

[Mission Creek Merchants Association Letterhead]

Nov 6, 2014

San Francisco Planning Department
1650 Mission Street, Suite 400
San Francisco, CA 94103
Attention: Doug Vu, Planner

Re: Case No. 2014.0703C for 400 Alabama Street

Dear Mr. Vu:

Members of the Mission Creek Merchants Association ("MCMA") have recently met with the Vardakastanis Family and their team regarding the proposed new market at 400 Alabama Street. We understand that the Planning Department and Planning Commission will be required to approve a Conditional Use Permit to allow the store at the proposed location and we want to add our support for the approval of the required permits. A market at this location will provide a much needed neighborhood amenity as well as opportunities for much needed local employment.

Potrero Hill and the Mission Creek neighborhood is home to an eclectic and growing mix of eateries, bars, salons, spas, healers, shopping, schools, business services, theaters, artists, entertainment and more. Merchants and residents are excited to continue building a sense of community in this area, through the promotion of events and the cultivation of green and communal spaces. MCMA believes that the addition of the proposed market will not only add a much needed supermarket to the area, but will also create a space for the community to gather, network and exchange ideas.

MCMA values itself as a nascent merchant association and encourages residents to think about the manifold advantages of supporting the various local, small businesses that make the Mission Creek area unique, while providing advocacy, networking and information to assist these companies. We look forward to the addition of the market at 400 Alabama Street and encourage you to move forward with approval of the permits as soon as possible.

Sincerely,



Name: Candace Condos
Title: MCMA PRESIDENT



NEMBA

North East Mission Business Association

2757 16th St., San Francisco, CA 94103 • Tel 415.863.4223 • Fax 415.863.8265
nemba@acemailingsf.com

October 27, 2014

Doug Vu, Planner
San Francisco Planning Department
1650 Mission Street, Suite 400
San Francisco, CA 94103

Re: Support for 400 Alabama Street Market
(Case No. 2014.0703C)

Dear Mr. Vu:

On behalf of the members of the North East Mission Business Association (“NEMBA”) we submit the following comments in support of the proposed supermarket use proposed for the above referenced location in the Mission. We understand and support the owners of the Haight Street Market bringing their unique mom ‘n’ pop character to the area and believe their buy-local philosophy and competitive prices are the right fit for the North East Mission’s unique character. In addition, the proposed location will provide much needed services both to the local residents and area workers in the North East Mission, thereby enhancing the desirability of the area for those types of businesses.

The North East Mission is a unique, complex and primarily light industrial neighborhood located in the heart of San Francisco between the Inner Mission, SOMA, and Potrero Hill neighborhoods. This vibrant blue-collar neighborhood is home to many production, distribution and repair businesses as well as a large art and high-tech community. NEMBA’s goal is to provide both large and small businesses within its boundaries with a strong, unified voice to affect positive change within the neighborhood and at City Hall. For over 20 years NEMBA members have been working with the city to help protect and improve the neighborhood and to preserve the endangered manufacturing and industrial type businesses of the North East Mission.

Sincerely,

Gwen Kaplan
North East Mission Business Association
Vice President and Founder



October 27, 2014

San Francisco Planning Department
1650 Mission Street, Suite 400
San Francisco, CA 94103
Attention: Doug Vu, Planner

Re: Case No. 2014.0703C for 400 Alabama Street

Dear Mr. Vu:

We write to express our support for the proposed supermarket project at 400 Alabama Street in San Francisco's Mission District. Our third generation San Francisco family mailing and direct marketing business has been located in the Mission District for nearly 30 years and we understand the unique mix of residential, retail and production facilities in the neighborhood.

The proposed supermarket will provide a much needed neighborhood serving grocery, offering a variety of locally sourced, healthy, fresh and prepared foods and other non-food commodities to the neighborhood residents, workers and visitors. In addition, the market will provide employment opportunities for a variety of workers ranging from skilled meat and seafood personnel; deli and food preparation workers; along with front of house cashiers and other staff. Few businesses offer such a range of employment opportunities.

Sincerely,

A handwritten signature in black ink that reads "Gwen Kaplan". The signature is written in a cursive style and is positioned above a horizontal line.

Gwen Kaplan
Ace Mailing Corporation
CEO

2757 16th Street • San Francisco, CA 94103 • 415.8634223 • www.acementailingsf.com



October 29, 2014

Doug Vu, Planner
San Francisco Planning Department
1650 Mission Street, Suite 400
San Francisco, CA 94103

Re: Case No. 2014.0703C – Support for 400 Alabama Street Supermarket

Dear Mr. Vu:

At Heath Ceramics we make, gather, and sell enduring objects that enhance the way people eat, live, and connect. For over 60 years Heath Ceramics has remained a small and privately owned local manufacturer. We strive to become a model for US manufacturing — inspiring designers' domestic production and US manufacturers to think creatively about their business models, placing financial profit as the means, rather than the end. Heath Ceramics is proud of our newest retail space located in the heart of San Francisco's Northeast Mission neighborhood, at the center of a creative campus that houses our Heath retail showroom, Blue Bottle Coffee kiosk and viewing court area of our tile factory.

We believe the owners of the proposed supermarket at 400 Alabama Street share the spirit and values of Heath which can be seen in their 30 years of success at the Haight Street Market. Their commitment to local employment, support of local vendors, and competitive prices are traits not found at similar stores. The addition of their supermarket at 17th and Alabama Streets will be a welcome addition to the neighborhood and will continue and expand the opportunities for area employment and local vendors. We look forward to your approval of the supermarket use as quickly as possible.

Best Regards,

Robin Petravac, Managing Director



October 23, 2014

San Francisco Planning Department
1650 Mission Street, Suite 400
San Francisco, CA 94103
Attention: Doug Vu, Planner

Re: Support for 400 Alabama Street

Dear Mr. Vu:

Joe Goode Performance Group (JGPG) is happy to lend our support to the proposed grocery at 400 Alabama Street. We believe the grocery will provide much needed addition to the surrounding community as well as to our performers, audiences, and staff. The Project Sponsor has a reputation for using local vendors, offering healthy and organic products that the community will appreciate. At the same time the grocery will expand employment opportunities in the area. We urge the Planning Commission to quickly approve the permits.

In April 2011, JGPG moved into its new home, the Joe Goode Annex, at Project Artaud in the heart of San Francisco's lively Mission District. The Annex houses the JGPG administrative offices, is the primary rehearsal space for Joe Goode Performance Group, and the performance venue for the company's own small experimental performances. The Annex also serves as a multi-purpose community resource available to rent for classes, workshops, performances, and special events.

Our staff, audiences, and rental clients have all expressed excitement about the proposed project. This neighborhood is in vital need of a grocery store, and we couldn't be more thrilled to learn that a locally-owned and operated store might open here.

If you have any questions please don't hesitate to contact me.

Sincerely,

A handwritten signature in blue ink, appearing to read "Dave Archuletta", is written over a horizontal line.

Dave Archuletta
Executive Director
dave@joegoode.org