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BOARD OF SUPERVISORS
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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





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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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, appearing to read "Alex J Sinclair". The signature is stylized with a large initial "A" and a long horizontal stroke.

Founder, CEO

a.sinclair@soaressinclair.ltd

Tel: 1 (415) 259 - 1811

Soares & Sinclair LLC
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A handwritten signature in black ink, appearing to read "AJ Sinclair".