

File No. 150521

Committee Item No. 5

Board Item No. \_\_\_\_\_

### COMMITTEE/BOARD OF SUPERVISORS

#### AGENDA PACKET CONTENTS LIST

Committee: Public Safety and Neighborhood Services Date July 16, 2015

Board of Supervisors Meeting Date \_\_\_\_\_

Cmte Board

- Motion
- Resolution
- Ordinance
- Legislative Digest
- Budget and Legislative Analyst Report
- Youth Commission Report
- Introduction Form
- Department/Agency Cover Letter and/or Report
- MOU
- Grant Information Form
- Grant Budget
- Subcontract Budget
- Contract/Agreement
- Form 126 – Ethics Commission
- Award Letter
- Application
- Public Correspondence

OTHER (Use back side if additional space is needed)

- SFPP MEMO -
- LIQUOR LICENSE REVIEW - 07/18/2015
- WINE DOWN SF MEMO - 05/15/2015
- APPLICATION (2)
- \_\_\_\_\_
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Completed by: Erica Major Date July 10, 2015

Completed by: \_\_\_\_\_ Date \_\_\_\_\_



San Francisco Police Department  
**ABC Liaison Unit**



Alcoholic Beverage License -  
*Public Convenience and  
Necessity Recommendation*

**To:** The San Francisco Board of Supervisors' Committee on Public Safety  
and Neighborhood Services

**Supervisor Eric Mar**  
**Supervisor David Campos**  
**Supervisor Julie Christensen**

**From:** Lieutenant Dave Falzon *D Falzon*  
Officer in Charge  
ABC Liaison Unit (ALU) 837-7274

**Date:** 685 Folsom Street

**Subject:** P.C.N. Investigation Regarding: Wine Down SF, LLC  
DBA: Wine Down  
685 Folsom Street  
Jaime Hiraishi  
(818) 635-8701

Ms. Jamie Hiraishi on behalf of Wine Down, LLC has filed an application with the California Department of Alcoholic Beverage Control seeking a -Type 42 ( On- Sale Beer/Wine Public Premise) License for 685 Folsom Street (located between 3<sup>RD</sup> Street and Hawthorne Street).

Hours of Operation:

Sunday - Wednesday- 8:00AM-11:00PM  
Thursday- Saturday- 8:00AM- Midnight

**Digest:**

This business would like to operate as a Wine Bar that serves wine and craft beers in the SOMA district. If approved this license will allow the applicant to sell on-sale beer and wine only. The premise will be restricted to those 21 years of age and older. The premises will not have an off-sale privilege.

**Letters of Protest:**

**No Record**

**Letters of Support:**

**22 Letters**

**Police Calls for Service:**

From May 2014 to May 2015

**0**

**Police Reports:**

From May 2014 to May 2015

**0**

**San Francisco Plot Information:**

This premise is located in Plot **248**

A High Crime area is defined as **98** or more police reports in a plot for the year of **2014**.

This plot had **321** police reports for **2014**, which is **223** over the **Citywide "High Crime"** average.

**State Census Tract Information:**

This premise is located in Census Tract **615**

Population for this tract is: **11,502**

On-sale license authorized by census tract: **40**

Active on-sale licenses: **138**

Off-sale licenses authorized by census tract: **11**

Active off-sale licenses: **24**

**Departmental Recommendation:**

Points of consideration: 1

No opposition from **Southern Station**

Applicant premise is located in a "high crime" area.

Applicant premise is located in an "undue concentration" area.

0 - Record of protest.

22 - Record of support.

ALU Recommendation: **Approval with the following conditions**

**Conditions for Type 42 (On-Sale Beer & Wine)**

1. Sales of alcoholic beverages shall be permitted between the hours of 8:00 a.m. and 11:00 p.m., Sunday thru Wednesday and 8:00am thru Midnight, Thursday thru Saturday with exception of New Year's Eve, Christmas Eve, Thanksgiving Eve, The Fourth of July and the Sunday before Labor Day and Memorial Day the hours being 8:00am until 2:00am.
2. The sale of alcoholic beverages for off-sale consumption is strictly prohibited.
3. Loitering (loitering as defined a {"to stand idly about; linger aimlessly without lawful business"}) is prohibited on any sidewalks or property adjacent to the licensed premises under the control of the license.
4. The petitioner(s) shall be responsible for maintaining free of litter the area adjacent to the premises over which they have control.
5. The exterior of the premises shall be equipped with lighting of sufficient power to illuminate and make easily discernible the appearance and conduct of all persons on or about the premises. Additionally, the position of such lighting shall not disturb the normal privacy and use of any neighboring residences.
6. No noise shall be audible beyond the area under the control of the licensee as defined on the ABC-257

End

685 Folsom St  
(calls specific)

Incident No.	CAD	Incident Type	Reported Date	Call Type	District	Priority	Address
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**No calls specific to "685 Folsom St"**

7/1/2015

678 Folsom St - Google Maps

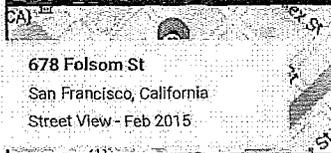
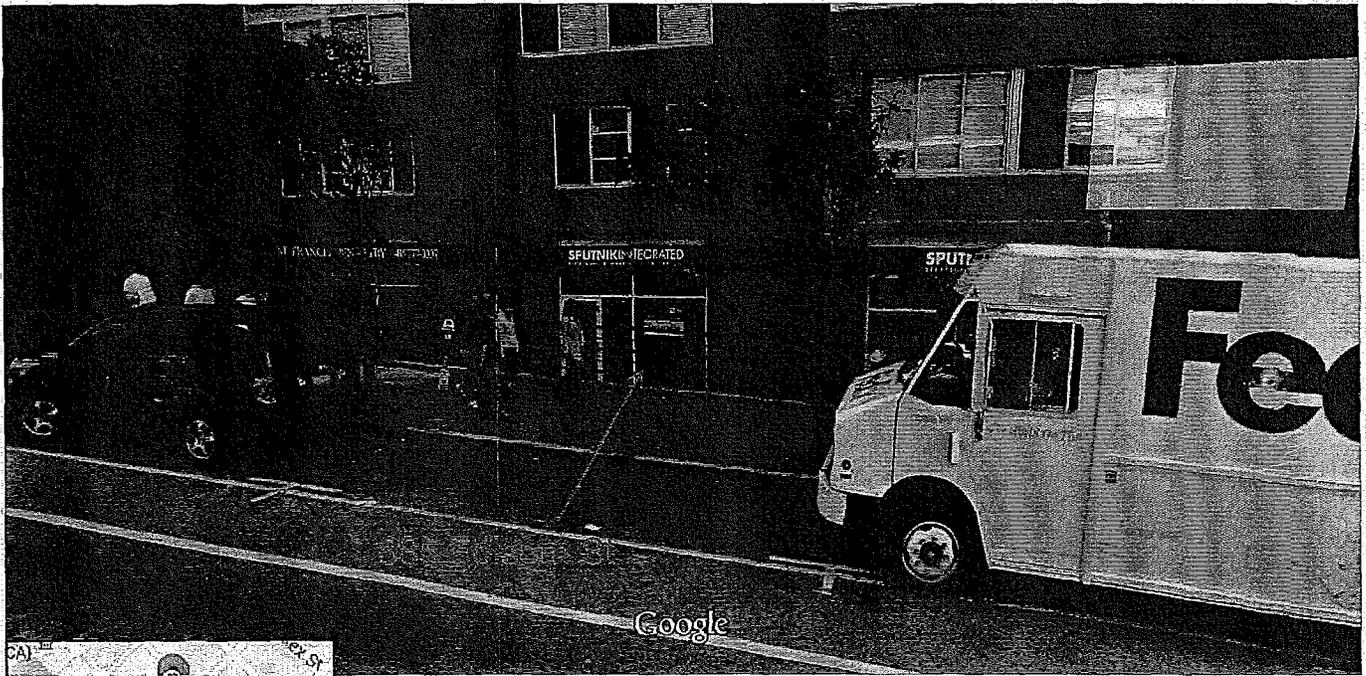
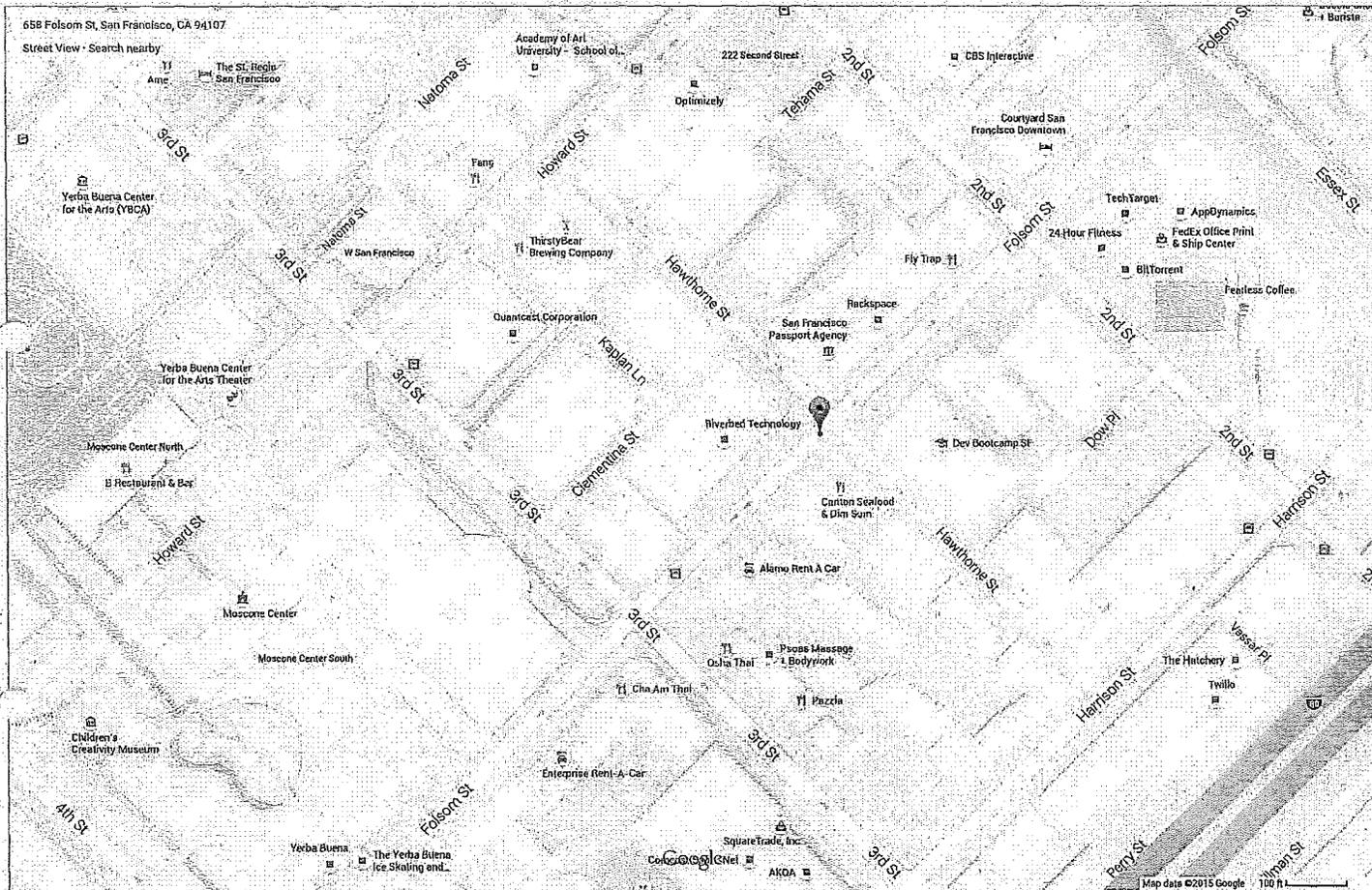


Image capture: Feb 2015 © 2015 Google

5/14/2015

658 Folsom St - Google Maps



<https://www.google.com/maps/place/658+Folsom+St,+San+Francisco,+CA+94107/@37.78456,-122.3974415,18z/data=!4m2!3m1!1s0x608e5807c36567947:0xfa8aa8f5080d97c7>

May 21, 2015

To Whom It May Concern,

I write to support the establishment of and a liquor license for Wine Down SF at 685 Folsom Street.

For the past four years, I have worked in the SOMA neighborhood. With the influx of companies moving into the area, existing options have become consistently overcrowded, forcing us to travel far or hold celebrations and happy hours within our office.

Wine Down would be a welcome alternative. Only a block away from work (at 3<sup>rd</sup> and Howard), I am confident my coworkers and I will visit frequently, especially as we enjoy supporting locally owned businesses.

Regards,

Jeffrey Gho

Marie Casabonne  
652 Green St. San Francisco, CA 94133

May 21, 2015

To Whom It May Concern:

I am writing this letter to support the establishment and liquor license for Wine Down, a wine and craft beer bar, to be located at 685 Folsom Street (at Third Street).

For the past year, I have worked at 633 Folsom St, less than a block from the location for Wine Down. My colleagues and I have struggled to find bars near our office to wind down or grab drinks with business partners and friends, and often have to travel across the city to find the type of venue and atmosphere we're looking for. I believe that Wine Down will be an amazing addition to the SOMA neighborhood, not only for the great bar bites and drinks that will be provided, but for the environment and atmosphere it will add to Folsom Street.

I'm excited that the menu at Wine Down will support local winemakers and brewers. San Francisco has so much to offer in terms of locally made wines and beers, and I think creating a venue that promotes and supports local craftsmen and women is an amazing way to invest back in our community.

I look forward to frequenting Wine Down, hosting work and social gatherings there, and supporting local businesspeople.

I am confident that Wine Down will be an asset to the SOMA community, and can't wait for it to become my new, local hangout for drinks and bites after work!

Sincerely,

Marie Casabonne  
Employer Partnerships Manager, Dev Bootcamp

Aditya Rao

201 Third Street, Suite 1100

San Francisco, CA 94103

May 22, 2015

To Whom It May Concern:

I am writing this letter to support the establishment and liquor license for Wine Down, a wine and craft beer bar, to be located at 685 Folsom Street (at Third Street).

For the past 4 years I have worked in the SOMA neighborhood. Although I have observed many changes for the better, the neighborhood still lacks a diverse selection of upscale bars for residents and workers to frequent. If my colleagues, friends, and I would like to socialize after work, we must venture to other neighborhoods, like the Mission or Hayes Valley. For that reason, I believe the SOMA area would benefit greatly from having a wine and craft beer bar in the neighborhood.

Wine Down would be an ideal establishment to fill this void by providing a casual, yet sophisticated atmosphere for people to enjoy a bite, drink, and socialize.

I am also excited about tasting new wines and beers made from local producers. I pride myself on supporting small local businesses, and making sustainable choices but I do not often find wines that fit that descriptor. I look forward to frequenting Wine Down—who will feature local small-batch wines and beers made in sustainable ways—to further support the local economy.

In closing, I am confident that Wine Down will be an asset to the SOMA community by providing a casual yet upscale meeting place for SOMA residents and workers to enjoy.

Sincerely,

Aditya Rao

28 May 2015

Risel Melodias via e-mail: [Riselwyn.Melodias@abc.ca.gov](mailto:Riselwyn.Melodias@abc.ca.gov)  
California Department of Alcoholic Beverage Control

Re: Case File Number 557444/Wine Down SF, LLC (dba: Wine Down)

Dear Case Officer Melodias,

I am writing to support permit issuance for what looks to be a welcome addition to our neighborhood, the Wine Down wine bar. After meeting with Wine Down SF, LLC partners Sarah Garand and Jamie Hiraishi and talking in depth about their business prospectus and core operating values, I feel their business will become a neighborhood hub and asset to our emerging ground floor retail environment.

As Co-Chair of the Retail Task Force for our South Beach/Rincon/Mission Bay Neighborhood Association, Wine Down is just the type of small scale, vision-based entrepreneurial enterprise our group is striving to cultivate in our neighborhood as it grows. With it's program of offering locally sourced wine and complementary small bites, it will strengthen our small business network as well as serve residents and visitors eager to enjoy carefully-curated offerings.

And as a 20+ year resident of the neighborhood who has had to search elsewhere in the City to enjoy the kind of wine bar these entrepreneurs propose, I expect to be a customer who visits early and often since their location is within easy walking!

Sincerely,

Alice Rogers  
10 South Park, #2  
San Francisco, CA

CC: SF District 6 Supervisorial Aide, Sunny Angulo  
Investigative Case Officer Gigi George  
Wine Down SF, LLC

Diane Lu  
440A Guerrero Street  
San Francisco, CA 94110

May 21, 2015

To Whom It May Concern:

I am writing this letter to support the establishment and liquor license for Wine Down, a wine and craft beer bar, to be located at 685 Folsom Street (at Third Street).

I've been a resident of San Francisco for the past 8 years and the bay area for the past 12. Like many San Francisco residents, I've lived in many neighborhoods - the Sunset, SOMA, and now, the Mission. During the time I lived in the SOMA, it was always difficult to find places to eat and drink. In fact, this shortcoming was one of the of the main drivers that made me settle in the Mission rather than stay in SOMA. I believe Wine Down would be a great addition to the neighborhood that so many work and live in, but that so few chose to socialize in.

In addition to the geographic benefits, I am a strong believer in the need for more wine bars in San Francisco. Our "young urban professional" demographic is growing up and that means we're also growing up in our happy hour and libation choices. I am confident that Wine Down will create a casual but upscale environment for the folks that have grown out of Taco Tuesdays and Dollar Beer nights, but still need the chance to get a drink after work.

Finally, I cannot speak highly enough of Jaime Hirashi and the founding team behind Wine Down. San Francisco is forever a city that supports young entrepreneurs, a place where thinkers and dreamers come together to make something, and I know that's the case here. I strongly support Wine Down and know it will become an asset to its neighborhood and constituents.

Sincerely,

Diane Lu

Jamil Alajrab

Works at: Climate Corp, 201 third street, San Francisco, CA

May 27, 2015

To Whom It May Concern:

I am writing this letter to support the establishment and liquor license for Wine Down, a wine and craft beer bar, to be located at 685 Folsom Street (at Third Street).

For the past 8 years I have worked in the SOMA neighborhood. Although I have observed many changes for the better, the neighborhood still lacks a diverse selection of upscale bars for residents and workers to frequent. If my colleagues, friends, and I would like to socialize after work, we must venture to other neighborhoods, like the Mission or Hayes Valley. For that reason, I believe the SOMA area would benefit greatly from having a wine and craft beer bar in the neighborhood.

Wine Down would be an ideal establishment to fill this void by providing a casual, yet sophisticated atmosphere for people to enjoy a bite, drink, and socialize.

I am also excited about tasting new wines and beers made from local producers. I pride myself on supporting small local businesses, and making sustainable choices but I do not often find wines that fit that descriptor. I look forward to frequenting Wine Down—who will feature local small-batch wines and beers made in sustainable ways—to further support the local economy.

In closing, I am confident that Wine Down will be an asset to the SOMA community by providing a casual yet upscale meeting place for SOMA residents and workers to enjoy.

Sincerely,

Jamil Alajrab



JESSICA SAND

2700 8TH AVE. #3, OAKLAND CA 94606

Supervisor Jane Kim  
City Hall  
1 Dr. Carlton B. Goodlett Place, Room 244  
San Francisco, Ca 94102-4689

May 28, 2015

Dear Supervisor Kim,

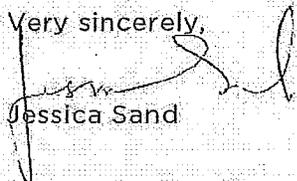
I first moved to San Francisco almost 20 years ago, and have worked downtown for the past five. As Senior UX Content Strategist at GoPro, I commute every day to the Civic Center area neighborhood; we will be moving to the Westfield Center this summer. Several times a week, I have the same conversation with my coworkers and friends who work in the area: where will we spend our evening unwinding with each other? More often than not, the right spot escapes us and we go our separate ways, leaving the neighborhood behind.

As a worker downtown, I look forward to making Wine Down a destination for me and my peers. We need a place that fosters community, where we can network and build new relationships, where we can spend our time (and money) in a safe and friendly environment.

As a former bartender, I'm acutely aware of the impact—both positive and negative—that an alcohol-based business might have on a neighborhood. It requires an incredible degree of responsibility and ethics. Yet when executed well, a neighborhood watering hole serves as a critical gathering place for the community. It fosters relationships, which in turn fosters further responsibility to each other. It provides a refuge for those who want to share their time with each other.

As a long-time friend and colleague of Sarah Garand and Jaime Hiraishi, I can't think of two people more qualified to take on this responsibility. I've watched Wine Down transition from a dream shared between two good friends into a full-fledged business tailored to the specific needs of the District 6 community (they've always wanted to open their business in the SOMA neighborhood). For two people with a history of dedicated service to others, their desire to provide local hospitality for the neighborhood couldn't be more welcome. I hope you'll seriously consider supporting local business in your district and approving a license for Wine Down.

Very sincerely,

  
Jessica Sand

(415) 515-9308

JSAND@SDESIGNLABS.ORG

Joanna Spoth  
652 Green St.  
San Francisco, CA 94133

May 28, 2015

To Whom It May Concern,

I am writing this letter in support of the business, opening, and liquor license of Wine Down SF, LLC at 685 Folsom Street. I've worked closely with the women launching this effort, and couldn't be more excited about supporting a woman-owned small business focused on the values of community, sustainability, and hospitality. While SOMA is home to the majority of employment opportunities in the city, there remains a surprising lack of quality places for workers and residents to socialize after work. Not only am I thrilled about the concept and people behind Wine Down, but SOMA is the perfect place for an effort like this.

I currently work at IDEO and often struggle to find gathering places after work that have character and aren't pretentious. A wine and craft beer bar like Wine Down would be a place I would frequent and recommend to the friends who are always asking for recommendations on where to go after work. Having worked in the same area for four years, I often get asked about the best places to go. I can't wait to be able to say, "Wine Down!" because I'll be confident in the quality of drinks, service, and atmosphere, which I simply can't say about any place in SOMA right now.

With more and more big companies and start-ups moving to the SOMA area, the need for a casual yet sophisticated place for people to gather will only grow. Instead of employees and residents going to a more hip neighborhood after work like the Mission or Hayes Valley, let's work to revitalize SOMA as the place to stay after work. That means less people calling Lyfts and Ubers and clogging up the busy SOMA streets during rush hour, less people stressed out about trying to meet their friends on time, and overall a more relaxed and sophisticated post-work experience in SOMA.

I can't speak highly enough to the qualities the owners, Sarah Garand and Jaime Hiraishi, possess. I worked with them directly for three years at a nonprofit called Net Impact and I can't imagine better people at the helm of a new business venture. They're driven, creative, responsible, and are channeling their skills into a solution that will better the economy and experience of SOMA. I am confident that Wine Down will be an asset to the SOMA community by providing a casual yet upscale meeting place for SOMA residents and workers to enjoy. Please feel free to contact me with any remaining questions.

Regards,

Joanna Spoth  
503-753-5116

Kevin Yung  
338 Spear St., Apt. 29E  
San Francisco, CA 94105

May 21, 2015

To Whom It May Concern:

I am writing to support Wine Down and its liquor license at 685 Folsom Street.

I live and work in the SOMA area, with my home in close walking distance to the potential future site of Wine Down.

While the neighborhood has recently seen an influx of new office buildings and residences in recent years, there has not been a proportionate increase in bars, restaurants and other retail establishments in the neighborhood. As a result, I find myself having to leave the area anytime I want to meet up with friends or enjoy a drink later at night or on the weekends.

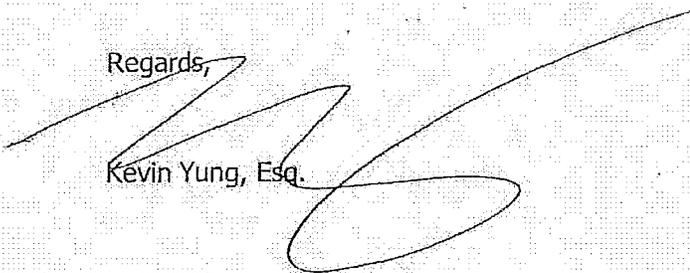
I believe that Wine Down would be a much needed addition to the neighborhood. I think it could potentially help create a more well-rounded community and support those of us who live and work in the area. The upscale nature of wine and craft beer will keep office workers in neighborhood after they leave their office, and also offer residents a quiet place to relax and enjoy.

Additionally, I find it is uplifting to see two women launching a business in a traditionally male-dominated field. With values centered on the local community, quality, and hospitality, this is exactly the type of place I would like to support.

I am confident that Wine Down will be a success and a wonderful addition to the SOMA neighborhood.

Regards,

Kevin Yung, Esq.



Laura Diez  
429 Fillmore St.

May 20, 2015

To Whom It May Concern,

I am writing this letter in support of the business, opening, and liquor license of Wine Down SF, LLC at 685 Folsom Street. Wine Down is a woman-owned small business that values community, sustainability, and hospitality, and I believe it will bring the neighborhood a desperately needed casual—yet high quality—gathering spot.

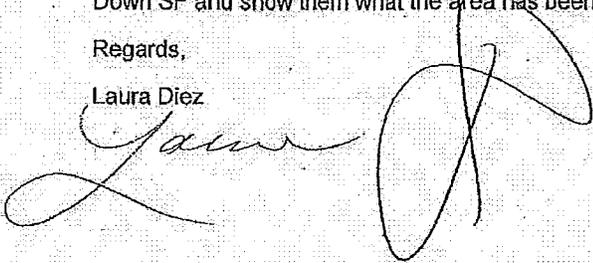
The SoMa area of San Francisco is in need of a wine and craft beer bar for co-workers and friends to meet. I work at Net Impact, a nonprofit organization, on Spear and Mission. As my team is a young group, and we enjoy getting together after work, we are often looking for places to go for celebratory drinks and happy hours. However while there are a couple of affordable restaurants, there are few bars suitable for the casual after-work crowd, and even fewer (if any) wine bars. I've found it difficult to plan happy hours with friends who work near Third and Folsom since there is such a dearth of professional yet fun and laid back spots where we can grab a drink.

With more companies and start-ups moving to the SoMa area, I have also noticed the few existing happy hour spots are becoming overly crowded, and consequently I find it stressful to plan happy hours since I worry about seating. Because of this, we've moved our office celebrations and happy hours into the office space—but it's not as fun. As supporters of local businesses, we'd love to spend the money to support a small neighborhood business and promote the community spirit. There is huge demand for something like Wine Down—professional, stylish, comfortable, and accessible by public transportation—and that demand is only growing with all the development in Third and Folsom area. Without new bars and meet-up spots in the area, the local economy will miss out on a valuable chance to become a destination for more than just work.

I have known the owners of Wine Down for more than 3 years, and I can't speak highly enough about both of them. Sarah Garand and Jaime Hiraishi are both exceptionally responsible individuals with the highest ethical standards. They have worked and supported the area for years—they saw the same need for new places to drink, meet, and enjoy the area, and are now trying to fix that need and create a solution! The neighborhood is fortunate to have people of their character and courage willing to take a chance and open a business. I can't wait until I can tell my friends, colleagues, and family about Wine Down SF and show them what the area has been missing.

Regards,

Laura Diez

A handwritten signature in black ink, appearing to read 'Laura Diez', written over a large, stylized circular flourish.

May 29, 2015

To Whom It May Concern:

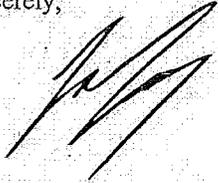
I am writing this letter to support the establishment and liquor license for Wine Down, a wine and craft beer bar, to be located at 685 Folsom Street (at Third Street). Wine Down is a woman-owned small business focused on the values of community, sustainability, and hospitality; it will bring the neighborhood a much needed gathering place.

For the past 4 years I have worked in the SOMA neighborhood. The area has been improving but the neighborhood still lacks a selection of upscale bars for myself and coworkers to frequent. If my colleagues, friends, and I would like to socialize after work, we must venture to other neighborhoods, like the Mission or Hayes Valley. For that reason, I believe the SOMA area would benefit greatly from having a wine and craft beer bar in the neighborhood.

Wine Down is an ideal establishment to fill this void by providing a casual, yet sophisticated atmosphere for people to enjoy a bite, drink, and socialize.

I am confident that Wine Down will be an asset to the SOMA community by providing a casual yet upscale meeting place for SOMA residents and workers to enjoy.

Sincerely,



Leonard Leung

[leonard@climate.com](mailto:leonard@climate.com) | 415-363-0666

Sr. Director Strategy

The Climate Corporation

201 3<sup>rd</sup> St, 11<sup>th</sup> Floor

San Francisco, CA 94103

Lillian Mathews  
150 Spear St.  
San Francisco, CA 94105

May 22, 2015

To Whom It May Concern:

I am writing this letter to support the establishment and liquor license for Wine Down, a wine and craft beer bar, to be located at 685 Folsom Street (at Third Street).

I've been an office worker in the SOMA neighborhood for the past 3 years. While there have been many improvements in lunchtime eateries over this time, I've been disappointed by my options after I get out of work. There are very few bars and drinking establishments that fit my demographic – someone who works in the SOMA neighborhood and is looking for quality wine and craft beer without the pretension of some of the establishments that dot the Embarcadero. With so much growth in this neighborhood, I've also seen the existing happy hour spots become crammed early on in the evening, creating an uncomfortable atmosphere that isn't conducive for relaxing with friends. Oftentimes, I end up leaving the neighborhood and going to other parts of San Francisco, or even Oakland, to fit this need. It would be fantastic for SOMA to have a wine and craft beer bar to call its own.

I am so excited by the prospect of Wine Down opening up shop. I actively seek out local and sustainable wines and beers, which is why Wine Down's mission appeals to me and many SOMA workers I know. Wine Down would provide a comfortable yet sophisticated spot to gather with friends and share local and sustainable food and drink choices. On top of that, I have known Sarah Garand and Jaime Hiraishi for 3 years, and they are completely committed to both the neighborhood and Wine Down's mission of bringing high-quality wine and craft beer to SOMA. I can't think of two better people to bring this business to life.

I completely support Wine Down and its mission, and know it will be a tremendous asset to the SOMA community – for residents and workers alike.

Sincerely,

Lillian Mathews

Megan McDonald  
Marketing & Special Events Manager  
San Francisco Opera Guild  
301 Van Ness Avenue  
San Francisco, CA 94102

June 2, 2015

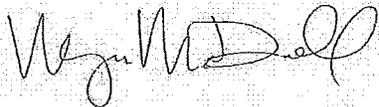
To Whom It May Concern:

I am writing this letter to support the opening and liquor license for Wine Down, at 685 Folsom Street.

I work in the Hayes Valley neighborhood, but live in Mission Bay at Berry and 5<sup>th</sup> Street. Our neighborhood would greatly benefit from having a wine and craft beer bar. For an area with an increasing number of residents, this part of SOMA has a startling lack of places to meet up with friends for a drink. I always try to support small, local businesses when possible and especially those owned by women entrepreneurs, Wine Down is the perfect combination of the two. News travels fast in our building when a new bar opens in the neighborhood and I have no doubt that Wine Down will garner excitement from all residents.

I am confident that Wine Down will be an asset to the community. I sincerely hope that Wine Down receives the approval it needs to open.

Sincerely,



Megan McDonald

Nora Traugher

1056 Capp Street

San Francisco, CA 94110

May 28, 2015

To Whom It May Concern:

I am writing this letter to support the establishment and liquor license for Wine Down, a wine and craft beer bar, to be located at 685 Folsom Street (at Third Street).

For the past 2 years I have worked in the SOMA neighborhood. I love working and spending time in this area, but note a distinct hole in services provided by the neighborhood if you are a young professional interested in connecting with friends over drinks in the evening. After work, all of the daytime establishments close and it feels that the only businesses that remain open are nightclubs that do not facilitate casual conversation. Recently I spent so long looking for a bar to sit down at with a friend in the between 1<sup>st</sup> and 3<sup>rd</sup> street in SOMA that we gave up on the plan entirely and left the neighborhood.

Wine Down, created by dear friends who are firmly rooted in a thriving network of young, enthusiastic professionals, will offer the perfect place for people to meet and connect after work. The classy atmosphere and social mission of Wine Down (who will feature local small-batch wines and beers made in sustainable ways) will certainly establish it as a hub for people who are passionate about their work, the businesses they support, and the food and drink they consume. This group will no longer have to venture into Hayes Valley or Fillmore to find a bar that meets all of these needs.

I am excited to have a new reason to spend time in SOMA, connecting with old friends and coworkers at Wine Down. The bar will certainly contribute to and enhance the vibrant fabric of the neighborhood, keeping the sidewalks bustling for longer and paving the way for more businesses that cater to groups interested in more than mid-day meals or late night clubs.

In closing, I am confident that Wine Down will be an asset to the SOMA community by providing a mission-oriented, friendly and classy environment for people to connect and support our local economy.

Sincerely,

Nora Traugher

Senior Associate, Conference Content | Net Impact

# somba South of Market Business Association

1167 Mission Street, 2nd Floor • San Francisco, CA 94103 • [www.sfsomba.org](http://www.sfsomba.org)  
Phone: 415.553.4433 x 115 • Fax: 415.553.4434 • e-mail: [info@sfsomba.com](mailto:info@sfsomba.com)

June 1, 2015

Mr. Riselwyn Melodias  
Alcoholic Beverage Control  
33 New Montgomery Street, Suite 1230  
San Francisco, CA 94105

Re:  
Wine Down  
685 Folsom Street  
San Francisco  
Case No. 557444

Dear Mr. Melodias,

I am writing in support of a new small business venture, Wine Down, in the SOMA Square complex at 685 Folsom Street. We are thrilled to see this new woman-owned establishment join the neighborhood.

As a place for people to enjoy quality, local, affordable wine and craft beer, Wine Down will be a casual, intimate wine bar. Wine Down will create a much needed community gathering place for local professionals, residents, and other visitors to mingle as the area is lacking a place to enjoy local wine and beer.

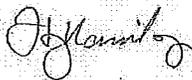
Now is the time to support small businesses coming into the neighborhood that will enhance the community even further. Wine Down will provide local jobs—including at least 2 full time and 6 part time positions in its first year of operations—and help the local economy.

Jaime Hiraishi and Sarah Garand have shown a commitment to working with the local community and improving this blossoming SOMA neighborhood. While this is their first business venture, they have over seven years of hospitality and customer-facing experience. They have both lived and worked in San Francisco for the past seven years and are excited to open their first small business here.

As small business owners, Jaime and Sarah are very cognizant of being good neighbors. The proposed hours of operation are such that will be considerate of the neighborhood and they will not be serving any hard alcohol.

With its focus on community and hospitality, Wine Down will help revitalize and humanize the ground floor of the area. Jaime and Sarah are turning their passion into a brick and mortar business and we support them in their effort to bring more diversity to the industry and neighborhood.

Sincerely,



Henry Karnilowicz  
President

cc: Supervisor Jane Kim  
Permit Officer Gigi George



May 20, 2015

To the Board of Supervisors, ABC/ALU:

I am writing in support of a new small business venture, Wine Down in the SOMA Square complex at 685 Folsom Street. We are thrilled to see an upscale establishment join the neighborhood. Not only will Wine Down assist in elevating the changing neighborhood, but it will also create a much needed community gathering place for local professionals and residents to mingle. The wine bar fills a void as the area is lacking a place to purchase and consume specialty, local wine and beer.

As you know, SOMA's local economy is growing. The city has enticed many large corporations and start-ups to join the neighborhood. Now it is time to support the small businesses coming into the neighborhood that will enhance the community even further. Wine Down will provide local jobs and help the money that is earned at the large companies to be spent in the area.

I have gotten to know Jaime Hiraishi and Sarah Garand over the past year as clients of Urban Solutions. They have shown a commitment to work with the local community and improve this blossoming SOMA neighborhood. They have both lived and worked in San Francisco for the past seven years and are excited to open their first small business here. They are turning their passion into a brick and mortar business and we support them in their effort.

Sincerely,

A handwritten signature in cursive script that reads "Helen Branham". The signature is fluid and elegant, with a prominent loop at the end of the last name.

Helen Branham

Director Small Business Services

Ashley Barrett  
Account Director  
Access Communications  
650 California Street, Fl 30 - San Francisco, CA 94108

May 26, 2015

To Whom It May Concern,

As someone whose office was in SOMA for eight years - I am writing in strong support of Wine Down's application for a permit to serve alcohol at 685 Folsom.

Even though there's a number of other bars in the greater SOMA area, my colleagues and I were often at a loss for a relaxed and affordable place to enjoy a good glass of wine after work. I believe that Wine Down will encourage office workers to stay in the area rather than traveling to other neighborhoods when looking for a nice place to socialize after work. Even now that our office is located on California and Kearny Street - we lack solid options for places to take clients, or de-stress with friends after a long day in the office.

Furthermore, I'm personally excited to support a small-business owned by two female entrepreneurs. It's a rarity to see a bar owned by women. Having known co-owner Sarah Garand for over 10 years, I can confidently vouch for her and her partner's vision for Wine Down, and know that the presence of their business will enhance and strengthen the community.

I hope Wine Down gets approval and opens soon. Thank you for your time and consideration.

Best,



Ashley Barrett

Charles Butler  
Account Executive – Mid Market  
Salesforce  
50 Fremont St.  
San Francisco, Ca  
94105  
5/26/15

To Whom It May Concern,

As someone who works and spends the majority of my waking hours in SOMA, I want to express my strong support for the opening of Wine Down at 685 Folsom.

The city has been a great supporter of bringing companies like Salesforce the neighborhood; I would like to see them show the same kind of support for small business like Wine Down.

When my coworkers and I go out for drinks after work, we usually have to end up leaving the neighborhood to find a bar that's comfortable for a large group and serves quality wine and beer for a reasonable price. In my experience, there is substantial demand for a place like Wine Down in this part of SOMA, and that demand is only going to grow with the addition of thousands of new workers and residents in the area over the next few years. For an area with such a large number of workers, and a growing number of residents, this part of SOMA has a surprising lack of neighborhood gathering places.

Both developers and companies that are coming to this part of SOMA are targeting young, high-income professionals to live and work in their buildings—the same demographic that will be drawn to come to Wine Down and drink high quality, local wine and beer in an upscale environment.

I sincerely hope that Wine Down is able to receive support and approval for its liquor license. The neighborhood will absolutely benefit as a result.

All the best,

Charles Butler  
[salesforce.com](http://salesforce.com) | Mid Market Account Executive  
C. 650.793.1725  
O: 415.901.7000  
[charles.butler@salesforce.com](mailto:charles.butler@salesforce.com)

Jessica Fleuti  
Conference Director  
Net Impact  
150 Spear Street, Suite 500  
San Francisco, CA 94015

May 27, 2015

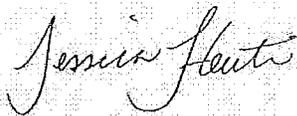
Dear Supervisor Kim,

I am writing to support the business opening and liquor license for Wine Down SF, LLC at 685 Folsom Street. Wine Down is a new small business owned by my friends and former colleagues, Sarah Garand and Jaime Hiraishi. I have known both Sarah and Jaime for more than 3 years. They are among the smartest, most responsible, and community-oriented citizens I know. I am sure that their new business will add value to those who live and work in your district.

I have worked in SOMA at 150 Spear Street for the last 3.5 years, and from 2002-2005 I worked at 101 Second Street. While the number of happy hour establishments has increased in those intervening 10 years, the workforce has exploded, as you know. I believe the area around 3<sup>rd</sup> and Folsom would benefit strongly from a wine and craft beer bar. While there are a handful of restaurants and a few hotel bars, it's nearly impossible to find a gathering place in the area that is reasonably affordable that isn't overly crowded and loud. I believe there is demand for a venue like Wine Down—which will cater to the young professional community in San Francisco—and with San Francisco's recent successes in job creation, and that demand is only growing.

I am a big proponent of local business – especially those owned by women, and people of color. Jaime and Sarah have seen a gap in the market and are now trying to create a solution. Knowing them both well on a personal and professional level, I have no doubt Wine Down will succeed and contribute to the community.

My best,



Jessica Fleuti

Philip Felix  
Product Specialist  
Square Inc.  
1455 Market St. San Francisco, CA 94103

May 22, 2015

To whom it may concern,

I am writing to express my support for the opening of Wine Down at 685 Folsom in SOMA, and approval of their liquor license request. I work at Square on 10<sup>th</sup> and Market, and will plan to regularly come to Wine Down if they are able to bring their vision for a comfortable place to enjoy good, affordable, and local wine and beer to life.

At Square, we're proud to be able to support small businesses like Wine Down through our services. I would also like to be able to personally support them through my patronage. SOMA is full already of chains and bars owned by larger bar/restaurant groups, as well as large corporations and start-ups that have been welcomed by the city. Now is the time to support a place like Wine Down, a true small business, run by two young women who are committed to their community.

I hope you too will support Wine Down in their efforts to bring a new gathering place to the neighborhood.

Thank you,



Philip Felix  
Product Specialist  
Square, Inc.

Sandra Morales  
Senior Analyst, Corporate Accounting  
PG&E Corporation

5/28/2015

To whom it may concern,

I am writing in regards to the opening of Wine Down at 685 Folsom. As someone who has worked in SOMA for almost 10 years, I would like to express my excitement and support for the opening of a casual, affordable wine bar in the area. I am looking forward to making Wine Down one of my regular places to hang out after work. This type of bar is exactly what SOMA has been lacking for so long, and exactly what my coworkers and I have been waiting for.

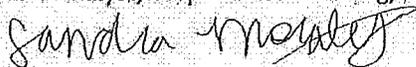
For the last 7 years, I've worked at PG&E. As part of our company values, we like to support local small businesses whenever possible that share our values of community and sustainability. I know that the owners of Wine Down share these values.

I have known one of the owners, Sarah Garand, for over 15 years; she is one of the smartest, most driven people I have ever known and I have no doubt in my mind that she will be successful in this venture together with her partner Jaime. They are very intelligent, responsible, hardworking, and passionate about bringing people together to enjoy great wine and beer.

I am looking forward to having Wine Down be part of our community and hope you will grant them your enthusiastic support as well.

Respectfully,

Sandra Morales  
Senior Analyst, Corporate Accounting, PG&E



Scott Kleinman  
New Sector Alliance  
156 Second Street  
San Francisco, CA 94105

May 25, 2015

To whom it may concern,

I am writing to express my strong support and excitement for Wine Down and its liquor license approval at 685 Folsom. I have worked in SOMA for years and am certain that the owners will be an asset to this fast-growing neighborhood.

I have known and personally worked with both owners for 5 years. Sarah Garand and Jaime Hiraishi are exceptionally responsible, values-driven individuals with the highest ethical standards. They envision an establishment that would encourage community and be an asset to neighborhood. Their commitment to sustainability, community, quality, and hospitality will only have a positive impact on the community.

Sarah and Jaime both have strong San Francisco roots and have developed an exciting and responsible business plan that for Wine Down. In my professional experience with Sarah and Jaime, they have demonstrated an exceptional ability to execute and I am confident of their ability to apply their business expertise to Wine Down.

Sarah and Jaime are excited to open their first small business here, and I hope you support them in their efforts. I would be pleased to answer any further questions you have about their background and plans.

Regards,



Scott Kleinman  
National Director of Philanthropy and Strategic Partnerships  
New Sector Alliance  
[skleinman@newsector.org](mailto:skleinman@newsector.org)  
510-882-0820



closed

### LIQUOR LICENSE REVIEW

**TO:** Planning Department  
AnMarie Rodgers/CTYPLN/SFGOV  
Georgia Powell/CTYPLN/SFGOV@SFGOV  
Fax No.: 558-6409

**File:** 150521

3750 / ~~230~~ 089

Block/lot: 0494/021

**TO:** Police Department  
Lieutenant Dave Falzon  
Inspector Nelly Gordon  
Fax No.: 553-1463

Zoning: ~~RH 3 C 3 S~~ C-30

Quad: ~~W~~ NE

**DATE:** May 18, 2015

Record # 2015006278 Mis

This item is tentatively scheduled to be heard in four to six weeks.  
**PLEASE EMAIL YOUR RESPONSE BY:** June 22, 2015, to Derek Evans, Clerk,  
Public Safety and Neighborhood Services Committee.

**Derek.Evans@sfgov.org - Fax No: 554-7714**

**Applicant Name:** Sarah Garand and Jaime Hiraishi  
**and Business Name:** Wine Down SF, LLC (dba Wine Down)  
(685 Folsom Street)

**Applicant Address:** 1721 Chestnut Street #303  
San Francisco, CA 94123  
**and Phone No.** (415) 828-7539  
(818) 635-8701

**PLANNING COMMENTS:**  Approval  Denial

ABC LICENSE TYPE 42 IS PERMITTED IN CONJUNCTION  
WITH BAR USE PER PC SECTION 210.2

**POLICE COMMENTS:**  Approval  Denial

May 15, 2015

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

Dear Clerk of the Board,

Wine Down SF, LLC is applying for a new type 42 liquor license at 685 Folsom Street, San Francisco, CA 94107.

**Business Name & Address:**

Wine Down SF, LLC (DBA: Wine Down)  
685 Folsom Street, San Francisco, CA 94107

**Contact Information:**

Sarah Garand, Managing Member & Co-Owner  
Phone: 415-828-7539  
Email: [sarah@winedownsf.com](mailto:sarah@winedownsf.com)

Jaime Hiraishi, Managing Member & Co-Owner  
Phone: 818-635-8701  
Email: [Jaime@winedownsf.com](mailto:Jaime@winedownsf.com)

**Mailing Address:**

1721 Chestnut St. #303  
San Francisco, CA 94123

Wine Down will be an intimate bar to enjoy high quality, local wine and beer. Initially we plan to operate with the following hours of operation:

- Monday-Wednesday: 4pm-10pm
- Thursday-Saturday: 4pm-11pm
- Sunday: Closed

After several months, we may expand to breakfast and lunch service, opening no earlier than 8am. Under no event will our operating hours extend beyond 1am on Fridays and Saturdays and beyond 12am on Sundays-Thursdays.

Wine Down SF, LLC serves the public convenience as there is currently a lack of after-work gathering spots in the immediate area, despite the rise in office workers and residents in recent years. As a result, many people leave the area to wind down their days. Wine Down will provide the neighborhood with a warm and comfortable environment to enjoy beer, wine, and light food fare with their fellow community members. Furthermore, our offerings will focus on local producers, highlighting the beer and wine made in the greater Bay Area.

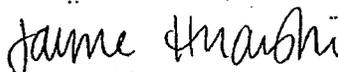
It seems a necessity that city government create an environment in which community members have options to enjoy the area during evening hours, invigorate the neighborhood, and support community businesses.

Please don't hesitate to contact us with any questions. We look forward to bringing Wine Down to the 6<sup>th</sup> District of San Francisco.

Best,



Sarah Garand  
Managing Member & Co-Owner  
Wine Down SF, LLC



Jaime Hiraishi  
Managing Member & Co-Owner  
Wine Down SF, LLC

150521

**INFORMATION AND INSTRUCTIONS -  
SECTION 23958.4 B&P**

RECEIVED  
BOARD OF SUPERVISORS  
SAN FRANCISCO

Instructions This form is to be used for all applications for original issuance or premises transfer of licenses.

- Part 1 is to be completed by an ABC employee, given to applicant with pre-application package, with copy retained in holding file or applicant's district file.
- Part 2 is to be completed by the applicant, and returned to ABC.
- Part 3 is to be completed by the local governing body or its designated subordinate officer or body, and returned to ABC.

**PART 1 - TO BE COMPLETED BY ABC**

1. APPLICANT'S NAME

Wine Down SF LLC

2. PREMISES ADDRESS (Street number and name, city, zip code)

685 Folsom St., San Francisco CA 94107

3. LICENSE TYPE

42

4. TYPE OF BUSINESS

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

Other - describe: WINE AND BEER BAR

5. COUNTY POPULATION

836,620

6. TOTAL NUMBER OF LICENSES IN COUNTY

1026

On-Sale  Off-Sale

7. RATIO OF LICENSES TO POPULATION IN COUNTY

On-Sale  Off-Sale

8. CENSUS TRACT NUMBER

615

9. NO. OF LICENSES ALLOWED IN CENSUS TRACT

40

On-Sale  Off-Sale

10. NO. OF LICENSES EXISTING IN CENSUS TRACT

141

On-Sale  Off-Sale

11. IS THE ABOVE CENSUS TRACT OVERCONCENTRATED WITH LICENSES? (i.e., does the ratio of licenses to population in the census tract exceed the ratio of licenses to population for the entire county?)

- Yes, the number of existing licenses exceeds the number allowed  
 No, the number of existing licenses is lower than the number allowed

12. DOES LAW ENFORCEMENT AGENCY MAINTAIN CRIME STATISTICS?

- Yes (Go to Item #13)  No (Go to Item #20)

13. CRIME REPORTING DISTRICT NUMBER

237

14. TOTAL NUMBER OF REPORTING DISTRICTS

653

15. TOTAL NUMBER OF OFFENSES IN ALL REPORTING DISTRICTS

53,948

16. AVERAGE NO. OF OFFENSES PER DISTRICT

83

17. 120% OF AVERAGE NUMBER OF OFFENSES

99

18. TOTAL NUMBER OF OFFENSES IN REPORTING DISTRICT

112

19. IS THE PREMISES LOCATED IN A HIGH CRIME REPORTING DISTRICT? (i.e., has a 20% greater number of reported crimes than the average number of reported crimes as determined from all crime reporting districts within the jurisdiction of the local law enforcement agency)

- Yes, the total number of offenses in the reporting district equals or exceeds the total number in item #17  
 No, the total number of offenses in the reporting district is lower than the total number in item #17

20. CHECK THE BOX THAT APPLIES (check only one box)

- a. If "No" is checked in both item #11 and item #19, Section 23958.4 B&P does not apply to this application, and no additional information will be needed on this issue. Advise the applicant to bring this completed form to ABC when filing the application.
- b. If "Yes" is checked in either item #11 or item #19, and the applicant is applying for a non-retail license, a retail bona fide public eating place license, a retail license issued for a hotel, motel or other lodging establishment as defined in Section 25503.16(b) B&P, or a retail license issued in conjunction with a beer manufacturer's license, or winegrower's license, advise the applicant to complete Section 2 and bring the completed form to ABC when filing the application or as soon as possible thereafter.
- c. If "Yes" is checked in either item #11 or item #19, and the applicant is applying for an off-sale beer and wine license, an off-sale general license, an on-sale beer license, an on-sale beer and wine (public premises) license, or an on-sale general (public premises) license, advise the applicant to take this form to the local governing body, or its designated subordinate officer or body to have them complete Section 3. The completed form will need to be provided to ABC in order to process the application.

Governing Body/Designated Subordinate Name:

BOARD OF SUPERVISORS

**FOR DEPARTMENT USE ONLY**

PREPARED BY (Name of Department Employee)

willie bulanadi

Department of Alcoholic Beverage Control

State of California

**APPLICATION FOR ALCOHOLIC BEVERAGE LICENSE(S)**

ABC 211 (6/99)

*LAIME HIRASHI*  
*(818) 635-8701*

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

File Number: 557444  
Receipt Number: 2294946  
Geographical Code: 3800  
Copies Mailed Date: May 13, 2015  
Issued Date:

RECEIVED  
BOARD OF SUPERVISORS  
SAN FRANCISCO, CA  
MAY 18 PM 5:04  
*MS*

DISTRICT SERVING LOCATION: SAN FRANCISCO  
First Owner: WINE DOWN SF LLC  
Name of Business: WINE DOWN  
Location of Business: 685 FOLSOM ST  
SAN FRANCISCO, CA 94107  
County: SAN FRANCISCO  
Is Premise inside city limits? Yes      Census Tract 0615.00  
Mailing Address: 1721 CHESTNUT ST  
(If different from #303  
premises address) SAN FRANCISCO, CA 94123

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	ANNUAL FEE	NA	Y	0	05/13/15	\$261.00
42 - On-Sale Beer And Wine	ORIGINAL FEES	NA	Y	0	05/13/15	\$300.00
NA	FEDERAL FINGERPRINTS	NA	N	3	05/13/15	\$72.00
NA	STATE FINGERPRINTS	NA	N	3	05/13/15	\$117.00
Total						\$750.00

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: May 13, 2015

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)

See 211 Signature Page

WINE DOWN SF LLC

PCN Request

May 22, 2015

Attn: Derek Evans  
Clerk of the Board  
San Francisco Board of Supervisors  
1 Dr. Carlton B Goodlett Place, Room 244  
San Francisco, CA 94102

Dear Board of Supervisors,

Wine Down SF, LLC (DBA Wine Down) is applying for a new type 42 liquor license at 685 Folsom Street, San Francisco, CA 94107. Wine Down will be an intimate bar for local residents and office workers to unwind, socialize, and enjoy high quality, local wine, beer, and small bites. Initially we plan to operate with the following hours: Monday-Wednesday: 4pm-10pm; Thursday-Saturday: 4pm-11pm; Sunday: Closed. After several months, we may expand to breakfast and lunch service, opening no earlier than 8am. Under no event will our operating hours extend beyond 1am on Fridays and Saturdays and beyond 12am on Sundays-Thursdays.

Wine Down SF, LLC serves the public convenience as there is currently a lack of after-work gathering spots in the immediate area, despite the rise in office workers and residents in recent years. There are currently only 3 other Type 42 licenses in our census track, and no other wine bars.

As a result, many people leave the area to wind down their days. Wine Down will provide the neighborhood with a warm and comfortable environment to enjoy beer, wine, and light food fare with their fellow community members. Furthermore, our offerings will focus on local producers, highlighting the beer and wine made in the greater Bay Area, and providing an additional opportunity to support the local economy.

It seems a necessity that city government create an environment in which community members have options to enjoy the area during evening hours, invigorating the neighborhood and supporting community businesses.

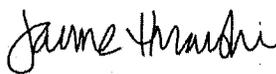
Over the last 18 months, we have been researching and planning diligently, and are thrilled to have found our ideal location at 685 Folsom. We will personally run all operations of Wine Down and are committed to being hands-on managers that will be present in the bar every day. While this is our first small business venture, we have over six years of hospitality and business management experience, most recently working at the sustainability-focused nonprofit, Net Impact (headquartered in SOMA, on Spear, at Mission).

We are very excited to have the opportunity to bring a new gathering space to this fast-growing area of SOMA. Wine Down won't add any traffic to the area, as it's a central, transit-rich location that makes it easy to access via public transit. As it will cater primarily to after-work crowd, there won't be loud music and or late hours that will Please don't hesitate to contact us with any questions. We look forward to bringing Wine Down to the 6<sup>th</sup> District of San Francisco.

Best,



Sarah Garand  
Managing Member & Co-Owner  
Wine Down SF, LLC  
Phone: 415-828-7539  
Email: [sarah@winedownsf.com](mailto:sarah@winedownsf.com)  
Mailing address: 1721 Chestnut Street, #303, San Francisco, CA 94123



Jaime Hiraishi  
Managing Member & Co-Owner  
Wine Down SF, LLC  
Phone: 818-635-8701  
Email: [Jaime@winedownsf.com](mailto:Jaime@winedownsf.com)

## Evans, Derek

---

**From:** Sarah Garand [sarah@winedownsf.com]  
**Sent:** Friday, May 22, 2015 4:07 PM  
**To:** Evans, Derek  
**Cc:** Jaime Hiraishi  
**Subject:** RE: PCN request from Wine Down  
**Attachments:** Wine\_Down\_PCN\_5-22-15.pdf

Hi Derek,

Thanks again for sending the info. We were able to get in touch with the ALU officer assigned to our case, Sgt. George.

Additionally, we have updated our PCN request; please use the attached version, and let us know if you have any questions.

Have a great weekend,  
Sarah and Jaime

**From:** Evans, Derek [mailto:[derek.evans@sfgov.org](mailto:derek.evans@sfgov.org)]  
**Sent:** Thursday, May 21, 2015 12:59 PM  
**To:** Sarah Garand  
**Cc:** Jaime Hiraishi  
**Subject:** RE: PCN request from Wine Down

Hi Sarah and Jaime,

Thank you for your email and call. Per our conversation, please see the following links for your information:

<http://www.abc.ca.gov/datport/SubscrMenu.asp>

Also here is contact information for the ALU:

Last Name	First Name	Title	Organization	Email	Phone
Falzon	Dave	Lieutenant	ALU	<a href="mailto:david.falzon@sfgov.org">david.falzon@sfgov.org</a>	415-83

Regards,

**Derek K. Evans**

Assistant Clerk, Board of Supervisors  
1 Dr. Carlton B. Goodlett Place, City Hall, Room 244  
San Francisco, CA 94102  
Phone: (415) 554-7702 | Fax: (415) 554-5163  
[Derek.Evans@sfgov.org](mailto:Derek.Evans@sfgov.org) | [www.sfbos.org](http://www.sfbos.org)

 Click [here](#) to complete a Board of Supervisors Customer Service Satisfaction form.

The [Legislative Research Center](#) provides 24-hour access to Board of Supervisors legislation, and archived matters since August 1998.

*Disclosures: Personal information that is provided in communications to the Board of Supervisors is subject to disclosure under the California Public Records Act and the San Francisco Sunshine Ordinance. Personal information provided will not be redacted. Members of the public are not required to provide personal identifying information when they communicate with the Board of Supervisors and its committees. All written or oral communications that members of the public submit to the Clerk's Office regarding pending legislation or hearings will be made available to all members of the public for inspection and copying. The Clerk's Office does not*

redact any information from these submissions. This means that personal information—including names, phone numbers, addresses and similar information that a member of the public elects to submit to the Board and its committees—may appear on the Board of Supervisors website or in other public documents that members of the public may inspect or copy.

---

**From:** Sarah Garand [<mailto:sarah@winedowns.com>]  
**Sent:** Wednesday, May 20, 2015 7:37 PM  
**To:** Evans, Derek  
**Cc:** Jaime Hiraishi  
**Subject:** RE: PCN request from Wine Down

Hi Derek,

Thank you for the call back. We really appreciate you taking the time to discuss some options for us to continue pursuing the new type 42 license at 685 Folsom.

Per your suggestion, we're reaching out to the ALU and to Risel to better understand our options. We're also collecting letters of support from the community, which we will share with Supervisor Kim when we attend her office hours on June 5<sup>th</sup>.

If you have any other thoughts on how we might be able to receive support from Supervisor Kim, please let us know.

Thanks again,  
Sarah

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**From:** Evans, Derek [<mailto:derek.evans@sfgov.org>]  
**Sent:** Friday, May 15, 2015 1:13 PM  
**To:** Sarah Burke-Gorewitz  
**Subject:** RE: PCN request from Wine Down

Thank you, Sarah. Nice meeting with you and Jamie today. Let me know if you have any further questions. Hopefully, you were able to get in touch with Supervisor Kim's Office as well.

Regards,

**Derek K. Evans**

Assistant Clerk, Board of Supervisors  
1 Dr. Carlton B. Goodlett Place, City Hall, Room 244  
San Francisco, CA 94102  
Phone: (415) 554-7702 | Fax: (415) 554-5163  
[Derek.Evans@sfgov.org](mailto:Derek.Evans@sfgov.org) | [www.sfbos.org](http://www.sfbos.org)

 Click [here](#) to complete a Board of Supervisors Customer Service Satisfaction form.

The [Legislative Research Center](#) provides 24-hour access to Board of Supervisors legislation, and archived matters since August 1998.

*Disclosures: Personal information that is provided in communications to the Board of Supervisors is subject to disclosure under the California Public Records Act and the San Francisco Sunshine Ordinance. Personal information provided will not be redacted. Members of the public are not required to provide personal identifying information when they communicate with the Board of Supervisors and its committees. All written or oral communications that members of the public submit to the Clerk's Office regarding pending legislation or hearings will be made available to all members of the public for inspection and copying. The Clerk's Office does not redact any information from these submissions. This means that personal information—including names, phone numbers, addresses and similar information that a member of the public elects to submit to the Board and its committees—may appear on the Board of Supervisors website or in other public documents that members of the public may inspect or copy.*

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**From:** Sarah Burke-Gorewitz [<mailto:sarah@winedownsf.com>]  
**Sent:** Friday, May 15, 2015 12:46 PM  
**To:** Evans, Derek  
**Cc:** Jaime Hiraishi  
**Subject:** PCN request from Wine Down

Hi Derek,

Thank you so much for your help this morning. Per your instructions, we drafted the PCN request and left a signed copy with Brent at the front desk, along with ABC form 245. We have also attached a copy of the PCN request to this email.

We will begin our community outreach. Please let us know if there is anything else the Board of Supervisors needs from us at this time. Thanks again, and we look forward to working with you.

Sarah

--

Sarah Garand  
Wine Down SF, LLC  
[sarah@winedownsf.com](mailto:sarah@winedownsf.com)

May 15, 2015

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

Dear Clerk of the Board,

Wine Down SF, LLC is applying for a new type 42 liquor license at 685 Folsom Street, San Francisco, CA 94107.

**Business Name & Address:**

Wine Down SF, LLC (DBA: Wine Down)  
685 Folsom Street, San Francisco, CA 94107

**Contact Information:**

Sarah Garand, Managing Member & Co-Owner  
Phone: 415-828-7539  
Email: [sarah@winedownsf.com](mailto:sarah@winedownsf.com)

Jaime Hiraishi, Managing Member & Co-Owner  
Phone: 818-635-8701  
Email: [Jaime@winedownsf.com](mailto:Jaime@winedownsf.com)

**Mailing Address:**

1721 Chestnut St. #303  
San Francisco, CA 94123

Wine Down will be an intimate bar to enjoy high quality, local wine and beer. Initially we plan to operate with the following hours of operation:

- Monday-Wednesday: 4pm-10pm
- Thursday-Saturday: 4pm-11pm
- Sunday: Closed

After several months, we may expand to breakfast and lunch service, opening no earlier than 8am. Under no event will our operating hours extend beyond 1am on Fridays and Saturdays and beyond 12am on Sundays-Thursdays.

Wine Down SF, LLC serves the public convenience as there is currently a lack of after-work gathering spots in the immediate area, despite the rise in office workers and residents in recent years. As a result, many people leave the area to wind down their days. Wine Down will provide the neighborhood with a warm and comfortable environment to enjoy beer, wine, and light food fare with their fellow community members. Furthermore, our offerings will focus on local producers, highlighting the beer and wine made in the greater Bay Area.

It seems a necessity that city government create an environment in which community members have options to enjoy the area during evening hours, invigorate the neighborhood, and support community businesses.

Please don't hesitate to contact us with any questions. We look forward to bringing Wine Down to the 6<sup>th</sup> District of San Francisco.

Best,



Sarah Garand  
Managing Member & Co-Owner  
Wine Down SF, LLC



Jaime Hiraishi  
Managing Member & Co-Owner  
Wine Down SF, LLC

150521

**INFORMATION AND INSTRUCTIONS -  
SECTION 23958.4 B&P**

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SAN FRANCISCO

Instructions This form is to be used for all applications for original issuance or premises to premises transfer of licenses.

- Part 1 is to be completed by an ABC employee, given to applicant with pre-application package, with copy retained in holding file or applicant's district file.
- Part 2 is to be completed by the applicant, and returned to ABC.
- Part 3 is to be completed by the local governing body or its designated subordinate officer or body, and returned to ABC.

**PART 1 - TO BE COMPLETED BY ABC**

1. APPLICANT'S NAME

Wine Down SF LLC

2. PREMISES ADDRESS (Street number and name, city, zip code)

685 Folsom St., San Francisco CA 94107

3. LICENSE TYPE

42

4. TYPE OF BUSINESS

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

Other - describe: WINE AND BEER BAR

5. COUNTY POPULATION

836,620

6. TOTAL NUMBER OF LICENSES IN COUNTY

1026

On-Sale  Off-Sale

7. RATIO OF LICENSES TO POPULATION IN COUNTY

On-Sale  Off-Sale

8. CENSUS TRACT NUMBER

615

9. NO. OF LICENSES ALLOWED IN CENSUS TRACT

40

On-Sale  Off-Sale

10. NO. OF LICENSES EXISTING IN CENSUS TRACT

141

On-Sale  Off-Sale

11. IS THE ABOVE CENSUS TRACT OVERCONCENTRATED WITH LICENSES? (i.e., does the ratio of licenses to population in the census tract exceed the ratio of licenses to population for the entire county?)

Yes, the number of existing licenses exceeds the number allowed

No, the number of existing licenses is lower than the number allowed

12. DOES LAW ENFORCEMENT AGENCY MAINTAIN CRIME STATISTICS?

Yes (Go to Item #13)

No (Go to Item #20)

13. CRIME REPORTING DISTRICT NUMBER

237

14. TOTAL NUMBER OF REPORTING DISTRICTS

653

15. TOTAL NUMBER OF OFFENSES IN ALL REPORTING DISTRICTS

53,948

16. AVERAGE NO. OF OFFENSES PER DISTRICT

83

17. 120% OF AVERAGE NUMBER OF OFFENSES

99

18. TOTAL NUMBER OF OFFENSES IN REPORTING DISTRICT

112

19. IS THE PREMISES LOCATED IN A HIGH CRIME REPORTING DISTRICT? (i.e., has a 20% greater number of reported crimes than the average number of reported crimes as determined from all crime reporting districts within the jurisdiction of the local law enforcement agency)

Yes, the total number of offenses in the reporting district equals or exceeds the total number in item #17

No, the total number of offenses in the reporting district is lower than the total number in item #17

20. CHECK THE BOX THAT APPLIES (check only one box)

a. If "No" is checked in both item #11 and item #19, Section 23958.4 B&P does not apply to this application, and no additional information will be needed on this issue. Advise the applicant to bring this completed form to ABC when filing the application.

b. If "Yes" is checked in either item #11 or item #19, and the applicant is applying for a non-retail license, a retail bona fide public eating place license, a retail license issued for a hotel, motel or other lodging establishment as defined in Section 25503.16(b) B&P, or a retail license issued in conjunction with a beer manufacturer's license, or winegrower's license, advise the applicant to complete Section 2 and bring the completed form to ABC when filing the application or as soon as possible thereafter.

c. If "Yes" is checked in either item #11 or item #19, and the applicant is applying for an off-sale beer and wine license, an off-sale general license, an on-sale beer license, an on-sale beer and wine (public premises) license, or an on-sale general (public premises) license, advise the applicant to take this form to the local governing body, or its designated subordinate officer or body to have them complete Section 3. The completed form will need to be provided to ABC in order to process the application.

Governing Body/Designated Subordinate Name:

BOARD OF SUPERVISORS

**FOR DEPARTMENT USE ONLY**

PREPARED BY (Name of Department Employee)

willie bulanadi



**APPLICATION FOR ALCOHOLIC BEVERAGE LICENSE(S)**

ABC 211 (6/99)

**LAIME HIRASHI**  
**(818) 635-8701**

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

File Number: **557444**  
Receipt Number: **2294946**  
Geographical Code: **3800**  
Copies Mailed Date: **May 13, 2015**  
Issued Date:

**DISTRICT SERVING LOCATION: SAN FRANCISCO**  
**First Owner: WINE DOWN SF LLC**  
**Name of Business: WINE DOWN**  
**Location of Business: 685 FOLSOM ST**  
**SAN FRANCISCO, CA 94107**  
**County: SAN FRANCISCO**  
**Is Premise inside city limits? Yes**  
**Mailing Address: 1721 CHESTNUT ST**  
**(If different from #303**  
**premises address) SAN FRANCISCO, CA 94123**

Census Tract **0615.00**

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	ANNUAL FEE	NA	Y	0	05/13/15	\$261.00
42 - On-Sale Beer And Wine	ORIGINAL FEES	NA	Y	0	05/13/15	\$300.00
NA	FEDERAL FINGERPRINTS	NA	N	3	05/13/15	\$72.00
NA	STATE FINGERPRINTS	NA	N	3	05/13/15	\$117.00
<b>Total</b>						<b>\$750.00</b>

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: May 13, 2015

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)

See 211 Signature Page

WINE DOWN SF LLC

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 2015 MAY 18 PM 3:04

## LIQUOR LICENSE REVIEW

**TO:** Planning Department  
AnMarie Rodgers/CTYPLN/SFGOV  
Georgia Powell/CTYPLN/SFGOV@SFGOV  
Fax No.: 558-6409

**File:** 150521

**TO:** Police Department  
Lieutenant Dave Falzon  
Inspector Nelly Gordon  
Fax No.: 553-1463

**DATE:** May 18, 2015

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This item is tentatively scheduled to be heard in four to six weeks.

**PLEASE EMAIL YOUR RESPONSE BY:** June 22, 2015, to Derek Evans, Clerk,  
Public Safety and Neighborhood Services Committee.

**Derek.Evans@sfgov.org - Fax No: 554-7714**

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**Applicant Name:** Sarah Garand and Jaime Hiraishi  
**and Business Name:** Wine Down SF, LLC (dba Wine Down)  
(685 Folsom Street)

**Applicant Address:** 1721 Chestnut Street #303  
San Francisco, CA 94123  
**and Phone No.** (415) 828-7539  
(818) 635-8701

**PLANNING COMMENTS:**  Approval  Denial

**POLICE COMMENTS:**  Approval  Denial