

The Alliance for a Bette District 6 has been involved with the business owners selling off-sale liquor at the following:

Bristol Farms

Cask (at 17 Third Street)

Dean's Fine Cigars and Liquors (at 715 Market)

Target (Metreon)

Walgreen (various downtown locations)

-We have concerns about security:

-Because this location is near Montgomery BART Station and Transbay Transit Center

-The business owners have no track record in California

-Wondering what kind of community outreach was done, since I do not see any community organizations in support of 2 New Montgomery

-The names on the liquor license are all from out of state.

-We do not see this superstore (of 4,000 selections consisting of wines and spirits) as serving the public need and convenience because there are already existing 3 other liquor outlets within a square block.

The Alliance for a Better District 6 supports a no recommendation from the San Francisco's Board of Supervisor's Committee on Public Safety and Neighborhood Services or a continuance to the call of the chair to allow for more outreach to neighborhood stakeholders.



You are invited

Stakeholder Meeting

Tuesday, June 9th @ 6PM

230 Eddy Street, Multi-Purpose Room
(back of Lobby)

Neighborhood Concerns, Legislative & Safety Updates

Co-sponsored by:

Alliance for a Better District 6
North of Market Business Association
Tenant Associations Coalition of SF
Tip Top Market

For more information call: 820-1560



light refreshments provided

Evans, Derek

From: Beth Aboulafia [aboulafia@beveragelaw.com]
Sent: Thursday, May 21, 2015 7:43 AM
To: Evans, Derek
Cc: Angulo, Sunny (BOS); Falzon, Dave (POL)
Subject: Flatiron Wines
Attachments: Fwd: Wine Store; Fwd: License: 21/42-554827; Fwd: License: 21/42-554827

Derek,

Three more emails of support from people who work in the neighborhood. Can these be forwarded to the Committee members?

Thanks,

Beth Aboulafia
Partner | Hinman & Carmichael LLP
260 California Street, Suite 700, San Francisco, CA 94111
P: 415.362.1215 x104 | F: 415.362.1494 | aboulafia@beveragelaw.com

This electronic mail message contains privileged and confidential information intended solely for the use of the individual or entity to whom it is addressed. If the reader is not the intended addressee, any dissemination, distribution, or copying of this communication is strictly prohibited. If you have received this electronic mail message in error, please notify us immediately via reply email.

Evans, Derek

From: Josh.flatiron [josh.cohen@flatiron-wines.com]
Sent: Wednesday, May 20, 2015 9:57 PM
To: Beth Aboulafia
Subject: Fwd: Wine Store

Sent from my iPhone

Begin forwarded message:

From: Scott Spicer <scottspice@hotmail.com>
Date: May 20, 2015 at 9:45:00 PM PDT
To: "josh.cohen@flatiron-wines.com" <josh.cohen@flatiron-wines.com>
Subject: Wine Store

Hey there,

I work in downtown SF and I heard that you're opening a wine store nearby. I enjoy drinking wine and I'm excited for a new store to open in downtown SF.

Please email me when your store opens so I can come by and buy some wine. My email address is scottspice@hotmail.com.

Thanks,

Scott

Evans, Derek

From: Josh.flatiron [josh.cohen@flatiron-wines.com]
Sent: Wednesday, May 20, 2015 9:37 PM
To: Beth Aboulafia
Subject: Fwd: License: 21/42-554827

Sent from my iPhone

Begin forwarded message:

From: Hamill, Julian <hamillj@stifel.com>
Date: May 20, 2015 at 9:35:53 PM PDT
To: "josh.cohen@flatiron-wines.com" <josh.cohen@flatiron-wines.com>
Subject: Re: License: 21/42-554827

May 20, 2015

Dear Sir or Madam:

Re: License: 21/42-554827

I write in support of Flatiron Wines SF, Inc.'s application for a liquor license (license: 21/42-554827) at 2 New Montgomery in the Financial District.

I am a Director at Stifel, Nicolaus & Company, Incorporated, with offices at One Montgomery Tower, Suite 3700 in San Francisco's Financial District (at the corner of Post Street and Kearny Street), barely a two minute walk from the proposed location of applicant's store.

The Financial District *needs* a store like Flatiron Wines. It will be an enormous convenience to have Flatiron Wines as a neighbor, not only for wine lovers, but for everyone who need top-notch help finding gifts for holiday gift programs, staff and client events, and other corporate needs.

I urge you to approve Flatiron's application and thank you for considering this letter.

Yours very truly,
Julian Hamill

This message, and any of its attachments, is for the intended recipient(s) only, and it may contain information that is privileged, confidential, and/or proprietary and subject to important terms and conditions available at <http://www.stifel.com/disclosures/emaildisclaimers/>. If you are not the intended recipient, please delete this message and immediately notify the sender. No confidentiality, privilege, or property rights are waived or lost by any errors in transmission.

Evans, Derek

From: Josh.flatiron [josh.cohen@flatiron-wines.com]
Sent: Wednesday, May 20, 2015 9:09 PM
To: Beth Aboulafia
Subject: Fwd: License: 21/42-554827

Sent from my iPhone

Begin forwarded message:

From: Jeffrey Evans <jr.evans99@gmail.com>
Date: May 20, 2015 at 8:58:28 PM PDT
To: josh.cohen@flatiron-wines.com
Subject: License: 21/42-554827

Josh,

I wanted to take the time to offer my words of support for the application of a liquor license (license: 21/42-554827) for Flatiron Wines SF, Inc. at 2 New Montgomery St.

I work at Wells Fargo on 420 Montgomery Street in San Francisco's Financial District. Many of the existing liquor stores in the area offer a limited selection of inexpensive and unappealing products, with a clerk that is generally unhelpful and could care less about whether or not you actually buy anything from him. I think having a dedicated Wine & Spirits store close by that offers a unique selection of wines, a knowledgeable and engaging staff, and a friendly and welcoming atmosphere would be a fantastic addition the the neighborhood.

Good luck with your application and I hope to visit your store soon!

Sincerely,
Jeffrey Evans

Evans, Derek

From: Beth Aboulafia [aboulafia@beveragelaw.com]
Sent: Tuesday, May 19, 2015 4:38 PM
To: Evans, Derek; Falzon, Dave (POL)
Cc: Angulo, Sunny (BOS)
Subject: Flatiron Wines - letter of support
Attachments: Flatiron Support Letter.bmp

Derek and Dave,

Another letter of support, from Karen Carr, Manager of the One Hawthorne Owners' Association and Board Member of the Yerba Buena Alliance.

Please add to the file.

Thanks,

Beth Aboulafia
Partner | Hinman & Carmichael LLP
260 California Street, Suite 700, San Francisco, CA 94111
P: 415.362.1215 x104 | F: 415.362.1494 | aboulafia@beveragelaw.com

This electronic mail message contains privileged and confidential information intended solely for the use of the individual or entity to whom it is addressed. If the reader is not the intended addressee, any dissemination, distribution, or copying of this communication is strictly prohibited. If you have received this electronic mail message in error, please notify us immediately via reply email.

From: Josh Shapiro [<mailto:josh.shapiro@flatiron-wines.com>]
Sent: Tuesday, May 19, 2015 4:01 PM
To: Beth Aboulafia
Cc: Josh Cohen; Beau Rapier; Jeff Patten
Subject: Fwd: Flatiron Wines letter of support

Please find the Karen Carr support letter.

----- Forwarded message -----

From: **Karen Carr** <KCarr@onehawthorne.org>
Date: Tuesday, May 19, 2015
Subject: Flatiron Wines letter of support
To: Josh Shapiro <josh.shapiro@flatiron-wines.com>

Hi Josh,

Please find attached the letter. Good luck at Thursday's hearing! Regards, Karen

Karen G. Carr, CCAM

Association Manager

One Hawthorne Owners Association

1 Hawthorne Street

San Francisco, CA 94105

415.778.8771 ext. 11 Fax 415.778.8774

kcarr@onehawthorne.org

www.onehawthorne.org

Professionally managed by MRM Management



ONE HAWTHORNE OWNERS ASSOCIATION

1 Hawthorne Street, San Francisco, CA 94105 415.778.8771

May 19, 2015

RE: Flatiron Wines SF

Dear Sir or Madam:

I am writing in support of the application of Flatiron Wines SF, Inc. (#21/42-554827) for a liquor license in the empty space in the Palace Hotel.

I am the Association Manager at One Hawthorne, a 24-story 165 unit condominium located less than a five minute walk from the Palace Hotel and a San Francisco resident. I am also a member of the Board of the Yerba Buena Alliance.

Members of the Flatiron team took the time to attend the Yerba Buena Alliance meeting on May 8, and present their plans for the empty Palace space. Everyone in attendance was excited. The space has been empty too long – for years now. Empty spaces are bad for neighborhoods, promoting crime and damaging the streetscape and this empty space is no exception.

But better, after having heard Flatiron's presentation and talked with its representatives, I am very much looking forward to the convenience of the wide selection of small-producer wine and spirits (which we currently can't find in the neighborhood), as well as the opportunity to learn about those wines and spirits with producers, writers and importers. I am also satisfied that Flatiron will take seriously its responsibilities as a vendor of alcoholic beverages and take all necessary steps to ensure that they do not contribute to crime, vagrancy or substance abuse problems in our neighborhood.

The proposed wine and spirits store will be an enormous convenience to me, my neighbors and the members of our Owners Association. I sincerely hope you approve Flatiron's application and thank you for your attention to this letter.

Yours truly



Karen G. Carr
Association Manager

RECEIVED
BOARD OF SUPERVISORS
SAN FRANCISCO

MAY 19 PM 2:36

AK

Neighborhood Services & Safety Committee,
Board of Supervisors
1 Dr. Carlton B. Goodlett Place, City Hall, Room 244
San Francisco, CA 94102

Dear Supervisors Mar, Christensen and Campos,

In your capacity as members of this Committee, I would like to request that you please consider denying the approval of another Type 21 off sale liquor license at 2 Montgomery Street. This area of downtown San Francisco is over supplied with liquor stores, wine stores and bars.

Please consider the following points which outline the concerns of allowing another liquor store to open at the area of New Montgomery and Market Street

There are over 150 liquor licenses in the area of this proposed liquor and wine store location. The public convenience is surely already over satisfied. There has been no significant increase in the population of this area of SOMA. For liquor store licenses there are a massive 22 of them in this census tract.

Such high concentration of liquor store licenses result in high concentrations of crime, especially after the hours of 7pm when most downtown professionals have departed from the area. This overconcentration of liquor licenses also acts as a magnet for the challenges associate with homeless people suffering from drug and alcohol addiction. The alley ways which are Annie Street and Jessie Street, bordering on New Montgomery are currently recognized by the San Francisco Police Department as high crime centers. Placing another alcohol outlet beside these alleyways is not a good idea.

This is still a high crime area of the City. Allowing another liquor shop and beer/wine bar to open at the location has the potential to attract all those problems that hurt the area.

There is a concentration of high crime between New Montgomery and Seventh Street as a result of the alcohol abuse and associated drug abuse in the area. While the applicants will propose that their store will be "high end" and too expensive for homeless people, what happens to this store if the economy turns back to it's inevitable depression - well, the temptation will be for the operator to lower prices and sell to anybody with any money, just to keep the business afloat. Once this license is approved for this district, it has the potential to be in the area for generations to come.

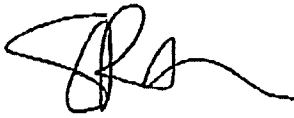
The applicants proposed location for this liquor store and beer/wine bar at 2 New Montgomery Street is within a block of Dean's Fine Cigars and Liquors at 715 Market Street, Zain's Fine Wines and Spirits at 50 Third Street, another type Type 21 off sale liquor store called Cask at 17 Third Street. If this New Montgomery Street liquor store and beer/wine bar is approved then it will result in four off sale liquor stores on the confines of one city block of downtown San Francisco. This is simply too many with the long term possibility of this area reverting back to the blighted state of Mid Market in the future.

The Public's Convenience is currently more than fulfilled, but the public's safety in this neighborhood continues to be problematic. The general public's need for the convenient purchase of alcohol, regardless of price, regardless of whether the proposed store is "high-end" or "low-end", is already completely served at this part of the City. There is no shortage of alcohol to-go options in the immediate area including Zain's Liquor Store on Third Street at Mark, in addition to Cask Liquors also on Third Street, F&M Smokes at 57 New Montgomery which is directly across the street from this proposed application), and Dean's Fine Cigars and Liquors on Market at Third. There is no additional convenience served or need in the current marketplace of having another liquor outlet near these three stores.



I thank you in advance for taking these serious concerns into consideration. Please do not approve yet another liquor license to be introduced to this neighborhood.

Sincerely,



Shantanu Rangnekar

RECEIVED
BOARD OF SUPERVISORS
SAN FRANCISCO

MAY 19 PM 2:35

Ak

Board of Supervisors Neighborhood Services
& Safety Committee,
1 Dr. Carlton B. Godlett Place, RM 244,
City Hall, San Francisco, CA 94102

16th of May, 2015

To: Board of Supervisors, Neighborhood Services & Safety Committee
Re: Deny approval of Liquor Licenses at 2 New Montgomery Street

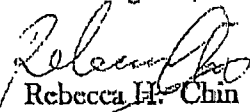
I have lived in San Francisco for many decades and have witnessed the downtown area transform from a downtrodden, no-go, high crime area to a well balanced, safe neighborhood. Part of this transformation has been the San Francisco Police Departments long standing policy of not allowing any new liquor stores to open in the Downtown area through the transfer of licenses from outside of District 6. Please do not allow another liquor store to open in this area and deny the application for the licenses proposed for 2 New Montgomery Street.

There was once a time in the 1950's when this part of town was as it is now: vibrant, safe and balanced. During the recessions of the 70's and 80's, formerly reputedly operated liquor stores devolved into centers of depravity selling cheap booze and porn in order to keep their doors open. Needless to say, these operators attracted like magnets, the purveyors of crime.

While the downtown area is booming right now, history tells us that times will not always be on the upswing. We will surely have another downturn in our economy at some point in the future, and there will be nothing we can do to prevent these liquor stores to changing their business strategy to selling alcohol again to the most challenged individuals in our society. There are too many liquor stores in this area already, and the convenience of the public is already well served. Also, crime statistics for this area, particularly along Jessie Street, which borders on 2 New Montgomery is noted as a center of open air drug sales and use. It is a major concern that the license applicants have not operated an licensed outlets in San Francisco and have no track record here.

Thank you for your leadership, public service and consideration of your constituents concerns.

With Regards,



Rebecca H. Chin
1407 27th Avenue
San Francisco
CA 94122

Evans, Derek

From: Beth Aboulafia [aboulafia@beveragelaw.com]
Sent: Monday, May 18, 2015 5:46 PM
To: Evans, Derek; Falzon, Dave (POL)
Cc: Angulo, Sunny (BOS)
Subject: Flatiron PCN
Attachments: Letter of Support Flat Iron Wines.pdf; ATT00001.htm

Derek and Dave,

Here's an additional letter of support from Virginia Grandi, the Executive Director of the Yerba Buena Alliance, to add to the file.

Thanks,

Beth Aboulafia
Partner | Hinman & Carmichael LLP
260 California Street, Suite 700, San Francisco, CA 94111
P: 415.362.1215 x104 | F: 415.362.1494 | aboulafia@beveragelaw.com

This electronic mail message contains privileged and confidential information intended solely for the use of the individual or entity to whom it is addressed. If the reader is not the intended addressee, any dissemination, distribution, or copying of this communication is strictly prohibited. If you have received this electronic mail message in error, please notify us immediately via reply email.

Begin forwarded message:

From: Virginia Grandi <virginia@yerbabuena.org>
Date: May 18, 2015 at 7:44:29 PM EDT
To: Joshua Cohen <josh@brwine.com>
Subject: Re: Thank you!

Hello there Joshua, sorry for the delay. Here you go.
Good luck and let me know how it goes!

Virginia

Virginia Grandi

Executive Director
Yerba Buena Alliance
706 Mission Street, 8th Floor (NEW ADDRESS as of Sept. 1!)
San Francisco, CA 94103
415.541.0312 Alliance office phone
415.420-5323 (cell phone)
No Fax, please scan and email pdf
www.yerbabuena.org
[Facebook](#) [Twitter](#) [Pinterest](#) [Tumblr](#) [Instagram](#)



Yerba Buena Alliance
Board of Directors

Lance Burwell
Karen Carr
Al Cosio
Linda Harrison
Sean Jeffries
Geisce Ly Ph.D.
Mary McCue
Stephen Montgomery
Anthony Rossi
John Ratto
Helen Sause
Chi-Hsin Shao

May 18, 2015

Dear Sir or Madam:

Re: Yerba Buena Alliance Supports Application of Flatiron Wines SF, Inc. for a liquor license at 2 New Montgomery St., San Francisco (license: 21/42-554827)

I am Executive Director of the Yerba Buena Alliance, a nonprofit organization that since 1991 has supported the Yerba Buena Neighborhood by strengthening partnerships, providing critical neighborhood-wide leadership and infrastructure, serving as an information source and forum for the area's diverse residents, businesses, and visitors, and promoting the area as a destination. This year we celebrate our 24th anniversary.

I believe approving Flatiron Wines' above-referenced application is in the public necessity and convenience for two reasons. First, the proposed use is perfect for the location – a location, incidentally, that has been empty for years and desperately needs a tenant. No stores in the neighborhood offer the services (selection of artisanal wines, high-service environment and tasting areas for events) that Flatiron seeks to offer – services that neighborhood residents and businesses alike need.

Second, based on my conversations with Flatiron Wines SF's principles I am confident that Flatiron will be a great and active member of our community. They have already come to our meetings to learn about the neighborhood, its needs, opportunities and people. I understand that wherever Flatiron's operators have been in business they have taken the time to involve themselves with their community and I am certain they will do the same here, helping organizations like ours to accomplish our essential tasks.

Thank you for your time.

Sincerely,

Virginia Grandi
Executive Director
Yerba Buena Alliance

Evans, Derek

From: Beth Aboulafia [aboulafia@beveragelaw.com]
Sent: Monday, May 18, 2015 11:03 AM
To: Evans, Derek; Falzon, Dave (POL)
Cc: Angulo, Sunny (BOS)
Subject: Flatiron PCN
Attachments: Fwd: 1 hawthorne resident; Fwd:

Derek and Dave,

Attached are a couple more emails in support of the project. Please add these to the file.

Thanks,

Beth Aboulafia
Partner | Hinman & Carmichael LLP
260 California Street, Suite 700, San Francisco, CA 94111
P: 415.362.1215 x104 | F: 415.362.1494 | aboulafia@beveragelaw.com

This electronic mail message contains privileged and confidential information intended solely for the use of the individual or entity to whom it is addressed. If the reader is not the intended addressee, any dissemination, distribution, or copying of this communication is strictly prohibited. If you have received this electronic mail message in error, please notify us immediately via reply email.

Evans, Derek

From: Joshua Shapiro [josh.shapiro@flatiron-wines.com]
Sent: Friday, May 15, 2015 7:03 PM
To: Beth Aboulafia
Subject: Fwd: 1 hawthorne resident

Begin forwarded message:

From: Neema Rotolo <neema08@gmail.com>
Subject: 1 hawthorne resident
Date: May 15, 2015 at 6:46:05 PM EDT
To: josh.shapiro@flatiron-wines.com

hi there!

i wanted to send an email supporting the issuance of the licences to sell and serve wine at the 2 new montgomery building.

i am a resident of 1 hawthorne. let me know if you need anything else.

thanks!
neema

Evans, Derek

From: Joshua Shapiro [josh.shapiro@flatiron-wines.com]
Sent: Friday, May 15, 2015 8:48 PM
To: Beth Aboulafia
Subject: Fwd:

Begin forwarded message:

From: Victoria Gail-White <victoriagw@gmail.com>
Date: May 15, 2015 at 8:01:41 PM EDT
To: "josh.shapiro@flatiron-wines.com" <josh.shapiro@flatiron-wines.com>

I live with my husband, part of the year, in our condo at One Hawthorne. As wine drinkers, we would be very happy if Flatiron took over that space to sell their wines, and hopefully do tastings.

Please send us notices to this email or to our condo at:

Mr. & Mrs. John White
One Hawthorne #21B
San Francisco, CA 94105
Thank you and good luck,
Victoria White

Evans, Derek

From: Beth Aboulafia [aboulafia@beveragelaw.com]
Sent: Tuesday, May 19, 2015 4:38 PM
To: Evans, Derek; Falzon, Dave (POL)
Cc: Angulo, Sunny (BOS)
Subject: Flatiron Wines - letter of support
Attachments: Flatiron Support Letter.bmp

Derek and Dave,

Another letter of support, from Karen Carr, Manager of the One Hawthorne Owners' Association and Board Member of the Yerba Buena Alliance.

Please add to the file.

Thanks,

Beth Aboulafia
Partner | Hinman & Carmichael LLP
260 California Street, Suite 700, San Francisco, CA 94111
P: 415.362.1215 x104 | F: 415.362.1494 | aboulafia@beveragelaw.com

This electronic mail message contains privileged and confidential information intended solely for the use of the individual or entity to whom it is addressed. If the reader is not the intended addressee, any dissemination, distribution, or copying of this communication is strictly prohibited. If you have received this electronic mail message in error, please notify us immediately via reply email.

From: Josh Shapiro [<mailto:josh.shapiro@flatiron-wines.com>]
Sent: Tuesday, May 19, 2015 4:01 PM
To: Beth Aboulafia
Cc: Josh Cohen; Beau Rapier; Jeff Patten
Subject: Fwd: Flatiron Wines letter of support

Please find the Karen Carr support letter.

----- Forwarded message -----
From: Karen Carr <KCarr@onehawthorne.org>
Date: Tuesday, May 19, 2015
Subject: Flatiron Wines letter of support
To: Josh Shapiro <josh.shapiro@flatiron-wines.com>

Hi Josh,

Please find attached the letter. Good luck at Thursday's hearing! Regards, Karen

Karen G. Carr, CCAM

ONE HAWTHORNE OWNERS ASSOCIATION

1 Hawthorne Street, San Francisco, CA 94105 415.778.8771

May 19, 2015

RE: Flatiron Wines SF

Dear Sir or Madam:

I am writing in support of the application of Flatiron Wines SF, Inc. (#21/42-554827) for a liquor license in the empty space in the Palace Hotel.

I am the Association Manager at One Hawthorne, a 24-story 165 unit condominium located less than a five minute walk from the Palace Hotel and a San Francisco resident. I am also a member of the Board of the Yerba Buena Alliance.

Members of the Flatiron team took the time to attend the Yerba Buena Alliance meeting on May 8, and present their plans for the empty Palace space. Everyone in attendance was excited. The space has been empty too long – for years now. Empty spaces are bad for neighborhoods, promoting crime and damaging the streetscape and this empty space is no exception.

But better, after having heard Flatiron's presentation and talked with its representatives, I am very much looking forward to the convenience of the wide selection of small-producer wine and spirits (which we currently can't find in the neighborhood), as well as the opportunity to learn about those wines and spirits with producers, writers and importers. I am also satisfied that Flatiron will take seriously its responsibilities as a vendor of alcoholic beverages and take all necessary steps to ensure that they do not contribute to crime, vagrancy or substance abuse problems in our neighborhood.

The proposed wine and spirits store will be an enormous convenience to me, my neighbors and the members of our Owners Association. I sincerely hope you approve Flatiron's application and thank you for your attention to this letter.

Yours truly



Karen G. Carr
Association Manager

RECEIVED
BOARD OF SUPERVISORS
SAN FRANCISCO

MAY 19 PM 2:35

AK

Neighborhood Services & Safety Committee,
Board of Supervisors
1 Dr. Carlton B. Goodlett Place, City Hall, Room 244
San Francisco, CA 94102

Dear Supervisors Mar, Christensen and Campos,

In your capacity as members of this Committee, I would like to request that you please consider denying the approval of another Type 21 off sale liquor license at 2 Montgomery Street. This area of downtown San Francisco is over supplied with liquor stores, wine stores and bars.

Please consider the following points which outline the concerns of allowing another liquor store to open at the area of New Montgomery and Market Street

There are over 150 liquor licenses in the area of this proposed liquor and wine store location. The public convenience is surely already over satisfied. There has been no significant increase in the population of this area of SOMA. For liquor store licenses there are a massive 22 of them in this census tract.

Such high concentration of liquor store licenses result in high concentrations of crime, especially after the hours of 7pm when most downtown professionals have departed from the area. This overconcentration of liquor licenses also acts as a magnet for the challenges associate with homeless people suffering from drug and alcohol addiction. The alley ways which are Annie Street and Jessie Street, bordering on New Montgomery are currently recognized by the San Francisco Police Department as high crime centers. Placing another alcohol outlet beside these alleyways is not a good idea.

This is still a high crime area of the City. Allowing another liquor shop and beer/wine bar to open at the location has the potential to attract all those problems that hurt the area.

There is a concentration of high crime between New Montgomery and Seventh Street as a result of the alcohol abuse and associated drug abuse in the area. While the applicants will propose that their store will be "high end" and too expensive for homeless people, what happens to this store if the economy turns back to it's inevitable depression - well, the temptation will be for the operator to lower prices and sell to anybody with any money, just to keep the business afloat. Once this license is approved for this district, it has the potential to be in the area for generations to come.

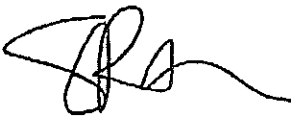
The applicants proposed location for this liquor store and beer/wine bar at 2 New Montgomery Street is within a block of Dean's Fine Cigars and Liquors at 715 Market Street, Zain's Fine Wines and Spirits at 50 Third Street, another type Type 21 off sale liquor store called Cask at 17 Third Street. If this New Montgomery Street liquor store and beer/wine bar is approved then it will result in four off sale liquor stores on the confines of one city block of downtown San Francisco. This is simply too many with the long term possibility of this area reverting back to the blighted state of Mid Market in the future.

The Public's Convenience is currently more than fulfilled, but the public's safety in this neighborhood continues to be problematic. The general public's need for the convenient purchase of alcohol, regardless of price, regardless of whether the proposed store is "high-end" or "low-end", is already completely served at this part of the City. There is no shortage of alcohol to-go options in the immediate area including Zain's Liquor Store on Third Street at Mark, in addition to Cask Liquors also on Third Street, F&M Smokes at 57 New Montgomery which is directly across the street from this proposed application), and Dean's Fine Cigars and Liquors on Market at Third. There is no additional convenience served or need in the current marketplace of having another liquor outlet near these three stores.



I thank you in advance for taking these serious concerns into consideration. Please do not approve yet another liquor license to be introduced to this neighborhood.

Sincerely,



Shantanu Rangnekar

RECEIVED
BOARD OF SUPERVISORS
SAN FRANCISCO

MAY 19 PM 2:36

Ak

Board of Supervisors Neighborhood Services
& Safety Committee,
1 Dr. Carlton B. Godlett Place, RM 244,
City Hall, San Francisco, CA 94102

16th of May, 2015

To: Board of Supervisors, Neighborhood Services & Safety Committee
Re: Deny approval of Liquor Licenses at 2 New Montgomery Street

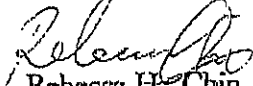
I have lived in San Francisco for many decades and have witnessed the downtown area transform from a downtrodden, no-go, high crime area to a well balanced, safe neighborhood. Part of this transformation has been the San Francisco Police Departments long standing policy of not allowing any new liquor stores to open in the Downtown area through the transfer of licenses from outside of District 6. Please do not allow another liquor store to open in this area and deny the application for the licenses proposed for 2 New Montgomery Street.

There was once a time in the 1950's when this part of town was as it is now: vibrant, safe and balanced. During the recessions of the 70's and 80's, formerly reputedly operated liquor stores devolved into centers of depravity selling cheap booze and porn in order to keep their doors open. Needless to say, these operators attracted like magnets, the purveyors of crime.

While the downtown area is booming right now, history tells us that times will not always be on the upswing. We will surely have another downturn in our economy at some point in the future, and there will be nothing we can do to prevent these liquor stores to changing their business strategy to selling alcohol again to the most challenged individuals in our society. There are too many liquor stores in this area already, and the convenience of the public is already well served. Also, crime statistics for this area, particularly along Jessie Street, which borders on 2 New Montgomery is noted as a center of open air drug sales and use. It is a major concern that the license applicants have not operated an licensed outlets in San Francisco and have no track record here.

Thank you for your leadership, public service and consideration of your constituents concerns.

With Regards,


Rebecca H. Chin
1407 27th Avenue
San Francisco
CA 94122

Evans, Derek

From: Beth Aboulafia [aboulafia@beveragelaw.com]
Sent: Monday, May 18, 2015 5:46 PM
To: Evans, Derek; Falzon, Dave (POL)
Cc: Angulo, Sunny (BOS)
Subject: Flatiron PCN
Attachments: Letter of Support Flat Iron Wines.pdf; ATT00001.htm

Derek and Dave,

Here's an additional letter of support from Virginia Grandi, the Executive Director of the Yerba Buena Alliance, to add to the file.

Thanks,

Beth Aboulafia
Partner | Hinman & Carmichael LLP
260 California Street, Suite 700, San Francisco, CA 94111
P: 415.362.1215 x104 | F: 415.362.1494 | aboulafia@beveragelaw.com

This electronic mail message contains privileged and confidential information intended solely for the use of the individual or entity to whom it is addressed. If the reader is not the intended addressee, any dissemination, distribution, or copying of this communication is strictly prohibited. If you have received this electronic mail message in error, please notify us immediately via reply email.

Begin forwarded message:

From: Virginia Grandi <virginia@yerbabuena.org>
Date: May 18, 2015 at 7:44:29 PM EDT
To: Joshua Cohen <josh@brwine.com>
Subject: Re: Thank you!

Hello there Joshua, sorry for the delay. Here you go.
Good luck and let me know how it goes!

Virginia

Virginia Grandi

Executive Director
Yerba Buena Alliance
706 Mission Street, 8th Floor (NEW ADDRESS as of Sept. 1!)
San Francisco, CA 94103
415.541.0312 Alliance office phone
415.420-5323 (cell phone)
No Fax, please scan and email pdf
www.yerbabuena.org
[Facebook](#) [Twitter](#) [Pinterest](#) [Tumblr](#) [Instagram](#)



Yerba Buena Alliance
Board of Directors

Lance Burwell
Karen Carr
Al Cosio
Linda Harrison
Sean Jeffries
Geisce Ly Ph.D.
Mary McCue
Stephen Montgomery
Anthony Rossi
John Ratto
Helen Sause
Chi-Hsin Shao

May 18, 2015

Dear Sir or Madam:

Re: Yerba Buena Alliance Supports Application of Flatiron Wines SF, Inc. for a liquor license at 2 New Montgomery St., San Francisco (license: 21/42-554827)

I am Executive Director of the Yerba Buena Alliance, a nonprofit organization that since 1991 has supported the Yerba Buena Neighborhood by strengthening partnerships, providing critical neighborhood-wide leadership and infrastructure, serving as an information source and forum for the area's diverse residents, businesses, and visitors, and promoting the area as a destination. This year we celebrate our 24th anniversary.

I believe approving Flatiron Wines' above-referenced application is in the public necessity and convenience for two reasons. First, the proposed use is perfect for the location – a location, incidentally, that has been empty for years and desperately needs a tenant. No stores in the neighborhood offer the services (selection of artisanal wines, high-service environment and tasting areas for events) that Flatiron seeks to offer – services that neighborhood residents and businesses alike need.

Second, based on my conversations with Flatiron Wines SF's principles I am confident that Flatiron will be a great and active member of our community. They have already come to our meetings to learn about the neighborhood, its needs, opportunities and people. I understand that wherever Flatiron's operators have been in business they have taken the time to involve themselves with their community and I am certain they will do the same here, helping organizations like ours to accomplish our essential tasks.

Thank you for your time.

Sincerely,

Virginia Grandi
Executive Director
Yerba Buena Alliance

Evans, Derek

From: Beth Abouafia [abouafia@beveragelaw.com]
Sent: Monday, May 18, 2015 11:03 AM
To: Evans, Derek; Falzon, Dave (POL)
Cc: Angulo, Sunny (BOS)
Subject: Flatiron PCN
Attachments: Fwd: 1 hawthorne resident; Fwd:

Derek and Dave,

Attached are a couple more emails in support of the project. Please add these to the file.

Thanks,

Beth Abouafia
Partner | Hinman & Carmichael LLP
260 California Street, Suite 700, San Francisco, CA 94111
P: 415.362.1215 x104 | F: 415.362.1494 | abouafia@beveragelaw.com

This electronic mail message contains privileged and confidential information intended solely for the use of the individual or entity to whom it is addressed. If the reader is not the intended addressee, any dissemination, distribution, or copying of this communication is strictly prohibited. If you have received this electronic mail message in error, please notify us immediately via reply email.

Evans, Derek

From: Joshua Shapiro [josh.shapiro@flatiron-wines.com]
Sent: Friday, May 15, 2015 7:03 PM
To: Beth Aboulafia
Subject: Fwd: 1 hawthorne resident

Begin forwarded message:

From: Neema Rotolo <neema08@gmail.com>
Subject: 1 hawthorne resident
Date: May 15, 2015 at 6:46:05 PM EDT
To: josh.shapiro@flatiron-wines.com

hi there!

i wanted to send an email supporting the issuance of the licences to sell and serve wine at the 2 new montgomery building.

i am a resident of 1 hawthorne. let me know if you need anything else.

thanks!
neema

Evans, Derek

From: Joshua Shapiro [josh.shapiro@flatiron-wines.com]
Sent: Friday, May 15, 2015 8:48 PM
To: Beth Aboulafia
Subject: Fwd:

Begin forwarded message:

From: Victoria Gail-White <victoriagw@gmail.com>
Date: May 15, 2015 at 8:01:41 PM EDT
To: "josh.shapiro@flatiron-wines.com" <josh.shapiro@flatiron-wines.com>

I live with my husband, part of the year, in our condo at One Hawthorne. As wine drinkers, we would be very happy if Flatiron took over that space to sell their wines, and hopefully do tastings.

Please send us notices to this email or to our condo at:

Mr. & Mrs. John White
One Hawthorne #21B
San Francisco, CA 94105
Thank you and good luck,
Victoria White