

File No. 150218

Committee Item No. 1

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

## COMMITTEE/BOARD OF SUPERVISORS

### AGENDA PACKET CONTENTS LIST

Committee: Public Safety & Neighborhood Services Date May 21, 2015

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

#### Cmte Board

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| <input type="checkbox"/>            | <input type="checkbox"/> | Legislative Digest                           |
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#### OTHER (Use back side if additional space is needed)

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Completed by: Derek Evans Date 5/15/15

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

An asterisked item represents the cover sheet to a document that exceeds 25 pages.  
The complete document can be found in the file.



San Francisco Police Department  
**ABC Liaison Unit**




Alcoholic Beverage License -  
*Public Convenience or  
Necessity (PCN)*

Supervisor District: 6

**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   
Officer in Charge  
ABC Liaison Unit (ALU) 575-6097

**Date:** April 28, 2015  
May 14, 2015 *amended*

**Subject:** P.C.N. Investigation Regarding: Flatiron Wines, LLC  
dba Flatiron Wines  
2 New Montgomery Street, SF, 94105  
Ms. Beth Aboulafia

Ms. Beth Aboulafia on behalf of Flatiron Wines has filed an application with the California Department of Alcoholic Beverage Control (ABC) seeking a Type-21 (Off-Sale General) and a Type-42 (On-Sale Beer & Wine Bar) License for 2 New Montgomery Street (located between Market Street and Jessie Street). The proposed space is part of the Palace Hotel and will have New Montgomery Street access.

Hours of Operation:

Daily 9:00 a.m. – 9:00 p.m.

**Digest:**

Flatiron Wines is proposing a premises with multi-tasting rooms that will allow On-Sale of beer and wines as well as Off-Sale of beer, wine and distilled spirits. The applicants currently operate a similar premises on the East Coast ([www.flatiron-wines.com](http://www.flatiron-wines.com)), this is there first venture into the San Francisco market. Flatiron Wines

will focus on fine wines and distinct microbrew tastings as well as off-sale beer, wine and premium distilled spirits.

If approved, this license will allow Flatiron Wines to sell Off-Sale beer, wine and distilled spirits as well as On-Sale of beer and wine.

**Letters of Protest:**

14

**Letters of Support:**

7

**Police Calls for Service:**

From February 2014 to February 2015

146- Homeless related, Alarm related, Assault/ Battery related, Sexual Assault related, and Theft related. *Note all calls occurred prior to this premises.*

**Police Reports:**

From February 2014 to February 2014

19 - *Note all calls occurred prior to this premises.*

**San Francisco Plot Information:**

This premise is located in Plot 212

A High Crime area is defined as **99** or more police reports in a plot for the year of **2013**.

This plot had **553** police reports for **2013**, which is **454** 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: **140** with **0** pending

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

Active off-sale licenses: **22** with **0** pending

**Departmental Recommendation:**

Points of consideration: **None**

No opposition from **Southern Station**

Applicant premise is located in a "**High Crime**" area.

Applicant premise is located in an "**Undue Concentration**" area.

**14** - Record of protest.

**7** - Record of support.

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

**Conditions for Type 21 (Off Sale General) and Type 42 (On Sale Beer and Wine Public Premise)**

1. No noise shall be audible beyond the area under the control of the license.
2. No person under the age of 21 shall sell or deliver alcoholic beverages.
3. No wine shall be sold with an alcoholic content of great than 15% by volume except for "Dinner Wines" which have been aged two years or more and maintained in corked bottles.
4. Wine shall not be sold in bottles or containers smaller than 375ml.
5. Beer, malt beverages, and wine coolers in containers of 16oz. or less cannot be sold by single containers, but must be sold in manufacture pre-packaged multi-unit quantities.
6. 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.
7. The sale, service and consumption of powder alcohol or like non-liquid alcoholic beverage based product is prohibited.
8. Sales, service and consumption of alcoholic beverages shall be permitted only between the hours of 9:00 a.m. and 10:00 pm each day of the week.

end.

# Support

---

From: **Tim N** <[tim@sparimedia.com](mailto:tim@sparimedia.com)>  
Date: Mon, Mar 9, 2015 at 9:27 PM  
Subject: hi beau, received your neighborhood letter  
To: "[SFlatironwines@flatiron-wines.com](mailto:SFlatironwines@flatiron-wines.com)" <[sflatironwines@flatiron-wines.com](mailto:sflatironwines@flatiron-wines.com)>

i have a number of friends in the hospitality industry and am looking forward to your entry into the neighborhood.

when is your expected launch date, if you don't mind me asking.

best,  
tim

From: **Glen S. Fukushima** <[gsf1280@gmail.com](mailto:gsf1280@gmail.com)>  
Date: Thu, Mar 5, 2015 at 3:32 AM  
Subject: Please add me to your mailing list  
To: [SFlatironwines@flatiron-wines.com](mailto:SFlatironwines@flatiron-wines.com)

I received your undated letter (postmarked 2/27/2015) today, too late to attend your reception on March 2. Too bad, since I was available that evening until dinner at "Ame" in the St. Regis at 7:00 p.m.

As a wine lover who visits Napa Valley often (recent visits have included Caymus, Far Niente, Peter Michael, Stag's Leap, Plumpjack, Jarvis, Stonescape, Darioush, Opus One, Kenzo Estate, etc.), I would like to be added to your mailing list, since I live across the street from your store.

Thank you.

Glen S. Fukushima  
The Ritz-Carlton Residences, Suite 2004  
690 Market Street  
San Francisco, CA 94104

From: **annie buckman** <[anniebuckman@gmail.com](mailto:anniebuckman@gmail.com)>  
Date: Mon, Mar 2, 2015 at 10:40 PM  
Subject: welcome!  
To: [sflatironwines@flatiron-wines.com](mailto:sflatironwines@flatiron-wines.com)

beaux and team,

i received your letter today and wanted to welcome you to new montgomery! i am a resident of 74 new montgomery and am very excited to have a new, artisan wine and spirits shop coming to the neighborhood. cask has been a great local spot, but they don't carry as many wines as i would like.

can't wait to meet all of you! i promise to be one of you best customers.

best,  
annie buckman

# HIRSCH WINERY

45075 BOHAN - DILLON RD.

CAZADERO - CA 95421

www.hirschvineyards.com

TEL 707 847 3600 FAX 707 847 3171

April 28, 2015

To Whom It May Concern:

Re: Flatiron Wines SF, Inc.

I am writing in support of Flatiron Wines' application for an off-premise license at 2 New Montgomery in San Francisco.

I work for my family's winery, Hirsch Winery LLC. We are a small, family-owned winery founded by my father, David Hirsch, back in 1980. I am also a co-founder of In Pursuit of Balance, a non-profit organization started in San Francisco that promotes the production of balanced Pinot Noir and Chardonnay in California.

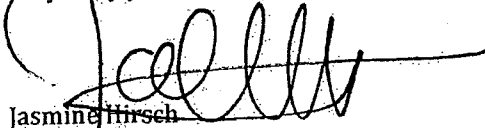
In these capacities it has been my pleasure to work with Flatiron Wines in New York City. Flatiron Wines is a lovely wine shop that has done much to promote the artisanal Californian wine movement. Not only do they carry a very well curated selection of small-producer Californian wine, but they have also tirelessly brought attention to the movement through their weekly newsletter and a number of special educational events with Californian wine-makers.

I cannot overemphasize how great a contribution Flatiron Wines would make to San Francisco's wine community and the Californian wine industry in general. Remarkably few wine stores in San Francisco carry the kinds of small production, artisanal wines that we and so many of our colleagues in the industry are making. It would be such a boost to so many small producers if we had Flatiron Wines promoting and educating the public, locals and tourists alike, about our wines right in the heart of San Francisco.

Flatiron Wines would also be such a great convenience for the San Francisco public. San Franciscans would have a centrally located store to buy the kinds of wines we make. Tourists who can't make it up to Wine Country would be able to buy our wines right downtown near their hotels.

We were very excited to learn that Flatiron Wines wants to come to San Francisco. We support them fully and we would be pleased to answer any questions you may have.

Very truly yours,



Jasmine Hirsch

Director of Sales & Marketing  
Hirsch Winery

# S m a c k M e l l o n

May 1, 2015

To Whom It May Concern:

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

I am writing in support of the above-referenced application.


I am Deputy Director and Director of Exhibitions of Smack Mellon. We are a nonprofit arts organization located in Dumbo, Brooklyn. Smack Mellon's mission is to nurture and support emerging, under-recognized mid-career and women artists in the creation and exhibition of new work. We see ourselves as a vehicle whereby under-represented artists can create, explore and exhibit their creative ideas.

Josh Cohen, an owner of Flatiron Wines SF, owns a wine store (Blanc et Rouge or "B&R") in Dumbo. We have been neighbors since he started in business in 2005. In all that time, B&R has been a valued and active member of the community, supporting many local charities and other local efforts. In particular, they have supported us by contributing wine, spirits and expertise to our fundraisers every year since we began organizing our annual "Derby Party."

The support they have shown us, as members of the community, has been deeply appreciated and key to our successful fundraisers. The fact that they have maintained this relationship has been especially meaningful. We know that Josh and Flatiron Wines will become valuable and valued members of the SOMA neighborhood.

Thank you for considering our letter.

Sincerely,



Suzanne Kim  
Deputy Director and Director of Exhibitions





May 4, 2015

To Whom It May Concern:

Open Hands Legal Services is a non-profit, free legal services, Christian organization. We provide free legal services to low-income and under-served New Yorkers. We primarily serve homeless, immigrant, and elderly New Yorkers. I write this letter in support of Flatiron Wines.

Open Hands is a young organization. We started providing free legal services at a soup kitchen in 2009. At the time, we had a handful of volunteers and a miniscule budget. Over the next five years, we expanded our services dramatically. In 2009, we served less than 50 clients. In 2014, we served over 800.

With this growth came significant fundraising needs and challenges. Two years ago, we were introduced to Josh Cohen at Flatiron Wines by a mutual friend to discuss a sponsorship of our annual fundraising event. A former lawyer himself, Josh knew the importance the good legal counsel makes in one's life. As a small business owner, he also knew the importance of community assistance. He agreed to assist us.

Over the past two years, Josh's assistance has gone above and beyond our imagination. Not only did Flatiron make in-kind donations to Open Hands, they also leveraged their relationships with wine distributors to do the same. As a result, Open Hands did not incur any out of pocket costs for the wine for our last two annual fundraisers (150+ attendees at each).

In addition, Flatiron's team worked with one of our volunteers to curate wines for a "VIP Wine Tasting" immediately preceding our annual fundraiser. This event has been a smashing success, due in large part to the exceptional wines provided at a deep discount to Open Hands. Josh's team provides us with tasting notes and pairing suggestions. The caliber of product offered by Flatiron as well as their assistance in presenting it allows us to target deep-pocketed potential donors who come for the wine and stay for the mission, once they learn about our work.

As a result of the dramatic increase in sophistication level of our annual fundraiser, due in large part to the quality of wines provided by Flatiron, we increased our revenues by \$40,000 in 2014 and an additional \$25,000 on top of that in 2015. In other words, after Flatiron donated their goods and services to Open Hands, *our annual event fundraising revenue increased by 400%*.

This relationship has been fruitful for Open Hands in many ways and we are very thankful for Flatiron Wines and their commitment to serving the community by offering their goods and services. By focusing on what they do best – quality wines and exceptional services, Flatiron has freed up Open Hands to do what we do best – quality legal services to New York City's neediest.

Sincerely,

*/s/ C.J. Masimore*

C.J. Masimore  
Executive Director

Mr. & Mrs. Peter Magowan

San Francisco,  
Telephone 415-931-3295 -- Fax 415-474-8148  
debbymagowan@aol.com

April 29, 2015

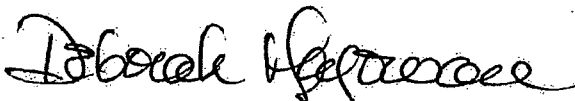
To Whom It May Concern:

RE: Flatiron Wines SF

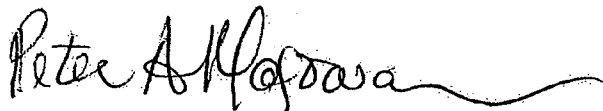
We are writing to express our support for the opening of Flatiron Wines in San Francisco. We have been customers of Flatiron Wines in NYC for almost 3 years now and are thrilled that they are expanding into the Bay Area. We originally discovered Flatiron when they were selling some specific wines that we enjoy but couldn't find anywhere near our home in San Francisco. We have been shopping with them ever since thanks to the continued availability of the wines we love and their excellent customer service.

We are confident that Flatiron Wines SF will bring a selection of wine and retail expertise that is greatly needed in our city and we are excited to be able to support them as a local shop in the near future.

Sincerely,



Peter and Deborah Magowan



# Protest

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**Falzon, Dave (POL)**

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**From:** Falzon, Dave (POL)  
**Sent:** Monday, April 27, 2015 7:41 AM  
**To:** 'immkirk@gmail.com'  
**Subject:** 2 New Montgomery

Hello Laura: I heard from our permit officer at Southern Station that you had concerns regarding this ABC license transfer. If you would like to discuss this in more detail I would be happy to assist. Feel free to call my office at your convenience. Best regards, Dave

*Lt. Dave Falzon  
Officer-in-Charge  
ABC Liaison Unit (ALU)*



San Francisco Police Department  
Police Headquarters, 6<sup>th</sup> Floor  
1245 3<sup>rd</sup> Street  
San Francisco, CA 94158  
415/575-6097

1 of 2

LT. D. FALZON #507 

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**From:** Laura Kirk <lmmkirk@gmail.com>  
**Sent:** Tuesday, April 21, 2015 2:01 PM  
**To:** SFPD Southern Station, (POL)  
**Subject:** liquor license on New Montgomery Street

Captain DeFilipo,

I hope this finds you well. Dan Dillon gave me your name, because are working together in protesting the transfer of a liquor license to 2 New Montgomery Street, which was previously a sushi restaurant.

As it stands now, Rudy Corpuz Jr. from United Playaz has submitted a letter of protest to the ABC, and we are waiting for a hearing notice. We were wondering if you would be willing to weigh in on this issue to express some concern since there are already at least 4 off-site liquor stores within a block radius of the proposed site and the proposed site is in your district.

Please feel free if you have any additional questions to let me know!

Best,  
Laura Kirk

2 of 2

LT. D. FALZON #5071

Department of Alcoholic Beverage Control

State of California

**PROTEST AGAINST ALCOHOLIC BEVERAGE LICENSE APPLICATION**

- Refer to Form ABC-510, Information Regarding ABC License Application and Protests (Rev. April 2010), before completing and submitting your protest. The ABC-510 is located at [www.abc.ca.gov](http://www.abc.ca.gov) and in each district office.
- Please print legibly or type. Incomplete and/or illegible information will cause the protest to be rejected.
- You will be notified by letter whether or not your your protest is accepted.
- If the Department recommends licensure, you will be afforded the opportunity to request a hearing on your protest.
- If a hearing is scheduled as to whether or not a license should be granted, you or your authorized representative will need to attend the hearing to testify and/or present evidence to support your protest, or your protest will be deemed abandoned.
- All protests submitted to the ABC are public records and are open to inspection pursuant to the California Public Records Act (CPRA), (Gov. Code sec. 6254 et seq.)
- A copy of all valid and verified protests (ABC-510-A) and Protestant's/Complainant's Declaration (ABC-128) will be provided to the applicant as part of the licensing process.

I hereby protest the issuance of a license under the Alcoholic Beverage Control Act to:

Flatiron Wines and Spirits

(Name(s) of Applicant(s))

For premises at:

2 New Montgomery Street, San Francisco CA

(Exact address of proposed premises)

on the grounds that:

- 1.) Public Need and Convenience is already fulfilled with the existence of 3 other liquor outlets within the square block.
- 2.) This is in an area where crime is a concern, and easy access to liquor will only aggravate this issue.
- 3.) As a community leader I hope to see the neighborhood move towards supporting businesses that will add value to the community beyond the sale of alcohol.

Check here if additional sheets attached

I, Rudy Corpuz Jr.

\_\_\_\_\_, declare under penalty of perjury:

PRINT (Name of Protestant)

- (1) That I am the Protestant herein;
- (2) That I have read the above protest and know the contents thereof; and
- (3) That the same is true of my own knowledge except as to those matters which are therein stated on information and belief, and as to those matters I believe to be true.

PROTESTANT'S SIGNATURE Rudy Corpuz Jr.

TELEPHONE NUMBER (Optional & non-public)

SIGNED AT (City and State) San Francisco CA

DATE SIGNED

PROTESTANT'S ADDRESS (Full address - Street name & number, Unit or Apt. No., City, State, & Zip Code) 1038 Howard St. San Francisco CA 94103

March 23, 2015

RECEIVED

ABC-510-A (Rev. April 2010)

1 of 2

LT. D. FALZON #507

MAR 24 2015  
Dept of Alcoholic Beverage Control  
San Francisco

Justin Grebb  
San Francisco District Director, California ABC  
33 New Montgomery St. Suite 1230  
San Francisco, CA 94105



Rudy Corpuz Jr.  
Founder and Executive Director of United Playaz  
1083 Howard Street  
San Francisco CA 94103

March 19, 2015

Dear Mr. Grebb,

This letter constitutes a formal protest against the issuance of a liquor license to Flatiron Wines and Spirits at 2 New Montgomery Street, San Francisco CA 94105. This new liquor license which would add a liquor store to a saturated area, with 164 active alcoholic beverage control license in this census tract and already 22 off-sale liquor licenses. This is of particular concern to me, as the leader of United Playaz.

For the past twenty years, United Playaz in the SoMa district has provided youth with after school activities and workshops, keeping them off the streets. From academic enrichment, violence prevention, after school programs, community and crisis response services, case management, workforce developments, events and workshops, United Playaz has reached many youth and adults and has been a vital resource in the neighborhood. Recently, we were able to purchase the building in which we daily welcome around 75 youth, ensuring the continuance of our program for many years to come. I am proud of the community and broad support network we have built around the United Playaz and the welcome reception it has received among all officials in the city.

As part of our mission, we help monitor the neighborhood and try to ensure that the neighborhood we operate in presents our youth with good examples of contributions they could make themselves. Liquor outlets lead to higher rates of crime, already of between New Montgomery and Seventh St., which is only aggravated by easy access to alcohol. Additionally, the existing number of liquor outlets in the area clearly fulfills the Public Need and Convenience. Convenience is actually maximized in this part of town due to the existence of the current Zain's Liquor Store around the corner on Third, in addition to Cask Store also on Third, F&M Smokes at 57 New Montgomery (across the street from this proposed application) and Dean's Fine Cigars and Liquors on Market at Third.

This particular space could be better utilized, and I am writing today to protest the use of this space as such.

Sincerely,

Rudy Corpuz Jr.  
Founder and Executive Director of United Playaz

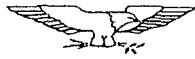
RECEIVED

MAR 24 2015

Dept of Alcoholic Beverage Control  
San Francisco

LT. D. FALZON #507

20f2



# The Hearst Corporation

San Francisco Realities Division • 200 Hearst Building • 5 Third Street • San Francisco, California 94103 • 415 777-0600

March 24, 2015

Mr. Justin Gebb  
San Francisco District Director  
California ABC  
33 New Montgomery Street – Suite 1230  
San Francisco, CA 94105

SFPD-ALU

2015 MAY -4 P 12:43

Dear Mr. Gebb:

We write regarding our concern pertaining to the impending issuance of a permit to sell alcoholic beverages at a store located at 2 New Montgomery Street, Suite A.

It is disappointing to learn that in a neighborhood that is already struggling with issues related to alcohol and drug abuse, yet another location is on the verge of opening that is proposing to serve and sell alcohol to our already well-served local community. The result of being over-served leads directly to neighborhood vandalism, and attracts those who have personal problems with alcohol. In fact, Stevenson Street (directly behind the Palace Hotel) has a significant social problem with individuals affected by alcohol and drug abuse.

The neighborhood in the vicinity of 2 New Montgomery Street already has numerous existing outlets providing alcohol for on-site and/or off premises consumption. Indeed there are two businesses directly across the street from this New Montgomery location: the F & M Smoke Shop and the House Of Shields, that sell alcohol to the public. Several other locations in the immediate neighborhood come to mind that cover the spectrum of store quality that also serve alcohol to the public. A partial list includes Novela (Mission & Annie Street), Sammy's On Second (84 Second Street- one block away), AG Ferrari (688 Mission at Third Street), Zains (32 Third Street), Cask, (21 Third Street), Dave's Bar (29 Third Street) and Dean's Cigar Shop (715 Market Street).

Respectfully, we must protest the opening of this store in this location.  
Please feel free to reach out to us with any questions.

Sincerely,

Brennan Zerbe  
SF Real Estate Director  
The Hearst Corporation

HEARST corporation

Brennan Zerbe  
Director of Real Estate  
San Francisco Realities

5 Third Street, Suite 200  
San Francisco, CA 94103  
T 415 777 7377  
F 415 543 3490  
bzerbe@hearst.com



HEARST corporation

SFPD-ALU

JUSTIN GEBB,  
SAN FRANCISCO DISTRICT DIRECTOR, CALIFORNIA ABC  
33 New Montgomery St., Suite 1230  
San Francisco, CA 94105

2015 MAY -4 P 12:43

March 19, 2015

Stephen T. Hearst  
Vice President  
and General Manager  
Western Properties

Dear Mr. Gebb,

It is my opinion that downtown San Francisco is over supplied with off-sale liquor stores and on-sale bars. Please consider the following points which outline the concerns re: allowing another liquor store to open at the area of New Montgomery and Market Street

**OVER-CONCENTRATION OF LICENCES IN CENSUS TRACT 615.00** – With a total of 164 active alcoholic beverage control licenses in this census tract of the proposed license, there is a clear over-concentration of off-sale and on-sale liquor licenses in Downtown San Francisco. The ABC reporting system online shows that there are already more than 22 off-sale liquor licenses in this same census tract. High concentration of liquor licenses result in high concentrations of crime, especially after the hours of 7pm when most downtown professionals have departed from the area. Unfortunate homeless people suffering from drug and alcohol addiction live and congregate along Annie Street and Jessie Street, bordering on New Montgomery. Placing another alcohol outlet on their doorstep is not a good idea.

**High Crime Area** – Though this corner of the City has improved over the past few years, allowing another liquor store to open has the potential to attract all those problems that blight the mid-Market Street corridor. There is a concentration of high crime between New Montgomery and Seventh Street as a result of the alcohol and associated drug abuse in the area. Easy access to alcohol in a high crime area is a recipe for continued social problems and the aggressive cycle of crime.

**Proximity of Existing Liquor Stores** – The proposed liquor store 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 21 off-sale liquor store called Cask at 17 Third Street. If this New Montgomery Street liquor store and beer/wine bar is approved, it will result in four off-sale liquor stores on the confines of one city block of downtown San Francisco.

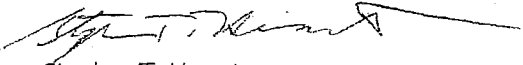
Public Need and Convenience is currently, adequately fulfilled. The general public's need for the convenient purchase of beer, wine and spirits, regardless of price, regardless of whether the proposed store is "high-end" or "low-end", is already completely served at this part of the City. Convenience is actually maximized in this part of town due to the existence of the current Zain's Liquor Store around the corner on Third, in addition to Cask Store also on Third, F&M Smokes at 57 New Montgomery (across the street from this proposed application) and Dean's Fine Cigars and Liquors on Market at Third.

Thank you for taking these concerns into consideration. Please do not permit yet another liquor license to be introduced to this neighborhood.

RECEIVED

MAR 23 2015

Best Regards,

  
Stephen T. Hearst

Dept of Alcoholic Beverage Control  
San Francisco

5 Third Street, Suite 200  
San Francisco, CA 94103-3202  
T 415 777 0600  
F 415 543 6736  
shearst@hearst.com

SFPD-ALU

2015 MAY -4 P 2:40

SAN FRANCISCO DISTRICT DIRECTOR,  
Department of Alcoholic Beverage Control  
33 New Montgomery St., Suite 1230  
San Francisco, CA 94105

March 17, 2015

Dear District Director,

Please accept this letter as my protest against the issuance of an off sale and an on sale liquor license (#554827) at the Palace Hotel, 2 New Montgomery Street, San Francisco.

There are already too many ABC liquor licenses in Downtown San Francisco, especially in this part of town at New Montgomery and Market Street. The high concentration of liquor licenses contributes to the problems of alcoholism, inebriation, associated crimes and general social disorder.

For any residents such as me, or visitors to this part of the City there is already an abundance of conveniently located liquor stores and bars. There is no public need served or convenience satisfied by allowing yet another license to be added to this area even if it is presented as "top shelf".

The proposed location is also a high crime area. Allowing another alcohol retailer to open up at New Montgomery and Market has the potential to further add to the crime levels of theft, disorderly conduct, burglary and assault. The alleyway known as Jessie Street which borders this proposed liquor store is notorious as a high crime spot. The Southern Station Police Department is called to Jessie Street almost on a daily basis, so why would adding another liquor store on this street be a wise development?

Within a block of the proposed location are the following highly priced liquor stores serving the neighborhood:

Dean's Fine Cigars on Market at Third; Cask Liquors on Third Street at Market; Zains Fine Wines and Spirits Third Street at Market; F and M Smokes on New Montgomery, across the street from the proposed location.

When it comes to bars, why do we need more when the House of Shields is across the street on New Montgomery, as well as a handful of bars inside the Palace Hotel, Dave's Bar on Third Street, Novella Bar within steps of this proposed location?

There is no need for another liquor store in this area as the Public Need and Convenience is well served. The applicants do not have any experience operating liquor licenses in San Francisco or California, so there is no track record, either positive or negative. If the applicants live out of State, there are obvious concerns about responsibility. I would request that you take my concerns into consideration and refuse to permit this new liquor store and bar to open at 2 New Montgomery Street. I have also shared my concerns with my District 6 Supervisor, Jane Kim, as well as with the Alcohol Liaison Unit of the San Francisco Police Department.

Sincerely,



Joseph Green  
485 Ellis Street  
San Francisco  
CA 94102

RECEIVED

MAR 23 2015

Dept of Alcoholic Beverage Control  
San Francisco

cc: District 6 Supervisor, Jane Kim;  
Lt. Dave Falzon, Alcohol Liaison Unit, San Francisco Police Department

SFPD-ALU

2015 MAY -4 P 12:41

SAN FRANCISCO DISTRICT DIRECTOR, CALIFORNIA ABC  
33 New Montgomery St., Suite 1230  
San Francisco, CA 94105

JUSTIN GEBB,

Dear Mr. Gebb,

It is my opinion that downtown San Francisco is over supplied with off-sale liquor stores and on-sale 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.

**OVER-CONCENTRATION OF LICENCES IN CENSUS TRACT 615.00** – With a total of 164 active alcoholic beverage control licenses in this census tract of the proposed license, there is a clear over-concentration of off-sale and on-sale liquor licenses in Downtown San Francisco. There has been no significant population increase to warrant the addition of another liquor shop or wine bar, and the ABC reporting system online shows that there are already more than 22 off-sale liquor licenses in this same census tract. High concentration of liquor licenses result in high concentrations of crime, especially after the hours of 7pm when most downtown professionals have departed from the area. Unfortunate homeless people suffering from drug and alcohol addiction live and congregate along Annie Street and Jessie Street, bordering on New Montgomery. Placing another alcohol outlet on their doorstep is a bad idea.

The population has not significantly increased and with the current supply of liquor stores, the needs and convenience of the people and visitors of San Francisco are fulfilled. There are over 50 licenses already active in this census tract area. Alcoholic beverages at all price points are easily purchased in this particular area due to the oversupply of off-sale liquor store licenses in the area.

**High Crime Area** – Though this corner of the City has improved over the past few years, allowing another liquor store to open has the potential to attract all those problems that blight the mid-Market Street corridor. 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. Easy access to alcohol in a high crime area is a recipe for continued social problems and the vicious cycle of crime.

**Proximity of Existing Liquor Stores** – The proposed liquor store at 2 New Montgomery Street is within a block of Dean's Fine Cigars and Liquors at 715 Market Street, Zains Fine Wines and Spirits at 50 Third Street, and another 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, it will result in 4 off-sale liquor stores on the confines of one city block of downtown San Francisco. This is too many with the long term possibility of this area reverting back to the blighted state of Mid Market in the future.

RECEIVED

MAR 23 2015

Dept of Alcoholic Beverage Control  
San Francisco

Public Need and Convenience is currently adequately fulfilled. The general public's need for the convenient purchase of beer, wine and spirits, 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. Convenience is actually maximized in this part of town due to the existence of the current Zain's Liquor Store around the corner on Third, in addition to Cask Store also on Third, F&M Smokes at 57 New Montgomery (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.

Thank you for taking these concerns into consideration. Please forbid another liquor license to be introduced to this neighborhood.

Sincerely,

*Kelly Huang*  
*450 Sutter Street*  
*S.F., CA 94108*

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SFPD-ALU

2015 MAY -4 P 12:50

RECEIVED

MAR 23 2015

Dept of Alcoholic Beverage Control  
San Francisco

JB

SFPD-ALU

2015 MAY -4 P 12:42

JUSTIN GEBB,  
SAN FRANCISCO DISTRICT DIRECTOR, CALIFORNIA ABC  
33 New Montgomery St., Suite 1230  
San Francisco, CA 94105

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RECEIVED

MAR 24 2015

Dept. of Alcohol Beverage Control

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Thank you for taking these concerns into consideration. Please forbid another liquor license to be introduced to this neighborhood.

Sincerely,



Barry John Walsh  
1375 40<sup>th</sup> Ave  
San Francisco  
California  
94122

SFPD-ALU

2015 MAY -4 P 12:51

RECEIVED

MAR 24 2015

Dept of Alcoholic Beverage Control  
San Francisco

SFPD-ALU

2015 MAY -4 P 12:42

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33 New Montgomery St., Suite 1230  
San Francisco, CA 94105

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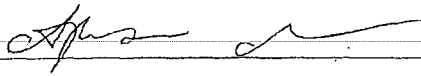
MAR 20 2015

Dept of Alcoholic Beverage Control  
San Francisco

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Thank you for taking these concerns into consideration. Please forbid another liquor license to be introduced to this neighborhood.

Sincerely,



Apirada Nititham

174 19<sup>th</sup> Ave.

SF, CA 94121

SFPD-ALU

2015 MAY -4 P 12:51

RECEIVED

MAR 20 2015

Dept of Alcoholic Beverage Control  
San Francisco



SFPD-ALU

2015 MAY -4 P 12:42

JUSTIN GEBB,  
SAN FRANCISCO DISTRICT DIRECTOR, CALIFORNIA ABC  
33 New Montgomery St., Suite 1230  
San Francisco, CA 94105

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Dept of Alcoholic Beverage Control  
San Francisco

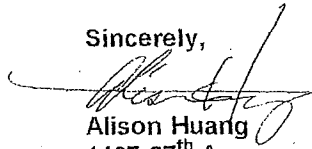
MAR 20 2015

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Thank you for taking these concerns into consideration. Please forbid another liquor license to be introduced to this neighborhood.

Sincerely,



Alison Huang  
1407 27<sup>th</sup> Ave  
San Francisco CA 94122

SFPD-ALU

2015 MAY -4 P 12:51

Dept of Alcoholic Beverage Control  
San Francisco

MAR 20 2015

RECEIVED

SFPD-ALU

2015 MAY -4 P 12:42

JUSTIN GEBB,  
SAN FRANCISCO DISTRICT DIRECTOR, CALIFORNIA ABC  
33 New Montgomery St., Suite 1230  
San Francisco, CA 94105

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Dept of Alcoholic Beverage Control  
San Francisco

MAR 20 2015

RECEIVED

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Sincerely,



Axel Ambrohn 2911 16<sup>TH</sup> street 94103 San Francisco CA  
# 312

2015 MAY -4 P 12:51

SFPD-ALU

Dept of Alcoholic Beverage Control  
San Francisco

MAR 20 2015

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SFPD-ALU

2015 MAY -4 P 12:42

JUSTIN GEBB,  
SAN FRANCISCO DISTRICT DIRECTOR, CALIFORNIA ABC  
33 New Montgomery St., Suite 1230  
San Francisco, CA 94105

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Dept of Alcoholic Beverage Control  
San Francisco

MAR 20 2015

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Sincerely,

*Daniel J. Galvin*

DANIEL J. GALVIN

825 BUSH ST APT 404, SAN FRANCISCO, CA

94108

2015 MAY -4 P 12:51

SFPD-ALU

Dept of Alcoholic Beverage Control  
San Francisco

MAR 20 2015

RECEIVED

SFPD-ALU

2015 MAY -4 P 12:42

JUSTIN GEBB,  
SAN FRANCISCO DISTRICT DIRECTOR, CALIFORNIA ABC  
33 New Montgomery St., Suite 1230  
San Francisco, CA 94105

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RECEIVED

MAR 27 2015

Dept of Alcoholic Beverage Control  
San Francisco

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Sincerely,



Rebecca Chin  
1407 27<sup>th</sup> Ave  
San Francisco CA 94122

SFPD-ALU

2015 MAY -4 P 12:52

RECEIVED

MAR 20 2015

Dept of Alcoholic Beverage Control  
San Francisco



SFPD-ALU

2015 MAY -4 P 12:42

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Dept of Alcoholic Beverage Control  
San Francisco

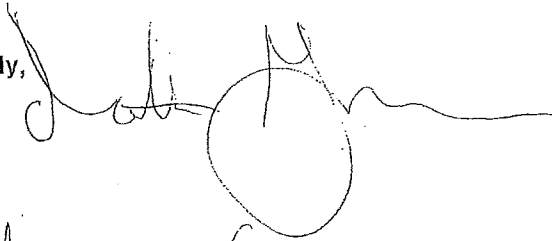
MAR 20 2015

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Sincerely,



MATTHEW GROSS

742 CENTRAL AVE

SAN FRANCISCO, CA 94117

SFPD-ALU

2015 MAY -4 P 12:52

RECEIVED

MAR 20 2015

Dept of Alcoholic Beverage Control  
San Francisco

SFPD-ALU

2015 MAY -4 P 2:42

JUSTIN GEBB,  
SAN FRANCISCO DISTRICT DIRECTOR, CALIFORNIA ABC  
33 New Montgomery St., Suite 1230  
San Francisco, CA 94105

Dear Mr. Gebb,

It is my opinion that downtown San Francisco is over supplied with off-sale liquor stores and on-sale 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.

**OVER-CONCENTRATION OF LICENCES IN CENSUS TRACT 615.00** – With a total of 164 active alcoholic beverage control licenses in this census tract of the proposed license, there is a clear over-concentration of off-sale and on-sale liquor licenses in Downtown San Francisco. There has been no significant population increase to warrant the addition of another liquor shop or wine bar, and the ABC reporting system online shows that there are already more than 22 off-sale liquor licenses in this same census tract. High concentration of liquor licenses result in high concentrations of crime, especially after the hours of 7pm when most downtown professionals have departed from the area. Unfortunate homeless people suffering from drug and alcohol addiction live and congregate along Annie Street and Jessie Street, bordering on New Montgomery. Placing another alcohol outlet on their doorstep is a bad idea.

The population has not significantly increased and with the current supply of liquor stores, the needs and convenience of the people and visitors of San Francisco are fulfilled. There are over 50 licenses already active in this census tract area. Alcoholic beverages at all price points are easily purchased in this particular area due to the oversupply of off-sale liquor store licenses in the area.

**High Crime Area** – Though this corner of the City has improved over the past few years, allowing another liquor store to open has the potential to attract all those problems that blight the mid-Market Street corridor. 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. Easy access to alcohol in a high crime area is a recipe for continued social problems and the vicious cycle of crime.

**Proximity of Existing Liquor Stores** – The proposed liquor store at 2 New Montgomery Street is within a block of Dean's Fine Cigars and Liquors at 715 Market Street, Zains Fine Wines and Spirits at 50 Third Street, and another 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, it will result in 4 off-sale liquor stores on the confines of one city block of downtown San Francisco. This is too many with the long term possibility of this area reverting back to the blighted state of Mid Market in the future.

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MAR 23 2015

Dept of Alcoholic Beverage Control

Public Need and Convenience is currently adequately fulfilled. The general public's need for the convenient purchase of beer, wine and spirits, 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. Convenience is actually maximized in this part of town due to the existence of the current Zain's Liquor Store around the corner on Third, in addition to Cask Store also on Third, F&M Smokes at 57 New Montgomery (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.

Thank you for taking these concerns into consideration. Please forbid another liquor license to be introduced to this neighborhood.

Sincerely,



Yuming Wu Huang  
1407 27<sup>th</sup> Ave  
San Francisco CA 94122

SFPD-ALU

2015 MAY -4 P 12:52

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MAR 23 2015

Dept of Alcoholic Beverage Control  
San Francisco

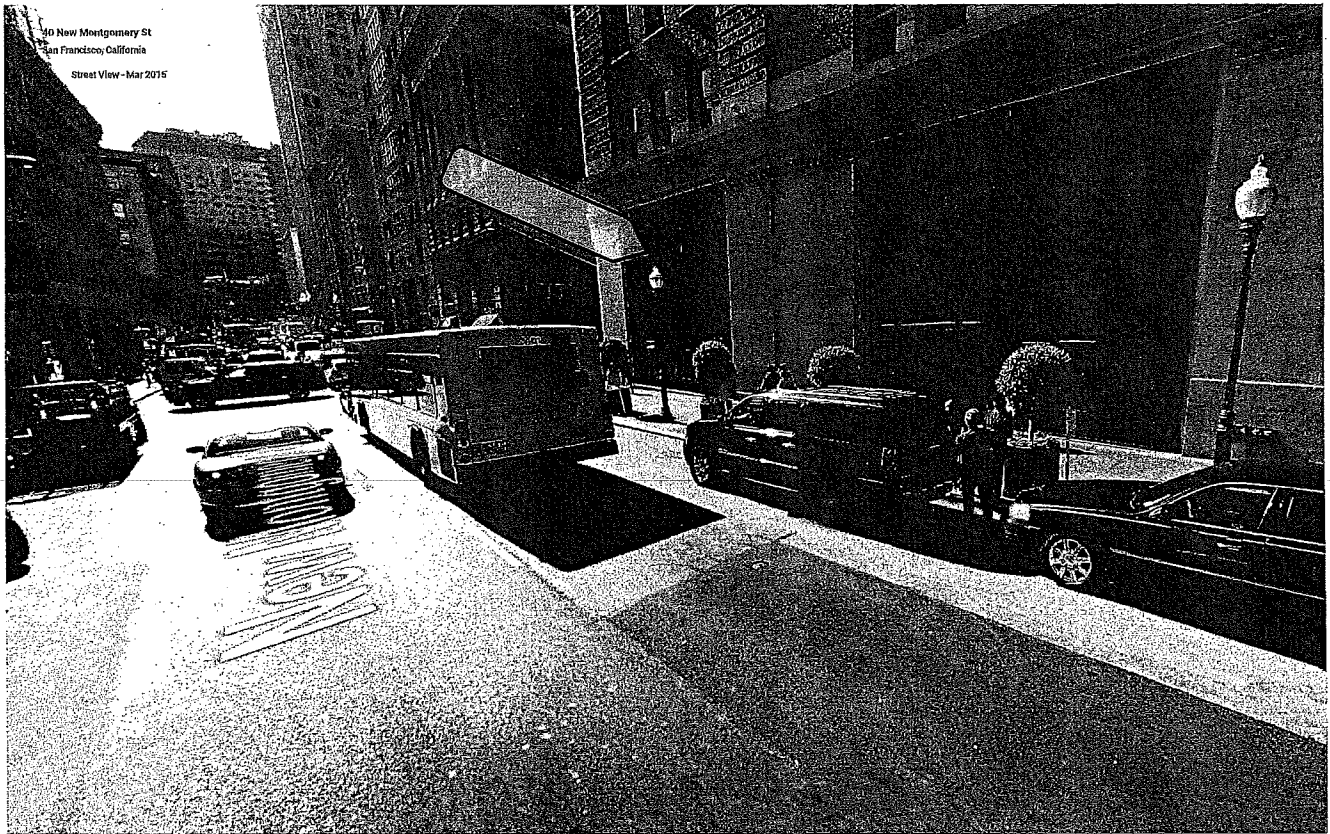
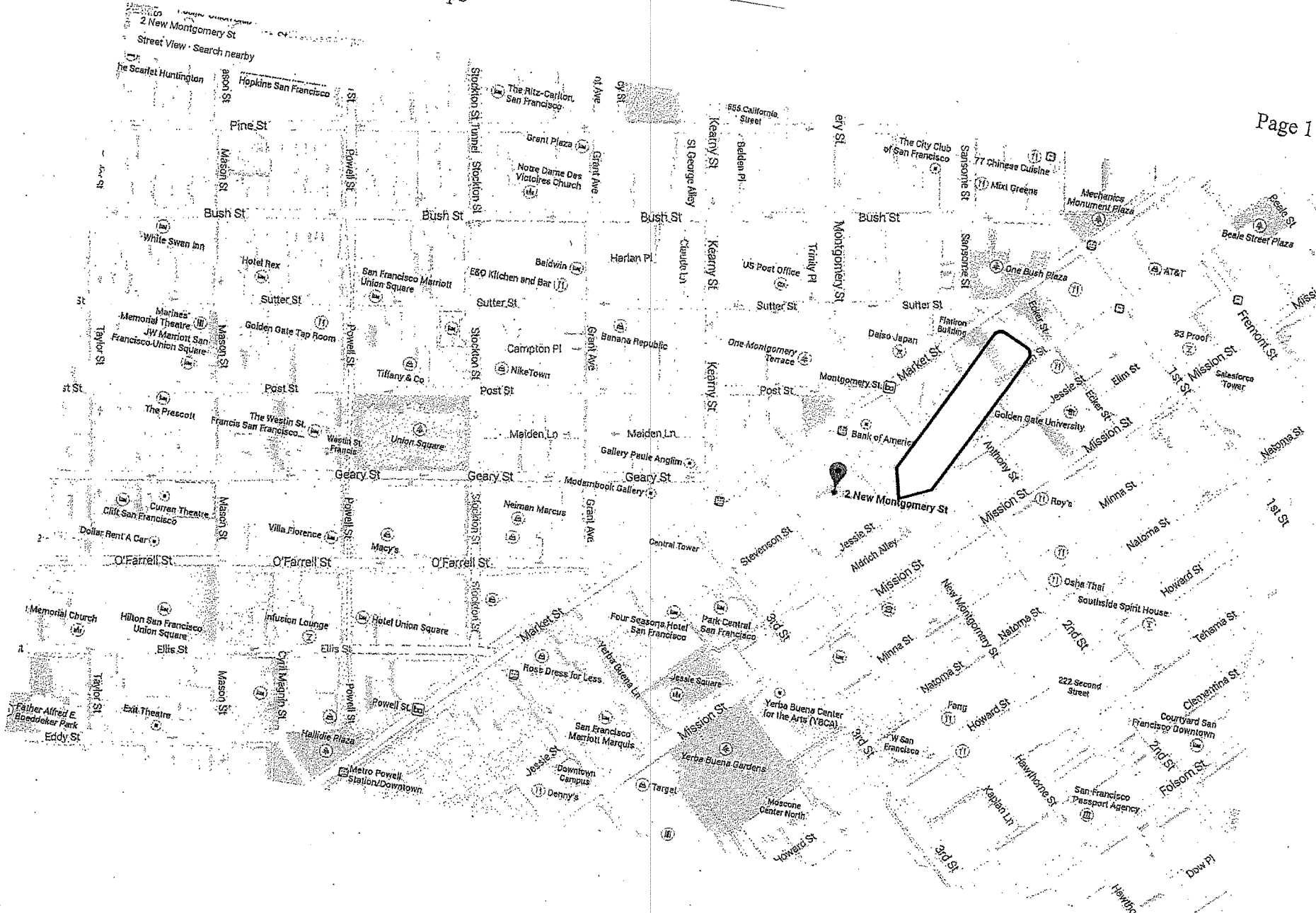



Image capture: Mar 2015 © 2015 Google

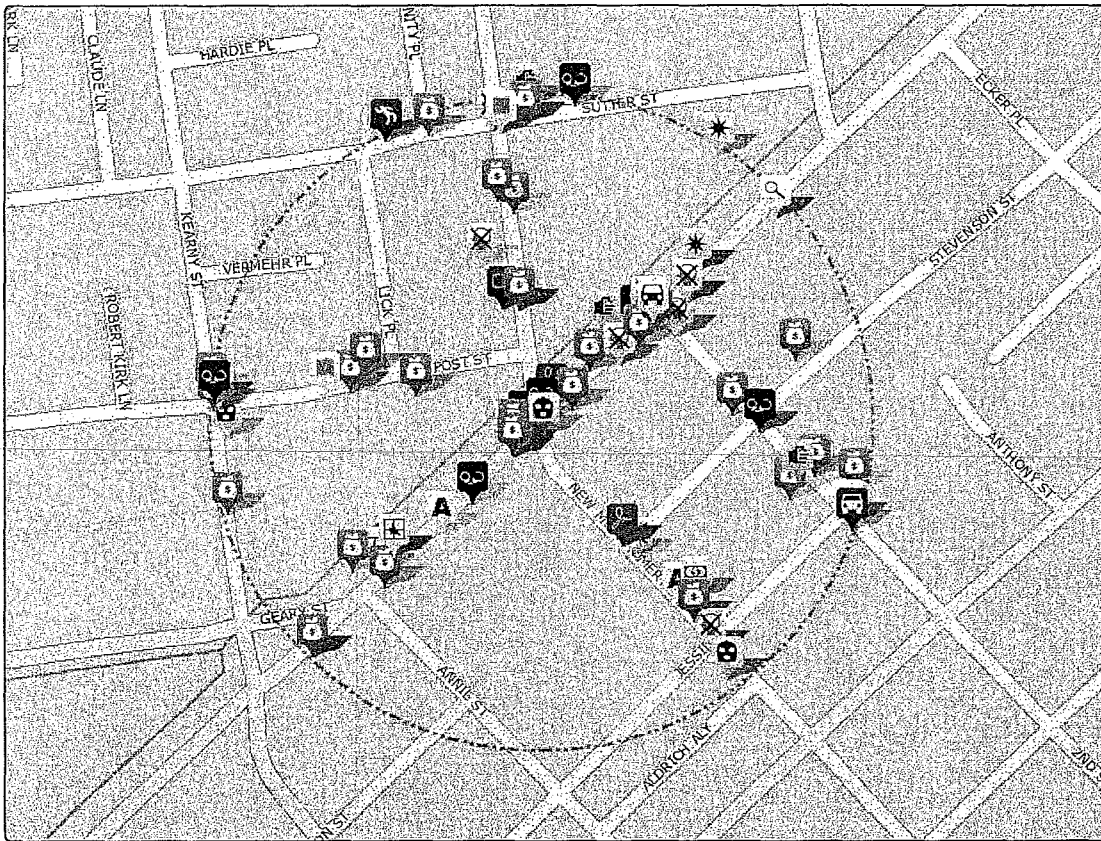
[https://www.google.com/maps/@37.788143,-122.401336,3a,75y,183.12h,79.71t/data=!3m4!1e1!3m2!1sM9S\\_m1f2SKGwLx6oxR...](https://www.google.com/maps/@37.788143,-122.401336,3a,75y,183.12h,79.71t/data=!3m4!1e1!3m2!1sM9S_m1f2SKGwLx6oxR...) 4/28/15



<https://www.google.com/maps/place/2+New+Montgomery+St,+San+Francisco,+CA+94105/@37.7800000,-122.4000000,15z>

**2 New Montgomery St**  
2/27/14 - 2/26/15

San Francisco Police Department 



Map Legend	
Incidents (520)	
	Larceny/Theft (161)
	Non-Criminal (96)
	Warrants (43)
	Other Offenses (38)
	Assault (32)
	Fraud (25)
	Robbery (21)
	Vandallism (16)
	Suspicious Occurrence (15)
	Warrants (13)
	Burglary (12)
	Forgery/Counterfeiting (7)
	Missing Person (6)
	Trespassing (6)
	Secondary Codes (6)
	Vehicle Theft (5)
	Drug/Narcotic (4)
	Drunkenness (2)
	Disorderly Conduct (2)
	Bad Checks (2)
	Homicide (2)
	Embezzlement (2)
	Recovered Vehicle (1)
	Loitering (1)
	Extortion (1)
	Weapon Laws (1)



All representations on this map are distributed and transmitted "AS IS" without warranties of any kind, either expressed or implied including without limitation, warranties of title or implied warranties of merchantability or fitness for a particular purpose. In no event shall San Francisco Police Department become liable to users of these data for any loss or damages, consequential or otherwise, including but not limited to time, money, goodwill, arising from the use, operation or modification of the data. The visual presentation of data is being provided strictly as a courtesy, not as an obligation to its users.

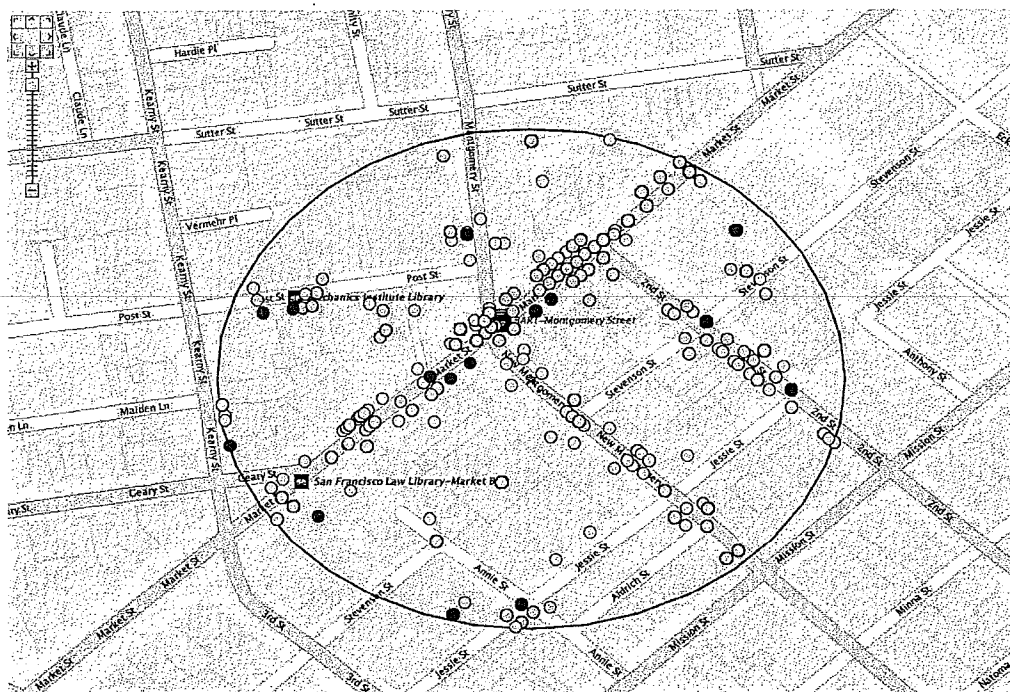
WARNING: This map does not meet the national map accuracy standards.

CrimeView Server  
Printed: 3/5/2015 2:28:55 PM

Map Incidents Search Reports

2834 matching records were found. Click here to download excel report

CDW Map



- Criminal Homicide ● Aggravated Assault ○ Motor Vehicle Theft ● Robbery ● Call for Service (Priority A) ○ Call for Service (Priority B)
- Forcible Rape ● Burglary ● Arson ○ Larceny ○ Call for Service (Priority C) ● All Other

Selections

- Time Period**
- Last 4 hours
  - Last 24 hours
  - Enter Date Range
- Type Of Incident**
- Incident
  - Dispatch Call
  - Priority A Only
  - Call Type

Select "Enter Date Range" to enter date range below

Date Time Range From 02/27/2014

Date Time Range To 02/26/2015

- Type Of Crime**  
(Not applicable for Dispatch Calls)
- All Crimes
  - Part I
  - Part II

- Location**
- San Francisco
  - Central
  - Southern
  - Bayview
  - Mission
  - Northern
  - Park
  - Richmond
  - Ingleside
  - Taraval
  - Tenderloin

Select "Specify" to enter an address below

Specify

Street Number 2

Street Name NEW MONTGOMERY S

Area Around Address



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MAR 3 - 2015

CITY & COUNTY OF S.F.  
PLANNING DEPARTMENT  
LIQUOR LICENSE REVIEW

DCP  
FEE

Dead  
115

TO: Planning Department File: 150218  
AnMarie Rodgers/CTYPLN/SFGOV  
Georgia Powell/CTYPLN/SFGOV@SFGOV  
Fax No.: 558-6409

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

Block/lot: 3907/052  
Zoning: C-3-0(SD)  
Quad: NE

Record: 2015-002637 MIS

DATE: March 2, 2015

This item is tentatively scheduled to be heard in four to six weeks.  
**PLEASE EMAIL YOUR RESPONSE BY:** April 6, 2015, to Derek Evans, Clerk,  
Neighborhood Services and Safety Committee.  
**Derek.Evans@sfgov.org - Fax No: 554-7714**

**Applicant Name:** Natasha Amott  
**and Business Name:** Flatiron Wines SF, Inc. dba Flatiron Wines and Spirits  
(2 New Montgomery Street, Suite A)

**Applicant Address:** 260 California Street, #700  
San Francisco, CA 94111  
**and Phone No.** (415) 362-1215

**PLANNING COMMENTS:**  Approval  Denial

Retail Business is a permitted use in the C-3-0(SD)  
zone, pursuant to Planning Code Section 218(a)  
3/6/15

NICHOLAS FOSTER  
MIS) 575-9167

**POLICE COMMENTS:**  Approval  Denial



March 2, 2015

By Hand-Delivery

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

Re: Request for Resolution of Public Convenience or Necessity  
Flatiron Wines SF, Inc.  
2 New Montgomery St., Ste. A, San Francisco 94105

Dear Derek,

Enclosed please find a request for a resolution of public convenience or necessity on behalf of Flatiron Wines SF, Inc.

If you have questions or need additional information, please don't hesitate to call or email me.

Regards,

A handwritten signature in cursive script that reads "Beth Aboulafia".

Beth Aboulafia  
Hinman & Carmichael LLP

Encl.



February 9, 2015

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

Re: Request for Resolution of Public Convenience or Necessity  
Flatiron Wines SF, Inc.  
2 New Montgomery St., Ste. A, San Francisco 94105

*transfer of/  
16 West Portal Ave*

Dear Ms. Calvillo:

Flatiron Wines SF, Inc. ("Flatiron San Francisco" or the "Applicant") has applied to the Department of Alcoholic Beverage Control for a person-to-person, premises-to-premises transfer of a Type 21 Off-Sale General license and an original Type 42 Beer and Wine Public Premises license for its new wine and spirits shop in downtown San Francisco's historic Palace Hotel.

Because the census tract has an "undue concentration" of off-sale licenses under Section 23958.4 of the Business and Professions Code, we are requesting a determination by the Board of Supervisors that public convenience or necessity will be served by issuance of the licenses.

#### About Flatiron Wines & Spirits

Flatiron San Francisco will be the second location under the Flatiron Wines & Spirits brand. The first location ("Flatiron New York") is a 1,350 square foot store at 929 Broadway, between Union Square and Madison Square Park in New York City. It is owned by two of the principals of the Applicant.

Flatiron New York opened in the spring of 2012 and quickly rose to prominence as one of America's top wine stores.<sup>1</sup> Flatiron New York is not a typical "liquor store." It is a "super-boutique," featuring an enormous selection of approximately 2,500 artisanal wines and spirits in a beautifully designed store.<sup>2</sup>

Flatiron New York offers an extensive wine and spirits education program. It hosts regular tastings and seminars with winemakers, importers and other wine and spirits personalities, giving the general public the opportunity to explore and learn about the world of artisanal wine and spirits.

<sup>1</sup> See: [flatiron-wines.com/press](http://flatiron-wines.com/press)

<sup>2</sup> See photos of the interior and exterior of Flatiron New York at: [flatiron-wines.com/about-us](http://flatiron-wines.com/about-us)

Flatiron always has knowledgeable, passionate staff on hand to educate customers. It attracts and maintains this talent by paying a “living wage” and giving employees benefits.

*Flatiron New York is a valuable member of the community*

The development of Flatiron New York contributed to the rejuvenation of the stretch of Broadway on which it is located. Before Flatiron New York leased its premises (which were long-abandoned and in need of a gut renovation), the block was full of empty storefronts and enjoyed little foot-traffic. Today the block is at the bustling core of one of Manhattan’s most dynamic neighborhoods.

Flatiron New York has further supported economic development in the area by encouraging wine lovers from around the metropolitan region – and around the world – to come to its neighborhood to shop. A large percentage of Flatiron New York’s customers are destination shoppers who travel to the neighborhood specifically for the shop’s selection, atmosphere and customer service. Flatiron New York’s customers also benefit from its competitive pricing and extensive educational tasting program, which has introduced the public to many small producers who otherwise have a very low profile.

We also note that:

- Flatiron New York employs approximately 15 people who earn a living wage, with pay ranging from approximately \$15/hour to approximately \$100,000/year, not including health and other benefits that are provided to most employees.
- Flatiron New York supports an extensive range of local charities (see Exhibit A).
- Flatiron New York is a responsible licensee:
  - It does not carry products of abuse; neither does it sell lotto tickets or tobacco products.
  - Flatiron Wines New York trains its staff to demand age identification and not to serve intoxicated individuals.
  - Fewer than 30 products at Flatiron Wines New York are priced at less than \$9.99 – approximately 1% of inventory.
  - Flatiron New York has limited hours, closing at 9pm, except Friday and Saturday (10pm) and Sunday (8pm).
  - Flatiron Wines New York has a clean record, with no disciplinary actions taken by the New York State Liquor Authority (“NYSLA”).

Flatiron San Francisco

Flatiron San Francisco will provide the public a unique and valuable shopping experience, offering all of Flatiron New York’s benefits and conveniences adapted to San Francisco’s unique context and advantages.

### *Location*

We will be opening our shop at 2 New Montgomery St. (the “Premises”), in the Palace Hotel, a historic property in downtown San Francisco’s District 6. The Premises is just off Market St. and nestled between the Financial District and the city’s rapidly developing residential neighborhoods to the south. The Premises is also conveniently located near public transportation: the Montgomery St. Station (the busiest BART station in San Francisco<sup>3</sup>) is just steps away, and the coming Transbay Transit Center will be within just a few hundred feet.

### *Why we would like to open in San Francisco*

#### 1. We love San Francisco and want to be part of its growth

We love San Francisco. One of the principals and two of our key personnel either have moved or are moving their families to San Francisco. We believe San Francisco’s unique, inclusive and forward-thinking culture will be a good fit for our philosophy of wine and spirits. And San Francisco’s urban core, like urban areas across America, is experiencing a renaissance, bringing tremendous growth and rejuvenation to the city center—a renaissance we would like to be able to contribute to in much the same way Flatiron New York has contributed on Broadway.

#### 2. We believe the market for artisanal wines in downtown San Francisco is under-served

There is no store like Flatiron Wines in downtown San Francisco. While there are spirits specialists (as well as several traditional “package stores” offering a limited selection of “big brand” wines), no store offers the comprehensive selection of artisanal wines and spirits that we have planned for our shop (described in more detail below).

Flatiron San Francisco will be a powerful contributor to the downtown core’s continued growth by serving the following markets:

- **The large number of tourists and business travellers visiting San Francisco** (tens of thousands of whom stay in the Palace Hotel itself, or pass through in connection with conferences and other events). Many out-of-towners visit San Francisco and would like to experience California’s legendary wine culture but do not have the time to travel to wine country.
- **The enormous daytime population of workers** in the neighborhood, thousands of whom pass by the Palace Hotel to and from the public transit located nearby.
- **Residents from other nearby communities.** The premises’ easy access to public transit and to the I80 and Bay Bridge will draw foodies and wine-lovers from all over the Bay Area to the Applicant’s wide selection, customer services and educational opportunities. This would benefit other area businesses, as well as directly in increased sales tax and other local revenue.

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<sup>3</sup> See: September 2014 Monthly Ridership Report at: [www.bart.gov/about/reports/ridership](http://www.bart.gov/about/reports/ridership)

- **The exploding residential population in the area.** Within just 0.5 miles of the Palace Hotel there are expected to be approximately 16,000 residents by the year 2018 – about 60% more than there were in 2000. Within just 0.25 miles of the Palace Hotel, the residential population is expected to jump approximately 32% from 2013 to 2018<sup>4</sup>. Presently, all those residents seeking a wide selection of artisanal wines have to leave the downtown core to shop.

### 3. We want to be close to wine country

Flatiron New York has been a leading promoter of the “New California” wineries. These are generally small, family-owned producers making artisanal wines in a style that pursues balance over power. We are thrilled by the prospect of being able to have the even closer relationships with growers and winemakers that being within driving distance will permit. We intend to be the leading San Francisco outlet for California’s artisanal wine and spirits producers and hope to provide an additional venue for them to share their works and their stories with the public through tastings, seminars, dinners (off-site) and other special events.

*How Flatiron San Francisco would be different from common “Liquor Stores”*

#### 1. Buildout

We intend to build a first class retail environment in keeping with the image of the Palace Hotel. To this end, we have engaged Boor Bridges Architecture, one of San Francisco’s leading boutique architecture firms, well known for beautifully designed spaces such as Sightglass and Trou Normand (their portfolio can be viewed at <http://www.boorbridges.com/portfolio/>).

The design will feature:

- custom-designed, locally-built wooden shelves and furniture,
- a build-out that emphasizes the natural beauty of the Palace Hotel’s architecture,
- a back room maintained at 55 degrees for display of high end wine,
- climate-controlled storage facilities that maintain wine at a correct temperature (essential for many of the natural wines (i.e., without sulphur added) that we intend to carry), and
- a tasteful tasting area partitioned from the retail space.

We intend to engage a contractor that employs only unionized labor.

#### 2. Product Selection

Like Flatiron New York, we intend to feature artisanal wines and spirits, the majority of which are organic, biodynamic or natural. In San Francisco, however, there will be a much larger emphasis on local products, and we intend for a very significant percentage

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<sup>4</sup> Demoreports.com

of overall selections to consist of wines and spirits made in San Francisco or in nearby wine country.

We intend to display approximately 4,000 selections. We believe this will offer San Franciscans a range of artisanal wine and spirits products greater than anything currently available at any other store in San Francisco. While the vast majority of these wines will be priced in the \$15 to \$40 range, we will also feature a smaller selection of wines priced under \$15 for more informal occasions, as well as a number of wines priced above \$40 for serious wine hobbyists.

In addition to wines and spirits, we intend to carry a small selection of beers and cheeses, in both cases with an emphasis on locally-made craft products.

### 3. Wine Education

We will, like Flatiron New York, offer the public numerous educational opportunities, including regular tastings with local and visiting winemakers. Staff will be knowledgeable and products will be made available for tasting by customers in a designated tasting areas partitioned from the remainder of the space.

#### *Responsible Licensee*

Flatiron San Francisco will be committed to the responsible marketing of alcohol. Like Flatiron Wines New York, we will not carry any products of abuse. We will not offer any tobacco products or lottery tickets. We will have a very small selection of wines under \$10. Staff will be trained in responsible sale of alcohol, including the need to demand ID.

We will have limited opening hours:

Monday through Saturday: 9 am to 9 pm (with 10pm closing possible during the holidays)

Sunday: 12 noon to 8 pm

#### *Personnel*

We have employed Beau Rapier (also one of the principals) to become the General Manager of the shop. He is presently the General Manager of Flatiron New York and has nearly ten years of experience in the fine wine industry. Mr. Rapier will move to San Francisco with his family to oversee the build-out of Flatiron San Francisco and then to manage its operations.

Joshua Shapiro will serve as Assistant General Manager of the shop. Presently a resident of San Francisco, he has been in the wine industry since 2008, including as the owner/operator of Shapiro Wine Co. dba. Wine on High Bar & Retail, a wine store in Columbus, Ohio, for approximately four years. Mr. Shapiro's store had a clean record with local regulators.

Angela Calvillo  
Clerk of the Board  
February 9, 2015  
Page 6

We expect that we will need to hire a staff of an additional 15 to 25 employees, depending on sales volume achieved. We will follow Flatiron New York's practice of paying "living wages" and providing generous benefits.

For all of the above reasons, we respectfully request that the Board of Supervisors make a finding that licensing Flatiron San Francisco with Type 21 and 42 licenses will serve public convenience or necessity. Please feel free to contact me with any questions.

Sincerely,



Natasha Amott, President  
Flatiron Wines SF, Inc.  
(646) 206-5609  
[natasha.amott@gmail.com](mailto:natasha.amott@gmail.com)



Exhibit A

A sample of charities supported by Flatiron New York

- TACT (local theatre workshop)
- ISSUE Project Room (public art space)
- Jack & Jill School
- KIPP (charter school)
- PS110 (public school)
- Children's Museum of the East End
- Advertising Women of New York Inc
- American Ballet Theatre
- Madison Square Park Conservatory
- City Year New York

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

ABC 211 (6/99)

*Karen Bodishbaugh*

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

File Number: 554827  
 Receipt Number: 2280476  
 Geographical Code: 3800  
 Copies Mailed Date: February 26, 2015  
 Issued Date:

*(415) 362-1215*

DISTRICT SERVING LOCATION: SAN FRANCISCO  
 First Owner: **FLATIRON WINES SF, INC.**  
 Name of Business: **FLATIRON WINES**  
 Location of Business: **2 NEW MONTGOMERY ST  
 STE A  
 SAN FRANCISCO, CA 94105-3402**  
 County: **SAN FRANCISCO**  
 Is Premise inside city limits? **Yes** Census Tract **0615.00**  
 Mailing Address: **1844 15TH ST  
 SAN FRANCISCO, CA 94103-2217**  
 (If different from premises address)  
 Type of license(s): **21, 42**  
 Transferor's license/name: **430293 / GASA INVESTMENTS CORPORATION** Dropping Partner: Yes  No

RECEIVED  
 BOARD OF SUPERVISORS  
 SAN FRANCISCO  
 2015 MAR -2 PM 4:05  
*B3*

License Type	Transaction Type	Fee Type	Master	Dup	Date	Fee
21 - Off-Sale General	ANNUAL FEE	NA	Y	0	02/26/15	\$582.00
21 - Off-Sale General	PERSON-TO-PERSON TRANSFER	NA	Y	0	02/26/15	\$1,250.00
21 - Off-Sale General	PREMISE TO PREMISE TRANSFER	NA	Y	0	02/26/15	\$100.00
42 - On-Sale Beer And Wine	ORIGINAL FEES	NA	Y	0	02/26/15	\$300.00
42 - On-Sale Beer And Wine	ANNUAL FEE	NA	Y	0	02/26/15	\$261.00
NA	FEDERAL FINGERPRINTS	NA	N	5	02/26/15	\$120.00
NA	STATE FINGERPRINTS	NA	N	5	02/26/15	\$195.00
<b>Total</b>						<b>\$2,808.00</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: February 26, 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



**California Department of Alcoholic  
Beverage Control**  
*License Query System Summary  
as of 3/2/2015*

<b>License Information</b>
<b>License Number:</b> 554827
<b>Primary Owner:</b> FLATIRON WINES SF, INC.
<b>ABC Office of Application:</b> 24 - SAN FRANCISCO
<b>Business Name</b>
<b>Doing Business As:</b> FLATIRON WINES
<b>Business Address</b>
<b>Address:</b> 2 NEW MONTGOMERY ST STE A <b>Census Tract:</b> 0615.00
<b>City:</b> SAN FRANCISCO <b>County:</b> SAN FRANCISCO
<b>State:</b> CA <b>Zip Code:</b> 94105
<b>Licensee Information</b>
<b>Licensee:</b> FLATIRON WINES SF, INC.
<b>Company Information</b>
Officer: COHEN, JOSHUA DAVID (CHIEF FINANCIAL OFFICER)
Officer: AMOTT-PATTEN, NATASHA LOUISE (DIRECTOR)
Officer: COHEN, JOSHUA DAVID (DIRECTOR)
Officer: AMOTT-PATTEN, NATASHA LOUISE (PRESIDENT)
Officer: COHEN, JOSHUA DAVID (VICE PRESIDENT)
Officer: RAPIER, BEAU RENNY (VICE PRESIDENT)
Officer: PATTEN, JEFFREY WILLIAM THOMAS (VICE PRESIDENT/SECRETARY)
Stock Holder: AMOTT-PATTEN, NATASHA LOUISE
Stock Holder: COHEN, JOSHUA DAVID
Stock Holder: COHEN, STEPHANIE LYNN
Stock Holder: PATTEN, JEFFREY WILLIAM THOMAS
<b>License Types</b>
<b>1) License Type:</b> 21 - OFF-SALE GENERAL
<b>License Type Status:</b> PENDING
<b>Status Date:</b> 26-FEB-2015 <b>Term:</b> 12 Month(s)
<b>Original Issue Date:</b> <b>Expiration Date:</b>
<b>Master:</b> Y <b>Duplicate:</b> 0 <b>Fee Code:</b> P40

<b>License Type was Transferred On:</b> FROM: <u>21-430293</u>
<b>2) License Type:</b> 42 - ON-SALE BEER AND WINE - PUBLIC PREMISES
<b>License Type Status:</b> PENDING
<b>Status Date:</b> 26-FEB-2015 <b>Term:</b> 12 Month(s)
<b>Original Issue Date:</b> <b>Expiration Date:</b>
<b>Master:</b> Y <b>Duplicate:</b> 0 <b>Fee Code:</b> P40
<b>License Type was Transferred On:</b> FROM: <u>21-430293</u>
<b>Current Disciplinary Action</b>
<i>... No Active Disciplinary Action found ...</i>
<b>Disciplinary History</b>
<i>... No Disciplinary History found ...</i>
<b>Hold Information</b>
<b>Hold Date:</b> 25-NOV-2014 <b>Type:</b> FRANCHISE TAX HOLD
<b>Hold Date:</b> 26-FEB-2015 <b>Type:</b> FORM 220
<b>Escrow</b>
<b>Escrow:</b> BAY COMMERCIAL BANK, 3895 E CASTRO VALLEY BLVD STE A CASTRO VALLEY,CALIFORNIA 94552

--- End of Report ---

For a definition of codes, view our [glossary](#).



**California Department of Alcoholic  
Beverage Control**  
*License Query System Summary*  
*as of 3/2/2015*

<b>License Information</b>
<b>License Number:</b> 390637
<b>Primary Owner:</b> HIRANI, KABIRUDDIN K
<b>ABC Office of Application:</b> 24 - SAN FRANCISCO
<b>Business Name</b>
<b>Doing Business As:</b> ST FRANCIS MARKET
<b>Business Address</b>
<b>Address:</b> 16 W PORTAL AVE <b>Census Tract:</b> 0308.00
<b>City:</b> SAN FRANCISCO <b>County:</b> SAN FRANCISCO
<b>State:</b> CA <b>Zip Code:</b> 94127
<b>Licensee Information</b>
<b>Licensee:</b> HIRANI, KABIRUDDIN K
<b>Licensee:</b> HIRANI, MUNIRA K
<b>License Types</b>
1) <b>License Type:</b> 21 - OFF-SALE GENERAL
<b>License Type Status:</b> CANCELED
<b>Status Date:</b> 16-NOV-2005 <b>Term:</b> 12 Month(s)
<b>Original Issue Date:</b> 15-NOV-2002 <b>Expiration Date:</b> 31-OCT-2006
<b>Master:</b> Y <b>Duplicate:</b> 0 <b>Fee Code:</b> P40
<b>License Type was Transferred On:</b> 15-NOV-2002 <b>FROM:</b> 21-374476
<b>License Type was Transferred On:</b> <b>TO:</b> 21-430293
<b>Current Disciplinary Action</b>
... <i>No Active Disciplinary Action found</i> ...
<b>Disciplinary History</b>
... <i>No Disciplinary History found</i> ...
<b>Hold Information</b>
... <i>No Active Holds found</i> ...
<b>Escrow</b>
... <i>No Escrow found</i> ...

--- End of Report ---

## LIQUOR LICENSE REVIEW

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

**File:** 150218

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

**DATE:** March 2, 2015

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

**PLEASE EMAIL YOUR RESPONSE BY:** April 6, 2015, to Derek Evans, Clerk,  
Neighborhood Services and Safety Committee.

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

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**Applicant Name:** Natasha Amott  
**and Business Name:** Flatiron Wines SF, Inc. dba Flatiron Wines and Spirits  
(2 New Montgomery Street, Suite A)

**Applicant Address:** 260 California Street, #700  
San Francisco, CA 94111  
**and Phone No.** (415) 362-1215

**PLANNING COMMENTS:**  Approval  Denial

**POLICE COMMENTS:**  Approval  Denial