

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 **DATE:** December 2, 2022  
Attn: Edgar Oropeza  
Phone No. edgar.oropeza@sfgov.org **AP Block/Lot Nos.:** 3529 / 051  
**Zoning:** PDR 1 G 58-X  
**TO:** Police Department **Quad:** District 9 and 10  
Joel Salmonson **Record No.:** \_\_\_\_\_  
Phone No. (415) 553-1115

Please submit your response within three weeks. The Public Safety and Neighborhood Services Committee will tentatively schedule the PC or N hearing for the regular meeting of January 26, 2022.

**PLEASE EMAIL YOUR RESPONSE by December 16, 2022, to:**  
John Carroll, Public Safety and Neighborhood Services Committee Clerk.  
[john.carroll@sfgov.org](mailto:john.carroll@sfgov.org) ~ (415) 554-4445

**Applicant name:** California Wine and Spirits LLC  
**Business name:** Total Wine & More  
**Application address:** 1750 Harrison Street  
San Francisco, CA 94103  
**Applicant contact info:** Justin A. Zucker  
[jzucker@reubenlaw.com](mailto:jzucker@reubenlaw.com)  
415-567-9000

**PLANNING REVIEW:**  Approval  Denial

Planning Staff Contact: Edgar.oropeza@sfgov.org  
(Please add comments on a trailing page.)

**POLICE REVIEW:**  Approval  Denial

(Please add comments in a trailing report.)

## Carroll, John (BOS)

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**From:** Oropeza, Edgar (CPC)  
**Sent:** Monday, December 5, 2022 2:49 PM  
**To:** Carroll, John (BOS); CPC.Referrals; Salmonson, Joel (POL)  
**Cc:** Wong, Joanne (POL); Jonas, Stephen (POL); Wong, Alan (BOS); Alabanza, Analyn@ABC; amarjit.tamber@abc.ca.gov; Ferrigno, Jennifer (BOS); Herrera, Ana (BOS); Lerma, Santiago (BOS); Saini, Nikita (BOS); Justin A. Zucker  
**Subject:** Re: Liquor License Transfers - 1750 Harrison Street - Total Wine & More  
**Categories:** 221222

The Planning Department recommends to approve the proposed liquor license types, **86,42 and 21 for the property at 1750 Harrison Street** - The existing site is improved with a retail sales and services use per section 102 and is considered "legal nonconforming" per planning code section 181. Please note a change of operator within the same use category (retail sales and services per section 102) is not considered an intensification in this case.

All building permits for the subject building are up to date.

Thank you all for your attention to this email.

**Email is the best way to reach me.** See below for more information.

**Edgar Oropeza, Senior Planner  
PIC Specialist, Districts 9 & 10**

San Francisco Planning  
49 South Van Ness Avenue, Suite 1400, San Francisco, CA 94103  
Direct: 628.652.7416 | [www.sfplanning.org](http://www.sfplanning.org)  
[San Francisco Property Information Map](#)

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**From:** Carroll, John (BOS) <john.carroll@sfgov.org>  
**Sent:** Friday, December 2, 2022 4:59 PM  
**To:** CPC.Referrals <CPC.Referrals@sfgov.org>; Salmonson, Joel (POL) <Joel.R.Salmonson@sfgov.org>  
**Cc:** Wong, Joanne (POL) <joanne.k.wong@sfgov.org>; Jonas, Stephen (POL) <Stephen.Jonas@sfgov.org>; Wong, Alan (BOS) <alan.wong1@sfgov.org>; Alabanza, Analyn@ABC <Analyn.Alabanza@abc.ca.gov>; amarjit.tamber@abc.ca.gov <amarjit.tamber@abc.ca.gov>; Ferrigno, Jennifer (BOS) <jennifer.ferrigno@sfgov.org>; Herrera, Ana (BOS) <ana.herrera@sfgov.org>; Lerma, Santiago (BOS) <santiago.lerma@sfgov.org>; Saini, Nikita (BOS) <nikita.saini@sfgov.org>; Oropeza, Edgar (CPC) <edgar.oropeza@sfgov.org>; Justin A. Zucker <jzucker@reubenlaw.com>  
**Subject:** Liquor License Transfers - 1750 Harrison Street - Total Wine & More

Greetings,

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

[Referral Letter - Planning and Police Departments – December 2, 2022](#)

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

# REUBEN, JUNIUS & ROSE, LLP

Justin Zucker  
jzucker@reubenlaw.com

November 30, 2022

**Delivered Via Messenger**

Ms. Angela Calvillo  
Clerk of the Board  
San Francisco Board of Supervisors  
1 Dr. Carlton B. Goodlett Place, Room 244  
San Francisco, CA 94102

**Re: Liquor License "PCN" Request  
1750 Harrison Street  
Our File No.: 12160.01**

RECEIVED  
BOARD OF SUPERVISORS  
SAN FRANCISCO  
2022 NOV 30 PM 2:56  
BY JZR

Dear Ms. Calvillo:

Per Justin Zucker's request, please find enclosed PCN request to the Board of Supervisors related to the above referenced matter.

Please note, Reuben, Junius & Rose, LLP retains an electronic copy only of these documents, and the original documents are for your records.

Should you have any questions, do not hesitate to contact our office.

Very truly yours,

**REUBEN, JUNIUS & ROSE, LLP**



**Nancy Gutierrez  
Legal Assistant to Attorney**

# REUBEN, JUNIUS & ROSE, LLP

Justin A. Zucker  
jzucker@reubenlaw.com

November 30, 2022

## Delivered Via Messenger

Ms. Angela Calvillo  
Clerk of the Board  
San Francisco Board of Supervisors  
1 Dr. Carlton B. Goodlett Place, Room 244  
San Francisco, CA 94102

**Re: Liquor License “PCN” Request  
1750 Harrison Street  
Our File No.: 12160.01**

Dear Ms. Calvillo:

Our office represents Total Wine & More (“**Total Wine**”), the project sponsor of a new specialty wine superstore at 1750 Harrison Street (the “**Project**”). Total Wine applied for building permits to make tenant improvements for the new store, which was under [BPA No. 2022.0808.0083](#) on August 8, 2022, and [BPA No. 2022.1007.3990](#) on October 7, 2022, both with the Department of Building Inspections. On November 7, 2022, the Planning Department reviewed and approved the Alcoholic Beverage Control referral in Case No. 2022-010802MIS.

Total Wine is seeking a type-21 (off-sale general), type-42 (on-sale beer & wine – public premises), and type-86 (instructional tasting) license from the California Department of Alcoholic Beverage Control (“**ABC**”; ABC report attached as [Exhibit A](#)). Total Wine has filed an application with the ABC for license transfers. The type-21, type-42, and type-86 license would be transferred from Fox Market located at 570 Larkin Street (previous license No. 21-517840; ABC report attached as [Exhibit B](#)). Due to the overconcentration of type-21 ABC licenses in this census tract and the Project’s location in a high crime reporting district, Total Wine must obtain a determination by the Board of Supervisors that the public convenience or necessity will be served by the issuance of the type 21 license for operations at 1750 Harrison Street.

The Project will establish a wine superstore at 1750 Harrison Street within the existing building located on the site bound by 13th Street and the elevated Central Freeway, Harrison, 14th, and Trainor Streets. The existing tenant space was previously occupied by Office Max, an office supply and furniture superstore, which closed earlier this month (November 2022). Total Wine proposes interior renovations to convert the approximately 23,000 square foot tenant space to a specialty wine, beer, and liquor store, including space for tastings and seminars, and humidors and other accessory facilities necessary to keep the assorted wine and products in their prime condition.

**San Francisco Office**  
One Bush Street, Suite 600, San Francisco, CA 94104  
tel: 415-567-9000 | fax: 415-399-9480

**Oakland Office**  
492 9th Street, Suite 200, Oakland, CA 94607  
tel: 510-527-5589

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

Angela Calvillo  
Clerk of the Board of Supervisors  
November 30, 2022  
Page 2 of 3

The Project is anticipated to primarily serve local and Citywide residents as is typical of stores located in this area, and is conveniently located to serve City residents by its close proximity to the freeway as well as local artery and connector streets.

The Total Wine will sell a wide range of fine and specialty wines, beers, and spirits. The typical Total Wine store carries over 8,000 different wines from every wine-producing region in the world, more than 2,500 beers, including imports and hard-to-find microbrews, and over 3,000 types of spirits in every style and price range. Typical business hours will be approximately 9 a.m. to 10 p.m. daily. Business hours may be extended in advance of major holidays to accommodate increased demand and for the convenience of customers.

Total Wine will be operated by a company with great expertise in the procurement and retailing of wines, beers, and spirits. The new specialty wine superstore at 1750 Harrison Street will offer an incredible range of wines, beers, and spirits—including rare and hard-to-find offerings, such as wines from every wine-growing region in the world, and beers from numerous microbreweries across the nation. Total Wine's curated, yet expansive, selection of goods, along with the option of in-store tastings, would serve the public convenience or necessity by increasing the variety and availability of wines, beers, and spirits, and creating the opportunity for City residents to try and discover new favorites with the guidance of knowledgeable and experienced staff.

The new Total Wine will provide area residents, nearby workers, and visitors with a shopping experience at a location that is easily accessible and appropriate for the large range of options and expected customer volume. While there are seven (7) other establishments in the census tract with type-21 off-sales licenses, none are specialty wine superstores with the large range of curated goods like those offered by Total Wine. For the most part, they are corner markets/bodegas, gas stations, or grocery stores with a limited selection of popular brands. One (1) establishment with a type-20 license off-sale beer & wine license, Premium Port Wines Inc. while having a similar focus on specialty wines, is a distributor and does not appear to be a direct-to-consumer retailer. (See [https://www.premiumport.com/about\\_us](https://www.premiumport.com/about_us), last visited November 10, 2022.)

Allowing a type-21 off-sales license for Total Wine would serve the public convenience and necessity by establishing an alcohol retailer that is a responsible retailer with training and a management policy as well as equipment for controlling the sale of alcohol. Total Wine will extensively train its employees related to alcohol sales at new hire orientations, including acknowledgement of the store's alcohol sale policy. The store will be equipped with smart registers programmed to lock upon an alcohol sale until the cashier enters the customer's birthdate to confirm she/he is of age before proceeding. In addition, the store will be equipped with a state-of-the-art camera system with 90-day memory storage.

Total Wine has completed the ABC noticing requirements pursuant to state law. Total Wine sent mailed notice regarding the proposed ABC license to all residents within 500 feet of the Project on November 29, 2022 and posted notice on the Project site on the November 29, 2022.

Angela Calvillo  
Clerk of the Board of Supervisors  
November 30, 2022  
Page 3 of 3

For the reasons outlined above, I respectfully request that this letter be forwarded to the Public Safety and Neighborhood Services Committee of the Board and that the Committee and the full Board of Supervisors make a determination under California Business & Professions Code §23958.4 that the public need or convenience would be served by the transfer of a type-21 (off-sale general) license to Total Wine.

Please contact me at 415-567-9000 with any questions.

Very truly yours,

**REUBEN, JUNIUS & ROSE, LLP**

  
Justin A. Zucker

Enclosures

**Exhibit A**



CALIFORNIA DEPARTMENT OF

# Alcoholic Beverage Control

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**Report Date:** Wednesday, November 09, 2022

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## LICENSE INFORMATION

**License Number:** 643675 **Primary Owner:** CALIFORNIA FINE WINE & SPIRITS LLC

**Office of Application:** 24 - SAN FRANCISCO

## BUSINESS NAME

TOTAL WINE & MORE

## BUSINESS ADDRESS

1750 HARRISON ST , SAN FRANCISCO, CA, 94103

**County:** SAN FRANCISCO **Census Tract:** 0177.00

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## LICENSEE INFORMATION

**Licensee:** CALIFORNIA FINE WINE & SPIRITS LLC

### Company Information

OFFICER: RSSI MANAGEMENT INC (MANAGING MEMBER)

OFFICER: JET 2008 RECEIVING TRUST (MEMBER)

OFFICER: MCT 2008 RECEIVING TRUST (MEMBER)

OFFICER: NRT 2008 RECEIVING TRUST (MEMBER)

OFFICER: RJT 2008 RECEIVING TRUST (MEMBER)

OFFICER: SPT 2005 TRUST (MEMBER)

OFFICER: SPT 2015 CAL RECEIVING TRUST (MEMBER)



OFFICER: TRONE, DAVID JOHN (MEMBER)  
OFFICER: TRONE, ROBERT LEE (MEMBER)  
OFFICER: HAUBENSTRICKER, THOMAS A (VICE PRESIDENT)  
MEMBER: JET 2008 RECEIVING TRUST  
MEMBER: MCT 2008 RECEIVING TRUST  
MEMBER: NRT 2008 RECEIVING TRUST  
MEMBER: RJT 2008 RECEIVING TRUST  
MEMBER: SPT 2005 TRUST  
MEMBER: SPT 2015 CAL RECEIVING TRUST  
MEMBER: TRONE, DAVID JOHN  
MEMBER: TRONE, ROBERT LEE

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## LICENSE TYPES

Allow up to six weeks for expiration date updates after fee waiver or renewal fee submittal.

### 21 - OFF-SALE GENERAL

**License Type Status:** PENDING **Status Date:** 28-OCT-2022 **Term:** 12 Month(s)

**Original Issue Date:** **Expiration Date:** **Master:** Y **Duplicate:** **Fee Code:** P40 **Transfers:**

From License Number: 21-517840

### 42 - ON-SALE BEER AND WINE - PUBLIC PREMISES

**License Type Status:** PENDING **Status Date:** 28-OCT-2022 **Term:** 12 Month(s)

**Original Issue Date:** **Expiration Date:** **Master:** Y **Duplicate:** **Fee Code:** P40 **Transfers:**

From License Number: 21-517840

### 86 - INSTRUCTIONAL TASTING LICENSE

**License Type Status:** PENDING **Status Date:** 28-OCT-2022 **Term:** 12 Month(s)

**Original Issue Date:** **Expiration Date:** **Master:** Y **Duplicate:** **Fee Code:** P40 **Transfers:**

From License Number: 21-517840

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**OPERATING RESTRICTIONS:**

No Operating Restrictions found

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**DISCIPLINARY ACTION:**

No Active Disciplinary Action found

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**DISCIPLINARY HISTORY:**

No Disciplinary History found.

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**HOLDS:**

**Hold Type:** FORM 220 **Hold Date:** 01-NOV-2022

**ESCROWS:**

CALIFORNIA BUSINESS ESCROW INC, 1748 MAIN ST ESCALON,CALIFORNIA 95320

**Exhibit B**



CALIFORNIA DEPARTMENT OF

# Alcoholic Beverage Control

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**Report Date:** Wednesday, November 09, 2022

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## LICENSE INFORMATION

**License Number:** 517840 **Primary Owner:** VG LIQUOR CORP **Office of Application:**  
24 - SAN FRANCISCO

## BUSINESS NAME

FOX MARKET

## BUSINESS ADDRESS

570 LARKIN ST , SAN FRANCISCO, CA, 94102

**County:** SAN FRANCISCO **Census Tract:** 0124.03

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## LICENSEE INFORMATION

**Licensee:** VG LIQUOR CORP

### Company Information

OFFICER: VIRK, KAMALJIT (CHIEF FINANCIAL OFFICER)

OFFICER: VIRK, KAMALJIT (DIRECTOR)

OFFICER: GANDHI, DIPAK BHOGILAL (PRESIDENT)

OFFICER: GANDHI, DIPAK BHOGILAL (DIRECTOR)

OFFICER: GANDHI, HANSABEN DIPAK (DIRECTOR)

OFFICER: GANDHI, HANSABEN DIPAK (SECRETARY/ASST SEC)

OFFICER: VIRK, ALAMJEET (VICE PRESIDENT)

OFFICER: VIRK, ALAMJEET (DIRECTOR)

STOCKHOLDER: GANDHI, DIPAK BHOGILAL

STOCKHOLDER: GANDHI, HANSABEN DIPAK

STOCKHOLDER: VIRK, ALAMJEET

STOCKHOLDER: VIRK, KAMALJIT

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## LICENSE TYPES

Allow up to six weeks for expiration date updates after fee waiver or renewal fee submittal.

## 21 - OFF-SALE GENERAL

**License Type Status:** SURRENDERED **Status Date:** 06-OCT-2022 **Term:** 12 Month(s)

**Original Issue Date:** 03-APR-2012 **Expiration Date:** 31-MAR-2023 **Master:** Y **Duplicate:** 0

From License Number: 21-245755

Transferred On: 03-APR-2012

**Fee Code:** P40 **Transfers:** To License Number: 21-643675

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## OPERATING RESTRICTIONS:

\*Operating Restrictions exist. For more information, please see our [Guidelines for Access to Records](#).

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## DISCIPLINARY ACTION:

No Active Disciplinary Action found

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## DISCIPLINARY HISTORY:

No Disciplinary History found.

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**HOLDS:**

No Active Holds found

**ESCROWS:**

No Escrow found

*(951) 698-6868*

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

File Number: **643675**  
 Receipt Number: **2759948**  
 Geographical Code: **3800**  
 Copies Mailed Date: **November 1, 2022**  
 Issued Date:

DISTRICT SERVING LOCATION: **SAN FRANCISCO**

First Owner: **CALIFORNIA FINE WINE & SPIRITS LLC**  
 Name of Business: **TOTAL WINE & MORE**  
 Location of Business: **1750 HARRISON ST  
 SAN FRANCISCO, CA 94103-4227**  
 County: **SAN FRANCISCO**  
 Is Premises inside city limits? **Yes**  
 Mailing Address:(If different from premises address) **6600 ROCKLEDGE DR  
 STE 150  
 BETHESDA, MD 20817-1806**  
 Type of license(s): **21, 42, 86**  
 Transferor's license/name: **517840 / VG LIQUOR CORP**

Census Tract: **0117.00**

Dropping Partner: Yes  No

RECEIVED  
 BOARD OF SUPERVISORS  
 SAN FRANCISCO  
 2022 NOV -4 AM 8:55  
 BY *[Signature]*

License Type	Transaction Type	Master	Secondary LT And Count
42 - On-Sale Beer And Wine - Public P	ORI	Y	
86 - Instructional Tasting License	ORI	Y	
21 - Off-Sale General	PER/PRM	Y	

License Type	Transaction Description	Fee Code	Dup	Date	Fee
Application Fee	DBL TRF: PREMISES AND PERSON	NA	0	11/01/22	\$1,305.00
86 - Instructional Tasting License	ANNUAL FEE	NA	0	11/01/22	\$405.00
42 - On-Sale Beer And Wine - Pul	ANNUAL FEE	NA	0	11/01/22	\$590.00
21 - Off-Sale General	ANNUAL FEE	NA	0	11/01/22	\$849.00
Total					\$3,149.00

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: **October 28, 2022**

Applicant Name(s)

**CALIFORNIA FINE WINE & SPIRITS LLC**