

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

**DATE:** June 4, 2024

**TO:** Planning Department  
Attn: \_\_\_\_\_  
Phone No. \_\_\_\_\_

**TO:** Police Department  
Andrew Froines  
Phone No. (415) 837-7254

**AP Block/Lot Nos.:** 1547/027  
**Zoning:** NCD - Inner Balboa Street  
Neighborhood Commercial District  
Height & Bulk Districts - 40-X  
**Quad:** \_\_\_\_\_  
**Record No.:** \_\_\_\_\_

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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 July of 2024.

**PLEASE EMAIL YOUR RESPONSE by Friday, June 14, 2024, to:**  
Monique Crayton, Public Safety and Neighborhood Services Committee Clerk.  
[monique.crayton@sfgov.org](mailto:monique.crayton@sfgov.org) ~ (415) 554-7750

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**Applicant name:** Tofino Wines Inc.

**Business name:** Tomorrow Wines

**Application address:** 340 Balboa Street

**Applicant contact info:** Paola Horevicz Hurtado  
510-788-5881 ext. 003 (main)  
[paola@abclicensecompany.com](mailto:paola@abclicensecompany.com)

**PLANNING REVIEW:** ☐ Approval ☐ Denial

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

**POLICE REVIEW:** ☐ Approval ☐ Denial

(Please add comments in a trailing report.)

**From:** [Crayton, Monique \(BOS\)](#)  
**To:** [CPC.Referrals](#); [Froines, Andrew \(POL\)](#); [paola@abclicensecompany.com](mailto:paola@abclicensecompany.com)  
**Cc:** [Alabanza, Analyn@ABC](#); [amarjit.tamber@abc.ca.gov](mailto:amarjit.tamber@abc.ca.gov); [Wong, Joanne \(POL\)](#); [Jonas, Stephen \(POL\)](#); [Logan, Sam \(BOS\)](#); [Burke, Robyn \(BOS\)](#); [Lee, Tiff \(BOS\)](#); [Yu, Angelina \(BOS\)](#); [Hsieh, Frances \(BOS\)](#); [Carroll, John \(BOS\)](#)  
**Subject:** Liquor License Issuance- 340 Balboa Street - Tomorrow Wines - BOS File No. 240631  
**Date:** Tuesday, June 4, 2024 11:46:00 AM

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Greetings,

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

[Referral Letter - Planning and Police Departments – June 4, 2024](#)

You may review the entire matter on our Legislative Research Center by following the link below:

Board of Supervisors [File No. 240631](#)

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 July of 2024.

I request the Planning Department's response before June 14, 2024. 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](mailto:monique.crayton@sfgov.org) | [www.sfbos.org](http://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.

## TOFINO WINES INC

Alisa Somera, Legislative Deputy Director  
San Francisco Board of Supervisors  
1 Dr. Carlton B. Goodlett Place, Room 244  
San Francisco, CA 94102  
415-554-4445

Re: Liquor License "PCN" Request  
Types 20 and 86, Pending License No: 658586  
340 Balboa Street, San Francisco CA 94118

To the Clerk of the Board,

The purpose of this letter is to respectfully request to be placed on the Board's calendar for Public Convenience and Necessity approval regarding a Type 20 alcoholic beverage license that we have applied for at 340 Balboa Street. Tofino Wines Inc intends to open as a neighborhood wine merchant, combining our deep knowledge of wine and hospitality, to create a curated selection of wines that will serve the residents of the Richmond District and the whole of San Francisco. Our wine selections cannot be found in grocery stores, discount retailers or other big box stores; and we will provide friendly service backed by years of wine and retail expertise, whether we are engaging neighborhood locals, wine connoisseurs or other industry professionals.

Our business proves to be necessary in San Francisco, as there is a passion for small wine producers and wines made in natural way, but there is not an appropriate retail establishment to serve the needs of consumers with a great selection of wines, excellent customer service and education. Our operations will be a solution to this by offering attentive service to guests whether they are shopping for a \$24 bottle or a \$120 bottle. Our goal has always been to build long lasting relationships in the community and to provide a robust calendar of winemaker tasting and educational opportunities to learn about wine regions, grape varieties, and other timely topics in the wine industry, such as the impacts of the climate crisis on wine regions in California and abroad. While most of our tasting and educational classes will be open to the adult public, and we will offer small group tastings as well.

Tofino Wines Inc is a SF-based, family-owned company that operated a popular wine bar and wine retail shop called Tofino Wines at Geary and Masonic from April 2015 to April 2024. We have hundreds of local customers, many of whom live near 340 Balboa. Tofino Wines has received recognition as being one of San Francisco's best wine shops (from Esther Mobley, Senior Wine Critic, SF Chronicle, May 2024) and for specializing in and discovering new and exciting wines to introduce to customers. Some of our best customers were young winemakers working in Napa or Sonoma, or people studying wine in sommelier classes or a tasting group of their peers. These customers knew that we had wine they could not find anywhere else in Northern California.

We closed our business on Geary Blvd in April 2024 and plan to open a retail-only wine business at 340 Balboa that will build on both our existing customer relationships and experience in serving the community. It was very important for us, when looking for a new

## TOFINO WINES INC

location, to stay close to the customers and community that we already built in the Richmond, Pacific Heights, Laurel Heights and Western Addition. We also believe that the number of customers who come from across the City to our wine store will boost traffic at the nearby restaurants along Balboa Street.

Our desired hours of operation are 12pm - 8pm Tuesdays through Thursdays, 12pm - 9pm Fridays, 11am - 9pm Saturdays and 11am-6pm Sundays. We will provide a welcoming and informative shopping experience, in a serious but relaxed atmosphere. Just as we did with our previous neighborhood business, it is our responsibility to vigilantly monitor the surrounding area to always ensure the safety of our business and our customers. This means maintaining a well-respected and lawful business. We expect our business to become a valuable part of the neighborhood and contribute to the energy and vibrancy of San Francisco as only small businesses can.

We seek the SF Board of Supervisor's affirmative ruling that our application serves the public convenience and necessity of our City.

Sincerely,

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

Mark Nevin,  
Tofino Wines Inc

GR

## APPLICATION FOR ALCOHOLIC BEVERAGE LICENSE

ABC 211 (6/99)

PAOLA HURTADO

510 788 5881 X003

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

File Number: **658586**  
Receipt Number: **2888252**  
Geographical Code: **3800**  
Copies Mailed Date: **April 29, 2024**  
Issued Date:

DISTRICT SERVING LOCATION: **SAN FRANCISCO**

1547/027

First Owner: **TOFINO WINES, INC.**

Dist 1

Name of Business: **TOMORROW WINE**

NCD

Location of Business: **340 BALBOA ST**  
**SAN FRANCISCO, CA 94118**

2024-003822MIS

County **SAN FRANCISCO**Is Premises inside city limits **Yes**Census Tract: **0451.00**

Mailing Address:(If different  
from  
premises address) **66 WOODLAND AVE**  
**SAN FRANCISCO, CA 94117**

Type of license(s): **20, 86**

Dropping Partner: Yes\_\_\_ No\_\_\_

Transferor's license/name: **126014 / ROSEBOWL FLORIST INC**

License Type	Transaction Type	Master	Secondary LT And Count		
86 - Instructional Tasting License	ORI	Y			
20 - Off-Sale Beer And Wine	PER/PRM	Y			

License Type	Transaction Description	Fee Code	Dup	Date	Fee
Application Fee	DBL TRF: PREMISES AND PERSON	NA	0	04/29/24	\$1,065.00
86 - Instructional Tasting License	ANNUAL FEE	NA	0	04/29/24	\$460.00
20 - Off-Sale Beer And Wine	ANNUAL FEE	NA	0	04/29/24	\$470.00
Total					\$1,995.00

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: **April 29, 2024**

Applicant Name(s)

**TOFINO WINES, INC.**

ABC license type 20 is permitted on the ground floor of a liquor store/wine shop within the Inner Balboa Street Neighborhood Commercial District per Planning Code Section 735. License type 86 may be permitted if the following five criteria are met per Planning Code interpretation for Section 790.22: (1) instructional tasting events take place between 10 a.m. and 9 p.m., (2) instructional tasting events take place in an area at least temporarily separated from the remainder of the retail space, (3) no more than three tastings of distilled spirits, each no more than one-fourth of one ounce, are provided to any one person per day, (4) no more than three tastings of wine, each no more than one ounce, are provided to any one person per day, and (5) no more than eight ounces of beer are provided to any one person per day. The applicant is required to obtain a building permit for a change of use to liquor store/wine shop.

*Mary C. Woods*

Mary C. Woods, SF Planning Department  
5/31/2024

*W. T. McCallum*  
William McCallum  
6/11/2024