

April 8, 2024

RECEIVED  
BOARD OF SUPERVISORS  
SAN FRANCISCO

2024 APR -9 AM 11:33

Attn: San Francisco Board of Supervisors  
City Hall, 2<sup>nd</sup> Floor  
1 Dr. Carlton B. Goodlett Pl  
San Francisco, CA 94102

BY 

RE: ABC Application – Domaine SF, LLC  
2331 3<sup>rd</sup> St.  
San Francisco, CA 94107

Interim Mailing Address (for business and applicant):  
2325 3<sup>rd</sup> St., #340  
San Francisco, CA 94107

Owner/Applicant: Keri Johnson  
[keri@domainesf.com](mailto:keri@domainesf.com)  
daytime phone: 323-943-5533

Dear San Francisco Board of Supervisors:

Domaine SF LLC seeks to do business as an all-natural wine and cheese board catering shop in Dog Patch at the above address, 2331 3<sup>rd</sup> St., SF, CA 94107. In addition to selling organic/all-natural/biodynamic wines for consumption off premise, we will hold weekly, on-premise, wine tasting events. The business will be open 6 days a week from 11am to 7pm (closed on Mondays).

On March 28, 2024, I, Keri Johnson, applied in-person at the ABC Office located at 33 New Montgomery St., for a new issuance of an **ABC Type 42 license**, which authorizes the sale of beer and wine for consumption on or off the premises where sold.

On April 4, 2024 the ABC Notification Poster was conspicuously mounted on the property window. In addition on 4/4/24, notices were mailed out to all residents and real property owners within a 500' radius of the proposed retail premises. This mailing was completed by Direct Mail Center, located at 1099 Mariposa St.

## About Domaine SF

Domaine SF is a retail concept that aims to be an authority for natural wine in the Bay Area. We will sell natural wine, local artisan foods, cheese & charcuterie boards for take-out. We will also host wine tasting and food pairing events featuring the growers, producers and makers we support in our store.

Our goal is to bring together people seeking a better life through gastronomy with ethical growers, food artisans and small production wine makers who prioritize craftsmanship and sustainability above all else. Our specialty is natural wine, which means wine free of stabilizers and other additives and produced using grapes grown pesticide-free respecting the cycles of nature. We will represent small-producers and stock natural wines from regions all over the world, creating one of the most expansive and diverse natural wine offerings in the Bay Area.

Beyond wine, we will offer cheese & charcuterie grazing boards and crated gift sets. We will have a small marketplace featuring the local foods, organic produce, and artisan craftworks we incorporate into our grazing boards and our farm-to-table gift boxes.

Currently Dog Patch does not have a dedicated natural wine merchant. There are several wine bars and restaurants in the neighborhood, but not a dedicated retail experience where the community can learn about and try natural wine and purchase bottles for off-premise consumption. We are planning to merchandise close to 300 labels, making Domaine SF a destination for wine lovers all over the Bay Area. For the local community, we hope to become a hub for gatherings and community building.

It is my sincere hope that the Board of Supervisors will approve the issuance of an ABC Type 42 license for this location.

Yours truly,



Keri Johnson

On behalf of Domaine SF LLC

**INFORMATION AND INSTRUCTIONS -**

**SECTION 23958.4 B&P**

Instructions This form is to be used for all applications for original issuance or premises to premises transfer of licenses.

- Part 1 is to be completed by an ABC employee, given to applicant with pre-application package, with copy retained in holding file or applicant's district file.
- Part 2 is to be completed by the applicant, and returned to ABC.
- Part 3 is to be completed by the local governing body or its designated subordinate officer or body, and returned to ABC.

**PART 1 - TO BE COMPLETED BY ABC**

1. APPLICANT'S NAME  
**DOMAINE SF LLC**

2. PREMISES ADDRESS (Street number and name, city, zip code)  
**2331 3rd ST. S.F. CA 94107**

3. LICENSE TYPE  
**42**

4. TYPE OF BUSINESS

<input type="checkbox"/> Full Service Restaurant	<input type="checkbox"/> Hofbrau/Cafeteria	<input type="checkbox"/> Cocktail Lounge	<input type="checkbox"/> Private Club
<input type="checkbox"/> Deli or Specialty Restaurant	<input type="checkbox"/> Comedy Club	<input type="checkbox"/> Night Club	<input type="checkbox"/> Veterans Club
<input type="checkbox"/> Cafe/Coffee Shop	<input type="checkbox"/> Brew Pub	<input type="checkbox"/> Tavern: Beer	<input type="checkbox"/> Fraternal Club
<input type="checkbox"/> Bed & Breakfast:	<input type="checkbox"/> Theater	<input type="checkbox"/> Tavern: Beer & Wine	<input type="checkbox"/> Wine Tasting Room
<input type="checkbox"/> Wine only	<input type="checkbox"/> All		

<input type="checkbox"/> Supermarket	<input type="checkbox"/> Membership Store	<input type="checkbox"/> Service Station	<input type="checkbox"/> Swap Meet/Flea Market
<input type="checkbox"/> Liquor Store	<input type="checkbox"/> Department Store	<input type="checkbox"/> Convenience Market	<input type="checkbox"/> Drive-in Dairy
<input type="checkbox"/> Drug/Variety Store	<input type="checkbox"/> Florist/Gift Shop	<input type="checkbox"/> Convenience Market w/Gasoline	
<input type="checkbox"/> Other - describe:			

5. COUNTY POPULATION

6. TOTAL NUMBER OF LICENSES IN COUNTY  
 On-Sale  Off-Sale

7. RATIO OF LICENSES TO POPULATION IN COUNTY  
 On-Sale  Off-Sale

8. CENSUS TRACT NUMBER  
**226.00**

9. NO. OF LICENSES ALLOWED IN CENSUS TRACT  
**17**  On-Sale  Off-Sale

10. NO. OF LICENSES EXISTING IN CENSUS TRACT  
**24**  On-Sale  Off-Sale

11. IS THE ABOVE CENSUS TRACT OVERCONCENTRATED WITH LICENSES? (i.e., does the ratio of licenses to population in the census tract exceed the ratio of licenses to population for the entire county?)  
 Yes, the number of existing licenses exceeds the number allowed  
 No, the number of existing licenses is lower than the number allowed

12. DOES LAW ENFORCEMENT AGENCY MAINTAIN CRIME STATISTICS?  
 Yes (Go to Item #13)  No (Go to Item #20)

13. CRIME REPORTING DISTRICT NUMBER  
**315**

14. TOTAL NUMBER OF REPORTING DISTRICTS  
**654**

15. TOTAL NUMBER OF OFFENSES IN ALL REPORTING DISTRICTS  
**54,049**

16. AVERAGE NO. OF OFFENSES PER DISTRICT  
**82.64**

17. 120% OF AVERAGE NUMBER OF OFFENSES  
**99.16**

18. TOTAL NUMBER OF OFFENSES IN REPORTING DISTRICT  
**46**

19. IS THE PREMISES LOCATED IN A HIGH CRIME REPORTING DISTRICT? (i.e., has a 20% greater number of reported crimes than the average number of reported crimes as determined from all crime reporting districts within the jurisdiction of the local law enforcement agency)  
 Yes, the total number of offenses in the reporting district equals or exceeds the total number in item #17  
 No, the total number of offenses in the reporting district is lower than the total number in item #17

20. CHECK THE BOX THAT APPLIES (check only one box)

a. If "No" is checked in both item #11 and item #19, Section 23958.4 B&P does not apply to this application, and no additional information will be needed on this issue. Advise the applicant to bring this completed form to ABC when filing the application.

b. If "Yes" is checked in either item #11 or item #19, and the applicant is applying for a non-retail license, a retail bona fide public eating place license, a retail license issued for a hotel, motel or other lodging establishment as defined in Section 25503.16(b) B&P, or a retail license issued in conjunction with a beer manufacturer's license, or winegrower's license, advise the applicant to complete Section 2 and bring the completed form to ABC when filing the application or as soon as possible thereafter.

c. If "Yes" is checked in either item #11 or item #19, and the applicant is applying for an off-sale beer and wine license, an off-sale general license, an on-sale beer license, an on-sale beer and wine (public premises) license, or an on-sale general (public premises) license, advise the applicant to take this form to the local governing body, or its designated subordinate officer or body to have them complete Section 3. The completed form will need to be provided to ABC in order to process the application.

Governing Body/Designated Subordinate Name:

**BOARD OF SUPERVISORS**

**FOR DEPARTMENT USE ONLY**

PREPARED BY (Name of Department Employee)

**NOTICE OF INTENTION TO ENGAGE IN THE SALE OF ALCOHOLIC BEVERAGES**

ABC-207-E (8/05)

To the Resident or Owner of Real Property Within a 500' Radius:

The applicant(s) for an alcoholic beverage license must mail this notice to every resident of real property within a 500 foot radius of the premises (Section 23985.5 of the Business and Professions Code). The applicant must mail this notice within 15 days of posting the premises. Any protest against the issuance of the license(s) must be received at any office of the Department of Alcoholic Beverage Control (ABC) or Departmental Headquarters within 30 days of the date the premises are posted, or within 30 days of the mailing of this notification, whichever is later. To obtain a copy of the protest form, ABC-510-A, please contact your local ABC office or go online to [www.abc.ca.gov](http://www.abc.ca.gov).

Date of Mailing: 4/4/2024 Date Premises Posted: 4/3/2024

The below-named applicant(s) has applied for a license to sell alcoholic beverages at:

2331 3rd ST.  
SAN FRANCISCO CA 94107

Type of license(s) applied for:

42 - ON SALE BEER & WINE PUBLIC PREMISES

The name(s) of the applicant(s) is/are:

DOMAINE SF LLC

The dba (doing business as) is: (if known):

DOMAINE SF

Further information regarding this application or filing a protest may be obtained at:

**Department of Alcoholic Beverage Control**

Dept of Alcoholic Beverage Control  
33 New Montgomery St, Suite 1230  
San Francisco, CA 94105-4509

Los residentes o dueños que no hablen inglés por favor vean al reverso para mayor información.

非英語語系的居民或所有人，請參見背面資訊。

영어 구사 불가능 주민/소유주는 내용 확인을 위해 뒤면을 참조하십시오.

Cư dân/sở hữu chủ nào không nói tiếng Anh, xin xem mặt sau để biết chi tiết.

المقيمين/المالكين الذين لا يتكلمون اللغة الإنكليزية، رجاء مراجعة الصفحة الخلفية للحصول على المعلومات.

Department of Alcoholic Beverage Control  
**APPLICATION FOR ALCOHOLIC BEVERAGE LICENSE**  
 ABC 211 (6/99)

State of California

*KERI ANN JOHNSON*

**TO:** Department of Alcoholic Beverage Control  
 33 NEW MONTGOMERY STREET  
 STE 1230  
 SAN FRANCISCO, CA 94105  
 (415) 356-6500

File Number: **657753** *323-943-5533*  
 Receipt Number: **2880185**  
 Geographical Code: **3800**  
 Copies Mailed Date: **March 28, 2024**  
 Issued Date:

DISTRICT SERVING LOCATION: **SAN FRANCISCO**

First Owner: **DOMAINE SF LLC**  
 Name of Business: **DOMAINE SF**  
 Location of Business: **2331 3RD ST  
 SAN FRANCISCO, CA 94107**

County **SAN FRANCISCO**

Is Premises inside city limits **Yes** Census Tract: **0226.00**

Mailing Address:(If different from premises address) **2325 3RD ST  
 #340  
 SAN FRANCISCO, CA 94107**

Type of license(s): **42** Dropping Partner: Yes  No

Transferor's license/name:

<u>License Type</u>	<u>Transaction Type</u>	<u>Master</u>	<u>Secondary LT And Count</u>		
42 - On-Sale Beer And Wine - Public	ORI	Y			
<u>License Type</u>	<u>Transaction Description</u>	<u>Fee Code</u>	<u>Dup</u>	<u>Date</u>	<u>Fee</u>
Application Fee	ADD PRIMARY LICENSE TYPE	NA	0	03/28/24	\$1,065.00
Application Fee	FEDERAL FINGERPRINTS	NA	1	03/28/24	\$24.00
Application Fee	STATE FINGERPRINTS	NA	1	03/28/24	\$39.00
42 - On-Sale Beer And Wine - Pu	ANNUAL FEE	NA	0	03/28/24	\$665.00
Total					\$1,793.00

Have you ever been convicted of a felony? **No**

Have you ever violated any provisions of the Alcoholic Beverage Control Act, or regulations of the Department pertaining to the Act? **No**

STATE OF CALIFORNIA County of SAN FRANCISCO

Date: March 28, 2024

Applicant Name(s)

DOMAINE SF LLC

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*[Signature]*