Re: Survey in support of La Boulange
Date: Wednesday, April 24, 2013 4:39:22 PM

Casey -

I am writing to express my support for opening a La Boulange on West Portal. Everyone I've spoken to in the neighborhood is very excited to have them in our neighborhood.

Thanks
Ted Bowie
Resident, 15th Ave

On Apr 24, 2013, at 12:13 PM, "Noel, Casey" <casey.noel@sfgov.org> wrote:

I received your correspondence and will include it in my project report. Thank you for taking the time.

Casey Noel
Planner – Southwest Quadrant
Planning Department | City and County of San Francisco
1650 Mission Street, Suite 400, San Francisco, CA 94103
Phone: 415-575-9125 | Web: www.sfpplanning.org

From: Emmett Miller [<mailto:etmiller@hotmail.com>]
Sent: Monday, April 22, 2013 7:35 PM
To: Noel, Casey
Cc: Ted Bowie; Stacey Lawrence; Evette La Boulange; La Boulange 2; Avrum Shepard
Subject: Survey in support of La Boulange

Hi Casey,

My name is Emmett Miller. I am a resident of West Portal. Myself, Ted Bowie and Stacey Lawrence comprise a small committee in the Greater West Portal Neighborhood Association (GWPNA). The goal of our committee is to bring merchants to West Portal Ave that is more representative of what the neighbors who live in the area actually want on the avenue. We did a survey of residents of West Portal and St Francis Wood and got about 300 respondents to our survey. I have attached a summary of the survey to this email. You will see that roughly two thirds of the respondents want both a bakery and a La Boulange for West Portal. We are the ones who actually reached out to La Boulange and invited them to come to our neighborhood. Please let me know if you have any questions or if there is anything I can do to assist you.

Kind Regards,
Emmett Miller

2667 15th Ave, West Portal Resident

From: [Elaine M Everest](#)
To: [Noel Casey](#)
Subject: Resident support for La Boulange on West Portal
Date: Thursday, May 16, 2013 9:42:43 AM

Dear Ms. Noel,

I am currently a resident in the St. Francis Wood area, near West Portal Avenue. I wanted to let you know that I would totally support a business, La Boulange, opening on West Portal. It would continue to add to the variety of shops on that street. Thank you.

Sincerely,

Elaine Everest
24 Santa Monica Way
San Francisco, CA 94127

From: [Deanna Yick](#)
To: [Noel Casey](#)
Subject: Support for La Boulange coming to West Portal
Date: Tuesday, April 23, 2013 4:24:13 PM

Hi Casey,

I'm a resident of West Portal, and am super excited about the prospect of La Boulange having a location on West Portal Ave to serve our community. I think it would be a great addition to the neighborhood, and just wanted to thank you in advance for anything you can do to help make this happen!

Best,
Deanna

From: [Riseman James](#)
To: [Noel Casey](#)
Subject: Support for La Boulange in West Portal
Date: Friday, April 26, 2013 11:12:08 PM

I am a resident of West Portal (1650 Portola Dr) and I would love for La Boulange to have a location on West Portal Ave. It will really add to our neighborhood!

Regards,

James Riseman

From: [Matt Chamberlain](#)
To: [Noel Casey](#)
Subject: Support for La Boulange on West Portal Avenue
Date: Tuesday, April 23, 2013 4:03:10 PM

Hello Mr. Noel,

My name is Matt Chamberlain. I'm a West Portal resident and I've heard you are the planner assigned to the La Boulange application to open on West Portal Avenue. I wanted to let you know that I strongly support their Conditional Use permit request, and look forward to seeing them open up shop in my neighborhood.

Thanks for your consideration,
Matt Chamberlain

From: [Nancy Lee](#)
To: [Noel Casey](#)
Subject: Support for La Boulange West Portal
Date: Monday, April 22, 2013 8:01:21 PM

I am a resident of West Portal and I would love for La Boulange to have a location on West Portal Avenue.

Nancy Lee
775 Ulloa Street
San Francisco

Sent from my iPad

From: Mike Tekulsky
To: Noel Casey
Subject: Support for La Boulange
Date: Tuesday, April 23, 2013 5:21:57 AM

Dear Casey,

As a homeowner in West Portal, I strongly support La Boulange opening a new location at the old st. Francis Market.

The neighborhood needs a cafe where people can hang out and meet others in the community.

currently there are too many shuttered storefronts and parts of West Portal Avenue that are blighted. It will be a boon to the neighborhood to have a destination location like La Boulange invest in West Portal.

I have no affiliation with the company and am simply writing as a concerned homeowner.

Thank you for your consideration.

.....
MICHAEL TEKULSKY | 415.531.1301
194 Granville Way
San Francisco, CA

From: [Tracy Burt](#)
To: [Noel Casey](#)
Subject: Support for La Boulange
Date: Monday, April 22, 2013 8:39:40 PM

Hello!

I live on Granville Way in West Portal and I support La Boulange in the neighborhood. They are a great company.

Best,
Tracy Burt
182 Granville Way

From: [Stacey Lawrence](#)
To: [Noel Casey](#)
Subject: support for La Boulange
Date: Wednesday, April 24, 2013 8:27:37 PM

Hi Casey. Please count me among the supporters for La Boulange in West Portal. We need them as the first in our effort to build a better West Portal Ave that is a vibrant hub for our neighborhood. I worked with Emmett on the survey we fielded to 300 people because we want to be committed to our neighborhood.

Thanks so much.

Stacey Lawrence
2663 15th Ave.
West Portal

Sent from my iPad

From: [Adam Pasztory](#)
To: [Noel Casey](#)
Subject: Support for West Portal La Boulange
Date: Friday, April 26, 2013 3:14:40 PM

Hello,

I am a new resident of West Portal and I would love for La Boulange to have a location on West Portal Ave.

best regards,
Adam Pasztory

From: [Julie S. Mak](#)
To: [Noel Casey](#)
Subject: Support for West Portal La Boulange
Date: Tuesday, May 14, 2013 7:25:21 PM

Dear Mr. Noel,
Thank you for your time and efforts in examining the potential for La Boulange to open a location on West Portal Avenue.

I am a resident of the neighborhood and a parent of three young children. We would be thrilled to have this local business on West Portal. La Boulange is the perfect blend of a social destination, pleasurable treat, and practical bakery. I think this business would be a huge asset to the neighborhood and draw customers to the entire street.

I appreciate your work!

Julie
Julie Mak
120 Santa Paula Avenue

From: [Alan Berezin](#)
To: [Noel Casey](#)
Subject: Support of la boulange.
Date: Tuesday, April 23, 2013 8:16:36 PM

Hi Casey

I am a resident of west portal and live at 2727 15th ave. I am happy to see La Boulange coming to west portal and would welcome any other high quality food establishments.

Regards
Alan Berezin
512-507-1936

From: [Emmett Miller](#)
To: [Noel Casey](#)
Cc: [Ted Bowie](#); [Stacey Lawrence](#); [Evette La Boulange](#); [La Boulange 2](#); [Avrum Shepard](#)
Subject: Survey in support of La Boulange
Date: Monday, April 22, 2013 7:45:48 PM
Attachments: [SurveySummary_02212013.pdf](#)

Hi Casey,

My name is Emmett Miller. I am a resident of West Portal. Myself, Ted Bowie and Stacey Lawrence comprise a small committee in the Greater West Portal Neighborhood Association (GWPNA). The goal of our committee is to bring merchants to West Portal Ave that is more representative of what the neighbors who live in the area actually want on the avenue. We did a survey of residents of West Portal and St Francis Wood and got about 300 respondents to our survey. I have attached a summary of the survey to this email. You will see that roughly two thirds of the respondents want both a bakery and a La Boulange for West Portal. We are the ones who actually reached out to La Boulange and invited them to come to our neighborhood. Please let me know if you have any questions or if there is anything I can do to assist you.

Kind Regards,
Emmett Miller
2667 15th Ave, West Portal Resident

From: [Arthur Perkins](#)
To: [Noel Casey](#)
Cc: [Arthur T. Perkins](#)
Subject: Thumbs up for La Boulange on West Portal
Date: Tuesday, April 23, 2013 5:04:09 PM

Dear Mr. Noel,

As a long-term resident of the West Portal area (20+ years), I support La Boulange on West Portal. We need both a bakery and a family friendly place to grab a snack or dessert. Our last bakery closed some time ago; and, I for one have missed the fresh baked breads and pastries.

The new design will improve the look of the neighborhood and provide an inviting locale for Muni Metro riders and pedestrians.

Please move forward with all deliberate speed in approving their plans for the West Portal store.

Thank you for your prompt attention to this matter.

Very truly yours,

Arthur Perkins
30 Allston Way
San Francisco, CA 94127
Ph: 415-564-3809
Sent via BlackBerry by AT&T

From: [Denise Spaulding](#)
To: [Noel Casey](#)
Subject: Vote for La Boulange on West Portal
Date: Tuesday, May 14, 2013 9:14:18 PM

Dear Casey,

I am a resident of St. Francis Wood and am a strong advocate for permitting LaBoulange to open a store on West Portal. I enjoy this eatery and have frequented the one on Union St and love it! I think it would add the value and fit into the ambience and culture of West Portal.

Thank you,

Denise Spaulding
55 Santa Clara Ave
SF

From: [Lisa Babel](#)
To: [Noel Casey](#)
Subject: We Po
Date: Thursday, May 16, 2013 9:41:50 AM

I am a resident of West Portal/St Francis Wood and I would love to have a La Boulange on West Portal Ave'.

From: [Jacob Mishell](#)
To: [Noel Casey](#)
Subject: West Portal - boulange bakery/restaurant
Date: Wednesday, May 15, 2013 10:22:36 PM

Dear Casey,

I would like to add my support for the application by boulange to open a spot on West portal. As a homeowner in the area, this is very much the sort of restaurant that I think would be a welcome addition. Please do not hesitate to contact me if I can provide any additional information.

Regards,
Jacob Mishell

From: Jennifer Grayzar
To: Noel, Casey
Subject: West Portal - La Boulange
Date: Tuesday, April 23, 2013 8:15:40 AM

Dear Mr. Noel,

I am a resident of West Portal and I would love for La Boulange to have a location on West Portal Avenue.

Best regards,
Jennifer Grayzar

From: [Kelly Graziadei](#)
To: [Noel, Casey](#)
Subject: West Portal - La Boulange
Date: Thursday, June 13, 2013 9:28:13 PM

Casey -

I hope this finds you well! My husband and I (+ kids) are just in the process of moving to the St Francis Wood / West Portal area and received your contact information to express our interest in the addition of a La Boulange to West Portal Ave. We would love to have one move into the area. Please let me know if you have any questions or need more information.

Thanks!

Kelly

Kelly Graziadei

From: Nina Grove
To: Noel, Casey
Subject: West Portal Ave Request
Date: Saturday, June 15, 2013 8:34:58 PM

Dear Mr. Noel,

I am a resident of St. Francis Wood and would be very interested in having a La Boulance on West Portal Avenue. Thank you for your consideration.

Nina Grove
51 San Leandro Way, SF, CA 94127
ninagrove@mac.com
415 269 7910

From: [Varma, Madhulika](#)
To: [Noel, Casey](#)
Subject: West portal business.
Date: Tuesday, April 23, 2013 5:53:49 AM

'I am a resident of West Portal and I would love for La Boulange to have a location on West Portal Ave'.
Sincerely
Mika Varma
Ulloa st

Sent from my iPhone

From: [Mitra Rezvan](#)
To: [Noel Casey](#)
Subject: West portal home owner - requesting for La Boulange
Date: Tuesday, May 14, 2013 11:59:34 PM

Hi Casey,

I am a resident of West Portal and I would really like to have a La Boulange on West Portal Ave.

Thank you for your consideration.

Mitra

From: Janet Chan
To: Noel Casey
Subject: West Portal La Boulange - Yes!!!
Date: Monday, April 22, 2013 9:04:55 PM

Dear Casey,

I wanted to reach out to you to show my support to La Boulange in their quest to open a location in West Portal. I wholeheartedly support and welcome La Boulange and am eagerly looking forward to the grand opening.

Thank you!

Janet Chan
237 Wawona, SF

From: Tessa Janian
To: Noel Casey
Subject: West Portal La Boulange
Date: Wednesday, May 15, 2013 7:42:54 AM

Hello Ms. Casey,

I'm writing to let you know I would love to have a La Boulange on West Portal. The street is very dynamic with great shops and businesses. One thing we're missing is a restaurant with excellent baked goods. La Boulange would fit the bill.

Enthusiastic Resident,
Tessa Janian
15 Santa Clara Avenue

From: [Sean Flynn](#)
To: [Noel Casey](#)
Subject: West Portal La Boulange
Date: Wednesday, May 15, 2013 7:01:21 AM

Hi Casey,

I understand you are involved in bringing La Boulange to West Portal. As a nearby resident in St Francis Wood I am anxiously awaiting it's arrival! Thank you for your efforts.

Best regards,
Sean

Sent from my iPhone

From: [Randa Yahoo](#)
To: [Noel Casey](#)
Subject: West Portal La Boulange
Date: Tuesday, May 14, 2013 6:42:14 PM

Dear Ms. Noel,

I can't say enough about La Boulange. That is our favorite spot to eat! So delicious.

We are residents of St. Francis Wood and would love to see a La Boulange come to our neighborhood. We are so excited about the possibility of having this restaurant on West Portal!

Thank you for your time with this matter.

Best,

Randa Dudum

From: [Wendy Wisniewski](#)
To: [Noel Casey](#)
Subject: West Portal La Boulange
Date: Tuesday, May 14, 2013 6:21:35 PM

Dear Casey,

I am a resident of West Portal and the addition of a La Boulange would be FABULOUS in upgrading our little downtown. Have no earthly idea why this would be an issue for the city planner - - cause honestly - - we need to change the face of West Portal and La Boulange would only bring good things (and shoppers) there.

Thanks!

w

--

wendy wisniewski
wisniewski.ww@gmail.com

From: [Kristin DeMartini](#)
To: [Noel Casey](#)
Subject: West Portal La Boulange
Date: Monday, April 22, 2013 9:23:46 PM

Hi Casey,

I am a resident of West Portal and I would love for La Boulange to have a location on West Portal Ave.

Thank you,
Kristin DeMartini

From: [Tina Chao](#)
To: [Noel Casey](#)
Subject: West Portal La Boulange
Date: Monday, April 22, 2013 8:23:20 PM

Hi Casey,

We are homeowners in West Portal with two small children. We would love to see La Boulange open a bakery on West Portal Ave. With so many families in the area, we desperately need a good bakery and more family friendly establishments on West Portal Ave.

Thanks.

Regards,

Tina

Sent from my phone.
(Please excuse typos and brevity.)

From: [Stacey Sobel](#)
To: [Noel Casey](#)
Subject: West Portal La Boulange
Date: Monday, April 22, 2013 8:08:43 PM

I am a long-time resident of the West Portal area. We need La Boulange on West Portal in a BIG way! Not only would it be welcomed by everyone I speak to about it in the area (and on our community web-site) - but it is ESPECIALLY needed considering the other businesses that have been allow to surreptitiously infest and down-grade our family-orientated and upscale community (massage parlor, gold buyers, Quickly chain, medical offices instead of retail, etc.).

Thank you for your consideration to our cause!

Stacey Sobel
500 Ulloa Street, SF 94127
(415) 213-5040

From: [Paul and Karen Eggert](#)
To: [Noel Casey](#)
Subject: West Portal La Boulange
Date: Friday, May 17, 2013 10:32:34 AM

Hi Casey -

We would like to have La Boulange on West Portal. We have both grown up and lived in the neighborhood most of our lives. It would be a great addition to the area and would be well used by residents of all ages.

Thanks,

Karen Eggert

From: [Janice Fraser](#)
To: [Noel Casey](#)
Subject: West Portal Le Boulange
Date: Tuesday, April 23, 2013 9:50:21 AM

I am a resident of West Portal and I would love to have Le Boulange in our neighborhood. I now travel to Pine St location to buy their goodies. Let's have them in West Portal. We need a GOOD bakery.

Janice Fraser
55 Wawona St
S.F.

From: Lois Fisher
To: Noel Casey
Subject: West Portal Plans
Date: Tuesday, May 14, 2013 10:49:09 PM

Dear Mr. Noel,

I am a resident of West Portal and would love to have a La Boulange restaurant on West Portal Avenue. My second choice would be a premium butcher.

Thank you,
Lois Fisher
99 San Anselmo Avenue

From: Annie
To: Noel Casey
Subject: West Portal! La Boulange! OUI!
Date: Monday, April 22, 2013 8:31:29 PM

Hello,
I am a resident of West Portal and I would love for La Boulange to have one of their shops on West Portal Avenue.

I can go on about it, but that's the core message. If you have questions or need more details, I'm at address below.

Annie McGeady
(415) 652-8826
2610. 18th Avenue

Sent from mobile

From: [Anna Kang](#)
To: [Noel Casey](#)
Subject: West portal
Date: Tuesday, May 14, 2013 9:23:36 PM

Hello,
I'm a resident of St Francis Woods and would like a La Boulange in West Portal.
Please help us make this happen.
Thank you
Anna Liu

From: [Heather Cowan](#)
To: [Noel Casey](#)
Subject: West portal
Date: Saturday, April 27, 2013 6:37:36 AM

Sent from my iPadwould love to have la boulange in our neighborhood

From: [Fiona Collier](#)
To: [Noel Casey](#)
Subject: West portal
Date: Thursday, May 16, 2013 3:43:47 PM

Hi,

I am a resident of west portal and I would like a la Boulange!

Best,
Fiona Collier

From: [Melissa Redmond](#)
To: [Noel Casey](#)
Subject: West Portal-La Boulange
Date: Thursday, May 16, 2013 6:02:48 AM

To Whom It May Concern:

I am a resident of West Portal/St Francis Wood and I would love to have a La Boulange on West Portal Ave'. Help us change West Portal Ave for the better! Thanks for your support!

There is literally no bakery on the block and no place to get a sandwich and sit down. Please help to approve this business.

Best regards,

Melissa Redmond
35 San Fernando Way
San Francisco, CA 94127

Melissa Redmond
missysonoma@aol.com

From: [hannah.freeman](#)
To: [Noel, Casey](#)
Subject: Yes Please to West Portal La Boulange!
Date: Tuesday, April 23, 2013 3:51:48 PM

I am emailing to show my support for bringing La Boulange to West Portal Avenue.

We lost our only bakery last year and my family and friends would love for there to be a La Boulange in the neighborhood. The existing business in this retail space is a very sad looking market that seems to survive on cigarette and lotto sales.

Many thanks for listening!
best, Hannah Freeman
West Portal homeowner since 2007

From: [Wendi Sheehan](#)
To: [Noel Casey](#)
Subject: Yes to La Boulange!
Date: Monday, April 22, 2013 10:15:50 PM

Good Evening-

I live in West Portal and I would love for La Boulange to have a location on West Portal Ave. We need this type of establishment in our neighborhood!!!!

Thank you,
Wendi Sheehan
Lenox Way

From: [Jennifer Thornton](#)
To: [Noel Casey](#)
Subject: Yes to WP La Boulange
Date: Wednesday, April 24, 2013 12:26:57 PM

Hi Casey,

I am a homeowner in West Portal and would love to have La Boulange in the neighborhood. I strongly support the store opening.

Regards,
Jennifer Thornton
Madrone Avenue

From: [Ron Wong](#)
To: [Noel Casey](#)
Cc: [Mike Tekulsky](#)
Subject: La boulange in west portal
Date: Monday, April 22, 2013 7:35:05 PM

We would love to have la boulange in west portal. We support the efforts to open this fall. Let us know if you need any other info. Thanks

.....
RON WONG | 415.517.1405
Hill & Co. Real Estate
#1 Top Producing Team
dre# 1504164

From: [Carolyn Shuman](#)
To: [Noel Casey](#)
Subject: la boulange
Date: Monday, April 22, 2013 8:02:45 PM

I am a resident of West Portal and would like to see La Boulange open on the avenue.
Carolyn Shuman

From: [aj](#)
To: [Noel, Casey](#)
Subject: la boulange
Date: Monday, April 22, 2013 9:22:24 PM

As a West Portal resident, I support the presence of La Boulange in the neighborhood. Good luck!

aj

From: Joyce Goode
To: Noel Casey
Subject: la boulange
Date: Wednesday, May 15, 2013 7:04:56 AM

I am a resident of St. Francis Wood and I would love to have La Boulange here

Joyce

From: [Fiona Collier](#)
To: [Noel Casey](#)
Subject: West portal
Date: Thursday, May 16, 2013 3:43:47 PM

Hi,
I am a resident of west portal and I would like a la Boulange!

Best,
Fiona Collier

From: [Keith DeMartini](#)
To: [Noel Casey](#)
Subject: Support for La Boulange
Date: Tuesday, April 23, 2013 3:24:24 PM

Hi Casey,

I am a resident of West Portal and I would love for La Boulange to have a location on West Portal Ave.

Keith

From: [Ann Marie Porter](#)
To: [Noel Casey](#)
Subject: La Boulange West Portal
Date: Monday, April 22, 2013 7:48:55 PM

Hi Noel,
I am a resident of West Portal and I would love to see La Boulange come into our neighborhood on West Portal Ave!

Thank you!
Ann Marie Porter
16th Avenue

From: [Nadeen Rosebrook](#)
To: [Noel Casey](#)
Subject: La Boulange West Portal
Date: Wednesday, April 24, 2013 5:13:42 PM

Hi there

Our neighbor told us that La Boulange might be coming to West Portal. We are so in favor of this. West Portal really needs a place like La Boulange. Many of us in the area all lived on the other side of town before we got married and had children and know La Boulange well. It's what the avenue is missing - a great place to meet up for lunch that serves the neighborhood and also uses the high quality ingredients SF is known for. We have really started to make inroads with Market & Rye and the new Greek restaurant and La Boulange would be a perfect addition. Your cookies are my favorites! We really hope that you come to West Portal. All the ladies in St Francis Wood will be there!

Cheers,
Nadeen Rosebrook

LA BOULANGE

OPEN HOUSE

Please join us at an Open House to discuss the proposed location of a new La Boulange Bakery at 16 West Portal Ave. At the meeting, we will discuss our operational plans and share some of the changes we have planned for this location.

LIGHT REFRESHMENTS
FROM THE BOULANGE KITCHEN
WILL BE SERVED!

WEDNESDAY, MARCH 13TH
7:00 pm
West Portal Playground Clubhouse
139 Lenox Way

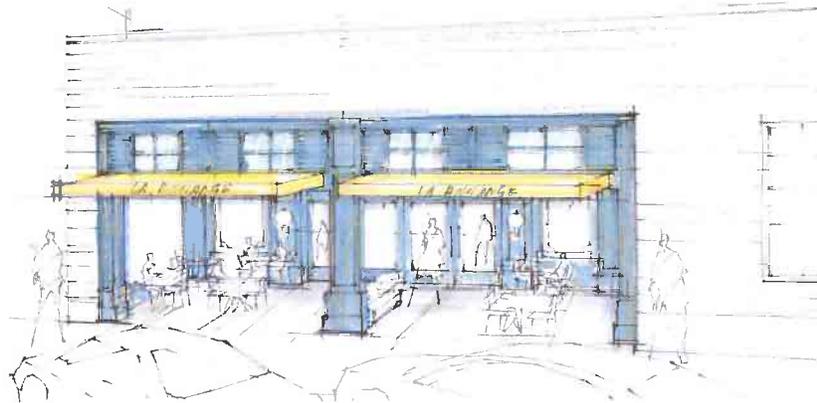
This community meeting is open to all to attend. Please feel free to forward this invitation to your friends and neighbors.

To RSVP or for more information contact Pat Collum at 415-788-1000 x 206 or email pcollum@bergdavis.com

To learn more about La Boulange Cafe & Bakery, visit laboulangebakery.com

À BIENTOT!

CAFÉ & BAKERY
LA BOULANGE



COMING TO WEST PORTAL IN FALL 2013!

We will be located at the newly-renovated space at
16 West Portal (at Ulloa St.)

For over 15 years, Pascal Rigo and his team have been making fresh, authentic French breads and pastries for hungry San Franciscans, and we are excited to finally bring La Boulange to your neighborhood!

PROJECT FACTS

- 2,675 square feet of retail space • Site will include a full kitchen • Site will serve wine & beer
- Project brings 25 new jobs to West Portal • Green construction and best practices
- Store open 7 days a week, 7am-7pm • Al fresco and indoor dining

A GOOD NEIGHBOR

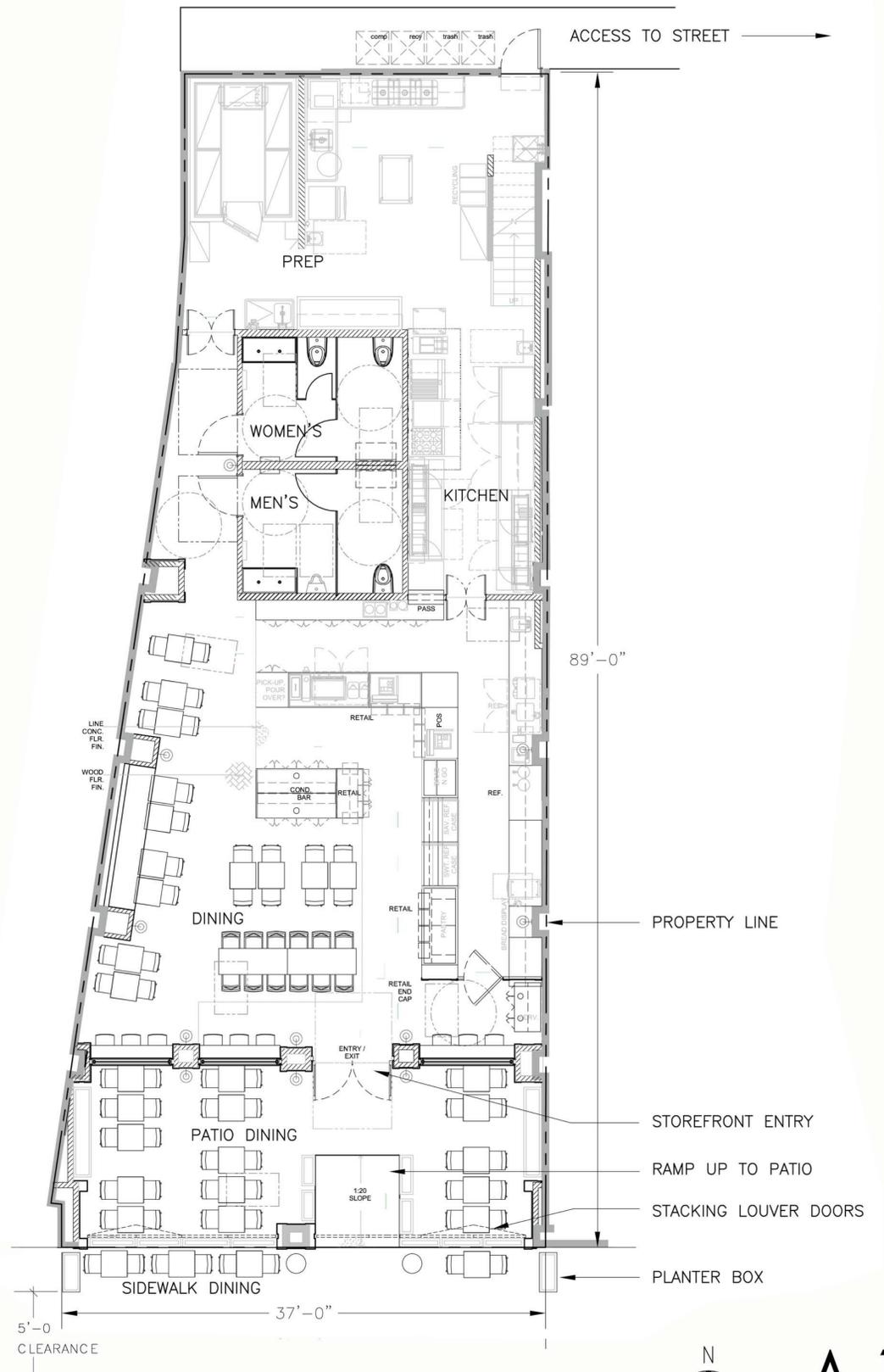
We are passionate about giving back to San Francisco. That's why we created La Boulange Fridays, a monthly fundraiser benefiting different non-profit organizations throughout the city. La Boulange Fridays has helped raise \$300,000 dollars for our communities in less than a year! We make it a priority to stay involved and active in all of our neighborhoods. Here are some of the organizations that we work with: Hayes Valley Farm Project, SF Vikings Soccer, SF Neighborhood Parks Council, SF Art Coalition, SF AIDS Walk, SF Meals on Wheels (daily food donations).

For more information, contact: Pat Collum, BergDavis Public Affairs
pcollum@bergdavis.com or (415) 788-1000 x206
Visit La Boulange Bakery & Cafe at laboulangebakery.com



SEATING	
SIDEWALK	- 8
PATIO	- 30
DINING	- 47
TOTAL SEATS	85

SITE PLAN 



FLOOR PLAN  **A.1**

NTS



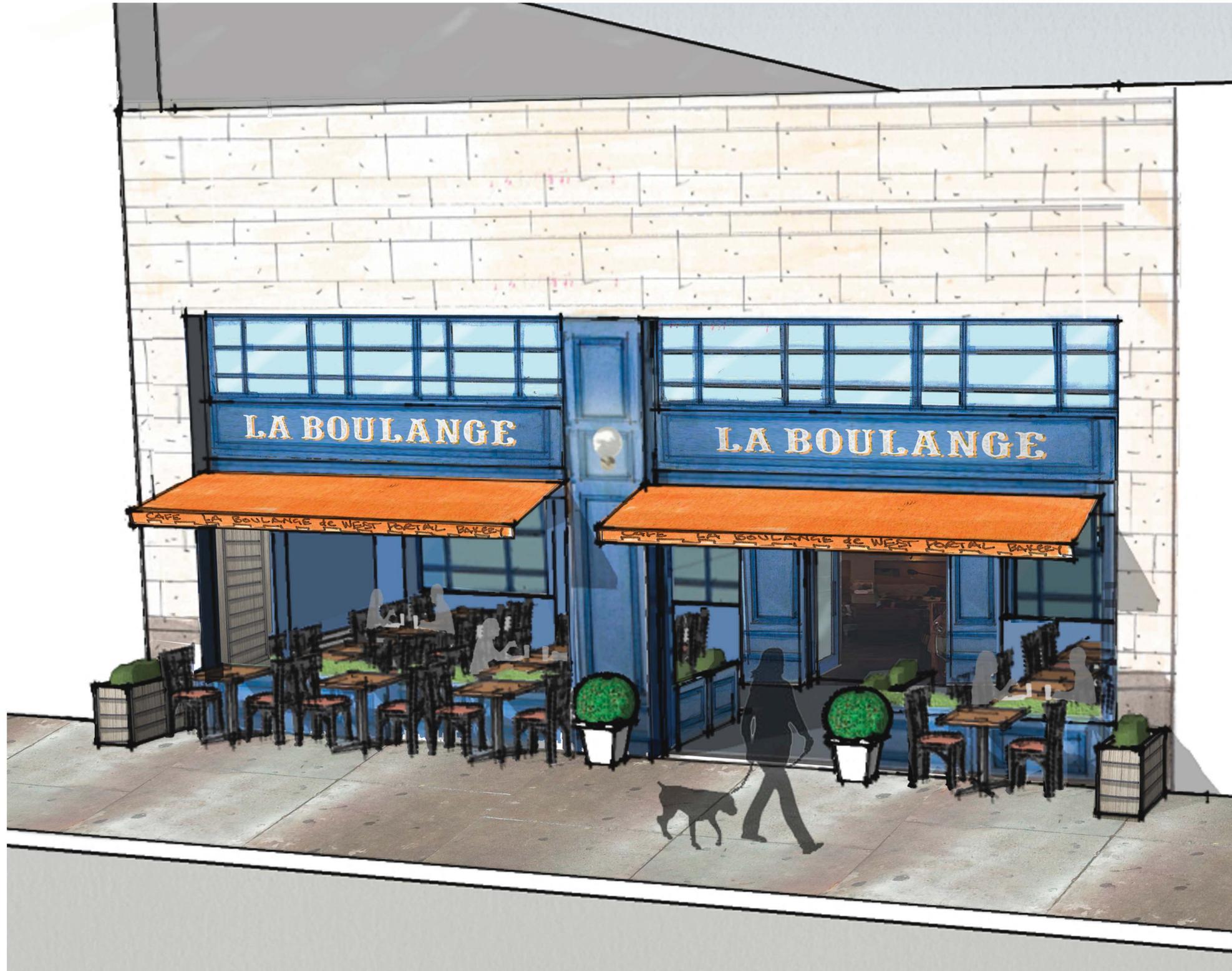
16 WEST PORTAL
SAN FRANCISCO, CALIFORNIA

13 MARCH 2013
PROJECT NO: 48258

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2470 MARINER SQUARE LOOP
ALAMEDA, CA 94501





EXTERIOR

A.2

NTS

LA BOULANGE

16 WEST PORTAL
SAN FRANCISCO, CALIFORNIA

13 MARCH 2013
PROJECT NO: 48258

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2470 MARINER SQUARE LOOP
ALAMEDA, CA 94501





CLOSED STOREFRONT



OPEN STOREFRONT

EXTERIOR

A.3

NTS

13 MARCH 2013
PROJECT NO: 48258

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2470 MARINER SQUARE LOOP
ALAMEDA, CA 94501

MBH