

# LIQUOR LICENSE PUBLIC CONVENIENCE OR NECESSITY REFERRAL

**TO:** Planning Department  
Phone No. (415) 558-6371

**DATE:** February 18, 2020

**TO:** Police Department  
Inspector Georgia Sawyer  
Phone No. (415) 553-9550

**AP Block/Lot Nos.:** 3738/011  
**Zoning:** C-3-0  
**Quad:** NE Planning Team  
**Record No.:** \_\_\_\_\_

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Please submit your response within three weeks; the Public Safety and Neighborhood Services Committee will tentatively schedule the PC or N hearing for a regular meeting in April of 2020.

**PLEASE EMAIL YOUR RESPONSE BY:** March 6, 2020, to John Carroll, Public Safety and Neighborhood Services Committee Clerk.

[john.carroll@sfgov.org](mailto:john.carroll@sfgov.org) - Phone No: 554-4445

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**Applicant name:** SOMA Wines and Spirits Inc.

**Business name:** East Cut Traders

**Application address:** 301 Howard Street Suite 120  
San Francisco, CA 94105-6601

**Applicant contact info:** Oussama Mannaa  
415-595-3604  
David Villa-Lobos  
415-921-4192

**PLANNING REVIEW:**  Approval  Denial

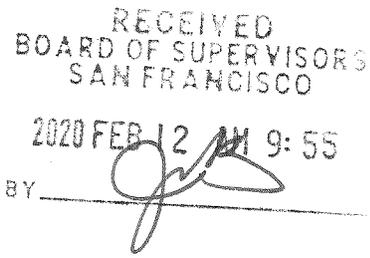
Planning Staff Contact: \_\_\_\_\_

**Please print review comments on a trailing page.**

**POLICE REVIEW:**  Approval  Denial

**Please print review comments in a trailing report.**

East Cut traders  
301 Howard st  
SF, CA 94105



Jan 28, 2020  
Attn: Clerk of the Board  
San Francisco Board of Supervisors  
1 Dr. Carlton B. Goodlett Place, Room 244  
San Francisco, CA 94102

Attached is the PCN request for the acquisition of a Type 21 liquor license for Soma Wines & Spirits, Inc. 282 2<sup>nd</sup> street, SF, CA 94105

Dear Board of Supervisors:

East Cut Traders has applied for a Premise-to-Premise transfer of Type 21 ABC license from 4055 Irving Street, SF, CA 94122 to 301 Howard st street, SF, CA 94105.

East Cut Traders is a division of Soma wines & Spirits that is intended to cater to the downtown business crowd, as well as nearby residents. We are a responsible retailer of alcoholic beverages and have the expertise and experience needed as we've been operating in the Soma area for the past 15 years. East Cut Traders plans to be a great addition to the growing East Cut neighborhood of Soma.

Our goal is to bring quality, service, and sense of community to this growing neighborhood. We will stock a wide range of grab and go fresh foods, as well as local snacks and other grocery items that will complement our premium beverage, beer and wine program.

We already partnered with local artisanal producers, breweries, wineries, and distillers and plan to showcase their products in our store.

Some of our partners will include:

Sightglass Coffee, Pampa Empanadas, Rustic Bakery, Cheesequake, Dandelion Chocolates, Charles Chocolatier, Awesome Bars, Harmonic Brewery, Laughing Monk Brewery, Treecraft Distillery, Raff Distilleries, and St. George spirits.

This will provide the ultimate San Francisco experience to our customers. Seasonal local craft beer and boutique highly rated wines would be highlighted.

We will be investing a substantial amount in remodeling and improving the site to provide the best experience that we can to our patrons. Talented local firms Synapse Studio, Rubber Design have been assisting us in creating and refining this vision. This investment is a commitment to provide a great customer experience for employees and residents in a safe and communal setting.

We would greatly appreciate the support of the board of supervisors and hope that you find the same public convenience and necessity that we envision and see in our concept. Additional information about the concept as well as sketches and floor plans can be provided if needed.

Please feel free to contact me at your earliest convenience to let me know when we can present our concept in front of the board. We respectfully request that we can be scheduled as soon as possible as our construction is pending the approval of the transfer. We have been paying rent since July 2019 and would love to start construction as soon as we can.

Hours of Operation are 8:00 am until 12:00pm daily.

Please contact:

Oussama Mannaa (415) 595-3604

Craig Block (310) 893-1136

David Villa-Lobos, CLA Consulting (415) 921-4192

Sincerely,

Oussama Mannaa & Shirley Azzghayer

A handwritten signature in black ink, appearing to be 'Oussama', with a long horizontal flourish extending to the left.A handwritten signature in black ink, appearing to be 'Shirley Azzghayer', with a long horizontal flourish extending to the right.

**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

SOMA WINES AND SPIRITS INC

2. PREMISES ADDRESS (Street number and name, city, zip code)

301 HOWARD ST STE 120, SAN FRANCISCO, CA 94105-6601

3. LICENSE TYPE

21

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 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 checked="" 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

11,502/883,963

6. TOTAL NUMBER OF LICENSES IN COUNTY

On-Sale  Off-Sale

7. RATIO OF LICENSES TO POPULATION IN COUNTY

1,133  On-Sale  Off-Sale

8. CENSUS TRACT NUMBER

615

9. NO. OF LICENSES ALLOWED IN CENSUS TRACT

10  On-Sale  Off-Sale

10. NO. OF LICENSES EXISTING IN CENSUS TRACT

26  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

238

14. TOTAL NUMBER OF REPORTING DISTRICTS

654

15. TOTAL NUMBER OF OFFENSES IN ALL REPORTING DISTRICTS

55,022

16. AVERAGE NO. OF OFFENSES PER DISTRICT

84.13

17. 120% OF AVERAGE NUMBER OF OFFENSES

100.8

18. TOTAL NUMBER OF OFFENSES IN REPORTING DISTRICT

89

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: BOARD OF SUPERVISORS

**FOR DEPARTMENT USE ONLY**

PREPARED BY (Name of Department Employee)

JM



APPLICATION FOR ALCOHOLIC BEVERAGE LICENSE(S)

ABC 211 (6/99)

*Ms. Frances Barron,*

*Consultant*

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

File Number: 614171  
Receipt Number: 2620562  
Geographical Code: 3800  
Copies Mailed Date: January 10, 2020  
Issued Date:  
*1-800-222-5777*  
*X253*

DISTRICT SERVING LOCATION: SAN FRANCISCO

First Owner: SOMA WINES AND SPIRITS INC  
Name of Business: EAST CUT TRADERS  
Location of Business: 301 HOWARD ST  
STE 120  
SAN FRANCISCO, CA 94105-6601

County: SAN FRANCISCO

Is Premises inside city limits? Yes Census Tract: 0615.00

Mailing Address:(If different from premises address) 600 FOLSOM ST  
SAN FRANCISCO, CA 94107

Type of license(s): 21 Dropping Partner: Yes  No

Transferor's license/name: 482726 / HERCULES, FRANCISCA FLORIDALBA

License Type	Transaction Type	Master	Secondary LT And Count		
21 - Off-Sale General	PER/PRM	Y			
License Type	Transaction Description	Fee Code	Dup	Date	Fee
Application Fee	DBL TRF: PREMISES AND PERSON	NA	0	01/10/20	\$1,250.00
21 - Off-Sale General	ANNUAL FEE	NA	0	01/10/20	\$814.00
Total					\$2,064.00

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: January 10, 2020

Applicant Name(s)

SOMA WINES AND SPIRITS INC

RECEIVED  
BOARD OF SUPERVISORS  
SAN FRANCISCO  
2020 JAN 15 PM 3:00  
*OR*