

Greg Lindgren  
(415) 786-7803  
greg@ryesf.com  
Rye Bar, Inc  
688 Geary Street  
San Francisco, CA 94102

February 17, 2023

Clerk of the Board of Supervisors  
C/O John Carroll, Public Safety and Neighborhood Services Committee  
San Francisco Board of Supervisors  
1 Dr Carlton B Goodlett Pl #244  
San Francisco, CA 94102

Re: **Type 48 License Transfer to 140 10th Street, San Francisco - PCN**

Dear Members of the Board.

We are writing today to ask you for your support and approval for our application to transfer a Type 48 liquor license to 140 10th Street. We filed with the ABC to transfer our license on February 14, 2023. Along with this application we are in the process of sending a mailing notification to residents within a 500' radius of the address. With the concentration of licenses in our great city we are required to propose how this establishment serves a public convenience and necessity for the neighborhood and the city in general. This excerpt from our city planning code encourages this very use:

**The Regional Commercial District (RCD) is located along the 9th Street and 10th Street corridors, generally running from Mission Street to Harrison Street,** and provides for a wide variety of commercial uses and services to a population greater than the immediate neighborhood. While providing convenience goods and services to the surrounding neighborhood, the RCD corridors are also heavily trafficked thoroughfares into and out of the City that serve shoppers from other neighborhoods and cities.

**A diverse commercial environment is encouraged for the RCD. Eating and drinking establishments,** general retail, office, certain auto uses, and production, distribution, and repair uses generally are permitted with certain limitations at the first and second stories. **Arts Activities are encouraged on all floors** and Nighttime Entertainment uses are allowed on the First and Second Stories in historic building with Conditional Use authorization, except that Nighttime Entertainment uses are Principally Permitted in Article 10 Landmark Building No. 120 (currently St. Joseph's Church at 1401 Howard Street).

We began our journey in this industry in North Beach at the Basque Hotel with our first bar, 15 Romolo. Coming up on 25 years, we do our best to operate a safe space that honors the rich heritage of the North Beach neighborhood. In 2000, we opened our second establishment, Rosewood, which was also in North Beach/Chinatown on Broadway. Notably, the San Francisco Chronicle featured our interior in the Sunday design section of the newspaper. We operated in good standing there until 2013, and we unfortunately had to move out as a result of that property changing ownership when our landlord passed away. The rent was quadrupled at that location. In 2006 we opened Rye on Geary Street, and 2017 The Cordial on Jessie Street. Along with our employees, we are hands on at our premises daily. Our neighbors - San Franciscans of diverse backgrounds consistently stop by to tell us how they enjoy our establishment because they live or work nearby and they like coming in and appreciate that we are there.

RECEIVED  
BOARD OF SUPERVISORS  
SAN FRANCISCO  
2023 FEB 17 PM 12:58  
BY [Signature]


230196

We believe our establishments and the way we operate, who we employ, and who we serve fit the definition of providing a **public convenience** providing quality affordable drinks in a welcoming atmosphere. We also can be viewed as a **necessity**, elevating public safety, quality of life, creating good jobs, and contributing to San Francisco's world class reputation.

We understand our city and our neighborhoods. We look to make neighborhoods better by creating affordable, safe and inspiring places to spend time socially. At the time of this writing, San Francisco is experiencing a moment where we need some optimistic growth: to have open businesses instead of vacant spaces, to generate tax revenue and local employment. The sidewalk and street outside this location is subject to the quality of life issues which we are all too familiar with these days: frequent discarding of used needles, refuse, and human waste. Since we have been here, we have taken on the responsibility as partners to our city, public works, and CBD, to keep the area clean and safe for everyone's benefit. This is a daily necessity and we optimistically are up to the task of improving the cleanliness of the sidewalk for the benefit of: San Francisco and its citizens and visitors, and most of all our immediate neighbors who live on the same street.

As with all our spots, we'd like to operate within the hours allowed by the State. Daytime until 2am. We also recognize that the world is changing, and we mainly want to operate when people would like to patronize us. In some cases, that may mean operating with an earlier closing time. We envision a casual, affordable, 3rd space for the neighborhood and for the people who work in the area to gather with bar service, spirits, wine and beer, but also coffee, probiotic drinks like kombucha and non-alcoholic options such as mocktails. We are mindful that drinking culture changes and evolves, and we see the need for providing a welcome environment for people who don't drink alcohol. We hope to establish the kind of rapport with the neighbors on 10th and the adjacent streets such that they can use the space as a safe and inviting community hub. We will reach out to build relationships with a goal of strengthening neighborhood bonds and physically and aesthetically improving the streetscape together.

Thank you all for your service to our great city,



---

Greg Lindgren, Co-Owner 15 Romolo, Rye, The Cordial