

# LIQUOR LICENSE PUBLIC CONVENIENCE OR NECESSITY REFERRAL

**TO:** Planning Department  
Phone No. (415) 558-6371

**DATE:** October 9, 2019

**TO:** Police Department  
Inspector Nelly Gordon  
Phone No. (415) 837-7273

**AP Block/Lot Nos.:** 0809/050  
**Zoning:** NCT - Hayes NCT  
**Quad:** NE Planning Team  
**Record No.:** 2019-012953MIS

Please submit your response within three weeks; the Public Safety and Neighborhood Services Committee will tentatively schedule the PC or N hearing for a regular meeting in December of 2019.

**PLEASE EMAIL YOUR RESPONSE BY:** October 30, 2019, to John Carroll, Public Safety and Neighborhood Services Committee Clerk.

**john.carroll@sfgov.org - Phone No: 554-4445**

**Applicant name:** Ebb & Flow, Inc.  
**Business name:** Ebb & Flow  
**Application address:** 294 Ivy Street  
San Francisco, CA 94102  
**Applicant contact info:** Hyeeseung Woo  
415-420-7293  
hyes@ebbandflowsf.com

Recommend Approval -  
Type 42 ABC License is permitted in conjunction with a Bar use at the ground floor within the Hayes NCT District per P.C. Sec. 761. Change of use established under BPA #2019.05.31.2128.

**PLANNING REVIEW:**  Approval  Denial

Planning Staff Contact: Andrew Perry (415) 575-9077

*ASJ*  
10/18/19

**Please print review comments on a trailing page.**  
(see above)

**POLICE REVIEW:**  Approval  Denial

**Please print review comments in a trailing report.**

Public Convenience or Necessity Determination Request Letter

Applicant's name and contact information

Ebb & Flow, Inc.  
President: Hyeseung Woo  
Mobile: 415-420-7293  
Email: [hyes@ebbandflowsf.com](mailto:hyes@ebbandflowsf.com)

Name and address of the business

Ebb & Flow  
294 Ivy Street, San Francisco, CA 94102

Mailing address

880 Franklin Street #612, San Francisco, CA 94102

License type

Ebb & Flow is applying for License Type 42-On-sale Beer and Wine and it will be a new issuance.

The proposed business hours of operation

Sunday 3-9 pm, Monday closed, Tuesday to Thursday 4-11 pm, Friday to Saturday 4-12 pm

Application filing with the California Department of Alcoholic Beverage Control

The application was submitted on May 31, 2019 in person. Date of filing application was June 4, 2019.

Public notices

Posting notice in a conspicuous place on the premises: June 7, 2019  
Mailing notice of intention to engage in the sale of alcoholic beverages (500' radius): June 13, 2019

Public convenience or necessity

Hayes Valley has become a destination where people come to spend time shopping, dining and enjoying some of the greatest music venues in the city. It is important that the neighborhood has enough social gathering places like Ebb & Flow to accommodate guests and encourage them to spend time in Hayes Valley. There are currently two wine bars, Fig & Thistle and Birba, within the walking distance of the SF Symphony, SF Opera and SF Jazz but they are not large enough to accommodate the growing foot traffic in Hayes valley. Ebb & Flow is 5 minutes walking distance from all three music destinations and will provide another option for the patrons and neighbors to enjoy a curated wine list paired with cheese and charcuterie.

RECEIVED  
BOARD OF SUPERVISORS  
SAN FRANCISCO  
2019 OCT -4 PM 3:22  
BY [Signature]

Ebb & Flow, Inc. President Hyeseung Woo [Signature] 10.3.19



**California Department of Alcoholic Beverage Control**  
**License Query System Summary as of 06/17/2019**

<b>License Information</b>	
License Number:	606711
Primary Owner:	EBB & FLOW, INC.
ABC Office of Application:	24 - SAN FRANCISCO

<b>Business Name</b>
EBB & FLOW

<b>Business Address</b>
294 IVY ST
SAN FRANCISCO, CA. 94102
County: SAN FRANCISCO                      Census Tract: 0162.00

<b>Licensee Information</b>
Licensee: EBB & FLOW, INC.
<b>Company Information</b>
OFFICER: WOO, HYESEUNG (PRESIDENT/SECRETARY)
OFFICER: WOO, HYESEUNG (CHIEF EXECUTIVE OFFICER)
OFFICER: WOO, HYESEUNG (CHIEF FINANCIAL OFFICER)
OFFICER: WOO, HYESEUNG (TREASURER)
STOCKHOLDER: WOO, HYESEUNG
STOCKHOLDER: WOO, HYESEUNG
STOCKHOLDER: WOO, HYESEUNG

<b>License Types</b>
1) License Type: 42 - ON-SALE BEER AND WINE - PUBLIC PREMISES
License Type Status: PENDING
Status Date: 04-JUN-2019                      Term: 12 Month(s)
Original Issue Date:                      Expiration Date:
Master: Y      Duplicate:                      Fee Code: P40
License Type was Transferred On:                      From:
License Type was Transferred On:                      To:

<b>Operating Restrictions</b>
... No Operating Restrictions found ...

<b>Disciplinary Action</b>
... No Active Disciplinary Action found ...

<b>Disciplinary History</b>
... No Disciplinary History found ...

<b>Holds</b>
Hold Date: 04-JUN-2019      Type: FORM 220

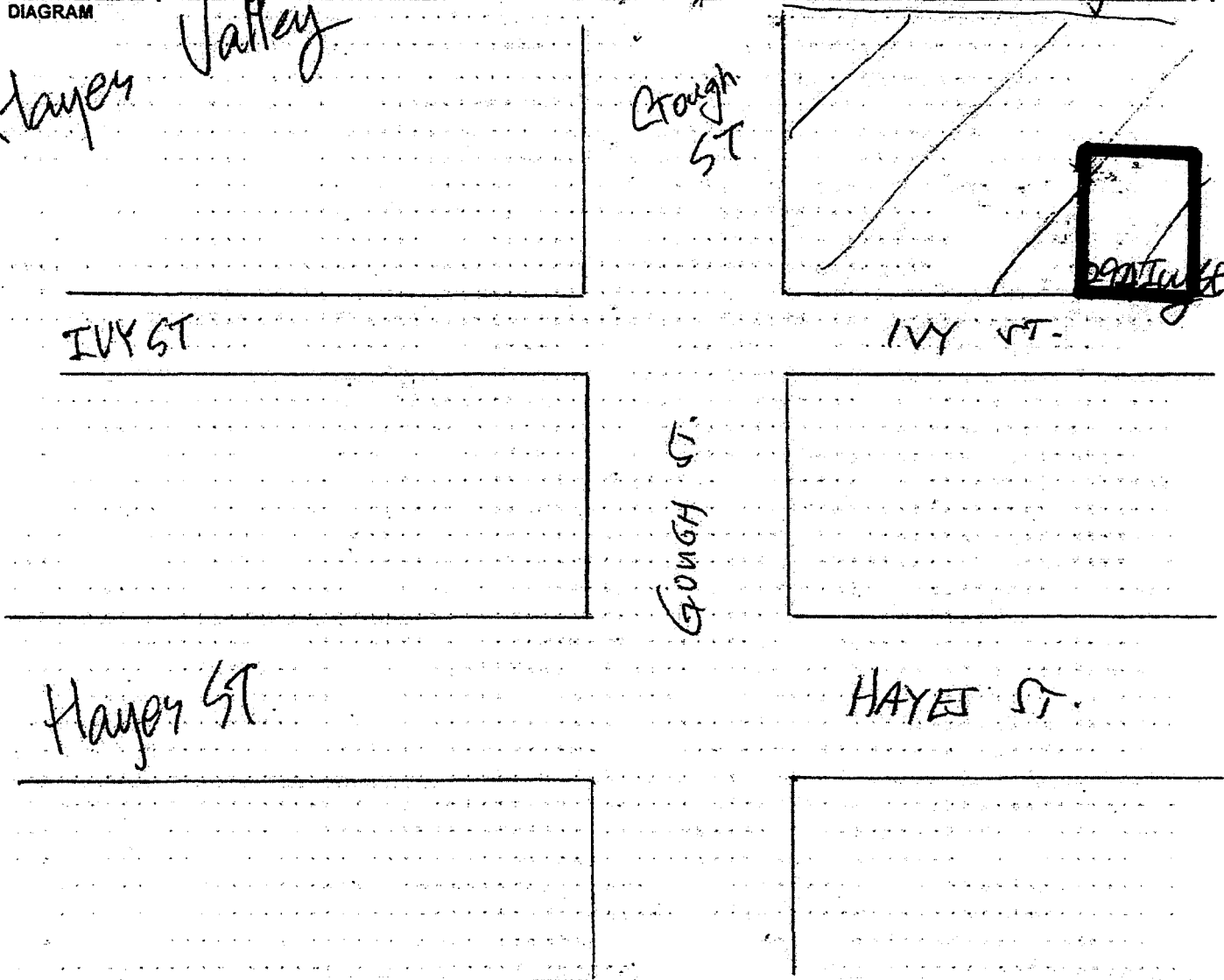
<b>Escrows</b>
... No Escrow found ...

For a definition of codes, view our glossary.

**Instructions to Applicant:**

Draw a sketch of the area on which the licensed premises is or will be located. Show adjacent structures and nearest cross streets. *If this is an event for a daily license, catering authorization or miscellaneous use, show the area where sales and consumption of alcoholic beverages will occur. Post a copy of this diagram with Daily License, Catering Authorization or Event Authorization where the event is held. Sales and consumption of alcoholic beverages must be confined to the area designated in the diagram and supervised to prevent violations of the Alcoholic Beverage Control Act.*

1. APPLICANT NAME (Last, first, middle) <b>WOO, HYESEUNG FRD &amp; FLOW INC</b>	2. LICENSE TYPE <b>42</b>
3. PREMISES ADDRESS (Street number and name, city, zip code) <b>297 Ivy St. San Francisco, CA 94102</b>	4. NEAREST CROSS STREET <b>Gough St.</b>



I have read the above instructions and I declare under penalty of perjury that the above diagram is true and correct.

APPLICANT SIGNATURE <b>WOO</b>	DATE SIGNED <b>5/31/19</b>
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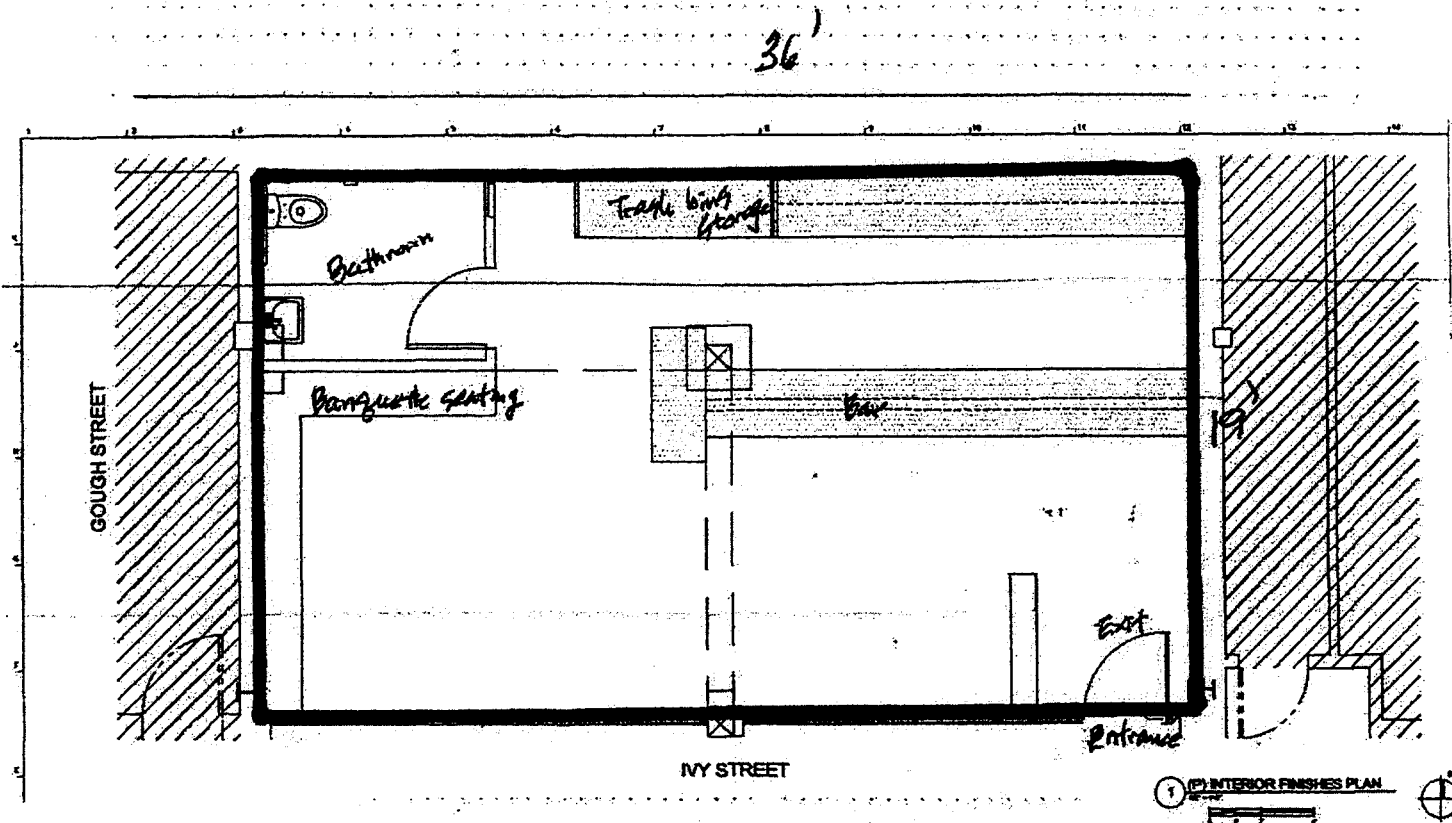
FOR ABC USE ONLY

CERTIFIED CORRECT (Signature) <b>[Signature]</b>	PRINTED NAME <b>MOSETTE RASAY</b>	INSPECTION DATE <b>6/13/19</b>
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1. APPLICANT NAME (If individual: Last, first, middle) <b>Woo, HyeSeung EBB&amp;FLOW, INC.</b>	2. LICENSE TYPE <b>CLZ</b>
3. PREMISES ADDRESS (Street number and name, city, zip code) <b>294 Ivy St. San Francisco 94110</b>	4. NEAREST CROSS STREET <b>Gough St</b>

The diagram below is a true and correct description of the entrances, exits, interior walls and exterior boundaries of the premises to be licensed, including dimensions and identification of each room (i.e., "storeroom", "office", etc.).

**DIAGRAM**



It is hereby declared that the above-described boundaries, entrances and planned operation as indicated on the reverse side, will not be changed without first notifying and securing prior written approval of the Department of Alcoholic Beverage Control. I declare under penalty of perjury that the foregoing is true and correct.

APPLICANT SIGNATURE (Only one signature required) <b>Woo</b>	DATE SIGNED <b>5/7/19</b>
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FOR ABC USE ONLY		
CERTIFIED CORRECT (Signature) <b>R Masay</b>	PRINTED NAME <b>ROSETTE RAOY</b>	INSPECTOR DATE <b>6/13/19</b> <b>24074</b>

Department of Alcoholic Beverage Control  
**PLANNED OPERATION (RETAIL)**

**SECTION I - FOR ALL RETAIL APPLICANTS**

1 APPLICANT NAME(S) (If individual: Last, First, Middle Initial) WOO, HYESEUNG EBB & FLOW, INC. 2 LICENSE TYPE(S) 42

3 PREMISES ADDRESS (Street number and name, city, zip code) 2924 Ivy St. San Francisco, CA 94102 4 NEAREST CROSS STREET Geary St.

5 TYPE OF BUSINESS (Choose one that best describes the planned operation)

<input type="checkbox"/> Full Service Restaurant	<input type="checkbox"/> Cafeteria/Hofbrau	<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	<input type="checkbox"/> Fraternal Club
<input type="checkbox"/> Bed & Breakfast	<input type="checkbox"/> Theater	<input type="checkbox"/> Wine Tasting Room	
<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"/> Variety/Drug Store	<input type="checkbox"/> Gift Shop/Florist	<input type="checkbox"/> Convenience Market w/Gasoline	

Other - describe: Wine bar

6 PATRON CAPACITY: 28 7 SURROUNDING AREA:  Commercial  Rural  Residential  Industrial  Other

8 PREMISES IS LOCATED IN:  Free Standing Building  Shopping Center (Name): \_\_\_\_\_

10 Units or Less  More than 10 Units

9 FOOD SERVICE:  None  Minimal  Full Meals

10 PARKING LOT?:  Yes  No

11 PATRONS:  Yes  No

12 WILL YOU HIRE A MANAGER? (Rule 57.5):  Yes  No

13 WILL YOU HAVE A FOOD LESSEE? (Rule 57.7):  Yes  No

14 MEAL TYPE:  Dinner House  Seafood  Fast Food/Deli  Other: \_\_\_\_\_

15 TYPE OF FOOD:  American  Greek  Indian  French  Chinese  Korean  Italian  Thai  Other: cheese  Japanese

16 HOURS OF FOOD SERVICE: BREAKFAST HOURS: From: \_\_\_\_\_ To: \_\_\_\_\_ LUNCH HOURS: From: \_\_\_\_\_ To: \_\_\_\_\_ DINNER HOURS: From: \_\_\_\_\_ To: \_\_\_\_\_

17 OPERATING HOURS:

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Opening Time	<u>3PM</u>	<u>closed</u>	<u>4 PM</u>	<u>4 PM</u>	<u>4 PM</u>	<u>4 PM</u>	<u>4 PM</u>
Closing Time	<u>9 PM</u>	<u>closed</u>	<u>11 PM</u>	<u>11 PM</u>	<u>11 PM</u>	<u>12 PM</u>	<u>12 PM</u>

18 ENTERTAINMENT (Circle 2 or more may apply. Please describe any entertainment with an asterisk (\*) below)

<input type="checkbox"/> None	<input type="checkbox"/> *Amplified Music	<input type="checkbox"/> Patron Dancing	<input type="checkbox"/> Card Room
<input checked="" type="checkbox"/> Recorded Music	<input type="checkbox"/> *Live Entertainment	<input type="checkbox"/> Bikini/Topless/Exotic	<input type="checkbox"/> Movies
<input type="checkbox"/> Juke Box	<input type="checkbox"/> *Floor/Stage Shows	<input type="checkbox"/> Pool/Billiard Tables	<input type="checkbox"/> *Hot Spot/Lottery
<input type="checkbox"/> *Other	<input type="checkbox"/> Karaoke	<input type="checkbox"/> *Amateur/Pro Sports Events	<input type="checkbox"/> Video/Coin-Operated Games

\*Description: \_\_\_\_\_

19 PREMISES IS LOCATED ON:  Major Thoroughfare  Secondary Street  Other

20 TYPE OF STRUCTURE:  Single Story  Two-Story  Multi-Story - Number of stories: 4

21 PASS-THROUGH WINDOW?:  Yes  No

22 FIXED BARS?:  Yes - how many: 1  No

23 WHAT PERCENTAGE OF YOUR TOTAL SALES WILL BE ALCOHOLIC BEVERAGES?: 70%

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24 INFORMATION GIVEN (R-27, R-107, Sec. 25612.5, Sec. 23790.5, etc.) \_\_\_\_\_ 25 DATE ENTERED INTO CABIN \_\_\_\_\_

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

State of California

*HYESEUNG WOO*  
 (415) 420-7293

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

File Number: 606711  
 Receipt Number: 2577113  
 Geographical Code: 3800  
 Copies Mailed Date: June 4, 2019  
 Issued Date:

DISTRICT SERVING LOCATION: SAN FRANCISCO  
 First Owner: EBB & FLOW, INC.  
 Name of Business: EBB & FLOW  
 Location of Business: 292 IVY ST  
SAN FRANCISCO, CA 94102-4477  
 County: SAN FRANCISCO  
 Is Premise inside city limits? Yes  
 Mailing Address: 880 FRANKLIN ST  
 (If different from #612  
 premises address) SAN FRANCISCO, CA 94102

Census Tract: 0162.00

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 SAN FRANCISCO  
 2019 JUN 10 PM 3:41

Type of license(s): 42

Transferor's license/name:

Dropping Partner: Yes  No

License Type	Transaction Type	Fee Type	Master	Dup	Date	Fee
42 - On-Sale Beer And Wine	ORIGINAL FEES	NA	Y	0	06/04/19	\$300.00
42 - On-Sale Beer And Wine	ANNUAL FEE	NA	Y	0	06/04/19	\$303.00
NA	STATE FINGERPRINTS	NA	N	1	06/04/19	\$39.00
NA	FEDERAL FINGERPRINTS	NA	N	1	06/04/19	\$24.00
Total						\$666.00

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

Explain any "Yes" answer to the above questions on an attachment which shall be deemed part of this application.

Applicant agrees (a) that any manager employed in an on-sale licensed premises will have all the qualifications of a licensee, and (b) that he will not violate or cause or permit to be violated any of the provisions of the Alcoholic Beverage Control Act.

STATE OF CALIFORNIA County of SAN FRANCISCO

Date: June 4, 2019

Under penalty of perjury, each person whose signature appears below, certifies and says: (1) He is an applicant, or one of the applicants, or an executive officer of the applicant corporation, named in the foregoing application, duly authorized to make this application on its behalf; (2) that he has read the foregoing and knows the contents thereof and that each of the above statements therein made are true; (3) that no person other than the applicant or applicants has any direct or indirect interest in the applicant or applicant's business to be conducted under the license(s) for which this application is made; (4) that the transfer application or proposed transfer is not made to satisfy the payment of a loan or to fulfill an agreement entered into more than ninety (90) days preceding the day on which the transfer application is filed with the Department or to gain or establish a preference to or for any creditor or transferor or to defraud or injure any creditor of transferor; (5) that the transfer application may be withdrawn by either the applicant or the licensee with no resulting liability to the Department.

Effective July 1, 2012, Revenue and Taxation Code Section 7057, authorizes the State Board of Equalization and the Franchise Tax Board to share taxpayer information with Department of Alcoholic Beverage Control. The Department may suspend, revoke, and refuse to issue a license if the licensee's name appears in the 500 largest tax delinquencies list. (Business and Professions Code Section 494.5.)

Applicant Name(s)

Applicant Signature(s)

EBB & FLOW, INC.

See 211 Signature Page