

File No. 110982

Committee Item No. 3

Board Item No. \_\_\_\_\_

**COMMITTEE/BOARD OF SUPERVISORS  
AGENDA PACKET CONTENTS LIST**

Committee: **City Operations & Neighborhood  
Services Committee**

Date 11/14/11

Board of Supervisors Meeting

Date \_\_\_\_\_

**LIQUOR LICENSE HEARING**

**Cmte Board**

- |                                     |                          |                            |
|-------------------------------------|--------------------------|----------------------------|
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Applicant's Letter         |
| <input type="checkbox"/>            | <input type="checkbox"/> | Police Department Report   |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Planning Department Report |
| <input type="checkbox"/>            | <input type="checkbox"/> | Clerk's Correspondence     |
| <input type="checkbox"/>            | <input type="checkbox"/> | Public Correspondence      |
| <input type="checkbox"/>            | <input type="checkbox"/> | Resolution                 |
| <input type="checkbox"/>            | <input type="checkbox"/> | Other                      |

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

Completed by Gail Johnson  
Completed by \_\_\_\_\_

Date 11/10/11  
Date \_\_\_\_\_

# project one

File 110982

251 Rhode Island St  
San Francisco, CA, 94103

T 415 671 9442

steve@p1sf.com

[www.p1sf.com](http://www.p1sf.com)

August 23, 2011

To: San Francisco Board of Supervisors

Re: Type 48 liquor license for Project One Gallery

RECEIVED  
BOARD OF SUPERVISORS  
SAN FRANCISCO  
2011 SEP 15 PM 12:19  
BY: [Signature]

Since its inception in 2008, Project One Gallery has provided a unique and sophisticated venue for artists and art lovers in San Francisco. Located in the design district of the city on Rhode Island St between 15th and 16th in an old showroom space, Project One embodies many aspects of the spirit of the neighborhood. The design of the space is sophisticated and elegant. A dedicated gallery space at the front of building leads to an intimate lounge area and bar.

The area is bustling during the day with many people stopping by to view the gallery. At night the area is sleepy with little walk up traffic. We have never tried nor do we intend to try to become a "local" hangout in the evening - rather our focus is on art driven destination and private events.

Since 2008 Project One has operated with a beer and wine license. A large majority of the current revenue comes from private events and our intention with the full liquor license is to increase our ability to offer sophisticated private events to local corporations, organizations and individuals. In many cases our ability to close deals is hampered by our current alcohol license - i.e. clients choose other venues with full liquor licenses.

Project One Gallery is serious about the arts. We have worked with many local artists over the last 3 years - showing an average of 10 shows a year. Our Director and partner, Brooke Waterhouse was recently appointed to the Executive Board of the Yerba Buena Center for the Arts in San Francisco and is now actively working to boost the profile of arts not just at Project One Gallery but city wide through YBCA.

Project One Gallery is also serious about business. Our Managing Director and Partner, Steve Waterhouse is a technology entrepreneur and veteran of many local startups. He is currently CTO of RPX Corporation based in San Francisco. We believe his strong links with local

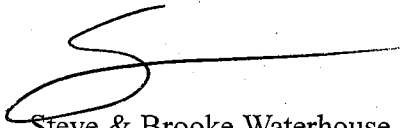
businesses including Zynga, Fuse Project, Incase and Adobe will prove advantageous to our business.

The husband and wife team of Steve and Brooke is supplemented by a strong and loyal staff. Many of our staff have artistic ambitions and have featured work in our gallery and curated shows over the last year.


Finally, Project One Gallery has been a huge supported of local, national and international charities and non profits. We regularly donate our space to charities and non profits and also have raised money via art and bar sales. A list of some of the non profits and charities we have supported is in Appendix 1 of this letter.

We ask for your support in our application for a full liquor license for Project One Gallery which we believe will benefit the local neighborhood, community, businesses and the overall city of San Francisco.

Best Regards,



Steve & Brooke Waterhouse  
Owners and Directors, Project One Gallery



## Appendix 1 : Non profits and Charities

Human Rights Campaign

Inneract Project

AIDS / Lifecycle

Voices of Rwanda

Pakistan Flood Survivors

Freedom House

Mercy Corps

Acearts

Sahara Relief

Brazilian Community Center

Spectrum Autism

International Red Cross (fundraiser for Japan)

Avon Walk for Breast Cancer

Leukemia and Lymphoma Society

Collective Good (Japan benefit).

YBCA

Oasis for Girls,

Potrero Hill homeowners association,

See Change,

BAWIFM

## Appendix 2 : Proposed Opening Hours

Business hours will be:

Gallery only : 12 noon -> 7pm Monday -> Saturday

Lounge + Gallery: 5pm -> 2am Every day

RECEIVED

SEP 21 2011

CITY & COUNTY OF S.F.  
PLANNING DEPARTMENT  
T.A.C. TEAM  
LIQUOR LICENSE REVIEW

TO: Planning Department  
AnMarie Rodgers/CTYPLN/SFGOV  
Georgia Powell/CTYPLN/SFGOV@SFGOV  
Fax No.: 558-6409

File: 110982

Block/lot: 3937/002A

TO: Inspector Dave Falzon  
Police Department  
Fax No.: 553-1463

Zoning: ~~xxxx~~ PDR-1D

Quadr: SE

MB# 1101671

DATE: September 20, 2011

This item is scheduled to be heard at a meeting on October 24, 2011. **PLEASE EMAIL YOUR RESPONSE BY: October 20, 2011, to Gail Johnson, Clerk, City Operations and Neighborhood Services Committee.**  
**Gail.Johnson@sfgov.org - Fax No: 554-7714**

**Applicant Name:** Steve and Brooke Waterhouse  
**and Business Name:** Project One Gallery (251 Rhode Island Street)

**Applicant Address:** 251 Rhode Island Street  
San Francisco, CA 94103  
**and Phone No.** (415) 671-9442

**PLANNING COMMENTS:**  Approval  Denial

recommend approval type 48 license necessary to art gallery & existing non-confirming bar.  
fantam Berdy 11/02/11

**POLICE COMMENTS:**  Approval  Denial

251 Rhode Island St.