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CITY & COUNTY OF S.F.  
PLANNING DEPARTMENT  
NEIGHBORHOOD PLANNING

# LIQUOR LICENSE PUBLIC CONVENIENCE OR NECESSITY REFERRAL



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

DATE: November 19, 2018

AP Block/Lot Nos.: 3517/035  
Zoning: 55/65-X RCD Regional  
Commercial

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

Quad: SE Planning Team  
Record No.: 2018-015928 mis

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Please submit your response in four to six weeks for the matter to be heard.  
**PLEASE EMAIL YOUR RESPONSE BY:** December 28, 2018, 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:** Presidio Cocktail Corporation

**Business name:** St. Joseph's Art Society

**Application address:** 1401 Howard Street  
San Francisco, CA 94103

**Applicant contact info:** Davi Lang  
New Deal Advisors  
415-887-8492  
[davi@newdealadvisers.com](mailto:davi@newdealadvisers.com)

**PLANNING REVIEW:**  Approval  Denial

Planning Staff Contact: Xinyu Liang

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

**POLICE REVIEW:**  Approval  Denial

Please provide review comments in a trailing report.

Additional approval required. Building permit required to establish the proposed use to allow alcohol onsite.

Xinyu Liang  
1/30/2019

Jon Gasparini  
Greg Lindgren

688 Geary,  
San Francisco, CA 94102

October 1, 2018

San Francisco Board Of Supervisors  
Dr Carlton B Goodlett Pl #244,  
San Francisco, CA 94102

Dear Members of the Board of Supervisors,

We are writing to respectfully request approval to transfer our existing Type 48 Liquor License to St Joseph's Art Society, located at 1401 Howard St, San Francisco.

This license was in operation at our cocktail bar, Rosewood, located at 732 Broadway, from 2000 until the building was sold and we were forced to vacate in 2014. Throughout those 14 years, Rosewood operated with zero infractions and received broad support from local residents, merchants, District 3 Supervisors, and Central Station Police.

Since 2015 we have actively searched for a new location to transfer our license. Unfortunately, this search has coincided with limited inventory and uncommonly high commercial rent.

For those unfamiliar, St Joseph's Art Society is the ambitious and meticulous restoration of the abandoned landmark structure formerly known as St Joseph's Catholic Church. Thirty years after it's closure, this new endeavor has been thoughtfully and painstakingly realized by the efforts of Ken Fulk, Chris Foley, Page & Turnbull Architecture, alongside countless craftsmen and carpenters.

The programming at St Joseph's Art Society is dedicated to offering emerging and established artists from around the world an inspiring forum to exhibit their work. The esteemed gallery Carpenter's Workshop, has taken up residency on the mezzanine of SJAS and currently showcasing a varied list of fine artists and sculptors.

In partnership with St Joseph's Art Society, we have enthusiastically and tirelessly embraced the local community to share our vision and listen openly to any concerns. We have received overwhelming and unanimous support from the neighborhood and greater SOMA. Our two closest neighbors and supporters are Love & Learn Nursery School and Presidio Knolls School. The Arc San Francisco, Supervisor Jane Kim, Southern Station SFPD officers, Aaron Ballonado, Dan Reyes, Patrick Macchi are just a sampling of the City Leaders in support of this project.

As 25 year veterans of of the SF restaurant community, we own and operate three additional licensed establishments in San Francisco.  
The Basque Hotel and 15 Romolo (open since 1998, celebrating 20 years),  
Rye Bar, 688 Geary (open since 2006),  
The Cordial, 163 Jessie (newly opened 2018)

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BOARD OF SUPERVISORS  
SAN FRANCISCO

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For the last 10 years we have operated Rye On The Road, a full-scale beverage catering service. Rye On The Road supports numerous local non-profit organizations. We have maintained a particularly special relationship with Tipping Point Community and La Cocina since 2011 and have raised over \$850,000 on their behalf. As a small business we are incredibly proud of our humble contribution to these important organizations.

On a personal note, we are tenacious and dedicated hospitality veterans that strive to positively impact the neighborhoods where we operate. We have won numerous awards, received James Beard Award nominations, and widely recognized as career industry professionals

Re-activating our license at 1401 Howard is a tremendous opportunity to support the arts and the city of San Francisco in a beautiful historic location.

Thank you for your consideration.

Warmly,



Jon Gasparini  
Resident of District 6



Greg Lindgren  
Resident in The Presidio



**California Department of Alcoholic Beverage Control**  
**License Query System Summary as of 11/18/2018**

License Information	
License Number:	597078
Primary Owner:	PRESIDIO COCKTAIL CORPORATION
ABC Office of Application:	24 - SAN FRANCISCO

Business Name
ST JOSEPH'S

Business Address	
1401 HOWARD ST	
SAN FRANCISCO, CA. 94103	
County: SAN FRANCISCO	Census Tract: 0178.02

Licensee Information
Licensee: PRESIDIO COCKTAIL CORPORATION
Company Information
OFFICER: LINDGREN, GREGORY JOHN (CHIEF FINANCIAL OFFICER)
OFFICER: GASPARINI, JON THOMAS (PRESIDENT)
OFFICER: GASPARINI, JON THOMAS (SECRETARY/ASST SEC)
STOCKHOLDER: GASPARINI, JON THOMAS
STOCKHOLDER: LINDGREN, GREGORY JOHN

License Types					
1) License Type:	48 - ON-SALE GENERAL PUBLIC PREMISES				
License Type Status:	PENDING				
Status Date:	23-AUG-2018	Term:	12 Month(s)		
Original Issue Date:	Expiration Date:				
Master:	Y	Duplicate:	1	Fee Code:	P40
License Type was Transferred On:		From: 48-516141			
License Type was Transferred On:		To:			
2) License Type:	58 - CATERER PERMIT				
License Type Status:	PENDING				
Status Date:	23-AUG-2018	Term:	12 Month(s)		
Original Issue Date:	Expiration Date:				
Master:	N	Duplicate:	1	Fee Code:	P40
License Type was Transferred On:		From: 48-516141			
License Type was Transferred On:		To:			

Operating Restrictions
... No Operating Restrictions found ...

Disciplinary Action
... No Active Disciplinary Action found ...

Disciplinary History
... No Disciplinary History found ...

Holds	
Hold Date: 23-AUG-2018	Type: FORM 220

Escrows
... No Escrow found ...

For a definition of codes, view our glossary.