

LIQUOR LICENSE REVIEW

TO: Planning Department
AnMarie Rodgers/CTYPLN/SFGOV
Georgia Powell/CTYPLN/SFGOV@SFGOV
Fax No.: (415) 558-6409

File: 170056

TO: Police Department
Inspector Nelly Gordon
Phone: (415) 837-7273

DATE: January 19, 2017

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

PLEASE EMAIL YOUR RESPONSE BY: March 1, 2017, to Erica Major, Public Safety and Neighborhood Services Committee Clerk.

Erica.Major@sfgov.org - Fax No: 554-7771

Applicant Name: Askander Harooni
RS94109
and Business Name: (835 Larkin Street)
Applicant Address: 835 Larkin Street
San Francisco, CA 94109
and Phone No. (415) 590-2943

PLANNING COMMENTS: Approval Denial

POLICE COMMENTS: Approval Denial

RS94109

RECORDS & COFFEE

RECEIVED
BOARD OF SUPERVISORS
SAN FRANCISCO

2017 JAN 19 PM 3:26

835 LARKIN ST
SAN FRANCISCO, CA 94109
415.590.2943

Dear Board of Supervisors and Clerk of the Board,

I am a part owner of partnership HarooniHarooniWoods, DBA RS94109, Record Store & Coffee bar located at 835 Larkin Street. We are currently in the process of applying for a Type-40 Beer License in order to add beer to our cafe. I am sending this letter to introduce ourselves and for a request for a PCN letter approval. I have included our Section 23958.4 B&P form from ABC.

We originally opened in 2013 as just a record store. Our name stands for Record Store 94109, hence the name RS94109. The store is owned by myself Sohrab Harooni, my twin brother Askander Harooni, and our business partner Josh Woods. My brother and I were born in Germany but spent most of our lives in Union City, California. Our parents are Afghan refugees who escaped the Afghan-Soviet war in the 80's. After graduating high school in Union City, we moved to San Francisco and began studying at the Art Institute of California - San Francisco in Sound Design. My brother and I both later decided to finish school in Berlin, Germany and ended up there in 2011. After about two years of studying and working at a record store in Berlin, we decided to move back to San Francisco to open up our Record Store/Cafe with our best friend Josh Woods. We spent a grueling but exciting several months finding investors and the perfect space for our budget. We ended up working with Urban Solutions to lock in a 7 + 3 year lease at 835 Larkin Street.

To give you a little more background on our business, after a year of trading as just a record store we decided to go into a period of remodeling to add in the coffee bar. Adding in the coffee bar was always our plan from the beginning but decided to wait to do this in order to give us time to acquire more investment and generate revenue. During our remodel we managed to also raise \$20,000 of crowd funded money through kickstarter (link for more info:<https://www.kickstarter.com/projects/1838506873/rs94109-an-independent-record-store-and-specialty>) from our supporters and spent roughly \$150,000 of our own funds to turn the space into something beautiful. Everyday we get customers and passersby coming in to comment on how unique and beautiful the space looks. It truly is something that has never been fully done in San Francisco in our vein of aesthetics.

We are located on Larkin between O'Farrell and Geary, at the intersection of the Polk, Tenderloin, and Nob Hill districts. More than anything else, the store adds a huge asset to the neighborhood. We are surrounded by a huge multi-ethnic and multi-class

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community, and we want to be a place for all. We accomplish that by providing music that transcends any social border-- be it race, class, wealth, sexual orientation, or anything else. We sell music that not only all types of people listen to and buy, but that is made by people from all around the world and from different walks of life. Our Cafe is the perfect addition to the already unique atmosphere the record side provides. It allows the space to be a place of gathering and sharing rather than just a place to dig through a multitude of different music.

The store is not only a huge cultural hub for the bay area but also for the international music community. One of our biggest assets are providing events within our store for the community. Our events showcase a range of talent, including bands, visual artists, performance art, DJ's, comedy shows, poetry readings, and really anything we feel provides value to the arts and events community. The reason I also say this is an asset to the international community is because we host artists as they are passing through the bay area. Our events are always a day or early night thing. Starting at about 6pm and ending no later than 12am depending on our permit. This provides a place for artist both locally and internationally to play and showcase art earlier in the evening. Many bands and artists who are passing through the bay area will also do a special performance at our shop either before or after their main show. This provides a unique experience that is like nothing else happening in San Francisco due to the environment the shop provides, and the well mixed crowd that comes to our shows.

We have a rapidly growing following both internationally and locally. Our facebook page has now reached 3000+ followers and our instagram has just eclipsed 1100 followers-- many of which are international. Multiple times a week we get customers coming in saying how they are visiting SF and had to check out our store because of all the great things they have heard about us. As a final note on our events I also want to say that all our events are free entry, although we allow people to give donations at the door, all of which go to the artists that are performing. Our last show on January 12th, we raised \$600 in door donations for the artists performing that night. For a list of our events, our great reviews, and to see what people say about us please check out our facebook page at: [facebook.com/RS94109](https://www.facebook.com/RS94109)

To touch back on our coffee bar, it is managed by Christopher Griffin. Former owner of Stanza coffee shop (Mission branch). He decided to leave Stanza and work for us full-time after seeing the space's potential. We wanted our Coffee bar to be top-notch, so we employed Christopher Griffin (Who took Stanza from making \$200-400/day to a \$1000+ daily business.) He has wrote a great bio about himself in our business plan which I have also included. There is also a detailed description on our

coffee bar. Please refer to the "Our Team and Advisors" and "The Coffee Bar" section in our business plan.

We know by adding beer to our coffee side through a Type-40 Beer License, we will turn this space into something that has never been done before locally or internationally. A space where you can come enjoy a beer, glass of coffee, and listen to and buy amazing music from all around the world-- whether you are relaxing after work, on your way to work, music hunting, or just spending the weekend out with friends and family.

We want to serve beer during business hours and also at our shows (Bands, DJ's, Performance art, Art shows, etc.) which happen about two times a month. We are also in the process of obtaining our Limited Live Performance License, which permits us to have live music in store until 10pm the first year and 11pm the second year. We hope by having our beer license permitted until 12am will give us time after our events to wind down, start closing, make a few more sales and promptly close our doors at 12am.

Given that we are in the Tenderloin, we know this area, especially with what was and sometimes still is happening on our block, it can be rough and intimidating to walk through. Our store provides a place for the Tenderloin community and Larkin street especially to feel safe and welcome. Every day we get people coming in saying that the neighborhood feels so much safer and lively ever since we opened. We also get told that when we were remodeling and closed that the block was very gloomy and hard to walk down since the lack of business provided a place for loitering and illegal activity. Before we opened our store, this block was lined in the mornings, afternoons, and evenings with people doing drugs and drinking. As soon as we opened up, that all subsided and visibly improved (in our immediate surroundings). One reason is because we open bright and early at 8am and no one is able to camp out in front of our store. Another reason is that our windows are very large and wrap around the front and side of our space providing huge visibility to the sidewalk and street. This makes the block look nicer, and less inviting for illegal activity or loitering. If only for this one reason, our store is huge asset to Larkin street and the Tenderloin community.

Like I mentioned, our doors are open to all members of the community, no matter what walks of life. Out of respect and gratitude for the amazing reception we've received, we want to be transparent. We have reached out to surrounding businesses, residents and our patrons letting them know what we plan to do with our Type-40 Beer License and soon to have Limited Live Performance Event License. We have also asked for letters of support from residents and surrounding businesses and are currently acquiring signatures of approval from our patrons. We will be passing these along to our district supervisor, Jane Kim and to the Board of Supervisors.

And for all these reasons, we humbly ask you to please approve our request for a PCN letter so that we can better provide a truly unique and amazing asset to San Francisco. For any questions or for more info please feel free to contact us. Thank you for taking the time to read this.

All the best,

Sohrab Harooni

Sohrab Harooni (co-owner)

sohrab@rs94109.com
415-613-9961

Josh Woods (co-owner)

josh@rs94109.com
707-972-5435

Askander Harooni (co-owner)

skander@rs94109.com
415-613-8331

Christopher Griffin (coffee manager)

chris@rs94109.com
415-818-6397

Shop Info

contact@rs94109.com
415-590-2943
RS94109
835 Larkin Street, SF, CA 94109

RS94109
835 Larkin Street
San Francisco, CA 94109

A Record Shop, Specialty Coffee Bar, and Event Space.

Executive Summary

RS94109 is determined to become the most progressive record shop in San Francisco, complete with a specialty coffee bar. RS94109 is located at 835 Larkin Street in the Tenderloin district, in a rapidly up and coming area home to many new businesses, art galleries, and the like. The shop's retail/café space is roughly 1300 square feet, and planning an expansion to about 2500 square feet in 2018.

RS94109 offers a specialty niche of records, mainly electronic, found nowhere else in the bay area and is also the Tenderloin's premier coffee stop. Like the records, the coffee is specifically sourced. One thing that widely differentiates our coffee shop from the rest is the fact that there is no espresso, only brewed coffee, brewed to absolute perfection every time, by the brew method of your choosing. Consider us the polar opposite of Starbucks in this area. New varieties of amazing coffee from around the world will always be arriving as well, giving people a reason to keep coming back. Another reason people love RS94109 is for the harshly curated events we have from time to time, showcasing world class DJs, as well as up and coming local talent.

Aesthetically, we aim to juxtapose a minimal, contemporary feel with a very raw urban vibe that the shop currently carries. The fact that we hold ourselves to such a high standard in all areas is the key to our success, and will continue to be. So whether you want to dig for records, grab a quick coffee and enjoy some music, or both, RS94109 will have you covered.

The Record Shop

RS94109 offers a diligently curated selection of vinyl that is unheard of in San Francisco, with our main focus being on providing a vast resource of all kinds of electronic music, but not in any way limited to electronic music. The comprehensive knowledge of our field and thorough curation we offer is what sets us aside from any competition in the bay area. The focused knowledge of music that we have also allows us to educate people on the roots and history of the music, allowing even a layman to 'connect the dots' if you will.

The Coffee Bar

The coffee bar at RS94109 is managed by coffee expert Christopher Griffin. Chris is a co-owner of Stanza Coffee which boasts two successful locations in the Mission and the Haight. He has personal accounts with over 50 coffee roasters, and has over 25 growers that he receives coffee beans from. Chris' approach and his wealth of coffee connections are what make him such an asset to RS94109's success, and will ensure that the coffee selection will always be absolutely perfect. Also due to the sheer variety of options we have, there will always be something new to try. Chris will be managing the shop for a percentage of profits once the cafe portion of the business reaches a certain level where we deem it sustainable.

Addition of Beer

We are currently in the process of obtaining a type 40 beer license and will feature a very focused, revolving array of fine beers and ciders. The model we will use to facilitate the management will be similar to the model we used in the case of the coffee bar, we will find someone who lives and breathes beer and cider, and who know every in and out of the business.

Integration

Because of the fact that every person(s) operating each aspect of the business is primarily focused on that aspect in their day to day lives, the result is an extremely smooth running hybrid business. No corners are ever be cut, and the utmost level of efficiency, integrity, and cutting edge knowledge is combined for the ultimate experience.

Market Plan

After being in business for two years we have grown quite a following on social media, with almost 3200 followers on Facebook. We were also named the Best Rising Record Store of 2014 by SF Weekly. We also have gained over 1000 followers on our Instagram social media page and have accrued a very large email based mailing-list.

RS94109
@rs94109

Home
About
Photos
Events
Reviews
Videos
Likes
Posts
Services
Shop
Notes
Manage Tabs
Promote

Liked Following More

Reach Shoppers Near Your Store
Number of people you can reach near RS94109:
420,000 people
Promote Local Business

Photos See All

Call Now

Josh Cheon and 478 other friends

3,128 follows

See Pages Feed
Posts from Pages you've liked as your Page

invite friends to like this Page

2,863 post reach this week

We are always buying records/collections. Get in touch with us at: contact@rs94109.com

3,154 Likes
Josh Cheon and 278 other friends like this

About See All

835 Larkin St
San Francisco, California

(415) 590-2943

<http://instagram.com/...> Promote Website

Music Store

Opens tomorrow 8:00AM - 8:00PM
Closed Now

Share your opinion about RS94109!



RS94109

@rs94109

- Home
- About
- Photos
- Events
- Reviews**
- Videos
- Likes
- Posts
- Services
- Shop
- Notes
- Manage Tabs

Liked Following More

Call Now

5.0 ★

5.0 of 5 stars
84 reviews



MOST HELPFUL MOST RECENT STAR RATING



DJLawrence Lopez reviewed RS94109 — 5+
January 9 at 2:49pm

Great people inside very nice awesome cuts and good prices 😊

Like Comment Share



Tyrell Corp reviewed RS94109 — 5+
January 9 at 8:29am

Lots of dope Detroit techno, electro, acid and more.

Like Comment Share

Loren Steele and Ben Brown



Write a comment...



Patrick Wachter reviewed RS94109 — 5+
December 15, 2016 at 4:53pm

What an amazing collection of records! My collection of Detroit & Chicago

Our Team and Advisors

Christopher Griffin – Coffee Bar Manager and Planner

Coffee is not my passion. Coffee is my life, my work, my education and my vehicle of choice to inspire change, quality and global trade practices. The cultivation, production, and cafe experience has always had a great effect on the people involved, the global market, and redefines how we do business with one another.

My goal in the industry is simple; education. I know for a fact that education breeds innovation. I've seen it my entire career and strive every single day to provide education to my staff and customer base.

I've worked and managed cafes for over 9 years. 5 of those years professionally in Specialty Coffee. I've seen trend after trend come and go and the only thing that withstands evolution and market change is quality and science. Both of which, are my only concerns. We can't make money if our product is less than exceptional and one does not achieve "exceptional" without first achieving consistency. Consistency comes from knowing your product and all of the variables that exist in preparing that product. Science lets us totally calculate those variables and control them to achieve an exceptional product not only once, but every single time.

For the past 2 years I've managed and operated a successful multi-roaster coffee bar in a highly saturated specialty coffee neighborhood. I work closely with more than 50 roasters from all over North America to bring in 3 different coffees from 3 different roasters every week. In order to represent each roasters product they have to know that I run a quality focused, consistent, and technically calculated operation. I started with zero wholesale accounts and now work with an entire continent of folks who know my reputation for quality and precision and are more than willing to let me, and the staff that I educate, to prepare and serve their product in total confidence.

With the new RS94109 Brew Bar, I plan to keep quality, consistency and education at the forefront and continue to build lasting relationships with roasters, staff and customers alike.

Vincent Turner – Financial Advisor

First venture backed software company at 21 based in Sydney, grew to 35 staff and \$3m a year in revenue. Second tech company, San Francisco based Planwise. Raised \$2m in venture capital and built technology used by 100,000's of people worldwide, featured in Forbes. Also set up SF Fintech, the 3rd largest fintech group globally. Moved Planwise back to Sydney in 2016 to power uno Home loans, Australia's first digital mortgage broker, now with a team of 33 people. Investor in numerous tech companies and adviser to many more entrepreneurs.

Sarah Hobstetter – Architect

Sarah Hobstetter has a background in Studio Art from the Glasgow School of Art and a Master of Architecture degree from the California College of the Arts. She is an accomplished artist who has shown her work internationally. Her experience as an artist and upbringing in the technological hub of the Bay Area has led her to explore architecture through the integration of art and technology. Sarah has worked on a variety of projects including Mission Bicycle, Ratio 3 Gallery, and Domain Bicycle Workshop. In addition to her independent experience, she previously worked at Geremia Design and Craig Steely Architecture. She has an aesthetic eye and enjoys using design to solve problems.

Mara Gutierrez – Architect

Mara Gutierrez holds a Bachelor's in Political Economy from the University of California, Berkeley and a Master of Architecture degree from the California College of the Arts. Her work has encompassed both commercial and residential projects with a recent emphasis on high-end residential spaces throughout the Bay Area. Her aesthetic is inspired by the intersection of fashion and art with an emphasis on tactile, human-scaled design. Mara's passion for design reflects her upbringing by her architect father Efren Gutierrez, who is an accomplished Bay Area architect with an international portfolio.

INFORMATION AND INSTRUCTIONS -

SECTION 23958.4 B&P

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 Askander Harooni; SohrabHarooni; Joshua Kenji Woods | | | 3. LICENSE TYPE 40 | | |
| 2. PREMISES ADDRESS (Street number and name, city, zip code) 835 Larkin St., San Francisco CA 94109-7150 | | | | | |
| 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 | | | |
| <input type="checkbox"/> Other - describe: | | | | | |
| 5. COUNTY POPULATION 866,583 | 6. TOTAL NUMBER OF LICENSES IN COUNTY <input type="checkbox"/> On-Sale <input type="checkbox"/> Off-Sale | | 7. RATIO OF LICENSES TO POPULATION IN COUNTY 279 <input checked="" type="checkbox"/> On-Sale <input type="checkbox"/> Off-Sale | | |
| 8. CENSUS TRACT NUMBER 122.02 | 9. NO. OF LICENSES ALLOWED IN CENSUS TRACT <input checked="" type="checkbox"/> On-Sale <input type="checkbox"/> Off-Sale 10 | | 10. NO. OF LICENSES EXISTING IN CENSUS TRACT <input checked="" type="checkbox"/> On-Sale <input type="checkbox"/> Off-Sale 12 | | |
| 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?) <input checked="" type="checkbox"/> Yes, the number of existing licenses exceeds the number allowed <input type="checkbox"/> No, the number of existing licenses is lower than the number allowed | | | | | |
| 12. DOES LAW ENFORCEMENT AGENCY MAINTAIN CRIME STATISTICS? <input checked="" type="checkbox"/> Yes (Go to Item #13) <input type="checkbox"/> No (Go to Item #20) | | | | | |
| 13. CRIME REPORTING DISTRICT NUMBER 547 | 14. TOTAL NUMBER OF REPORTING DISTRICTS 653 | | 15. TOTAL NUMBER OF OFFENSES IN ALL REPORTING DISTRICTS 57,509 | | |
| 16. AVERAGE NO. OF OFFENSES PER DISTRICT 88 | 17. 120% OF AVERAGE NUMBER OF OFFENSES 106 | | 18. TOTAL NUMBER OF OFFENSES IN REPORTING DISTRICT 725 | | |
| 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) <input checked="" type="checkbox"/> Yes, the total number of offenses in the reporting district equals or exceeds the total number in item #17 <input type="checkbox"/> 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) | | | | | |
| <input type="checkbox"/> 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. | | | | | |
| <input type="checkbox"/> 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. | | | | | |
| <input checked="" type="checkbox"/> 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)

