

**From:** [Carroll, John \(BOS\)](#)  
**To:** [Elise Yamaguchi](#); [Donovan, Dominica \(BOS\)](#)  
**Cc:** [Alabanza, Analyn@ABC](#); [amarjit.tamber@abc.ca.gov](#); [Reyes, Gertie@ABC](#); [Wong, Joanne \(POL\)](#); [Jonas, Stephen \(POL\)](#); [Balba, Ryan \(CPC\)](#); [VanHouten, Ben \(ECN\)](#); [CPC.Referrals](#); [Salmonson, Joel \(POL\)](#)  
**Subject:** RE: Liquor License Transfer - 800 Bay Street - Pink House by the Bay - BOS File No. 231289  
**Date:** Wednesday, January 17, 2024 9:00:00 AM  
**Attachments:** [image001.png](#)

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Good morning,

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 January 12, 2024](#)

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 the regular meeting of January 25, 2024.**

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

[Board of Supervisors File No. 231289](#)

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*

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: December 27, 2023

AP Block/Lot Nos.: 0026/039

Zoning: RH-3, 40X

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

Quad: District 2

Record No.: \_\_\_\_\_

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Please submit your response within two weeks. The Public Safety and Neighborhood Services Committee will **tentatively** schedule a PC or N hearing for the regular meeting of February 22, 2024.

**PLEASE EMAIL YOUR RESPONSE by January 12, 2024, 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:** Pink House by the Bay LLC

**Business name:** Pink House by the Bay

**Application address:** 800 Bay Street

**Applicant contact info:** Elise Yamaguchi  
(415) 573-5871  
[elise@pinkhousebythebay.com](mailto:elise@pinkhousebythebay.com)

**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.)



# San Francisco Planning

49 South Van Ness Avenue, Suite 1400  
San Francisco, CA 94103  
628.652.7600  
[www.sfplanning.org](http://www.sfplanning.org)

1/12/24

Clerk of the Board of Supervisors  
City Hall  
1 Dr. Carlton B. Goodlett Place, Room 244  
San Francisco, CA 94102

**Re: 800 Bay St - Pink House By the Bay**  
Planning Department File No. 2023-011727MIS

To Whom It May Concern:

The Planning Department recommends approval of an ABC Type 21 (Off-Sale General) license, permitted as accessory to a General Retail Sales and Service use (DBA Pink House by the Bay) on the ground floor in the Residential House, Three-Family Zoning District per Planning Code Sections 102, 186, 703, and 710. May not occupy more than one-third of the total floor area.

If you have any questions related to this recommendation, please contact me at 628-652-7331 or [Ryan.Balba@sfgov.org](mailto:Ryan.Balba@sfgov.org).

Sincerely,

A handwritten signature in black ink that reads "Ryan Balba".

Ryan Balba  
Planner

December 22, 2023

Attn: Board of Supervisors  
Re: Determination of Public Convenience

Dear Board of Supervisors,

Please consider my request for a Public Convenience Determination for a Type 20 Beer & Wine off sale license at the address of 800 Bay Street. The commercial space is a recent addition to the Russian Hill / Fisherman's Wharf neighborhood and has been very well received.

My name is Elise Yamaguchi, I can be reached at: (415) 573-5871, my email address is Elise@pinkhousebythebay.com. I am the sole proprietor of The Pink House by the Bay, located at 800 Bay Street. My mailing address is: 1592 Union Street #217, San Francisco, CA 94123.

The store is well located by the cable car stop on Hyde street across from the Francisco Park. I plan to keep a limited and curated selection of beer & wine from our local businesses; selections not easily found within walking distance of the establishment. Our unique gift/convenient store offering beer & wine will compliment other gifts suitable for baby showers, engagements, or friends just gathering for an evening.

The majority of the merchandise and gifts focus on the regular demand from local neighbors and tourists organic healthy snacks, organic dairy products, chocolate gifts, books, tea pots, cold drinks, bottled water.

Beer and wine will consume less than 10% of total sale, as companion product but not a primary focus.


I have endeavored to create a space that is unique and charming, featuring quality products that represent San Francisco. In adding beer & wine, we provide a perfect compliment to our existing offerings in serving the neighborhood.

The Pink House by the Bay is currently open daily, from 10 am to 8 pm. Through the efforts of a broker, I obtained a Type 20 off sale Beer & Wine license in November 2023. I posted a notice, prominently on my shop window on November 22, 2023 through December 22, 2023 and mailed over 150 notices to neighbors within 500' of the business property.

Enclosed with this letter, please find:

- ABC-245, which includes Section 3 for a resolution allowing the license on the basis of Public Convenience
- ABC-207F, my signed affidavit regarding notices to the community

Please know this is a time sensitive request due to funds waiting in escrow for your decision. Your expedited approval is appreciated.

  
Elise Yamaguchi  
Pink House By the Bay

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SAN FRANCISCO  
2023 DEC 26 AM 9:00  
BY 

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: *Pink House by the Bay LLC*

2. PREMISES ADDRESS (Street number and name, city, zip code): *800 Bay St., San Francisco, CA 94109*

3. LICENSE TYPE: *20*

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 checked="" type="checkbox"/> Other - describe: <i>gift shop/Convenience store</i>			

5. COUNTY POPULATION: *875,010*

6. TOTAL NUMBER OF LICENSES IN COUNTY: *11*

7. RATIO OF LICENSES TO POPULATION IN COUNTY: *1,136*

8. CENSUS TRACT NUMBER: *102.02*

9. NO. OF LICENSES ALLOWED IN CENSUS TRACT: *1*

10. NO. OF LICENSES EXISTING IN CENSUS TRACT: *6*

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: *106*

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: *503*

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)

*kd*



Complete this form, attach the original Form ABC-207E and return to ABC office listed below. Refer to Instructions, Form ABC-528, for more information.

ABC District Office:

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

Applicant(s) Name(s):

**PINK HOUSE BY THE BAY, LLC**

Premises Address:

**800 BAY ST  
SAN FRANCISCO, CA 94109-1233**

I, Elise Yamaguchi, do hereby declare that on 12-7-2023, I served by mail upon each  Resident of real property  owner of real property within a 500-foot radius of the above-designated premises, by depositing in the United States Mail, with postage fully prepaid, a sealed envelope containing a true copy of the Notice of Intention to Engage in the Sale of Alcoholic Beverages (ABC-207E), a copy of which is attached hereto, giving the name(s) of the applicant(s), the type(s) of license(s) applied for, the address of the premises where the business is to be conducted, addressed to the resident/occupant for each of the following addresses (*If more space is needed, use reverse or attach a separate sheet*):

ADDRESS 800 Bay Street CITY San Francisco ZIP CODE 94109

Continued on reverse or on attachment

***I declare under the penalty of perjury that the foregoing is true and correct.***

Executed at San Francisco, California, this 7th day of Dec., 2023

Elise Yamaguchi  
Signature

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

State of California

*Elise Yamaguchi*  
 (415) 573-5871

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

File Number: **654682**  
 Receipt Number: **2851786**  
 Geographical Code: **3800**  
 Copies Mailed Date: **November 22, 2023**  
 Issued Date:

**DISTRICT SERVING LOCATION:** SAN FRANCISCO  
**First Owner:** **PINK HOUSE BY THE BAY, LLC**  
**Name of Business:** **PINK HOUSE BY THE BAY**  
**Location of Business:** **800 BAY ST**  
**SAN FRANCISCO, CA 94109-1233**  
**County** **SAN FRANCISCO**  
**Is Premises inside city limits** **Yes**  
**Mailing Address:(If different from premises address)** **1592 UNION ST**  
**#217**  
**SAN FRANCISCO, CA 94123-4505**  
**Type of license(s):** **20**  
**Transferor's license/name:** **552794 / DENG, ERIC ZHU QI**

Census Tract: **0102.02**

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 2023 DEC -1 AM 9:08  
 BY *[Signature]*

Dropping Partner: Yes  No

<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	DBL TRF: PREMISES AND PERSON	NA	0	11/22/23	\$990.00
Application Fee	FEDERAL FINGERPRINTS	NA	1	11/22/23	\$24.00
Application Fee	STATE FINGERPRINTS	NA	1	11/22/23	\$39.00
20 - Off-Sale Beer And Wine	ANNUAL FEE	NA	0	11/22/23	\$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: November 22, 2023

Applicant Name(s)

PINK HOUSE BY THE BAY, LLC