

BOARD of SUPERVISORS



City Hall
1 Dr. Carlton B. Goodlett Place, Room 244
San Francisco 94102-4689
Tel. No. (415) 554-5184
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LIQUOR LICENSE PUBLIC CONVENIENCE OR NECESSITY REFERRAL

TO: Planning Department
Attn: Honora Montano
Phone No. 628.652.7402

DATE: May 13, 2024

AP Block/Lot Nos.: 0231/023
Zoning: C-3-O - Downtown- Office
Quad: _____
Record No.: _____

TO: Police Department
Andrew Froines
Phone No. (415) 837-7254

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

PLEASE EMAIL YOUR RESPONSE by May 24, 2024, to:
Monique Crayton, Public Safety and Neighborhood Services Committee Clerk.
monique.crayton@sfgov.org ~ (415) 554-7750

Applicant name: EW BY THE GLASS LLC

Business name: EMBARC WINES

Application address: 2 EMBARCADERO CENTER

Applicant contact info Adam Lovingood
adam@embarcwines.com

richard@embarcwines.com

Vanessa Graves
vanessa@abclicensecompany.com
510-788-5881 ext. 5

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

5/17/2024

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

Re: BOS referral - Liquor License Public Convenience or Necessity Referral for Embarc Wines – 2 Embarcadero Center
Planning Department Files No. 2024-004263MIS

To Whom It May Concern:

The Planning Department is recommending approval of the attached ABC Type 42 (On Sale Beer and Wine) at 2 Embarcadero Center, Suite R2118 (dba Embarc Wines). Authorizes the sale of beer and wine for consumption on or off the premises where sold. No distilled spirits may be on the premises. Food service is not required. Wine bar use permitted within the C-3-O District per P.C. Sec. 210.2.

If you have any questions related to Planning's evaluation, please contact me at honora.montano@sfgov.org.

Sincerely,

Honora Montano

**Honora Montano (she/her), Planner
District 3, Current Planning Division**

San Francisco Planning

49 South Van Ness Avenue, Suite 1400, San Francisco, CA 94103

Direct: 628.652.7402 | General Inquiries: pic@sfgov.org | www.sfplanning.org

[San Francisco Property Information Map](#) | [San Francisco Permit Center](#)

EW By The Glass LLC

RECEIVED
BOARD OF SUPERVISORS
SAN FRANCISCO

2024 APR 29 AM 8:53

BY 

Alisa Somera, Legislative Deputy Director
San Francisco Board of Supervisors
1 Dr. Carlton B. Goodlett Place, Room 244
San Francisco, CA 94102
415-554-4445

Re: Liquor License "PCN" Request
Original Type 42, Pending License No: 658214
Prem Address: 2 Embarcadero Center, Suite R2118, San Francisco CA 94111

To the Clerk of the Board,

The purpose of this letter is to respectfully request to be placed on the Board's calendar for Public Convenience and Necessity approval with regard to our original Type 42 license. We are taking over the premises at 2 Embarcadero Center, Suite R2118 and wish to operate as a wine bar, merchant, and social learning space, combining hospitality, education, and curated selections for the every day drinker. Our operations will be unlike discount retailers or anonymous web stores, as we will be engaging neighborhood locals, connoisseurs, and industry professionals in a relaxed and friendly setting.

Our business proves to be necessary in San Francisco, as there is a passion for craft wine, but there is not an appropriate retail establishment to serve the needs of consumers aesthetically, educationally, or personally. Our operations will be a solution to this by being a one-stop shop for all things wine; offering beverage education classes to the general public and trade; offering a private educational event space for individuals and businesses; and creating a fun and comfortable environment to buy, taste, and learn.

Our desired hours of operation are 1:00pm – 8:00pm, each day of the week except Saturday and Sunday. We will vigilantly monitor the surrounding area to ensure the safety of our business and customers at all times and maintain a lawful business. Our co-founder team is a great combination of fantastic sommeliers and savvy business professionals. Our experience in this area has allowed us to cultivate very good relationships with community leaders and members.

We seek the SF Board of Supervisor's affirmative ruling that our application serves the public convenience and necessity of our City.

Sincerely,



Adam Lovingood, Manager

Please send correspondence to: richard@embarcwines.com, adam@embarcwines.com and vanessa@abclicensecompany.com

VANESSA GRAVES

510 788-5881 x005

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

File Number: 658214
Receipt Number: 2884545
Geographical Code: 3800
Copies Mailed Date: April 16, 2024
Issued Date:

DISTRICT SERVING LOCATION: **SAN FRANCISCO**

First Owner: **EW BY THE GLASS, LLC**
Name of Business: **EMBARC WINES**
Location of Business: **2 EMBARCADERO CENTER
SUITE R2118
SAN FRANCISCO, CA 94111**

County **SAN FRANCISCO**

Is Premises inside city limits **Yes** Census Tract: **0105.00**

Mailing Address:(If different from premises address) **2412 HARRISON ST
UNIT 214
SAN FRANCISCO, CA 94110**

Type of license(s): **42** Dropping Partner: Yes ___ No ___

Transferor's license/name:

<u>License Type</u>	<u>Transaction Type</u>	<u>Master</u>	<u>Secondary LT And Count</u>		
42 - On-Sale Beer And Wine - Public	ORI	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	2	04/16/24	\$48.00
Application Fee	STATE FINGERPRINTS	NA	2	04/16/24	\$78.00
Application Fee	ADD PRIMARY LICENSE TYPE	NA	0	04/16/24	\$1,065.00
42 - On-Sale Beer And Wine - Pu	ANNUAL FEE	NA	0	04/16/24	\$665.00
Total					\$1,856.00

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: April 16, 2024

Applicant Name(s)

EW BY THE GLASS, LLC

ABC referral - Type 42. Recommend approval of ABC referral - Type 42 (On-sale beer and wine). Authorizes the sale of beer and wine for consumption on or off the premises where sold. No distilled spirits may be on the premises. Food service is not required. Wine bar use permitted within the C-3-O District per P.C. Sec. 210.2. Honora Montano, SF Planning, honora.montano@sfgov.org

Honora Montano