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## LIQUOR LICENSE REVIEW

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

**File:** 140183

**TO:** Police Department  
Officer Alberto Duarte  
Lieutenant Edward Santos  
Fax No.: 553-1463

**DATE:** March 3, 2014

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This item is tentatively scheduled to be heard in four to six weeks.  
**PLEASE EMAIL YOUR RESPONSE BY:** April 8, 2014, to Derek Evans, Clerk,  
Neighborhood Services and Safety Committee.

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

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**Applicant Name:** Miriam Lipton  
**and Business Name:** 854 Geary, LLC, dba Tender  
(854 Geary Street)

**Applicant Address:** 854 Geary Street  
San Francisco, CA 94118  
**and Phone No.** (415) 271-1067

**PLANNING COMMENTS:**       Approval       Denial

**POLICE COMMENTS:**       Approval       Denial

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February 12, 2014

Miriam Lipton  
854 Geary St.  
San Francisco, CA 94118

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Dear Tenderloin Neighbors,

My name is Miriam Lipton and I am opening a wine bar called Tender at 854 Geary St. As part of the permitting process required by The Dept. of Alcoholic Beverage Control (ABC), I must notify all residents within a 500 square foot radius informing them of my plans to offer alcohol on the premises. I thought I would take this opportunity to include a more personal letter to introduce myself and give you all an idea of what I have in mind for the premises.

The space at 854 Geary has not been open for public use in decades. I am so excited to be a part of the revitalization of this beautiful old building! The entire space is being renovated and fixtures will include locally sourced reclaimed wood counters and tables, a built-in banquet and a twenty-eight foot long mural painted by local artist, Andrew Schoultz, a rising star in the contemporary art world with pieces housed in the permanent collections of several major American museums.

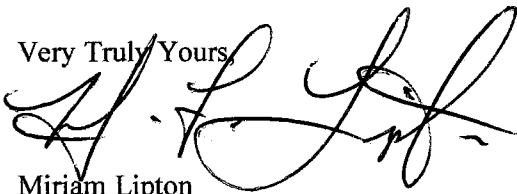
It is my intention to offer wine and beer on tap and a carefully chosen selection of local artisanal cheeses, cured meats and chocolates presented beautifully in a relaxed, warm and unpretentious atmosphere. Wine on tap is an eco-friendly alternative to bottled wine and reduces the massive amount of glass that can be generated by an enterprise such as mine. Hooray for less noise at recycling pick-up time!

I love people and great conversation and hope to attract both to this new, neighborhood gathering place. I have been living and working in San Francisco for the past 23 years and while this is my first foray into the hospitality industry, I have owned and operated other retail businesses in The City.

I understand that a business that serves alcoholic beverages may be met with some trepidation and even resistance. It is my intention to provide a special and unique gathering place that adds to the eclectic vibe of the Tenderloin. I hope to create an inviting space for locals and visitors alike to enjoy some of the fantastic things the Bay Area is most known for, namely, lovingly crafted wine, beer, food and interesting people! I have named my new establishment "Tender" in honor of the neighborhood in which she resides.

I hope that this letter has answered some of the questions you may have had. I also hope you will consider stopping by as we continue to make progress towards opening our doors in early spring. If you would like more information or have any additional questions or concerns, please do not hesitate to contact me via email at [miriam.tendersf@gmail.com](mailto:miriam.tendersf@gmail.com).

Very Truly Yours,

A handwritten signature in black ink, appearing to read 'M. Lipton', written in a cursive style.

Miriam Lipton

RECEIVED  
BOARD OF SUPERVISORS  
SAN FRANCISCO

February 15, 2014

2014 FEB 28 AM 11:15

Miriam Lipton  
854 Geary St.  
San Francisco, CA 94118  
415-271-1067

BY \_\_\_\_\_

To Whom It May Concern at The San Francisco Board of Supervisors,

My name is Miriam Lipton and I have applied with the local Alcoholic Beverage Control (ABC), for a TYPE 42 On Sale Beer and Wine Public Premises license. Ownership for the business is registered under the name 854 Geary, LLC. DBA name is Tender.

Tender will be a public wine bar establishment serving Northern California wine and local craft beer on tap. I will also feature local, artisanal cheese, charcuterie, olives, bread and small desserts/chocolates. Tender will operate seven days a week from 4:00 PM to 11:00 PM Monday-Wednesday, from 4:00 PM to 12:00 PM on Thursday, from 4:00 PM to 2:00 AM Friday and Saturday and from 3:00 PM to 11:00 PM on Sunday. We may be open earlier for special events. I hope to feature a revolving art show that changes monthly.

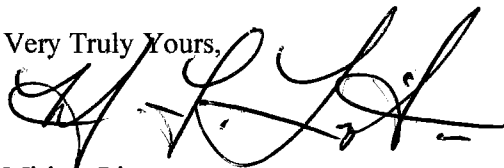
I expect that approximately 70% of revenue will come from wine and beer sales and 30% from food. The management of 854 Geary, LLC is well-suited to operating a small business in the city of San Francisco and has experience managing and training a staff and managing all aspects of ordering products, maintaining stock and managing the bookkeeping. The staff at Tender will be trained for food safety and beverage service and will be experienced in the hospitality industry. On average I expect to have three to four full-time employees, myself included. I will hire a payroll company and a sommelier to act as a consultant from time to time.

I believe Tender will be a unique and welcome addition to the Tenderloin neighborhood. While there are several bars in the area, there are very few wine bars. We are occupying a retail space that has been vacant for decades. I believe that vacant commercial space contributes unfavorably to the overall health and perceived health of a neighborhood and I am excited to be a part of the revitalization of this beautiful old building. I will focus on bringing locally produced goods and my adherence to a tap only business model is a green, eco-friendly alternative to typical wine/beer establishments. There is virtually no waste and the only bottles being recycled (and potentially disturbing nearby residents) will be from bottles containing sparkling wine, as those are not yet available on tap.

I have invested a considerable amount of time and money in improving the overall appearance of the space and have made many upgrades to both the interior and the exterior. This investment is not only a commitment to Tender, but also a commitment to the community in providing a high-quality, eco-friendly product in a safe, beautiful and relaxing environment. I hope to appeal to both locals and visitors alike who want to enjoy good conversation and connect with one another in a space that feels welcoming and unpretentious.

Thank you so much for taking the time to read this letter. I have also enclosed a copy of the letter of introduction that I sent with the neighborhood notification form letter for your perusal. Please feel free to contact me at [miriam.tendersf@gmail.com](mailto:miriam.tendersf@gmail.com) or at the above number.

Very Truly Yours,



Miriam Lipton

**INFORMATION AND INSTRUCTIONS -**

**SECTION 23958.4 B&P**

- Instructions This form is to be used for all applications for original issuance or premises to premises transfer of licenses.
- Part 1 is to be completed by an ABC employee, given to applicant with pre-application package, with copy retained in holding file or applicant's district file.
  - Part 2 is to be completed by the applicant, and returned to ABC.
  - Part 3 is to be completed by the local governing body or its designated subordinate officer or body, and returned to ABC.

**PART 1 - TO BE COMPLETED BY ABC**

1. APPLICANT'S NAME 854 Geary LLC

2. PREMISES ADDRESS (Street number and name, city, zip code) 854 Geary St., San Francisco, CA 94109 3. LICENSE TYPE 42

4. TYPE OF BUSINESS

<input type="checkbox"/> Full Service Restaurant	<input type="checkbox"/> Hofbrau/Cafeteria	<input type="checkbox"/> Cocktail Lounge	<input type="checkbox"/> Private Club
<input type="checkbox"/> Deli or Specialty Restaurant	<input type="checkbox"/> Comedy Club	<input type="checkbox"/> Night Club	<input type="checkbox"/> Veterans Club
<input type="checkbox"/> Cafe/Coffee Shop	<input type="checkbox"/> Brew Pub	<input type="checkbox"/> Tavern: Beer	<input type="checkbox"/> Fraternal Club
<input type="checkbox"/> Bed & Breakfast:	<input type="checkbox"/> Theater	<input checked="" type="checkbox"/> Tavern: Beer & Wine	<input type="checkbox"/> Wine Tasting Room
<input type="checkbox"/> Wine only <input type="checkbox"/> All			

<input type="checkbox"/> Supermarket	<input type="checkbox"/> Membership Store	<input type="checkbox"/> Service Station	<input type="checkbox"/> Swap Meet/Flea Market
<input type="checkbox"/> Liquor Store	<input type="checkbox"/> Department Store	<input type="checkbox"/> Convenience Market	<input type="checkbox"/> Drive-in Dairy
<input type="checkbox"/> Drug/Variety Store	<input type="checkbox"/> Florist/Gift Shop	<input type="checkbox"/> Convenience Market w/Gasoline	
<input type="checkbox"/> Other - describe:			

5. COUNTY POPULATION 4,567,812, 820 6. TOTAL NUMBER OF LICENSES IN COUNTY 284  On-Sale  Off-Sale 7. RATIO OF LICENSES TO POPULATION IN COUNTY  On-Sale  Off-Sale

8. CENSUS TRACT NUMBER 15 9. NO. OF LICENSES ALLOWED IN CENSUS TRACT 15  On-Sale  Off-Sale 10. NO. OF LICENSES EXISTING IN CENSUS TRACT 16  On-Sale  Off-Sale

11. IS THE ABOVE CENSUS TRACT OVERCONCENTRATED WITH LICENSES? (i.e., does the ratio of licenses to population in the census tract exceed the ratio of licenses to population for the entire county?)  
 Yes, the number of existing licenses exceeds the number allowed  
 No, the number of existing licenses is lower than the number allowed

12. DOES LAW ENFORCEMENT AGENCY MAINTAIN CRIME STATISTICS?  
 Yes (Go to Item #13)  No (Go to Item #20)

13. CRIME REPORTING DISTRICT NUMBER 548 14. TOTAL NUMBER OF REPORTING DISTRICTS 653 15. TOTAL NUMBER OF OFFENSES IN ALL REPORTING DISTRICTS 46,883

16. AVERAGE NO. OF OFFENSES PER DISTRICT 72 17. 120% OF AVERAGE NUMBER OF OFFENSES 86 18. TOTAL NUMBER OF OFFENSES IN REPORTING DISTRICT 262

19. IS THE PREMISES LOCATED IN A HIGH CRIME REPORTING DISTRICT? (i.e., has a 20% greater number of reported crimes than the average number of reported crimes as determined from all crime reporting districts within the jurisdiction of the local law enforcement agency)  
 Yes, the total number of offenses in the reporting district equals or exceeds the total number in item #17  
 No, the total number of offenses in the reporting district is lower than the total number in item #17

20. CHECK THE BOX THAT APPLIES (check only one box)

a. If "No" is checked in both item #11 and item #19, Section 23958.4 B&P does not apply to this application, and no additional information will be needed on this issue. Advise the applicant to bring this completed form to ABC when filing the application.

b. If "Yes" is checked in either item #11 or item #19, and the applicant is applying for a non-retail license, a retail bona fide public eating place license, a retail license issued for a hotel, motel or other lodging establishment as defined in Section 25503.16(b) B&P, or a retail license issued in conjunction with a beer manufacturer's license, or winegrower's license, advise the applicant to complete Section 2 and bring the completed form to ABC when filing the application or as soon as possible thereafter.

c. If "Yes" is checked in either item #11 or item #19, and the applicant is applying for an off-sale beer and wine license, an off-sale general license, an on-sale beer license, an on-sale beer and wine (public premises) license, or an on-sale general (public premises) license, advise the applicant to take this form to the local governing body, or its designated subordinate officer or body to have them complete Section 3. The completed form will need to be provided to ABC in order to process the application.

Governing Body/Designated Subordinate Name:

(BACK) Board of Supervisors

**FOR DEPARTMENT USE ONLY**

PREPARED BY (Name of Department Employee)