

Frequently Asked Questions

What is being proposed?

On the corner of Fillmore and Filbert, 3060 Fillmore Street is a long-vacant building in San Francisco's Marina neighborhood. CenterCal Properties will revitalize the dormant corner and help create a new hub near the Union Street corridor. The current proposal consists of two landmark tenants – Shake Shack, the famed gourmet fast-casual eatery, and the first Rumble Fitness outside of Manhattan. Both will be a destination for shoppers, diners, and neighbors from around the City, bringing new vitality to the corner and neighborhood.

What is CenterCal Properties?

CenterCal is an industry-leading retail development company that designs and develops distinctive, meaningful community gathering places which redefine the overall user experience while honoring the neighborhood in which each development is built. CenterCal empowers communities through engagement and by developing spaces that sustain future generations. At the same time, CenterCal provides its guests with destinations in which they can gather, connect, inspire, create, and be both surprised and delighted. CenterCal is long term owner and manager of each of the properties it develops.

Why was a grocer not chosen to replace Real Foods Co.?

Numerous options were considered for 3060 Fillmore, including various grocer formats and footprints. The project team sought partnerships from major national grocers and boutique local outlets; however, unfortunately, due to the building's unique "L" shape, narrow footprint from the Filbert frontage and lack of parking, no established grocers were interested in the space.

What approvals are needed?

The primary authorizations will be two Conditional Use Permits (CUP). One is required because there is a proposed change of use from "grocery" to general retail. The second is required because CenterCal seeks to include Shake Shack, which while long-sought after and new to the Bay Area, will exceed San Francisco's threshold of eleven stores world-wide and thus trigger a "formula retail" review.

Does the proposal require environmental review?

Review under the California Environmental Quality Act (CEQA) is required because CUPs are being requested. However; given the nature of the proposal – which involves the reuse of an existing, vacant building in an urban neighborhood setting with compatible retail uses and few exterior modifications, no significant environmental impacts (including those relating to historic resources) are anticipated. The CEQA document prepared by the City will be available to the public for consideration as part of the project's CUP process.

What is the timeline for approval?

The project is at its earliest stages. Commencing in early 2018 the team will begin meeting with neighborhood and business leaders to receive feedback and answer questions, and hold its first community meeting. After the first round of engagement, the formal application will be submitted, which will fully initiate the planning process. The ultimate timeline is difficult to predict with accuracy at this early point, but it is reasonable to assume that the required Planning Commission hearing for final approval will occur in the second half of 2018.