



SAN FRANCISCO PLANNING DEPARTMENT

Executive Summary Conditional Use

HEARING DATE: MAY 8, 2014

Date: May 1, 2014
Case No.: **2014.0125C**
Project Address: **1118 POLK STREET**
Zoning: Polk Street NCD (Neighborhood Commercial District)
Lower Polk Street Alcohol Restricted Use District
130-E Height and Bulk District
Block/Lot: 0692/012
Project Sponsor: Jason Miller
14540 Jacksol Drive
San Jose, CA 95124
Staff Contact: Kanishka Burns – (415) 575-9112
kanishka.burns@sfgov.org
Recommendation: **Approval with Conditions**

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PROJECT DESCRIPTION

The applicant proposes to establish a new formula retail use in the existing 1,169 gross square foot vacant commercial storefront at the ground floor of Polk Street between Hemlock and Post Streets. The storefront has been vacant for over three years. The subject use will be a retail nutrition chain specializing in nutritional supplements. The project proposes interior tenant improvements and no exterior alterations. There are no awnings proposed. Signage is subject to historical preservation review due to the historical nature of the subject building.

The proposed hours of operation are 10 AM to 8PM seven days a week. The operation intends to employ 2 to 4 part-time employees to begin with. The subject formula retailer is approaching 200 locations in 32 states with 81 new locations slated to open in 2014. The business is licensed to independent operators rather than franchised. The project sponsor has secured the licensing rights to any future NutriShop locations within the City and County of San Francisco. In October 2013 the subject use was determined to be a formula retail establishment through a Letter of Determination issued by the Zoning Administrator. While individual owners choose which products to carry and how to display them, a majority of NutriShop stores carry more than 50 percent of the same merchandise and display it on standardized shelving and display systems. The same signage is used through NutriShop locations across the United States. This would be the first San Francisco location.

SITE DESCRIPTION AND PRESENT USE

The project is located at the ground floor of a four-story mixed-use building with 48 dwelling units on a corner lot that occupies the entire block face of the east side of Polk Street from Hemlock Street to Post Street, Block 0692, Lot 012. The property is located within the Polk Street NCD (Neighborhood

Commercial District) and the 130-E Height and Bulk District. The subject building contains eight ground floor commercial storefronts, three of which are currently vacant. The subject storefront was previously occupied by a retail grocery (d.b.a Super One Tobacco and Groceries Center). The other ground floor storefronts in the subject building contain the following uses:

Address	Existing Use	Proposed
1128 Polk Street	Personal Service (d.b.a Finest Nails)	N/A
1124 Polk Street	Personal Service (d.b.a Let It Bleed)	N/A
1120 Polk Street	Formula Retail Establishment (d.b.a. Metro PCS)	N/A
1118 Polk Street	Vacant – former Retail Grocery (d.b.a Super One Tobacco and Grocery Center)	Formula Retail Establishment (d.b.a Nutrishop)
1116 Polk Street	Vacant – former Limited Restaurant (d.b.a. Dar Al Fiker Coffee Shop)	Limited Restaurant (d.b.a Mustafio’s)
1108 Polk Street	Tobacco Paraphernalia Establishment (d.b.a Smoking Aces Smoke Shop)	N/A
1104 Polk Street	Fringe Financial Service (d.b.a Polk Check Cashing)	N/A
1092 Post Street	Bar (d.b.a Mark’s Bar)	N/A

The existing building was constructed circa 1917 and is a Known Historic Resource. It is known as the Burlingame Apartments building and within the National Register Apartment Hotel Historic District.

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 mid-rise buildings, ranging from two- to five-story structures, most of which were built in the early 1900s. The subject property is located within the Lower Polk Invest in Neighborhoods corridor. The neighborhood features a diverse array of restaurants, art galleries, health clubs, bars, shops and lounges. The district is well known for its night life destinations, including the Great American Music Hall, Temple bar, Lush Lounge and O’Reilly’s Holy Grail. Several social organizations are located on the corridor and in the surrounding neighborhood, providing an array of support services for at-risk youth, the critically ill and homeless individuals and families. The Lower Polk Street corridor (from California Street to McAllister Street) consists of 147 storefronts, 11 percent of which were vacant between November 2012 and February 2013.

Over 36,800 people live within a one-quarter mile radius of the Lower Polk corridor. Its population is older than San Francisco’s and as diverse. It has a similar proportion of residents over 60 years old but a lower proportion under 18 years old. The Lower Polk corridor’s proportion of white residents is about the same as found citywide, as is the proportion of black, Asian and Latino residents. Multi-family structures of 10 units or more predominate the Lower Polk’s 26,230 housing units, and at a much higher proportion than found Citywide. Almost nine out of every ten households are renting. Over half of the

household in the Lower Polk area are single-person households; only 20 percent are family households. Household incomes in the Lower Polk area are lower than Citywide and over two-thirds of all households do not own a car.¹

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	April 18, 2014	April 16, 2014	22 days
Posted Notice	20 days	April 18, 2014	April 18, 2014	20 days
Mailed Notice	20 days	April 18, 2014	April 18, 2014	20 days

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

PUBLIC COMMENT

- To date, the Department has received the following communications from the public.
 - The Community Leadership Alliance is opposed to the project, citing an over-concentration of health supplement stores that only serve patrons of a nearby gym.
 - The Lower Polk Neighbors takes no formal position but their Board supports the project and their members have voiced no opposition.

ISSUES AND OTHER CONSIDERATIONS

- The concentration of retail specializing in nutritional supplements in the Polk Street NCD includes 2 (d.b.a GNC and Max Muscle) out of approximately 411 ground floor commercial uses. There is one additional similar retailer (d.b.a Vitamin Shoppe) outside the NCD but within a quarter mile of the proposed formula retail use. All of these specialized nutritional supplement retailers are formula retail establishments. Two additional retailers selling nutritional supplements (d.b.a Walgreens) are located within the Polk Street NCD as well.
- The clustering of sports nutrition stores in the Polk area can be attributed to the close proximity of large gyms. Within the Polk Street NCD alone there are 11 fitness related uses including gyms, personal training studios and yoga studios. Larger gym facilities including Studio Mix and 24 Hour Fitness are located within two blocks of the proposed use. Located within a half mile of the proposed use are two YMCA facilities, Club One and the Pacific Heights Health Club. The clustering of gyms and fitness studios can be somewhat attributed to the larger building sizes available around Van Ness and Geary Boulevard/Street as well as the availability of parking

¹ Lower Polk Street Invest in Neighborhoods San Francisco Neighborhood Profile, prepared by the Mayor’s Office of Economic and Workforce Development and the Planning Department and included in the Exhibits of this document

facilities and transit accessibility in combination with the more permissive zoning controls of the RC-4 and NC-3 Zoning District. It would seem a natural fit for retailers that serve the same market to be located in a nearby commercial district with smaller floorplates.

- Based on a staff conducted survey, there are approximately 411 ground floor commercial storefronts in the Polk Street NCD, approximately 24 of which appear to be formula retail uses, accounting for six percent of all ground floor commercial uses.
- Of the approximately 17,536 linear feet of commercial frontage in the subject NCD, approximately ten percent is occupied by formula retail establishments. Half of the formula retail commercial frontage is occupied by two Walgreens and an Out the Closet store.
- Within a quarter mile of the proposed use, staff has identified a total of 11 formula retail uses that are either limited restaurants or specialized retailers.
- Approximately 22 percent of ground floor commercial uses within the subject NCD can be categorized as neighborhood serving. A majority (48 percent) of these are personal services. Other uses include limited restaurants, grocery stores and markets, dry cleaners and laundry facilities, hardware stores, drug stores and pharmacies and financial services and trade shops.
- The project is located within the Mayor's Office Lower Polk Street Invest in Neighborhoods Initiative area. As such, significant data has been collected and is available for review in Exhibit A.

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 Polk Street NCD, pursuant to Planning Code Sections 303, 703.3 and 703.4.

BASIS FOR RECOMMENDATION

- Although the formula retailer has approximately 200 locations nationwide, there are no existing stores in the City. The project sponsor is an independent licensee who has acquired the licensing rights to all future NutriShops in San Francisco.
- The project would activate a commercial space that has been vacant for over three years with a use that operates from 10AM to 8PM, creating an active day to evening use.
- The concentration of formula retail uses within the Polk Street NCD would not increase from six percent with the proposed use. This number is significantly less than the Citywide concentration of 12 percent and Upper Fillmore concentration of 20 percent.
- The commercial frontage of the subject NCD that is occupied by formula retail uses would remain at ten percent due to the proposed small storefront of approximately 16 linear feet.
- The project will increase the availability of specialty goods that are complementary to the neighborhood, where a clear network of health and fitness related uses exist.
- The Invest in Neighborhoods Neighborhood Profile identifies the following challenges in the Lower Polk area: insufficient lighting, saturation of bars, merchants feel that the presence of significant homeless population affects the business climate, negative behaviors in the public realm and cleanliness issues. An active and engaged retailer, as proposed, will be useful in addressing these challenges.
- 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:

Draft Motion
Block Book Map
Sanborn Map
Zoning Map
Aerial Photographs
Site Photo
Invest In Neighborhoods Community Profile
Health and Fitness Uses Cluster Map
Polk Street Neighborhood Commercial District Use Survey
Reduced Plans
Public Correspondence

Attachment Checklist

- | | |
|---|--|
| <input checked="" type="checkbox"/> Executive Summary | <input checked="" type="checkbox"/> Project sponsor submittal |
| <input checked="" type="checkbox"/> Draft Motion | Drawings: <u>Existing Conditions</u> |
| <input type="checkbox"/> Environmental Determination | <input checked="" type="checkbox"/> Check for legibility |
| <input checked="" type="checkbox"/> Zoning District Map | Drawings: <u>Proposed Project</u> |
| <input type="checkbox"/> Height & Bulk Map | <input checked="" type="checkbox"/> Check for legibility |
| <input checked="" type="checkbox"/> Parcel Map | 3-D Renderings (new construction or significant addition) |
| <input checked="" type="checkbox"/> Sanborn Map | <input type="checkbox"/> Check for legibility |
| <input checked="" type="checkbox"/> Aerial Photo | <input type="checkbox"/> Wireless Telecommunications Materials |
| <input 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

KB

Planner's Initials

KB: G:\Documents\Cases\2014.0125C - 1118 Polk St\Official Documents\1118 Polk St. - Exec Summary.doc



SAN FRANCISCO PLANNING DEPARTMENT

Subject to: (Select only if applicable)

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

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Planning Commission Draft Motion

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Recommendation: **Approval with Conditions**

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. NUTRISHOP) WITHIN THE POLK STREET NEIGHBORHOOD COMMERCIAL DISTRICT, AND 130-E HEIGHT AND BULK DISTRICT.

PREAMBLE

On January 22, 2014, Jason Miller (hereinafter “Project Sponsor”) filed an application with the Planning Department (hereinafter “Department”) for Conditional Use Authorization under Planning Code Section(s) 303, 703.3 and 703.4 to allow the establishment of a new formula retail use (d.b.a. NutriShop) within the Polk Street NCD (Neighborhood Commercial District) and a 130-E Height and Bulk District.

On May 8, 2014, the San Francisco Planning Commission (hereinafter “Commission”) conducted a duly noticed public hearing of a regularly scheduled meeting on Conditional Use Application No. 2014.0125C.

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 Authorization requested in Application No. 2014.0125C, 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 four-story mixed-use building with 48 dwelling units on a corner lot that occupies the entire block face of the east side of Polk Street from Hemlock Street to Post Street, Block 0692, Lot 012. The property is located within the Polk Street NCD (Neighborhood Commercial District) and the 130-E Height and Bulk District. The subject building contains eight ground floor commercial storefronts, three of which are currently vacant. The subject storefront was previously occupied by a retail grocery (d.b.a Super One Tobacco and Groceries Center). The other ground floor storefronts in the subject building contain the following uses:

Address	Existing Use	Proposed
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1108 Polk Street	Tobacco Paraphernalia Establishment (d.b.a Smoking Aces Smoke Shop)	N/A
1104 Polk Street	Fringe Financial Service (d.b.a Polk Check Cashing)	N/A
1092 Post Street	Bar (d.b.a Mark’s Bar)	N/A

The existing building was constructed circa 1917 and is a Known Historic Resource. It is known as the Burlingame Apartments building and within the National Register Apartment Hotel Historic District.

- 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 mid-rise buildings, ranging from two- to five-story structures, most of which were built in the early 1900s. The subject property is located within the Lower Polk Invest in Neighborhoods corridor. The neighborhood features a diverse array of restaurants, art galleries, health clubs, bars, shops and lounges. The district is well known for its night life destinations, including the Great American Music Hall, Temple bar, Lush Lounge and O'Reilly's Holy Grail. Several social organizations are located on the corridor and in the surrounding neighborhood, providing an array of support services for at-risk youth, the critically ill and homeless individuals and families. The Lower Polk Street corridor (from California Street to McAllister Street) consists of 147 storefronts, 11 percent of which were vacant between November 2012 and February 2013.

Over 36,800 people live within a one-quarter mile radius of the Lower Polk corridor. Its population is older than San Francisco's and as diverse. It has a similar proportion of residents over 60 years old but a lower proportion under 18 years old. The Lower Polk corridor's proportion of white residents is about the same as found citywide, as is the proportion of black, Asian and Latino residents. Multi-family structures of 10 units or more predominate the Lower Polk's 26,230 housing units, and at a much higher proportion than found Citywide. Almost nine out of every ten households are renting. Over half of the household in the Lower Polk area are single-person households; only 20 percent are family households. Household incomes in the Lower Polk area are lower than Citywide and over two-thirds of all households do not own a car.¹

- 4. Project Description.** The applicant proposes to establish a new formula retail use in the existing 1,169 gross square foot vacant commercial storefront at the ground floor of Polk Street between Hemlock and Post Streets. The storefront has been vacant for over three years. The subject use will be a retail nutrition chain specializing in nutritional supplements. The project proposes interior tenant improvements and no exterior alterations. Signage is subject to historical preservation review due to the historical nature of the subject building.

The proposed hours of operation are 10 AM to 8PM seven days a week. The operation intends to employ 2 to 4 part-time employees to begin with. The subject formula retailer is approaching 200 locations in 32 states with 81 new locations slated to open in 2014. The business is licensed to independent operators rather than franchised. The project sponsor has secured the licensing rights to any future NutriShop locations within the City and County of San Francisco. In October 2013 the subject use was determined to be a formula retail establishment through a Letter of Determination issued by the Zoning Administrator. While individual owners choose which products to carry and how to display them, a majority of NutriShop stores carry more than 50 percent of the same merchandise and display it on standardized shelving and display systems.

¹ Lower Polk Street Invest in Neighborhoods San Francisco Neighborhood Profile, prepared by the Mayor's Office of Economic and Workforce Development and the Planning Department and included in the Exhibits of this document

The same signage is used through NutriShop locations across the United States. This would be the first San Francisco location.

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

The subject commercial tenant space has approximately 16.3 linear feet of frontage along Polk Street at the ground floor, with a frontage area of 200 square feet. This entire space will be occupied by the active use of "NutriShop", which is a Retail use that complies with Section 145.1(c)(3). Approximately 16 feet of the 16.3 foot Polk Street frontage is dedicated to transparent glazed windows and a transparent glazed entry door. The window, door and transom provide approximately 74 percent transparency. The storefront conditions are existing and there are no changes proposed to the commercial frontage. Due to the historic nature of the building, significant storefront alterations would not likely be permitted.

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

The Subject Property contains approximately 1,100 square-feet of occupied floor area and thus does not require any off-street parking.

- C. **Hours of Operation.** Planning Code Section 723.27 states that hours of operation from 6:00 AM to 2:00 AM are principally permitted in the Polk Street NCD while hours of operation from 2:00 AM to 6:00 AM are conditionally permitted. Hours of operation are defined by

Planning Code Section 790.48 as the permitted hours during which any commercial establishment may be open.

The Project's proposed hours of operation will be from 10:00AM to 8:00PM, every day of the week. The Project will operate within the principally permitted hours of operation.

- D. **Use.** Planning Code Section 723.40 states that Other Retail Sales and Services, as defined in Planning Code Section 790.102, are principally permitted at the first and second stories of the Polk Street NCD.

The Subject Property is located within the Polk Street NCD and pursuant to Planning Code Section 723.40. An Other Retail Sales and Service is defined as a retail use which provides goods and/or services but is not listed as a separate zoning category in zoning category numbers .41 through .63 listed in Article 7 of the Code. The proposed use is principally permitted on the ground floor of the Polk Street NCD. The Project Sponsor is requesting Conditional Use authorization in order to operate the proposed Retail Sales use as Formula Retail Establishment.

- E. **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 service mark. Planning Code Section 303(i)(4) requires Conditional Use authorization for Formula Retail Use, as defined in Section 703.3(b) of the Planning Code.

The proposed Formula Retail Establishment features a standardized array of merchandize, a standardized décor and color scheme, standardized signage and a trademark or service mark with approximately 200 locations in the United States.

- F. **Use Size.** Planning Code Section 723.21 establishes size limits on nonresidential uses for the Polk Street NCD. Nonresidential uses up to 2,499 square feet are principally permitted while uses 2,500 square feet and above require Conditional Use Authorization.

At 1,169 gross square feet (gsf), the Project is within the principally permitted use size.

- G. **Signage.** Currently, there is not a proposed sign program on file with the Planning Department. Any proposed signage will be subject to the review and approval of the Planning Department and must comply with Article 6 of the Planning Code as well Historical Preservation review. The project sponsor has proposed one wall sign to be installed at the sole pedestrian entrance fronting on Polk Street.

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.

This proposed formula retail nutritional supplement store will activate a storefront that has been vacant for over three years. The NutriShop store will remain open throughout the day, from 10AM to 8PM, providing continued activity on the street. The use size of 1,169 square feet is consistent with the small retail storefront pattern on the block and with the District. The retail use intensity is compatible with the existing residential uses on upper floors. The proposed nutritional supplement store will be a positive use in a building that currently contains a cellphone store, tattoo parlor, check cashing and tobacco paraphernalia shop.

- 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 size and shape of the Project Site is compatible with the patterns of development in the area, and the Project does not involve any alterations to the exterior of the subject building. The Project would not physically expand the existing building or tenant space, and therefore would not alter the existing appearance. The character of the Project vicinity will be improved by activating a vacant commercial space within a Neighborhood Commercial District.

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

The Planning Code does not require parking or loading for a 1,169 square-foot retail store. The Project is intended to be a walk-in facility for pedestrian traffic and is well-served by public transportation throughout the Lower Polk neighborhood. There are nine MUNI lines including the Limited and Express lines with stops within 0.25 miles of the Project Site. Off-street parking and loading is not required for the Project.

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

The project is not anticipated to produce noxious or offensive emissions related to noise, glare, dust or odor. There will be no kitchen and food will not be cooked on site. The proposed use is subject to the standard conditions of approval as outlined in Exhibit A.

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

The Project Site is completely built-out at the commercial ground level, therefore, no landscaping will need to be provided. The Department shall review all lighting and signs proposed for the new business in accordance with Article 6 of the Planning Code and Condition 13 in Exhibit A. The project sponsor has agreed to install only one wall sign to be attached to the sole pedestrian entrance on Polk Street.

- 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. The project as a whole is consistent with the 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 Polk Street NCD functions as a neighborhood-serving marketplace, providing convenience and specialty goods and services to residents in the Polk Gulch, Nob Hill, Russian Hill and Pacific Heights areas. The NCD is further described in Section 723.1, which states that commercial uses are generally located on the ground floor of buildings, "Commercial uses also include offices, as well as movie theaters, restaurants and bars which keep the district active into the evening." The NCD controls are designed to limit new eating, drinking and other entertainment uses due to concerns about parking congestion, noise and other nuisances as well as displacement of local-serving convenience goods and services.

The proposed project is a retail use on the ground floor. Retail uses on the ground floor and second floors are principally permitted in the Polk Street Neighborhood Commercial District.

8. **Planning Code Section 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 a staff conducted survey, there are 411 ground floor commercial storefronts in the Polk Street NCD, approximately 24 of which appear to be formula retail uses, accounting for six percent of all ground floor commercial uses. The concentration of formula retail uses in the Polk Street NCD is comparatively less than the City-wide average of 12 percent and Upper Fillmore NCD concentration of 21 percent (as reported in 2014). With the proposed NutriShop formula retailer, the concentration of six percent formula retail in the Polk Street NCD would remain the same.

Of the approximately, 17,536 linear feet of commercial frontage in the District, approximately ten percent is occupied by formula retail establishments. With the proposed NutriShop formula retailer, the linear frontage would remain the same, as the proposed location has a small frontage

of 16 feet. Of the approximately 1,667 linear feet of formula retail commercial frontage, 50 percent is attributed to the large Walgreens stores and an Out the Closet store.

A quarter mile radius drawn around the subject property stretches between California and Willow Streets and Franklin and Leavenworth Street as shown in the radius map provided in Exhibit A. The Polk Street NCD ends at Post Street. NC-3 zoning begins on Polk Street at Geary Street and extends down to Willow Street. The remaining area of the radius is zoned RC-4. There are a significant number of commercial uses were not surveyed as part of this analysis, as they were not in the Polk Street NCD. Of the quarter mile radius, within the Polk Street NCD, there are four other formula retail uses: Max Muscle (sports nutrition store), GNC (sports nutrition store), Subway (limited restaurant) and Metro PCS (cell phone store). Immediately outside the quarter mile radius are two additional formula retail uses: Walgreens and Chase Bank. A Google Maps survey of the remaining area in the quarter mile radius, outside the Polk NCD found five additional formula retail establishments, all limited restaurant uses: Quiznos, Subway, Roundtable, Burger King and Dominos.

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

Similar retail uses are those that specialize in selling nutritional supplements. Within the Polk NCD two other specialized retail uses sell nutritional supplements: GNC located two blocks away on Polk Street and Max Muscle located four blocks away on Polk Street. Additionally, there are two Walgreens pharmacy stores that sell nutritional supplements within the Polk Street NCD, one of which is located approximately a quarter mile from the proposed location of NutriShop. Although Walgreens sells nutritional supplements, it is not a specialized retailer with the sole intent of selling nutritional supplements but rather a variety drug store. One additional specialized retail use selling nutritional supplement formula retail establishment is located outside the Polk Street NCD but is located within a quarter mile of the proposed use.

The clustering of sports nutrition stores in the Polk area may be attributed to the close proximity of large gyms. Within the Polk Street NCD alone there are 11 fitness related uses including gyms, personal training studios and yoga studios. Larger gym facilities including Studio Mix and 24 Hour Fitness are located within two blocks of the proposed use. Located within a half mile of the proposed use are two YMCA locations, Club One and the Pacific Heights Health Club. The clustering of gyms and fitness studios can be somewhat attributed to the larger building sizes available around Van Ness Avenue and Geary Boulevard/Street as well as the availability of parking facilities and transit accessibility in combination with the more permissive zoning controls of RC-4 and NC-3 Zoning Districts.

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

The subject property is located within the Apartment Hotel National Register Historic District. The architectural significance of the Historic District is described as follows:

“The Lower Nob Hill Apartment Hotel District is remarkable architecturally for its 4-7 story multiple-unit residential buildings, unequaled in quantity (over 300) and quality anywhere in California except possibly in the Tenderloin. For blockfront after blockfront the apartments and hotels march along at nearly even cornice lines, breasting similar bay windows and fire escapes above the sidewalk steps and storefronts, agreeing on the form of dress and vocabulary of ornament, justified by the great numbers of people they house.[...] The old apartment and hotel buildings have been flexible enough to accommodate changes in both tenants and life styles.[...]Former ground floor ladies lounges, dining rooms and even lobbies have been converted into additional apartments or into stores, occasionally with new entries cut in to the buildings.”

The proposed project will not involve exterior modifications, other than the installation of code-complying signage that is also compatible with the nature of the Historic District. There will be no expansion of the existing building envelope or store footprint. There are no awnings proposed. The project is compatible with the architectural and aesthetic character of the Neighborhood Commercial District.

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

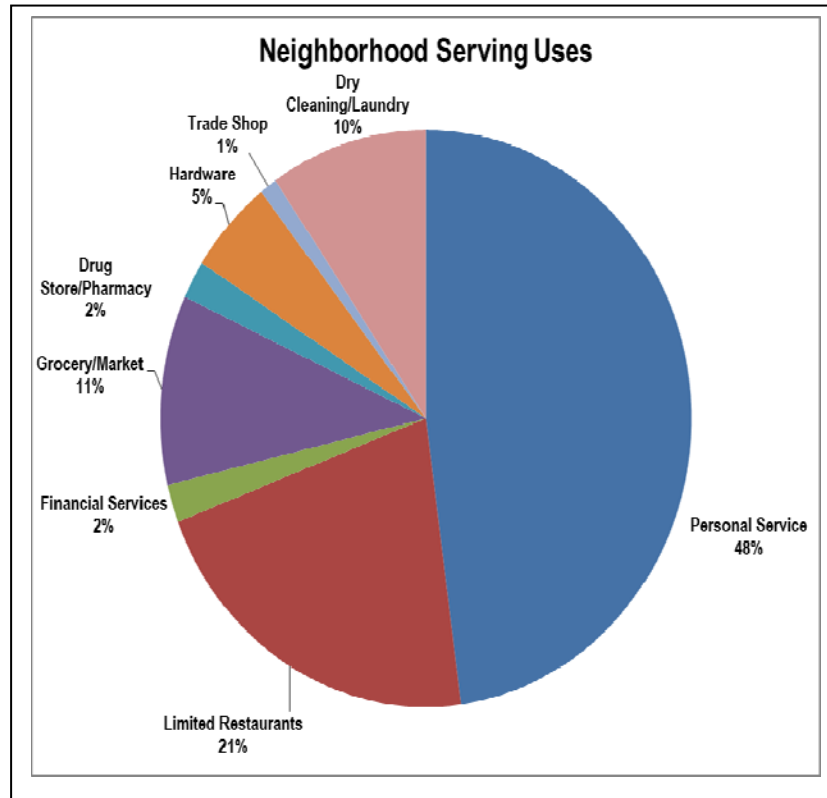
There are currently 20 vacant ground floor commercial spaces, including the subject space, out of approximately 411 commercial spaces in the Polk Street Neighborhood Commercial District. The existing vacancy rate within the NCD is five percent, which is less than the acceptable healthy vacancy rate of ten percent². These vacant storefronts account for approximately 788 linear feet of commercial frontage making up four percent of the NCD. The subject commercial space has been vacant for over three years. The vacancy rate would not change with the proposed formula retail use.

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

The Polk Street Neighborhood Commercial District is described in Planning Code Section 723.1 as a district with an active and continuous commercial frontage along Polk Street for almost all of its length. The district provides convenience goods and services to the residential communities in the Polk Gulch neighborhood and to the residents of the west slopes of Nob and Russian Hills. It has many apparel and specialty stores, as well as some automobile uses, which serve a broader trade area. Commercial uses also include offices, as well as movie theaters, restaurants, and bars which keep the district active into the evening. The controls encourage neighborhood-serving business, but limit new eating, drinking, other entertainment and financial service uses and prohibit new adult entertainment uses.

² San Francisco Formula Retail Economic Analysis Economic Analysis DRAFT, April 10, 2014 http://www.sf-planning.org/ftp/files/legislative_changes/form_retail/Final-Report-Draft-04-10-2014.pdf

Neighborhood serving uses are not clearly defined in the Planning Code, but rather explained as uses that serve those who live and work nearby. As such, this analysis considers neighborhood serving uses to include: limited restaurants, grocery stores and markets, drug stores and pharmacies, variety merchandise, financial services and some trade shops. In the Polk Street NCD, neighborhood serving uses account for 22 percent of all ground floor commercial uses. This includes 45 personal service uses, 20 limited restaurants, two banks, 10 grocery stores or markets, two drug stores, five hardware stores, nine dry cleaners or laundry facilities and one trade shop that provides alterations.



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 employment opportunities to community residents. The proposed commercial activity will contribute to a commercial corridor as zoning and land use plans intend and will contribute to a cluster of health and fitness related uses. No undesirable consequences that cannot be mitigated are anticipated by the proposed health and nutritional supplement store.

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 a storefront that has been vacant for over three years with a commercial activity that is consistent with the character and uses of the subject NCD.

OBJECTIVE 3:

PROVIDE EXPANDED EMPLOYMENT OPPORTUNITIES FOR CITY RESIDENTS, PARTICULARLY THE UNEMPLOYED AND ECONOMICALLY DISADVANTAGED.

Policy 3.1:

Promote the attraction, retention and expansion of commercial and industrial firms which provide employment improvement opportunities for unskilled and semi-skilled workers.

The Project will provide additional employment opportunities for local residents as well as unskilled and semi-skilled workers.

OBJECTIVE 6:

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

Policy 6.1:

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

No commercial tenant would be displaced and the project would not prevent the district from achieving optimal diversity in the types of goods and services available in the neighborhood. The proposed specialized retail store would make the total number of nutritional supplement retailers in the NCD three out of 410.

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. It will contribute to a small cluster of health and fitness related sales and service uses in the immediate 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 Project will not displace any existing retail uses within the neighborhood and will activate a storefront that is currently vacant. There are no proposed exterior alterations or expansions to store 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 by the project.

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

No housing will be removed for this Project.

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

The Project would not adversely impact public transit or place a burden on the existing supply of parking in the neighborhood. The site is well served by transit. There are nine MUNI lines including the Limited and Express lines with stops within 0.25 miles of the Project Site.

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

The Project 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 proposed to replace a storefront that has been vacant for over three years.

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

Only interior tenant improvements are proposed and will be designed and 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 does not involve any exterior alterations and will not alter any character defining features of the 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 effect on existing parks and open spaces. The Project does not have an effect on open spaces as there are no exterior expansions.

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. 2014.0125C** subject to the following conditions attached hereto as "EXHIBIT A" in general conformance with plans on file, dated April 16, 2014, and stamped "EXHIBIT B", which is incorporated herein by reference as though fully set forth.

APPEAL AND EFFECTIVE DATE OF MOTION: Any aggrieved person may appeal this Conditional Use Authorization to the Board of Supervisors within thirty (30) days after the date of this Motion No. XXXXX. The effective date of this Motion shall be the date of this Motion if not appealed (After the 30-day period has expired) OR the date of the decision of the Board of Supervisors if appealed to the Board of Supervisors. For further information, please contact the Board of Supervisors at (415) 554-5184, City Hall, Room 244, 1 Dr. Carlton B. Goodlett Place, San Francisco, CA 94102.

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 May 8, 2014.

Jonas P. Ionin
Commission Secretary

AYES:

NAYS:

ABSENT:

ADOPTED: May 8, 2014

EXHIBIT A

AUTHORIZATION

This authorization is for a conditional use to allow the establishment of a new formula retail use (d.b.a. NutriShop) located at 1118 Polk Street, Lot 012 in Assessor's Block 0692 pursuant to Planning Code Section(s) 303, 703.3 and 703.4 within the Polk Street Neighborhood Commercial District and a 130-E Height and Bulk District; in general conformance with plans, dated April 16, 2014, and stamped "EXHIBIT B" included in the docket for Case No. 2014.0125C and subject to conditions of approval reviewed and approved by the Commission on May 8, 2014 under Motion No XXXXX. 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 May 8, 2014 under Motion No XXXXX.

PRINTING OF CONDITIONS OF APPROVAL ON PLANS

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

SEVERABILITY

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

CHANGES AND MODIFICATIONS

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

Conditions of Approval, Compliance, Monitoring, and Reporting

PERFORMANCE

- 1. Validity.** 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

MONITORING - AFTER ENTITLEMENT

- 6. 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

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

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

OPERATION

8. **Garbage, Recycling, and Composting Receptacles.** Garbage, recycling, and compost containers shall be kept within the premises and hidden from public view, and placed outside only when being serviced by the disposal company. Trash shall be contained and disposed of pursuant to garbage and recycling receptacles guidelines set forth by the Department of Public Works.

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

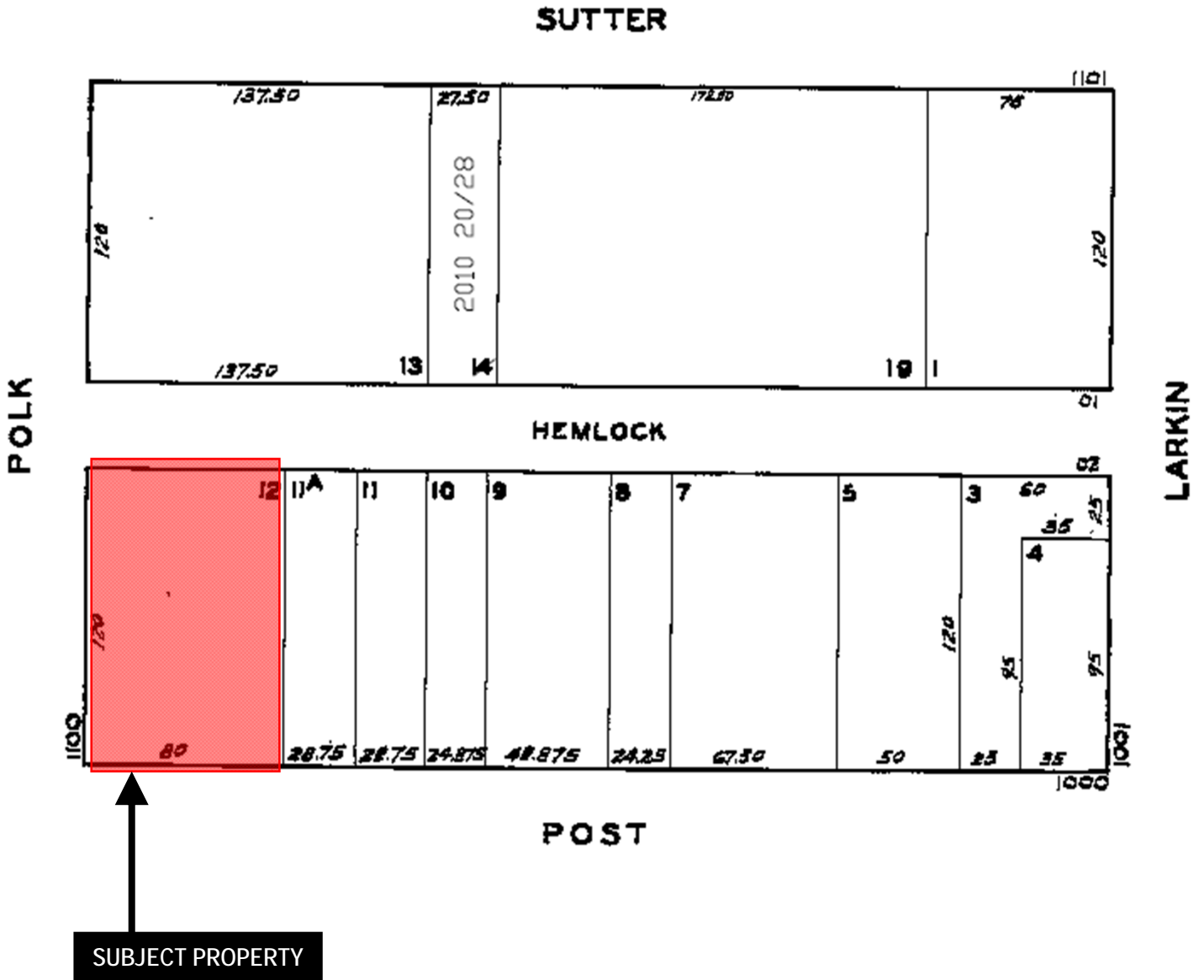
9. **Sidewalk Maintenance.** The Project Sponsor shall maintain the main entrance to the building and all sidewalks abutting the subject property in a clean and sanitary condition in compliance with the Department of Public Works Streets and Sidewalk Maintenance Standards.

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

10. **Community Liaison.** Prior to issuance of a building permit to construct the project and implement the approved use, the Project Sponsor shall appoint a community liaison officer to deal with the issues of concern to owners and occupants of nearby properties. The Project Sponsor shall provide the Zoning Administrator 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

Parcel Map

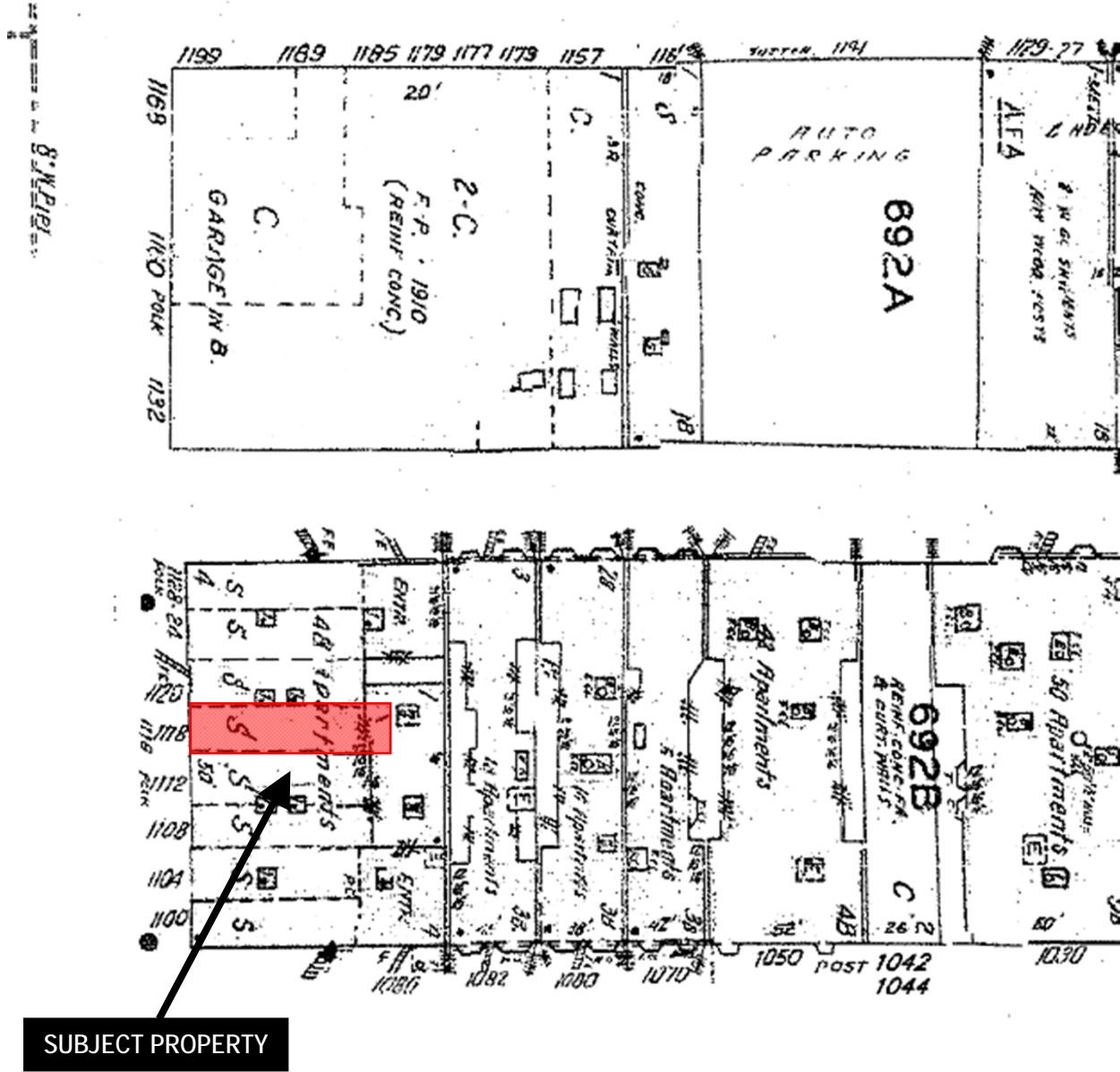


Conditional Use Authorization
Case Number 2014.0125C
Formula Retail - NutriShop
1118 Polk Street



Sanborn Map*

POLK

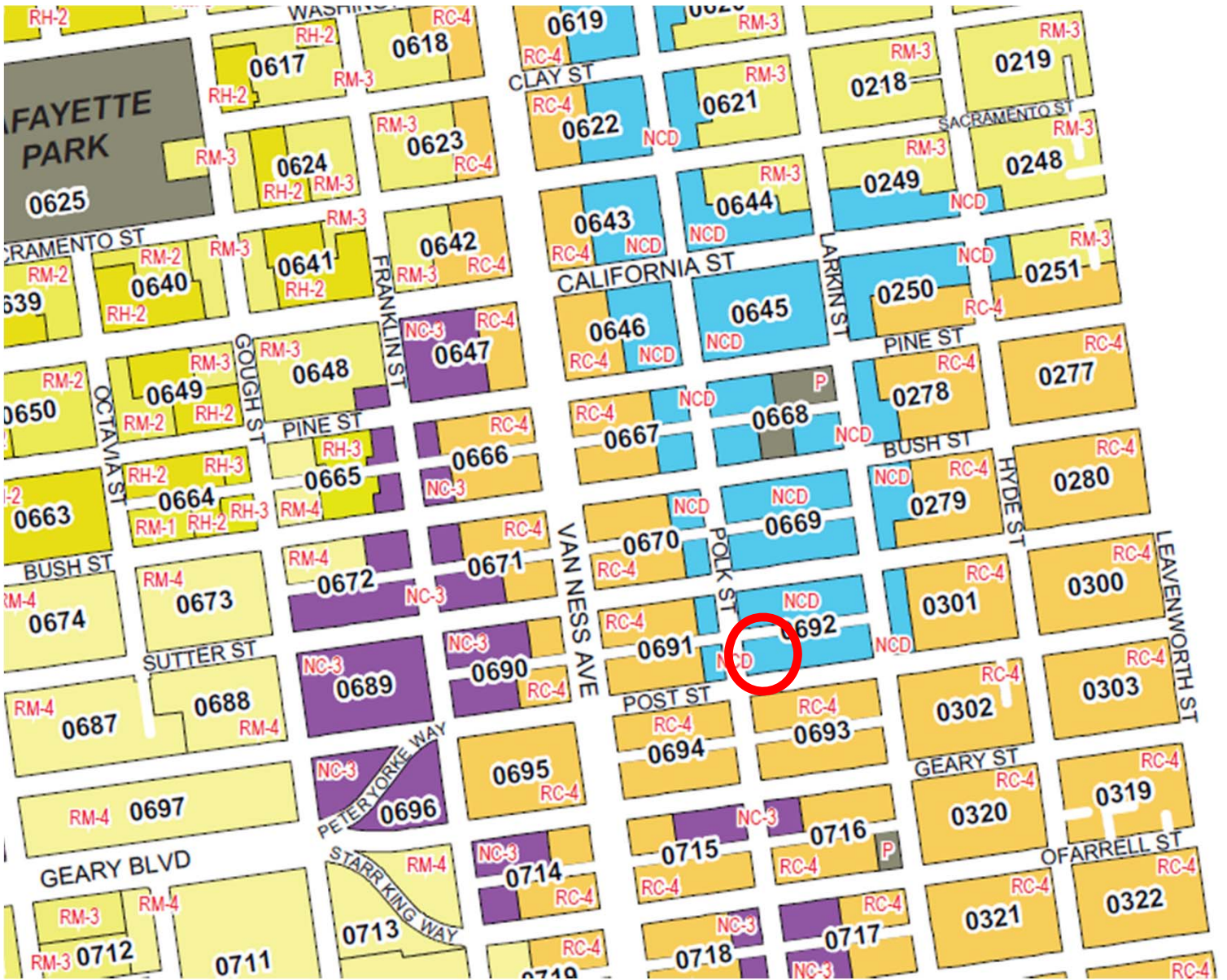


*The Sanborn Maps in San Francisco have not been updated since 1998 . This map may not accurately reflect existing conditions.

Conditional Use Authorization
 Case Number 2014.0125C
 Formula Retail - NutriShop
 1118 Polk Street



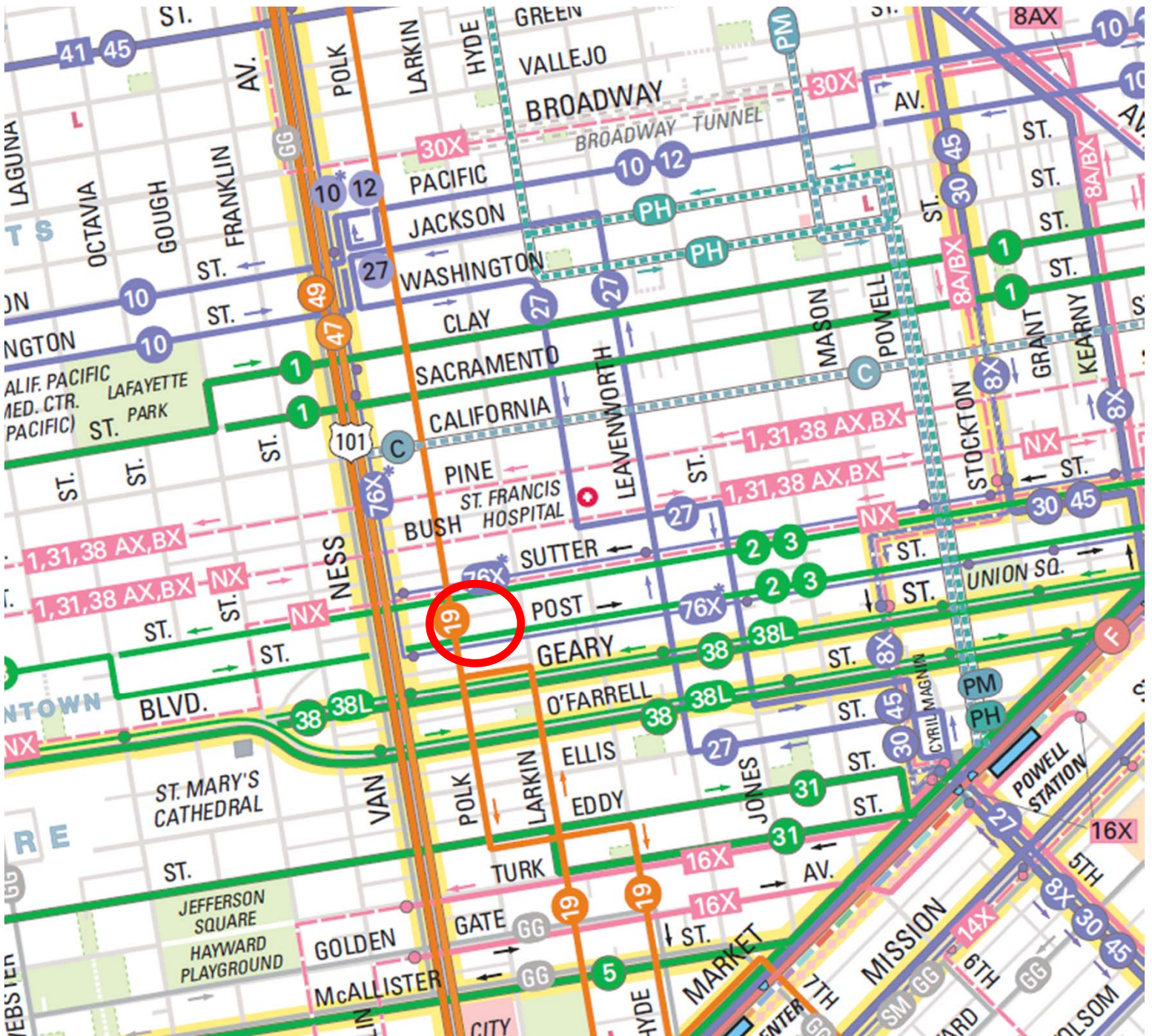
Zoning Map



Conditional Use Authorization
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Formula Retail - NutriShop
1118 Polk Street

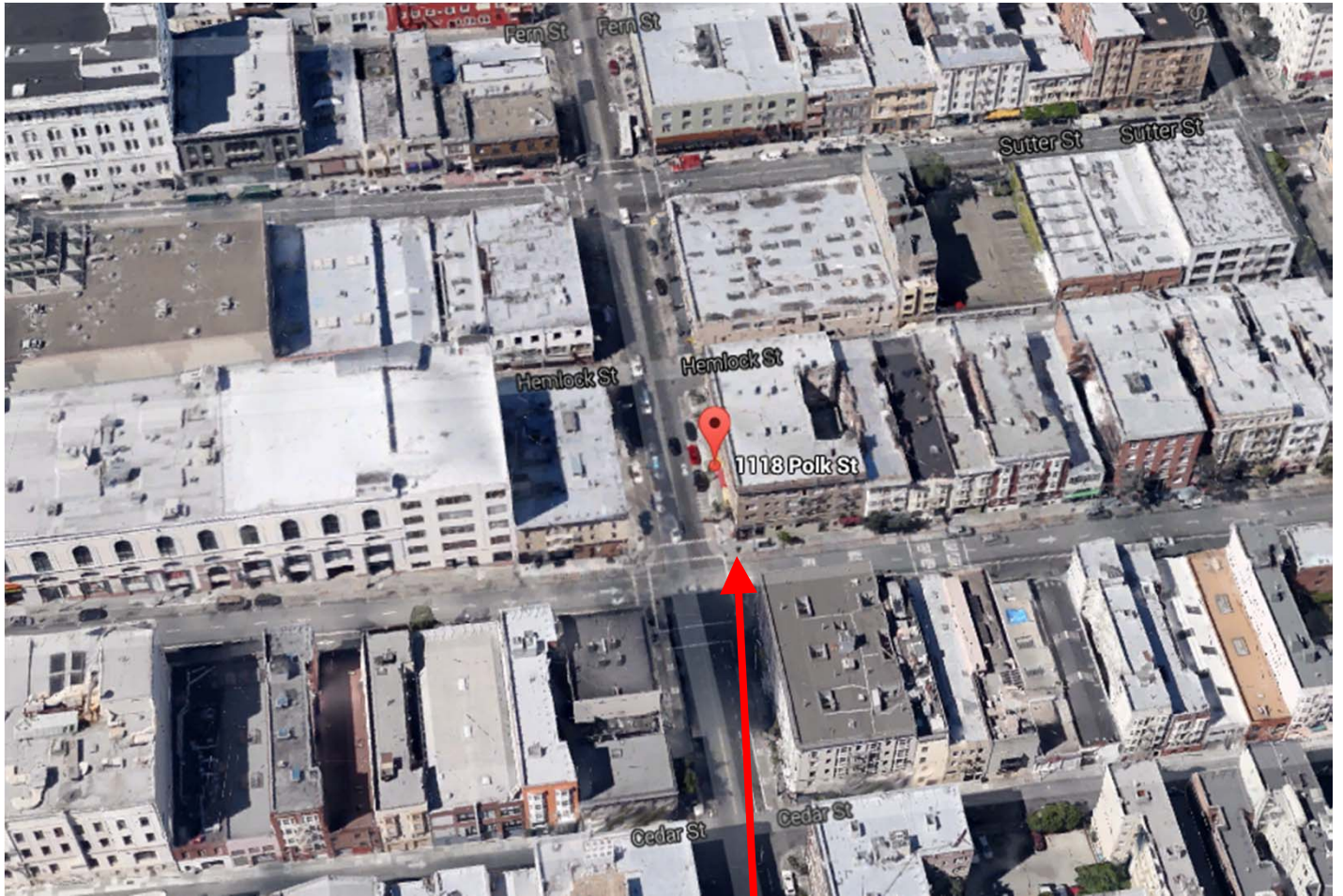


SFMTA Transit Map



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 1118 Polk Street

Aerial Photo



SUBJECT PROPERTY



Conditional Use Authorization
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Site Photo

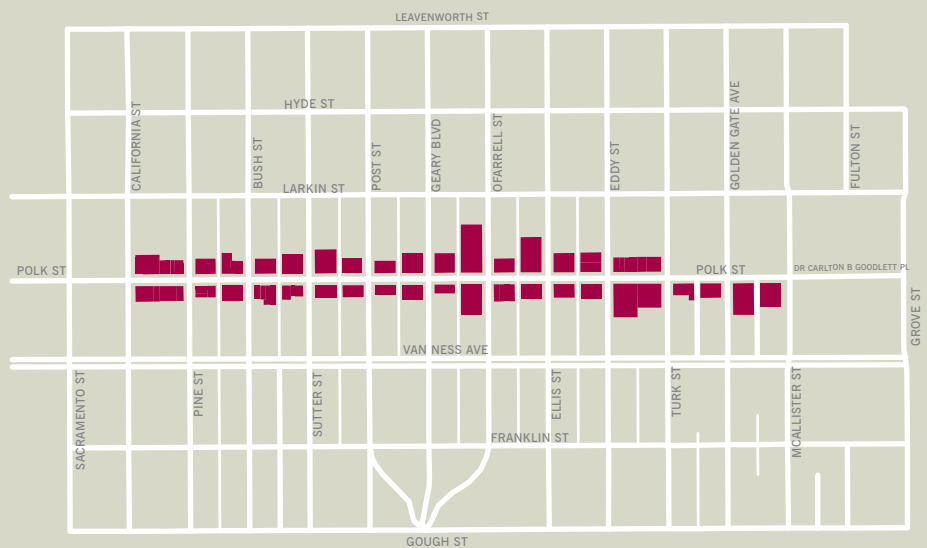
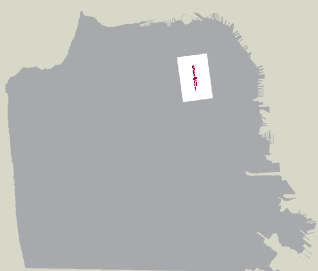


SUBJECT PROPERTY

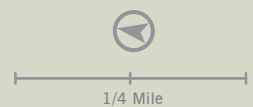
Conditional Use Authorization
Case Number 2014.0125C
Formula Retail - NutriShop
1118 Polk Street



LOWER POLK STREET



LOWER POLK STREET
FROM McALLISTER
STREET TO
CALIFORNIA STREET





Invest in Neighborhoods is a City initiative to provide focused, customized assistance to meet the specific needs of San Francisco's neighborhood commercial corridors.

This assessment is a snapshot of existing conditions in Lower Polk Street as of February 2013. It will help to inform the City's investments in the neighborhood, and provide a resource for neighborhood stakeholders.

Contents include:

- Neighborhood Features
- Commercial District Health
- Key Takeaways
- Demographics
- Land Use
- Business Mix
- Transportation
- Existing Plans & Interventions

Note: This document includes some subjective descriptions of the neighborhood based on findings gathered through direct observation and interviews with key neighborhood stakeholders.

Neighborhood Features

SEE MORE ON PAGE 3

The Lower Polk Street corridor, located south of Nob Hill and north of the Civic Center, is a thriving commercial district that serves residents, students, and visitors. The neighborhood features a diverse array of restaurants, art galleries, health clubs, bars, shops and lounges. The district is well known for its night life; destinations include the Great American Music Hall, Temple Bar, Lush Lounge, and O'Reilly's Holy Grail.

Lower Polk has active neighborhood groups and a merchant association made up of residents, property owners and businesses advocating for quality of life issues. A part time corridor manager, dedicated to providing direct support to merchants and to implement neighborhood improvement projects, is funded by the City. Several social service organizations are located on the corridor and in the surrounding neighborhood, providing an array of support services for at-risk youth, the critically ill and homeless individuals and families.

Commercial District Health

SEE MORE ON PAGE 4

Lower Polk has a relatively stable vacancy rate, at around 7%. Retail growth over the past several years has been slow relative to the rest of the City; sales tax captured in the district has grown 6% since 2006, compared with 17% growth citywide. The corridor's growth opportunities include clothing and accessories, general merchandise, home furnishings and other non-store retailers.

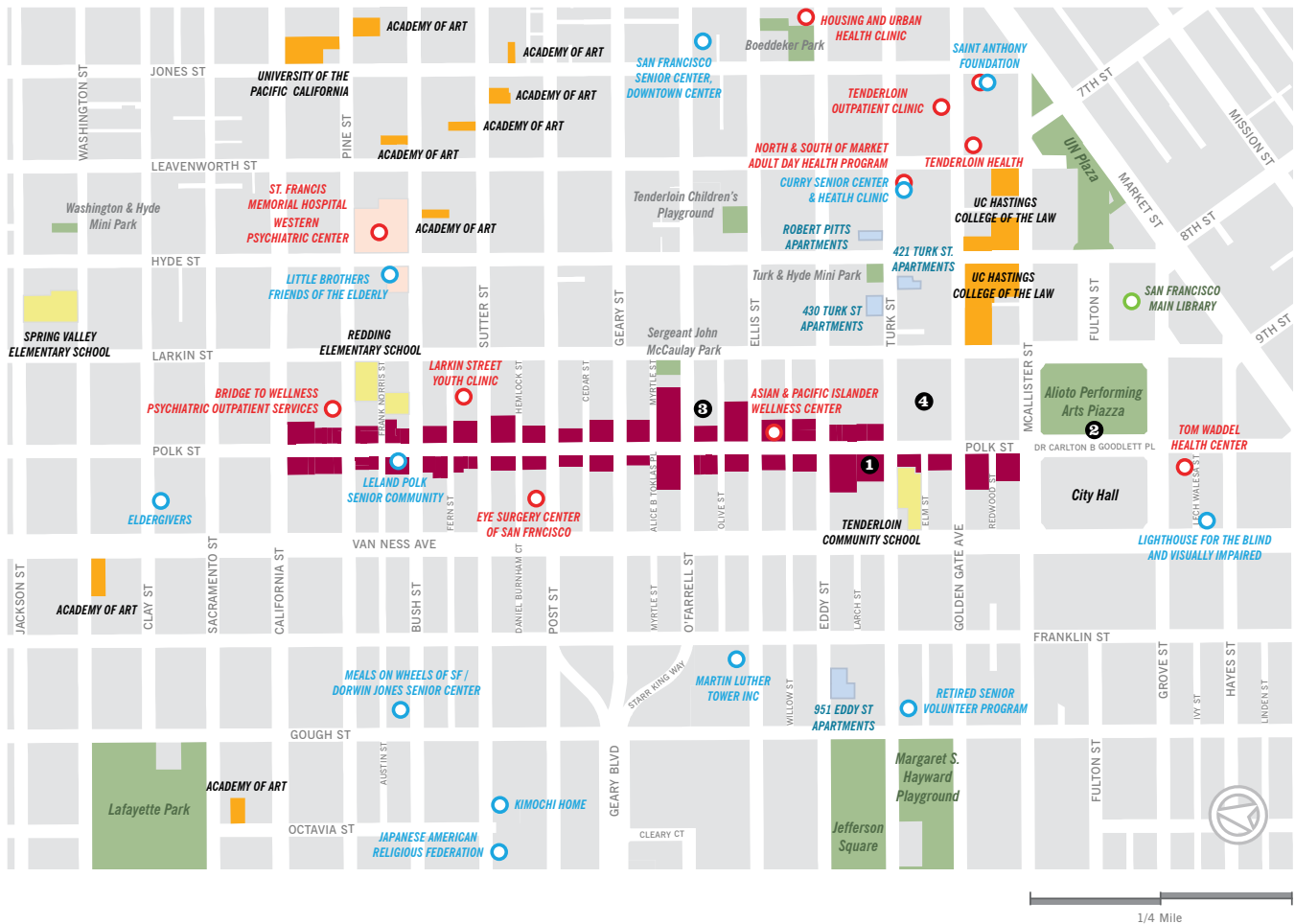
Public safety along Lower Polk Street is a major concern for business owners and residents. Based on analysis of incidents reported to SFPD from November 2009 to October 2012, the district experienced a relatively high number of assaults, vehicle thefts and thefts from vehicles. Merchants and advocates express concern about vandalism, prostitution, littering and public urination. Hot spots include Geary Street and the alleyways.

Demographics

SEE MORE ON PAGE 7

Over 36,800 people live within a one-quarter mile radius of the Lower Polk corridor. Its population is older than San Francisco's and as diverse. It has a similar proportion of residents over 60 years old but a lower proportion under 18 years old. The Lower Polk corridor's proportion of white residents is about the same as found citywide, as is that for black, Asian, and Latino residents. Multi-family structures of 10 units or more predominate in Lower Polk's 26,230 housing units, and at a much higher proportion than found Citywide. Almost nine out of every ten households are renting. Over half of households in the Lower Polk area are single-person households; only 20% are family households. Household incomes in the Lower Polk area are lower than Citywide and over two-thirds of all households do not own a car.

READ NEIGHBORHOOD FEATURES SUMMARY ON PAGE 2



Notable Places

- 1 Academy of Art Fashion School
- 2 Civic Center
- 3 Great American Music Hall
- 4 Philip Burton Federal Building

Cultural Events

- E Lower Polk Art Walk

Merchant & Resident Groups

- Lower Polk Neighbors
- Polk Corridor Business Association
- Nob Hill Association





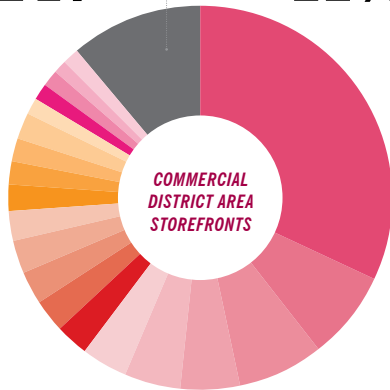
Lower Polk Street Storefronts

TOTAL STOREFRONTS

% VACANT

147

11%

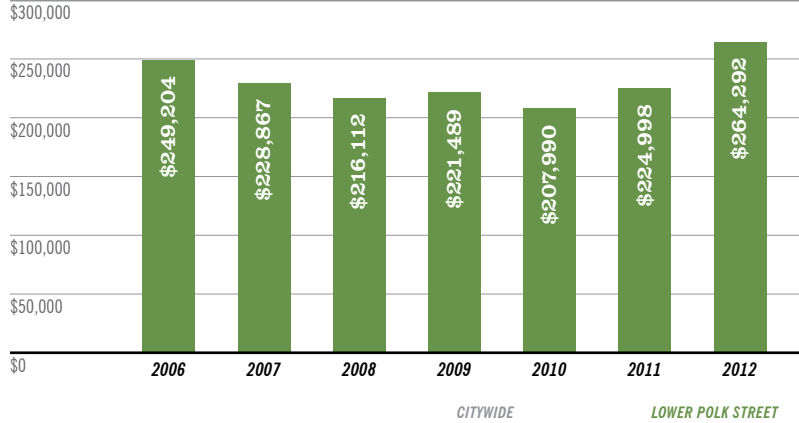


Eating and Drinking Places	47
Grocery Stores, Small Markets	11
Personal Services	11
Other Retail	7
Tobacco Paraphernalia	7
Tourist Hotels	6
Auto Repair	4
Business or Professional Services	4
Massage Establishments	4
Other Non-Retail Services	4
Trade Shops (with Retail Component)	4
Adult Entertainment	3
Check Cashing, Fringe Financial	3
Clothing, Accessories	3
Fitness Gyms	3
Dry Cleaners, Laundry	2
Liquor Stores	2
Medical Services	2
Schools	2
Parking Garages	2
Vacant Storefronts	16

Source: November 2012 parcel inventory within Commercial District Area (see boundary map on page 6) conducted by Planning Department / OEWD.

Sales Tax

LOWER POLK STREET TRADE AREA



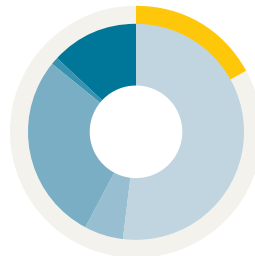
Sales Tax Change
2006-2012

▲ 17%

▲ 6%

Demographics

LOWER POLK STREET 1/4 MILE DEMOGRAPHIC AREA



White	52%
Black	6%
Asian	28%
Native American / Hawaiian or Pacific Islander	1%
Other / Two or More	13%
% Latino	17%

District Population

No. of Households

Median Household Income

36,800

24,000

\$44,187

Observations About Physical Conditions

District is pedestrian and bike friendly. 😊

Neighborhood and environmental design are being used to address crime. 😊

Green walls in alleys. 😊

Illegal dumping in alley-ways is persistent. 😞

Dirty Sidewalks. 😞

Many buildings/alleys covered in graffiti – some businesses have given up painting over tags. 😞

No public space for residents or for children to play. 😞

Recent Accomplishments



Gareth Gooch

Monthly art walks, launched in 2011, activate alleyways, increase foot traffic, and create opportunities for youth.



The Bay Citizen

New weekly farmers' market launched in 2012, ran for 6 months; will resume in April 2013.



sanfranciscodays.com

Launched an exploratory campaign regarding the potential development of a CBD.

“We need to build the community’s capacity, and the City’s responsiveness, to address public safety and quality of life issues in the neighborhood.”

Neighborhood Advocate

STRENGTHS

- Diverse community with broad ethnic and racial representation.
- Rents, both residential and commercial, remain relatively low and affordable.
- Several new development projects will result in increased investment in the neighborhood.
- Art Galleries increasingly involved in street level improvements and events.
- More young people moving into neighborhood.
- Ethnic restaurants and cafes attract visitors from around the City and region.
- Active night life; bars and music venues generate significant foot traffic.
- Working towards the creation of a CBD.
- District is pedestrian and bike friendly.
- Numerous greening projects—including sidewalks, alleyways, and green architecture—contribute to attractive environment and strong sense of place.
- Neighborhood and environmental design are being used to address crime.

OPPORTUNITIES

- DPW and MTA planning significant investment in streetscape overhaul.
- Continued and expanded activation of alleys can increase neighborhood identity and address quality of life issues.
- Underutilized spaces can be repurposed to create more green spaces.
- Business attraction and diversification: general merchandise, apparel, shoes, home good, furniture, full service restaurants.
- Increase engagement of local residents.

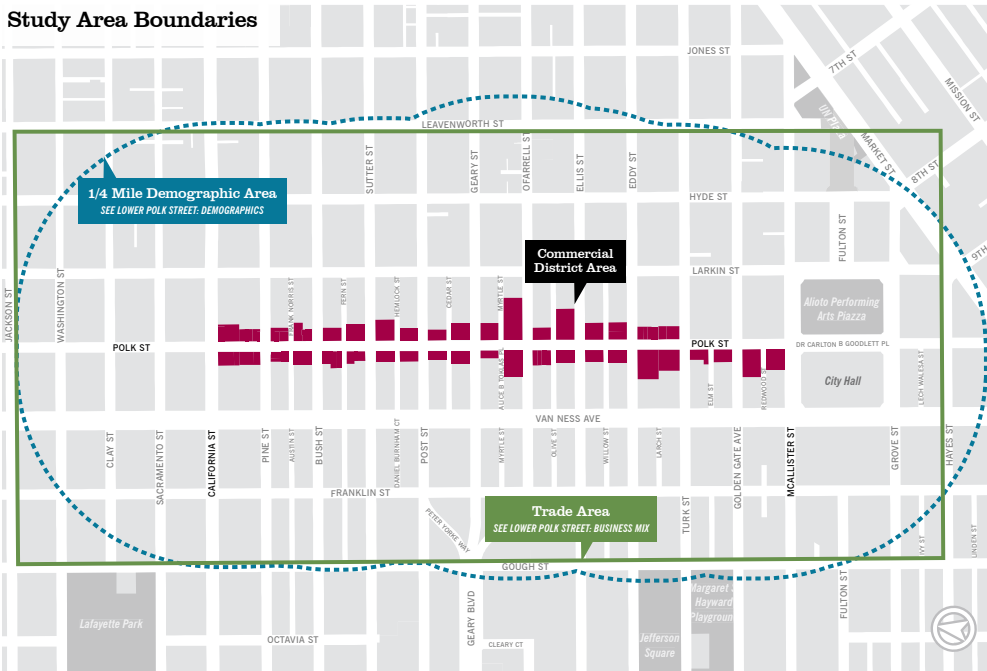
CHALLENGES

- Community stakeholders have historically had difficulty reaching consensus.
- Insufficient lighting.
- Saturation of bars.
- Insufficient retail diversity; lacking apparel, home goods stores.
- Residential parking issues are persistent.
- Insufficient workforce training and job opportunities for at risk youth.
- Merchants feel that presence of significant homeless population affects the business climate.
- Negative behaviors in the public realm (drug use, public urination, loitering), particularly in alleys.
- Cleanliness issues: dirty sidewalks, illegal dumping in alleys, graffiti.
- Insufficient public space for residents or for children to play.



LOWER POLK STREET

Study Area Boundaries



NOTE:

.....
 Demographic data presented on page 7 represents the area within 1/4 mile of the Lower Polk Street commercial district.

—
 Business mix data presented on page 9 corresponds with the Trade Area indicated on the map.

■
 Lower Polk Street storefronts data presented on page 4 corresponds with the Commercial District Area indicated on the map.

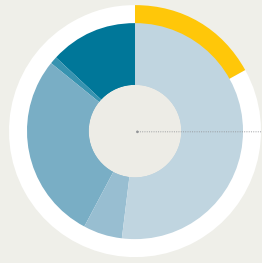
LOWER POLK STREET: DEMOGRAPHICS

READ DEMOGRAPHICS SUMMARY ON PAGE 2

Population

36,800

vs. 805,240 Citywide



Population Density

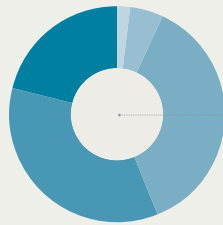
77 per acre

vs. 27 Citywide

Median Age

37.8

vs. 38.5 Citywide



Race / Background

	CITYWIDE	LOWER POLK STREET
White	48%	52%
Black	6%	6%
Asian	33%	28%
Native American / Hawaiian or Pacific Islander	1%	1%
Other / Two or More	11%	13%
% Latino	15%	17%
Male / Female Ratio	51/49%	54/46%
Foreign Born	36%	40%
Linguistic Isolated Households	14%	16%

No. of Households

24,000

vs. 345,810 Citywide

% of Households Without a Car

67%

vs. 29% Citywide

Age

Under 5	4%	2%
5 to 17	9%	5%
18 to 34	30%	37%
35 to 59	37%	35%
60 and over	19%	21%

Households

Family Households	44%	20%
Single-Person Households	39%	55%
Non-Family Households	17%	25%
Average Household Size	2.3	1.6
Average Family Household Size	3.1	2.9

Median Household Income

\$44,187

vs. \$71,420 Citywide

Unemployment

8%

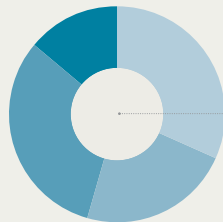
vs. 7% Citywide

Income

Median Family Household Income	\$86,670	\$52,684
Per Capita Income	\$45,478	\$42,364
% Poverty	12%	18%
Unemployment	7.0%	8.0%

Education

A higher percentage of high school graduates or less.



Education

High School or Less	29%	32%
Some College / AA Degree	20%	23%
College Degree	31%	32%
Post Graduate	20%	14%

No. of Housing Units

26,230

vs. 376,940 Citywide

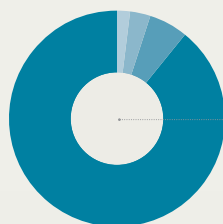
Housing

Renting Households	62%	89%
Rental Vacancy Rate	3.4%	6.3%
Median Rent	\$1,260	\$1,067

Residential Density

52 units per acre

vs. 12 Citywide



Housing Type

Single Family Housing	33%	2%
2 - 4 Units	21%	3%
5 - 9 Units	10%	6%
10 units or more	35%	89%

LOWER POLK STREET: LAND USE

Neighborhood Zoning

NC-3 MODERATE-SCALE NEIGHBORHOOD COMMERCIAL DISTRICT

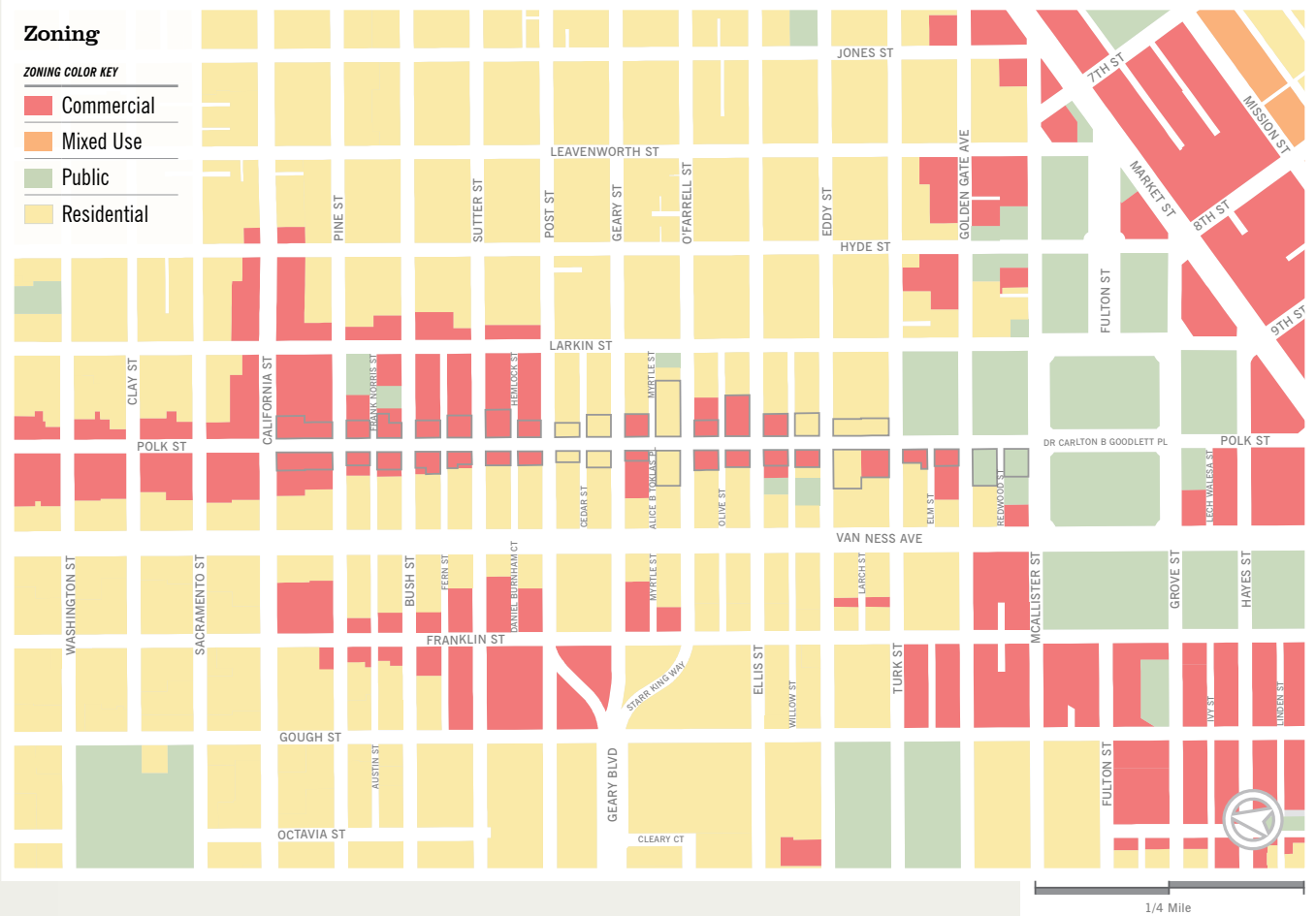
RC-4 HIGH DENSITY RESIDENTIAL-COMMERCIAL DISTRICT

POLK STREET NEIGHBORHOOD COMMERCIAL DISTRICT

Zoning

ZONING COLOR KEY

- Commercial
- Mixed Use
- Public
- Residential



Vacancy & Opportunity Sites

- Vacant Lots & Surface Parking Lots
- Vacant Storefronts

Spaces indicated as "Vacant Storefronts" include all ground floor commercial spaces that were unoccupied as of February 2013.



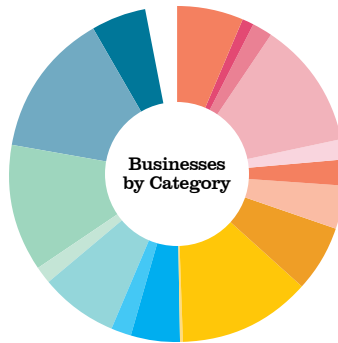
LOWER POLK STREET: BUSINESS MIX

Summary of Business by Categories, 2011

Source: Business data provided by Infogroup, Omaha NE Copyright 2012, all rights reserved. ESRI forecasts for 2011.

No. of Businesses

2,761



No. of Employees

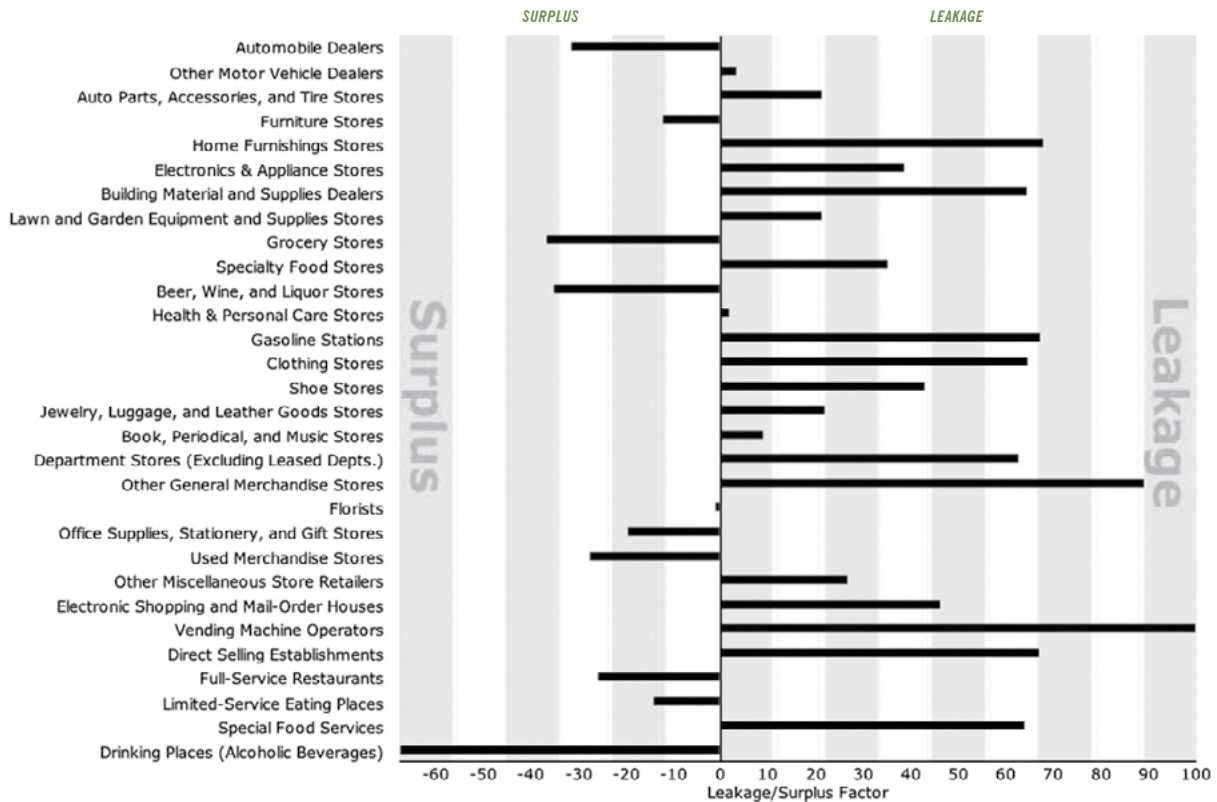
32,012



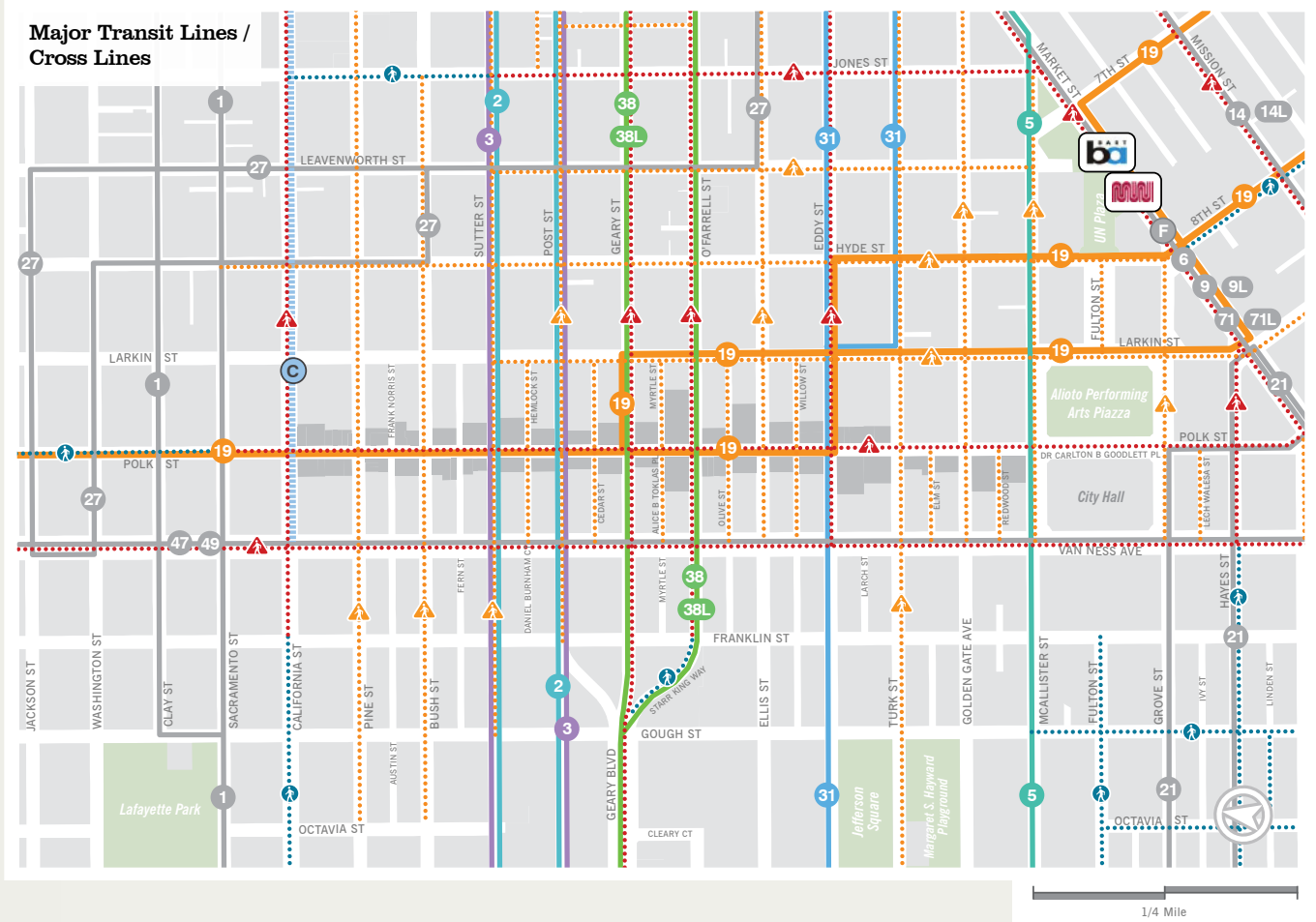
NAICS BUSINESS CATEGORY	BUSINESSES	EMPLOYEES
Agriculture, Forestry, Fishing & Hunting	6	9
Utilities	1	15
Construction	170	986
Manufacturing	36	159
Wholesale Trade	51	737
Retail Trade	334	2,366
Transportation & Warehousing	59	331
Information	71	643
Finance & Insurance	109	1,186
Real Estate, Rental & Leasing	177	2,123
Professional, Scientific & Tech Services	357	1,707
Management of Companies & Enterprises	2	11
Admin. Support, Waste Mgmt. & Remediation Services	137	597
Educational Services	52	1,095
Health Care & Social Assistance	204	4,764
Arts, Entertainment & Recreation	48	825
Accommodation & Food Services	337	3,473
Other Services (except Public Administration)	381	2,343
Public Administration	146	8,231
Unclassified Establishments	82	411

Leakage / Surplus Factor by Industry Group, Lower Polk Street

The *Leakage / Surplus Factor* summarizes the relationship between supply (retail sales by businesses in the commercial district) and demand (consumer spending by households within a quarter-mile radius of the commercial district). As the *Leakage / Surplus Factor* trends toward +100, the market is experience leakage, meaning there is less retail activity relative to local demand. As the factor trends toward -100, this means that the market is in surplus and retail activity is in excess of local demand.



LOWER POLK STREET: TRANSPORTATION



Major Transit Line (Inbound)

19 Polk

Cross Lines

- 2, 3 outbound on Sutter and inbound on Post
- 38, 38L outbound on Geary and inbound on O'Farrell
- 31 on Eddy
- 5 on McAllister

Walking

-  Key Walking Streets (see map)
-  High Priority Segments (see map)
-  High Risk Corridors (see map)

Parking

- Metered Spaces **204**
- Unmetered Spaces **41**
- Parking Garages / Lots **3**

Bicycling

- Bicycle Racks **11**



LOWER POLK STREET: EXISTING PLANS & INTERVENTIONS

Polk Street Improvement Project

DATE: 2013 SOURCE: SF MTA

SUMMARY: SF MTA is currently exploring various options to enhance the safety and attractiveness of Polk Street. Community engagement is currently underway.

URL: <http://www.sfmta.com/cms/opolk/PolkStreetCompleteStreets.htm>



CPMC Long Range Development Plan

DATE: 2013 SOURCE: SF Planning

SUMMARY: A plan to expand the California Pacific Medical Center (CPMC) hospital campus at Van Ness & Geary.

URL: <http://www.sf-planning.org/index.aspx?page=2727>



Lower Polk Street Community Revitalization & Stabilization Action Plan

DATE: 2010 SOURCE: OEWD / Lower Polk Neighbors

SUMMARY: A community-driven plan to revitalize and stabilize Lower Polk by implementing activities related to safety, cleanliness, streetscape beautification, small business support, and guiding land use and development.

URL: http://oewd.org/media/docs/Invest%20in%20Neighborhoods/Neighborhoods/Lower%20Polk/Polk%20Street%20Commercial%20Corridor%20Action%20Plan_09.pdf

Lower Polk Streetscape Improvement Project

DATE: 2009 SOURCE: SF DPW

SUMMARY: In early 2006, OEWD, the Planning Department, and Department of Public Works (DPW) conducted community workshops to determine the needs of the Lower Polk Street neighborhood. Through the collaborative community planning process, businesses and residents along the corridor identified improvements that would make Polk Street a greener, cleaner and a more inviting environment. Improvements include lighting upgrades, new street trees, and sidewalk planters with trees where sub-sidewalk basements occur.

URL: <http://sfdpw.org/index.aspx?page=103>





Mayor

Edwin M. Lee



District Supervisor

Jane Kim, *District 6*

Board of Supervisors

David Chiu, *President*

John Avalos

London Breed

David Campos

Malia Cohen

Mark Farrell

Jane Kim

Eric Mar

Katy Tang

Scott Wiener

Norman Yee



District Supervisor

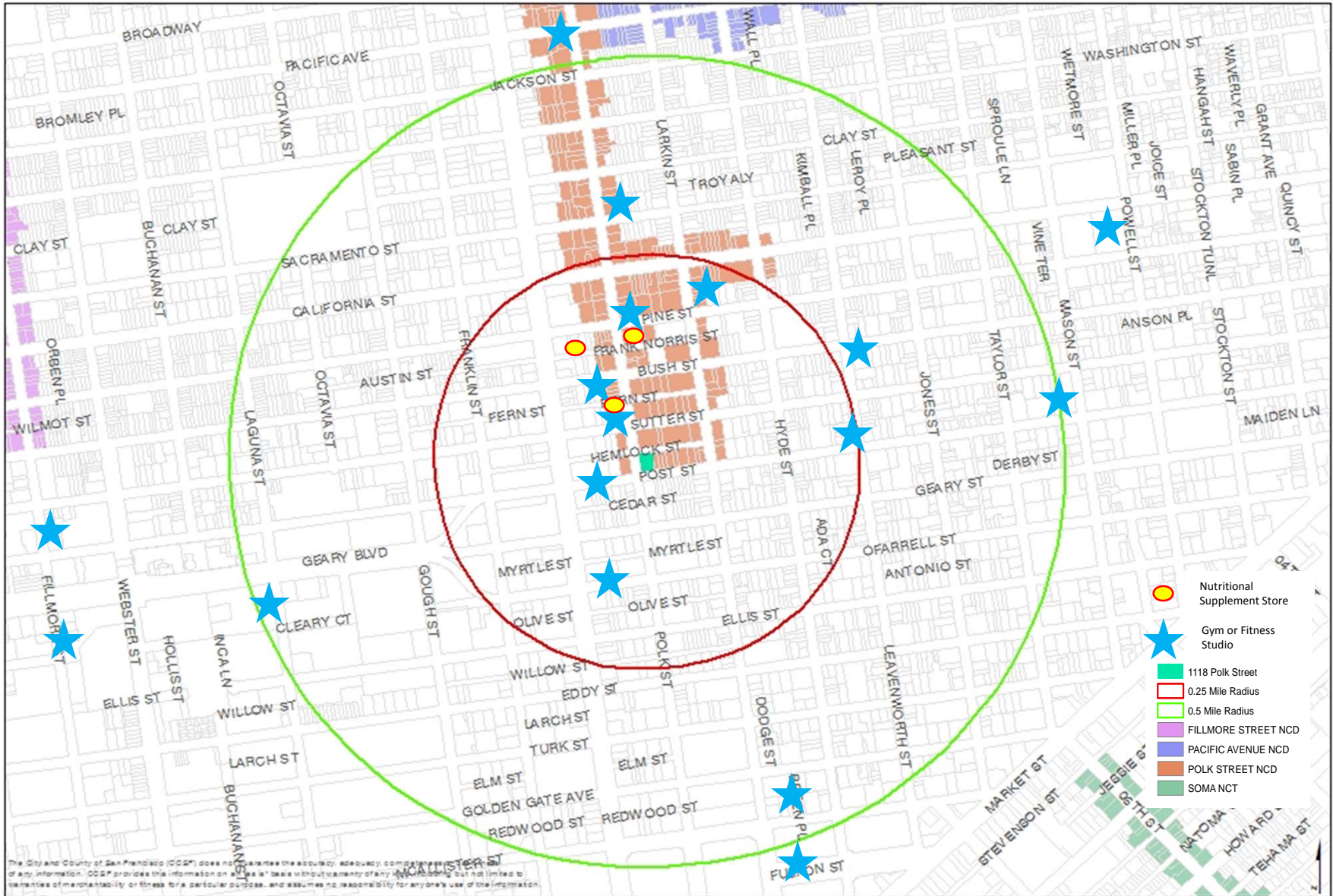
David Chiu, *District 3*



To learn more about Invest in Neighborhoods please visit our website at <http://oewd.org/IIN.aspx>, or contact the Office of Economic and Workforce Development at (415) 554-6969 or moewd@sfgov.org and ask to speak with a member of the Invest in Neighborhoods team.

Land use and business inventory survey for Lower Polk Street corridor conducted by San Francisco State University USP680 Fall 2012 students Omar Abu-Hajar, Matt Bradley, Kevin Jenkins, and Amelia Kolokihakaufisi. The *Invest in Neighborhoods* Commercial District Profiles have been brought to you by:

Health and Fitness Uses - Vicinity of 1118 Polk Street



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0 355 710 1,420 Feet

Polk Street NCD Commercial Use Survey

Legend		Formula Retail Use		Vacant	
FILBERT					
Dry Cleaners, Laundry	Best Choice Cleaners	P	Wash Inn		Dry Cleaners, Laundry
Personal Service	Tulip Salon	O			
Personal Service	Head & Soul Salon	L			
		K			
Business or Professional Service	WedSpring		The Brew		Restaurant
Personal Service	SpringTime Fitness Studio		Azil Boutique		Clothing, Accessories
			Parking Garage		Parking Garage
			Pop Physique		Fitness / Gym
Restaurant	Chopstick House		Head Spa		Personal Service
			Le Petite Posh		Clothing, Accessories
			Cat Seto		Clothing, Accessories
			Leopold's Gasthaus		Restaurant, Full Service
UNION					
Dry Cleaners, Laundry	Polk Street Cleaners		Tonic		Bar
Restaurant	Aux Delices		Loving Cup		Limited Restaurant
Personal Service	Beauty Company		Capulet		Clothing, Accessories
Vacant	Vacant		Lemongrass Thai Cuisine		Restaurant
		P	Saint Franks Coffee Shop		Limited Restaurant
Other Retail	Flipp Home store	O	Crunch Fitness		Personal Service
Other Retail	Flipp	L	La Folie		Restaurant
		K	La Folie		Restaurant
			La Folie		Restaurant
			La Boulange		Limited Restaurant
GREEN					
Liquor Store	Biondivino Wine Boutique				
Personal Service	Elite Salon				
Dry Cleaners, Laundry	SF Green Clean		Cole Hardware		Hardware, Building Supply
Restaurant	Woods Polk Stn.				
Liquor Store	Wm. Cross Wine Merchants		Gioia Pizzeria		Restaurant
Bar	Green's Sports Bar	P			
Restaurant	Blue Bard	O	Russian Hill Bookstore		Books, Records
		L	Polkers Restaurant		Restaurant
Dry Cleaners, Laundry	Michael's Cleaners	K	Polk & Green Produce Market		Grocery Store / Small Market
			Royal Ground Coffee		Limited Restaurant
Restaurant	Uno Dos Tacos y Tequila		Interior Visions		Antiques Shop
Tobacco Paraphernalia	Smoke Signals		Les Cents Culottes		Clothing, Accessories
Dry Cleaners, Laundry	Silk Tech Cleaners				
Business or Professional Service	Optical Works		Glammie		Clothing, Accessories
Bar	Cresta's Twenty-Two Eleven Club				
Bar	Bullitt				
Bar	Royal Oak				
VALLEJO					
Limited Restaurant	Starbucks		Crave Local Food and Drink		Limited Restaurant
Restaurant	House of Sushi		Push Personal Training		Personal Service
Bar	The Buccaneer	P	Bow Wow Meow		Other Retail
		O	The Real Food Company		Grocery Store / Small Market
Limited Restaurant	Street	L	Backstage Hair Salon		Personal Service
Limited Restaurant	Peet's Coffee and Tea	K	Walgreens		Other Retail
Limited Restaurant	The Bagelry				
Personal Service	UTOEpi Spa		Walgreens		Parking Lot - Other Retail
Limited Restaurant	Square Meals/Batter Bakery				
Limited Restaurant	Yoppi Frozen Yogurt				
Limited Restaurant	David'sTea				
Limited Restaurant	Escape from New York Pizza				
Restaurant	Nick's Crispy Tacos				
BROADWAY					
Tourist Hotel	Castle Inn		Trophy Masters		Other Retail Sales and Services
Medical Service	Azzolino Chiropractic Inc.		Burn Dynamic Group Fitness		Personal Service
Personal Service	Carl's of Broadway St Hair Styling				
Limited Restaurant	T2J Thai Restaurant		Shanghai Kelly's Saloon		Bar
Personal Service	Harry's Hair Studio		Cris		Clothing, Accessories
			Marvin's Cleaner		Dry Cleaners, Laundry
Personal Service	Eclipse Hair Design	P	Broadway Hotel		SRO Residential Hotel
Medical Service	Dental Offices	O	Molte Cose		Clothing, Accessories
Limited Restaurant	TaiChi Restaurant	L	Molte		Clothing, Accessories
Business or Professional Service	Kish & Co. Realtors	K	Belle Cose		Clothing, Accessories
Galleries, Framing	Velvet Da Vinci		Black Sheep		Bar
Limited Restaurant	Cheese Plus		Merry Manicures		Personal Service
Trade Shop	Star Glass Company				
Trade Shop	Star Glass Company				
Retail and personal service	Firehouse 8		The Jug Shop		Liquor Store
Personal Service	TRX Training Center		Glidden Paint Center		Hardware, Building Supply
Tourist Hotel	Nob Hill Motor Inn				

All Polk Street Neighborhood Commercial District
Total Formula Retail Uses 24
Total Vacant Uses 20
Total Non-Residential Ground Floor Uses 411

Polk Street NCD Commercial Use Survey

Legend	Non Formula Retail	Formula Retail Use	Vacant
PACIFIC		PACIFIC	
Vacant	Under Construction	P Basik Café	Restaurant
Personal Service	Union Nails	O Bird School of Music	Instructional Services
Other Retail Sales and Services	Lombardi Sports	L Frame-o-Rama	Galleries, Framing
Other Retail Sales and Services	Lombardi Sports	K Polsinelli Optometry	Medical Service
		The Bell Tower	Restaurant
JACKSON		JACKSON	
Automotive Repair	BMW German Motor Corp		
Trade Shop	Johnson Leather's Corp		
Business or Professional Service	Office - Unknown		
Business or Professional Service	Office - Unknown		
Appliance, Home Furnishings	Blinds & Designs	Town School Clothes Closet	Clothing, Accessories
Electronics Retail	Radio Shack	Wags	Animal Hospital / Kennel
Variety, Discount	One Half	California Yoga Company	Personal Service
Clothing, Accessories	Johnson Leathers	P Alterations and Repairs	Trade Shop
		O Benjamin Moore	Hardware, Building Supply
Appliance, Home Furnishings	Russian Hill Upholstery & Décor	L Picnic	Gifts
Sporting Goods	High Trails Cyclery	K Solrun Computer Sales & Services	Electronics Retail
Business or Professional	The UPS Store	It's a Grind Coffee House	Limited Restaurant
Limited Restaurant	Lush Gelato		
Galleries, Framing	Studio		
Personal Service	Maneframe Hairdooz		
Dry Cleaners, Laundry	Cameo Cleaners		
WASHINGTON		WASHINGTON	
Limited Restaurant	The Crepe House	1760 Restaurant	Restaurant
Other Institutions, Large	California Club of California	Amelie	Restaurant
Massage Establishment	Delightful Foot Massage	The Bigfoot Lodge	Bar
Personal Service	Tootsie Toes	Terrasol	Gifts
Limited Restaurant	Quickly	P Douglass Brett Modern Life Designs	Galleries, Framing
Limited Restaurant	Miller's East Coast Deli	L Le Petit Marchet	Limited Restaurant
Bar	The Cinch	K Thai Spice	Limited Restaurant
Business or Professional Service	Prudential California Realty	KT Nails & Waxing	Personal Service
Vacant	Former Florist	Lotta's Bakery, Sweet Antiques	Limited Restaurant
Personal Service	New Beauty Salon	Fish N Gari	Limited Restaurant
Other Retail	Smith Clothing Store	Polk Street Florist	Florist
Photo Studio	Photo Plus	Hahn's Hibachi	Limited Restaurant
Business or Professional Service	NPC Realty	Polk & Clay Liquor	Liquor Store
Other Institutions, Large	California Club of California		
CLAY		CLAY	
Automotive Repair	Pete's Inc.	Former Big Apple Discount Center	Vacant
Office Use	The VIA Foundation	True Value Hardware	Hardware, Building Supply
Vacant	Former Red Devil Lounge	Precision Hair Design	Personal Service
Business or Professional Service	Business Offices	O Good Vibrations	Other Retail
Business or Professional Service	Jay Siegan Presents (JSP)	L City Beauty Salon	Personal Service
Restaurant	CoNam Rustic Vietnamese	K Sushi Rocks	Restaurant
Galleries, Framing	Marlow Sales Gallery		
Books, Records	Christian Science Reading Room		
Limited Restaurant	Pancho's		
Massage Establishment	Fung Soong Reflexology Foot Massage		
Limited Restaurant	Bob's Donut & Pastry Shop		
Trade Shop (with Retail Component)	Frank's Shoe Repair & Leather Goods		
Massage Establishment	Anjalee Traditional Thai Massage & Spa		
Personal Service	Eckankar Psychic		
Restaurant	Dunyg Bistro & Wine Bar		
Vacant	Vacant		
Trade Shop (with Retail Component)	Polk Alterations		
Limited Restaurant	Toast		
Other Retail Sales and Services	Warman Security		
Restaurant	Acquerello		

Polk Street NCD Commercial Use Survey

Legend	Non Formula Retail	Formula Retail Use	Vacant
SACRAMENTO		SACRAMENTO	
Automobile Parking	B of A Parking Lot	Palo Alto Hotel	SRO Residential Hotel
Garages, Commercial	Old First Garage	Blue Fog Market	Limited Restaurant
Other Retail	Brownie's Hardware	Kozy Kar Bar	Bar
Other Retail	Main Luggage	Zee Continental Jewelry	Other Retail
Limited Restaurant	Donuts & Things	Shirley Hotel	SRO Residential Hotel
Personal Service	H&M Nails Spa	City Discount	Appliance, Home Furnishings
Other Institution	Saint Paul's Lutheran Church	Former Cleaners	Vacant
Other Retail	Sofas4Less	Delightful Foot Massage	Massage Establishment
Vacant	Vacant	Walgreens	Drug Store / Pharmacy
Restaurant	Swan Oyster Depot	Chase Bank	Bank / Financial Service
Restaurant	Nara Sushi Japanese Restaurant		
Restaurant	T. Piacera Restaurant		
Tobacco Paraphernalia Establishment	California Tobacco Center		
		Cordon Bleu Vietnamese Restaurant	Limited-Restaurant
		Louisa Pizza and Pasta	Restaurant
		The Front Room	Restaurant
		Touch touch florist	Other Retail Sales and Services
		Hatha Yoga Studio	Personal Service
		Soda Popinski	Bar
		Lan's Formal Wear	Other Retail Sales and Services
		Nob Hill Cat Clinic	Animal Hospital
		Pino Pizza	Limited-Restaurant
		Art Embroidery	Trade Shop
		Marine Layer Clothing	Other Retail
		You Say Tomato	Other Retail Sales and Services
Other Retail Sales and Services	Plant Warehouse	MyMy Coffee Shop	Limited-Restaurant
		Contraband Coffee	Limited-Restaurant
CALIFORNIA		CALIFORNIA	
Personal Service	Breakaway Performance	Parking	Automobile Parking
Personal Service	Gustavo Hair Design	Former St. Francis Market	Vacant
Trade Shop	Sunset Pearls Design Studio	Jubilee Hair Studio	Personal Service
Personal Service	MINI Nails and Waxing		
		Master Sha's Soul Healing Center	Other Institutions, Large
		Barber Shop	Personal Service
		Auto	Automobile use
		TS Infotech Solutions	Business or Professional Service
		Marvel Cleaners & Alterations	Other Retail Sales and Services
Limited Restaurant	Star Bagels	Out of the Closet	Other Retail Sales and Services
Grocery Store / Small Market	Golden Veggie Market	Fashion Exchange	Clothing, Accessories
Restaurant	Bamboo	Jeet Big Time	Tobacco Paraphernalia
		Polk Street Gym	Personal Service
Personal Service	Polk Street Hair Design	Vacant (Misha SF/ Nob Hill Box)	Vacant
Limited Restaurant	Myconos Greek	New Village Café	Café
Personal Service	Salon Devie & Spa		
Bar	Hi-Lo Club Coffee and Bar	Drs. Hiura & Hiura Optometrists	Medical Service
Books, Records	Fields Book Store		
Limited Restaurant	Victor's Pizza		
Limited Restaurant	Shalimar	Dar Bar	Limited Restaurant
Vacant	Vacant	Luscious	Adult Entertainment
		Pho Vietnam	Limited Restaurant
		Royal Liquors	Liquor Store
		Fiber optics company/office	Office Use
		AT&T, Comcast wireless transmission	Public Use
		Vacant	Vacant
		Ken Linstadt Architects	Business or Professional Service
		Clockworld and residential	Other retail
		Vacant	Vacant
Automobile Parking	Auto Parking	US Postal Service	Business or Professional Service
Auto sales	Auto Sales/assembly and service		
PINE		PINE	
Bar	Playland Bar	Kasa Indian Eatery	Restaurant
Vacant	Vacant	Picadilly Fish and Chips	Restaurant
Tobacco Paraphernalia	Cigarettes Plus	Max Muscle	Other Retail Sales and Services
Vacant	Vacant	Fresco Pizza-Schwarma	Restaurant
Restaurant	Chai-yo	Funky Door Yoga	Personal Service
Bar	The Pour House	Polk Street Produce	Grocery Store / Small Market
		Internet Café	Limited Restaurant
		Technicans	Trade Shop (with Retail Component)

Polk Street NCD Commercial Use Survey

Legend	Non Formula Retail	Formula Retail Use	Vacant
AUSTIN	Trade Shop Tourist Hotel Dry Cleaners, Laundry Limited Restaurant Massage Establishment	Eco Copy The Leland Wash Go Laundromat Aicha Moroccan Cuisine La Biang Thai	AUSTIN Vacant United Church of Christ United Church of Christ
BUSH	Personal Service Restaurant Bar Bar	People's Barber Shop Modern Thai McTeague's Saloon Mayes Bar	BUSH Quick Printing Quetzal Internet Café Trade Shop (with Retail Component) Limited Restaurant
FERN	Bar Personal Service Other Retail Personal Service Grocery Store / Small Market Limited Restaurant	Lush Synergy Fitness Studio GNC Gypsy Rosalie's Discount Grocers Sliders Burger	FERN International College of Cosmetology Crepes Ooh La La Smoke & Gift Shop Foot Race Shoe Store El Super Burrito Tsering Youdon Jewelry Armando for Hair R Bar Lula's Hair Studio Nikki's Madame Butterfly's Oriental Massage House of Persian Imports Naiin Thai BookStore Larkin Street Youth Services (drop-in center) Larkin Street Youth Services (drop-in center) Art Primo Christopher Collins Boutique The Blue Buddha Sojourn Property Management Jerusalem Market Educational Service Limited Restaurant Tobacco Paraphernalia Establishment Other Retail Sales and Services Limited Restaurant Other Retail Sales and Services Personal Service Bar Personal Service Massage Establishment Other Retail Sales and Services Other Retail Sales and Services Other Institutions, Large Other Institutions, Large Other Retail Sales and Services Other Retail Sales and Services Personal Service Business or professional Service Other Retail Sales and Services
SUTTER	Other Retail Sales and Services Limited Restaurant Limited Restaurant Vacant Fringe Financial Grocery Store / Small Market Bar Bar Restaurant Personal Service Personal Service Electronics Retail Proposed RETAIL Limited Restaurant Tobacco Paraphernalia Fringe Financial Bar	Felicity's Fetiche Subway Eating Out Art Studio Vacant Pawn Brokers Super One Market Vertigo Upcider Wing Lum Café Finest Nails Let It Bleed Metro PCS NutriShop Dar al Fiker Café Smoking Aces Polk Check Cashers Mark's Bar	SUTTER N/A Glory Studio Photography Café Zitouna Space Gallery Hemlock Tavern Vacant Bitters, Bock & Rye Tap Room Vacant Blur New India Bazar Eleven O One Other Retail Sales and Services Restaurant Other Retail Sales and Services Bar Vacant Bar Vacant Bar Grocery Store / Small Market Restaurant
POST			POST

Polk Street NCD Commercial Use Survey

Legend	Non Residential Uses	Formula Retail Use	Vacant
SACRAMENTO		SACRAMENTO	
		H Y D E	
Olea	Restaurant		
Optometrist, Dr. Janice Fong	Medical Service		
Rosan Fashion	Trade Shop		
Recharge Medical and Day Spa	Medical Service		
Today's Laundromat	Other Retail Sales and Services		
Kitty's Nails	Personal Service		
Ilya's Hair Future	Personal Service		
Lady Gold Fingers	Personal Service		
Costa Del Sol Tanning Salon	Personal Service		
Nob Hill Hardware	Other Retail Sales and Services	Vacant	Vacant
Nob Hill Smoke Shop	Tobacco Paraphernalia Establishment	Cable Car Cleaners	Other Retail Sales and Services
Thai Thai Noodle	Limited-Restaurant	Nob Hill Florist	Other Retail Sales and Services
		The Wreck Room	Bar
		Cable Car Hotel	Hotel-Residential
CALIFORNIA		CALIFORNIA	
Traction, Co.	Business or Professional Service	Hair with Class	Personal Service
Ideal Auto Rebuilders Inc.	Automotive Repair	The Hyde Out	Bar
Cable Car Court Hotel	Hotel-Residential		
Trader Joe's	Other Retail Sales and Services	Golden Horse Restaurant	Restaurant
Trader Joe's	Other Retail Sales and Services	Costume Party	Other Retail Sales and Services
		Perfection Nails	Personal Service
		Salon Flux	Personal Service
		Liquid Gold - Entitled	Bar
		Village Pets	Other Retail Sales and Services
		H Y D E	
PINE		PINE	
Mary Green Mansilk & Other Wonde	Trade Shop		
Firestone	Automotive Repair		
Don's Auto Body	Automotive Repair		
		H Y D E	

Polk Street NCD Commercial Use Survey

Legend	Non Residential Uses	Formula Retail Use	Vacant
AUSTIN		AUSTIN	
BUSH		BUSH	
B3DBike Fit	Other Retail	H Y D E	
Don's Auto Body	Automotive Repair		
Yemeni's Restaurant	Restaurant		
FERN		FERN	
		H Y D E	
The Harcourt Hotel		Tourist Hotel	
SUTTER		SUTTER	
May's Laundromat	Other Retail Sales and Services	H Y D E	
Olivo's Restaurant	Restaurant		
All-Ways Travel	Business or Professional Service		
Fly Bar	Restaurant		
Mike Le Chiropractic	Medical Service		
Hotel Sutter Larkin	Hotel-Residential		
Gallery1044	Other Retail Sales and Services		
PROPOSED USE -Mr Holmes Bakery	Limited-Restaurant		
Vacant	Vacant		
POST		POST	



April 26, 2014
Mrs. Kanishka Burns
San Francisco Planning Department
1650 Mission Street, Suite 400
San Francisco, CA 94103-2414
re: Case # 2014.0125C

Dear Mrs. Burns:

In reference to case # 2014.0125C(1118 Polk Street) , I am writing on behalf of **Lower Polk Neighbors** Board of Directors. Lower Polk Neighbors is a community association made up of residents and merchants. Our association boundaries are California Street on the North, Ellis Street on the South, Larkin on the East and the West Side of Van Ness. 1118 Polk Street is situated within our neighborhood organization boundaries.

At this time, LPN has taken no official position on Mr. Jason Miller's proposed new store at this location due to the fact that no vote was ever taken amongst our members on this issue. However, the Board wanted to share with you the fact that Mr. Miller has attended two of our meetings to introduce himself and to offer a few words on his plans for the new store he is planning as well as his intentions to be a force for the positive in the Lower Polk area. During both of his presentations, there were no negative comments regarding his proposal and no challenging questions regarding retail formula issues. At our last Executive meeting of LPN, all Board members were generally supportive of the proposal. It was agreed amongst the Board members that having a daytime business in this location would be good for the neighborhood.

While LPN cannot take an official stand of support at this time, we wanted it to be known that the applicant has reached out to our group, has the support of the LPN Board and was met with no opposition from attendees at our meetings.

With regards,

A handwritten signature in black ink, appearing to be "A. Chandler", with a long horizontal line extending to the right.

Andrew Chandler, AIA
Chair

Lower Polk Neighbors

cc: Supervisor David Chui, President, San Francisco Board of Supervisors

Burns, Kanishka (CPC)

From: CommunityLeadershipAlliance <admin@communityleadershipalliance.net>
Sent: Sunday, April 20, 2014 6:22 PM
To: jasonkmiller@yahoo.com; jason@bayareanutrishop.com
Cc: Burns, Kanishka (CPC)
Subject: Re: Proposed NutriShop @ 1118 Polk Street

Dear Mr. Jason Miller,

Our organization would like to thank you for your community outreach regarding your proposed business plan (NutriShop) for 1118 Polk Street. However during the last two months we have surveyed our neighborhood stakeholders who feel that your business would in no way serve as a 'Public Convenience and Necessity' to the Polk community or neighboring communities. There have been a number of very interesting business proposals/options for the 1118 Polk street address of which we plan to explore and introduce to the city, and to our neighborhood stakeholders.

Therefore, our organization can not support your CU application, but we would be more than amenable to working with you in search of a more suitable location for your San Francisco based NutiShop outlet.

Wishing you the very best

David J. Villa-Lobos, Executive Director
COMMUNITY LEADERSHIP ALLIANCE
admin@communityleadershipalliance.net
415-921-4192

Burns, Kanishka (CPC)

From: CommunityLeadershipAlliance <admin@communityleadershipalliance.net>
Sent: Saturday, April 19, 2014 3:04 AM
To: PlanningCommission; Secretary, Commissions (CPC); PlanningCommission;
PlanningCommission; PlanningCommission; PlanningCommission;
PlanningCommission; Rahaim, John (CPC); PlanningCommission; PlanningCommission;
Sanchez, Scott (CPC); Burns, Kanishka (CPC)
Subject: Re: POLK STREET & PROP FORMULA RETAIL for 1118 POLK

Case No. 2014.0125C
[CU application/Hearing-Formula Retail-dba: Nutrishop]
Project Address: 1118 Polk Street
Project Sponsor: Jason Miller
Hearing Date: May 8, 2014

Dear/Honorable Planning Staff-Commissioners,

There will be before you on May 8, an application for CU on a formula retail outlet store dba: NutriShop. Please, no more formula retail in this area. As you well know, there are several formula retail stores that sell nutritional supplements in the immediate/contiguous area of the eleven hundred block of Polk, e.g. CVS #3, GNC, Max Muscle, Walgreens #3 and Vitamin Shoppe. The NutriShop if granted a Conditional Use Permit and allowed to do business at the subject Polk street address, would serve only a very small demographic of folks. These would be individuals who travel to Post and Van Ness streets to the 24 Hour Fitness Center. This formula retail business would in no way be a 'Public Necessity and Convenience' to the Polk community or neighboring communities.

Our organization has been actively assisting small businesses/cottage industry businesses in securing commercial space leases on Polk street, this after carefully surveying the Polk street residents and merchants, asking folks what they envision their neighborhood's future in the way of businesses, street scape, public transportation etc.

Our Polk street neighbors have been offered many exciting business proposals/options for the subject 1118 Polk street commercial space address. We would very much appreciate the planning commission's allowing our neighborhood to continue its ongoing partnership with OEWD, and this subject address's property owner in finding a business proposal that will well serve the neighborhood, and that will be a long term prosperous-sustainable business for its owner/s.

In closing, our organization is in strong opposition to the Nutrishop's application for CU at 1118 Polk Street. If you have any questions please do not hesitate in contacting us.

Respectfully
David James Villa-Lobos, Executive Director
COMMUNITY LEADERSHIP ALLIANCE
415-921-4192
admin@communityleadershipalliance.net

1118 POLK STREET
 SAN FRANCISCO, CALIFORNIA
 94109
 Assessors Block/Lot - 0692/012
 ZONING - POLK ST NCD
 OCCUPANCY - R-3/B
 CONSTRUCTION TYPE - VB

Scope of Work:

The proposed retail store is 1169 gross sq ft, located at 1118 Polk St in San Francisco. Minor tenant improvements include: painting the walls in low VOC paint, limited floor treatments rendered in tile, installing retail display shelving, a cash wrap, as well as product fixtures. Ceilings are to be repaired, where needed, and painted. The exterior of the store will be untouched aesthetically to maintain the historic facade with the exception of the store sign (illustrated in the elevation drawing A-2).



02 AERIAL VIEW

SCALE: NIS

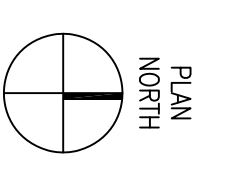
A1-spr1.dwg



01 SITE PLAN

SCALE: 1:400

A1-spr1.dwg



DESIGN
 QUARRY INC.

560 S MAIN ST 5N
 LOS ANGELES,
 CALIFORNIA
 90013

Nutrishop / Retail Store
 1118 POLK STREET
 SAN FRANCISCO, CALIFORNIA 94109

REGISTRATION

ISSUE#	DATE	DESCRIPTION
1	4/16/2014	PLAN CHECK

DRAWN BY GCF

Sheet Title:

SITEPLAN

Drawing No.

A.1

DESIGN
QUARRY INC.

560 S MAIN ST 5N
LOS ANGELES,
CALIFORNIA
90013

Nutrishop / Retail Store

1118 POLK STREET
SAN FRANCISCO, CALIFORNIA 94109



02 VIEW 2

SCALE: NTS

A3.dwg



03 VIEW 3

SCALE: NTS

A3.dwg



01 VIEW 1

SCALE: NTS

A3.dwg

REGISTRATION

1 4/16/2014 PLAN CHECK
ISSUE# DATE DESCRIPTION

DRAWN BY CCF

Sheet Title:

INTERIOR - VIEWS

Drawing No.

A.3