



# SAN FRANCISCO PLANNING DEPARTMENT

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## Letter of Determination

December 11, 2017

Alexis Pelosi  
Pelosi Law Group  
12 Geary Street, 8<sup>th</sup> Floor  
San Francisco, CA 94108

<b>Site Address:</b>	<b>268 Alabama Street</b>
<b>Assessor's Block/Lot:</b>	<b>3926/001</b>
<b>Zoning District:</b>	<b>PDR-1-G (Production, Distribution &amp; Repair – 1 – General)</b>
<b>Staff Contact:</b>	<b>Michael Christensen, (415) 575-8742 or <a href="mailto:michael.christensen@sfgov.org">michael.christensen@sfgov.org</a></b>
<b>Record No.:</b>	<b>2017-014110ZAD</b>

Dear Ms. Pelosi,

This letter is in response to your request for a Letter of Determination regarding the property at 268 Alabama Street. This parcel is located in the PDR-1-G (Production, Distribution & Repair – 1 – General) Zoning District and 68-X Height and Bulk District. The request is to determine if PurplePatch Fitness, LLC is a permitted use at the subject property based on the business plan and floor layout provided as part of the request.

The property located at 268 Alabama Street is developed with an approximately 5,043 square foot single-story structure last used for food manufacturing. The request claims that the use is not a gym, but rather a combination of Retail, Arts Activity, Health Service and Instructional Service uses with accessory Office use. Within the PDR-1-G Zoning District, Retail Sales and Service Uses are limited to a cumulative total of 2,500 square feet per lot. It should be noted that Retail, Health Service and Instructional Service Uses are included in the category of Retail Sales and Service Uses.

The subject property is approximately 5,043 square feet. Based on the business plan and floor plans provided, the production activity of the site would comprise 937.1 square feet of the subject building, with the remaining 4,105.9 square feet devoted to Retail Sales and Service Uses. As noted previously, Retail Sales and Service Uses are limited to cumulative total of 2,500 square feet per lot. As such, the proposed business is not a permitted use in the PDR-1-G Zoning District.

**Please note that a Letter of Determination is a determination regarding the classification of uses and interpretation and applicability of the provisions of the Planning Code. This Letter of Determination is not a permit to commence any work or change occupancy. Permits from appropriate Departments must be secured before work is started or occupancy is changed.**

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San Francisco, CA 94108

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**APPEAL:** If you believe this determination represents an error in interpretation of the Planning Code or abuse in discretion by the Zoning Administrator, an appeal may be filed with the Board of Appeals within 15 days of the date of this letter. For information regarding the appeals process, please contact the Board of Appeals located at 1650 Mission Street, Room 304, San Francisco, or call (415) 575-6880.

Sincerely,



Scott F. Sanchez  
Zoning Administrator

cc: Property Owner  
Neighborhood Groups  
Michael Christensen, Planner

R# 2017-014110ZAD  
CK # 210 \$ 678.50  
R. SUKRE (SE)



November 1, 2017

RECEIVED

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Scott Sanchez  
Zoning Administrator  
San Francisco Planning Department  
1650 Mission Street, Suite 400  
San Francisco, CA 94103

CITY & COUNTY OF S.F.  
DEPT. OF CITY PLANNING  
ADMINISTRATION

Re: 268 Alabama Street – Request for Letter of Determination  
(3926/001)

Dear Mr. Sanchez:

On behalf of our client, purplepatch Fitness, LLC (PurplePatch), we are writing to request a Letter of Determination (LOD) to confirm that PurplePatch would be a permitted use at 268 Alabama Street. PurplePatch is in the physical education space, but it is not a gym. As discussed in detail below, it is a retail sales, arts activities, service instructional and health services use and would be permitted in the Production, Distribution & Repair – 1- General (PDR-1-G) district.

### Background

PurplePatch is a sports services company created in 2008 by Matt Dixon, a world-class coach, that provides an on-line portal for world-class athletes, coaches and individuals to access to Matt's programs, which include training, education and feedback. Matt has worked with more than 75 professional athletes and coaches to improve and achieve peak performance and his methods have helped more than 1,000 athletes, including multiple World Champions. As a result of working with Matt and following his program, these athletes, and their coaches, have achieved more than 300 IRONMAN and IRONMAN 70.3 wins and podiums in the last five years.

The success of Matt's program and methods has resulted in PurplePatch seeking to expand and open a state of the art video recording and instruction studio, retail storefront and health services clinic at 268 Alabama Street. The company would use the site to produce on-line content, including educational, workout and equipment videos, that would be distributed via the website or a retail store to coaches, athletes and triathlon clubs worldwide. The facilities would also be used to provide instruction directly or remotely (via video conferences) to coaches, consultants and individual athletes to complement or supplement training provided in the video content being created on-site. Sports health services, such as lactate and VO2 testing, chiropractic and strength services, and equipment fitting and adjustment would also be provided. Specific equipment utilized in the PurplePatch videos would also be available for sale in the retail space and instruction on its use would be provided in the service instruction space.

content would also occur in this area.

Under Planning Code section 102, this type of video production would be considered an Arts Activity use. Arts Activities are defined as including "...production, [and] post-production ...of...film, **video**, graphic art...[and] shall include ... **recording and editing services, small-scale film and video developing and printing.**"

The video production area proposed by PurplePatch falls within the Planning Code definition of Arts Activity and would be permitted in the PDR-1-G zoning district.

#### Service, Health Use

Three spaces for health services totaling 919 square feet would be provided in the southwest portion of the building. Various health-care professionals licensed by a State-sanctioned Board would provide services to athletes in these spaces. Services may include chiropractic care, physical therapy, and testing services such as lactate thresholds and VO2 max. Exercise equipment such as treadmills may be located in these areas as needed to provide testing.

Under Planning Code section 102, these services would be considered a Service, Health use. Service, Health is defined as "a Retail Sales and Service Use that provides medical and allied health services to the individual by physicians, surgeons, dentists, podiatrists, psychologists, psychiatrists, acupuncturists, chiropractors, or any other health-care professionals when licensed by a State-sanctioned Board overseeing the provision of medically oriented services."

The health services area proposed by PurplePatch falls within the Planning Code definition of Service, Health and is within the size limitations (4,999 square feet) of the PDR-1-G zoning district.

#### Service, Instructional Use

Two spaces totaling 807 square feet would be provided immediately adjacent to the retail space to the south and to the east. These spaces would be used for educating and instructing athletes and coaches. The instruction would encompass all aspects of the PurplePatch program including education, training plan development, strength programming development, nutritional program creation and other related activities.

Under Planning Code section 102, these services would be considered Service, Instructional use. Service, Instructional is defined as "a Retail Sales and Service Use that includes instructional services not certified by the State Educational Agency, such as art, dance, exercise, martial arts, and music classes."

The instructional services area proposed by PurplePatch would be considered a Retail Sales and Service use. While Service, Instructional, is not expressly listed as permitted in the PDR-1-G zoning district, it is a Retail Sales and Service use and provided it, combined with the retail sales use above is below 2,500 square feet it is principally permitted. The Service, Instructional and Retail Sales uses total approximately 1,510 square feet, which is far below the 2,500-size limitation of the PDR-1-G zoning district.



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DATE: 11 OCTOBER 2017  
SCALE: AS SHOWN  
PROJECT NO.: 17-001  
SHEET NUMBER: 10  
REVISIONS:

268 ALABAMA ST  
SAN FRANCISCO  
CA 94103

PROGRAM SQUARE  
FOOTAGE

SKA352



PROPOSED FIRST FLOOR PLAN