



SAN FRANCISCO PLANNING DEPARTMENT

Executive Summary Conditional Use

HEARING DATE: FEBRUARY 20, 2014

Date: February 13, 2014
Case No.: **2013.1432C**
Project Address: **2060 FILLMORE STREET (A.K.A. 2385 CALIFORNIA STREET)**
Zoning: Upper Fillmore Street Neighborhood Commercial District
40-X Height and Bulk District
Block/Lot: 0653/023
Project Sponsor: Janet Crane
Freebairn-Smith and Crane
442 Post Street, 6th Floor
San Francisco, CA 94102
Staff Contact: Sharon Lai – (415) 575-9087
sharon.w.lai@sfgov.org
Recommendation: **Approval with Conditions**

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Information:
415.558.6377

PROJECT DESCRIPTION

The applicant proposes to establish a new formula retail use in the two adjoining vacant commercial spaces that total approximately 2,334 square foot, including the small mezzanine level along California Street. The subject use will be an apparel store (d.b.a. Rag and Bone). The project proposes to remove the existing partition wall and door separating the two spaces, reduce the entries from two to one and relocate it to the center of the space along the Fillmore Street frontage. No façade alterations are proposed along the California Street frontage. New awnings are proposed above all storefront windows and entrances.

The proposed hours of operation are Monday through Saturday from 10 AM to 7 PM, and Sunday from 11 AM to 7 PM. The operation intends to employ nine full-time employees. The subject formula retailer has 12 existing locations and four pending/leased locations nationwide. There are currently no existing locations in San Francisco. No parking is proposed for the project.

SITE DESCRIPTION AND PRESENT USE

The project is located at the ground floor of a three-story mixed-use building with 17 dwelling units on a corner lot. The lot is situated at the southeast corner of Fillmore Street and California Street, Block 0653, Lot 023. The subject parcel slopes upwards from Fillmore Street to Orben Place, along California Street. The property is located within the Upper Fillmore Street NCD (Neighborhood Commercial District) and the 40-X Height and Bulk District. The subject building contains four ground floor commercial storefronts, two of which are currently vacant but last occupied by a formula retailer, Royal Grounds (2060 Fillmore Street) and Wash n' Royal (2058 Fillmore Street). Royal Grounds and Wash n' Royal were under the same ownership and both ended its operation in 2013. The other two ground floor storefronts

in the subject building are occupied by NARS, a cosmetics retailer, at 2050 Fillmore Street (not considered formula retail), and Elizabeth Charles, an apparel retailer at 2056 Fillmore Street. The existing building was constructed circa 1924 and is a potential historic resource.

SURROUNDING PROPERTIES AND NEIGHBORHOOD

The surrounding development consists of a variety of commercial and mixed-use buildings mostly featuring residential uses above ground-floor commercial establishments. The scale of development in the area consists of a mix of low-and mid-rise buildings (one- to three-story structures), most of which were built in the early 1900s. Generally, the commercial establishments characterizing this portion of Fillmore Street include a mixture of restaurants, apparel/accessory stores and specialty shops, and medical and personal service establishments, along with a bar, coffee house, bakery, and laundromat. The surrounding zoning is primarily Upper Fillmore Street NCD and RH-2 (Residential, House, Two-Family) District zoning. There are approximately 22 existing commercial establishments located along the subject block-face and the opposite block-face along Fillmore Street, four of which appear to be formula retail. The existing commercial establishments which would appear to qualify as formula retail uses include Ralph Lauren (apparel store at 2040 Fillmore Street), James Perse (apparel store at 2028 Fillmore Street), La Boulange (restaurant use at 2043 Fillmore Street) and MAC (cosmetics store at 2011 Fillmore Street).

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	January 31, 2014	January 31, 2014	20 days
Posted Notice	20 days	January 31, 2014	January 31, 2014	20 days
Mailed Notice	20 days	January 31, 2014	January 31, 2014	20 days

PUBLIC COMMENT

- The Department has received 15 letters of support and 41 signatures in support. No comments in opposition have been to date.

ISSUES AND OTHER CONSIDERATIONS

- There are approximately 35 existing formula retail establishments, out of approximately 168 commercial establishments within the Upper Fillmore NCD, which is approximately 21%.
- The nearest establishment selling apparel is located immediately adjacent to the subject site.
- The project proposes to merge two commercial storefronts.
- The character of the Upper Fillmore NCD supports a high ratio of retail uses specializing in sales of apparel.
- The proposed establishment is a formula retail use with approximately 16 facilities nationwide.

REQUIRED COMMISSION ACTION

In order for the project to proceed, the Commission must grant conditional use authorization to allow the establishment of a new formula retail use within the Upper Fillmore NCD, pursuant to Planning Code Sections 303, 703.3, and 703.4.

BASIS FOR RECOMMENDATION

- Although the formula retailer has 16 facilities nationwide, there are no existing stores in the City.
- The project will replace two vacant storefronts that have historically been operated by a single formula retailer (d.b.a. Royal Grounds). Therefore, the establishment of a new formula retail use will not alter the character of the neighborhood.
- The project will increase the availability of affordable specialty goods that are complementary to the neighborhood, where a clear network of apparel oriented retail uses exist.
- The project will not affect the existing character of the corridor as the majority of modifications are limited to the interior.
- The sponsor has indicated a commitment to support several community benefits for the Upper Fillmore neighborhood through partnerships that offer no-interest loans and funding for schools and other non-profit organizations.
- The project meets all applicable requirements of the Planning Code.
- The project is desirable for, and compatible with the surrounding neighborhood.

RECOMMENDATION:	Approval with Conditions
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Attachments:

Block Book Map
Sanborn Map
Zoning Map
Aerial Photographs
Site Photo
Reduced Plans
Formula Retail Checklist
Letters from Sponsor

Attachment Checklist

- | | |
|---|--|
| <input checked="" type="checkbox"/> Executive Summary | <input checked="" type="checkbox"/> Project sponsor submittal |
| <input checked="" type="checkbox"/> Draft Motion | Drawings: <u>Existing Conditions</u> |
| <input type="checkbox"/> Environmental Determination | <input checked="" type="checkbox"/> Check for legibility |
| <input checked="" type="checkbox"/> Zoning District Map | Drawings: <u>Proposed Project</u> |
| <input type="checkbox"/> Height & Bulk Map | <input checked="" type="checkbox"/> Check for legibility |
| <input 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"/> Formula Retail Map | <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

SL

Planner's Initials

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SAN FRANCISCO PLANNING DEPARTMENT

Subject to: (Select only if applicable)

- Affordable Housing (Sec. 415)
- Jobs Housing Linkage Program (Sec. 413)
- Downtown Park Fee (Sec. 412)
- First Source Hiring (Admin. Code)
- Child Care Requirement (Sec. 414)
- Other

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Planning Commission Draft Motion

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ADOPTING FINDINGS RELATING TO THE APPROVAL OF CONDITIONAL USE AUTHORIZATION PURSUANT TO SECTIONS 303, 703.3 and 703.4 OF THE PLANNING CODE TO ESTABLISH A NEW FORMULA RETAIL USE (D.B.A. RAG AND BONE) WITHIN THE UPPER FILLMORE STREET NEIGHBORHOOD COMMERCIAL DISTRICT, AND 40-X HEIGHT AND BULK DISTRICT.

PREAMBLE

On October 8, 2013, Janet Crane (hereinafter “Project Sponsor”) filed an application with the Planning Department (hereinafter “Department”) for Conditional Use Authorization under Planning Code Sections 303, 703.3 and 703.4 to allow the establishment of a new formula retail use (d.b.a. Rag and Bone) within the Upper Fillmore Street NCD (Neighborhood Commercial District) and a 40-X Height and Bulk District.

On February 20, 2014, the San Francisco Planning Commission (hereinafter “Commission”) conducted a duly noticed public hearing at a regularly scheduled meeting on Conditional Use Application No. 2013.1432C.

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

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

MOVED, that the Commission hereby authorizes the Conditional Use requested in Application No. 2013.1432C, 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 at the ground floor of a three-story mixed-use building with 17 dwelling units on a corner lot. The lot is situated at the southeast corner of Fillmore Street and California Street, Block 0653, Lot 023. The subject parcel slopes upwards from Fillmore Street to Orben Place, along California Street. The property is located within the Upper Fillmore Street NCD (Neighborhood Commercial District) and the 40-X Height and Bulk District. The subject building contains four ground floor commercial storefronts, two of which are currently vacant but last occupied by a formula retailer, Royal Grounds (2060 Fillmore Street) and Wash n' Royal (2058 Fillmore Street). Royal Grounds and Wash n' Royal were under the same ownership and both ended its operation in 2013. The other two ground floor storefronts in the subject building are occupied by NARS, a cosmetics retailer, at 2050 Fillmore Street (not considered formula retail), and Elizabeth Charles, an apparel retailer at 2056 Fillmore Street. The existing building was constructed circa 1924 and is a potential historic resource.
3. **Surrounding Properties and Neighborhood.** The surrounding development consists of a variety of commercial and mixed-use buildings mostly featuring residential uses above ground-floor commercial establishments. The scale of development in the area consists of a mix of low-and mid-rise buildings (one- to three-story structures), most of which were built in the early 1900s. Generally, the commercial establishments characterizing this portion of Fillmore Street include a mixture of restaurants, apparel/accessory stores and specialty shops, and medical and personal service establishments, along with a bar, coffee house, bakery, and laundromat. The surrounding zoning is primarily Upper Fillmore Street NCD and RH-2 (Residential, House, Two-Family) District zoning. There are approximately 22 existing commercial establishments located along the subject block-face and the opposite block-face along Fillmore Street, four of which appear to be formula retail. The existing commercial establishments which would appear to qualify as formula retail uses include Ralph Lauren (apparel store at 2040 Fillmore Street), James Perse (apparel store at 2028 Fillmore Street), La Boulange (restaurant use at 2043 Fillmore Street) and MAC (cosmetics store at 2011 Fillmore Street).

4. **Project Description.** The applicant proposes to establish a new formula retail use in the two adjoining vacant commercial spaces that total approximately 2,334 square foot, including the small mezzanine level along California Street. The subject use will be an apparel store (d.b.a. Rag and Bone). The project proposes to remove the existing partition wall and door separating the two spaces, reduce the entries from two to one and relocate it to the center of the space along the Fillmore Street frontage. No façade alterations are proposed along the California Street frontage. New awnings are proposed above all storefront windows and entrances.

The proposed hours of operation are Monday through Saturday from 10 AM to 7 PM, and Sunday from 11 AM to 7 PM. The operation intends to employ nine full-time employees. The subject formula retailer has 12 existing locations and four pending/leased locations nationwide. There are currently no existing locations in San Francisco. No parking is proposed for the project.

5. **Public Comment.** The Department has received 15 letters of support and 41 signatures in support. No comments in opposition have been to date.
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. **Street Frontage in Residential-Commercial Districts.** Section 145.1 of the Planning Code requires the following:

1. Off-street parking at street grade on a development lot must be set back at least 25 feet on the ground floor and at least 15 feet on floors above, from any facade facing a street at least 30 feet in width. Parking above the ground level shall be entirely screened from all public rights-of-way in a manner that accentuates ground floor uses, minimizes mechanical features and is in keeping with the overall massing and architectural vocabulary of the building.
2. No more than one-third of the width or 20 feet, whichever is less, of any given street frontage of a new or altered structure parallel to and facing a street shall be devoted to parking and loading ingress or egress. Street-facing garage structures and garage doors may not extend closer to the street than a primary building facade unless the garage structure and garage door are consistent with the features listed in Section [136](#) of this Code. The total street frontage dedicated to parking and loading access should be minimized, and combining entrances for off-street parking with those for off-street loading is encouraged. The placement of parking and loading entrances should minimize interference with street-fronting active uses and with the movement of pedestrians, cyclists, public transit, and autos. Entrances to off-street parking shall be located at least six feet from a lot corner located at the intersection of two public rights-of-way. Off-street parking and loading entrances should minimize the loss of on-street parking and loading spaces. Off-street parking and loading are also subject to the provisions of Section [155](#) of this Code.
3. With the exception of space allowed for parking and loading access, building egress, and access to mechanical systems, space for active uses as defined in Subsection (b) (2) and permitted by the specific district in which it is located 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.

4. Ground floor non-residential uses in all NC districts, shall have a minimum floor-to-floor height of 10 feet for lots in a 40 foot height district.
5. 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. Street-facing ground-level spaces housing non-residential active uses in hotels, office buildings, shopping centers, and other large buildings shall open directly onto the street, rather than solely into lobbies and interior spaces of the buildings. Such required street-facing entrances shall remain open to the public during business hours.
6. Frontages with active uses that are not residential or PDR 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. Buildings located inside of, or within an unobstructed line of less than 300 feet of an Urban Bird Refuge, as defined in Section [139\(c\)\(1\)](#), shall follow glazing requirements within Section [139\(c\)](#) of this Code.
7. 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 52 feet of frontage on Fillmore Street and 42 feet of ground floor frontage on California Street. Approximately 61 feet of total frontage, or approximately 65 percent, is devoted to either the store entrances or windows. The windows are at least 75 percent clear and unobstructed, and meet the active use requirement.

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

The proposed use is approximately 2,334 square feet and is therefore not required to provide off-street parking.

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

The project sponsor has indicated that the proposed hours of operation will be 10 a.m. to 7 p.m. Monday through Saturday and 11 a.m. to 7 p.m. on Sunday.

- C. **Use Size.** Planning Code Sections 121.2 and 718.21, requires Conditional Use (CU) authorization for non-residential use exceeding 2,400 square feet in the subject zoning district.

The project proposes to combine two vacant commercial spaces, totaling approximately 2,334 square feet. Therefore, no Conditional Use authorization is required.

- D. **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. Planning Code Section 209.8(d) requires Conditional Use authorization for Formula Retail Use, as defined in Section [703.3](#)(b) of this Code.

The proposed Formula Retail establishment features a standardized array of merchandise and trademark or service mark with 16 facilities in the United States.

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

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 proposed use will occupy two existing vacant retail spaces that have been operated by the same owner. Although the project involves merging two commercial spaces, the proposed use size conforms to the principally permitted use size for the district and is in keeping with the scale of other commercial establishments within the block and in the district. The proposed formula retail use complements the mix of goods and services currently available in the district. Furthermore, the Sponsor has stated a commitment to supporting community benefits for the neighborhood including a partnership with Kiva Zip to offer no-interest loans to Fillmore Street businesses, a partnership with edMatch to raise funds for public schools, and a partnership with other Fillmore Street businesses to support Pets Unlimited.

- 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 the project will not alter the existing exterior appearance or character of the project's vicinity. No external expansion is proposed. The proposed total use size of 2,334 square feet is consistent with the other existing commercial establishments within the Upper Fillmore NCD.

- 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 existing traffic pattern will not be significantly affected by the proposed project. There is an abundance of public transit available within ¼ mile from the Subject Site including nine bus routes (92,38L, 1BX, 1, 2, 3, 10, 22, and 38) There are parking lots in the vicinity on-street parking along frontages of the subject site and in the surrounding neighborhood.

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

The project is not anticipated to emit noxious or offensive noise, flare, dust or odor.

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

The proposed project will involve interior alterations and the Department will review all lighting and signs proposed for the project in accordance with the Planning Code.

- 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 a retail use on the ground floor. Retail uses on the ground and second floors are principally permitted in the subject Neighborhood Commercial District.

8. **Planning Code Sections 303(i), 703.3(h) and 703.4** require Conditional Use authorization for the establishment of a Formula Retail Use in Neighborhood Commercial Districts. The Planning Commission shall consider the following criteria set forth in Section 303(i) in addition to the criteria set forth in Section 303(c):

- a. The existing concentrations of formula retail uses within the Neighborhood Commercial District.

Based on project sponsor's survey, there are approximately 168 ground floor retail establishments along the Upper Fillmore NCD and approximately 35 (21%) of these businesses appear to qualify as formula retail uses. These formula retail uses are retail stores, eating and drinking establishments, financial institutions, and personal and business services.

Planning Department staff found 12 existing formula retail uses (d.b.a. Ralph Lauren, James Perse, MAC, La Boulange, Mollie Stones, Peet's Coffee, Jonathan Adler, Benefit, Papyrus, Marc by Marc Jacobs, and Wells Fargo, and Chase) within the immediate two block radius. The existing tenant spaces were previously occupied by a formula retailer (d.b.a. Royal Grounds and Wash n' Royal), hence the establishment of a new formula retail use in this space will not affect the concentration of formula retail uses within the NCD.

- b. The availability of other similar retail uses within the Neighborhood Commercial District.

There are approximately 36 other apparel retailers within the subject district, of which nine are formula retail. The nearest apparel retailer is located in the adjacent storefront to the south, (d.b.a. Elizabeth Charles) which is not a formula retailer.

- c. The compatibility of the proposed formula retail use with the existing architectural and aesthetic character of the Neighborhood Commercial District.

The proposed project will not involve significant modifications to the building's existing architectural and aesthetic character. There will be no expansion of the existing building envelope. The proposed storefront and awning designs are compatible with the boutique aesthetic of the subject neighborhood.

- d. The existing retail vacancy rates within the Neighborhood Commercial District.

There are approximately eight retail vacancies, including the subject spaces, out of approximately 168 retail spaces within the subject NCD, which is approximately 5%. There are three vacancies within the immediate two block radius, including the subject tenant space. The proposed project would reduce the vacancy rate of the neighborhood to 3.5%.

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

The proposed project will be the first Rag and Bone retail store in San Francisco. There is currently one existing location in Los Angeles, California. The proposed location will serve as a complementary use to the existing mix of boutique goods and services along the Fillmore Street NCD. The proposed establishment will replace a previous formula retailer and will not significantly affect the character of the district.

9. **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.

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 replace two vacant storefronts with a commercial activity that is consistent with the character and uses of the subject NCD.

NEIGHBORHOOD COMMERCE

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.

The proposed use will encourage the retention of neighborhood-serving goods in that it will contribute to the boutique apparel industry in the area. The project would not prevent the district from achieving optimal diversity in the types of goods and services available in the neighborhood.

Policy 6.4:

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

The proposed Formula Retail use will sell goods as its principal use, which will enhance the variety of complementary uses for this diverse area.

10. **Planning Code Section 101.1(b)** establishes eight priority-planning policies and requires review of permits for consistency with said policies. On balance, the project 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 preserve and enhance the district by replacing two vacant storefronts. 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 residential 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 project site is located along Fillmore Street and is well served by nine lines of bus transit, and both on- and off-street parking is available in the vicinity.

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. The project proposes to replace two storefronts that have been vacant since 2013.

- 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 affect the property's ability to withstand an earthquake.

- G. That landmarks and historic buildings be preserved.

The project will not alter any character defining features for this building.

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

The project will have no negative affect on existing parks and open spaces.

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

DECISION

That based upon the Record, the submissions by the Applicant, the staff of the Department and other interested parties, the oral testimony presented to this Commission at the public hearings, and all other written materials submitted by all parties, the Commission hereby **APPROVES Conditional Use Application No. 2013.1432C** subject to the following conditions attached hereto as "EXHIBIT A" in general conformance with plans on file, dated October 8, 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. XXXX. The effective date of this Motion shall be the date of this Motion if not appealed (After the 30-day period has expired) OR the date of the decision of the Board of Supervisors if appealed to the Board of Supervisors. For further information, please contact the Board of Supervisors at (415) 554-5184, City Hall, Room 244, 1 Dr. Carlton B. Goodlett Place, San Francisco, CA 94102.

Protest of Fee or Exaction: You may protest any fee or exaction subject to Government Code Section 66000 that is imposed as a condition of approval by following the procedures set forth in Government Code Section 66020. The protest must satisfy the requirements of Government Code Section 66020(a) and must be filed within 90 days of the date of the first approval or conditional approval of the development referencing the challenged fee or exaction. For purposes of Government Code Section 66020, the date of imposition of the fee shall be the date of the earliest discretionary approval by the City of the subject development.

If the City has not previously given Notice of an earlier discretionary approval of the project, the Planning Commission's adoption of this Motion, Resolution, Discretionary Review Action or the Zoning Administrator's Variance Decision Letter constitutes the approval or conditional approval of the development and the City hereby gives **NOTICE** that the 90-day protest period under Government Code Section 66020 has begun. If the City has already given Notice that the 90-day approval period has begun for the subject development, then this document does not re-commence the 90-day approval period.

I hereby certify that the Planning Commission ADOPTED the foregoing Motion on February 20, 2014.

Jonas P. Ionin
Commission Secretary

AYES:

NAYS:

ABSENT:

ADOPTED: February 20, 2014

EXHIBIT A

AUTHORIZATION

This authorization is for a conditional use to allow the establishment of a new formula retail use (d.b.a. Rag and Bone) at 2060 Fillmore Street (a.k.a. 2385 California Street), Block 0653, and Lot 023 pursuant to Planning Code Sections 303, 703.3 and 703.4 within the Upper Fillmore Street NCD (Neighborhood Commercial District), and a 40-X Height and Bulk District; in general conformance with plans, dated **October 8, 2013**, and stamped "EXHIBIT B" included in the docket for Case No. **2013.1432C** and subject to conditions of approval reviewed and approved by the Commission on **February 20, 2014**, under Motion No. **XXXX**. 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 **February 20, 2014** under Motion No. **XXXX**.

PRINTING OF CONDITIONS OF APPROVAL ON PLANS

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

SEVERABILITY

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

CHANGES AND MODIFICATIONS

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

Conditions of Approval, Compliance, Monitoring, and Reporting

PERFORMANCE

1. **Validity.** The authorization and right vested by virtue of this action is valid for three (3) years from the effective date of the Motion. The Department of Building Inspection shall have issued a Building Permit or Site Permit to construct the project and/or commence the approved use within this three-year period.

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

2. **Expiration and Renewal.** Should a Building or Site Permit be sought after the three (3) year period has lapsed, the project sponsor must seek a renewal of this Authorization by filing an application for an amendment to the original Authorization or a new application for Authorization. Should the project sponsor decline to so file, and decline to withdraw the permit application, the Commission shall conduct a public hearing in order to consider the revocation of the Authorization. Should the Commission not revoke the Authorization following the closure of the public hearing, the Commission shall determine the extension of time for the continued validity of the Authorization.

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

3. **Diligent pursuit.** Once a site or Building Permit has been issued, construction must commence within the timeframe required by the Department of Building Inspection and be continued diligently to completion. Failure to do so shall be grounds for the Commission to consider revoking the approval if more than three (3) years have passed since this Authorization was approved.

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

4. **Extension.** All time limits in the preceding three paragraphs may be extended at the discretion of the Zoning Administrator where implementation of the project is delayed by a public agency, an appeal or a legal challenge and only by the length of time for which such public agency, appeal or challenge has caused delay.

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

5. **Conformity with Current Law.** No application for Building Permit, Site Permit, or other entitlement shall be approved unless it complies with all applicable provisions of City Codes in effect at the time of such approval.

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

DESIGN

6. **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

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

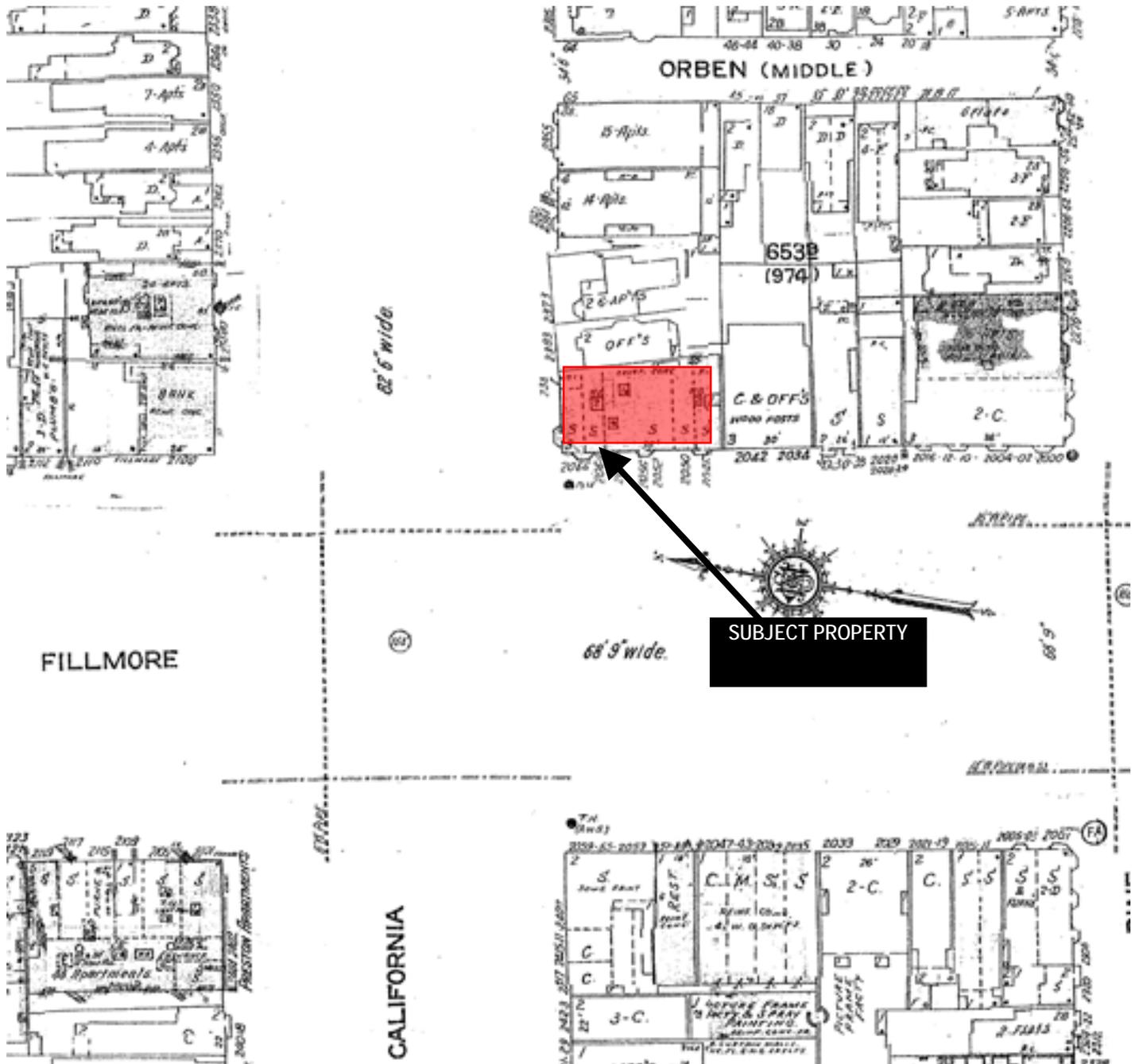
For information about compliance, contact Code Enforcement, Planning Department at 415-575-6863, www.sf-planning.org

OPERATION

8. **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/>*
9. **Community Liaison.** Prior to issuance of a building permit to construct the project and implement the approved use, the Project Sponsor shall appoint a community liaison officer to deal with the issues of concern to owners and occupants of nearby properties. The Project Sponsor shall provide the Zoning Administrator with written notice of the name, business address, and telephone number of the community liaison. Should the contact information change, the Zoning Administrator shall be made aware of such change. The community liaison shall report to the Zoning Administrator what issues, if any, are of concern to the community and what issues have not been resolved by the Project Sponsor.

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

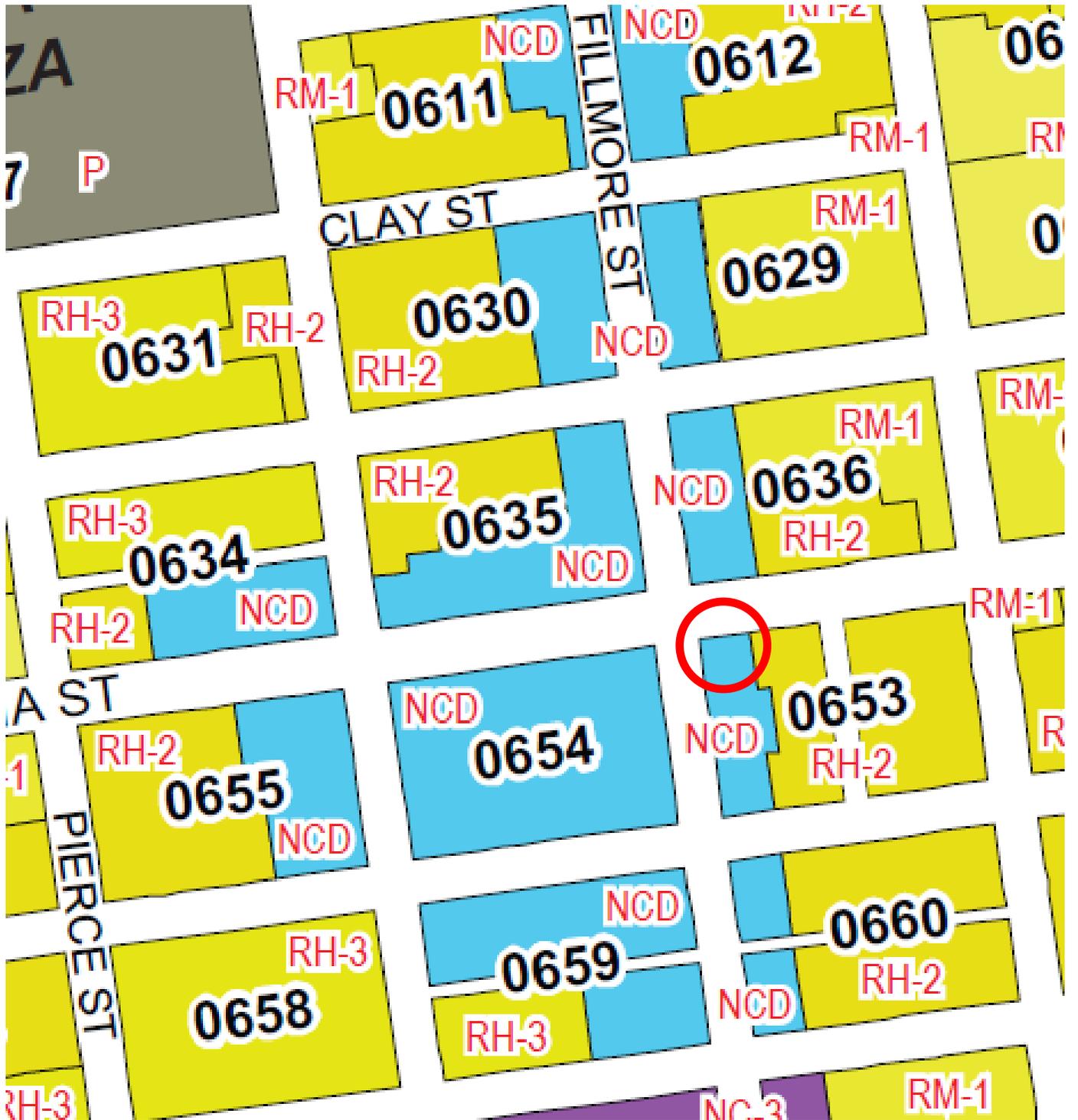
Sanborn Map*



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

Conditional Use Authorization
Case Number 2013.1432C
Formula Retail – Rag and Bone
2060 Fillmore Street (a.k.a. 2385 California St.)

Zoning Map



Conditional Use Authorization
Case Number 2013.1432C
Formula Retail – Rag and Bone
2060 Fillmore Street (a.k.a. 2385 California St.)

Aerial Photo View to East



SUBJECT PROPERTY

Conditional Use Authorization
Case Number 2013.1432C
Formula Retail – Rag and Bone
2060 Fillmore Street (a.k.a. 2385 California St.)

Aerial Photo View to South



SUBJECT PROPERTY

Conditional Use Authorization
Case Number 2013.1432C
Formula Retail – Rag and Bone
2060 Fillmore Street (a.k.a. 2385 California St.)

Site Photo



Conditional Use Authorization
Case Number 2013.1432C
Formula Retail – Rag and Bone
2060 Fillmore Street (a.k.a. 2385 California St.)

APPLICATION FOR CONDITIONAL USE AUTHORIZATION: RAG AND BONE RENOVATION

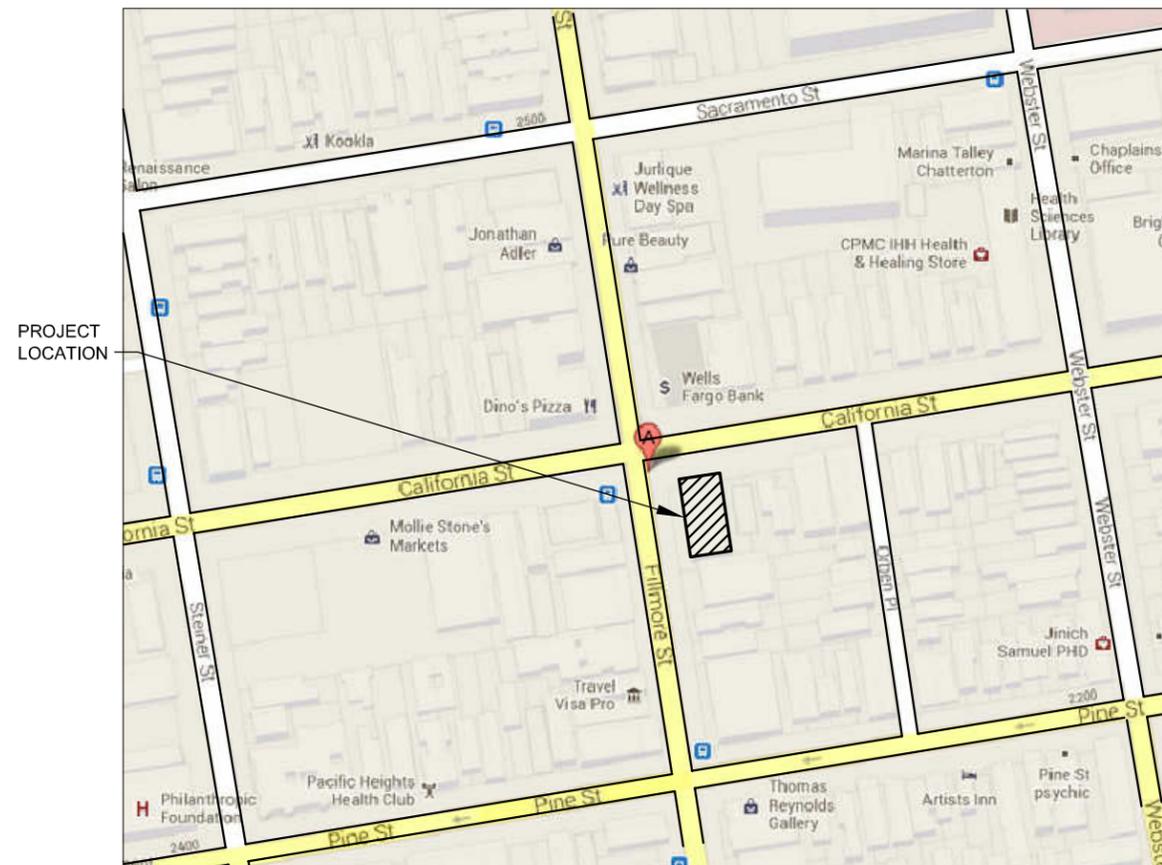
2060 Fillmore Street
San Francisco, CA 94115
Sept. 27, 2013 Conditional Use Submission

December 11, 2013 Planning Comments Revisions

DRAWING INDEX

- 0 COVER SHEET
- 1 SITE / ROOF PLAN
- 2 EXISTING SITE PHOTOS
- 3 EXISTING SITE PHOTOS
- 4 EXISTING FLOOR PLAN
- 5 PROPOSED FLOOR PLAN
- 6 EXISTING AND PROPOSED FILLMORE STREET ELEVATIONS
- 7 EXISTING AND PROPOSED CALIFORNIA STREET ELEVATIONS
- 8 RENDERED PROPOSED ELEVATIONS
- 9 RENDERED CORNER VIEW

VICINITY MAP



Project:
RAG AND BONE

2060 Fillmore Street
San Francisco, CA 94115

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

Consultants:

Sheet Title:
COVER SHEET

Date:
27 SEPT 2013
11 Dec 2013

Issued For:
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CU Revision

Scale:
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Project:
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Project:

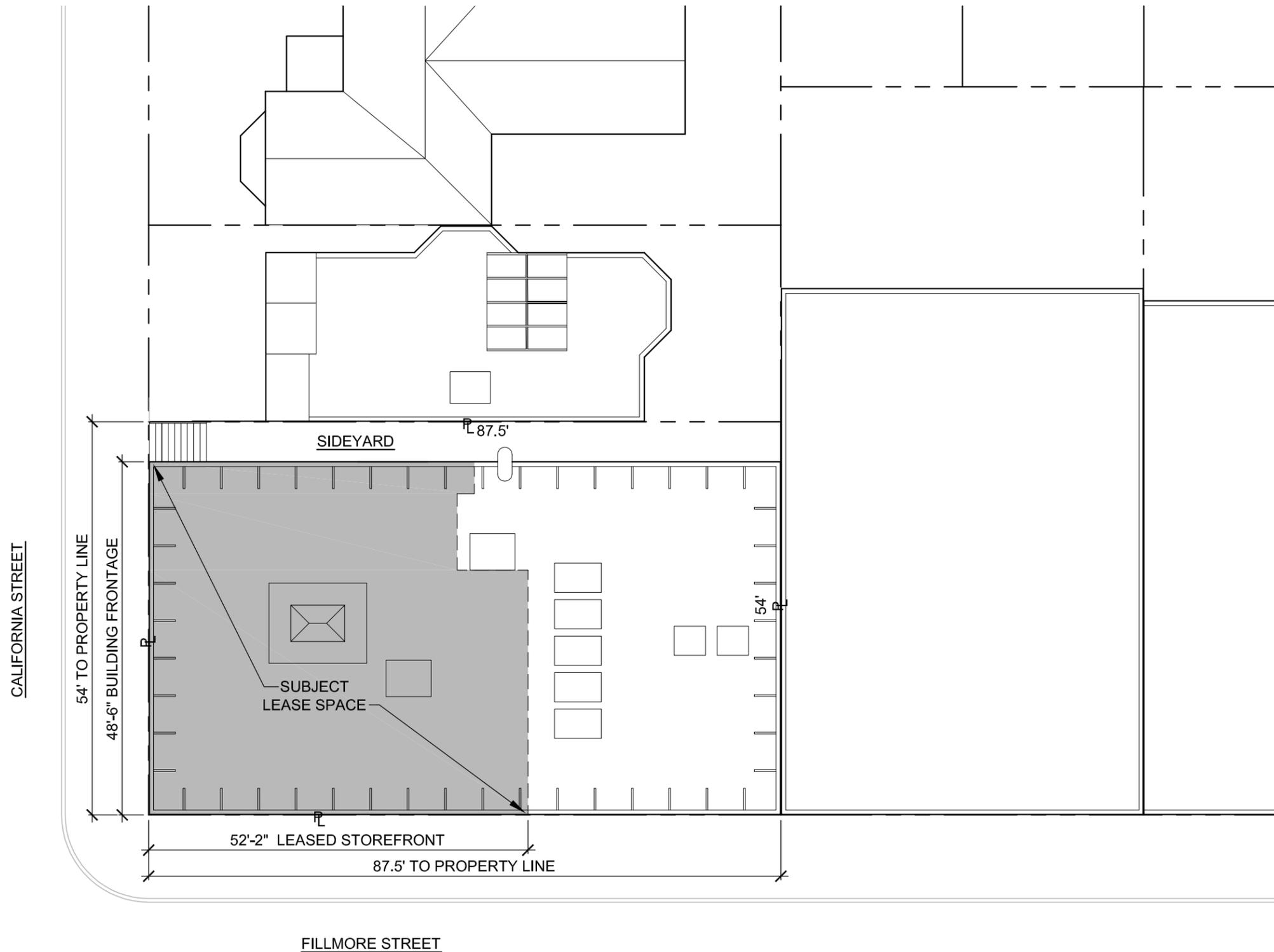
RAG AND BONE

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Sheet Title:

SITE / ROOF PLAN

Date:
27 SEPT 2013
11 Dec 2013

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Scale: 1/16" = 1'-0" @ 11" x 17"

File:

Project:

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Sheet No:

1

SITE / ROOF PLAN

1/16" = 1'-0" @ 11 X 17"

1



SUBJECT PROPERTY

1 EXISTING CONDITIONS EAST SIDE OF FILLMORE STREET



2 EXISTING CONDITIONS WEST SIDE OF FILLMORE STREET



3 VICINITY MAP

Project:
RAG AND BONE

2060 Fillmore Street
San Francisco, CA 94115

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Planning Urban Design Architecture
442 Post Street
San Francisco CA 94102
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Consultants:

Sheet Title:
**EXISTING SITE PHOTOS
FILLMORE STREET**

Date: 27 SEPT 2013
11 Dec 2013
Issued For:
CU Submission
CU Revision

Scale: 1/8" = 1'-0" @ 11" x 17"
File:
Project:
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Project:

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Consultants:



1 EXISTING CONDITIONS SOUTH SIDE OF CALIFORNIA ST.



2 EXISTING CONDITIONS NORTH SIDE OF CALIFORNIA ST.



3 VICINITY MAP

Sheet Title:

EXISTING SITE PHOTOS CALIFORNIA STREET

Date:
27 SEPT 2013
11 Dec 2013

Issued For:
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CU Revision

Scale: 1/8" = 1'-0" @ 11" x 17"

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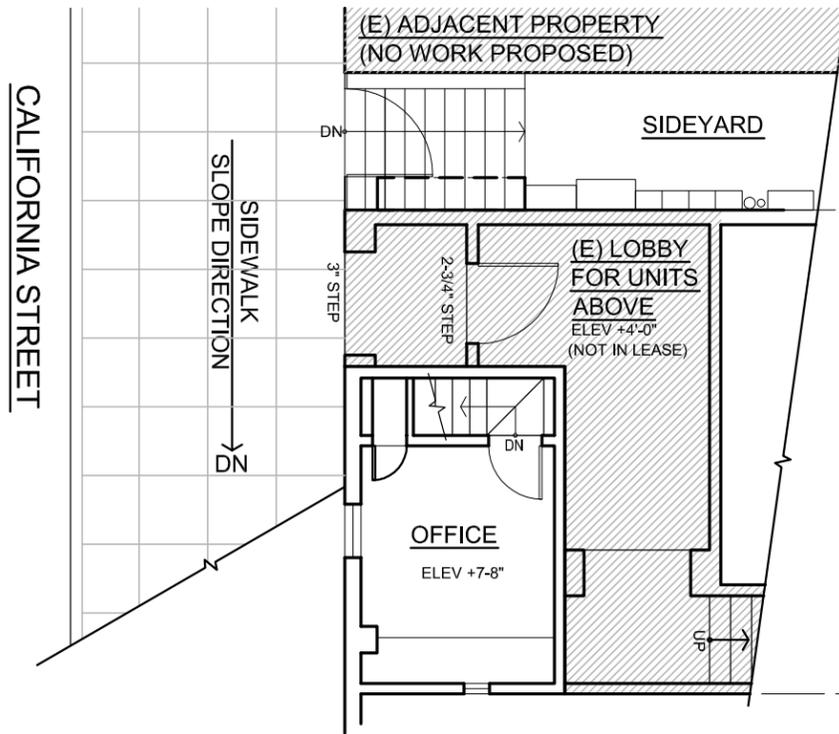
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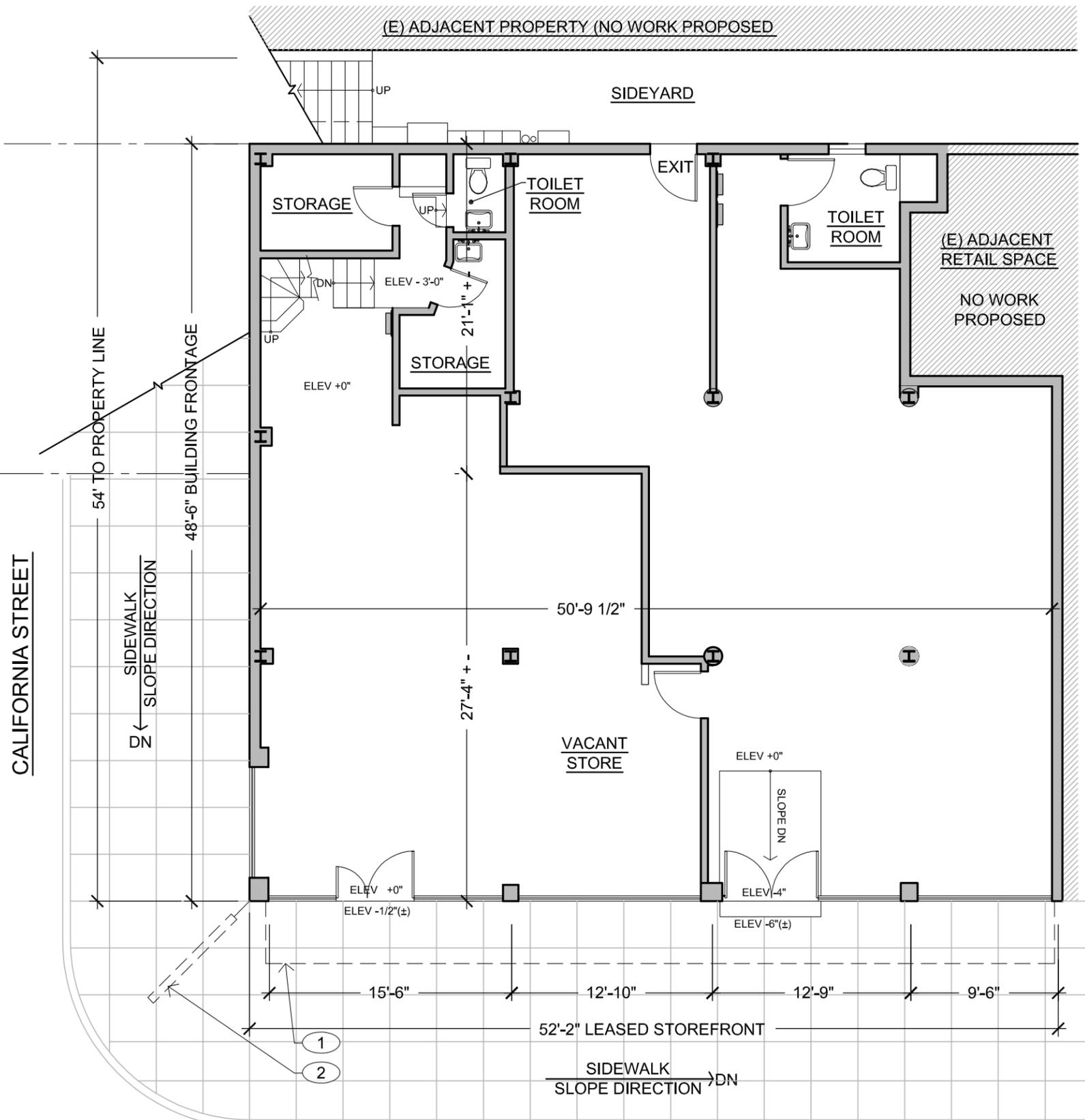
EXISTING MEZZANINE AND APARTMENT ENTRY PLAN

1/8" = 1'-0" @ 11 X 17"

2

Key Notes

- ① FABRIC AWNING
- ② BLADE SIGN (ILLUMINATED)



EXISTING FIRST FLOOR PLAN

1/8" = 1'-0" @ 11 X 17"

1

TOTAL SQUARE FOOTAGE OF TENANT SPACE:
2,334 SF

Project:
RAG AND BONE

2060 Fillmore Street
San Francisco, CA 94115

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Sheet Title:
EXISTING FLOOR PLAN

Date: 27 SEPT 2013
11 Dec 2013
Issued For: CU Submission
CU Revision

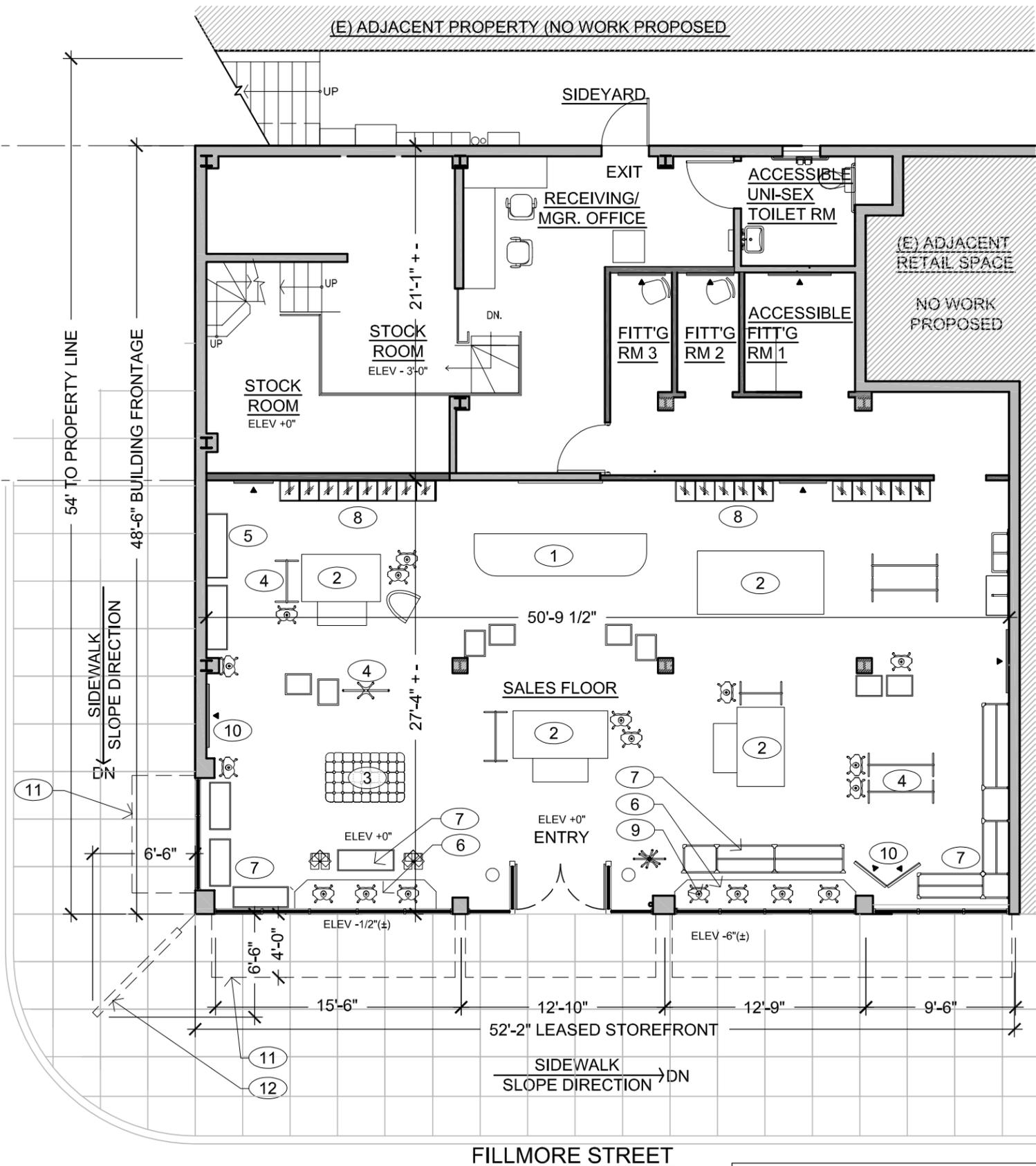
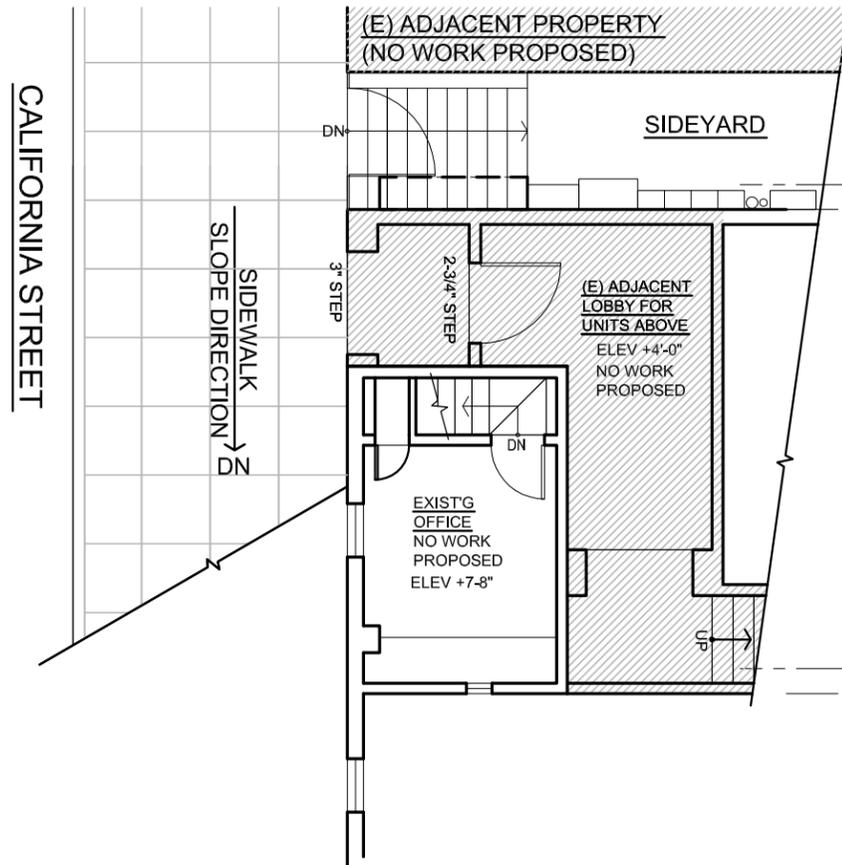
Scale: 1/8" = 1'-0" @ 11" x 17"
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Project:
Drawn By:
Ref North:
Checked By:
Sheet No:

Project:
RAG AND BONE

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Consultants:



**TOTAL SQUARE FOOTAGE
OF TENANT SPACE:
2,334 SF**

Key Notes

- ① CASH WRAP COUNTER
- ② RETAIL DISPLAY TABLE
- ③ SOFA
- ④ CLOTHING RACKS
- ⑤ WALL SHELF
- ⑥ LOW DISPLAY PLATFORM
- ⑦ GLASS SHELVES
- ⑧ GLASS DISPLAY CUBES
- ⑨ MANNEQUIN
- ⑩ MIRROR
- ⑪ LINE OF 4' FABRIC AWNING ABOVE
- ⑫ LINE OF BLADE SIGN ABOVE

Sheet Title:
**PROPOSED
FLOOR PLAN**

Date: 27 SEPT 2013	Issued For: CU Submission
11 Dec 2013	CU Revision
10 Feb 2014	CU Revision

Scale: 1/8" = 1'-0" @ 11" x 17"
File:
Project:
Drawn By:
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Checked By:
Sheet No:

Proposed Elevation Key Notes

- 7 LINE OF FLOOR
- 8 LINE OF TENANT DEMISING WALL BEHIND STOREFRONT GLAZING
- 9 RESURFACED PLASTER COLUMN FACE (PAINTED BLACK)
- 10 RESURFACED PLASTER PONY WALL (PAINTED GRAY)
- 11 NEW NARROW PROFILE ALUMINUM STOREFRONT. FRAME TO ALIGN WITH EXISTING MULLIONS ABOVE (COLOR BLACK)
- 12 NEW 4' FABRIC AWNING (COLOR BLACK)
- 13 EXISTING UPPER STOREFRONT MULLIONS (PAINTED BLACK)
- 14 NEW SETBACK ENTRANCE LOCATION. BLACK METAL FRAME DOUBLE DOORS WITH OXIDIZED BRASS PULLS.
- 15 EXISTING FASCIA (PAINTED BLACK)
- 16 NEW BLADE SIGN (LESS THAN 24 SF)
- 17 PAINTED LOGO ON AWNING



2 PROPOSED FILLMORE ST. ELEVATION

1/8" = 1'-0" @ 11 X 17"

Existing Elevation Key Notes

- 1 LINE OF EXISTING PLASTER COLUMN BEHIND STOREFRONT GLAZING
- 2 COLUMN FACE (PAINTED PLASTER)
- 3 CONCRETE PIER (PAINTED PLASTER) TO BE REMOVED
- 4 FACE OF TENANT DEMISING WALL (PAINTED PLASTER)
- 5 26" HIGH TILED CONCRETE PONY WALL (REMOVE TILE)
- 6 20" HIGH TILED CONCRETE PONY WALL (REMOVE TILE)
- 7 CONTINUOUS FABRIC AWNING (TO BE REPLACED)
- 8 LINE OF TENANT DIMISING WALL BEHIND STOREFRONT GLAZING
- 9 LINE OF FLOOR
- 10 45 SF BLADE SIGN TO BE REMOVED



1 EXISTING FILLMORE ST. ELEVATION

1/8" = 1'-0" @ 11 X 17"

Project:

RAG AND BONE

2060 Fillmore Street
San Francisco, CA 94115

Freebairn-Smith & Crane

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Sheet Title:

EXISTING AND PROPOSED FILLMORE STREET EXTERIOR ELEVATION

Date:
27 Sept 2013
11 Dec 2013

Issued For:
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CU Revision

Scale: 1/8" = 1'-0" @ 11" x 17"

File:

Project:

Drawn By:

Ref North:

Checked By:

Sheet No:

Proposed Elevation Key Notes

- ⑨ RESURFACED PLASTER COLUMN FACE (PAINTED BLACK)
- ⑩ RESURFACED PLASTER PONY WALL (PAINTED GRAY)
- ⑪ NEW NARROW PROFILE ALUMINUM STOREFRONT. FRAME TO ALIGN WITH EXISTING MULLIONS ABOVE (COLOR BLACK)
- ⑫ NEW 4' FABRIC AWNING (COLOR BLACK)
- ⑬ EXISTING UPPER STOREFRONT MULLIONS (PAINTED BLACK)
- ⑭ EXISTING PLASTER WALL (PAINTED GRAY)
- ⑮ WINDOW TRIM (PAINTED BLACK)
- ⑯ (N) CORNER DIAGONAL BLADE SIGN (SHOWN ON FILLMORE STREET ELEVATION)



2 PROPOSED CALIFORNIA STREET ELEVATION
1/8" = 1'-0" @ 11 X 17"

Existing Elevation Key Notes

- ② COLUMN FACE (PAINTED PLASTER)
- ⑤ 26" HIGH TILED CONCRETE PONY WALL (REMOVE TILE)
- ⑦ CONTINUOUS FABRIC AWNING (TO BE REPLACED)
- ⑩ CORNER DIAGONAL BLADE SIGN TO BE REMOVED (SHOWN ON FILLMORE STREET ELEVATION)



1 EXISTING CALIFORNIA STREET ELEVATION
1/8" = 1'-0" @ 11 X 17"

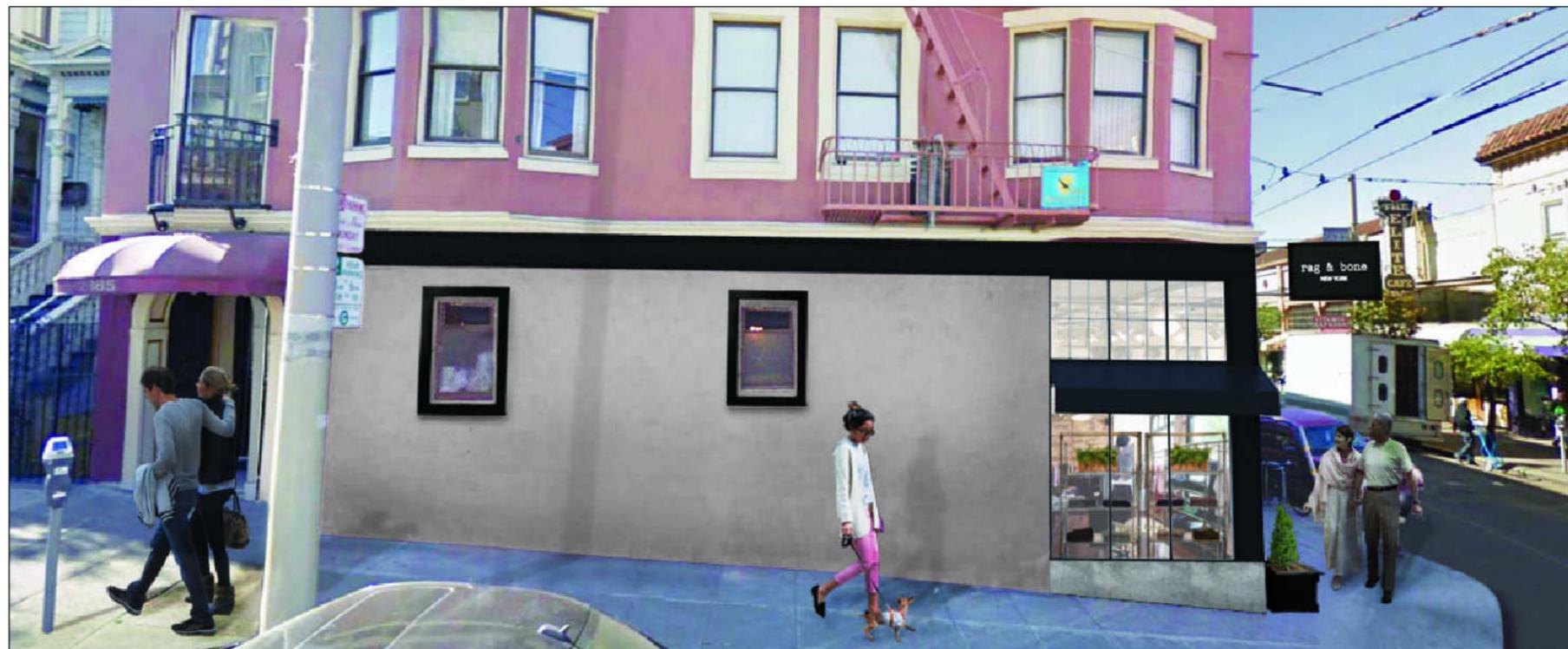
Sheet Title:
EXISTING AND PROPOSED CALIFORNIA STREET EXTERIOR ELEVATION

Date: 27 SEPT 2013
11 Dec 2013
Issued For: CU Submission
CU Revision

Scale: 1/8" = 1'-0" @ 11" x 17"
File:
Project:
Drawn By:
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2 PROPOSED FILLMORE STREET ELEVATION



1 PROPOSED CALIFORNIA STREET ELEVATION

Project:
RAG AND BONE

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Sheet Title:

**RENDERED
ELEVATIONS**

Date:
27 SEPT 2013
11 Dec 2013

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1/8" = 1'-0" @ 11" x 17"

Scale:

File:

Project:

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Sheet Title:

**RENDERED
CORNER VIEW**

Date:
27 SEPT 2013
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1 STOREFRONT AT FILLMORE AND CALIFORNIA

Scale:
File:
Project:
Drawn By:
Ref North:

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Sheet No:

SUMMARY OF RETAIL STORE SURVEY FOR THE FILMORE NEIGHBORHOOD COMMERCIAL DISTRICT		
STORE TYPE	TOTAL # OF RETAILS STORES	# OF FORMULA RETAIL STORES
Bank	4	4
Bookstore	2	0
Boutique-Children	1	0
Boutique-M&W	8	5
Boutique-Shoes	3	0
Boutique-Women	22	3
Business Service	8	0
Cleaners	2	0
Clothing Vintage	3	1
Coffee/ Beverage	4	3
Cosmetics	9	4
Florist	1	0
Gallery	1	0
Gas	2	2
Grocery	6	0
Gym	2	0
Jewelry	5	0
Mail	1	1
Medical	7	1
Social Service Organization	2	1
Pet Care	1	0
Prof. Service Offices	11	0
Restaurant/Café/Bar	30	4
Retail- Home	9	2
Salon	13	2
School	1	0
Stationary	2	2
Theater	1	0
Vacancy	7	
TOTAL	168	35

RETAIL STORE SURVEY FOR THE FILMORE NEIGHBORHOOD COMMERCIAL DISTRICT

09.25.13

Address	Name	Store Type	Formula Retail	Address	Name	Store Type	Formula Retail
				2506	Vacancy		
				2500	Gino's Grocery Company	Grocery	N
JACKSON STREET				JACKSON STREET			
2455	Tully's Coffee	Coffee/ Beverage	Y	2498	Mayflower Market	Grocery	N
2453	Juicy News SF	Bookstore	N	2450	Aesop	Cosmetics	N
2443	The UPS Store	Mail	Y	2448	San Francisco Boot and Shoe Repair	Business Service	N
2437	Pacific Heights Cleaners	Cleaners	N	2444	Posh Salon	Salon	N
	2 Law Offices, 1 Tax Office, 1 Vacancy	Prof. Service Offices	N	2442	Vacancy		
2425	LP Nail Care	Salon	N	2436	Symphony Store Repeat Performance	Clothing Vintage	N
2500 Washington	Chouquet's Restaurant	Restaurant/Café/Bar	N	2426	Heidi Says Collections	Boutique-Women	N
				2420	Eric Trabert Goldsmiths	Jewelry	N
				2418	Mureta's Antiques	Retail-Home	N
				2416	Heidi Says Casual	Boutique-Women	N
				2412	Twenty Four Twelve Fillmore	Salon	N
				2408	Erica Tanov	Boutique-Women	N
				2400	Margaret O'Leary	Boutique-Women	N
WASHINGTON STREET				WASHINGTON STREET			
2343	Pets Unlimited	Pet Care	N	2360	Curve	Boutique-Women	N
2335	Liz Fanlo Makeup and Hair	Salon	N	2358	Gimme Shoes	Boutique-Shoes	N
2311	Siol- architect studio above street level	Prof. Service Offices	N	2326	Cottage Industry	Retail-Home	N
2301	Mehfil Indian Cuisine	Restaurant/Café/Bar	N	2326	Peruvian Connection	Boutique-Women	N
				2318	The Smith-Kettle Eye Research Institute	Medical	N
				2310	Bank of America	Bank	Y
				2306	Supercuts	Salon	Y
				2300	Nest	Retail-Home	N
CLAY STREET				CLAY STREET			
2259	Alice & Olivia by Stacey Bendet	Boutique-Women	Y	2298	Palmers	Restaurant/Café/Bar	N
2261	Clay Theater	Theater	N	2252	Seconds to Go	Clothing Vintage	N
2241	Vacancy			2252	3 floors of offices above street level	Prof. Service Offices	N
2239	DiPietro Todd Salon	Salon	N	2244	Via Veneto	Restaurant/Café/Bar	N
2237	Limu	Boutique-Women	N	2240-2242	Law Offices of Georga Lazarus and 3 offices above street level	Prof. Service Offices	N
2235	Ten-Ichi Homestyle Cuisines & Sushi Bar	Restaurant/ Café	N	2238	Hair Faeries	Medical	N
2225	Cielo	Boutique-Women	N	2238	Le Labo	Cosmetics	N
2223	Black Fleece	Boutique-M&W	Y	2226	Athleta	Boutique-Women	Y
2213	Noah's New York Bagels	Restaurant/Café/Bar	Y	2226a	The Junior League of San Francisco	Social Service Organization	N
2211	Pacific Heights Travel Service - above	Business Service	N	2222	Starbucks	Coffee/ Beverage	Y
2207	L'Occitane	Cosmetics	Y	2216	Eileen Fisher	Boutique-Women	Y
2201	Evolution Fresh	Coffee/ Beverage	N	2210	La Mediterranee	Restaurant/Café/Bar	N
				2208	Yoppi Frozen Yogurt	Restaurant/Café/Bar	Y
				2200	D & M Wine & Liquor Co.	Grocery	N
SACRAMENTO STREET				SACRAMENTO STREET			
2197	Peet's Coffee & Tea	Coffee/ Beverage	Y	2142	Marc by Marc Jacobs	Boutique-M&W	Y
2195	Browser Books	Bookstore	N	2136	Jurlique	Cosmetics	N
2193	Vacancy Retail above			2132	In Water: flowers with attitude	Florist	N
2185	Mudpie	Boutique-Children	N	2130	2130	Boutique-Women	N
2181	Crimson Life Sciences a Transperfect Company	Prof. Service Offices	N	2124	Pure Beauty	Salon	N
2133	Jonathan Adler	Retail-Home	Y	2122	Crosswalk Shoes	Boutique-Shoes	N
2125	Troya Mediterranean Kitchen	Restaurant/Café/Bar	N	2116	Joie	Boutique-Women	N
2123	Jane	Restaurant/Café/Bar	N	2114	Fresca	Restaurant/Café/Bar	N
2121	Jigsaw London	Boutique-Women	N	2100	Wells Fargo	Bank	Y
2119	Ruti Clothing & Lifestyle	Boutique-Women	N				
2117	Benefit	Cosmetics	Y				
2115	Gallery of Jewels	Jewelry	N				
2109	Papyrus	Stationary	Y				
2105	Heidi Says Shoe Salon	Boutique-Women	N				
2101	Dino & Santino's Pizza & Dining	Restaurant/Café/Bar	N				
CALIFORNIA STREET				CALIFORNIA STREET			
2401 California	Taco Bar	Restaurant/Café/Bar	N	2060	Vacancy		
2055	Roberta Freymann	Boutique-Women	N	2056	Elizabeth Charles	Boutique-Women	N
2049	The Elite Café	Restaurant/Café/Bar	N	2050	Nars	Cosmetics	N
2047	Vitamin Express	Grocery	N	2044	Dreyer Luchetti, PC Tax Planning, 1st FL.	Prof. Service Offices	N
2043	La Boulange	Restaurant/Café/Bar	Y	2044	International Orand, 2 FL	Salon	N
2035	Mio	Boutique-Women	N	2040	Ralph Lauren	Boutique-M&W	Y
2033	Sandro	Boutique-M&W	N	2028	James Perse	Boutique-M&W	Y
2031	Scotch & Soda	Boutique-M&W	N	2020	Harry's Bar	Restaurant/Café/Bar	N
2029	Lilith	Boutique-Women	N	2016	The Grove	Restaurant/ Café	N
2021	Travel Visa Pro- 2 FL	Business Service	N	2000	Paolo	Boutique-Shoes	N
2019b	Walter Adams Fine Custom Framing	Business Service	N				
2019a	Teresa Lam, O.D.	Prof. Service Offices	N				
2015	Bun Mee Vietnamese Sandwich Eatery	Restaurant/Café/Bar	N				
2011	MAC Makeup	Cosmetics	Y				
2001	Dream a Little Dream Events- above	Business Service	N				
2001	Andrew Weeks Photography- above	Business Service	N				
2001	Crescent Moon Skin Care- above	Salon	N				
2001	Thai Stick- 1 FL	Restaurant/Café/Bar	N				
PINE STREET				PINE STREET			
1971	Khiel's	Cosmetics	Y	1946	Glaze Terriyaki Grill	Restaurant/Café/Bar	N
1925	Paper Source	Stationary	Y	1944	Psychotherapy Offices	Prof. Service Offices	N
1923	Roam Artisan Burgers	Restaurant/Café/Bar	N	1942	Alexis Bittar	Jewelry	N
1919	Steven Alan	Boutique-M&W	Y	1932	The Shade Store	Retail-Home	N
1915	Florio Bar and Café	Restaurant/Café/Bar	N	1930	Cotelac	Boutique-Women	N
				1928	Prana	Boutique-M&W	N
WILMOT				WILMOT			
1913	Vacancy			1914	Woodhouse Fish Co.	Restaurant/Café/Bar	N
1911	SPQR Restaurant	Restaurant/Café/Bar	N	1910	Fraiche	Restaurant/Café/Bar	N
1909	Perfect Cleaners	Cleaners	N	1908	Drybar: a blow dry bar	Salon	Y
1907	Invision Optometry	Prof. Service Offices	N	1906	Cassandra Blackmore Gallery	Gallery	N
1905	Zinc Details	Retail-Home	N	1904	Hiho Silver San Francisco	Jewelry	N
1901	Crossroads	Clothing Vintage	Y	1902	Narumi Japanese Antiques & Dolls	Retail-Home	N
				1902	Susan Howell Design salon and studio	Business Service	N
				1900	Surprise Party Beads & Shells	Jewelry	N
				1900	Sterling Bank & Trust	Bank	Y
BUSH STREET				BUSH STREET			

STEINER STREET				BUSH STREET	STEINER STREET			
					2232	OTD Restaurant	Restaurant/Café/Bar	N
					2226	FLOR	Retail-Home	Y
					2222	Unity- a positive path towards spiritual living	Social Service Organization	Y
FILLMORE STREET					FILLMORE STREET			

				2015 Steiner	West Exchange Building	Medical	N		
				2015 Steiner	California Pacific Medical Center Foundation	Medical	N		
				2015 Steiner	Sutter Pacific Medical Foundation	Medical	N		
STEINER STREET				PINE STREET	STEINER STREET				
					2398	Connected Kidz Pediatric Occupational Therapy	Medical	N	
2327	Boulangerie	Restaurant/Café/Bar	Y		2358	Flow Studios	Gym	N	
2321	Addison Salon	Salon	N		2356	Pacific Heights HealthCLub	Gym	N	
FILLMORE STREET						FILLMORE STREET			

	Zephyr Real Estate	Prof. Service Offices	N	2550	Nishida CPA. Inc. public accountant	Prof. Service Offices	N	
	Shell Gas Station	Gas	Y	2536	Sublime Salon	Salon	N	
				2500	Chevron	Gas	Y	
STEINER STREET				CALIFORNIA STREET	STEINER STREET			
2435	Mollie Stone's	Grocery	N		2434	Salon Yuni	Salon	N
2429	Chase Bank	Bank	Y		2426	Golden State Guppies Preschool	School	N
2423	Acabello Salon- above	Salon	N		2410	One Medical Group	Medical	Y
2425a	Vino	Grocery	N		2406	Pizzeria Delfina	Restaurant/Café/Bar	N
2425	Kuraya	Retail- Home	N		2404	Copy. Net	Business Service	N
2417	Curbside Café	Restaurant/Café/Bar	N					
2413	De Novo	Boutique-Women	N					
2411	Sift Cupcake & Dessert Bar	Restaurant/Café/Bar	N					
FILLMORE STREET						FILLMORE STREET		

Project:

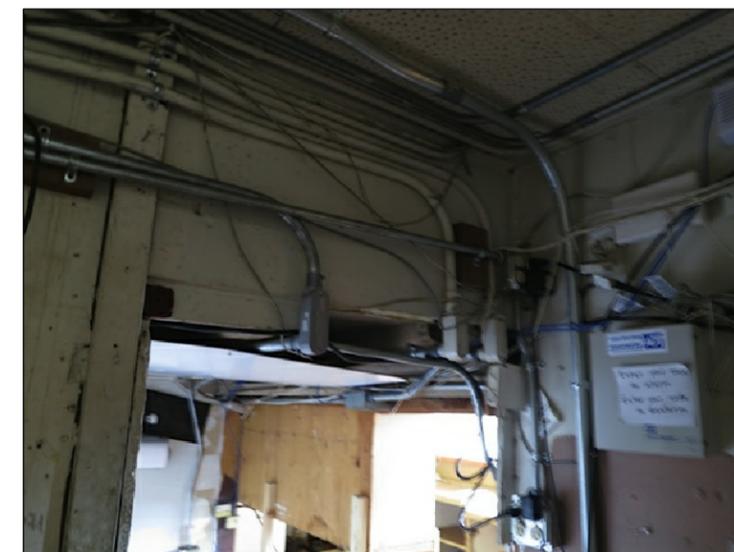
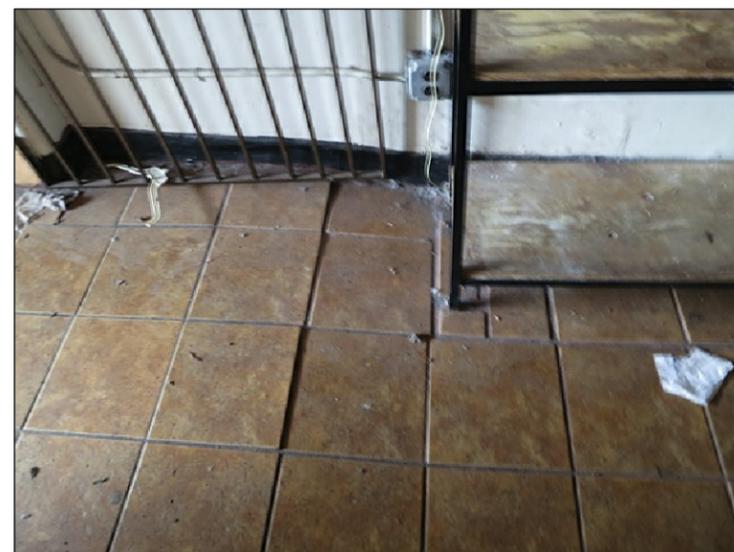
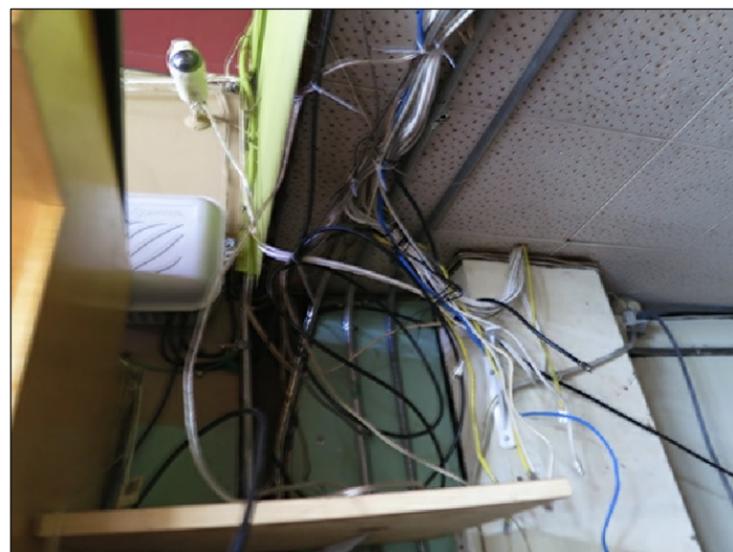
RAG AND BONE

2060 Fillmore Street
San Francisco, CA 94115

Freebairn-Smith & Crane

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

Consultants:



Sheet Title:

EXISTING CONDITIONS INSIDE THE STORE

Date:

Issued For:

Scale:

File:

Project:

Drawn By:

Ref North:

Checked By:

Sheet No:

All retail use establishments must fill out the following form and sign the Affidavit before the Planning Department can complete review of a permit.

PROJECT ADDRESS: 2060 FILLMORE ST		
BLOCK/LOT: 0653/023	ZONING DISTRICT: NCD FILLMORE ST	EXISTING/PREVIOUS USE & SQUARE FOOTAGE: combined coffee shop + laundromat under one tenancy: 2,334 SF

Proposed Use

NAME OF PROPOSED USE CATEGORY PER ARTICLE 7 OR 8, AS APPLICABLE: RETAIL 790-104
PROPOSED BUSINESS NAME: RAG + BONE
DESCRIPTION OF PRODUCTS OR SERVICES: MEN'S + WOMEN'S CLOTHING

Retail Operation

1 A	Number of Retail Locations in Operation	How many retail locations of this business are currently in operation nationwide?	12
1 B	Other Pending Locations in San Francisco	How many other sites in San Francisco have pending applications or approved permits to establish additional locations for this business that have not commenced operation?	0
1 C	Other Pending Locations Nationwide Outside of San Francisco (leases)	How many other US sites outside of San Francisco have pending applications or approved permits to establish additional locations for this business that have not commenced operation?	4

If the number entered on Line 1 A above is 12 or more then the proposed use may be a Formula Retail Use and the questions in the following table must be answered. If the sum is 11 or fewer the Applicant does not need to provide any additional information on this form and may proceed to sign the Applicant's Affidavit on the subsequent page.

STANDARDIZED FEATURES			YES	NO
2	Standardized array of merchandise	Will this proposed use sell merchandise from a single distributor, bearing uniform markings and comprising 50% or more of the merchandise offered for sale, as measured by shelf or display space, in common with other locations of this business?	✓	
3	Standardized facade	Will the proposed facade (face or front of the building looking onto a street or an open space), including awnings, have a facade design in common with other locations of this business?		✓
4	Standardized decor and color scheme	Will the interior of the business space, which may include but is not limited to, finishes, style of furniture, wall coverings, permanent fixtures or furnishings, have a style in common with other locations of this business?		✓
5	Uniform apparel	Will the proposed business require standardized items of clothing for employees, including but not limited to aprons, pants, shirts, smocks or dresses, hats and pins (other than name tags) as well as standardized colors of clothing style in common with other locations of this business?		✓
6	Standardized signage	Will the proposed business display one or more business signs (as defined in §602.3 of the Planning Code) in common with other locations of this business?		✓
7	Trademark or Service mark	Will the proposed business utilize a Trademark (a word, phrase, symbol or design, or a combination of those that identifies and distinguishes the source of the goods of one party from those of others) or a Service mark (a word, phrase, symbol or design, or a combination of those that identifies and distinguishes the source of the services of one party from those of others) in common with other locations of this business?	✓	
8	Total Features	Enter the total number of "YES" responses from lines 1 (previous page) through 7	2	

Requirements and Provisions of the Code

If the number of national locations (excluding the location proposed in this application) in Line 1 A is 12 or more and if the number of total standardized features of this business in Line 8 is 2 or more, then the proposed use is a Formula Retail Use.

All Building Permit Applications for Formula Retail Uses for any use categories permitted shall be subject to the notification and design review procedures of §312 of the Planning Code as changes of use.

If the Planning Department determines that an application or permit is for a Formula Retail Use the permit applicant of holder bears the burden of proving to the Planning Department that the proposed or existing use is not a Formula Retail Use. Any permit approved for a use that is determined by the Planning Department to be for a Formula Retail Use that did not identify the use as such is subject to revocation at any time.

rag & bone

NEW YORK

October 2, 2013

Planning Director John Rahaim
San Francisco Planning Department
1650 Mission Street, Suite 400
San Francisco, CA 94103-2479

Dear Director Rahaim,

On behalf of rag & bone, we are pleased to submit the attached application for a conditional use permit (CUP) related to our proposed new store at 2060 Fillmore Street in San Francisco. We are excited to join Fillmore Street and the dynamic neighborhood that makes it such a distinct part of the city. In addition to our complete application materials, we also have included some background information on rag & bone, our plans for the store, and how we plan on actively engaging with both the Fillmore Street and San Francisco communities.

An Introduction to the Company

Since its origins in New York in 2002, rag & bone has become synonymous with creating innately wearable clothing that innovatively melds classic British-influenced tailoring with an edgy yet understated aesthetic. With a downtown sensibility, signature clean silhouettes, and an inherent integrity – each piece is impeccably crafted from the finest materials available and approached from a form and function design standpoint.

With no formal training, Marcus Wainwright and David Neville learned their craft by immersing themselves in the time-honored techniques of supremely skilled, local manufacturers at some of the oldest factories in the country. The importance of quality, expert craftsmanship and attention to detail resonated deeply, informing rag & bone's core philosophy. rag & bone lines include women's and men's ready to wear collections, /JEAN, accessories, and shoes.

Our Proposed Store

Our stores and retail experience are an extension of the same ethos that drives our brand – authenticity is at the heart of all we do. The stores we have opened thus far are unique to the communities of which they are a part and we strive to retain and respect key elements of the original build. All of the store's design elements are thoughtfully considered in order to create a fitting experience for the customer at that unique locale.

In San Francisco, we will be working with the community to make this a space that builds upon and enhances the superb environment of Fillmore Street. From the construction of our store to its continued operations, we plan on integrating our store into the community to the fullest extent. We intend to be partners in a real, tangible way with the neighborhood. From active participation in the merchants association to partnerships with local nonprofits and other Fillmore Street businesses, we look forward to exploring ways that we can weave ourselves into this vibrant community.

Our Employees

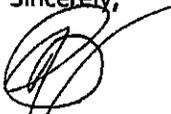
Our workforce, like our customer demographic, is broad. Folks who work hard, care about helping our customers, and improving their community are what we are looking for. As a brand, we emphasize the importance of a creative and collaborative working environment. We look forward to hiring several employees in our new store to join the rag & bone family.

We care about the well-being of our employees. As such, we offer full-time employees medical, dental, and vision coverage, group term life, long term disability, a 401k, commuter benefits, and a discounted gym membership.

Fitting into Fillmore Street

Given the guiding tenets that make rag & bone the business that it is, we see Fillmore Street as a match for its inimitable flavor and style. This neighborhood is filled with unique businesses that are passionate about their surroundings and we are eager to join them. Beyond what is required as a part of the CUP process, we've already met and spoken with countless Fillmore Street merchants and other stakeholders and look forward to continuing that dialogue regarding rag & bone and how we can be additive to the community well into the future.

Sincerely,



David Neville
Managing Partner
rag & bone

RAG & BONE EMPLOYMENT OPPORTUNITIES, A RECENT HISTORY OF THE TENANCY, & COMMUNITY BENEFITS

Employment Opportunities

Rag & Bone will up **hire up to nine permanent employees**. It is Rag & Bone's strong preference to hire from San Francisco and if there is interest from residents of the immediate neighborhood, that would be better still. In addition, for the store's build out, they have retained will the services of a local Architect and General Contractor.

Employee benefits: Rag & Bone offer full-time employees, including retail employees, medical, dental, vision, group term life, long term disability, short term disability, commuter benefits, paid vacation and sick time, and a discounted gym membership as benefits to our employees. Currently, all full-time employees are eligible to participate in these plans on the first of the month following their 30th day of employment.

Recent History of the Tenancy.

The space that was leased by Rag & Bone was a single tenancy. In mid-2012, Ibrahim Alhaj, the previous tenant at 2060 Fillmore Street and operator of Royal Ground Coffee and Laundromat, began looking for a tenant to sublease his space until the termination of his lease. Alhaj hired a real estate broker to assist him in this effort. Over the course of a year, a number of interested parties engaged Alhaj and his broker in discussions about taking the space over, although none of the conversations concluded with a formal agreement. Following these failed meetings, Rag & Bone got in touch with the broker and Alhaj to discuss buying out his lease. The parties were able to come to terms on an agreement that fit Alhaj's needs and came to the landlord with the proposed arrangement – the landlord agreed to the terms, terminated Alhaj's lease, and signed a new lease with Rag & Bone.

Just after the lease terms were agreed upon, the Planning Department changed the definition of Formula Retail to include signed leases. Rag & Bone were open and honest about the one existing lease that they had at that time in addition to 10 stores nationally, and that change of policy moved them from non Formula retail into the Formula Retail category and months of additional reviews.

Community Benefits

Please find community benefits sheets attached.

Outreach Summary

Below, please find a summary of the Fillmore Street community outreach efforts undertaken by rag & bone.

Outreach Walks

The rag & bone outreach team has conducted eleven outreach walks along the upper Fillmore corridor, disseminating project fact sheets with contact information, and answering merchant's questions.

Pre-Application Meeting

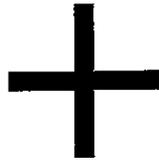
Rag & bone's pre-application meeting was held at I Luv My Body Fitness (2211 Bush Street, San Francisco, CA 94115) on October 17, 2013. Seventeen people attended the meeting, including District Two Supervisor Mark Farrell's Aide, Jess Montejano. Rag & bone Managing Partner, David Neville, and Senior Director of Store Design, Jackie Ivy, presented at the meeting, discussing architecture, community partnerships, and the brand's philosophy; this was followed by a question and answer period.

Prior to the pre-application meeting, the rag & bone outreach team walked the upper Fillmore corridor sharing flyers and information about the upcoming community meeting. Additionally, the pre-application meeting notice radius mailing was sent out with a flyer that included a note from David Neville.

Meetings and Presentations

Meetings with local merchants and residents groups have taken place in a number of capacities. In addition to a number of sit down meetings with neighborhood businesses and partners, David Neville met with Fillmore Merchants Association President Thomas Reynolds and Pacific Heights Residents Association President Greg Scott. Additionally, the rag & bone outreach team presented the project to the Pacific Heights Resident's Association on February 3, 2014.

rag & bone
NEW YORK



KIVA
loans that change lives

Rag & bone commits \$15,000 to Kiva Zip to launch a no-interest micro-loan program for non-formula Fillmore Street merchants.

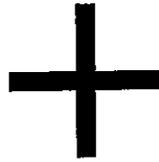
In rag & bone's early days, rag & bone managing partners David Neville and Marcus Wainwright availed of the kind support of New York's fashion community to make their dream possible. Now in a position to return the favor to others with burgeoning businesses, they've launched a partnership with Kiva Zip to support the Fillmore Street community of which they are seeking to become a part.

A \$15,000 loan fund, which will remain in perpetuity, will help initialize seed loans through Kiva Zip for non-formula Fillmore Street merchants. Applying through the Kiva Zip platform, a business owner can submit their request for support, which will be approved by a Kiva Zip Trustee (not rag & bone). As loans are repaid over their term, the funds become available for other Fillmore Street business owners.

About Kiva Zip

Kiva Zip is a pilot program, launched by Kiva that enables you to make direct loans to entrepreneurs in Kenya and the United States. You can make a loan today for as little as \$5. Over time, as your loan is repaid, you get your money back, and you can then withdraw it, or relend it to another entrepreneur.

rag & bone
NEW YORK



SFUSD SAN FRANCISCO
UNIFIED SCHOOL DISTRICT

 edMatch

Through edMatch, rag & bone kicks off a long-term partnership with William Cobb Elementary School (not to mention a \$15,000 grant).

With five young children between them, children's causes resonate on a personal level for rag & bone managing partners David Neville and Marcus Wainwright. The brand has therefore chosen to pledge their support through edMatch, whose commendable work raises funds for the city's public schools.

Upon the company's introduction to edMatch last year, rag & bone learned that one of SFUSD's schools in critical need was just a stone's throw from their proposed new store on Fillmore Street. Along with neighbor and public education advocate Elizabeth Goumas, they formed a team and built a plan to get involved.

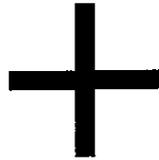
A kick-off grant of \$15,000 was issued to Cobb Elementary in November 2013, with edMatch's assistance in assessing the school's needs and overseeing the programming of those funds.

The rag & bone team looks forward to building upon this partnership with ongoing support and the engagement of its local store employees later this year.

About edMatch

edMatch is a local, grassroots organization that challenges corporations and private philanthropists to "match" funds raised in San Francisco's public schools, then distributes the matching funds to all the City's 112 schools on a per-student basis.

rag & bone
NEW YORK



Do something good for pets

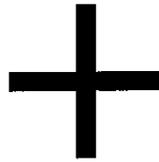
Rag & bone partners with a beloved Fillmore Street nonprofit to raise funds for its good work.

As dogs are welcome with their owners, rag & bone has chosen to partner with bakery Jane on Fillmore to offer dog treats for sale to benefit Fillmore Street nonprofit, Pets Unlimited.

About Pets Unlimited

Pets Unlimited is a 24-hour veterinary center where a portion of every dollar spent by clients on the care of their pets helps support the organization's charitable veterinary care programs and Shelter and Adoption Center.

rag & bone
NEW YORK



OHIO

Rag & bone engages local artisans to bring its Fillmore Street store to life.

Eager to give the proposed San Francisco store a unique and local touch, the rag & bone team dove into the SFMade directory to find a local producer for the store's furniture and fixtures. Through that process, rag & bone discovered the Mission District's OHIO Design and began conversations about a potential collaboration. The OHIO design team recently traveled to New York to lay the foundation for their future work together.

rag & bone is excited to partner with OHIO Design to create elements of a store that is uniquely San Francisco, made by San Franciscans.

About OHIO Design

OHIO designs and makes furniture and environments for commercial, residential, and hospitality projects. The company's affordable, high quality products and spaces are rooted in honesty: of design, materials, method, and character. OHIO makes all of its products in its Mission District studio.

About SFMade

SFMade is a nonprofit corporation, established in 2010 and headquartered in San Francisco. It is the only organization of its kind focused on building San Francisco's economic base by developing the local manufacturing sector. SFMade's mission is to build and support a vibrant manufacturing sector in San Francisco that sustains companies producing locally-made products, encourages entrepreneurship and innovation, and creates employment opportunities for a diverse local workforce.

Dear fellow San Franciscans,

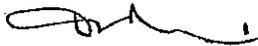
I am writing this letter to you in support of allowing the Rag and Bone store on Fillmore. While it might be perceived that this store is formula retail, it is anything but.

I would just begin by describing my company. I founded a company called OHIO (where I am from). We design and manufacture furniture in the Mission District. We employ 16 people presently and are growing at a very measured pace. The goal for my company is to be here for 100 years. We are 14 years in at this point. Financially, it would make better business sense for us to be manufacturing someplace else where the workforce and real estate is cheaper. We chose to be here because we love this city. As you know there is no place in the world like San Francisco, and I consider myself very lucky that we can live and work here.

Rag and Bone has reached out to my company OHIO to help them in the design and execution of making the furniture and fixtures for this store. The mandate is that they want it to feel like it is a part of Northern California. This is a world class city and it deserves world class businesses to make a home here. I believe that Rag and Bone is one of these companies. I recently had the opportunity to visit with them and see their operation and stores in New York City. I was very impressed with the company ethos and every one of their stores reflects the neighborhood where it is. I think that the Fillmore Street store will be the same. While they have a strong sense of their brand, they also take the surroundings into account.

Cities change and grow. They must be vibrant and relative. I believe that the Rag and Bone store on Fillmore is growth in a positive direction. A quality product presented in a beautiful environment. I am happy that I have had the opportunity to possibly participate in this project and am flattered for the chance.

Thank you,



David Pierce

OHIO

**SFUSD** SAN FRANCISCO
PUBLIC SCHOOLS

DR. WILLIAM L. COBB ELEMENTARY SCHOOL
2725 California Street, San Francisco, CA 94115
• 415-749-3505 • Fax 415-749-3436 • sch525@sfusd.edu

February 11, 2014

San Francisco Planning Commission
1650 Mission Street, Suite 400
San Francisco, CA 94103-2414

Dear Commissioners:

Please join me supporting rag & bone's proposed store at 2060 Fillmore and authorizing their conditional use.

Partners like rag & bone do not come along every day. Partners that care about the lives and education of the children in their neighborhood do not come along every day. This is a valuable relationship for us and we are excited at the prospect of what rag & bone's grant will allow us to do and the ways in which our relationship will grow.

Dr. William L. Cobb Elementary School has great students and talented faculty, although, like many public schools in the United States, we are not without our challenges. Funding the right type of programs that lead to better outcomes for our students is important. Finding sources to fund everything our students need and what we would like them to have is a challenge.

When entities like rag & bone and EdMatch team up with neighbors to come in and offer to help in extremely palpable and vitally necessary ways, it provides us the opportunity to offer our students chances and programs they may not have access to otherwise. These sort of unique partnerships are not something we see every day in the education community, and they are something we wish we saw a lot more of.

I do not think that academic achievement gap statistics are lost on anyone, nor in their relationship to race. Much of this has to do with adequately equipping schools that deal with minority and vulnerable populations at the same level as schools with more varied populations. Dr. William L. Cobb Elementary is a predominantly black and Latino school and rag & bone's decision to invest in a school that deals with vulnerable populations in an effort to see these academic achievement gaps reduced is not to be overlooked.

As I stated before, we hope to see this relationship grow. Rag & bone wants to see this happen, as does EdMatch, as do our neighbors. However, this is dependent on rag & bone actually becoming our neighbor. They are poised to become more than that to us at Dr. William L. Cobb Elementary School and we all want this relationship to be more.

Again, please join me in supporting rag & bone and authorize their conditional use permit.

Sincerely,

Nicole Scott, Principal
Dr. William L. Cobb Elementary School

Tuesday, February 11, 2014

San Francisco Planning Commission
1650 Mission Street, Suite 400
San Francisco, CA 94103-2414

Dear Commissioners:

Please authorize rag & bone's conditional use permit to operate at 2060 Fillmore Street.

As a San Franciscan, I see this as the right project, in the right neighborhood, at the right location. Fillmore Street is one of the premiere shopping destinations in San Francisco, with a plethora of unique shopping opportunities. The street is diverse, with restaurants, bars, various retailers, and neighborhood serving businesses. Although, the draw to upper Fillmore Street are the exclusive fashion outlets that cannot be found elsewhere -- rag & bone fits the neighborhood well.

Although, today, I write as an advocate for education and as the Founder and Executive Director of EdMatch. EdMatch is an independent non-profit that raises and disperses funds for public schools and helps to oversee the administration of these funds. When rag & bone came to San Francisco, they reached out to me and said that they wanted to work with a local school in need. Together, we decided that William Cobb Elementary was the appropriate choice.

Rag & bone immediately issued a \$15,000 donation to EdMatch, which acted as a pass-through for 100%, and we all began working together with Cobb faculty and dedicated neighbors to decide the best use of the funds. Throughout the process, rag & bone has remained involved and committed to knowing how the money would be used and what the details of the programs it be used for entailed. All of us see this as the kick off to a long-term relationship between a school and a community-serving business.

I cannot emphasize enough the importance of these kinds of relationships. San Francisco's educational system has a number of schools that are in serious need. EdMatch's focus, every year, is building a pot of funds and then dispersing them to each school based on said need. When a member of the business community steps up and make this kind of donation, it means a school that would not have received assistance from us will. It means the improvement of education for another group of San Francisco's youth. We need to encourage this kind of behavior.

With or without their donation, rag & bone is the right business for 2060 Fillmore Street; although, they are more than just an acceptable use. They are righteous community partners with a vested interest in improving the city in which they work, which is something we wish every business could be. Please join us in supporting rag & bone and authorize their conditional use permit.

Thank you,



Todd David
EdMatch

San Francisco Planning Commission
1650 Mission Street, Suite 400
San Francisco, CA 94103-2414

Dear Commissioners:

As a retailer on the Fillmore corridor, I am excited at the prospect of Rag & Bone coming into our community. It is for this reason that I am writing to you today to request that you support Rag & Bone's efforts to join our community.

We want to protect Fillmore and maintain the unique culture that makes it a destination street in San Francisco. Rag & Bone's presence on the street only serves to further this goal. While they are larger than some of the businesses on the street currently, Rag & Bone is not a monolith either. You would be hard pressed to find many of their retail locations in the US or otherwise. As such, their presence would add to the destination shopping appeal that Fillmore already has.

In addition, we support the effort that Rag & Bone has made to make their presence on the neighborhood felt through their philanthropic endeavors. Their efforts to explain their commitment to the Fillmore neighborhood so early in the process make us feel confident that they are going to be the kind of neighbors that make a difference.

The intersection at California and Fillmore is an important one in the neighborhood and we think an appropriate occupant is very important. We are happy to hear that Rag & Bone would like to take that important space and are looking forward to the added vibrancy they will bring to the street. We ask that you join us in supporting Rag & Bone opening up on Fillmore Street and thank you for your time.

Thank you,

A handwritten signature in black ink, appearing to read 'BonnieBelle Miner', with a stylized, cursive script.

BonnieBelle Miner
Store Manager
Alexis Bittar

Friday, February 07, 2014

San Francisco Planning Commission
1650 Mission Street, Suite 400
San Francisco, CA 94103-2414

Dear Commissioners:

We at Mudpie are happy to welcome rag & bone to the Upper Fillmore community. As a local business, we understand the need for formula retail regulations; however we also believe a new rag & bone store could benefit both retailers and consumers alike. The highly-respected brand would attract new patrons to our store and those of our colleagues.

Furthermore, we are excited about the numerous ways in which rag & bone will be participating with the community. The number of partnerships they have created on the street, with William Cobb elementary, and their Kiva loan plan, are all evidence of the fact that they are not a monolithic retailer, but smaller in size and unique in the limited number of locales where they do have stores.

On a personal note, we are incredibly excited to welcome this brand to San Francisco and, especially, the Upper Fillmore neighborhood. And not only us: we know many of our customers and colleagues are also looking forward to the new store. With only 10 other stores, we consider rag & bone to be our contemporaries in the retail realm, selling innovative, client-focused products.

The following garnered by rag & bone is certainly not the type of response one would find to traditional formula retail. Instead, this brand makes it a priority to find its niche in every locality and cater specifically to the nearby community. We believe they will make our neighborhood a better place to live, work, and shop.

Sincerely,

A handwritten signature in black ink, appearing to read "Cheryl Perliss". The signature is fluid and cursive, with a long horizontal flourish extending to the right.

Cheryl Perliss

Friday, February 07, 2014



San Francisco Planning Commission
1650 Mission Street, Suite 400
San Francisco, CA 94103-2414

Dear Commissioners:

I am writing to you today in support of rag & bone's efforts to move into 2060 Fillmore Street.

Over the nearly five years that I've worked at Pets Unlimited, many retailers have come and gone in this business district. Rag & bone is the first company to approach us directly with an interest in developing a partnership to generate much-needed funds for our shelter animals.

As a non-profit organization, we rely on the support of individuals and companies like rag & bone to continue our life-saving efforts. I must say that the wonderful team at rag & bone has surpassed many of our other corporate partners in innovative fundraising and sheer enthusiasm. The rag & bone team has developed not one, but multiple, ways in which they can support our shelter animals and charitable veterinary programs through unique funding models and community building on Fillmore Street.

There are few companies that make such a concerted efforts to work with their new neighbors and integrate themselves into a community. I firmly believe that rag & bone will be a wonderful addition to our neighborhood and urge you to approve their application.

Thank you for your time and consideration,



Leah Prassinis, MPA
Development and Marketing Manager
Pets Unlimited
(415) 568-3052
lprassinis@petsunlimited.org

Planning Commission,

I am writing to you today to express my support for rag & bone moving onto Fillmore Street. I am supportive of Fillmore Street having a unique character and being a good place for San Franciscans to operate their businesses, as such, I feel that rag & bone coming onto the street helps us continue towards accomplishing this goal.

There is currently a lively debate going on in the city about the merits of certain types of retailers and about chain retail, so I understand the process that is taking place here. That said, rag & bone barely hits the formula retail threshold (unlike much larger retailers), is offering significant unique, community benefits, and is the right tenant for the space at Fillmore and California Street.

Rag & bone has worked hard to keep all of the merchants on Fillmore up to date on their plans and take their input. In doing so, they have developed some unique community benefits (emergency loans, seed loans, working with Cobb Elementary School) and establishing these benefits prior to their entrance into the community shows a commitment to stay involved in our community.

This is not Target or some clothier with stores dotting the entire country, this is a niche retailer that fits the vibe of this neighborhood, and is working hard to join us in making Fillmore a better place. For these reasons I hope you will join me in supporting their plans to open up a store here.

Thank you,

A handwritten signature in black ink, appearing to read 'Kyle Nadeu', written over a horizontal line.

Kyle Nadeu
D&M Liquor
2200 Fillmore Street
San Francisco, CA 94115

Friday, February 07, 2014

San Francisco Planning Commission
1650 Mission Street, Suite 400
San Francisco, CA 94103-2414

Dear Commissioners:

NARS Cosmetics and its employees would like to express our support for the proposed rag & bone store at the corner of Fillmore and California Streets. We feel rag & bone would be a good complement to our store and draw in a consumer base that would benefit the entire street. Rag & bone's plan to engage the community, and its efforts to do so thus far, have been well received by both our retailers and shoppers. Our patrons cannot wait for rag & bone to come to the city and this neighborhood!

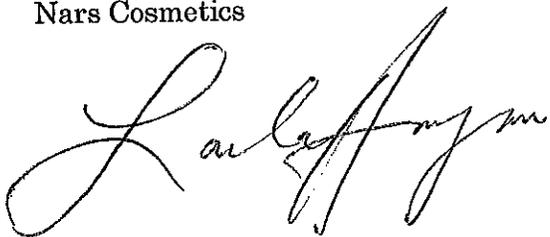
Fillmore Street is defined by the special businesses that dot the corridor and rag & bone is a unique addition to the varying assortment of businesses along the street. We need active and engaged businesses like rag & bone to take part in the community and add to the life on the street.

Additionally, we are extremely happy to learn about their loan program for non-formula retail merchants. These are the sorts of actions that represent a serious interest in seeing a thriving and diverse Fillmore Street.

Please let us know if we can provide anything else to demonstrate our support for rag & bone's entry into our community. We are lucky to have such a collaborative retailer pursuing space on our street.

Sincerely,

Laila Hayani
Nars Cosmetics

A handwritten signature in black ink, appearing to read "Laila Hayani". The signature is written in a cursive, flowing style with large loops and a long tail.

Friday, February 07, 2014

San Francisco Planning Commission
1650 Mission Street, Suite 400
San Francisco, CA 94103-2414

Dear Commissioners:

NARS Cosmetics and its employees would like to express our support for the proposed rag & bone store at the corner of Fillmore and California Streets. We feel rag & bone would be a good complement to our store and draw in a consumer base that would benefit the entire street. Rag & bone's plan to engage the community, and its efforts to do so thus far, have been well received by both our retailers and shoppers. Our patrons cannot wait for rag & bone to come to the city and this neighborhood!

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Additionally, we are extremely happy to learn about their loan program for non-formula retail merchants. These are the sorts of actions that represent a serious interest in seeing a thriving and diverse Fillmore Street.

Please let us know if we can provide anything else to demonstrate our support for rag & bone's entry into our community. We are lucky to have such a collaborative retailer pursuing space on our street.

Sincerely,

Dalia Younan
Nars Cosmetics

A handwritten signature in cursive script, appearing to read "Dalia", written in black ink.

Friday, February 07, 2014

San Francisco Planning Commission
1650 Mission Street, Suite 400
San Francisco, CA 94103-2414

Dear Commissioners:

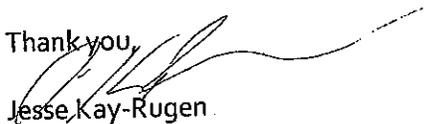
Please support Rag & Bone's efforts to move into the storefront located at 2060w Fillmore Street. Managing a business, especially a restaurant, is no easy task. We have a number of details to manage, from food safety and cleanliness, to issues that every business has to think about, like turning a profit. One thing I do not want to have to worry about is what the neighborhood around me is turning into. Fortunately, we have businesses like Rag & Bone interested in coming in and improving the neighborhood.

Rag & Bone has made it very clear that they intend to be active community partners, willing to work with neighboring businesses and interested in improving Fillmore Street as well. They are partnering with other neighborhood businesses and partnering with William Cobb Elementary School. Establishing and fostering these relationships prior to moving into the community shows a sincere commitment to the neighborhood, which we wholeheartedly support.

Rag & Bone was forthright in their efforts. While they were not technically a formula retail enterprise when they signed their lease, and are only slightly past the minimum threshold today, they chose to apply as a formula retail business. Additionally, their presence is unique, unlike other retailers, and brings a special business to our neighborhood.

We hope that you will join us in supporting their efforts to move onto Fillmore Street.

Thank you,



Jesse Kay-Rugen

Glaze Teriyaki Grill

San Francisco Planning Commission
1650 Mission Street, Suite 400
San Francisco, CA 94103-2414

Dear Commissioners:

Please accept this letter of support for rag & bone's plans at 2060 Fillmore Street. At Sandro's Fillmore Street location, we are excited for the chance to work alongside such a respected, unique, and forward-thinking retailer.

We have heard much about rag & bone's plans to engage with the community and cannot wait to see what they are able to accomplish for our street and our neighborhood. They are truly the type of business that would thrive in, and improve, our corridor. Their plan to offer loans for emergencies and business growth along the corridor are a bright idea that could help a number of business owners on the corridor and Kiva is the right kind of company to be working with – it makes for an interesting partnership!

Rag & bone, with only 10 other stores located domestically, is not the type of retailer that should be prevented from entering the San Francisco market. The look and feel of the store, as well as the quality of its products, closely resembles the aesthetic and high standards associated with the Upper Fillmore. Many of our clients cannot wait for the store to open, and we believe its presence on our street will increase foot traffic for all other retailers and restaurants in the area.

Please let us know if there is anything else we can do to support rag & bone during this process.

Thank you,

Garrett Meitzenheimer


San Francisco Planning Commission
1650 Mission Street, Suite 400
San Francisco, CA 94103-2414

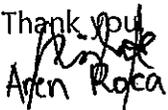
Dear Commissioners:

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We have heard much about rag & bone's plans to engage with the community and cannot wait to see what they are able to accomplish for our street and our neighborhood. They are truly the type of business that would thrive in, and improve, our corridor. Their plan to offer loans for emergencies and business growth along the corridor are a bright idea that could help a number of business owners on the corridor and Kiva is the right kind of company to be working with – it makes for an interesting partnership!

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Please let us know if there is anything else we can do to support rag & bone during this process.

Thank you

Arjen Roca

Commission Secretary
San Francisco Planning Commission
1650 Mission Street, Suite 400
San Francisco, CA 94103-2414

Dear Commissioners:

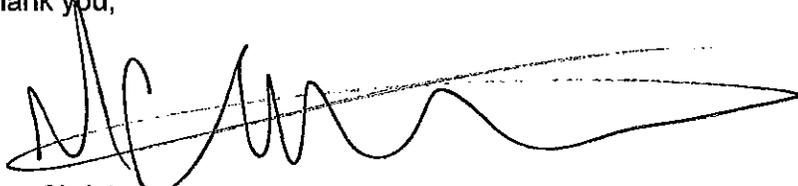
Fillmore is a fantastic street. As such, we expect the businesses that dot our street to be fantastic as well. Rag & bone is a fantastic business, and a fantastic partner, and we are excited for them to be joining the ranks of the Fillmore merchants. Today, we ask that you support their efforts to move onto Fillmore Street.

While many businesses are excited at the prospect of partnering with rag & bone, we can say from experience that they are great partners. We work with rag & bone in New York. We make a specially branded product for them that they sell in their New York stores. As such, we know that their interest in partnering with our neighbors in San Francisco is genuine. Additionally, given the positive relationship we have fostered in one city, we are excited to be working with them in San Francisco.

Our businesses are both closer to having "tens" of locations, not "hundreds." As such, we both appreciate the relationships we have and the positive impacts we have on each other. We are aware that rag & bone is interested in pursuing this sort of relationship with other entities on Fillmore Street and are glad to see this. We hope that this leads to more inter-relationships amongst the various businesses on Fillmore Street and encourage this!

Again, we ask that you support rag & bone and allow them to move onto Fillmore Street.

Thank you,

A handwritten signature in black ink, appearing to read 'Meg Christensen', written over a horizontal dashed line.

Meg Christensen
Le Labo



Yes! Please include me as a supporter of rag & bone's plans to open a location at 2060 Fillmore Street. You can use my name and count on me!

Name

Kate Dixon

Address

3004 Laguna street +

City/State/Zip

SF, CA, 94123

Email

KSDWCB@mail.missouri.edu Phone (513) 355-1232

Signature

Kate Dixon

rag & bone

NEW YORK



Yes! Please include me as a supporter of rag & bone's plans to open a location at 2060 Fillmore Street. You can use my name and count on me!

Name

Susan Hendricksen

Address

10 Covington

City/State/Zip

SF CA 94114

Email

susan_hendricksen@yahoo.com

Signature

Susan Hendricksen

rag & bone

NEW YORK



Yes! Please include me as a supporter of rag & bone's plans to open a location at 2060 Fillmore Street. You can use my name and count on me!

Name Lindsay Critezer

Address 878 53rd St Oakland

City/State/Zip CA 94608

Email lindsaycritezer@gmail.com

Signature [Handwritten Signature] Phone 510-655-6554

works on Fillmore!

rag & bone
NEW YORK



Yes! Please include me as a supporter of rag & bone's plans to open a location at 2060 Fillmore Street. You can use my name and count on me!

Name Lauren Phillips

Address 730 Broadway apt 12

City/State/Zip San Francisco, CA 94133

Email laurenphillips101@gmail.com

Phone 1-916-300-6496

Signature [Handwritten Signature]

rag & bone
NEW YORK



Yes! Please include me as a supporter of rag & bone's plans to open a location at 2060 Fillmore Street. You can use my name and count on me!

Name

Julia Finch

Address

285 Coleridge St

City/State/Zip

San Francisco, CA 94110

Email

julia.finch@duke.edu Phone

Signature



rag & bone

NEW YORK



Yes! Please include me as a supporter of rag & bone's plans to open a location at 2060 Fillmore Street. You can use my name and count on me!

Name

Juliette Svetnicca

Address

2239 Fillmore St

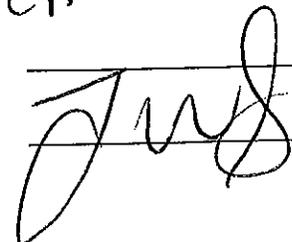
City/State/Zip

CA 94115

Email

Phone

Signature



rag & bone

NEW YORK



Yes! Please include me as a supporter of rag & bone's plans to open a location at 2060 Fillmore Street. You can use my name and count on me!

Name

Lara Edelbaum Sunshine

Address

1567 Shrader Street

City/State/Zip

SF CA 94117

Email

ledelbaum@gmail.com Phone 310-991-2014

Signature

Lara Edelbaum

rag & bone

NEW YORK



Yes! Please include me as a supporter of rag & bone's plans to open a location at 2060 Fillmore Street. You can use my name and count on me!

Name

Pamela Husten

Address

1504 Irving St

City/State/Zip

SF, CA 94122

Email

Phone

415 816 7609

Signature

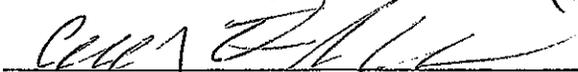
P. Husten

rag & bone

NEW YORK



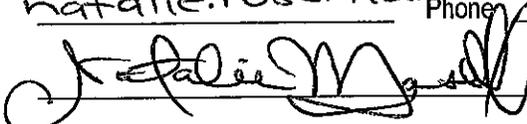
Yes! Please include me as a supporter of rag & bone's plans to open a location at 2060 Fillmore Street. You can use my name and count on me!

Name Erika Fletcher
 Address 1635 Fulton St.
 City/State/Zip San Francisco, CA 94117
 Email erikafletcher5@gmail.com Phone (303) 718-4797
 Signature 

rag & bone
 NEW YORK



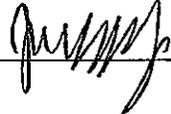
Yes! Please include me as a supporter of rag & bone's plans to open a location at 2060 Fillmore Street. You can use my name and count on me!

Name Natalie Rose Marshall
 Address 1669 Fulton St. Apt. A
 City/State/Zip San Francisco, CA 94117
 Email natalie.rose.marshall@gmail.com Phone (415) 212-0708
 Signature 

rag & bone
 NEW YORK



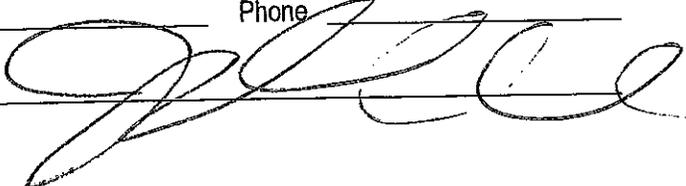
Yes! Please include me as a supporter of rag & bone's plans to open a location at 2060 Fillmore Street. You can use my name and count on me!

Name JAY Ruby (works at Women's Community Clinic)
Address 3028 25th St.
City/State/Zip SF, CA 94110
Email _____ Phone _____
Signature 

rag & bone
NEW YORK



Yes! Please include me as a supporter of rag & bone's plans to open a location at 2060 Fillmore Street. You can use my name and count on me!

Name Jocelyn Cameras
Address _____
City/State/Zip _____
Email _____ Phone _____
Signature 

rag & bone
NEW YORK



Yes! Please include me as a supporter of rag & bone's plans to open a location at 2060 Fillmore Street. You can use my name and count on me!

working

Name Melissa Hatch
 Address 65 Cleary Ct #9
 City/State/Zip San Francisco CA
 Email m.rhiannon@gmail.com Phone 415.505.2396
 Signature M Hatch

rag & bone
 NEW YORK



Yes! Please include me as a supporter of rag & bone's plans to open a location at 2060 Fillmore Street. You can use my name and count on me!

Name Jessica Hudson
 Address 865 Page St. #2
 City/State/Zip 94117
 Email jessicahudson@gmail.com Phone 310.909.4110
 Signature JH

rag & bone
 NEW YORK



Yes! Please include me as a supporter of rag & bone's plans to open a location at 2060 Fillmore Street. You can use my name and count on me!

Name

Natale Golden

Address

1390 Market St #2810

City/State/Zip

SAN FRANCISCO CA 94102

Email

nataleannegolden@gmail.com Phone (714) 5024101

Signature

Natale Golden

rag & bone

NEW YORK



Yes! Please include me as a supporter of rag & bone's plans to open a location at 2060 Fillmore Street. You can use my name and count on me!

Name

Joshua Dobson

Address

1395 Golden Gate Ave. #601

City/State/Zip

SAN FRANCISCO, CA 95114

Email

jbyron.dobson@gmail.com Phone (360) 434-0092

Signature

Josh Dobson

rag & bone

NEW YORK



Yes! Please include me as a supporter of rag & bone's plans to open a location at 2060 Fillmore Street. You can use my name and count on me!

Name

Molly Akton

Address

790 25th ave.

City/State/Zip

SF. CA 94121

Email

Phone

808 675 8434

Signature

Mea

rag & bone

NEW YORK



Yes! Please include me as a supporter of rag & bone's plans to open a location at 2060 Fillmore Street. You can use my name and count on me!

Name

Angela Navarro

Address

2056 Fillmore St

City/State/Zip

San Francisco, CA 94115

Email

Phone

(415) 440-2100

Signature

Mea

rag & bone

NEW YORK



Yes! Please include me as a supporter of rag & bone's plans to open a location at 2060 Fillmore Street. You can use my name and count on me!

Name

Kyle Hubby - Works on Fillmore

Address

546 Clement St Apt E St.

City/State/Zip

SF, CA 94118

Email

khubby@yahoo.com Phone 510.676.1464

Signature

[Handwritten signature]

rag & bone

NEW YORK



Yes! Please include me as a supporter of rag & bone's plans to open a location at 2060 Fillmore Street. You can use my name and count on me!

Name

Sarah Berger

Address

1591 9th Ave

City/State/Zip

SF, Ca 94122

Email

smichelle23@gmail.com Phone

Signature

[Handwritten signature]

rag & bone

NEW YORK



Yes! Please include me as a supporter of rag & bone's plans to open a location at 2060 Fillmore Street. You can use my name and count on me!

Name Karla V. GORVITZ
 Address 2011 FILLMORE
 City/State/Zip SAN FRANCISCO CA
 Email KGORVITZ@GMAIL Phone (415)341-6449
 Signature Karla V. GORVITZ

rag & bone
 NEW YORK



Yes! Please include me as a supporter of rag & bone's plans to open a location at 2060 Fillmore Street. You can use my name and count on me!

Name Niki
 Address 2413 California St.
 City/State/Zip SF
 Email notedenovo@yahoo.com Phone 415.3738212
 Signature Niki

rag & bone
 NEW YORK



Yes! Please include me as a supporter of rag & bone's plans to open a location at 2060 Fillmore Street. You can use my name and count on me!

Name

Tracey Banh

Address

205 9th Ave

City/State/Zip

San Francisco, CA 94118

Email

tracy.banh@
yahoo.com

Phone

(415) 645-3097

Signature

[Handwritten signature]

rag & bone

NEW YORK



Yes! Please include me as a supporter of rag & bone's plans to open a location at 2060 Fillmore Street. You can use my name and count on me!

Name

Megan Billeen - Gard

Address

402 1st (Upper)

City/State/Zip

San Rafael CA 94901

Email

mmcsweeney@24@gmail

Phone

N/A

Signature

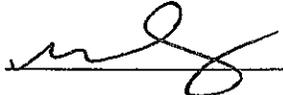
[Handwritten signature]

rag & bone

NEW YORK



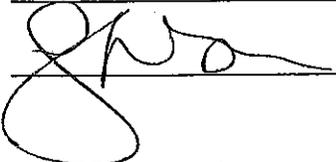
Yes! Please include me as a supporter of rag & bone's plans to open a location at 2060 Fillmore Street. You can use my name and count on me!

Name Merielle Cruz
 Address WORKS on Fillmore
 City/State/Zip _____
 Email meriellecruz@yahoo.com Phone _____
 Signature 

rag & bone
 NEW YORK



Yes! Please include me as a supporter of rag & bone's plans to open a location at 2060 Fillmore Street. You can use my name and count on me!

Name Sheri Gruver
 Address 2402 California St #203
 City/State/Zip SF CA 94115
 Email n/a Phone 352 484-4419
 Signature 

rag & bone
 NEW YORK



Yes! Please include me as a supporter of rag & bone's plans to open a location at 2060 Fillmore Street. You can use my name and count on me!

Name Arielle Mandelberg

Address 812 Bay St. Apt. 5

City/State/Zip San Francisco, CA 94109

Email arielle.mandelberg@gmail.com Phone (302) 299-9777

Signature Arielle

rag & bone
NEW YORK



Yes! Please include me as a supporter of rag & bone's plans to open a location at 2060 Fillmore Street. You can use my name and count on me!

Name Jennie Wan

Address 7 Duncan St

City/State/Zip San Francisco, CA 94110

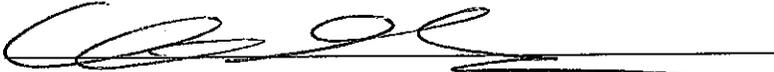
Email jewan36@gmail.com Phone (415) 706-1599

Signature Jennie

rag & bone
NEW YORK



Yes! Please include me as a supporter of rag & bone's plans to open a location at 2060 Fillmore Street. You can use my name and count on me!

Name Alex Glick
 Address 519A Castro St.
 City/State/Zip San Francisco
 Email Glick.Alex@gmail. Phone 818-621-2972
 Signature 

rag & bone
 NEW YORK



Yes! Please include me as a supporter of rag & bone's plans to open a location at 2060 Fillmore Street. You can use my name and count on me!

Name Mark King
 Address 757 A Maroma St
 City/State/Zip SF, cal. , 94115
 Email mjkingjr81@gmail.com Phone (336) 740-5422
 Signature 

rag & bone
 NEW YORK



Yes! Please include me as a supporter of rag & bone's plans to open a location at 2060 Fillmore Street. You can use my name and count on me!

Name

Diana Ward

Address

2432 Washington St

City/State/Zip

SF CA 94115

Email

diosward@yahoo.com Phone _____

Signature

Diana Ward

rag & bone

NEW YORK



Yes! Please include me as a supporter of rag & bone's plans to open a location at 2060 Fillmore Street. You can use my name and count on me!

Name

Monica Saich

Address

1875 Sacramento St.

City/State/Zip

SF, CA, 94109

Email

monica@inpink.com Phone 209.489.8879

Signature

MS

rag & bone

NEW YORK



Yes! Please include me as a supporter of rag & bone's plans to open a location at 2060 Fillmore Street. You can use my name and count on me!

Name

Amarvy Perez

Address

115 Buckingham Way/Apt.103

City/State/Zip

San Francisco, CA 94132

Email

amarvy.p@mail.sfsu.edu Phone (714)707-8554

Signature

Amarvy Perez

rag & bone

NEW YORK



Yes! Please include me as a supporter of rag & bone's plans to open a location at 2060 Fillmore Street. You can use my name and count on me!

Name

Brandon McCarthy

Address

City/State/Zip

SF, CA 94117

Email

Phone

Signature

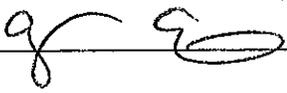
B. McCarthy

rag & bone

NEW YORK



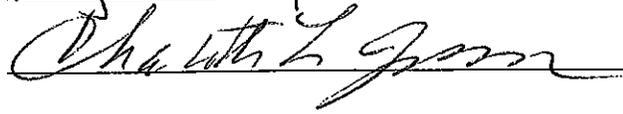
Yes! Please include me as a supporter of rag & bone's plans to open a location at 2060 Fillmore Street. You can use my name and count on me!

Name Abbey Abate
Address 335 Oak St
City/State/Zip SF/ CA 94102
Email abbeyabate@gmail.com Phone 408.497.0820
Signature 

rag & bone
NEW YORK



Yes! Please include me as a supporter of rag & bone's plans to open a location at 2060 Fillmore Street. You can use my name and count on me!

Name CHARLOTTE JOHNSON
Address 1736 LAKE ST #2
City/State/Zip SAN FRANCISCO CA
Email charjohnst@gmail.com Phone 4157527903
Signature 

rag & bone
NEW YORK



Yes! Please include me as a supporter of rag & bone's plans to open a location at 2060 Fillmore Street. You can use my name and count on me!

Name

Ashley Castillo

Address

2 Fuente Ave

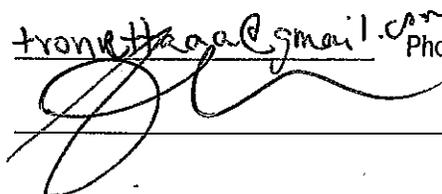
City/State/Zip

San Francisco, CA 94132

Email

troneh@rag@gmail.com Phone (619) 938-5596

Signature



rag & bone

NEW YORK



Yes! Please include me as a supporter of rag & bone's plans to open a location at 2060 Fillmore Street. You can use my name and count on me!

Name

LORI PHAM

Address

22 VANDEWATER ST #204

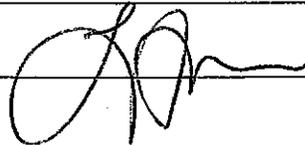
City/State/Zip

SF, CA 94133

Email

LORIPHAM@ME.COM Phone

Signature



rag & bone

NEW YORK

Yes! Please include me as a supporter of rag & bone's plans to open a location at 2060 Fillmore Street. You can use my name and count on me!

Name

Stephanie Lawrence

Address

2830 California

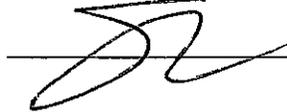
City/State/Zip

SF, CA

Email

STEPHANIEKLAWRENCE@gmail.com
Phone

Signature



rag & bone
NEW YORK

Yes! Please include me as a supporter of rag & bone's plans to open a location at 2060 Fillmore Street. You can use my name and count on me!

Name

Rosalynne Gobateca

Address

258 Edinburgh St.

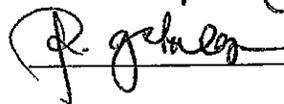
City/State/Zip

San Francisco / CA / 94112

Email

Rosalynnegob@gmail.com Phone (415) 430-7995

Signature



rag & bone
NEW YORK



Yes! Please include me as a supporter of rag & bone's plans to open a location at 2060 Fillmore Street. You can use my name and count on me!

Name Marina Feldman
Address #2 2136 Fillmore St
City/State/Zip San Francisco CA 94115
Email mfeldman@jwriquer.com Phone 4156376668
Signature 

rag & bone
NEW YORK

San Francisco Planning Commission
1650 Mission Street, Suite 400
San Francisco, CA 94103-2414

Planning Commissioners:

As a small business owner in San Francisco, I am sensitive to the types of businesses operating in the city as a whole, but especially in my neighborhood. I want to see businesses that benefit and serve the neighborhood opening up, not businesses that only serve themselves. Committing to where you do work matters to me. That is why I support rag & bone moving into the property located at 2060 Fillmore Street and why I am asking that you do the same.

rag & bone has more than expressed a sincere interest in being an active presence on the street. Before moving in they have already created relationships with a local school and have developed a loan program that would benefit Fillmore merchants. In addition, they have made significant efforts to partner with Fillmore businesses and integrate themselves into the neighborhood. These are the kind of proactive positive steps that I am happy to see out of my neighboring business and I hope to see our future neighbors take these kinds of steps when joining the community.

Part of the reason why I chose to open my restaurant on Fillmore Street was the large amount of foot traffic on the street. Although, foot traffic is something that is not a given, and it must be preserved. Breathing new life into a street and ensuring the street has an offering of popular, modern, and unique businesses is crucial to maintaining a thriving street life. I believe that rag & bone helps us retain and improve the street traffic we currently enjoy and I am happy to see them add to our neighborhood.

Again, please support this rag & bone coming into the neighborhood

Thank you,

A handwritten signature in black ink, appearing to read 'Denise Tran', with a long horizontal flourish extending to the right.

Denise Tran
Owner Bun Mee

San Francisco Planning Commission
1650 Mission Street, Suite 400
San Francisco, CA 94103-2414

San Francisco Planning Commission:

I am writing to you today to share my support for rag & bone's plans to open a store at 2060 Fillmore Street and to ask you to join me for supporting them as well. Rag & bone is the right business to occupy a prominent cross street in our neighborhood. Not only do they match the businesses in the neighborhood, but they have gone above and beyond in their efforts to involve themselves in the community.

Rag & bone is not like many of the retailers who fall under the formula retail ordinance. With only ten stores nationally (and only two internationally), their store more closely resembles the small boutique aesthetic of the street than some of the other proposed retail in this area. External from the intrinsic benefit that their presence brings to the street, we are impressed with how much they are willing to bring to the neighborhood, in both benefits and personality.

It is for this reason I ask you to support rag & bone's plans to open in our retail community. Thank you for your consideration.

Sincerely,

Sharon Haag

