

**LIQUOR LICENSE  
PUBLIC CONVENIENCE OR  
NECESSITY REFERRAL**

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

**DATE:** June 19, 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.:** \_\_\_\_\_

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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 July of 2019.

**PLEASE EMAIL YOUR RESPONSE BY:** July 3, 2019, to John Carroll, Public Safety and Neighborhood Services Committee Clerk.

[john.carroll@sfgov.org](mailto:john.carroll@sfgov.org) - Phone No: 554-4445

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**Applicant name:** Ebb & Flow, Inc.

**Business name:** Ebb & Flow

**Application address:** 294 Ivy Street  
San Francisco, CA 94102

**Applicant contact info:** Hye-seung Woo  
415-420-7293  
[hyes@ebbandflowsf.com](mailto:hyes@ebbandflowsf.com)

**PLANNING REVIEW:**  Approval  Denial

Planning Staff Contact: \_\_\_\_\_

**Please print review comments on a trailing page.**

**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 filling 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.

Ebb & Flow, Inc. President Hyeseung Woo \_\_\_\_\_

*Hyeseung Woo*

*6/17/19*

BY \_\_\_\_\_  
2019 JUN 17 PM 4:03  
BOARD OF SUPERVISORS  
SAN FRANCISCO

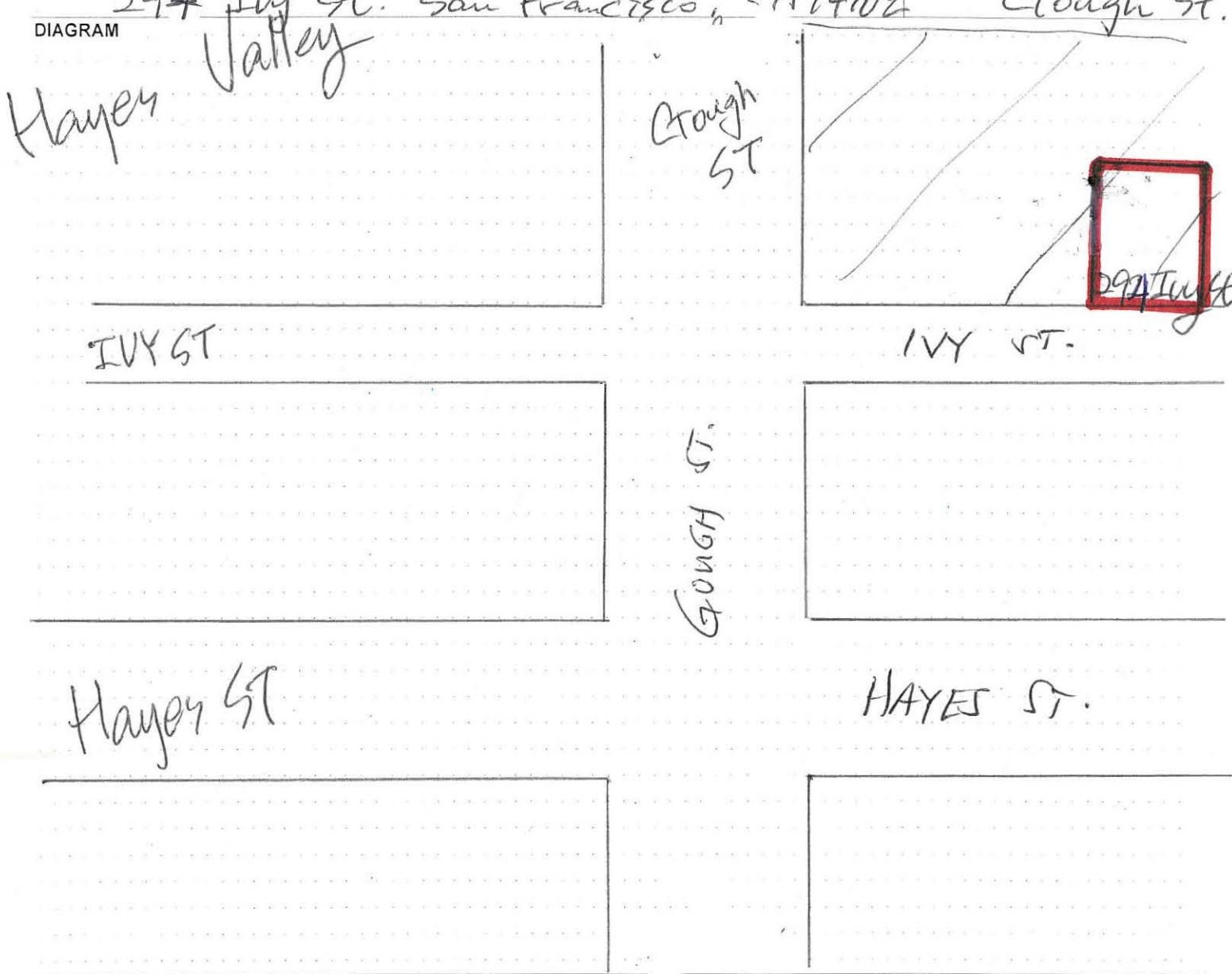


**Instructions to Applicant:**

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>294 Ivy St. San Francisco, CA 94102</b>	4. NEAREST CROSS STREET <b>Gough St.</b>

**DIAGRAM**



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

APPLICANT SIGNATURE <i>Woo</i>	DATE SIGNED <b>5/31/19</b>
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**FOR ABC USE ONLY**

CERTIFIED CORRECT (Signature) <i>Rosette</i>	PRINTED NAME <b>ROSETTE ROSAY</b>	INSPECTION DATE <b>6/13/19</b>
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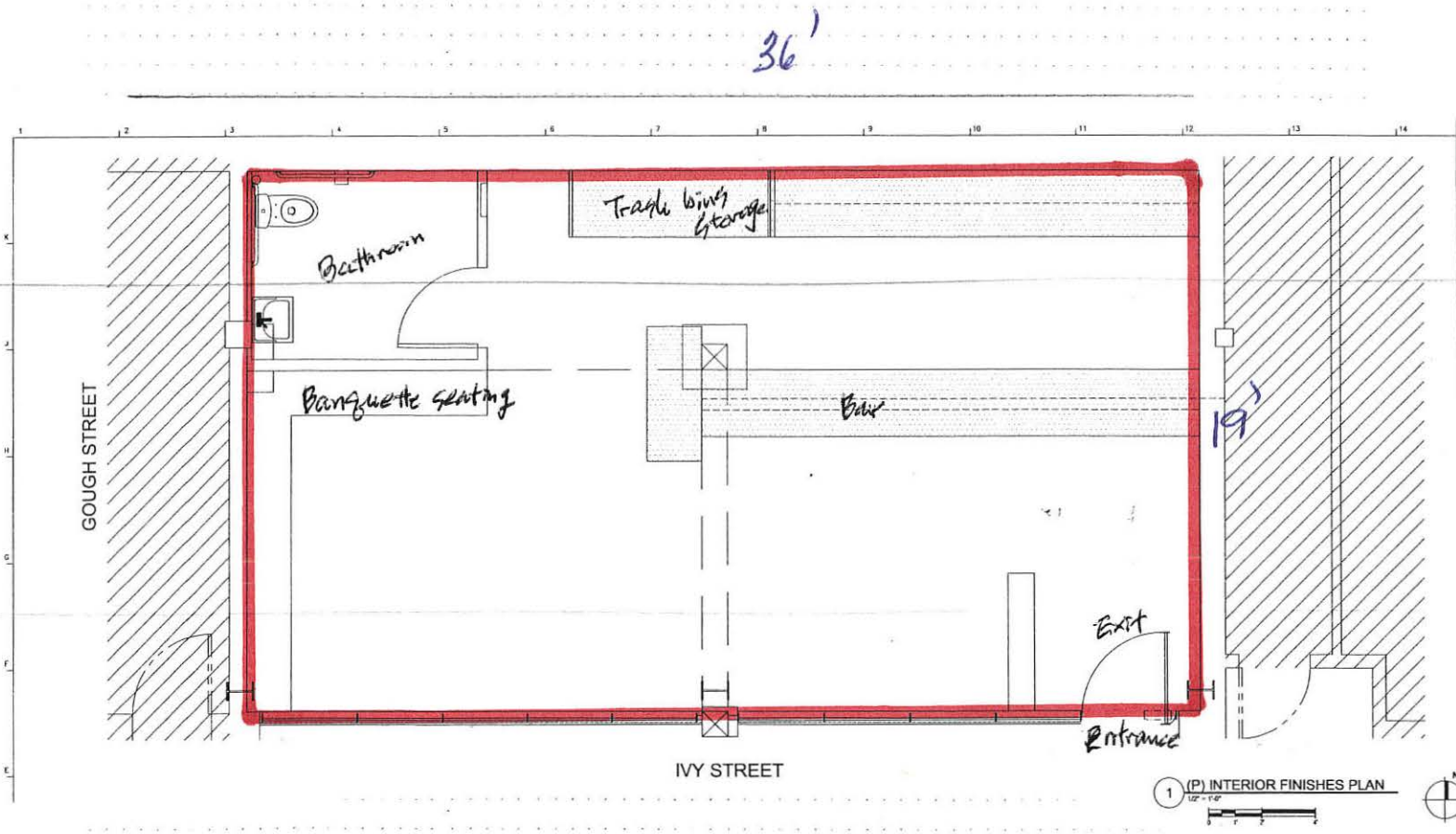
LICENSED PREMISES DIAGRAM (RETAIL)

1. APPLICANT NAME (If individual, Last, first, middle)	2. LICENSE TYPE
Woo, Hye-seung EBB&FLOW, INC.	CLZ

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

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)	DATE SIGNED
<i>Woo</i>	5/21/19

FOR ABC USE ONLY

CERTIFIED CORRECT (Signature)	PRINTED NAME	INSPECTION DATE
<i>K. Rasay</i>	ROSETTE RASAY	6/13/19
ABC 257 (01/19)		24044

# 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) **VZ**

3 PREMISES ADDRESS (Street number and name, city, zip code) **2924 Ivy St. San Francisco, CA 94102** 4 NEAREST CROSS STREET **Geough 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. PATIO?  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  American  Greek  Indian  French  Fast Food/Deli  Other: \_\_\_\_\_  Chinese  Korean  Italian  Thai  Pizza/Pasta  Japanese  Other: **cheese!**

15. TYPE OF FOOD 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	<b>2 PM</b>	<b>closed</b>	<b>4 PM</b>	<b>4 PM</b>	<b>4 PM</b>	<b>4 PM</b>	<b>4 PM</b>
Closing Time	<b>9 PM</b>	<b>closed</b>	<b>11 PM</b>	<b>11 PM</b>	<b>11 PM</b>	<b>12 PM</b>	<b>12 PM</b>

18 ENTERTAINMENT (One 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%**

FOR ABC USE ONLY

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



APPLICATION FOR ALCOHOLIC BEVERAGE LICENSE(S)

ABC 211 (6/99)

HYESEUNG WISO

(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
#612
SAN FRANCISCO, CA 94102

Census Tract 0162.00

RECEIVED
BOARD OF SUPERVISORS
SAN FRANCISCO
2019 JUN 10 PM 3:41

Type of license(s): 42

Transferor's license/name: Dropping Partner: Yes No

Table with 7 columns: License Type, Transaction Type, Fee Type, Master, Dup, Date, Fee. Rows include On-Sale Beer And Wine fees and Fingerprints fees.

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