

File No. 120961

Committee Item No. 1

Board Item No. 26

COMMITTEE/BOARD OF SUPERVISORS

AGENDA PACKET CONTENTS LIST

Committee: Neighborhood Services and Safety Date 4/4/13

Board of Supervisors Meeting Date 4/16/13

Cmte Board

- Motion
- Resolution
- Ordinance
- Legislative Digest
- Budget and Legislative Analyst Report
- Legislative Analyst Report
- Youth Commission Report
- Introduction Form (for hearings)
- Department/Agency Cover Letter and/or Report
- MOU
- Grant Information Form
- Grant Budget
- Subcontract Budget
- Contract/Agreement
- Form 126 – Ethics Commission
- Award Letter
- Application
- Public Correspondence

OTHER (Use back side if additional space is needed)

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Completed by: Derek Evans Date 3/29/13
 Completed by: Derek Evans Date 4/10/13

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

1 [Liquor License - 543-2nd Street]

2
3 **Resolution determining that the issuance of a Type 42 on-sale beer and wine**
4 **public premises license to Dion Cheng and Rachel Cheng for Zaza Spa, located at**
5 **543-2nd Street (District 6), will serve the public convenience or necessity of the**
6 **City and County of San Francisco, in accordance with California Business and**
7 **Professions Code, Section 23958.4, and recommending that the California**
8 **Department of Alcoholic Beverage Control impose conditions on the issuance of**
9 **the license.**

10
11 WHEREAS, Dion Cheng and Rachel Cheng are seeking the issuance of a Type
12 42 on-sale beer and wine public premises license for Zaza Spa, located at 543-2nd
13 Street; and,

14 WHEREAS, The Planning Department has verified that the area is properly
15 zoned and recommends approval; and,

16 WHEREAS, The Police Department has filed no protests with the Department of
17 Alcoholic Beverage Control under California Business and Professions Code, Section
18 24013; and

19 WHEREAS, The Police Department has recommended that the Department of
20 Alcoholic Beverage Control deny the license; now, therefore, be it

21 **RESOLVED, That in accordance with California Business and Professions Code,**
22 **Section 23958.4, the Board of Supervisors of the City and County of San Francisco**
23 **hereby determines that the issuance of a Type 42 on-sale beer and wine public**
24 **premises license to Dion Cheng and Rachel Cheng for Zaza Spa, located at 543-2nd**
25

1 Street, will serve the public convenience or necessity of the City and County of San
2 Francisco; and, be it

3 FURTHER RESOLVED, That the Board of Supervisors of the City and County of
4 San Francisco hereby recommends that the Department of Alcoholic Beverage Control
5 issue the license.

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San Francisco Police Department
ABC Liaison Unit



Alcoholic Beverage License -
*Public Convenience and
Necessity Recommendation*

To: The San Francisco Board of Supervisors' Committee on City
Operations & Neighborhood Services

From: Inspector Joseph Fong
ABC Liaison Unit (ALU) 553-1049

Date: January 15, 2013

Subject: P.C.N. Investigation Regarding:
DBA: Zaza Inc.,
543-2nd Street
Rachel Cheng
(415) 260-1628

Rachel Cheng has filed an application with the California Department of Alcoholic Beverage Control (ABC) seeking a Type 42 (On-Sale Beer and Wine) license for 543-2nd Street (located mid-block on 2nd Street between Brannan and Bryant Streets).

This currently operating as a massage/nail spa and would like to add alcohol as one of their products for sale.

For the purposes of this hearing, the California Department of Alcoholic Beverage Control (ABC) seeks a determination from the Board of Supervisors as to the approval or denial of this license.

Police Calls for Service: From July 2011 to July 2012

0

Police Reports: From July 2011 to July 2012

None

Notifications

It should be noted that during the application process, notification date for the 500' mailer was on August 7, 2012. The Notice to the Public was posted on Sept 20, 2012.

San Francisco Plot Information:

This premise is located in Plot 274

The High Crime area is defined as 215 or more police reports in a plot.

This plot had 94 police reports recorded for 2010.

Applicant premises is **not** located in a "High Crime" area.

State Census Tract Information:

This premise is located in Census Tract 615.00

Population for this tract is: 11,502.

On-sale license authorized by census tract: 39

Active on-sale licenses: 47

Off-sale licenses authorized by census tract: 11

Active off-sale licenses: 20

Applicant premise is currently located in an "undue concentration" area.

Letters of Protest:

No record with the California Department of Alcoholic Beverage Control, (ABC).

Letters of Support:

No record with the California Department of Alcoholic Beverage Control, (ABC).

Departmental Recommendation:

Southern Police Station objects to this application.

ALU recommends Denial.

Note: On November 6, 2012 Insp. Stocker spoke to the applicant and advised her of ALU's recommendation and to evaluate her business plan to get community support.

Thank You,

San Francisco Planning Department
Office of Analysis and Information Systems
Miscellaneous Permit Application

Application Number: MB1201852

Business Name: ENO ST FRANCIS

Received Date: 10/10/2012

Reply Date: 10/17/2012

Agency: BofS

Type: OTHER

Address: 310 GEARY ST

Floor:

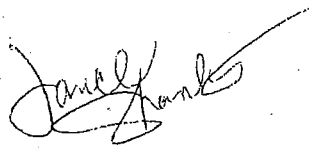
Size:

Block: 0307 Lot: 001 Zoning: C-3-R

Quadrant: NORTHEAST

Existing Use:

Planner: JANICE SHAMBRAY



Decision: APPROVED

Status Comment:

Conditions: PERMITTED PER SECTION 218 (B) OF THE PLANNING CODE.



**California Department of Alcoholic
Beverage Control**
*License Query System Summary
as of 9/27/2012*

License Information
License Number: 525679
Primary Owner: ZAZA, INC.
ABC Office of Application: 24 - SAN FRANCISCO
Business Name
Doing Business As: ZAZA
Business Address
Address: 543 2ND ST Census Tract: 0615.00
City: SAN FRANCISCO County: SAN FRANCISCO
State: CA Zip Code: 94107
Licensee Information
Licensee: ZAZA, INC.
Company Information
Officer: CHENG, DION (CHIEF FINANCIAL OFFICER)
Officer: CHENG, RACHEL WONG (PRESIDENT)
Officer: CHENG, DION (SECRETARY/ASST SEC)
Stock Holder: CHENG, DION
Stock Holder: CHENG, RACHEL WONG
License Types
1) License Type: 42 - ON-SALE BEER AND WINE - PUBLIC PREMISES
License Type Status: PENDING
Status Date: 14-SEP-2012 Term: 12 Month(s)
Original Issue Date: Expiration Date:
Master: Y Duplicate: 0 Fee Code: P40
License Type was Transferred On: FROM:
Current Disciplinary Action
<i>... No Active Disciplinary Action found ...</i>
Disciplinary History
<i>... No Disciplinary History found ...</i>
Hold Information
Hold Date: 14-SEP-2012 Type: FORM 220
Escrow
<i>... No Escrow found ...</i>

--- End of Report ---

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




**California Department of Alcoholic
Beverage Control**
*License Query System Summary
as of 9/19/2012*

License Information
License Number: 525679
Primary Owner: ZAZA, INC.
ABC Office of Application: 24 - SAN FRANCISCO
Business Name
Doing Business As: ZAZA
Business Address
Address: 543 2ND ST Census Tract: 0615.00
City: SAN FRANCISCO County: SAN FRANCISCO
State: CA Zip Code: 94107
Licensee Information
Licensee: ZAZA, INC.
Company Information
Officer: CHENG, DION (CHIEF FINANCIAL OFFICER)
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Hold Information
Hold Date: 14-SEP-2012 Type: FORM 220
Escrow
... No Escrow found ...

--- End of Report ---

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export To  **New!**

Records **1** through **1** of **1**

Call No	Report No	Received Date	Received Time	Priority	Call Type	Unit ID	Disposition	Location
<u>112922859</u>		10/19/2011	17:12:40	I	000			543 2ND ST

End of document

07/01/11 - 12/31/11

export To  **New!**


Records **1** through **1** of **1**

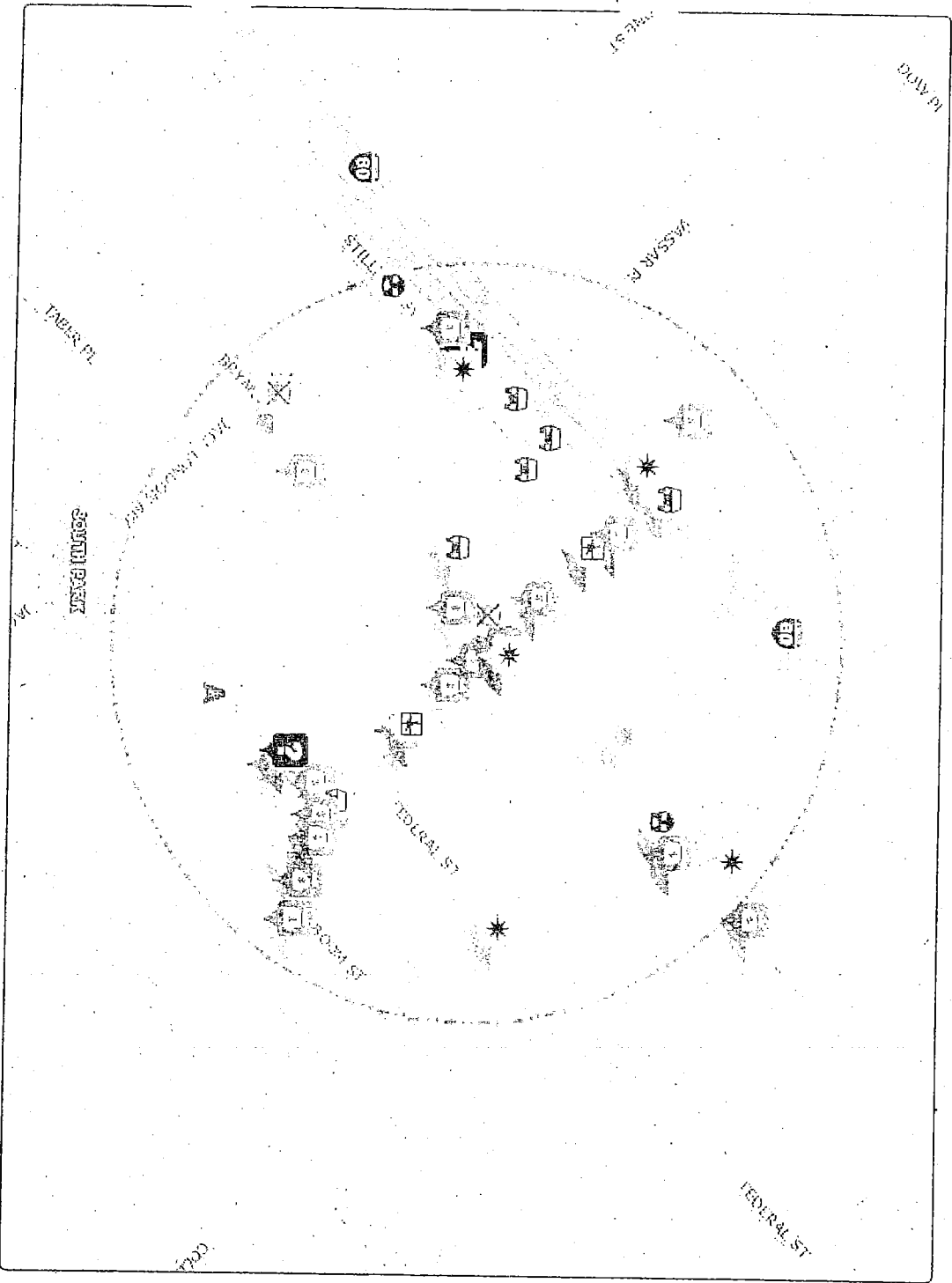
Call No	Report No	Received Date	Received Time	Priority	Call Type	Unit ID	Disposition	Location
122470042		09/03/2012	00:20:34	C	585	3B15E	CIT	543 2ND ST

End of document

07/01/12 - 11/02/12

543 2nd St
500 Feet

San Francisco Police Department 



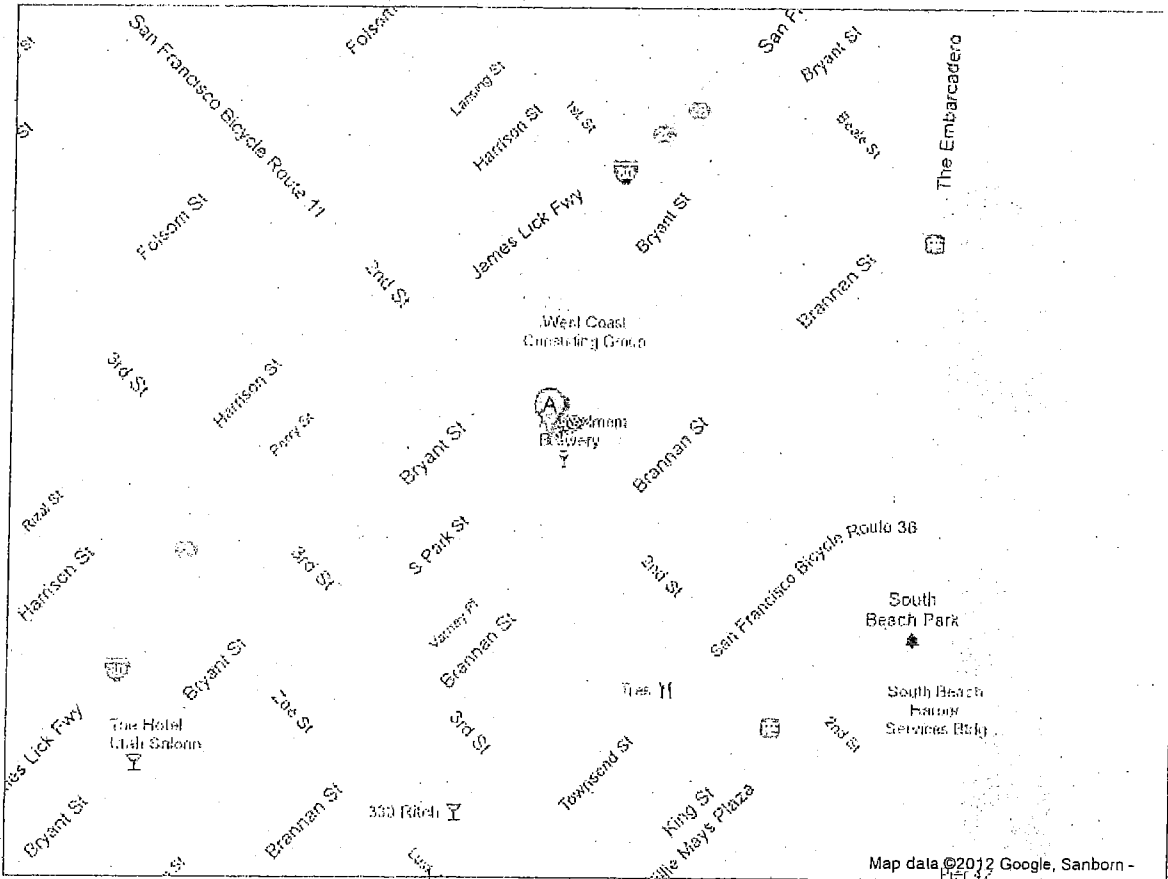
Map Legend	
	Incidents (129)
	Larceny/Theft (62)
	Non-Criminal (10)
	Burglary (10)
	Other Offenses (9)
	Vehicle Theft (9)
	Vandalism (9)
	Warrants (5)
	Suspicious Occurrence (5)
	Assault (4)
	Robbery (2)
	Warrants (1)
	Forgery/Counterfeiting (1)
	Trespassing (1)
	Secondary Codes (1)

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.

Google

To see all the details that are visible on the screen, use the "Print" link next to the map.





5-13

BEST BAVARIA

Yelp

FACE

ZAZA



ONLINE BOOKING

JOIN OUR EMAIL LIST

ZAZA

A MODERN NAIL SPA

SERVICES

PRICING

PRODUCTS

ABOUT

CONTACT

SERVICES

- MANICURE
- WAXING
- PEELING
- THREADED
- HAIR REMOVAL
- MASSAGE
- ZAZA ADD-ONS
- EYE LASH EXTENSIONS
- TOUCH FOR TWO
- SPRAY

MASSAGE

- Swedish**
A massage promoting muscle relaxation and detoxification.
- Sports**
Facilitate joint mobility and flush toxins from sore muscles. Stretching is incorporated for muscle relief and injury prevention.
- Deep Tissue**
Focused and thorough muscle work with attention to specific areas.
- Hot Stone**
Combined with Swedish massage, the heated stones aids the ability to move tissue through the body and stimulate circulation and relaxation.

LIQUOR LICENSE REVIEW

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

File: 120961

Block/Lot: 2772 131

Zoning: M2.2

Quad: 53

MB # 1201797

TO: Police Department
Inspector Kenneth Stocker
Inspector Julie Lazar
Fax No.: 553-1463

DATE: September 28, 2012

This item is tentatively scheduled to be heard in four to six weeks.
PLEASE EMAIL YOUR RESPONSE BY: November 2, 2012, to Derek Evans,
Clerk, City Operations and Neighborhood Services Committee.
Derek.Evans@sfgov.org - Fax No: 554-7714

Applicant Name: Dion Cheng/Rachel Cheng
and Business Name: Zaza Spa (543 2nd Street)

Applicant Address: 2971 California Street #1
San Francisco, CA 94115
and Phone No. (415) 652-2348

PLANNING COMMENTS: Approval Denial
RECOMMEND APPROVAL OF TYPE 42 ABC LICENSE PER
PLANNING CODE SECTION 842.45. [Signature] OCT 10, 2012

POLICE COMMENTS: Approval Denial

RECEIVED
BOARD OF SUPERVISORS
SAN FRANCISCO

2012 SEP 27 PM 3:17



Clerk of the Board
San Francisco Board of Supervisors
1 Dr Carlton B Goodlet Place, Room 244
San Francisco, CA 94102

September 21, 2012

Dear Clerk of the Board,

We would like to request a "PCN" resolution from the San Francisco Board of Supervisors. Here is the information you requestions:

1. **Dion Cheng/Rachel Cheng** - 415-652-2348/415-260-1628
2. **Business Address :** Zaza Spa
543 2nd Street
San Francisco, CA 94107
3. **Mailing Address :** 2971 California Street #1
San Francisco, CA 94115
4. **License type** - 42 On- Sale of Beer and Wine- Public Premisis.
5. **Hours:**
Monday - 11am - 7pm
Tuesday - Wednesday - 10am - 7pm
Thursday - Friday - 10am - 7:30pm
Saturday - 10am - 7pm
Sunday - 10am - 6pm
6. Our license will serve the public conyenjence and necessity by providing needed additional services to our neighborhood and clientele. It serves the city by providing these services in an area that serves tourists and people from out of town, being near ATT Park.

Regards,

A handwritten signature in black ink, appearing to be "Dion Cheng", written in a cursive style.

Dion Cheng



ZAZA Nail Spa Proposed Business Plan.

Business plans to offer a selection of wine and beers as an added service. This will also include coffee, tea and light package snacks. This service will be in a controlled and signed area.

Reason why we are applying

- Demand from loyal clients who are also local residence
- Demand from local business to entertain their clients in our establishment (corporate functions, entertain their clientele)
- 99% of our customers are women who would like to enjoy a glass of wine in a relaxing environment, especially during Giants season when bars become crowded and rowdy.
- 2017 will have even more demand for this type of service with the Golden State Warriors moving into our community.
- 100% positive feedback from our customers (who are mostly local) who are excited and "can't wait" for this additional service.

2. Renovation of front and back area, which includes but not limited to:

- Reconstructing the front desk as a reception and prep (see diagram)
- Designate area for alcohol consumption
- Add additional retail space
- Redesign the back area to meet compliance

3. Support from Communittee

- Local business vendors, member of South Beach Merchant Association
- Support from over 50 local residence
- Sent 300+ letters to radius residence
- Posted signage in front of window
- District Supervisor and Legislative Aid Support. Jane Kim & Sunny Angulo
- Walked a radius of 1 block of business and residence informing of new service in

ZAZA Background – Opened since 2005, we started our first place in San Francisco and have build a solid reputation in the community and have serviced more than 20,000 customers. Since opening we have had great reviews and have been voted Best of San Francisco by San Francisco magazine in 2011, Best of the Bay from 2013 by cityvoter.com, featured in 7x7 magazine 5 times, Where Magazine and Allure magazine just to name a few.

Goal: Add Retail and Spa Bar and Food Menu

Issues: Existing Space is small. To add program requires using real estate more efficiently.

Reception workstation

- Takes up a lot of real estate
- See "back of House" at Entry because workstation paperwork is not screened

Nail dry station

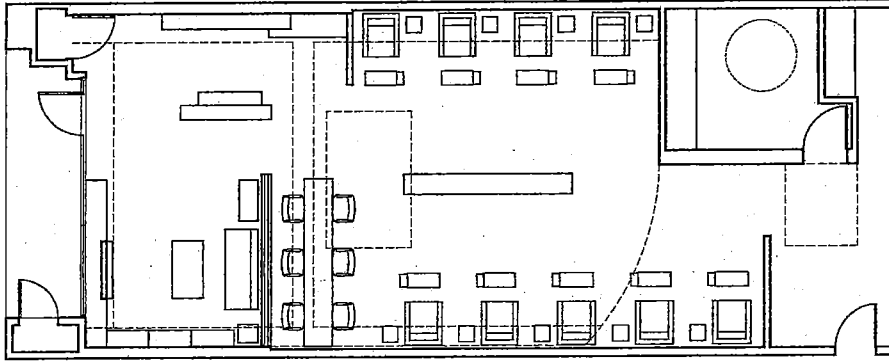
- Takes space to circulate around this and low wall as separate elements

Add Retail

Best at eye level (tall) = against walls best for flow and to maximize product placement
Don't make seating too comfortable

Add Spa Bar / Food Menu

Receptionist becomes concierge / host

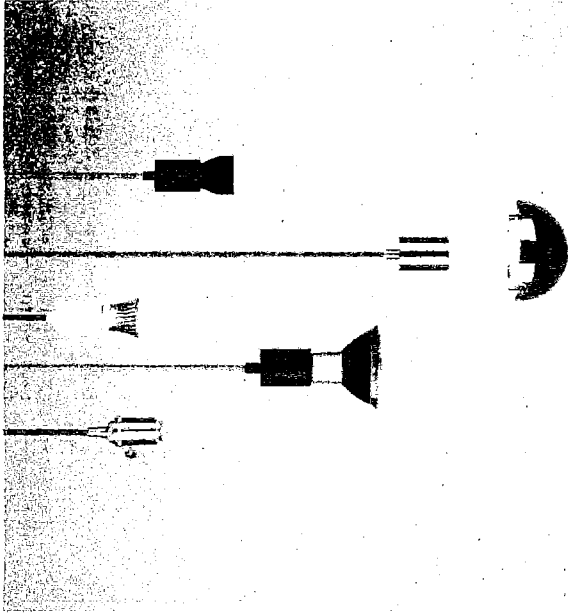


ZAZA San Francisco

09/06/2012

DAVIS ARCHITECTURE

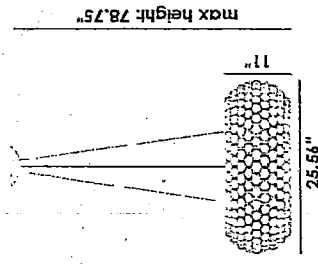
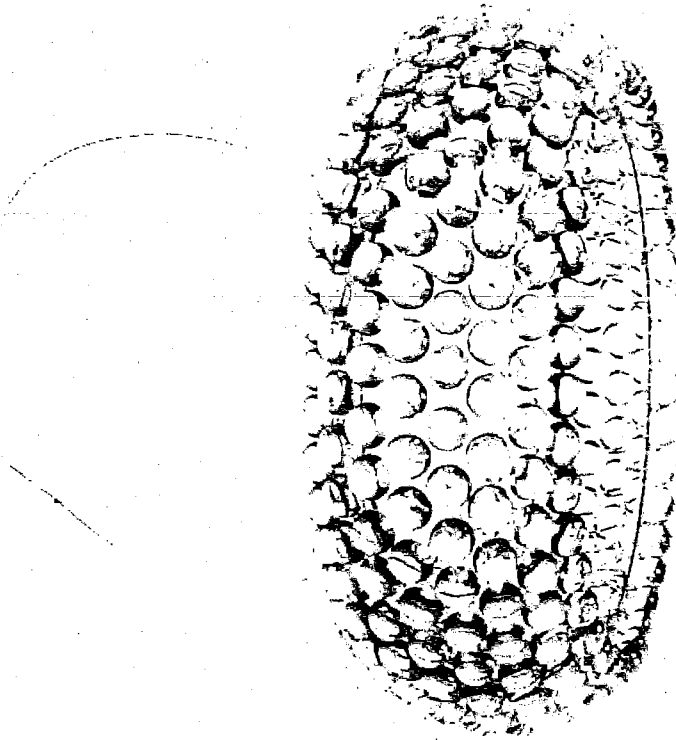
t 626 429 4187 Jeanne@davis-arch.com
f 512 233 0673 www.davis-arch.com



SoCo Pendant Light

DAVIS ARCHITECTURE

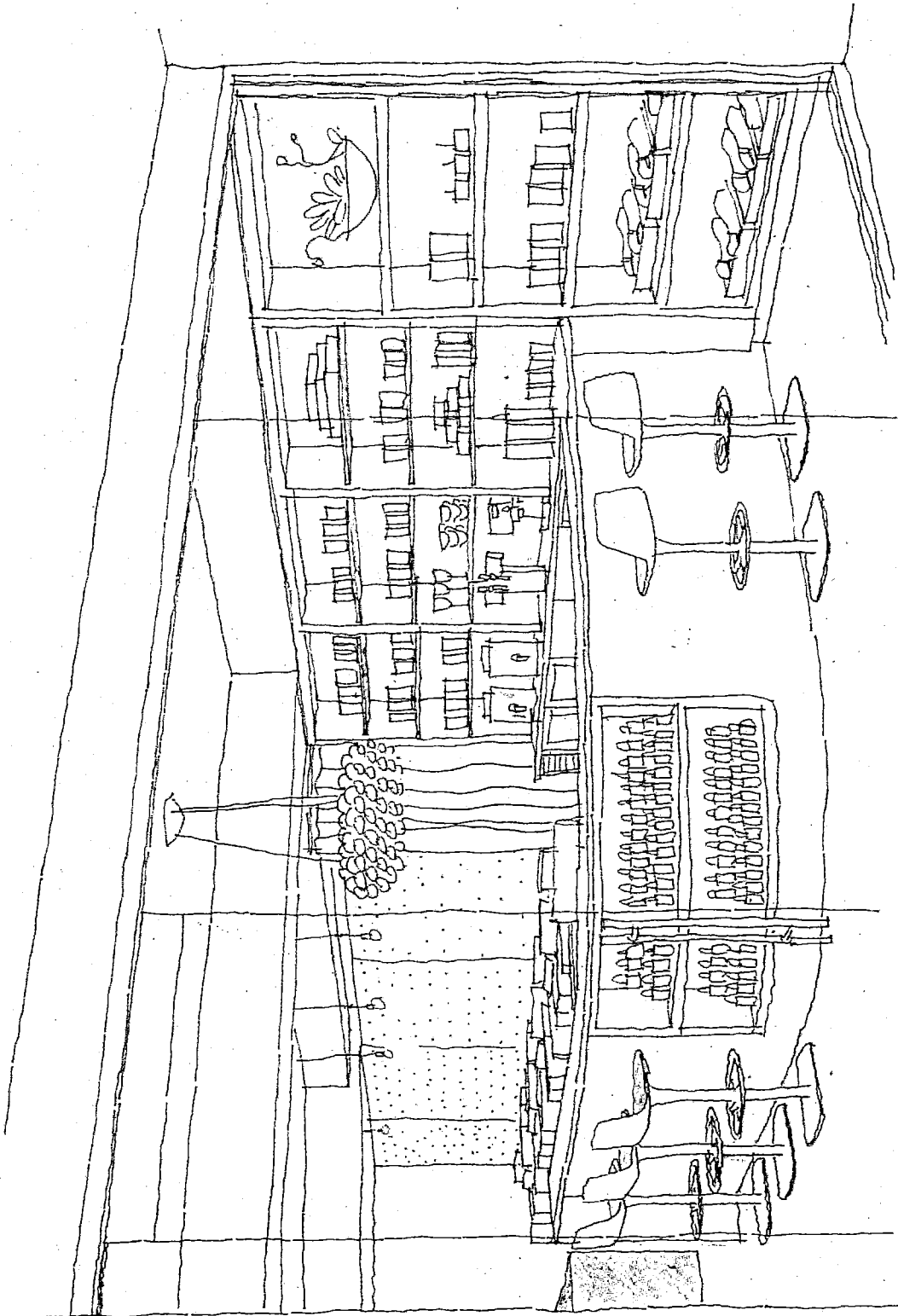
t 626 429 4187 jeanne@davis-arch.com
f 512 233 0673 www.davis-arch.com



Foscarini Caboche Grande Chandelier

ZAZA San Francisco

12/05/2012

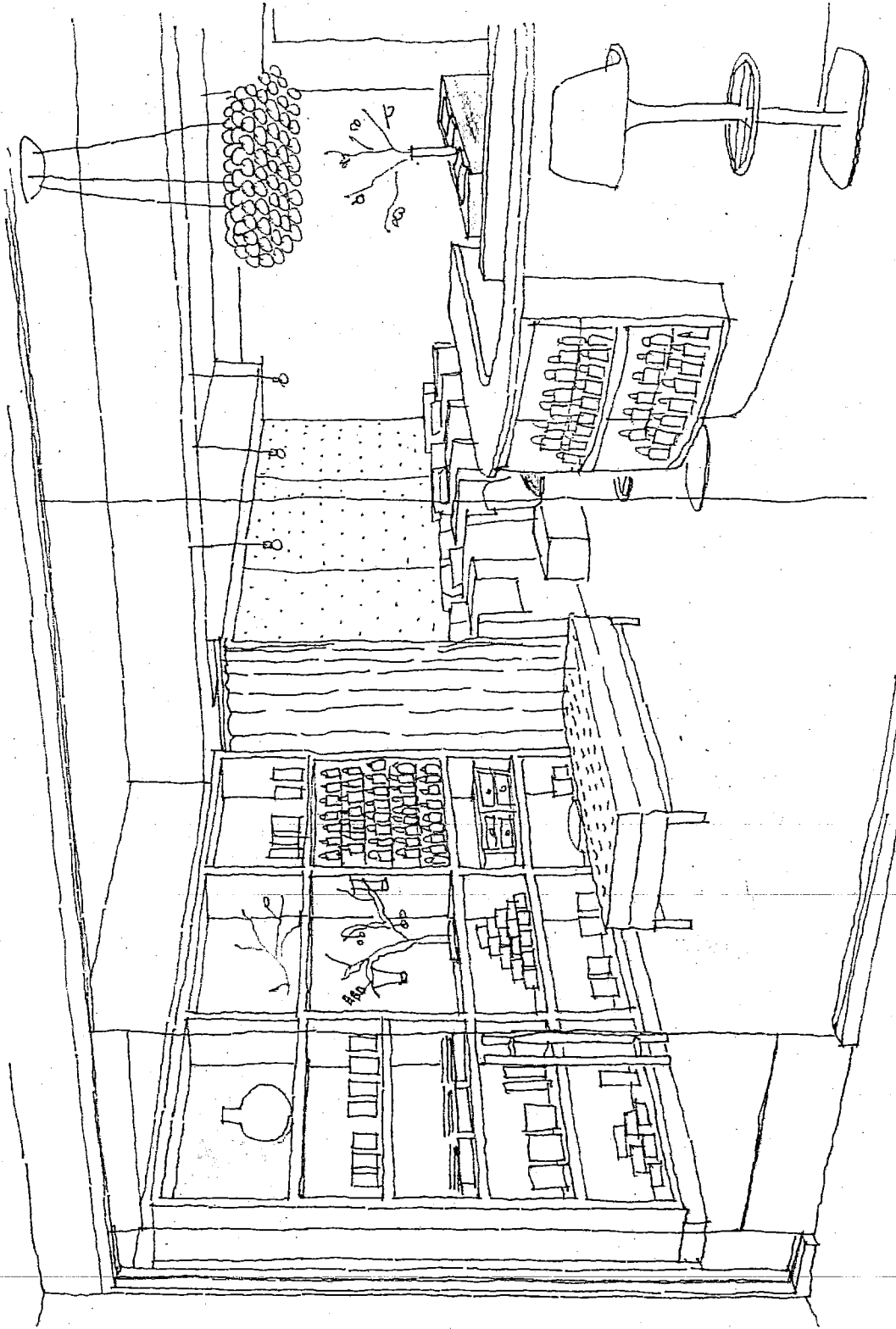


ZAZA San Francisco

12/05/2012

DAVIS ARCHITECTURE

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f 512 233 0673 www.davis-arch.com

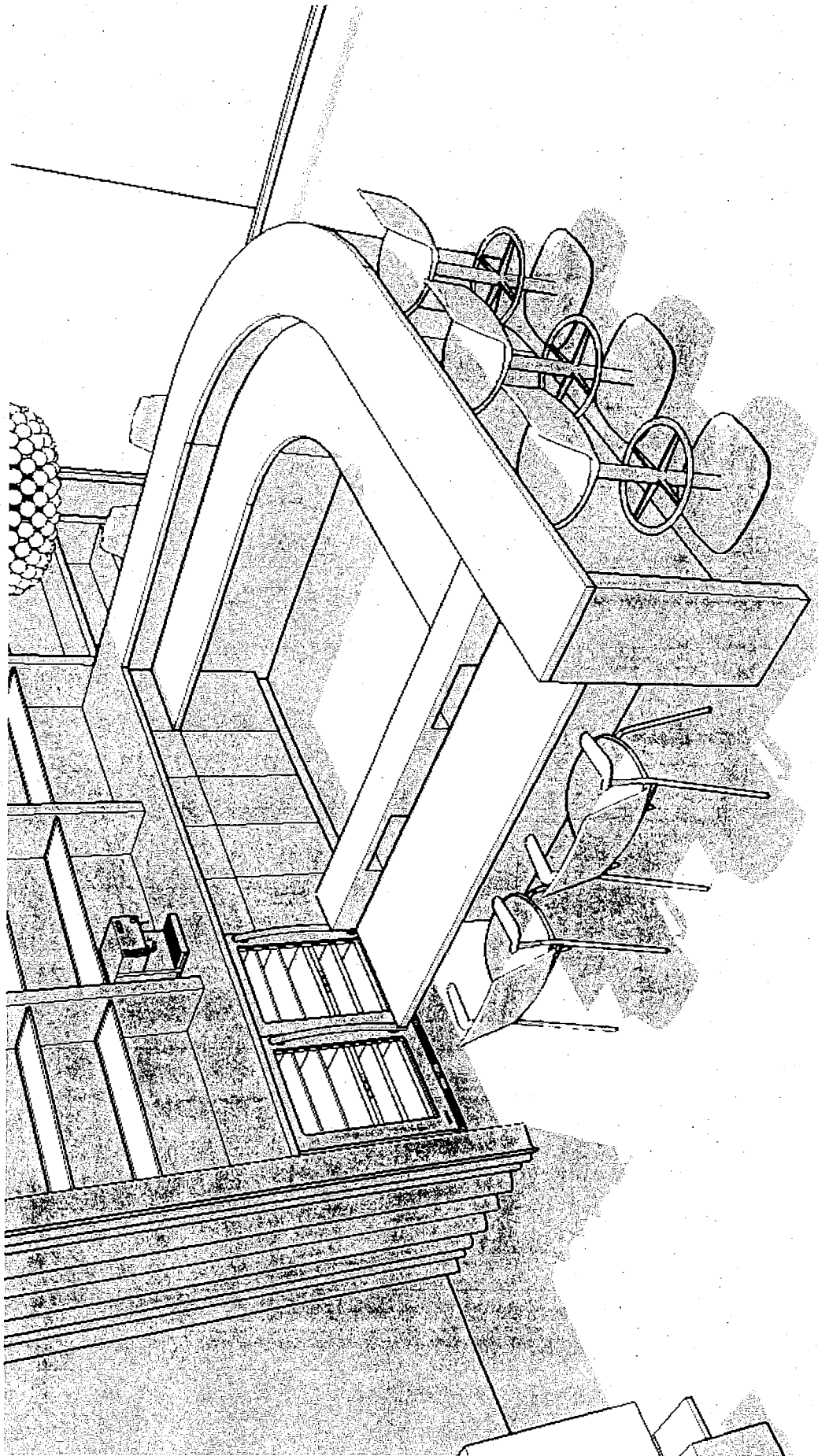


DAVIS ARCHITECTURE

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f 512 233 0673 www.davis-arch.com

ZAZA San Francisco

12/05/2012

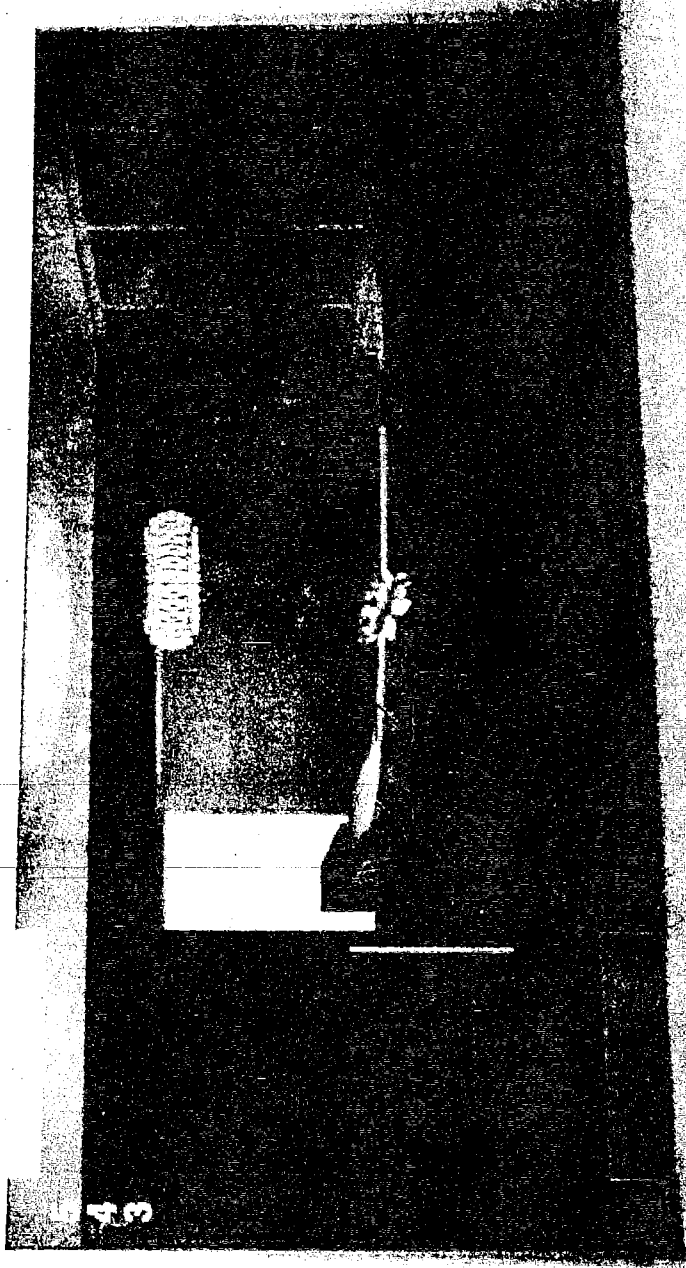


ZAZA San Francisco

09/06/2012

DAVIS ARCHITECTURE

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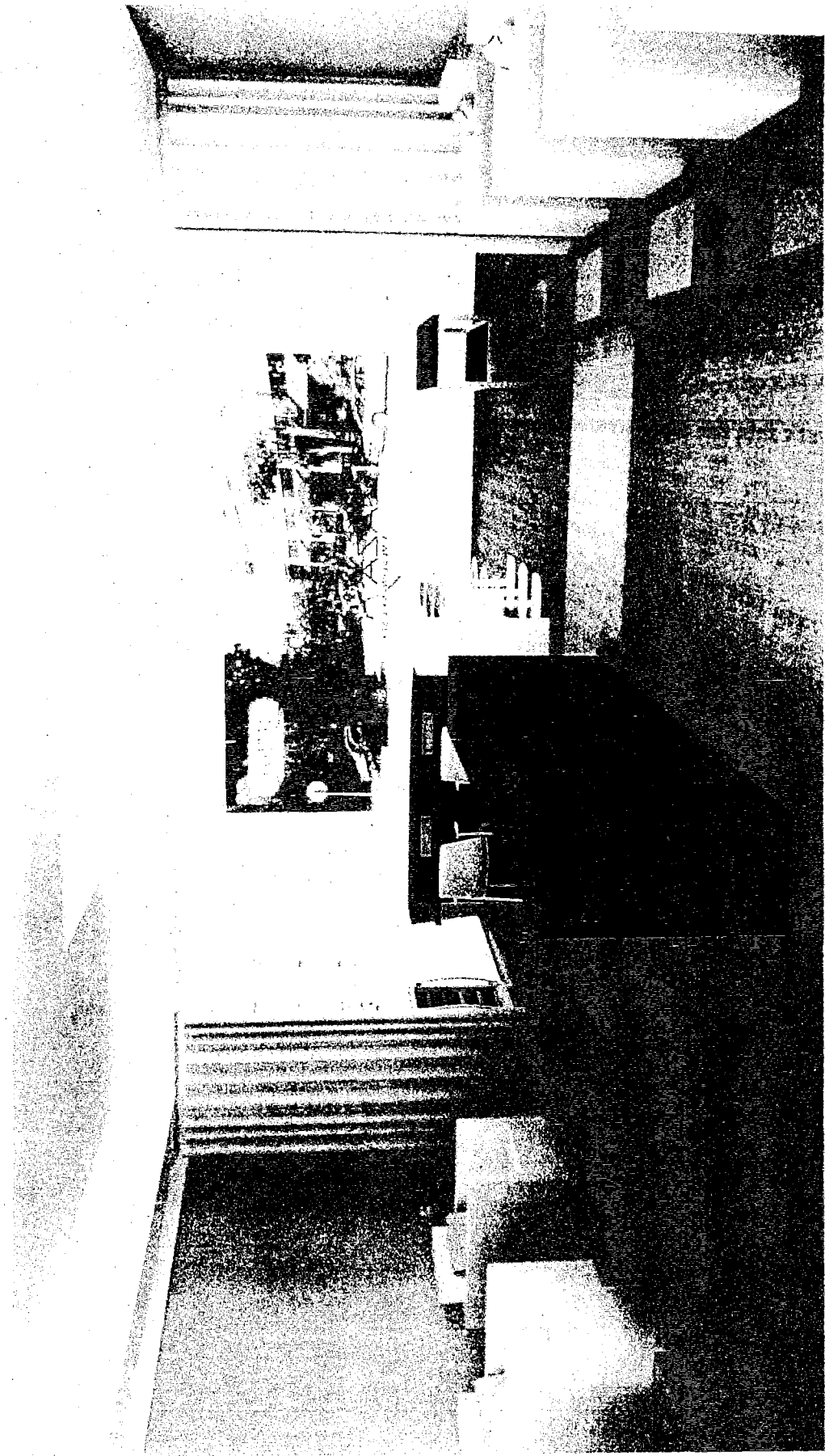


ZAZA San Francisco

09/06/2012

DAVIS ARCHITECTURE

t 626 429 4187 joanm@edavis-arch.com
f 512 233 0673 www.davis-arch.com

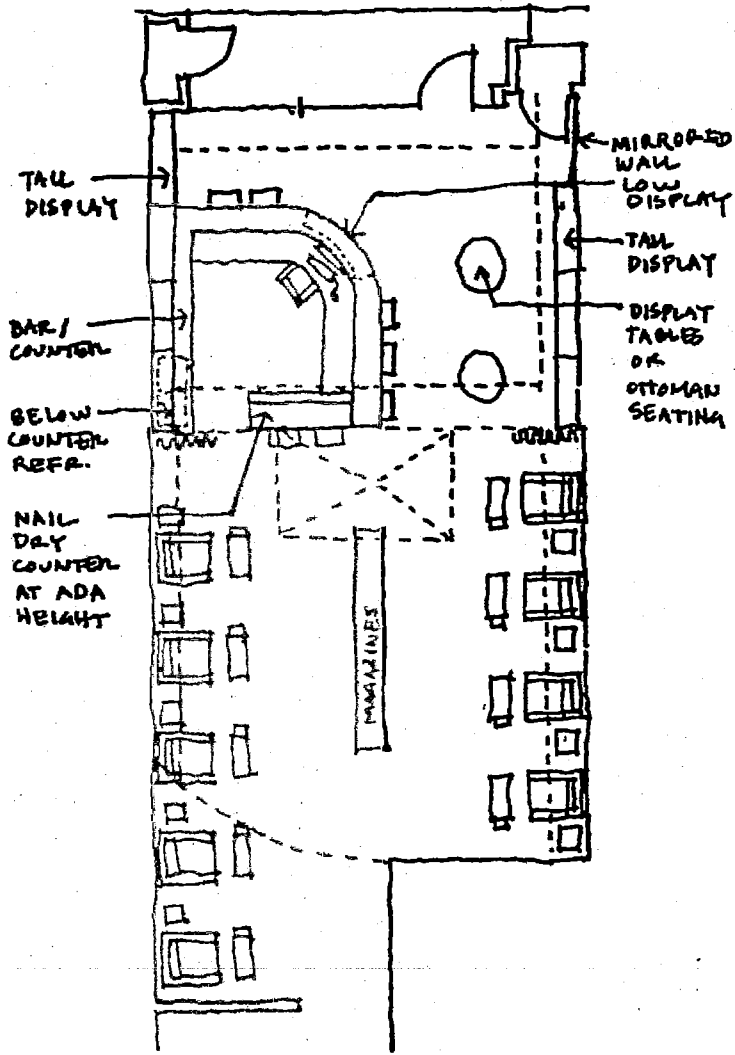


DAVIS ARCHITECTURE

1 626 429 4187 joanne@davis-arch.com
1 512 233 0673 www.davis-arch.com

ZAZA San Francisco

09/06/2012



Proposed drinking area

Option B.1

Integrate concierge/host and nail dry station with new bar and retail.

DAVIS ARCHITECTURE

t 626 429 4187 jeanne@davis-arch.com
 f 512 233 0673 www.davis-arch.com

To Whom It May Concern,

I am a resident in the SOMA district and have been a client at Zaza Nail Spa for the past 10 years. I understand that they are trying to obtain their liquor license to be able to serve beer/wine during the time of treatments in the spa. I personally believe this would be a great addition to the services they now extend to their clientele. I think this would also benefit the immediate community in that people after having a few drinks and relaxing at Zaza would then head out to the neighborhood establishments and continue on with the festivities. I don't feel in any way would this take away from the other businesses in the area that hold full liquor licenses, but enhance the quality of services in the area.

If you have any questions, please contact me at 415-672-5495.

Thank you for your consideration in this matter.

Shannyn Kastner 425 1st St #4206

My name is Christine Kerr, a regular client of ZaZa Nail Spa and a home owner in the neighborhood. I support ZaZa Nail Spa obtaining an ABC license to sell wine and beer to their clients because it would be an added VIP service that most salons do not have. If they had this service, perhaps even more locals would go to their salon for services and not venture out of the neighborhood.

Thank you.

Christine Kerr 88 townsend st unit 415.

I'm thrilled to hear about the possibility of being able to enjoy wine during treatments. I think it's a great idea for regular clients like myself who would appreciate the full service aspect of it, and it's a terrific addition to the amazing services you already offer. Anyway, I wanted to let you know that I'm a big fan of the idea and fully support you and the salon.

Hope to see you again soon!

Regards, Jyoti

Jyoti Pittman
7 Clarence Place
SF, CA 94107
415.999.4732

I am co-owner of the Andrea Schwartz Gallery and we have recently relocated from 545 2nd Street to 545-4th Street. I have been a client at ZaZa since they opened and am so happy to have them in the neighborhood.

I understand that they are applying for a license to sell beer and wine as an added service and believe it would only add to the ambiance they have already created. They have a wonderful reputation in the neighborhood and I'm sure would display this additional service in a tasteful manner.

Andrea Schwartz

To Whom it may concern,

My name is Jennifer Ho and I live at 200 Brannan, around the corner from Zaza. I understand that Zaza is trying to obtain a liquor license to offer beer and wine to their clientele. I have been a frequent customer at Zaza since 2005 and love their level of service and care they have towards their clients. Although there are plenty of bars in the area, there are no establishments where I can come, have a glass of wine and just relax in peace. I think it's a great idea and fulfills a much needed area of service in my neighborhood.

I know that if the license is granted to Zaza, they will uphold the highest standards and keep servicing their clientele with the same, great customer service.

Feel free to contact me anytime if you would like to discuss Zaza or its future plans at 510-332-6018.

Thank you,

Jennifer Ho

--

Jennifer Ho
jennj.ho@gmail.com

I am in support of your plan to offer glass of wine at your establishment at 543 2nd Street. I personally would enjoy this very much as well as I may bring friends or clients who would appreciate it very much. You have my total support and you may use my name/address below.

Debra Phairas, President

P | 415.764.4800 C | 415. 518.9245 F | 415.764.4802
461 Second Street Suite 229, San Francisco CA 94107
dphairas@practiceconsultants.net www.practiceconsultants.net

4/2/2013

To Whom It May Concern,

I have been living in the South Park area for the last 8 years and out of those 8 years I have been going to Zaza Nail Spa for 6 of those 8 years. The place is great and the people are extremely friendly. When I have a stressful day at work I like to go to Zaza and get pampered with a glass of wine. After talking with Rachel she mentioned that they wanted to convert the space into a beer and wine bar with the spa. I thought this was a really great idea as the neighborhood does not have such a thing. There are other bars around but they can get really loud and crowded and also not a great place to just relax and have a glass of wine. I would like to recommend that this business be allowed in our neighborhood as I know I am not the only that would highly enjoy this service.

Yours truly,

Lisa Boddington

To whom it may concern,

I heard that Zaza Nail Spa is trying to obtain a liquor license in order to serve its clientele beverages during their visits and i'd like to say I am in full support of this. I've been a regular customer at Zaza for a few years now and have found that their services are not only impeccable, but the service alone that the staff gives is wonderful and shows the true ambiance and culture that is San Francisco. I feel that if Zaza is granted a liquor license, they will continue to show uphold such professionalism and continue to offer great service to visitors of the spa and area. If there is any other way I can help make this possible for Zaza, please do not hesitate to contact me.

Thank you for your time

Heather Hudak 200 Brannan #297

I am writing this letter on behalf of all the clients of Zaza Nail Spa approving for them to obtain a Liquor License which will allow them to serve us drinks while we get our services done. I know that granting such a fine establishment the right to do so will not only be something us clients will love, but will also boost the businesses of locations around the area by drawing in more clients. Please feel free to contact me with any questions or concerns on the matter. I do hope my voice will be heard!

Pinsky's

One South Park#10

Dear Rachel -

I hope this note finds you well.

I just wanted to take a moment and write a letter of support as you venture out to expand services at Zaza. As you know, I've been a loyal customer for past three years that I've lived on 350 Bryant Street San Francisco. Your my nail salon, twice a month, every month.

Adding a beverage service to your salon will only further expand the reach and success of Zaza in SOMA. Having booked Zaza for my wedding day, many birthdays and a few bridal showers, I know my guests would have loved the benefit of a drink menu. It would have added such a lovely accent on your already exceptional menu of services.

I look forward to the continued growth of the salon and the benefit it brings to the community and your community of employees, whom I truly adore.

Take care,

Nada

nada.antoun@gmail.com

I have been a customer at Zaza for over 6 years and have lived in the South Beach Neighborhood for close to 10 years. Zaza has been a wonderful addition to the neighborhood and I would love to see them have the ability to serve wine while getting services done. As South Beach Neighborhood continues to expand with new residential communities and companies, it would be great to see Zaza be able grow their business as well. South Beach has become one of the trendiest neighborhoods in SF and the ability to serve wine is right in line with the needs of the neighborhood. I know clients would love it. In addition, I am confident that this would not change the current atmosphere at Zaza, rather just add another option for their clients. Lastly, I have a toddler and would not hesitate to bring her into Zaza for a manicure even if wine was being served. I think its a great idea and am excited to see it happen.

Lindsay Lammersen

lmlammersen@gmail.com

Hello, my name is Jeff Walt and I live on 80 South Park. I have been a client at Zaza Nail Spa for the past four years. They have great customer service and a nice quiet environment to rival other nail salons. I think that if they were able to retrieve the license to sell wine and beer in the establishment it would be handled with responsibility and in a professional way that would only please their clients. I am a huge supporter of local businesses and believe that this will only do good things for them as well as businesses in and around the neighborhood.

Jeff.walt@gmail.com

I am writing in support of Zaza's ABC license proposal for a new concept, which involves beer and wine along with Spa services.

I have been an established business owner in SOMA for many years and have frequented Zaza since 2006. I can attest that they are a well-run spa and a mainstay in the South Beach area.

Although there are plenty of bars in the area, there is still a shortage being that the Giants and upcoming warriors are going to soon be flooding the area. Zaza will be the only place where someone can have a glass of wine and just unwind. I think the idea is innovative and will be a nice get away from the busy city and crowds. Again, I think the wine and beer with spa services is a great idea and I am in full support.

Matt

Spring A Board 545 2nd Street
matt@springAboard.com

My name is Elissa Sanchez and I am a local resident of the San Francisco area and also a frequent customer of Zaza Nail Spa, located on Second Street. I am writing this letter because I understand Zaza Nail Spa is trying to obtain a liquor license in order to serve their guest's beer and wine as they get their services done and I am in full support of this.

As a frequent guest to the area and the spa, I feel this is an amazing idea. I realize that there are other bars in the area, but there is no place where I can go to relax and have a drink without the hassle of a bar atmosphere. Zaza Nail Spa is proficient in the level of care they give their clients and I know that if they are granted this license, they will continue to maintain this same level of elevated performance and customer service.

Best, Elissa - bluelissa7@gmail.com

Hi,

Zaza is one of my favorite places. I enjoy relaxing there and often bring my employees with me. It's their favorite place for a meeting!

I think adding a glass of wine to your services is a great idea.

Sue

Sue Adelhardt

Embarcadero Partners

mobile 415.420.5227

web embarcaderopartners.com

I am a regular client at Zaza Nail Spa on 2nd Street. I completely support them wanting to obtain their license to sell wine and beer. I think it is a good idea for business and though there are plenty of restaurants and bars in the surrounding area, having it available to clients at the spa would be a nice escape for locals, especially during Giants games as well as the busy season in general.

Toby S. Levy, FAIA

Levy Design Partners, Inc.

90 South Park

San Francisco, California 94107

Sandy B Lee, Agent Lic. # 0E61105

188 South Park, Suite 4
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Sandy Lee

188 S Park Ave #4

San Francisco, CA 94107

3/27/2013

To whom it may concern:

I am writing in to support Zaza Spa and their recent application for a beer and wine license. Zaza has been a staple in my community for many years and has a great reputation for providing great spa services in a clean environment.

I think the addition of beer and wine while getting my services done is a great idea. Most bars in the area are just that, bars. It would be a wonderful addition to the community for women (and men) to be able to enjoy a glass of wine in privacy while getting a spa treatment.

It is my opinion that by granting the beer and wine license to Zaza Spa will serve a large part of the growing South Beach Community as well as add to the economic vitality of the area.

Sincerely,

A handwritten signature in black ink, consisting of several loops and a long horizontal stroke extending to the right.

Sandy Lee

an urban location with the comfort of home



Monday, April 1, 2013

To Whom It May Concern:

On behalf of the Brickhouse Café I would like to offer our full support for the approval of Za Za Salon's proposed new liquor license. We believe it to be a unique and creative use of their beautiful spa space and their demographic is and will continue to be a welcome infusion to the neighborhood. They've proven to be respectable and conscientious neighbors and I personally look forward to getting my nails done over a glass of bubbly with friends.

All my best,

Kim Kobasic
Co-Owner/General Manager
Brickhouse Cafe

426 brannan street ...san francisco, ca 94107
415.369.0222 ...www.brickhousesf.com

South Beach / Mission Bay

SAN FRANCISCO

a place like no other

Monday, April 1, 2013

To Whom It May Concern:

On behalf of the board members of the South Beach Mission Bay Business Association we see no reason, at this time, why the ZaZa Salon's proposed liquor application should not be approved. Za Za is a popular, responsible and upstanding business and neighbor. It is our position that it will be beneficial addition to the neighborhood.

All my best,

Katherine Webster
President
South Beach Mission Bay Business Association

South Beach Mission Bay Business Association
www.southbeachmissionbay.com
info@southbeachmissionbay.com

<http://thebeautybar.com/san-francisco/>

Beauty BAR

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CALENDAR \ MARTINIS & MANICURES
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NEW YORK SAN FRANCISCO LAS VEGAS AUSTIN BROOKLYN CHICAGO DENVER DALLAS

BOUTIQUE

GO SHOPPING

Beauty Bar San Francisco opened in the fall of 1998 in the burgeoning Mission District. Founder Paul Davitt enlisted Gary "Glitter" Hayes (R.I.P.) and Chase Marshall to convert the former dive bar, Sunrest Tavern, utilizing a salvaged interior from a long Island salon.

415-285-0323
2299 Mission St
San Francisco, CA 94110

This Week

MONDAY, APRIL 01, 2013
Buy A Jamenson Get A Free PBR!
Crazy Mondays With The Kidz

TUESDAY, APRIL 02, 2013
Kontak


WEDNESDAY, APRIL 03, 2013
Sick Sounds!

THURSDAY, APRIL 04, 2013
Help!

FRIDAY, APRIL 05, 2013
Fresh! W/DJ Razo
Fresh! W/DJ Razo

SATURDAY, APRIL 06, 2013
Beautiful Saturday

[tp://www.theorynailounge.com/](http://www.theorynailounge.com/)



Mani & Pedi | **theory** NAIL LOUNGE | meets Beer & Wine

141 W. Foothill Blvd #A, Upland, CA 91786
Text: 909.257.8855 Phone: 909.257.8855

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6th Special Encore Event Pedicure Beer & Wine & Eureka Burger
Featuring EUREKA BURGER



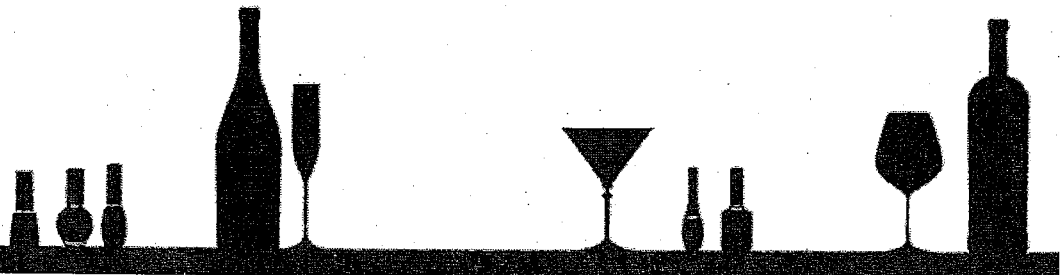
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REFR #EWAL

OUR THEORY

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<http://aperfect10nailbar.com/why-a-perfect-10/>

A Perfect 10
nail & beauty bar™



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36 E. Stumer Rd.
M-F 9a - 8p | Sat 9a - 7p | Sun 11a - 5p

1109 W. Omaha St.
M-F 9a - 8p | Sat 9a - 7p

aperfect10nailbar.com/ A Perfect 10 is a revolutionary concept in nail and beauty salons. Essential services in a clean, affordable swanky lounge that offers a quality experience. Our customers receive the latest nail products and services on the market while enjoying a refreshing beer or glass of wine while you relax. (must be 21 to drink) See you at the bar!!

Call or book online today to book your appointment.

Two Locations to choose from...
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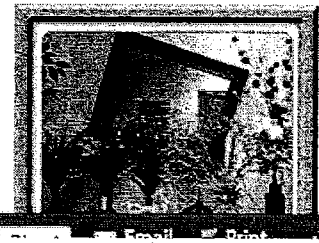
1109 W Omaha St
Rapid City, SD 57701

36 East Stumer Rd
Rapid City, SD 57701

A Perfect 10 NailBar
36 E. Stumer Rd

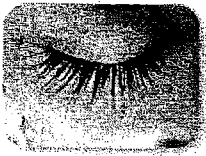
Mother's Day is on its way.
Get your mom a gift certificate
bouquet that won't die. Order
yours now. \$10-\$45 then...

[see how](#)





Blow Dry Bar | Hair | Makeup, Facial Wax & Lash Extensions | Weddings



Makeup

Special Occasion: \$50

Waxing

Facial: \$10-40

Lashes

Nova Lashes - New set uppers: \$200
Nova Lashes Maintenance: \$50/hour
Lash tinting: \$25



We accept Cash, Visa, MC, Amex and Discover.
We do not accept checks.



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- Learn more about Aura Mae
- Contact Aura Mae
- Voted Best Haircutter on the Weekly Volcano's "Best of Tacoma" (twice!)
- Board Certified Haircolorist

Carrie Martin

- Learn more about Carrie Martin
- Contact Carrie Martin
- Board Certified Haircolorist
- Curly Hair Specialist

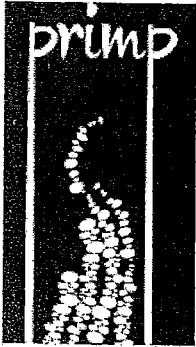
Jonathan Wells

- Learn more about Jonathan Wells
- Contact Jonathan Wells
- Hair & Makeup

Dawn Koste

- Learn more about Dawn Koste
- Contact Dawn Koste
- Hair & Lashes





cut. color. cocktails.

salon bar

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Primp Menu Page 1 May 2012

Our Stylists work on a level system which accomplishes two main goals. The first is to provide a clear path of growth and achievement for our team. The second is to allow guests to choose the level that best fits their budget.

At Primp Salonbar our Stylists achieve promotions based on several factors: guest satisfaction, guest retention, performance, and education.

hairpost, cut & dry

.....	\$46
.....	\$47
.....	\$49
.....	\$45

stylin' & profilin'

.....	\$40
.....	\$40
.....	\$40
.....	\$40

color bar

.....	\$80
.....	\$80
.....	\$65
.....	\$40
.....	\$20
.....	\$110

conditioning treatments

.....	\$20
.....	\$70
.....	\$10
.....	\$20

perms and straightening treatments

.....	\$20
-------	------

special occasion

.....	\$45
.....	\$25
.....	\$20

for the bride

.....	\$40
.....	\$75
.....	\$50
.....	\$60
.....	\$180

waxing

.....	\$18
.....	\$12
.....	\$40
.....	\$38
.....	\$40
.....	\$50
.....	\$38
.....	\$45
.....	\$30
.....	\$20

lash bar

We proudly offer Novalash services, the healthiest eyelash extension system available. We offer a wide array of lengths, lengths and colors. Each lash is meticulously applied lash by lash using a medical grade bonding agent. Our certified specialist can customize your service to achieve your desired look from subtle and natural, to trendy and glamorous.

.....	\$200
.....	\$65
.....	\$90

eyebrows

.....	\$25
.....	\$20

nail bar

.....	\$27
.....	\$30
.....	\$60
.....	\$30
.....	\$30

add a dash of

.....	\$15
.....	\$10
.....	\$80
.....	\$15

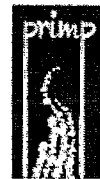
primp house martinis

.....	\$8
.....	\$8
.....	\$8
.....	\$10

.....	\$5
.....	from \$5
.....	from \$8

Our Novalash Cancellations require a 24 hour notice. Otherwise a 25% service charge will be implemented. There is a 20% tip on all group orders in addition. The gratuity is added to parties of four or more. Please note group packages are available. Rates are subject to change without notice.

401 N. West Street, Raleigh, NC
919.821.9885 / info@primpsalobar.com
Monday-Saturday 10am - 6pm Tuesday - Friday 10am - 9pm



--- On Mon, 3/25/13, Angulo, Sunny <sunny.angulo@sfgov.org> wrote:

From: Angulo, Sunny <sunny.angulo@sfgov.org>

Subject: RE: ZAZA Support

To: "rachel@zazaspa.com" <rachel@zazaspa.com>

Date: Monday, March 25, 2013, 5:31 PM

Yes, sorry, Rachel, we have a million things going on.

I will work with Cpt Redmond to make sure he has everything for you – you're coming through this process thus far correct?

I will also work on a letter of support.

Sunny Angulo

Legislative Aide, District 6

415.554.7969 Direct

415.554.7974 Fax

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RECEIVED
BOARD OF SUPERVISORS
SAN FRANCISCO

2012 SEP 27 PM 3:17



Clerk of the Board
San Francisco Board of Supervisors
1 Dr Carlton B Goodlet Place, Room 244
San Francisco, CA 94102

September 21, 2012

Dear Clerk of the Board,

We would like to request a "PCN" resolution from the San Francisco Board of Supervisors. Here is the information you requestions:

1. **Dion Cheng/Rachel Cheng** - 415-652-2348/415-260-1628
2. **Business Address :** Zaza Spa
543 2nd Street
San Francisco, CA 94107
3. **Mailing Address :** 2971 California Street #1
San Francisco, CA 94115
4. **License type** - 42 On- Sale of Beer and Wine- Public Premisis.
5. **Hours:**
Monday - 11am - 7pm
Tuesday - Wednesday - 10am - 7pm
Thursday - Friday - 10am - 7:30pm
Saturday - 10am - 7pm
Sunday - 10am - 6pm
6. Our license will serve the public convenience and necessity by providing needed additional services to our neighborhood and clientele. It serves the city by providing these services in an area that serves tourists and people from out of town, being near ATT Park.

Regards,

A handwritten signature in black ink, appearing to read "Dion Cheng", written over a horizontal dashed line.

Dion Cheng

LIQUOR LICENSE REVIEW

TO: Planning Department **File:** 120961
AnMarie Rodgers/CTYPLN/SFGOV
Georgia Powell/CTYPLN/SFGOV@SFGOV
Fax No.: 558-6409

TO: Police Department
Inspector Kenneth Stocker
Inspector Julie Lazar
Fax No.: 553-1463

DATE: September 28, 2012

This item is tentatively scheduled to be heard in four to six weeks.
PLEASE EMAIL YOUR RESPONSE BY: November 2, 2012, to Derek Evans,
Clerk, City Operations and Neighborhood Services Committee.
Derek.Evans@sfgov.org - Fax No: 554-7714

Applicant Name: Dion Cheng/Rachel Cheng
and Business Name: Zaza Spa (543 2nd Street)
Applicant Address: 2971 California Street #1
San Francisco, CA 94115
and Phone No. (415) 652-2348

PLANNING COMMENTS: Approval Denial

POLICE COMMENTS: Approval Denial

File No. 120961

Committee Item No. 1

Board Item No. _____

COMMITTEE/BOARD OF SUPERVISORS

AGENDA PACKET CONTENTS LIST

Committee: Neighborhood Services and Safety Date 3/7/13

Board of Supervisors Meeting Date _____

Cmte Board

- | | | |
|-------------------------------------|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | Motion |
| <input type="checkbox"/> | <input type="checkbox"/> | Resolution |
| <input type="checkbox"/> | <input type="checkbox"/> | Ordinance |
| <input type="checkbox"/> | <input type="checkbox"/> | Legislative Digest |
| <input type="checkbox"/> | <input type="checkbox"/> | Budget and Legislative Analyst Report |
| <input type="checkbox"/> | <input type="checkbox"/> | Legislative Analyst Report |
| <input type="checkbox"/> | <input type="checkbox"/> | Youth Commission Report |
| <input type="checkbox"/> | <input type="checkbox"/> | Introduction Form (for hearings) |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Department/Agency Cover Letter and/or Report |
| <input type="checkbox"/> | <input type="checkbox"/> | MOU |
| <input type="checkbox"/> | <input type="checkbox"/> | Grant Information Form |
| <input type="checkbox"/> | <input type="checkbox"/> | Grant Budget |
| <input type="checkbox"/> | <input type="checkbox"/> | Subcontract Budget |
| <input type="checkbox"/> | <input type="checkbox"/> | Contract/Agreement |
| <input type="checkbox"/> | <input type="checkbox"/> | Form 126 – Ethics Commission |
| <input type="checkbox"/> | <input type="checkbox"/> | Award Letter |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Application |
| <input type="checkbox"/> | <input type="checkbox"/> | Public Correspondence |

OTHER (Use back side if additional space is needed)

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Completed by: Andrea Ausberry Date 2/28/13
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.

