

From: [Crayton, Monique \(BOS\)](#)
To: [CPC.Referrals](#); [Erickson, Brandon \(POL\)](#); [Ciudad, Albern \(POL\)](#); veenazpatel@gmail.com
Cc: [Dahl, Bryan \(BOS\)](#); [Ebadi, Mahanaz \(BOS\)](#); [Donovan, Dominica \(BOS\)](#); [Tam, Madison \(BOS\)](#); [Ho, Calvin \(BOS\)](#); [Huang, Grace \(BOS\)](#); [Marie, Sophie \(BOS\)](#); [Mathewson, Melanie \(BOS\)](#)
Subject: Liquor License Issuance - 284 Noe Street - The Love Potion Library LLC - BOS File No. 251243
Date: Friday, December 12, 2025 2:49:00 PM

Greetings,

The office of the Clerk of the Board has received a letter requesting public convenience or necessity findings for a liquor license issuance. I'm referring this matter to you for response via the following linked document:

[Referral Letter - December 12, 2025](#)

You may review the entire matter on our [Legislative Research Center](#) by following the link below:

-
Board of Supervisors [File No. 251243](#)

After receiving review from the Planning and Police Departments, the Public Safety and Neighborhood Services Committee may hear and consider public convenience or necessity findings for the application, to be forwarded to the California Department of Alcoholic Beverage Control for consideration in the license matter.

The Public Safety and Neighborhood Services Committee will tentatively schedule this hearing for a regular meeting in January of 2026.

I request the Planning Department's response before December 31, 2025. Please confirm receipt of this message.

You may review the fact sheet for public convenience or necessity requests from the San Francisco Board of Supervisors via the following link:

[Liquor License Public Convenience or Necessity Request](#)

Thanks for the review.

Monique C. Crayton (she/her)

Assistant Clerk

Board of Supervisors - Clerk's Office

1 Dr. Carlton B. Goodlett Place, Room 244

San Francisco, CA 94102

(415) 554-7750 | Fax: (415) 554-5163

monique.crayton@sfgov.org | www.sfbos.org

(VIRTUAL APPOINTMENTS) To schedule a “virtual” meeting with me (on Microsoft Teams), please ask and I can answer your questions in real time.

BOARD of SUPERVISORS



City Hall
1 Dr. Carlton B. Goodlett Place, Room 244
San Francisco 94102-4689
Tel. No. (415) 554-5184
Fax No. (415) 554-5163
TDD/TTY No. (415) 554-5227

LIQUOR LICENSE PUBLIC CONVENIENCE OR NECESSITY REFERRAL

TO: Planning Department
Attn: _____
Phone No. _____

TO: Police Department
Brandon Erickson #2707

DATE: December 12, 2025
AP Block/Lot Nos.: 3561/013
Zoning: NCT- Upper Market
Neighborhood Commercial Transit –
50-X

Quad: _____
Record No.: _____

Please submit your response within two weeks. The Public Safety and Neighborhood Services Committee will tentatively schedule the PC or N hearing for a regular meeting in January of 2026.

PLEASE EMAIL YOUR RESPONSE by December 31, 2025, to:
Monique Crayton, Public Safety and Neighborhood Services Committee Clerk.
monique.crayton@sfgov.org ~ (415) 554-7750

Applicant name: The Love Potion Library LLC

Business name: The Love Potion Library LLC

Application address: 284 Noe Street
San Francisco, CA 94114

Applicant contact info: Veena Patel
408-444-1007
veenazpatel@gmail.com

PLANNING REVIEW: Approval Denial

Planning Staff Contact: _____
(Please add comments on a trailing page.)

POLICE REVIEW: Approval Denial

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LIQUOR LICENSE
PUBLIC CONVENIENCE OR NECESSITY REFERRAL
(Please add comments in a trailing report.)

To:

The San Francisco Board of Supervisors
1 Dr. Carlton B. Goodlett Place,
City Hall, Room 244
San Francisco, CA 94102

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SAN FRANCISCO
2025 DEC 03 PM03:46



Care of:

Office of the Clerk of the Board of Supervisors

From:

Veena Patel, Sole Member and Manager of The Love Potion Library LLC (CA)
847 Arguello Blvd APT 4
San Francisco, CA 94118
(408) 444-1007
veenazpatel@gmail.com

Re:

Letter of Convenience or Necessity

12/3/2025

To whom it may concern,

The owner of The Love Potion Library LLC, a romance bookstore, tea room and wine bar, that will be located at 284 Noe Street, San Francisco, CA 94114, in Duboce Triangle (on the edge of the Castro), has requested a new issuance of a Type 42, On-Sale Beer & Wine - Public Premises, license. The application was filed online at services.abc.gov on 11/19/2025 by Veena Patel. An ABC-207 poster was posted in the property window on 12/2/2025 by Veena Patel, and a San Francisco company doing business as Direct Mail Center was engaged on 12/2/2025 to mail ABC-207E to all residents within a 500 ft radius of the store. That will be completed in 2-3 business days.

The Love Potion Library LLC is a bistro-style, romance bookstore with occupancy for 28 seated guests, 24 in the reception room inside the store and 4 on the sidewalk in front of the store. The store will serve hot tea throughout the day, paired with pastries sourced from a local bakery. Customers will also be able purchase wine, including non-alcoholic wine options, to be paired with cheese plates, and can browse and purchase both new and used books throughout the day as well. The store will be open at first Monday - Sunday from 9am - 11pm, although will likely close earlier on weekdays around 8-9pm once foot traffic per day is established.

This concept is one-of-a-kind in San Francisco, filling a notable void: our city has no dedicated romance bookstore despite the genre's immense popularity and a nationwide trend of such bookstores thriving in other regions. In the immediate neighborhood, The Love Potion Library LLC will provide a community gathering space with a focus on women and allies who love books. San Francisco's social venues often

skew toward other demographics, and there are few places in the city primarily created for women to relax, meet, and build community around their interests. Our bookstore/bar addresses this need.

The store is designed to be a warm, inviting space where readers can gather, relax, and celebrate their love of romance literature. To foster a community, the store will host a range of events and experiences, including weekly book clubs led by staff or regular customers, themed tastings featuring wine or tea, and speed dating events tailored to the romance-loving community. Special events such as private book clubs, parties, and author readings will also be available for booking. Additionally, the store will feature artist showcase nights, where local creators can display and sell their work, enhancing the cultural atmosphere of the space. By providing a dedicated space for romance readers, the store will cater to an underserved market in San Francisco.

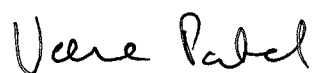
City-wide, granting this license and allowing our bookstore/bar to operate will elevate San Francisco's cultural landscape. Romance readers are unique in their deep engagement with the genre, often reading voraciously and forming strong attachments to favorite tropes, authors, and storylines. As the first romance-only bookstore here, we expect to attract visitors from other neighborhoods and even tourists who are fans of the genre. This supports the city's reputation for diversity and innovation. Moreover, our business will contribute economically. We are a small, locally-owned business investing in improvements to a storefront, creating new jobs for local residents, and partnering with nearby shops (for example, coordinating with local bakeries for pastries during tea service, and local wineries for our tasting events). These activities will stimulate the local economy while complementing, not competing with, neighboring businesses.

Finally, we are committed to being responsible and conscientious operators. We will enforce all ID laws and have experienced staff (1-2 employees) trained in responsible beverage service to maintain a safe environment. Because our emphasis is on books and community, the atmosphere will be calm and respectful.

In short, The Love Potion Library LLC will serve the public convenience or necessity by providing an inviting new community space and literary experience in San Francisco, enabled by the ability to offer a glass of wine or cup of tea. This license is crucial to our concept's success, and its issuance will add a valued amenity both to the neighborhood and to the city as a whole.

Thank you for your time and consideration!

Sincerely,



Veena Patel

The Love Potion Library LLC

Department of Alcoholic Beverage Control
APPLICATION FOR ALCOHOLIC BEVERAGE LICENSE
 ABC 211 (6/99)

State of California

Veenaz Patel *veenazpatel@*
(408)444-1007 *gmail.com*

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

File Number: **674987**
 Receipt Number: **3061825**
 Geographical Code: **3800**
 Copies Mailed Date: **November 26, 2025**
 Issued Date:

DISTRICT SERVING LOCATION: **SAN FRANCISCO**

First Owner: **THE LOVE POTION LIBRARY LLC**
 Name of Business: **THE LOVE POTION LIBRARY LLC**
 Location of Business: **284 NOE ST
 SAN FRANCISCO, CA 94114**

County **SAN FRANCISCO**

Is Premises inside city limits **Yes** Census Tract: **169**

Mailing Address:(If different from premises address) **847 ARGUELLO BLVD
 APT 4
 SAN FRANCISCO, CA 94118**

Type of license(s): **42** Dropping Partner: Yes No

Transferor's license/name:

<u>License Type</u>	<u>Transaction Type</u>	<u>Master</u>	<u>Secondary LT And Count</u>		
42 - On-Sale Beer And Wine - Public	ORI	Y			
<u>License Type</u>	<u>Transaction Description</u>	<u>Fee Code</u>	<u>Dup</u>	<u>Date</u>	<u>Fee</u>
Application Fee	ADD PRIMARY LICENSE TYPE	NA	0	11/19/25	\$1,105.00
42 - On-Sale Beer And Wine - Pu	ANNUAL FEE	NA	0	11/19/25	\$690.00
Total					\$1,795.00

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**

STATE OF CALIFORNIA County of SAN FRANCISCO Date: November 19, 2025

Applicant Name(s)

THE LOVE POTION LIBRARY LLC

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 SAN FRANCISCO
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