

From: [Carroll, John \(BOS\)](#)
To: [CPC.Referrals](#); [Salmonson, Joel \(POL\)](#); [a.sinclair@soaressinclair.ltd](#)
Cc: [Alabanza, Analyn@ABC](#); [amarjit.tamber@abc.ca.gov](#); [Reyes, Gertie@ABC](#); [Wong, Joanne \(POL\)](#); [Jonas, Stephen \(POL\)](#); [Donovan, Dominica \(BOS\)](#); [Low, Jen \(BOS\)](#); [Farrah, Michael \(BOS\)](#); [Fieber, Jennifer \(BOS\)](#); [Heiken, Emma \(BOS\)](#); [Samuels, Heather \(CPC\)](#)
Subject: Liquor License Transfer - 1327B-9 Avenue - Willow on the Green - BOS File No. 231123
Date: Friday, October 27, 2023 2:51:00 PM
Attachments: [image001.png](#)

Greetings,

The office of the Clerk of the Board has received a letter requesting public convenience or necessity findings for a liquor license transfer. I'm referring this matter to you for response via the following linked document:

[Referral Letter - Planning and Police Departments – October 27, 2023](#)

You may review the entire matter on our [Legislative Research Center](#) by following the link below:

-

[Board of Supervisors File No. 231123](#)

After receiving review from the Planning and Police Departments, the Public Safety and Neighborhood Services Committee may hear and consider public convenience or necessity findings for the application, to be forwarded to the California Department of Alcoholic Beverage Control for consideration in the license matter.

The Public Safety and Neighborhood Services Committee will tentatively schedule this hearing for a meeting in November of 2023.

I request the Planning Department's response before November 10, 2023. Please confirm receipt of this message.

You may review the fact sheet for public convenience or necessity requests from the San Francisco Board of Supervisors via the following link:

[Liquor License Public Convenience or Necessity Request](#)

Thanks for the review.

John Carroll

Assistant Clerk

Board of Supervisors

San Francisco City Hall, Room 244

San Francisco, CA 94102

(415)554-4445



Click [here](#) to complete a Board of Supervisors Customer Service Satisfaction form.

BOARD of SUPERVISORS



City Hall
1 Dr. Carlton B. Goodlett Place, Room 244
San Francisco 94102-4689
Tel. No. (415) 554-5184
Fax No. (415) 554-5163
TDD/TTY No. (415) 554-5227

LIQUOR LICENSE PUBLIC CONVENIENCE OR NECESSITY REFERRAL

TO: Planning Department
Attn: _____
Phone No. _____

DATE: October 27, 2023

AP Block/Lot Nos.: 1764/006

Zoning: Inner Sunset NCD

TO: Police Department
Joel Salmonson
Phone No. (415) 553-1115

Quad: _____

Record No.: _____

Please submit your response within three weeks. The Public Safety and Neighborhood Services Committee will tentatively schedule the PC or N hearing for a meeting in November of 2023.

PLEASE EMAIL YOUR RESPONSE by November 10, 2023, to:
John Carroll, Public Safety and Neighborhood Services Committee Clerk.
john.carroll@sfgov.org ~ (415) 554-4445

Applicant name: Soares & Sinclair LLC

Business name: Willow on the Green

Application address: 1327B 9th Avenue
San Francisco, CA 94122

Applicant contact info: Alex Sinclair
415-259-1811
a.sinclair@soaressinclair.ltd


PLANNING REVIEW: Approval Denial

Planning Staff Contact: _____
(Please add comments on a trailing page.)

POLICE REVIEW: Approval Denial

(Please add comments in a trailing report.)



RECEIVED
BOARD OF SUPERVISORS
SAN FRANCISCO
2023 OCT 26 PM 12:18
BY 

Clerk's Office, Room 244
1 Dr. Carleton B. Goodlett Place
San Francisco, CA 94102

Ref: SOARES & SINCLAIR LLC 20-651448 @ 1327B 9TH AVE - Date: 10/01/2023

Dear Board of Supervisors,

I hope this letter finds you well. I am writing to formally request Public Convenience or Necessity (PCN) approval from the Board of Supervisors for our establishment, Soares & Sinclair LLC (D/B/A) Willow on the Green, a British cheese shop located at 1327B 9th Ave. San Francisco, California, 94122. We believe our operation aligns with the standards and requirements outlined in the PCN process and would like to provide information addressing key considerations.

Enhancement of Quality of Life: The issuance of the license for our British cheese shop will enhance the quality of life in the area by providing a unique destination that curates British ales, wines, mead and fortified wines that foster a sense of community, environmental consciousness, and cultural enrichment. Our commitment to sustainability and ethical sourcing, along with the promotion of responsible consumption, will contribute to the local community's well-being. The Inner Sunset is home to many British and British Commonwealth residents and people interested in low ABV-focused ales.

Quiet Enjoyment of Area Residents: License issuance will ensure the peaceful enjoyment of area residents' properties by maintaining a tranquil, sophisticated ambience, compliance with noise and operational regulations, and a commitment to minimizing disruptive activities. Our primary retail focus and dedication to a serene atmosphere will promote peaceful coexistence with nearby residential properties. As a board member of the Inner Sunset Merchants Association and a ten-year Inner Sunset resident, Willow has worked to build a close connection with other residents, tailoring our services to their needs and expectations.

Willow on the Green
1327B 9th Ave.
San Francisco, California, 94122
(415) 259 - 1811
indulge@WillowOnTheGreen.com
www.WillowOnTheGreen.com

AJS



Service to the Community: The license issuance will serve the community by providing a gathering place for residents to explore and enjoy the culinary heritage of British cheeses, fine wines and goods. Our shop hosts cheese tastings, fostering a sense of community and enhancing residents' access to unique food experiences. Many residents are surprised we do not have beer and wine for sale and have requested this since our opening on May 1st, 2022.

Enhancement of Crime Prevention: Our premises operation will not enhance crime within the area. We prioritize safety and security through robust security measures, employee training, and close collaboration with local law enforcement agencies and the local ambassador program. Moreover, our retail nature and focus on culinary experiences are not conducive to activities that might enhance crime. We have reorganized the shop to reduce shoplifting of alcohol and

Fiscal Benefits to the Community: Recently, we have lost long-standing businesses due to multiple significant fires, the closure of medical research at UCSF and the principal reduction in tourism and tech workers. Willow on the Green's inception during the recent pandemic ensured the local area did not have a domino effect of closing businesses. By realigning the retail experience with a type 20 license, the community will experience economic benefits through increased revenue and employment opportunities generated by our business. Additionally, as our business grows, so will surrounding retail within the commercial corridor such as Arizmendi Bakery, local farmers market, museums and Sips Tea House, with which we have symbiotic relationships with our customers.

Distinctiveness from Like-Type Establishments: Our premises operation stands out by exclusively offering as the only dedicated British cheese shop in the USA, providing a unique and niche selection not commonly found in the local market. Furthermore, while other traditional British/Irish bars have been slowly removing British and Irish Ales, we will provide a curated experience for consumers to gain access to rare and unique options.

Commitment to Address Concerns: We are fully committed to working collaboratively with local authorities and the community to address any concerns or conditions that may arise. We aim to foster a harmonious relationship with residents and law enforcement, ensuring that our premises'

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NTS A



operation aligns with community standards and expectations. Evolution is a core principle of our business, and as we improve, we believe we positively impact the community and businesses in the surrounding area.

We kindly request that the Board of Supervisors consider our application for PCN approval and grant us the privilege to serve the community. We are eager to contribute positively to the area, enrich the local culinary scene, and provide a unique destination for residents and visitors.

Thank you for your time and attention to this matter. If you require additional information or documentation, please do not hesitate to contact me at +1 415 259 1811.

Sincerely,

Alex J Sinclair

A handwritten signature in black ink, appearing to read "Alex J Sinclair". The signature is fluid and cursive, with a prominent initial "A" and "S".

Founder, CEO

a.sinclair@soaressinclair.ltd

Tel: 1 (415) 259 - 1811

Soares & Sinclair LLC
D/B/A Willow on the Green

Willow on the Green
1327B 9th Ave.
San Francisco, California, 94122
(415) 259 - 1811
indulge@WillowOnTheGreen.com
www.WillowOnTheGreen.com

A handwritten signature in black ink, appearing to read "AJ Sinclair". The signature is fluid and cursive, with a prominent initial "A" and "S".

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

State of California
 MR. ALEX J. SINCLAIR

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

File Number: **651448**
 Receipt Number: **2831164**
 Geographical Code: **3800**
 Copies Mailed Date: **September 6, 2023**
 Issued Date:

(415) 825-2020

DISTRICT SERVING LOCATION: **SAN FRANCISCO**
 First Owner: **SOARES & SINCLAIR LLC**
 Name of Business: **WILLOW ON THE GREEN**
 Location of Business: **1327B 9TH AVE
 SAN FRANCISCO, CA 94122-2308**
 County: **SAN FRANCISCO**
 Is Premises inside city limits: **Yes** Census Tract: **0302.02**
 Mailing Address:(If different from premises address) **1260A 10TH AVE
 SAN FRANCISCO, CA 94122-2302**
 Type of license(s): **20** Dropping Partner: Yes ___ No
 Transferor's license/name: **608659 / QUEENS SF, LLC**

RECEIVED
 BOARD OF SUPERVISORS
 SAN FRANCISCO
 2023 SEP 11 AM 9:01
 BY [Signature]

License Type	Transaction Type	Master	Secondary LT And Count
20 - Off-Sale Beer And Wine	PER/PRM	Y	

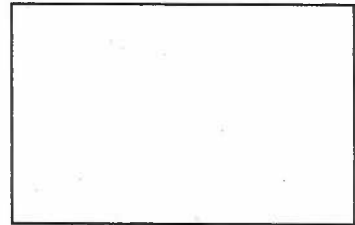
License Type	Transaction Description	Fee Code	Dup	Date	Fee
Application Fee	FEDERAL FINGERPRINTS	NA	1	09/06/23	\$24.00
Application Fee	STATE FINGERPRINTS	NA	1	09/06/23	\$39.00
Application Fee	DBL TRF: PREMISES AND PERSON	NA	0	09/06/23	\$990.00
20 - Off-Sale Beer And Wine	ANNUAL FEE	NA	0	09/06/23	\$435.00
Total					\$1,488.00

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: September 6, 2023
 Applicant Name(s)
 SOARES & SINCLAIR LLC

Introduction Form

(by a Member of the Board of Supervisors or the Mayor)



I hereby submit the following item for introduction (select only one):

- 1. For reference to Committee (Ordinance, Resolution, Motion or Charter Amendment)
- 2. Request for next printed agenda (For Adoption Without Committee Reference)
(Routine, non-controversial and/or commendatory matters only)
- 3. Request for Hearing on a subject matter at Committee
- 4. Request for Letter beginning with "Supervisor [] inquiries..."
- 5. City Attorney Request
- 6. Call File No. [] from Committee.
- 7. Budget and Legislative Analyst Request (attached written Motion)
- 8. Substitute Legislation File No. []
- 9. Reactivate File No. []
- 10. Topic submitted for Mayoral Appearance before the Board on []

The proposed legislation should be forwarded to the following (please check all appropriate boxes):

- Small Business Commission Youth Commission Ethics Commission
- Planning Commission Building Inspection Commission Human Resources Department

General Plan Referral sent to the Planning Department (proposed legislation subject to Charter 4.105 & Admin 2A.53):

- Yes No

(Note: For Imperative Agenda items (a Resolution not on the printed agenda), use the Imperative Agenda Form.)

Sponsor(s):

Clerk of the Board


Subject:

Liquor License Transfer - 1327B-9 Avenue - Willow on the Green

Long Title or text listed:

Hearing to consider that the person-to-person, premise-to-premise transfer of a Type-20 off-sale beer and wine liquor license to Soares & Sinclair LLC, to do business as Willow on the Green, located at 1327B-9 Avenue (District 7), will serve the public convenience or necessity of the City and County of San Francisco.

Signature of Sponsoring Supervisor:


f