EXHIBIT H CORRESPONDENCE



Conditional Use Authorization Hearing Case Number 2024-010748CUA Nordstrom Local 1919 Fillmore Street

SUPPORT



Conditional Use Authorization Hearing Case Number 2024-010748CUA Nordstrom Local 1919 Fillmore Street January 22, 2025

President Lydia So San Francisco Planning Commission 49 South Van Ness Avenue San Francisco, CA 94103

Dear President So,

It is with enthusiasm that I share my support for consideration of a Nordstrom Local store in San Francisco's Fillmore Shopping District. It's only recently that I became aware of this concept store by Nordstrom – and the possibility of one opening in San Francisco.

I was an avid Nordstrom shopper for 30+ years! I moved back to the Bay Area (San Francisco) in 2021 and have since become more partial to Neiman Marcus due to proximity/location and shopping experience. As the Nordstrom store at San Francisco Centre began to decline with limited merchandise and an unfavorable experience (e.g. desolate location), it became more convenient for me to shop at Neiman Marcus and/or Saks Fifth Avenue – and stores on Fillmore, e.g. Alice and Olivia, Frame, Rachel Comey, etc. It's very disappointing that we don't have a quality Nordstrom experience in San Francisco! Given frequent business travel, I often shop online at stores that have a brick and mortar location in San Francisco whereby I can pick up merchandise in store and/or return at a physical location. The Nordstrom Local shopping experience would be highly desirable for 1) picking up expedited shipments, 2) returning merchandise, and 3) personal shopping! (Okay, I'm hopeful that a personal shopper would be a possibility!)

The Fillmore Shopping and Entertainment District is my FAVORITE shopping area in San Francisco! It's equi-distant between my home and office (Presidio) – and it offers a safe pedestrian atmosphere. One of my other favorite stores just closed on Fillmore – namely Alice and Olivia. PLEASE consider adding a Nordstrom Local. I know it would be a perfect fit on Fillmore and would definitely "win me back" as a Nordsrom loyalist. (San Franciscans should not have to go to Stanford Mall or Walnut Creek for an in person Nordstrom experience!)

Please let me know if you have any questions and how I can help influence your decision!

Warmest regards, Janiece

Janiece Evans-Page

she/her

CEO, Tides

office: 415.561.6400 | direct: 415.561.6321

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SF Planning Commission President Lydia So 49 South Van Ness Avenue San Francisco, CA 94103

To SF Planning Commission,

I'm writing to share my strong support for the opening of a Nordstrom Local at 1919 Fillmore. As a local resident, I think this would be a fantastic addition to the neighborhood.

With the nearest Nordstrom store and Rack both about 30 minutes away, having a Nordstrom Local here would make errands like pickups, returns, and alterations so much easier. Beyond the convenience, I believe the store would boost foot traffic and support other nearby businesses, creating a more vibrant retail environment, something we in SF need!

Nordstrom's reputation for quality and community engagement makes them a great fit for Fillmore, and I'm excited to see how this location could benefit the area.

Thank you for considering my input. I look forward to seeing this project move forward!

Sincerely,

Alba deJesus Alba.dejesus22@gmail.com

Lana Samad

5779 Ayala Avenue Oakland, CA 94609 January 29, 2025

SF Planning Commission President Lydia So 49 South Van Ness Avenue San Francisco, CA 94103

Dear President So and Members of the SF Planning Commission,

I hope this message finds you well. My name is Lana Samad, and I have lived in the Oakland area for the past five years. As a loyal Nordstrom shopper and someone who deeply values supporting both local and established businesses, I'm writing to express my enthusiastic support for the proposed Nordstrom Local store at 1919 Fillmore in San Francisco.

I understand the importance of supporting small businesses in the Fillmore district, and I share that value. However, I truly believe that a Nordstrom Local will not only align with these priorities, but also contribute to a stronger local economy. Nordstrom Local isn't just another retail space; it's a service hub that will bring in foot traffic, attract more customers to the area, and encourage people to explore other local businesses as they visit. The location's focus on community engagement, including partnerships with local nonprofits for fashion donations and hosting community-focused events, ensures it will complement the existing neighborhood vibe, not take away from it.

Having Nordstrom in Fillmore will provide more access to quality services without the long drive, which is something that I know myself and friends of mine would find to be a draw to this area. It would make a huge difference for those of us who love shopping at Nordstrom but struggle with the current distance to the nearest location. Not only will this benefit the consumer, but it is my belief that having an established retailer like Nordstrom in the area will help generate jobs, support local economic growth, and continue to make the Fillmore district an even more vibrant and diverse place.

I hope you will consider the positive impact a Nordstrom Local will have on the community. I'm confident it will be a valuable addition to Fillmore and will help support both local businesses and residents alike. Thank you for your time and consideration.

Sincerely, Lana Samad SF Planning Commission President Lydia So 49 South Van Ness Ave San Francisco, CA 94103

Dear Ms. So,

I hope this letter finds you well. I am writing in strong support of the proposal to open a new Nordstrom Local in the Fillmore neighborhood. As a consumer and an active member of this vibrant community, I believe that bringing this innovative concept to our area will positively impact both local businesses and residents.

The closure of the iconic Nordstrom flagship store at Westfield SF Center was a significant loss for our city, leaving a void in the local shopping experience and the vibrant destination it once was. Nordstrom Local would be a great step toward meeting the needs of local customers who miss having access to Nordstrom's excellent service and offerings.

The Nordstrom Local concept is particularly exciting because of its tailored, service-driven approach, which includes online order pickups, seamless returns, alterations, and community-focused initiatives. By partnering with local nonprofits and hosting events unique to the neighborhood, Nordstrom Local has the potential to not only provide value to its customers but also strengthen community ties and enhance the retail environment.

Additionally, I believe the new location will significantly benefit the local business landscape by driving increased foot traffic, encouraging new visitors to the area, and fostering economic growth. As a trusted resident and employee of San Francisco, Nordstrom's presence on Fillmore Street would bring credibility and vitality to our neighborhood, making it an even more desirable destination for shoppers.

In closing, I wholeheartedly support the addition of Nordstrom Local to the Fillmore community and am confident it will bring numerous benefits to both local residents and businesses. Thank you for your efforts in making this exciting development possible, and please don't hesitate to reach out if I can provide further support.

Sincerely,

Ryan Hammond Rhammy1982@gmail.com Liz Farrell
47 Jordan Ave
San Francisco, CA 94118
lizbriggsfarrell@gmail.com
925-984-9405
February 26, 2025

Dear President So and Members of the SF Planning Commission,

I am writing in strong support of the proposed Nordstrom Local location at 1919 Fillmore Street in San Francisco. As a local resident and loyal Nordstrom customer, I am excited about the possibility of having a Nordstrom Local in our neighborhood. We need businesses to stay and thrive in San Francisco, and Nordstrom should be one of them. Adding this location to the neighborhood will prevent people from having to travel to Marin or the East Bay and will bring more traffic and business to Fillmore Street and surrounding businesses.

In addition, we need our commercial corridors to remain vibrant, busy, and safe. I believe that the presence of a Nordstrom Local will help achieve all these goals and make Fillmore Street once again a thriving and desirable place for residents and visitors to shop and dine.

I strongly support the approval of this Nordstrom Local and ask that the Planning Commission consider the positive impact it will have on our neighborhood.

Thank you for your time and consideration.

Sincerely, Liz Farrell Andrea Callen Porter 2939 Divisadero Street San Francisco, CA 94123 andreacporter@comcast.net 415 279-8244 02/28/2025

Dear President So and Members of the SF Planning Commission, I am writing to express my enthusiastic support for the proposed Nordstrom Local location at 1919 Fillmore Street in San Francisco. As a loyal Nordstrom customer and a resident of this vibrant community, I am excited about the potential benefits this new service hub will bring to Fillmore and the surrounding neighborhoods. Nordstrom Locals are unique, neighborhood-focused spaces that provide essential services like online order pickup, fast and easy returns, alterations, and access to the high-quality customer service that Nordstrom is known for. With the nearest Nordstrom store located approximately 30 minutes away in Corte Madera, this new location will make it more convenient for San Francisco residents to access these services without needing to travel long distances.

Moreover, I believe that the presence of a Nordstrom Local will help revitalize the local retail landscape by driving foot traffic to Fillmore, benefiting other local retailers, and fostering a more vibrant shopping environment. Nordstrom's commitment to collaborating with local nonprofits and hosting community events will also enrich the area by giving back to our community in meaningful ways.

Having an established retailer like Nordstrom in our neighborhood will not only improve the shopping experience but will also contribute to the economic growth of Fillmore, enhancing its reputation as a thriving and desirable area for both residents and visitors. I strongly support the approval of this Nordstrom Local and ask that the Planning Commission consider the positive impact it will have on our neighborhood. Please feel free to contact me should you need any further information or clarification. Thank you for your time and consideration.

Sincerely, Andrea Callen Porter Robyn Wilkinson 127 23rd Avenue San Francisco, CA 94121 robyn.wilkinson@gmail.com 415-298-7548 February 26, 2025

Dear President So and Members of the SF Planning Commission,

I am writing to express my enthusiastic support for the proposed Nordstrom Local location at 1919 Fillmore Street in San Francisco. As a loyal, frequent Nordstrom customer and a resident of this community, I am excited about the potential benefits this new retail opportunity will bring to Fillmore and the surrounding neighborhoods.

Nordstrom Locals are unique, neighborhood-focused spaces that provide essential services like online order pickup, fast and easy returns, alterations, and access to the high-quality customer service that Nordstrom is known for. With the nearest Nordstrom store located over the bridge, 30 minutes away in Corte Madera, this new location will make it more convenient for San Francisco residents to access these services without needing to travel long distances.

Moreover, I believe that the presence of a Nordstrom Local will help revitalize the local retail landscape by driving foot traffic to Fillmore, benefiting other local retailers, and fostering a more vibrant shopping environment which we desperately need. Nordstrom's commitment to collaborating with local nonprofits and hosting community events will also enrich the area by giving back to our community in meaningful ways.

Having an established retailer like Nordstrom in our neighborhood will not only improve the shopping experience but will also contribute to the economic growth of Fillmore, enhancing its reputation as a thriving and desirable area for both residents and visitors.

I strongly support the approval of this Nordstrom Local and ask that the Planning Commission consider the positive impact it will have on our neighborhood. Please feel free to contact me should you need any further information or clarification.

Thank you for your time and consideration.

Sincerely, Robyn Wilkinson Amy Felsenthal 3919 Washington Street San Francisco, CA 94118 amy.felsenthal@gmail.com 415-572-6364 2/26/25

Dear President So and Members of the SF Planning Commission,

I am writing to express my enthusiastic support for the proposed Nordstrom Local location at 1919 Fillmore Street in San Francisco. As a loyal Nordstrom customer and a resident of this vibrant community, I am excited about the potential benefits this new service hub will bring to Fillmore and the surrounding neighborhoods.

Nordstrom Locals are unique, neighborhood-focused spaces that provide essential services like online order pickup, fast and easy returns, alterations, and access to the high-quality customer service that Nordstrom is known for. With the nearest Nordstrom store located approximately 30 minutes away in Corte Madera, this new location will make it more convenient for San Francisco residents to access these services without needing to travel long distances.

Moreover, I believe that the presence of a Nordstrom Local will help revitalize the local retail landscape by driving foot traffic to Fillmore, benefiting other local retailers, and fostering a more vibrant shopping environment. Nordstrom's commitment to collaborating with local nonprofits and hosting community events will also enrich the area by giving back to our community in meaningful ways.

Having an established retailer like Nordstrom in our neighborhood will not only improve the shopping experience but will also contribute to the economic growth of Fillmore, enhancing its reputation as a thriving and desirable area for both residents and visitors. I strongly support the approval of this Nordstrom Local and ask that the Planning Commission consider the positive impact it will have on our neighborhood. Please feel free to contact me should you need any further information or clarification. Thank you for your time and consideration.

Sincerely,

Amy Weiss Felsenthal

Dear President So and Members of the SF Planning Commission,

I would love to see Nordstrom Local on Fillmore. As a parent of a teenager, I often face the challenge of returning items that don't fit properly (which seems to happen all the time!). It can be frustrating and time-consuming to travel far just to make returns. In fact, it often discourages me from shopping for her altogether.

Having a convenient location like Nordstrom Local on Fillmore would not only make shopping easier, but it would also allow me to spend my dollars locally, rather than resorting to online shopping or not spending at all.

Thank you for your time and consideration. Please feel free to contact me if you need any further information or clarification.

Sincerely,

Jenny Mayfield

jennifermayfield@gmail.com

Jessica Hewson 2641 Chestnut St, San Francisco, CA 94123 415.361.1306 February 26, 2025

Dear President So and Members of the SF Planning Commission, I am writing to support the proposed Nordstrom Local location at 1919 Fillmore Street in San Francisco.

I am a loyal Nordstrom customer and an SF resident. I am excited about the potential benefits this new service hub will bring to Fillmore and the surrounding neighborhoods. The nearest Nordstrom store is approximately 30 minutes away in Corte Madera, so this new location will make it more convenient for San Francisco residents to access these services without needing to travel across a bridge.

Nordstrom Local will help revitalize the SF retail landscape by driving foot traffic to Fillmore, benefiting other local retailers, and fostering a more vibrant shopping environment. Nordstrom's commitment to collaborating with local nonprofits and hosting community events will enrich the area by giving back to our community.

An established retailer like Nordstrom in our neighborhood will improve the shopping experience. It will also contribute to Fillmore's economic growth, enhancing its reputation as a thriving and desirable area for residents and visitors.

I strongly support the approval of this Nordstrom Local and ask that the Planning Commission consider its positive impact on our neighborhood. Please feel free to contact me if you need more information or clarification.

Thank you for your time and consideration.

Sincerely, Jessica Hewson Julie Paul 164 Jordan Avenue San Francisco, CA 94118 juliepaul164@gmail.com

February 26, 2025

Dear President So and Members of the SF Planning Commission, I am writing to express my enthusiastic support for the proposed Nordstrom Local location at 1919 Fillmore Street in San Francisco. As a loyal Nordstrom customer and a resident of this vibrant community, I am excited about the potential benefits this new service hub will bring to Fillmore and the surrounding neighborhoods. Nordstrom Locals are unique, neighborhood-focused spaces that provide essential services like online order pickup, fast and easy returns, alterations, and access to the high-quality customer service that Nordstrom is known for. With the nearest Nordstrom store located approximately 30 minutes away in Corte Madera, this new location will make it more convenient for San Francisco residents to access these services without needing to travel long distances. Moreover, I believe that the presence of a Nordstrom Local will help revitalize the local retail landscape by driving foot traffic to Fillmore, benefiting other local retailers, and fostering a more vibrant shopping environment. Nordstrom's commitment to collaborating with local nonprofits and hosting community events will also enrich the area by giving back to our community in meaningful wavs.

Having an established retailer like Nordstrom in our neighborhood will not only improve the shopping experience but will also contribute to the economic growth of Fillmore, enhancing its reputation as a thriving and desirable area for both residents and visitors.

I strongly support the approval of this Nordstrom Local and ask that the Planning Commission consider the positive impact it will have on our neighborhood. Please feel free to contact me should you need any further information or clarification.

Thank you for your time and consideration.

Sincerely, Julie Paul Dear Anika - I would like to provide you with my support of having a Nordstrom Local open its doors on Fillmore Street in San Francisco. I have been a long time loyalist and customer of Nordstrom stores - originally at the Stonestown mall where as a teenager growing up in the Ingleside Terrace I would try on and buy age appropriate dresses and shoes, to the Nordstrom Rack on 9th street where I would hunt and peck for hours in my 20s to find designer work clothes and shoes at reasonable prices, to the Westfield mall where I would buy toddler clothes and shoes as a new mom. I have been very disappointed with the closure of Nordstrom in San Francisco and find myself without a store to try on clothes and get growing feet measured. Recently, I had to drive to Marin in order to buy a bra because you can't get measured online! Nordstrom is a west coast retailer headquartered in Seattle and their presence is sorely missing in the San Francisco landscape. Opening a Nordstrom Local will help to continue rejuvenating the neighborhood landscape, increase jobs and foot traffic.

Thank you, Carolyn Selig 305 Juanita Way, SF, CA 94127 Carolyn.selig@gamil.com Stefanie Grosse 3424 Jackson Street San Francisco, CA 94118 <u>stefaniergrosse@gmail.com</u> 415-350-5759 February 26, 2025

Dear President So and Members of the SF Planning Commission,

I am writing to express my enthusiastic support for the proposed Nordstrom Local location at 1919 Fillmore Street in San Francisco.

As a loyal Nordstrom customer and a resident of this vibrant community, I am excited about the potential benefits this new service hub will bring to Fillmore and the surrounding neighborhoods.

Nordstrom Locals are unique, neighborhood-focused spaces that provide essential services like online order pickup, fast and easy returns, alterations, and access to the high-quality customer service that Nordstrom is known for.

With the nearest Nordstrom

store located approximately 30 minutes away in Corte Madera, this new location will make it more convenient for San Francisco residents to access these services without needing to travel long distances.

Moreover, I believe that the presence of a Nordstrom Local will help revitalize the local retail landscape by driving foot traffic to Fillmore, benefiting other local retailers, and fostering a more vibrant shopping environment. Nordstrom's commitment to collaborating with local nonprofits and hosting community events will also enrich the area by giving back to our community in meaningful ways.

Having an established retailer like Nordstrom in our neighborhood will not only improve the shopping experience but will also contribute to the economic growth of Fillmore, enhancing its reputation as a thriving and desirable area for both residents and visitors.

I strongly support the approval of this Nordstrom Local and ask that the Planning Commission consider the positive impact it will have on our neighborhood.

Please feel free to contact me should you need any further information or clarification.

Thank you for your time and consideration.

Sincerely,

Stefanie Grosse

Dear President So and Members of the SF Planning Commission,

I would love to see Nordstrom Local on Fillmore. As a parent of a teenager, I often face the challenge of returning items that don't fit properly (which seems to happen all the time!). It can be frustrating and time-consuming to travel far just to make returns. In fact, it often discourages me from shopping for her altogether.

Having a convenient location like Nordstrom Local on Fillmore would not only make shopping easier, but it would also allow me to spend my dollars locally, rather than resorting to online shopping or not spending at all.

Thank you for your time and consideration. Please feel free to contact me if you need any further information or clarification.

Sincerely,

Marny Homan

Marny.homan@gmail.com

Megan Hart 246 28th Avenue San Francisco, CA 94121 Megancita2003@yahoo.com 415-225-2580

Dear President So and Members of the SF Planning Commission,

I am writing to express my enthusiastic support for the proposed Nordstrom Local

location at 1919 Fillmore Street in San Francisco. As a loyal Nordstrom customer and a resident of this vibrant community, I am excited about the potential benefits this new service hub will bring to Fillmore and the surrounding neighborhoods.

Nordstrom Locals are unique, neighborhood-focused spaces that provide essential

services like online order pickup, fast and easy returns, alterations, and access to the

high-quality customer service that Nordstrom is known for.

With the nearest Nordstrom store located approximately 30 minutes away in Corte Madera, this new location will make it more convenient for San Francisco residents to access these services without needing to travel long distances.

Moreover, I believe that the presence of a Nordstrom Local will help revitalize the local

retail landscape by driving foot traffic to Fillmore, benefiting other local retailers, and

fostering a more vibrant shopping environment. Nordstrom's commitment to

collaborating with local nonprofits and hosting community events will also enrich the area by giving back to our community in meaningful ways.

Having an established retailer like Nordstrom in our neighborhood will not only improve

the shopping experience but will also contribute to the economic growth of Fillmore, enhancing its reputation as a thriving and desirable area for both residents and visitors.

I strongly support the approval of this Nordstrom Local and ask that the Planning

Commission consider the positive impact it will have on our neighborhood. Please feel

free to contact me should you need any further information or clarification.

Thank you for your time and consideration.

Sincerely, Megan Hart Michelle Hughes 2400 Vallejo Street San Francisco, CA 94123 mawindisch@hotmail.com 408.835.9639 February 26, 2025

Dear President So and Members of the SF Planning Commission,

Given that San Francisco has been a notoriously unfriendly business climate, I can't believe Nordstrom is hoping to give this place a second chance. I appreciate that they want to work with their customers on a solution that will be helpful. The city should take note of businesses that are supportive of their customer base.

I am writing to express my enthusiastic support for the proposed Nordstrom Local location at 1919 Fillmore Street in San Francisco. As a loyal Nordstrom customer and a resident of this vibrant community, I am excited about the potential benefits this new service hub will bring to Fillmore and the surrounding neighborhoods.

Nordstrom Locals are unique, neighborhood-focused spaces that provide essential services like online order pickup, fast and easy returns, alterations, and access to the high-quality customer service that Nordstrom is known for. With the nearest Nordstrom store located approximately 30 minutes away in Corte Madera, this new location will make it more convenient for San Francisco residents to access these services without needing to travel long distances.

Moreover, I believe that the presence of a Nordstrom Local will help revitalize the local retail landscape by driving foot traffic to Fillmore, benefiting other local retailers, and fostering a more vibrant shopping environment. Nordstrom's commitment to collaborating with local nonprofits and hosting community events will also enrich the area by giving back to our community in meaningful ways.

Having an established retailer like Nordstrom in our neighborhood will not only improve the shopping experience but will also contribute to the economic growth of Fillmore, enhancing its reputation as a thriving and desirable area for both residents and visitors. I strongly support the approval of this Nordstrom Local and ask that the Planning Commission considers the positive impact it will have on our neighborhood. Please feel free to contact me should you need any further information or clarification. Thank you for your time and consideration.

Sincerely, Michelle Hughes Sandy Goldfein 1125 Diamond Street San Francisco, CA 94114 sandy.goldfein@gmail.com 415-205-3257

2/27/2025

SF Planning Commission President Lydia So 49 South Van Ness Avenue San Francisco, CA 94103

Dear President So and Members of the SF Planning Commission,

This letter is being written to you to express my support for a Nordstrom Local to be allowed to open on 1919 Fillmore Street. As a 30 year plus Nordstrom fan, I was saddened by the departure of all Nordstrom stores in our San Francisco over the last several years. I still choose to shop at Nordstrom, but now I must leave our beautiful city to take care of my Nordstrom needs, such as alterations and returns.

When I have to make the journey across the Golden Gate bridge or down the Peninsula, this becomes a day away from the city, as I don't want to have to drive so far to turn around and go right home. This means that my lunch and other shopping needs are being given to other cities. I know Nordstrom is a large company and the Fillmore district is concerned about big box businesses, however, I have a friend in Southern California who lives near a Nordstrom Local, not only does she frequent it regularly, as well as surrounding business, she says she did not even realize it was a Nordstrom when it first opened due to the look and feel to blend into the neighborhood.

I believe allowing Nordstrom to open this small boutique type store would enhance the Fillmore district. Bringing people from all over the city will not only expose new customers to the many existing shops but enhance the economy and support the livelihood of these establishments. Today, I don't frequent the Fillmore area that often, but I know that my at least once a month trip out of San Francisco to visit Nordstrom would become frequent trips to Fillmore Street for lunch and shopping.

I hope you consider their proposal to open a Nordstrom Local in San Francisco!

Sincerely,

Sandy Goldfein

Tanya Melillo 2126 Steiner St SF CA 94115 tanya.n.melillo@gmail.com 4152649361 February 26, 2025

Dear President So and Members of the SF Planning Commission,

I am writing to express my enthusiastic support for the proposed Nordstrom Local location at 1919 Fillmore Street in San Francisco. As a loyal Nordstrom customer and a resident of this vibrant community, I am excited about the potential benefits this new service hub will bring to Fillmore and the surrounding neighborhoods.

Nordstrom Locals are unique, neighborhood-focused spaces that provide essential services like online order pickup, fast and easy returns, alterations, and access to the high-quality customer service that Nordstrom is known for. With the nearest Nordstrom store located approximately 30 minutes away in Corte Madera, this new location will make it more convenient for San Francisco residents to access these services without needing to travel long distances.

Moreover, I believe that the presence of a Nordstrom Local will help revitalize the local retail landscape by driving foot traffic to Fillmore, benefiting other local retailers, and fostering a more vibrant shopping environment. Nordstrom's commitment to collaborating with local nonprofits and hosting community events will also enrich the area by giving back to our community in meaningful ways.

Having an established retailer like Nordstrom in our neighborhood will not only improve the shopping experience but will also contribute to the economic growth of Fillmore, enhancing its reputation as a thriving and desirable area for both residents and visitors. I strongly support the approval of this Nordstrom Local and ask that the Planning Commission consider the positive impact it will have on our neighborhood. Please feel free to contact me should you need any further information or clarification. Thank you for your time and consideration.

Sincerely, Tanya Melillo Victoria Barret
2633 Steiner Street
San Francisco, CA 94115
vbarret@gmail.com
415-710-2570
Feb 26, 2025

Dear President So and Members of the SF Planning Commission,

I am writing to express my enthusiastic support for the proposed Nordstrom Local

location at 1919 Fillmore Street in San Francisco. I am a resident of this vibrant community, who walks Fillmore Street regularly. It's in bad shape, sadly. There are lots of empty storefronts and have been for years. San Francisco needs to say yes to businesses that bring foot traffic, commerce, and creativity to our neighborhoods.

I am excited about the potential benefits this new service hub will bring to Fillmore and the surrounding neighborhoods.

Nordstrom Locals are unique, neighborhood-focused spaces that provide essential

services like online order pickup, fast and easy returns, alterations, and access to the

high-quality customer service that Nordstrom is known for. With the nearest Nordstrom

store located approximately 30 minutes away in Corte Madera, this new location will

make it more convenient for San Francisco residents to access these services without

needing to travel long distances.

I strongly support the approval of this Nordstrom Local and ask that the Planning

Commission consider the positive impact it will have on our neighborhood. Please feel

free to contact me should you need any further information or clarification.

Thank you for your time and consideration.

Sincerely, Victoria Barret JoeAnne Hahn 1911 22nd Ave San Francisco, CA 94116 Joeannehahn@yahoo.com 415-407-4241

2.24.2025

SF Planning Commission President Lydia So 49 South Van Ness Avenue San Francisco, CA 94103

Dear President So and Members of the SF Planning Commission,

I am writing to express my enthusiastic support for the proposed Nordstrom Local location at 1919 Fillmore Street in San Francisco. As a loyal Nordstrom customer, prior employee and a resident of this community, I am excited about the potential benefits this new service hub will bring to Fillmore St. The loss of the 4 Nordstrom stores in San Francisco in the recent years has been heartbreaking and incredibly inconvenient to my shopping needs.

I strongly support the approval of this Nordstrom Local and ask that the Planning Commission consider the positive impact it will have on San Francisco. Please feel free to contact me should you need any further information or clarification.

Thank you for your time and consideration.

Sincerely,

JoeAnne Hahn

Joe Anne Hahn



L'Oreal Luxe USA 10 Hudson Yards New York, NY 10001 Silvia.galfo@loreal.com 347-421-3463

3/21/2025

SF Planning Commission President Lydia So 49 South Van Ness Avenue San Francisco, CA 94103

Dear President So and Members of the SF Planning Commission,

I am writing on behalf of L'Oreal Luxe USA to express our strong support for the proposed Nordstrom Local location at 1919 Fillmore Street in San Francisco. As a business with a longstanding presence in this vibrant community, we are excited about the potential benefits this new service hub will bring to Fillmore and the surrounding neighborhoods.

Nordstrom Locals are unique, neighborhood-focused spaces that provide essential services like online order pickup, fast and easy returns, alterations, and access to the high-quality customer service that Nordstrom is known for. With the nearest Nordstrom store located approximately 30 minutes away in Serramonte Center, this new location will make it more convenient for San Francisco residents to access these services without needing to travel long distances.

Moreover, we believe that the presence of a Nordstrom Local will help invigorate the local retail landscape by driving foot traffic to Fillmore. This will benefit other local retailers, including our own, and foster a more vibrant shopping environment. Nordstrom's commitment to collaborating with local nonprofits will also enrich the area by giving back to our community.

Having an established retailer like Nordstrom in our neighborhood will not only improve the shopping experience but will also contribute to the economic growth of Fillmore, enhancing its reputation as a thriving and desirable area for both residents and visitors.

We strongly support the approval of this Nordstrom Local and ask that the Planning Commission consider the positive impact it will have on our neighborhood. Please feel free to contact me should you need any further information or clarification.

Thank you for your time and consideration.

Sincerely,

Silvia Galfo President, Luxe USA L'Oreal USA

Clare V.

March 20, 2025

SF Planning CommissionPresident Lydia So
49 South Van Ness Avenue
San Francisco, CA 94103

Dear Ms. So,

On behalf of Clare V., I would like to express our support for Nordstrom Local being allowed to open on Fillmore Street. As a retailer in this neighborhood and a longtime Nordstrom partner, we have seen first-hand how Nordstrom fosters local commerce, strengthens community connections, and enhances the retail landscape. Their presence will not only bring new energy to Fillmore Street but also support the success of neighboring businesses, including ours.

Nordstrom has long been a responsible and engaged member of San Francisco's business landscape. By prioritizing local hiring, supporting regional organizations, and consistently demonstrating strong community values, Nordstrom has proven to be a thoughtful and dependable neighbor. It not only provides stable employment opportunities but also cultivates a culture of service that extends beyond retail.

Clare V. has worked with Nordstrom as a wholesale partner for nearly a decade and we also have first-hand experience with Nordstrom Local at other store locations, including our Brentwood Country Mart store. We have only seen Nordstrom strengthen the overall neighborhood.

In summary, we believe Nordstrom's presence and investment in Fillmore Street will enhance the vitality of our neighborhood, benefit local businesses, strengthen community ties, and promote foot traffic and shopping. If you have any questions, please don't hesitate to contact me via email at molly@clarev.com.

Kind regards,

Molly Leonetti President, Clare V.

EILEEN FISHER

March 21, 2025

SF Planning Commission President Lydia So 49 South Van Ness Avenue San Francisco, CA 94103

Dear President So and Members of the SF Planning Commission:

I write on behalf of EILEEN FISHER to share our strong support for the proposed Nordstrom Local location at 1919 Fillmore Street in San Francisco. As a business with deep roots in this community, we see great possibility for this new service hub to benefit Fillmore and its neighboring areas.

Nordstrom Locals are thoughtfully designed, community-centered spaces offer essential services—online order pickup, simplified returns, skilled alterations, and the high quality customer care that reflects Nordstrom's values. With the nearest location a considerable distance away at Serramonte Center, this new location will provide choice and ease for San Francisco residents, reducing travel while increasing accessibility.

We believe that vibrant streets enhance neighborhoods for all stakeholders. This new presence will naturally increase the flow of visitors to Fillmore, creating beneficial relationships between local businesses, including our own. Nordstrom's commitment to partnering with local nonprofits resonates with our belief in business as a force for positive change.

Welcoming an established, responsible retailer like Nordstrom to our neighborhood does more than elevate the shopping experience—it contributes to Fillmore's sustainable growth and reinforces its identity as a desirable neighborhood for both residents and visitors. We stand in support of this proposal and invite the Planning Commission to consider its positive impact on the Fillmore community. Please reach out to me at anthony.lorusso@eileenfisher.com should you want additional perspective.

Thank you for your consideration,

ไม่ในอนุ ได้ในรรด Anthony ใช้ในรรด Executive Vice President, Wholesale Eileen Fisher, Inc.



1572 California St. San Francisco, CA 94109

March 19th, 2025

Dear President Lydia So and Members of the San Francisco Planning Commission,

As a proud San Francisco-based brand, Marine Layer is excited to support the opening of a Nordstrom Local at 1919 Fillmore Street. Nordstrom is a valued, trusted partner to Marine Layer, and we continue to be impressed with the company's core values and strong commitment to community engagement.

A Nordstrom Local in our area will bring increased foot traffic and economic activity, benefiting local businesses like ours and contributing to an enriched retail experience for the city. Their convenient services, from order pickups to alterations, will attract customers who are likely to explore and shop at nearby stores, further strengthening the local economy.

We urge you to approve the opening of Nordstrom Local at 1919 Fillmore Street, as it will enhance the neighborhood and provide meaningful benefits to both residents and local businesses alike.

Thank you,
Andrew Graham
VP, Sales
andrew@marinelayer.com

Alexis Bittar 68 34th St, Suite C556 Brooklyn, NY 11232 a@anonx.com April 1, 2025

SF Planning Commission President Lydia So 49 South Van Ness Avenue San Francisco, CA 94103

Dear President So and Members of the SF Planning Commission,

I am writing on behalf of my namesake brand, Alexis Bittar, to express my support for the proposed Nordstrom Local location at 1919 Fillmore Street in San Francisco. My line has been carried in Nordstrom nationwide for over 20 years, including the San Francisco market specifically, and I can personally attest to their business having a major presence and sustained customer loyalty in this community. I believe that this new location will bring great visibility, traffic and energy to the neighborhood – which will no doubt benefit other local retailers, including my own store at 2105 Fillmore Street.

I strongly support the approval of this Nordstrom Local and ask that the Planning Commission consider the positive impact it will have on our neighborhood. Please feel free to contact me should you need any further information or clarification.

Thank you for your time and consideration.

Sincerely, Alexis Bittar Founder + CEO

Alexisbittar.com

FRAME

FRAME 3578 Hayden Avenue Culver City, CA 90232 angela@frame-brand.com (818) 919-9886 April 2nd, 2025

SF Planning Commission President Lydia So 49 South Van Ness Avenue San Francisco, CA 94103

Dear President So and Members of the SF Planning Commission,

I am writing on behalf of FRAME to express our strong support for the proposed Nordstrom Local location at 1919 Fillmore Street in San Francisco. As a business with a longstanding presence in this vibrant community, we are excited about the potential benefits this new service hub will bring to Fillmore and the surrounding neighborhoods.

Nordstrom Locals are unique, neighborhood-focused spaces that provide essential services like online order pickup, fast and easy returns, alterations, and access to the high-quality customer service that Nordstrom is known for. With the nearest Nordstrom store located approximately 30 minutes away in Corte Madera, this new location will make it more convenient for San Francisco residents to access these services without needing to travel long distances.

Moreover, we believe that the presence of a Nordstrom Local will help invigorate the local retail landscape by driving foot traffic to Fillmore. This will benefit other local retailers, including our own, and foster a more vibrant shopping environment. Nordstrom's commitment to collaborating with local nonprofits will also enrich the area by giving back to our community.

Having an established retailer like Nordstrom in our neighborhood will not only improve the shopping experience but will also contribute to the economic growth of Fillmore, enhancing its reputation as a thriving and desirable area for both residents and visitors.

We strongly support the approval of this Nordstrom Local and ask that the Planning Commission consider the positive impact it will have on our neighborhood. Please feel free to contact me should you need any further information or clarification.

Thank you for your time and consideration.

Sincerely, Angela Lee Chief Revenue Officer

FRAME

PAIGE LLC 10119 Jefferson Boulevard Culver City, CA 90232 (310) 733-2100 04/01/2025

SF Planning Commission President Lydia So 49 South Van Ness Avenue San Francisco, CA 94103

Dear President So and Members of the SF Planning Commission,

I am writing on behalf of Paige LLC to express our strong support for the proposed Nordstrom Local location at 1919 Fillmore Street in San Francisco. As a business with a longstanding presence in this vibrant community, we are excited about the potential benefits this new service hub will bring to Fillmore and the surrounding neighborhoods.

Nordstrom Locals are unique, neighborhood-focused spaces that provide essential services like online order pickup, fast and easy returns, alterations, and access to the high-quality customer service that Nordstrom is known for. With the nearest Nordstrom store located approximately 30 minutes away in Corte Madera, this new location will make it more convenient for San Francisco residents to access these services without needing to travel long distances.

Moreover, we believe that the presence of a Nordstrom Local will help invigorate the local retail landscape by driving foot traffic to Fillmore. This will benefit other local retailers, including our own, and foster a more vibrant shopping environment. Nordstrom's commitment to collaborating with local nonprofits will also enrich the area by giving back to our community.

Having an established retailer like Nordstrom in our neighborhood will not only improve the shopping experience but will also contribute to the economic growth of Fillmore, enhancing its reputation as a thriving and desirable area for both residents and visitors.

We strongly support the approval of this Nordstrom Local and ask that the Planning Commission consider the positive impact it will have on our neighborhood. Please feel free to contact me should you need any further information or clarification.

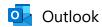
Thank you for your time and consideration.

Sincerely, Allison Lindauer EVP of Planning

OPPOSE



Conditional Use Authorization Hearing Case Number 2024-010748CUA Nordstrom Local 1919 Fillmore Street



Oppose: Nordstrom Local, 2024-010748PRJ 1919 FILLMORE ST

From Paul Wermer <paul@pw-sc.com>

Date Mon 4/28/2025 12:27 PM

- To Montano, Honora (CPC) <honora.montano@sfgov.org>; Gordon-Jonckheer, Elizabeth (CPC) <elizabeth.gordon-jonckheer@sfgov.org>; CPC-Commissions Secretary <commissions.secretary@sfgov.org>
- Cc PHRA <phraboard@phra-sf.org>; MahmoodStaff <MahmoodStaff@sfgov.org>; SherrillStaff <SherrillStaff@sfgov.org>

1 attachment (1 MB)

Nordstrom Local Opposition (submitted).pdf;

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Honora,

Attached is the PHRA letter of opposition to the Nordstrom Local Project.

With respect to the traffic and transit impact, I'd like to add that this location, between Pine and Bush, regularly has traffic backed up because of delays caused by left turning traffic from Fillmore onto Pine and Bush. With several cars waiting to turn left, coupled with pedestrian crossing Pine or Bush, as well as oncoming traffic on Fillmore this already delays the 22. Discussions with Muni operators on the 22 line have confirmed that this is a problem. And that is in addition to the existing TNC/AV stopping in traffic to discharge/pick up passengers.

We have suggested that Laurel Village is a much better location - more able to deal with double parking (4 traffic lanes on California), but also a large parking lot for the shops on the south, and vacancies, including the long vacant (since 2017) ex-AG Ferrari deli at California & Locust NE corner.

Regards,

Paul

--

Paul Wermer

2309 California St San Francisco,CA 94115

Pacific Heights Residents Association

2443 Fillmore Street #178
San Francisco, California 94115-1814
www.phra-sf.org
info@phra-sf.org

April 28, 2025

San Francisco Planning Commission 49 South Van Ness Avenue San Francisco, CA 94103

Subject: Oppose: 2024-010748PRJ 1919 Fillmore St (Nordstrom Local)

Dear Planning Commissioners:

The Pacific Heights Residents Association (PHRA) represents residents and businesses between Bush & Union Streets and Van Ness & Presidio Avenue. A vibrant Upper Fillmore NCD that attracts residents and visitors to shop, dine, stroll, and socialize is critical, and helps define our neighborhood character.

PHRA attended the pre-application meeting to understand how the proposed Nordstrom Local would affect the Upper Fillmore. Nordstrom Local carries no inventory or samples. It is a dedicated place where customers can pick up and drop off Nordstrom packages and engage the services of a Nordstrom tailor. Nordstrom intends this service to support customers from a wide area, who would most probably arrive by car.

Based on the pre-app meeting, follow-up emails, and discussions with nearby businesses, PHRA concluded that the Upper Fillmore NCD, and 1919 Fillmore in particular, is not an appropriate location for a Nordstrom Local, for 2 reasons: 1) Predicted adverse impact on vehicle traffic; 2) it is neither necessary or desirable, as it is unlikely to generate or support the foot traffic essential to a vibrant NCD, nor does it address unmet needs in the neighborhood.

1) ADVERSE TRAFFIC: As a Nordstrom-only package pick-up and drop-off location the proposed business is likely to bring additional car traffic to this block to pick up and drop off packages, as well as additional deliveries by Nordstrom's package delivery service. Parking is already difficult throughout our NCD, but especially problematic on this block, and double parking is already common.

The 22-Fillmore stops at Pine and Fillmore, especially for the southbound lane, are often blocked by delivery vehicles. This means that the bus cannot pull out of traffic at a very busy intersection. While able bodied passengers can manage when the bus stops in the traffic lane, passengers dependent on mobility scooters/wheelchairs cannot do so. The existing double parking problem, which frequently delays the 22 bus as well as all other traffic, will be aggravated by more people stopping in the traffic lane "for just a moment" to collect a package. These traffic problems are not hypothetical – they happen frequently.

Pacific Heights Residents Association

Nordstrom Local has no meaningful plans to address this problem. They suggested getting deliveries through the rear door, even though there is no rear access. They claim that the traffic impact can be addressed after they begin operations. This would be a functionally unenforceable condition.

Nordstrom Local has four LA area shops. All have large, available off-street parking either adjacent to or across the street from the Nordstrom Local (see attachment, pp1-4).

Approval of this CUA would worsen the already difficult traffic conditions that obstruct traffic on Fillmore, and that hinder rider access to the 22-Fillmore

- 2) NEITHER "NECESSARY OR DESIRABLE":
- a) This project fails to meet unmet needs. Both delivery and alteration services are readily available in the neighborhood. There are two UPS stores and a CopyNet that receive packages within 1/3 of a mile (less than a 7 minute walk) of 1919 Fillmore, so Nordstrom Local's proposal does not add a necessary service with respect to secure package delivery. One tailor shop and 3 laundries offering alterations already exist within a 15 minute walk, so a community need for this service does not exist.
- b) Since the proposed Nordstrom Local does not carry any merchandise, it will not have a storefront that encourages window-shopping or engages passers-by. The Google Street views of the LA Nordstrom Locals show windows are not in anyway engaging of passers-by (see attachment, pp 5-6). These locations are not an attraction that will bring custom to the Fillmore's retail businesses. While Nordstrom asserts that they are planning to improve the window displays, there were no details, drawings or enforceable written commitments.
- c) We understand that another prospective tenant had signed a letter of intent, at an agreed upon rent, before Nordstrom made its offer. We are aware of at least one other potential tenant with a retail business proposal that would encourage visits to the Upper Fillmore NCD. Nordstrom Local is not the only credible tenant for this location.

This project fails to meet the criteria for a CUA, and PHRA urges you to reject it.

Sincerely,

Paul H Wermer

President, Pacific Heights Residents Association

cc: Commission Secretary

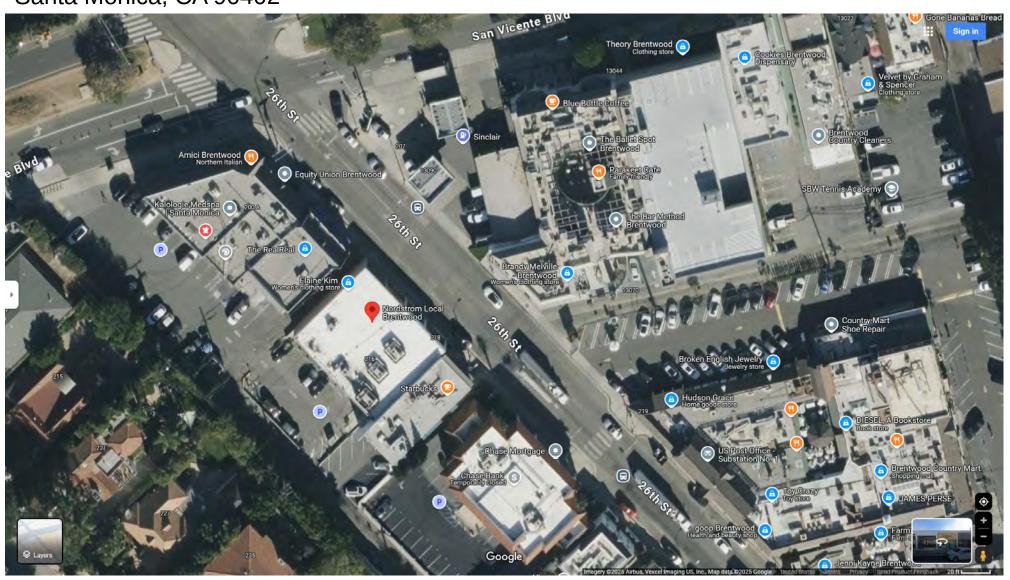
Honora Montano

Elizabeth Gordon-Jonckheer

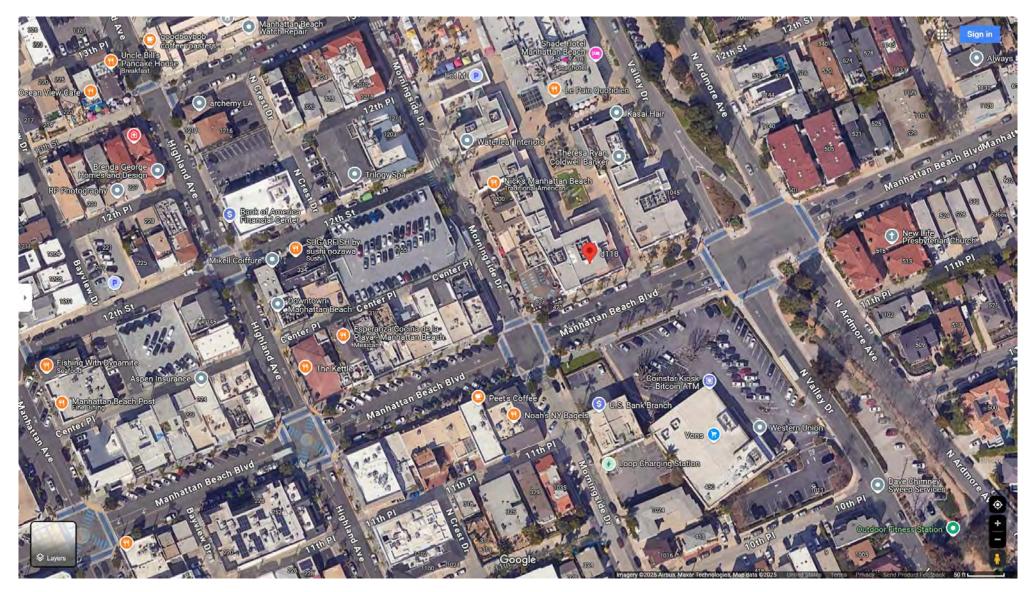
Supervisor Mahmood

Supervisor Sherrill

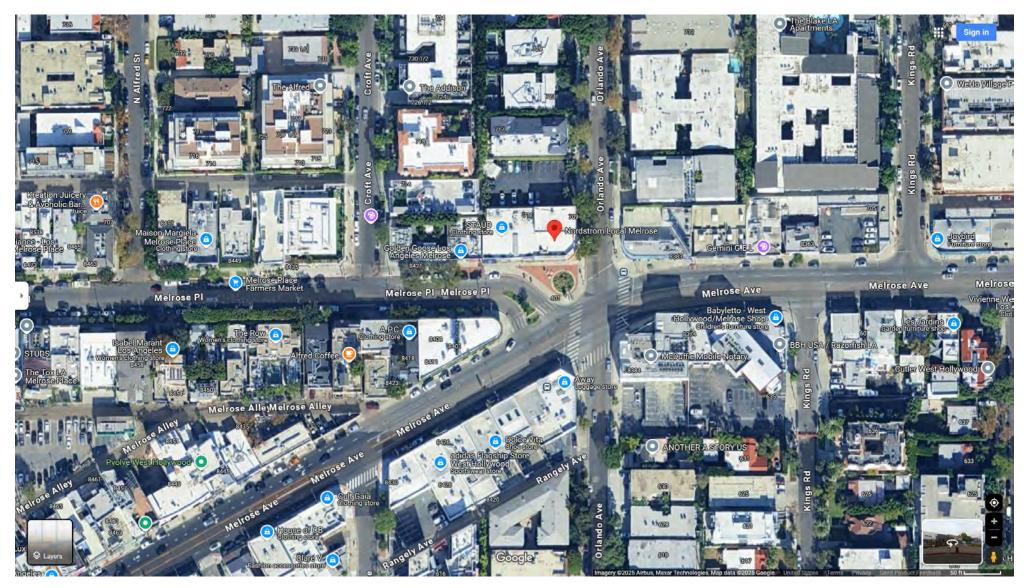
LA Location: Brentwood 214 26th Street Santa Monica, CA 90402



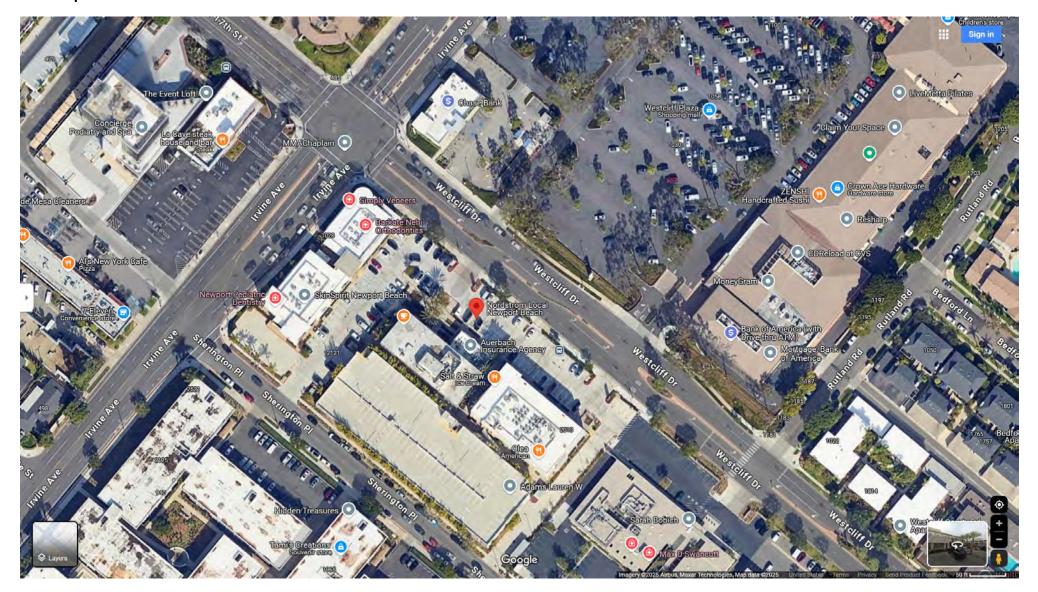
LA Location: Manhattan Beach 451 Manhattan Beach Blvd. Manhattan Beach, CA 90266

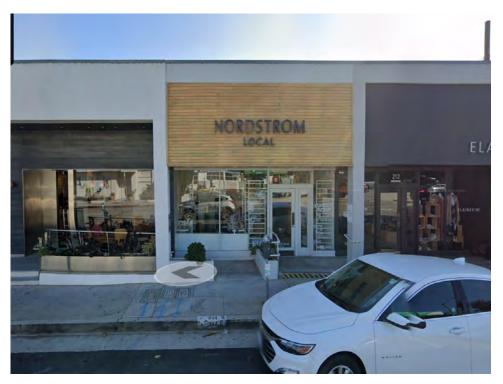


LA Location: Melrose 8401 Melrose Place Los Angeles, CA 90069



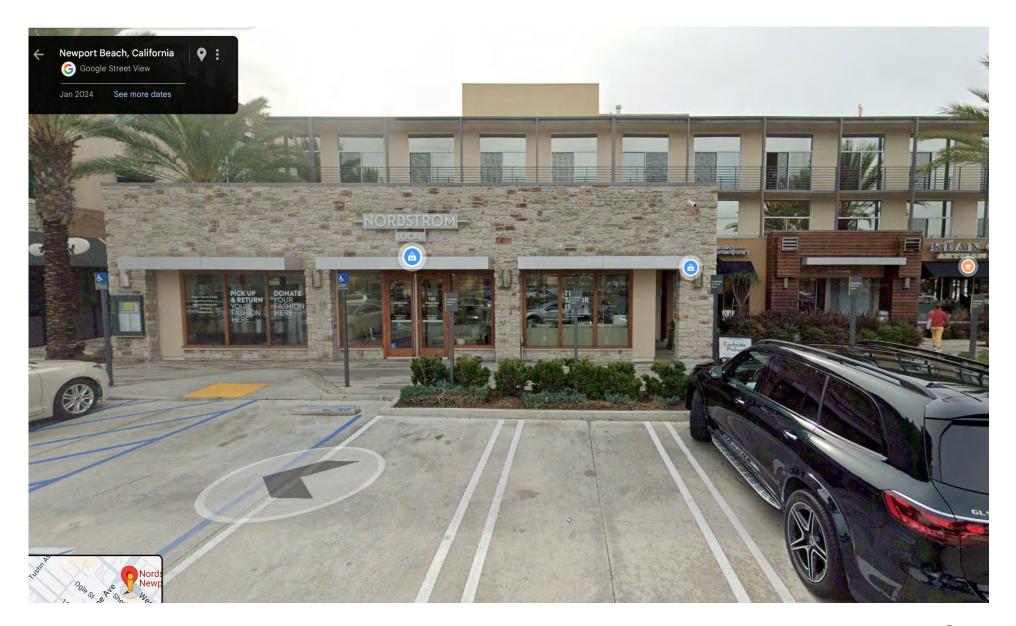
LA Location: Newport Beach 2043 Westcliff Drive Newport Beach, CA 92660











From: Victoria Dunham <victoria@hihosilver.com>

Sent: Thursday, May 1, 2025 2:07 PM

To: Gordon-Jonckheer, Elizabeth (CPC) <elizabeth.gordon-jonckheer@sfgov.org>

Cc: MahmoodStaff@sfgov.org>; SherrilStaff@sfgove.org

<SherrilStaff@sfgove.org>; CPC-Commissions Secretary

<commissions.secretary@sfgov.org>

Subject: Opposition to Conditional Use Authorization for Nordstrom Local at 1919 Fillmore

Street

Dear Ms. Gordon-Jonckheer:

I am writing to oppose the proposed Nordstrom Local at 1919 Fillmore Street, which is seeking Conditional Use Authorization with a Planning Commission hearing scheduled for May 15.

My name is Victoria Dunham and I am the owner of Hi Ho Silver San Francisco located at 1904 Fillmore Street. I have had my shop on Fillmore for 15 years. It is on the same block as the proposed Nordstrom Local location.

We on Fillmore have long been of the mind that preserving the small shop feel of our neighborhood is of the utmost importance. Especially now, when so many shops had to close due to the pandemic, supporting small businesses and the flavor of our neighborhoods has never been more important.

Nordstrom Local hardly fits the profile. A formula retail store - a service business - which only promotes ONLINE shopping is hardly what our neighborhood needs. As with most neighborhoods, parking is an issue. Nordstrom Local has indicated that they anticipate 2 to 3 UPS/FED EX deliveries everyday. My concern is not only the parking but also the possible double parking that is typical when someone is "just dropping or or picking up".

Fillmore Street deserves a business that draws people to shop, dine, and enjoy our neighborhood - NOT a UPS store for Nordstroms.

I respectfully urge you to deny the Conditional Use Authorization for Nordstrom Local at 1919 Fillmore.

Sincerely,
Victoria Dunham
Hi Ho Silver San Francisco
1904 Fillmore
San Francisco, CA 94115
415-385-3452
www.hihosilver.com

From: eskers@sbcglobal.net <eskers@sbcglobal.net>

Sent: Tuesday, April 29, 2025 7:03 PM

To: Alexander, Christy (CPC) < christy.alexander@sfgov.org>

Subject: Nordstrom Local at 1919 Fillmore

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Christy,

I am writing to protest the proposed Nordstrom store on Fillmore. This will increase traffic and hurt small businesses. It is not a retail store and I would like a better alternative to this space. I have been in this neighborhood since 1969 and frequent Fillmore St. frequently. Thank you.

Sharon Esker

532 Presidio Ave

Sent fom AT&T Yahoo Mail on Android

Ms Gordon-Jonckheer:

I am a resident at 2156 Bush St, less than a block from the proposed Nordstrom local. CUAs are an important planning tool that should be reserved to drive commercial activity and vibrancy to distressed streets. Fillmore is not a distressed street. It is alive with tourists, shoppers, diners. In no way does it meet the criteria of "Necessary".

I think the concept might be successful, and I want the retailer to be successful, but there are many places in San Francisco where the Nordstrom Local could offer parking and not disrupt the neighborhood with double parking (e.g. Laurel Village). There is presently one white zone in front of the store - room for one car on a busy street, which will lead to more double parking on a two-lane street. If the purpose is branding, they might be better off paying for advertising up and down the street in one or more of the many digital advertising signs.

CUAs are forever, until the law changes. I oppose the application because I don't think it meets the intent or established criteria.

Steve Fillipow

Mobile. +1 415 317 1480

Subject: Opposition to Conditional Use Authorization for Nordstrom Local at 1919 Fillmore Street

Dear Elizabeth Gordon-Jonckheer:

I'm writing to oppose the proposed Nordstrom Local at 1919 Fillmore Street, which is seeking a Conditional Use Permit (CUP) at the Planning Commission hearing scheduled for May 15.

Nordstrom Local is a package pickup and return hub that also offers alterations and gift wrapping— It is <u>not</u> a retail store, and it won't sell anything on-site. I understand that CUPs for formula retail are only granted if the proposed use is considered "<u>necessary and desirable</u>" and <u>does not create negative impacts</u> such as traffic congestion or the loss of character to a neighborhood.

In fact, a drop-off/pick-up point like this will create traffic issues; it will encourage double parking, causing congestion and block/interfere with Muni service. Unlike other Nordstrom Locals nationwide, which have dedicated parking lots (except NYC), this site does not. Laurel Village or City Center offer parking and would be preferable locations. Already, the curb zone in front of 1919 Fillmore is often filled with delivery scooters, compounding congestion and could provoke ill will and jockeying for space. This store is neither necessary nor desirable as Fillmore Street already has <u>multiple</u> package stores, as well as alteration services.

Fillmore Street deserves a business that draws people to shop, dine, and enjoy the neighborhood—not a "UPS" store for Nordstrom customers which will create conflict and will not increase street foot traffic. This choice undermines the character of our neighborhood, several local merchants attempted to lease this space, including one with a signed letter of intent! The landlord opted for a national chain-store instead. These chain stores typically contribute to rising rents that push out small, local, independent businesses that are the backbone of a city. This package store is not desirable and would not add to the character of the street.

This street has historically been home to local retailers like local retailers such as Mio, Mudpie, Sue Fisher King and Cielo and many more beloved shops that serve and reflect the Upper Fillmore community. A Nordstrom Local offers little community benefit.

I respectfully urge you to deny the Conditional Use Authorization for Nordstrom Local at 1919 Fillmore Street.

Sincerely,
Ditka Reiner
2261 Clay St. San Francisco, CA
ditka@reinerassociates.com

- BilalStaff@sfgov.org
- Bilal.Mahmood@sfgov.org
- SherrillStaff@sfgov.org
- Stephen.Sherrill@sfgov.org
- commissions.secretary@sfgov.org (Planning Commission)

From: Diane Reed < dianemsdrr@sbcglobal.net >

Sent: Thursday, May 1, 2025 9:20 AM

To: Gordon-Jonckheer, Elizabeth (CPC) <elizabeth.gordon-jonckheer@sfgov.org>

Subject: Nordstrom pickup

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Nordstrom pickup location is not an appropriate nor a positive addition to the businesses on Fillmore. It will surely add to the auto congestion in the area and to the double parking issue there.

Fillmore needs to remain a vital and walkable neighborhood commercial area. Thank you for your attention.

--Diane Reed 2190 Washington Street From: Cynthia Traina <ct@cynthiatraina.com>

Sent: Thursday, April 24, 2025 10:11 AM

To: MahmoodStaff <MahmoodStaff@sfgov.org>; SherrillStaff <SherrillStaff@sfgov.org>; CPC-Commissions Secretary <commissions.secretary@sfgov.org>; Gordon-Jonckheer, Elizabeth (CPC) <elizabeth.gordon-jonckheer@sfgov.org>; Small Business Forward <smallbusinessforward@gmail.com>

Subject: Oppose CUA for 1919 Fillmore: Support small businesses

Dear Supervisor Mahmood and Sherrill:

I know you have big things to deal with, but on the smaller scale, Nordstrom Local is trying to get conditional use authorization for 1919 Fillmore (D5). Nordstrom Local does NOT sell merchandise. It is a package pick-up and delivery store for the chain, with alterations and gift wrapping. Basically, given the high rents, it's a billboard for Nordstrom Online, since it generates NO INCOME.

My neighbors and I are so opposed to turning Fillmore Street into billboards for national chain stores. Furthermore, package drop-offs and pick-ups, even with curbside pickup, will encourage double parking on an already very busy street with a major bus line (22). And existing businesses nearby (UPS, Walgreens, tailors, and cleaners) already provide these services.

The Pacific Heights Residents Association opposes this.

Bottom line:

Why it's a problem:

- **No retail sales**—just drop-offs and returns and alterations/gift-wrapping. Nordstrom Local does not bring foot traffic to the neighborhood. It's an in-and-out service.
- Street Congestion—Package drop-off services encourage double parking which blocks Muni busses and impedes traffic flow.
- **Undercuts** the character of our neighborhood it's basically a billboard for Nordstrom's online store with no merchandise.
- Chain stores push out local shops with rising rents. Note other local businesses have tried to rent the space, but the landlord chose a chain instead. It's more small business erosion on Fillmore Street.

Patter fit for NL? Laurel Village or City Center—where there's parking.

m Planning Commission Hearing: May 15

Let's keep Fillmore Local!

Cynthia Traina

Resident of Bush and Fillmore Streets



Nordstrom on Fillmore

From Mark Evans <markevans@evansandbrown.com>

Date Sat 5/10/2025 11:10 AM

To Montano, Honora (CPC) <honora.montano@sfgov.org>

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

I live on Bush and Fillmore. I oppose the proposed Nordstrom exchange on Fillmore Street. It does not fit into the vibe of the neighborhood at all. We enjoy restaurants, shops and amenities that are not chains.

Not to mention the additional parking nightmare that this will create.

Do what you can to block the Nordstrom exchange.

Thank you.

Mark Evans

Sent from my iPad



Nordstrom return site on Fillmore Street???? Are you kidding me?

From Marcia Lusk < lusksteiner@sbcglobal.net>

Date Sun 5/11/2025 9:29 AM

To Montano, Honora (CPC) <honora.montano@sfgov.org>; Gordon-Jonckheer, Elizabeth (CPC) <elizabeth.gordon-jonckheer@sfgov.org>; MahmoodStaff <MahmoodStaff@sfgov.org>

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

To the San Francisco Planning Commission,

I am a longtime resident living near the storefronts on Fillmore Street, writing to express my strong opposition to the proposed Nordstrom Local at 1919 Fillmore.

This neighborhood is one of the few remaining corridors in San Francisco that still supports a mix of small, independent businesses—bookstores, boutiques, cafes—that give it its unique character and serve the community directly. That character is being steadily eroded by rising rents and chain retailers taking up space that could otherwise go to local entrepreneurs. The Conditional Use Authorization (CUA) process exists for a reason. The whole point of the CUA is to protect neighborhood commercial corridors like ours from uses that undermine their vitality and uniqueness. A package pickup and return center for an online retailer does neither—it does not sell merchandise, activate the street, or contribute to the diversity of businesses we rely on.

We don't need a shipping counter on Fillmore Street. We need local businesses that are invested in this neighborhood—not another corporate drop-off point that adds traffic, hurts existing dry cleaners who already offer alterations, and takes away valuable retail frontage. We can do much better than this!

Please do not approve this application.

Sincerely, Marcia and Lawrence Lusk 2310 Steiner Street SF, 94115



Oppose: Nordstrom Local, 2024-010748CUA 1919 FILLMORE ST - Rebutting case report assertions and identifying errors

From Paul Wermer <paul@pw-sc.com>

Date Fri 5/9/2025 5:40 PM

- To So, Lydia (CPC) <lydia.so@sfgov.org>; Moore, Kathrin (CPC) <kathrin.moore@sfgov.org>; Braun, Derek (CPC) <derek.braun@sfgov.org>; Campbell, Amy (CPC) <amy.campbell@sfgov.org>; Imperial, Theresa (CPC) <theresa.imperial@sfgov.org>; Mcgarry, Sean (CPC) <Sean.McGarry@sfgov.org>; Williams, Gilbert A (CPC) <gilbert.a.williams@sfgov.org>; CPC-Commissions Secretary <commissions.secretary@sfgov.org>
- Cc Montano, Honora (CPC) <honora.montano@sfgov.org>; Gordon-Jonckheer, Elizabeth (CPC) <elizabeth.gordon-jonckheer@sfgov.org>; SherrillStaff <SherrillStaff@sfgov.org>; MahmoodStaff <MahmoodStaff@sfgov.org>; PHRA <phraboard@phra-sf.org>; Cynthia Traina <ct@cynthiatraina.com>; Ditka Reiner (ditka@reinerassociates.com) <ditka@reinerassociates.com>; Tim Omi <omitimmy@gmail.com>

2 attachments (6 MB)

traffic_issues.pdf; 2024-010748CUA- commented small.pdf;

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Dear Planning Commissioners:

First, I want to be clear that this is my personal analysis, not representing any other organizations.

After reading the case report, and the project sponsor's submissions, I realize that the Case Report a shows complete misunderstanding of the local traffic conditions, as well as factual errors and misrepresentations.

The most important issue is the failing to acknowledge the traffic congestion problem, the factors that contribute to it, and implications for the 22-Fillmore bus, as well as pedestrian safety in the neighborhood. While I raised this in the PHRA opposition letter sent preiiviously, the case report fails to address it. Worse, even though I did a walk through of the area with the Nordstrom representatives, pointing out all of the issues, Exhibit G clearly states that the points raised are not an issue, asserting that they do not anticipate a problem.

The attached traffic_issues.pdf file illustrates the problems we face. The first page is a map of Fillmore between California and Sutter.

There are frequent back-ups at the Pine and Bush traffic lights, because of turning traffic from Fillmore onto the Pine and Bush, especially left turns. This occurs both because of through traffic and pedestrians crossing Pine or Bush, which means only a limited number of cars can turn on each green light. This is aggravated by double parking on Pine that often creates only a single through lane at the intersection. This back up can delay the 22 for 2 light cycles, sometimes more. The light cycle is about 70 seconds, so a 2 cycle delay is over 2 minutes, or over 4% of total travel time for the full route. When you have cars stopping in the traffic lane for "just a moment" this problem is worse; a delivery vehicle stopping in traffic to deliver a package is even worse.

THE IMPACT: These delays aggravate peak loads, and make access for mobility impaired passengers much more difficult – it is not uncommon to have wait for more than two 22's (12)

minute additional wait time) to pass by because there is no room for wheelchair, or stroller, or even shopping.

The project sponsor asserts that they have a dedicated loading zone in front of 1919 Fillmore. They do not (see page 2). It is a white zone (passenger loading zone) and a red day-lighting zone before the Wilmot/Fillmore intersection (a legal unmarked crosswalk). There is not sufficient space for a meaningful yellow zone, as the delivery vehicles in common use do not parallel park.

The project sponsor asserts there are adequate loading zones in the immediate vicinity. While there are several yellow zones in the vicinity they are not fit for purpose: delivery vehicles must parallel park, if the zone is large enough; other commercial vehicles occupy the space; may zones are too small for the delivery vehicles in use; non-commercial vehicles are in the space, often from the food delivery services. (see pages 3 & 4). Furthermore, the double parking on Pine (page 3) induces hazardous driving behaviors, as frustrated drivers jockey for position at peak traffic periods, run the red light, and make turns without watching for pedestrians (and yes, there have been pedestrian fatalities in this section).

Frequently delivery drivers and TNCs pull into the red zones (pages 5, 6 & 7) – especially the bus zones (pages 5& 6), This means the bus must stop in the traffic lane, which slows boarding as passengers negotiate the space between the delivery vehicle and bus to get to the sidewalk. Worse it means that mobility impaired passengers are not able to board.

The verbal commitment to address traffic issues after the CUA is approved, and if there are issues, is unenforceable. I have made the mistake of trusting corporate commitments in the past, and the Planning Commission has approved an earlier CUA based on such unenforceable, and ultimately unmet, commitments in the past. I hope that does not repeat.

There are numerous errors in the Case Report documents submitted by Nordstrom's agents:

- 1) The Formula Retail analysis a) fails to recognize Byredo as Formula Retail and b) appears to include numerous storefronts outside of the 300 ft radius, calling into question the accuracy of the FR & Frontage calculation.
- 2) The document claims "There is a neighborhood serving grocery store directly behind the Property". There is not.
- 3) Exhibit G, "Unique Services. Nordstrom Local offers services that do not compete with nearby businesses, such as tailoring, thereby not creating any competition with local businesses in the area." This is incorrect. There is at least one tailor and 3 cleaners less than a 10 minute walk of 1919 Fillmore, and within a 15 minute walk there are numerous cleaners that offer alterations and/or tailoring.
- 4) Vacancies: Nordstrom asserts that they have saved Fillmore from a vacant storefront with their offer. I am aware of one other potential tenant who would not have need a CU, thought they had agreed to terms with the landlord, and was ready to move in they would have been operational several months ago. It is not the case that there was not other credible offer to lease the property. And whole there are other vacant storefronts, 3 of the 4 are in for-sale buildings, and one has a tenant who has not yet been able to start operations all are effectively off the market.

Finally, I'd like to reiterate a point we made to Nordstrom – there are other locations in the immediate vicinity that are vacant, have been vacant for a long time, and are far better suited to handle multiple package deliveries and clients who choose to drive. A prime example is the vacant AG Ferarri location at California and Locust, across from Laurel Village. Ample parking, a location where double parking and deliveries would not adversely impact transit.

I have attached a PDF (2024-010748CUA- commented small) of the case file with these and other comments that are relevant to assessing if Nordstrom is indeed as sensitive to the neighborhood concerns as we would hope a "necessary and desirable" business would be. My assessment is we could do better.

Sincerely yours,

Paul Wemer

- -

Paul Wermer 2309 California St San Francisco,CA 94115



Nordstrom Local, 2024-010748CUA Conditional Use Authorization (CUA) at 1919 Fillmore St

From Lisa Platt <plattauensen@gmail.com>

Date Mon 5/12/2025 11:24 AM

To CPC-Commissions Secretary < commissions.secretary@sfgov.org>

Cc Montano, Honora (CPC) <honora.montano@sfgov.org>; Gordon-Jonckheer, Elizabeth (CPC) <elizabeth.gordon-jonckheer@sfgov.org>

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

I am a Pacific Heights D-2 resident contacting you in **opposition** to the Nordstrom Local Conditional Use at 1919 Fillmore Street on the basis that it does not meet the requirements of the conditional use.

The applicant states clearly that this is not a retail use, it is a drop-off/pick-up facility (cited from the application):

"It is not a department store; rather, it is meant to assist customers with pick up and/or returns...Its business model is not as a traditional retailer, rather, it will assist customers with their pre-existing purchases...the focus of this store is not as a traditional clothing/merchandise retailer."

However, in the rationale for meeting the CUA criteria, the applicant claims it meets the needs of the neighborhood and requirement to not negatively impact traffic and transit on the basis of it being a retail business, which it is not.

Cited from the application:

"The Project is necessary, desirable, and compatible with the neighborhood because it would establish a principally permitted retail use."

"Accessibility, traffic patterns, and the type and volume of traffic will be appropriate for the Upper Fillmore NCD District because the Project is a small-sized retail use that the district is designed to support...The Project will not impede MUNI transit service or overburden public streets because it will locate a new retail use in an existing building along a primary commercial corridor."

Based on this discrepancy alone, the application should be denied, though I'll elaborate here.

Putting yourself in the shoes of the Nordstrom Local patron – you've ordered online, too busy to or disinterested in shopping in-person at the many existing retail establishments in your nearby thriving shopping district. You order things delivered at home for convenience, then need to quickly drop them off at a return center when they don't meet your needs. You squeeze a drop-off in by double-parking on Fillmore Street "just for a minute" while you quickly run in because it's too much of a pain to look for a

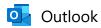
spot when you're only going to be in there for a minute at most. The 22-Fillmore Muni line arrives during that one minute and gets stuck behind your car with flashers going. You run out of Nordstrom local, smiling and waving at the driver and 30 riders who are stuck in the meantime.

Now imagine this happens 20+ times per day where an already traffic-heavy shopping corridor is receiving three or more delivery trucks per day as well as all those patrons who are "just running in for a minute." The 22 bus's reliability numbers start to fall, and people start to lose trust in public transit. Over time, Muni ridership on the 22-Fillmore drops due to a million tiny papercuts in the form of micro-delays.

The claim that a Nordstrom Local drop-off/pick-up facility would generate foot traffic is a false claim. The nature of this facility is similar to that of a warehouse, not a retail establishment. Interactions with the business are very quick transactions (based on their own promotion of the service), not conducive to browsing the area.

This is not the experience we want shoppers, diners, and transit riders to have on already bustling Upper Fillmore Street. The applicant's oscillation between claiming to be a retail business and denying they are one when it serves them is an act of bad faith. Please, **deny the application based on its failure to meet the criteria** of serving a public need and not impacting traffic and transit negatively. Sincerely,

Lisa Platt Auensen



Nordstrom Local

From Pete Mulvihill <pete@greenapplebooks.com>

Date Mon 5/12/2025 4:06 PM

To Montano, Honora (CPC) <honora.montano@sfgov.org>; SherrillStaff <SherrillStaff@sfgov.org>; Gordon-Jonckheer, Elizabeth (CPC) <elizabeth.gordon-jonckheer@sfgov.org>

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

To the San Francisco Planning Commission,

As the staff of Browser Books, a locally owned bookstore that has served the Fillmore community since 1976, we write to express our strong opposition to the proposed Nordstrom Local at 1919 Fillmore Street.

This proposal is out of step with the character of our neighborhood. Independent businesses like ours are already struggling to stay afloat in the face of rising rents and increasing competition from national chains. Fillmore struggles to retain a sense of local identity in light of all the chain stores moving in. A corporate package center adds nothing to the neighborhood—even less than a chain store that at least has window displays and merchandise.

The Conditional Use Authorization (CUA) for formula retail is only supposed to be granted if the proposed use is "necessary and desirable" and does not create negative impacts—such as increased traffic or loss of neighborhood character. A Nordstrom package pickup center is neither necessary nor desirable. It would increase congestion, offer no merchandise or meaningful street presence, and erode the diversity and vitality that make Fillmore unique.

Furthermore, their alteration service—often cited as a community benefit—has a turnaround time of 5–7 days, meaning customers will not linger or engage with surrounding shops. These services also compete directly with local dry cleaners, who already provide alterations and depend on neighborhood foot traffic.

Please uphold the purpose of the CUA and protect the identity of Fillmore Street by denying this application.

Sincerely,

Pete Mulvihill

Owner, Green Apple/Browser Books

--

Pete Mulvihill, co-owner

Green Apple Books 506 Clement Street San Francisco, CA 94118 (415) 603-4065 (office) (415) 387-2272 (store) greenapplebooks.com



From: Kirsten B Janssen < kbjanssen@gmail.com >

Date: Tuesday, April 29, 2025 at 10:44 AM

To: elizabeth.gordon-jonckheer@sfgov.org <elizabeth.gordon-jonckheer@sfgov.org>

Subject: 1919 Fillmore/Nordstroms Formula Retail proposal

Hello planner E. Gordon-Jonckheer,

We will be away at our Aunties 90th birthday during the hearing.

As residents of Wilmot Street Mews, right around the corner from the new proposed Nordstrom's retail space. We have a 2 unit family building we purchased in 2003. I have worked on Fillmore Street from 1990-1993 and we have lived on Wilmot since 1996.

Although shoppers of Nordstrom's, we feel the nature of this retail site does not benefit the people of the neighborhood and would cause more traffic congestion and flow from all the drop offs and pick-ups. Our biggest concern is the temporary double parking and blocking of the alley (two doors down) which is already a constant issue. There are several visually impaired persons on Wilmot and many aging neighbors with walkers and limited agility. The "temporary" parking for a quick return/exchange will be a struggle for many neighbors to adapt around, if they can. We understand there are no longer any Nordstrom stores in San Francisco, but this is NOT the spot to forge new clients or create a retail point with little understanding of the meandering feel of the Fillmore. It is not an errand based neighborhood.

We do love that Fillmore street is a destination for tourism, wandering, shopping and cafe connections.....but Nordstrom (and its signage) will feel invasive and does not add to the harmony of the people who reside here, in fact it may keep them from engaging completely in their own neighborhood.

Thank you for your consideration in not approving this project.

Best,

Kirsten Janssen

121 Wilmot Street

San Francisco, CA.94115

--

Kirsten Bahrs Janssen artist/educator

From: Mary King

Sent: Friday, May 9, 2025 2:19 PM

To: Gordon-Jonckheer, Elizabeth (CPC) <elizabeth.gordon-jonckheer@sfgov.org>

Subject: Proposed conditional use permit for Nordstrom Local

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Nordstrom Local at 1919 Fillmore Street

Dear Ms. Gordon-Jonckheer:

I'm writing to oppose the proposed Nordstrom Local at 1919 Fillmore Street, which is seeking Conditional Use Authorization(CUA) with a tentative Planning Commission hearing scheduled for May 15.

I own my home in the Fillmore neighborhood and have lived here since 1986. Needless to say, I have seen many iterations of our neighborhood. Not all have been an asset and this service being offered by Nordstrom Local fits into that category.

Nordstrom Local is a package pickup and return hub that also offers alterations and gift wrapping— It is not a retail store, and it won't sell anything on-site. We understand that CUAs for formula retail are only granted if the proposed use is considered "necessary and desirable" and does not create negative impacts, such as traffic congestion or the loss of character to a neighborhood.

In fact, a drop-off/pick-up point like this will create traffic issues; encourage double parking, which will cause traffic congestion and block Muni service. Unlike other Nordstrom Local locations, which have dedicated parking lots (except NYC), this site does not. Already, the curb zone in front of 1919 Fillmore is often filled with delivery scooters, compounding congestion. Furthermore, it is neither necessary nor desirable as Fillmore Street already has multiple package stores, as well as alteration services.

Fillmore Street deserves a business that draws people to shop, dine, and enjoy the neighborhood—not a "UPS" store for Nordstrom customers will not increase foot traffic. Laurel Village or City Center offer parking and would be preferable locations. Several local merchants attempted to lease this space, including one with a signed letter of intent, but the landlord opted for a national chain. This choice undermines the character of our

neighborhood, and another chain-store lease contributes to rising rents that push out small, local, independent businesses.

This block has historically been home to beloved local shops that serve and reflect the Upper Fillmore community. A Nordstrom Local does not align with that legacy and offers little community benefit.

I respectfully urge you to deny the Conditional Use Authorization for Nordstrom Local at 1919 Fillmore Street.

Sincerely,

Mary King

CC: Cynthia Traina

Sent from my iPad

From: Mary King <marykingx2@gmail.com>

Date: May 11, 2025 at 6:21:32 PM PDT

To: "Gordon-Jonckheer, Elizabeth (CPC)" <elizabeth.gordon-jonckheer@sfgov.org>

Subject: Conditional Use Permit for Nordstrom Local

As an addendum to my former letter opposing the Nordstrom Local application for a Fillmore Street location, I would like to invite a chance for the decision makers to experience the typical traffic on the block Nordstrom is considering for their drop-off location.

This past Saturday was a typical day on busy afternoon on Fillmore Street. The street is not a grand wide avenue. It's a regular width city street with parallel parking on both sides. On the block between Pine and Bush there is a south bound 22 bus stop and an outdoor dining structure for Roam restaurant. The 22 bus line is one of the busiest cross city bus lines. The bus pulls up at the stop behind the Roam dining structure then must pull out into the street in order to proceed on. There are usually cars on either side of the street going into or out of parking spaces. There are many times another north bound 22 bus on the same block. Heavily trafficked cross city one way streets (Bush and Pine) which move at 20+ mph turn quickly onto the block. Obviously, there is never a calm moment.

Nordstrom claims there are 35,000 potential customers within walking distance of the block where they have chosen to set up their drop-off business. I couldn't help but notice that the majority of retail customers expressing their support for the new business lived in outer Pacific Heights and Presidio Heights plus some other somewhat distant neighborhoods. I think if we are realistic we know these customers are not going to walk to Fillmore Street to drop off their unwanted purchases. They are going to be driving and further adding to the traffic chaos in this neighborhood.

Fillmore Street has nice cachet for an upscale retail business, but this does not seem like it would be advantageous to residents of the neighborhood. If Nordstrom chose to move out of a major business area in the mall in downtown San Francisco, why should this neighborhood help them maintain their presence in the city?

Sent from my iPad

From: Emily Scott <esp2288@gmail.com>

Sent: Friday, May 9, 2025 7:31 PM

To: Gordon-Jonckheer, Elizabeth (CPC) <elizabeth.gordon-jonckheer@sfgov.org>

Subject: Opposed to Nordstrom Local potential site at 1919 Fillmore

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Dear Ms. Gordon-Jonckheer,

As I understand, if I wish to communicate my feelings about Nordstrom Local potentially leasing 1919 Fillmore, I should direct my comments to you. I also understand that I am to do so prior to their hearing in front of the Planning Commission on May 15th, and you will include my comments in your packet to the commission.

Please let me know if I misunderstood the instructions and what I should do to have my voice heard.

I have lived at the corner of Fillmore and Broadway for over 18 years. My daily life includes at least one walk up and down Fillmore Street, doing errands, shopping, meeting friends for coffee or food, etc.

I have also had to walk past many "For lease" signs, especially COVID and post-COVID. With a heavy heart, I joined others in the community in saying goodbye to Starbucks. Their Fillmore St. site was there for 27 years and was Starbucks' first site in San Francisco. It was a neighborhood gathering spot first and foremost.

I mention all of the above because I would very much like to see spaces leased. I am not opposed to national chains, as many of them bring business to the community. I would very much like to see neighborhood gathering spots open. We need community. We need destinations that people will shop at, dine at, spend time at, and invest their time and dollars at.

We do NOT need another "mail/package" destination spot. We have the post offices at Fillmore/Geary and Fillmore/Lombard. We have both a UPS store and a FedEx store on Fillmore. All of these places encourage people to run in, get their business done, run out. I

have seen more than my fair share of people double parking, parking in bus zones, etc. in order to mail their packages and/or pickup these packages.

Nordstrom Local is just another mail/package destination - except, ONLY for Nordstrom packages. This will add more congestion to our streets. This will add traffic.

This kind of business is NOT serving the community at all.

I ask the Planning Commission to vote "no" to Nordstrom Local opening at 1919 Fillmore St.

Respectfully,

Emily Scott

Emily Scott, ES&

Financial Navigator and Confidential Thought Partner

Discovering Your Money Story | Living Your Legacy |

Determining Your Philanthropy

2288 Broadway St. #6

San Francisco, CA 94115

- (p) <u>415. 609. 1900</u>
- (f) <u>415. 922. 3</u>939
- (e) emily@emilyscottand.com
- (w) www.emilyscottand.com

From: Daniel Max <danlouanne@sbcglobal.net>

Sent: Saturday, May 10, 2025 2:30 PM

To: Gordon-Jonckheer, Elizabeth (CPC) <elizabeth.gordon-jonckheer@sfgov.org>

Subject: about Nordstrom ...

on FillmoreStreet. As a longtime resident I regard the current proposal to be a bad idea. Better located in SOMA.

- Dan Max

Sent from my iPhone



Proposed 1919 Fillmore Street, Nordstrom Local Opposition

From miyo@miosf.com <miyo@miosf.com>

Date Tue 5/13/2025 12:47 AM

To Montano, Honora (CPC) < honora.montano@sfgov.org>

Cc Gordon-Jonckheer, Elizabeth (CPC) <elizabeth.gordon-jonckheer@sfgov.org>; MahmoodStaff <MahmoodStaff@sfgov.org>

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

To the San Francisco Planning Commission,

My name is Miyo Ota, and I have have been a Fillmore Street merchant since 1978, operating a clothing boutique KOZO at 2116 Fillmore 1978-1988, then MIO at 2035 Fillmore Street 1988-2023, and now relocated to 2031 Fillmore Street. Over these past 47 years, I have witnessed firsthand how we are losing our local character, which is why the Conditional Use Authorization (CUA) process exists. The whole point of the CUA is to protect neighborhood commercial corridors like ours from uses that undermine their vitality and uniqueness.

I am writing to express my strong opposition to the proposed Nordstrom Local at 1919 Fillmore Street. As someone who has spent nearly five decades building a business and community here, I have seen firsthand the damage that chain stores can cause when they move in—and then move out, often in the middle of the night. Many of these chains have walked away from their leases, and as a consequence the small business landlords are saddled with legal expenses to try and recover their loss of rent. When we allow chains in a small neighborhood there is no long-term investment in the community. Their corporate decisions are made elsewhere, and the consequences are felt here. Vacant storefronts, rising rents, and a loss of character and no owners invested in neighborhood events. A Nordstrom package pickup and return center is not appropriate for this block. It does not contribute to the street's vitality and instead takes up valuable retail frontage that could support a local business offering goods or services that serve the neighborhood directly. This proposed Nordstrom Local does not sell merchandise nor will even have any window displays and does not enhance the beauty of Fillmore Street or make it a desirable place to stroll and linger and shop.

On top of that, a package return center generates double parking, traffic congestion, and no meaningful foot traffic for neighboring retailers. A facility with no merchandise and no local ties is not "necessary and desirable" under the Conditional Use standard. It's just taking up space that could go to a real neighborhood-serving business. This proposed Nordstrom Local would be better placed in a side street or a venue with parking such as the City Center which has many available spaces and parking. I ask you to help protect what's left of our local Fillmore neighborhood's independent spirit. Please deny this application.

Sincerely, **Miyo Ota** Owner, MIO 2031 Fillmore Street San Francisco, CA 94115



2024-010748PRJ - 1919 Fillmore St (Nordstrom Local) - OPPOSE

From Bridget Maley <bri>dget.maley@gmail.com>

Date Tue 5/13/2025 2:51 PM

- To So, Lydia (CPC) <lydia.so@sfgov.org>; Moore, Kathrin (CPC) <kathrin.moore@sfgov.org>; Braun, Derek (CPC) <derek.braun@sfgov.org>; Campbell, Amy (CPC) <amy.campbell@sfgov.org>; Imperial, Theresa (CPC) <theresa.imperial@sfgov.org>; Mcgarry, Sean (CPC) <Sean.McGarry@sfgov.org>; Williams, Gilbert A (CPC) <gilbert.a.williams@sfgov.org>; Montano, Honora (CPC) <honora.montano@sfgov.org>; CPC-Commissions Secretary <commissions.secretary@sfgov.org>
- Cc Gordon-Jonckheer, Elizabeth (CPC) <elizabeth.gordon-jonckheer@sfgov.org>; Hillis, Rich (CPC) <rich.hillis@sfgov.org>; Sherrill, Stephen (BOS) <Stephen.Sherrill@sfgov.org>; Rosas, Lorenzo (BOS) <Lorenzo.Rosas@sfgov.org>; MahmoodStaff <MahmoodStaff@sfgov.org>; Lori Brooke <neighborhoodsunitedsf@gmail.com>; smallbusinessforward@gmail.com <smallbusinessforward@gmail.com>

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Commissioners -

I write to oppose the proposed Nordstrom Local at 1919 Fillmore Street, which is seeking Conditional Use Authorization (CUA) at your May 15, 2025 hearing. Recent BOS legislation lifted Formula Retail restrictions for Van Ness Avenue. This is a business that the City should be encouraged to take advantage of retail space on Van Ness, rather than a neighborhood serving location like 1919 Fillmore Street.

I stand with the Pacific Heights Residents Association (PHRA) in opposing this CUA. The Upper Fillmore NCD, and 1919 Fillmore in particular, is not an appropriate location for a Nordstrom Local, for two reasons: 1) Predicted adverse impact on vehicle traffic; and 2) it is neither necessary or desirable, as it is unlikely to generate or support the foot traffic essential to a vibrant NCD, nor does it address unmet needs in the neighborhood.

Approval of this CUA would exacerbate already difficult traffic conditions and obstructions on Fillmore, further unsafe conditions, and hinder rider access to the 22-Fillmore.

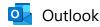
While it should be the first priority of the City to fill vacant storefronts, proposed uses should be compatible with the neighborhood and location. This proposed project is neither, and will have little chance of increasing foot traffic on Fillmore Street.

Please reject this application for a CUA.

Sincerely, Bridget Maley PHRA Member

--

Bridget Maley bridget.maley@gmail.com



CUA for 1919 Fillmore street

From pilar vander <pillarofgold@yahoo.com>

Date Tue 5/13/2025 10:21 PM

To Montano, Honora (CPC) <honora.montano@sfgov.org>; Gordon-Jonckheer, Elizabeth (CPC) <elizabeth.gordon-jonckheer@sfgov.org>

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Dear Sirs,

My name is Maria Arellano and I own Chapeux Michelle, an independent retailer on Fillmore Street. I am writing to strongly oppose the Conditional Use Authorization for Nordstrom Local at 1919 Fillmore Street.

One of the justifications being used in favor of this application is the alleged lack of demand for storefronts on Fillmore. I want to correct the record. The applicant cites 1900 Fillmore as a vacant storefront, but I can confirm that it is rented By my sister and I, we have locally-owned business. Merchandise is in the store now, and we are currently finishing up the signage. That space is not vacant. The other properties mentioned—2035–2047 Fillmore and 2222 Bush —are for sale, not abandoned or inactive. These listings reflect real estate turnover, not a lack of interest from small businesses. Realtors always prefer to sell empty buildings making them more attractive to new owners that can cherry-pick their tenants. This narrative of decline is being used to push through a chain use that would only accelerate the displacement of neighborhood-serving retailers. Nordstrom Local does not sell merchandise or activate the street with window displays. It's a package pickup center that would increase traffic and double-parking on an already congested block, undermining the pedestrian-friendly and character-rich atmosphere

Fillmore is known for. This is exactly what the Conditional Use process is meant to prevent.

Please uphold the purpose of the CUA and protect the integrity of our neighborhood retail corridor. Let's keep Fillmore a place where independent businesses can continue to thrive.

Sincerely,

Maria Arellano

DBA

Chapeaux Michelle.



MAY 15th!! No Nordstrom Pick Up on Fillmore Ridiculous!!

From Fred Baldi <fredbaldi@gmail.com>

Date Wed 5/14/2025 4:18 PM

To So, Lydia (CPC) <lydia.so@sfgov.org>; Moore, Kathrin (CPC) <kathrin.moore@sfgov.org>; Braun, Derek (CPC) <derek.braun@sfgov.org>; Campbell, Amy (CPC) <amy.campbell@sfgov.org>; Imperial, Theresa (CPC) <theresa.imperial@sfgov.org>; Williams, Gilbert A (CPC) <gilbert.a.williams@sfgov.org>; Montano, Honora (CPC) <honora.montano@sfgov.org>; CPC-Commissions Secretary <commissions.secretary@sfgov.org>; Gordon-Jonckheer, Elizabeth (CPC) <elizabeth.gordon-jonckheer@sfgov.org>; Hillis, Rich (CPC) <rich.hillis@sfgov.org>; Sherrill, Stephen (BOS) <Stephen.Sherrill@sfgov.org>; Rosas, Lorenzo (BOS) <Lorenzo.Rosas@sfgov.org>; MahmoodStaff <MahmoodStaff@sfgov.org>; neighborhoodsunitedsf@gmail.com <neighborhoodsunitedsf@gmail.com>; smallbusinessforward@gmail.com <smallbusinessforward@gmail.com>

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Commissioners -

Do the right thing for our city.

I have lived on Wilmot St (alley) tht empties onto Fillmore for over 35 years and this is the most ridiculous proposal I have ever heard.

Why? It adds nothing to a vibrant neighborhood. It dummy downs what the Fillmore is all about. And makes a mess of so many more cars coming through an already very crowded area.

Therefore, I write to oppose the proposed Nordstrom Local at 1919 Fillmore Street, which is seeking Conditional Use Authorization (CUA) at your May 15, 2025 hearing.

Recent BOS legislation lifted Formula Retail restrictions for Van Ness Avenue. This is a business that the City should be encouraged to take advantage of retail space on Van Ness, rather than a neighborhood serving location like 1919 Fillmore Street.

I stand with the Pacific Heights Residents Association (PHRA) in opposing this CUA. The Upper Fillmore NCD, and 1919 Fillmore in particular, is not an appropriate location for a Nordstrom Local, for two reasons: 1) Predicted adverse impact on vehicle traffic; and 2) it is neither necessary or desirable, as it is unlikely to generate or support the foot traffic essential to a vibrant NCD, nor does it address unmet needs in the neighborhood.

Approval of this CUA would exacerbate already difficult traffic conditions and obstructions on Fillmore, further unsafe conditions, and hinder rider access to the 22-Fillmore.

While it should be the first priority of the City to fill vacant storefronts, proposed uses should be compatible with the neighborhood and location. This proposed project is neither, and will have little chance of increasing foot traffic (only cars!) on Fillmore Street.

Please do the right thing for our city.

Reject this application for a CUA.

SUBJECT: 2024-010748PRJ

1919 Fillmore Street (Nordstrom Local)

OPPOSE

Good afternoon Commissioners,

My name is Brenda Berlin. Since 1984 I've been a homeowner on Bush Street in the Bush Street/ Cottage Row Historic District, just steps from Fillmore Street.

I'm speaking today to oppose Nordstrom Local's Conditional Use Application for 1919 Fillmore Street.

Fillmore Street has come through the economic downturn from the Covid pandemic with flying colors. I remember counting 25 empty storefronts between Bush Street and California Street during that dark time. Now Fillmore Street is one of the most vibrant streets in the City, filled with mainly locally owned restaurants and shops, each with their own distinct character, whose friendly owners and staff provide vital services and products that neighbors and visitors treasure, thus ensuring they return again and again. Of course, all this supports the ongoing renewal of San Francisco's economy as a whole.

My concerns are that this particular section of Fillmore Street, at 1919 Fillmore where Nordstrom Local wants to operate, is simply not suited to its intended business purposes, as it is located in one of the most congested areas of the street, with parking always at a minimum, no area for unloading, and very heavy traffic going to and from downtown at both Pine and Bush Streets most hours of the day.

Additionally, the location has the busy 22 Fillmore bus route to contend with. The 22 Fillmore bus has to make its way up and down a very narrow Fillmore Street (in desperate need of repaving by the way), while it stops to pick up its many Muni riders at the corner of Pine Street. It then threads its way around the dining parklet in front of the popular Roam Restaurant and then contends with delivery scooters parked next to the parklet, all the while dealing with stalled Waymos and double parked Ubers.

Adding to this congestion is the additional hunt for parking near the valued Walgreens at Bush and Fillmore due to a huge jump in patronage with the recent closures of many Walgreens stores.

And we have not even talked about all the delivery trucks that service all these fine establishments. Where do they go to unload? I'll tell you – many of them double park right in front of my Bush Street property, unload and make their deliveries with heavily loaded handcarts. The UPS driver making his deliveries in the neighborhood is a regular every day and he double parks right in front of my property. We always wave to each other. The restaurant supply delivery truck double parks on Bush Street as well in front of the Amelia condos and Fillmore Bakery.

Which brings up the very important question of how and where the proposed Nordstrom Local will receive its packages and serve its customers efficiently without adding to the street chaos.

And what services will they provide that we don't already have in the neighborhood? We already have a post office, shipping centers, and talented tailors as well as a Paper Source right next door to wrap gifts, a service Nordstrom Local says it wants to provide. (I hope Paper Source gets a cut of the income for such services.)

Let's be honest: Their services are redundant to what exists and will not be successful in this location. A much more suitable site would be Laurel Village, with vast amounts of parking in their large rear parking lot and parking spaces in the front on California Street. (And there is an existing a Paper Source store already on the Laurel Village site to make it an even better choice.)

Finally, I feel it's a way for Nordstrom to maintain its San Francisco visibility in a fast changing business environment that caused Nordstrom to leave its loyal shoppers in the lurch when it abandoned its Stonestown location years ago and abandoned its other downtown locations more recently.

That's not the kind of business we as neighborhood residents want on Fillmore Street.

Please reject this proposal and keep Fillmore local and thriving.

Thank you.

Dear Ms. Gordon-Jonckheer:

As a long-time resident and home-owner in the Fillmore Street neighborhood, I'm writing to <u>oppose</u> the proposed Nordstrom Local at 1919 Fillmore Street, which is seeking Conditional Use Authorization (CUA). I gather that the Planning Commission hearing about this was scheduled for May 15, but has now been delayed til a later date.

Nordstrom Local is not a retail store, and it won't sell anything on-site. (It is a package pickup and return hub, that also offers alterations and gift wrapping) — I understand that CUAs for formula retail are only granted if the proposed use is considered "necessary and desirable" and does not create negative impacts, such as traffic congestion or the loss of character to a neighborhood.

In this case, a drop-off/pick-up point like this <u>will create traffic issues</u>; <u>encourage double parking</u>, <u>which will cause traffic congestion and block Muni service</u>. Unlike other Nordstrom Local locations, which have dedicated parking lots (except NYC), this site does not. Already, the curb zone in front of 1919 Fillmore is often filled with delivery scooters, compounding congestion. Furthermore, it is neither necessary nor desirable as Fillmore Street already has multiple package stores, as well as alteration services.

Fillmore Street deserves a business that draws people to shop, dine, and enjoy the neighborhood—not a "UPS" store for Nordstrom customers, who will not increase foot traffic. Locations that offer plentiful easy parking, such as Laurel Village or City Center, would be much more appropriate. Appparently, several local merchants attempted to lease this space, including one with a signed letter of intent, but the landlord opted for a national chain. This choice undermines the character of our neighborhood, and another chain-store lease contributes to rising rents that push out small, local, independent businesses.

This block has historically been home to beloved local shops that serve and reflect the Upper Fillmore community. A Nordstrom Local does not align with that legacy and offers little community benefit.

I respectfully urge you to deny the Conditional Use Authorization for Nordstrom Local at 1919 Fillmore Street.

Sincerely, Deborah A Karel 2230 Pacific Avenue, #104 SF CA 94115