

File No. 231123

Committee Item No. 1

Board Item No. 22

## COMMITTEE/BOARD OF SUPERVISORS

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Committee: Public Safety and Ngbh Services

Date: Dec. 14, 2023

Board of Supervisors Meeting:

Date: January 9, 2024

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- Motion
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- Ordinance
- Legislative Digest
- Budget and Legislative Analyst Report
- Youth Commission Report
- Introduction Form
- Department/Agency Cover Letter and/or Report
- MOU
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- Subcontract Budget
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#### OTHER

- Police Department Report – November 30, 2023
- Planning Department Review – November 16, 2023
- PC or N Referral to Planning and Police – October 27, 2023
- PC or N Request Letter – October 26, 2023
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

Prepared by: John Carroll

Date: Dec. 8, 2023

Prepared by: John Carroll

Date: January 5, 2024

Prepared by: \_\_\_\_\_

Date: \_\_\_\_\_

1 [Liquor License Transfer - 1327B-9th Avenue - Willow on the Green]

2

3 **Resolution determining that the person-to-person, premise-to-premise transfer of**  
4 **a Type-20 off-sale beer and wine liquor license to Soares & Sinclair LLC, to do**  
5 **business as Willow on the Green, located at 1327B-9th Avenue (District 7), in**  
6 **accordance with California Business and Professions Code, Section 23958.4; and**  
7 **requesting that the California Department of Alcoholic Beverage Control impose**  
8 **no further conditions on the issuance of the license.**

9

10 WHEREAS, Soares & Sinclair LLC, is seeking the person-to-person, premise-to-  
11 premise transfer of a Type-20 off-sale beer and wine liquor license to do business as  
12 Willow on the Green, located at 1327B-9th Avenue (District 7); and

13 WHEREAS, The Planning Department has verified that the area is properly  
14 zoned and recommends approval; and

15 WHEREAS, The Police Department has filed zero protests and zero letters of  
16 support with the Department of Alcoholic Beverage Control under California Business  
17 and Professions Code, Section 24013, and recommends that the Department of  
18 Alcoholic Beverage Control issue the liquor license with no further conditions; now,  
19 therefore, be it

20 RESOLVED, That in accordance with California Business and Professions Code,  
21 Section 23958.4, the Board of Supervisors of the City and County of San Francisco  
22 hereby determines that the person-to-person, premise-to-premise transfer of a Type-20  
23 off-sale beer and wine liquor license to Soares & Sinclair LLC, to do business as Willow  
24 on the Green, located at 1327B-9th Avenue, will serve the public convenience or  
25 necessity of the City and County of San Francisco; and, be it

1            FURTHER RESOLVED, That the Board of Supervisors of the City and County of  
2 San Francisco hereby endorses and adopts the recommendations of the Police  
3 Department listed above and recommends that the Department of Alcoholic Beverage  
4 Control issue the license with those conditions.

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**From:** [Carroll, John \(BOS\)](#)  
**To:** [a.sinclair@soaressinclair.ltd](#); [Donovan, Dominica \(BOS\)](#); [Low, Jen \(BOS\)](#); [Farrah, Michael \(BOS\)](#); [Fieber, Jennifer \(BOS\)](#); [Heiken, Emma \(BOS\)](#)  
**Cc:** [Alabanza, Analyn@ABC](#); [amarjit.tamber@abc.ca.gov](#); [Reyes, Gertie@ABC](#); [Samuels, Heather \(CPC\)](#); [CPC.Referrals](#); [Salmonson, Joel \(POL\)](#); [Wong, Joanne \(POL\)](#); [Jonas, Stephen \(POL\)](#); [Crayton, Monique \(BOS\)](#)  
**Subject:** RE: Liquor License Transfer - 1327B-9 Avenue - Willow on the Green - BOS File No. 231123  
**Date:** Friday, December 1, 2023 2:26:00 PM  
**Attachments:** [image001.png](#)

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Greetings,

The Police Department has completed their review of the subject public convenience or necessity request and has forwarded their recommendations. For your convenience, I have the review available from the link below:

[Police Department Response – November 30, 2023](#)

The Police Department's ALU is recommending approval with no further conditions.

**The Public Safety and Neighborhood Services Committee will consider this hearing matter at 10 am on Thursday, December 14, 2023.**

I invite you to review the entire matter on our [Legislative Research Center](#) by following the link below:

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

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.

The [Legislative Research Center](#) provides 24-hour access to Board of Supervisors legislation and archived matters since August 1998.

***Disclosures:** Personal information that is provided in communications to the Board of Supervisors is subject to disclosure under the California Public Records Act and the San Francisco Sunshine Ordinance. Personal information provided will not be redacted. Members of the public are not required to provide personal identifying information when they communicate with the Board of Supervisors and its committees. All written or oral communications that members of the public submit to the Clerk's Office regarding pending legislation or hearings will be made available to all members of the public for inspection and copying. The Clerk's Office does not redact any information from these submissions. This means that personal information—including names, phone numbers, addresses and similar information that a member of the public elects to submit to the Board and its committees—may appear on the Board of Supervisors website or in other public documents that members of the public may inspect or copy.*




San Francisco Police Department  
**ABC Liaison Unit**



Alcoholic Beverage License -  
*Public Convenience or  
Necessity Recommendation*

**To:** The San Francisco Board of Supervisors' Committee on Public Safety  
and Neighborhood Services

**Supervisor Catherine Stefani**  
**Supervisor Matt Dorsey**  
**Supervisor Joel Engardio**

**From:** Lt. Steve Jonas #79   
Officer in Charge  
ALU/Permits Unit 415-553-9550

**Date:** December 7, 2023

**Subject:** P.C.N. Investigation Regarding: SBL Soares & Sinclair, LLC  
DBA: Willow On the Green  
1327B 9th Ave.  
San Francisco CA. 94122

Soares & Sinclair LLC, operating as Willow on the Green, has filed an application with the California Department of Alcoholic Beverage Control seeking a Type 20 (Off-Sale Beer and Wine) license to be located at 1327B 9<sup>th</sup> Ave. (located between Irving St. and Judah St.)

**Hours of Operation:**

11:00am to 7:00pm Monday - Friday and 8:00am to 7:00pm Saturday and Sunday.

**Digest:**

Willow on the Green would like to operate a specialty cheese shop to be located at 1327B 9<sup>th</sup> Ave. If approved, this license will allow them to sell Beer and Wine.

**Letters of Protest**

0

**Letters of Support**

0

**Police Calls for Service:**

From September 2022 to September 2023

**1 call for service**

**Police Reports:**

From September 2022 to September 2023

**0 police reports**

**San Francisco Plot Information:**

This premise is located in Plot: **909**

A High Crime area is defined as **109** or more police reports in a plot for the year of **2022**.

This plot had 144 police reports for **2022**, which is 35 **higher** than the **Citywide “High Crime”** average.

**State Census Tract Information:**

This premise is located in Census Tract: **302.02**

Population for this tract is: **4,507**

On-sale license authorized by census tract: **15**

Active on-sale licenses: 46 with 0 pending

Off-sale licenses authorized by census tract: **3**

Active off-sale licenses: 6 with 0 pending

**Departmental Recommendation:**

Points of consideration: **2**

No opposition from **Taraval Station**.

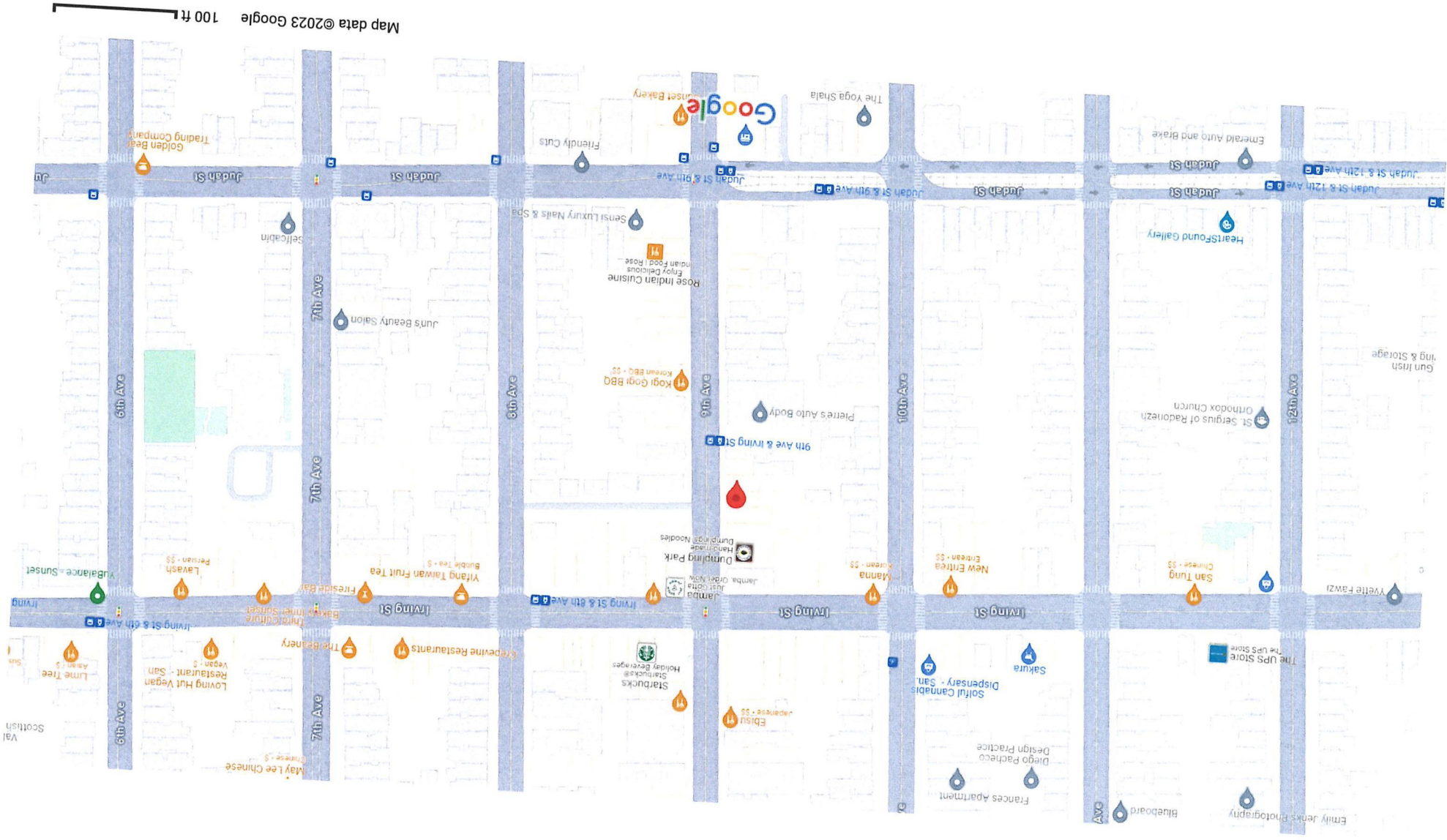
Applicant premise **is** located in a “**High Crime**” area.

Applicant premise **is** located in a “**High Concentration**” area.

**0** - Protest.

**0** - Support

ALU Recommendation: **Approval with no additional conditions.**





**From:** [Carroll, John \(BOS\)](#)  
**To:** [Salmonson, Joel \(POL\)](#); [Wong, Joanne \(POL\)](#); [Jonas, Stephen \(POL\)](#); [a.sinclair@soaressinclair.ltd](#)  
**Cc:** [Alabanza, Analyn@ABC](#); [amarjit.tamber@abc.ca.gov](#); [Reyes, Gertie@ABC](#); [Donovan, Dominica \(BOS\)](#); [Low, Jen \(BOS\)](#); [Farrah, Michael \(BOS\)](#); [Fieber, Jennifer \(BOS\)](#); [Heiken, Emma \(BOS\)](#); [Samuels, Heather \(CPC\)](#); [CPC.Referrals](#)  
**Subject:** RE: Liquor License Transfer - 1327B-9 Avenue - Willow on the Green - BOS File No. 231123  
**Date:** Thursday, November 16, 2023 2:19:00 PM  
**Attachments:** [image001.png](#)

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Good afternoon,

The Planning Department has completed their review of the subject application, and has forwarded their recommendation for approval. For your convenience, I have the review available from the link below:

[Planning Dept. Response - Received November 16, 2023](#)

The matter is now awaiting review by the Police Department's ALU.

After receiving review from the Police Department, 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 their consideration in the license matter.

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

I invite you to review the entire matter on our [Legislative Research Center](#) by following the link below:

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

Thanks for the review.

**John Carroll**  
**Assistant Clerk**

Board of Supervisors  
San Francisco City Hall, Room 244  
San Francisco, CA 94102  
(415) 554-4445

**(VIRTUAL APPOINTMENTS)** To schedule a virtual meeting with me (on Microsoft Teams), please ask and I can answer your questions in real time.

*Due to the current COVID-19 health emergency and the Shelter in Place Order, the Office of the Clerk of the Board is working remotely while providing complete access to the legislative process and our services.*

 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.:** \_\_\_\_\_

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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](mailto:john.carroll@sfgov.org) ~ (415) 554-4445

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**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](mailto: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 9<sup>th</sup> 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'

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

NSA



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, consisting of a large, stylized 'A' followed by a series of loops and a horizontal line that ends in a small hook.

Founder, CEO

[a.sinclair@soaressinclair.ltd](mailto:a.sinclair@soaressinclair.ltd)

Tel: 1 (415) 259 - 1811

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

Willow on the Green  
1327B 9<sup>th</sup> Ave.  
San Francisco, California, 94122  
(415) 259 - 1811  
[indulge@WillowOnTheGreen.com](mailto:indulge@WillowOnTheGreen.com)  
[www.WillowOnTheGreen.com](http://www.WillowOnTheGreen.com)

A handwritten signature in black ink, consisting of the letters 'AJS' followed by a stylized flourish.

**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]*

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

<u>License Type</u>	<u>Transaction Description</u>	<u>Fee Code</u>	<u>Dup</u>	<u>Date</u>	<u>Fee</u>
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
<b>Total</b>					<b>\$1,488.00</b>

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**

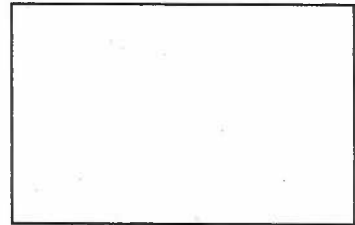
STATE OF CALIFORNIA      County of SAN FRANCISCO      Date: September 6, 2023  
 Applicant Name(s)  
**SOARES & SINCLAIR LLC**

Planning Department recommends approval for the establishment of an alcohol license Type 20 for a Specialty Grocery (Retail Sales and Service Use) which is permitted within the Inner Sunset Neighborhood Commercial District pursuant to Planning Code Section 102, 202.2(a), and 730.

*Heather Samuels*  
 Heather Samuels  
 Assistant Planner, Current Planning Division  
 11/14/23

## 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: