

File No. 200171

Committee Item No. 1

Board Item No. \_\_\_\_\_

## COMMITTEE/BOARD OF SUPERVISORS

### AGENDA PACKET CONTENTS LIST

Comm: Public Safety & Neighborhood Services

Date: April 9, 2020

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"/> | Youth Commission Report                      |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Introduction Form                            |
| <input 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 type="checkbox"/>            | <input type="checkbox"/> | Application                                  |
| <input type="checkbox"/>            | <input type="checkbox"/> | Public Correspondence                        |

#### OTHER

- |                                     |                          |  |
|-------------------------------------|--------------------------|--|
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | <u>Police Department Review – April 2, 2020</u>          |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | <u>Planning Department Review – February 26, 2020</u>    |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | <u>Referral to Planning and SFPD – February 18, 2020</u> |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | <u>PC or N Request Letter – February 13, 2020</u>        |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | <u>Form ABC-211 – February 11, 2020</u>                  |

Prepared by: John Carroll

Date: April 3, 2020

Prepared by: John Carroll

Date: \_\_\_\_\_

**From:** [Carroll, John \(BOS\)](#)  
**To:** ["Mat Pond"](#); ["Mat Pond"](#); [Mundy, Erin \(BOS\)](#); ["Angulo, Sunny \(sunny.angulo@sfgov.org\)"](#); [Yan, Calvin \(BOS\)](#); [Hepner, Lee \(BOS\)](#)  
**Cc:** ["Meyer, Rose @ABC"](#); ["Reyes, Gertie@ABC"](#); [CPC.Referrals](#); [Salgado, Rebecca \(CPC\)](#); [Sawyer, Georgia \(POL\)](#); [Macchi, Patrick \(POL\)](#); [Salmonson, Joel \(POL\)](#); [Wong, Joanne \(POL\)](#); [Alabanza, Analyn@ABC](#)  
**Subject:** RE: Liquor License - One Ferry Building - The Epicurean Trader  
**Date:** Thursday, April 2, 2020 11:31:00 AM  
**Attachments:** [image001.png](#)

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Good morning,

The Police Department has completed their review of the subject public convenience or necessity request and has forwarded their recommendations. For your convenience, I have the review available from the link below:

[Police Department Response – April 2, 2020](#)

The Police Department's ALU is recommending approval with conditions as follow:

- 1) When tasting is being conducted, there shall be signs in a conspicuous space at the entrance and/or exits of the premise as depicted on the ABC-257, which will state "NO ALCOHOLIC BEVERAGES BEYOND THIS POINT." Said signs shall be no less than 7" X 11" in size and contain lettering no less 1" in height; and
- 2) Signs shall be posted that "No minors are allowed in the tasting area."

**Due to the health emergencies impacting our legislative process, the Public Safety and Neighborhood Services Committee is only intermittently able to handle regular business. The committee may hear this matter remotely on April 9, 2020. At this time, we're working out the logistics of how the meeting would be conducted and run. If this PC or N hearing is scheduled, I will let everyone know in a follow-up email, and we can discuss how to appear before the committee remotely.**

I invite you to review the entire matter on our Legislative Research Center by following the link below:

[Board of Supervisors File No. 200171](#)

Thanks for the review.

**John Carroll**  
**Assistant Clerk**  
Board of Supervisors  
San Francisco City Hall, Room 244  
San Francisco, CA 94102  
(415) 554-4445



Click [here](#) to complete a Board of Supervisors Customer Service Satisfaction form.



San Francisco Police Department  
**ABC Liaison Unit**



Alcoholic Beverage License -  
Public Convenience or  
Necessity Recommendation

**To:** The San Francisco Board of Supervisors' Committee on Public Safety  
and Neighborhood Services

**Supervisor Rafael Mandelman**  
**Supervisor Catherine Stefani**  
**Supervisor Shamman Walton**

**From:** *QMS#131*  
*for* Lt. Georgia Sawyer #1565  
Officer in Charge.  
ALU/Permits Unit 415-553-9550

**Date:** April 2, 2020

**Subject:** P.C.N. Investigation Regarding: The Epicurean Trader, LLC  
DBA: THE EPICUREAN TRADER  
One Ferry Bldg. Ste. #9  
San Francisco, CA. 94111

The Epicurean Trader, LLC (The Epicurean Trader) has filed an application with the California Department of Alcoholic Beverage Control seeking a Type 21 (Off-Sale General), Type 41 (On Sale Beer & Wine-Eating Place), Type 86 (Instructional Tasting) license to be located at One Ferry Bldg. Ste. #9 (located Market St. and Washington St.)

**Hours of Operation:**

7:00 a.m. to 10:00 p.m. each day of the week.

**Digest:**

The Epicurean Trader would like to operate a specialty grocery store to include Beer, Wine and Spirits sales, as well as instructional tasting of alcoholic beverages, and operate as a bona fide eating place, located at One Ferry Bldg. Ste. #9. If approved, this license will allow The Epicurean Trader to sell Off-Sale Beer and Wine and Distilled Spirits.

**Letters of Protest**

0

**Letters of Support**

0

**Police Calls for Service:**

From February 2019 to February 2020

**0 calls for service**

**Police Reports:**

From February 2019 to February 2020

**0 police reports**

**San Francisco Plot Information:**

This premise is located in Plot: **216**

A High Crime area is defined as **107** or more police reports in a plot for the year of **2019**.

This plot had **300** police reports for **2019**, which is **193 more** than the **Citywide "High Crime"** average

**State Census Tract Information:**

This premise is located in Census Tract: **105.00**  
Population for this tract is: **2,685**

On-sale license authorized by census tract: **9**  
Active on-sale licenses: 106 with 0 pending

Off-sale licenses authorized by census tract: **2**  
Active off-sale licenses: 28 with 0 pending

**Departmental Recommendation:**

Points of consideration: **1 (Sue Bierman Park)**

No opposition from **Southern Station**.

Applicant premise **is** located in a “**High Crime**” area.

Applicant premise **is** located in a “**High Concentration**” area.

**0** - Protest.

**0** - Support

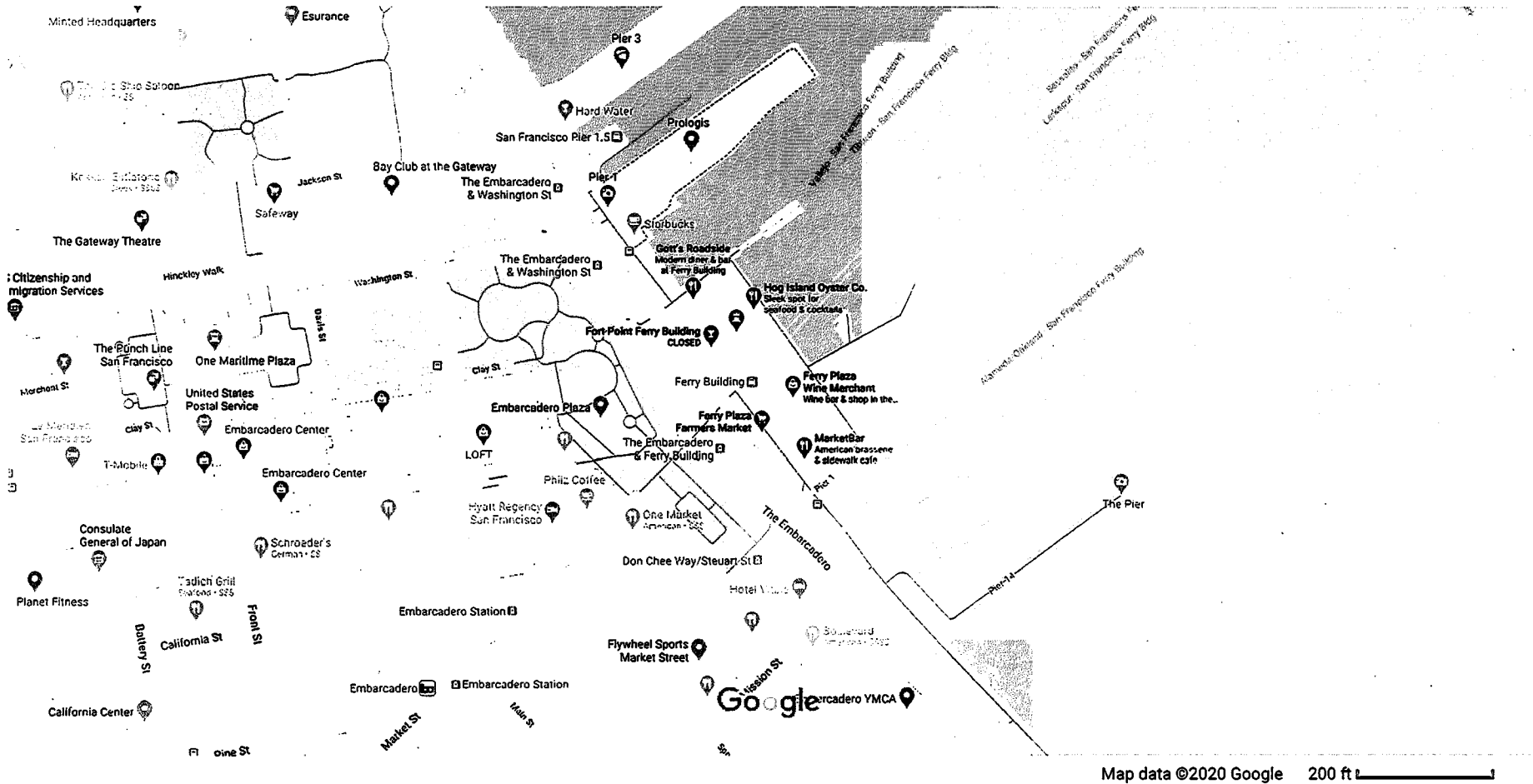
ALU Recommendation: **Approval with following conditions:**

**Conditions for Type 21- Off-Sale General, Type 41-On-Sale Beer and  
Wine Eating Place, Type-86-Instructional Tasting**

1. When tasting is being conducted, there shall be signs in a conspicuous space at the entrance and/or exits of the premise as depicted on the ABC-257, which will state “NO ALCOHOLIC BEVERAGES BEYOND THIS POINT”. Said signs shall be no less than 7” X 11” in size and contain lettering no less 1” in height.
2. Signs shall be posted that “No minors are allowed in the tasting area”.

It should be noted that as of April 1, 2020 the applicant had not agreed to the above listed recommended conditions.

# Google Maps one ferry building



## Carroll, John (BOS)

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**From:** Carroll, John (BOS)  
**Sent:** Wednesday, February 26, 2020 2:14 PM  
**To:** Sawyer, Georgia (POL); Macchi, Patrick (POL); Salmonson, Joel (POL); Wong, Joanne (POL)  
**Cc:** Mat Pond; Mat Pond; Meyer, Rose @ABC; Gebb, Justin@ABC; Reyes, Gertie@ABC; Mundy, Erin (BOS); 'Angulo, Sunny (sunny.angulo@sfgov.org)'; Yan, Calvin (BOS); Hepner, Lee (BOS); CPC.Referrals; Salgado, Rebecca (CPC)  
**Subject:** RE: Liquor License - One Ferry Building - The Epicurean Trader  
**Categories:** 2020.04.09 - PSNS, 200171

Good afternoon,

The Planning Department has completed their review of the subject application, and has forwarded their recommendation for approval. For your convenience, I have the review available from the link below:

[Planning Dept. Response - Received February 25, 2020](#)

The matter is now awaiting review by the Police Department's ALU.

After receiving review from the Police Department, 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 their consideration in the license matter.

**The Public Safety and Neighborhood Services Committee will tentatively schedule this hearing for a regular meeting on April 9 of 2020.**

I invite you to review the entire matter on our [Legislative Research Center](#) by following the link below:

[Board of Supervisors File No. 200171](#)

Thanks for the review.

**John Carroll**  
**Assistant Clerk**  
Board of Supervisors  
San Francisco City Hall, Room 244  
San Francisco, CA 94102  
(415) 554-4445



Click [here](#) to complete a Board of Supervisors Customer Service Satisfaction form.

The [Legislative Research Center](#) provides 24-hour access to Board of Supervisors legislation and archived matters since August 1998.

***Disclosures:** Personal information that is provided in communications to the Board of Supervisors is subject to disclosure under the California Public Records Act and the San Francisco Sunshine Ordinance. Personal information provided will not be redacted. Members of the public are not required to provide personal identifying information when they communicate with the Board of Supervisors and its committees. All written or oral communications that members of the public submit to the Clerk's Office regarding pending legislation or hearings will be made available to all members of the public for inspection and copying. The Clerk's Office does not redact any information from these submissions. This means that personal information—including names, phone numbers, addresses and similar information that a*

**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.:** 9900/274-275  
**Zoning:** C-2  
**Quad:** NE Planning Team  
**Record No.:** 2020-002565MIS

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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 - Phone No: 554-4445**

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**Applicant name:** The Epicurean Trader, LLC

**Business name:** The Epicurean Trader

**Application address:** One Ferry Building, Suite 9  
San Francisco, CA 94105-6601

**Applicant contact info:** Mat Pond  
415-602-3407

**PLANNING REVIEW:** ☒ Approval ☐ Denial

**Planning Staff Contact:** Rebecca Salgado (415-575-9101)

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

**POLICE REVIEW:** ☐ Approval ☐ Denial

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



Recommend Approval - Type 21 ABC License is permitted in conjunction with a Grocery Market (dba The Epicurean Trader), which is a principally permitted Retail Sales and Service Use in the C-2/waterfront Zoning District per Planning Code Sections 210.1 and 240.1.

RECEIVED  
BOARD OF SUPERVISORS  
SAN FRANCISCO

RE: PUBLIC CONVENIENCE OR NECESSITY DETERMINATION REQUEST

2020 FEB 13 AM 9:09

BY 

We are requesting from the Board of Supervisors of the City and County of San Francisco a determination of public convenience or necessity for the proposed location.

Applicants Name: Mat Pond (Owner)  
(415) 602-3407  
mat@theepicureantrader.com

Business Name: The Epicurean Trader, LLC

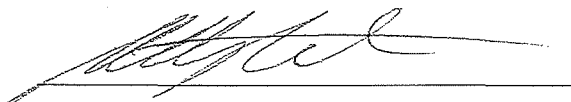
Business Address: 2200 Jerrold Ave, Suite Q  
San Francisco, CA  
94124

Proposed Premises Address: The Ferry Building  
One Ferry Building, Suite 9  
Shop E-5A  
San Francisco, CA  
94111

License Type: New Issuance - Type 21

Proposed Business Hours: Daily 7am-10pm

Date of ABC Application: February 7<sup>th</sup>, 2020  
License #: 614841



Mat Pond, Owner

## INFORMATION AND INSTRUCTIONS -

## SECTION 23958.4 B&amp;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 EPICUREAN TRADER, LLC THE			3. LICENSE TYPE 21		
2. PREMISES ADDRESS (Street number and name, city, zip code) ONE FERRY BLDG STE 9 MARKET SHOP E-5A, SF CA 94111					
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 checked="" 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 2,685/883,963		6. TOTAL NUMBER OF LICENSES IN COUNTY <input type="checkbox"/> On-Sale <input type="checkbox"/> Off-Sale		7. RATIO OF LICENSES TO POPULATION IN COUNTY 1,133 <input type="checkbox"/> On-Sale <input checked="" type="checkbox"/> Off-Sale	
8. CENSUS TRACT NUMBER 105		9. NO. OF LICENSES ALLOWED IN CENSUS TRACT 2 <input type="checkbox"/> On-Sale <input checked="" type="checkbox"/> Off-Sale		10. NO. OF LICENSES EXISTING IN CENSUS TRACT 768 <input type="checkbox"/> On-Sale <input checked="" type="checkbox"/> 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?) <input checked="" type="checkbox"/> Yes, the number of existing licenses exceeds the number allowed <input type="checkbox"/> No, the number of existing licenses is lower than the number allowed					
12. DOES LAW ENFORCEMENT AGENCY MAINTAIN CRIME STATISTICS? <input checked="" type="checkbox"/> Yes (Go to Item #13) <input type="checkbox"/> No (Go to Item #20)					
13. CRIME REPORTING DISTRICT NUMBER 216		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 269	
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) <input checked="" type="checkbox"/> Yes, the total number of offenses in the reporting district equals or exceeds the total number in item #17 <input type="checkbox"/> 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)					
<input type="checkbox"/> a. If "No" is checked in both item #11 and item #19, <u>Section 23958.4 B&amp;P does not apply</u> 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.					
<input type="checkbox"/> 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 <u>applicant to complete Section 2</u> and bring the completed form to ABC when filing the application or as soon as possible thereafter.					
<input checked="" type="checkbox"/> 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 <u>applicant to take this form to the local governing body, or its designated subordinate officer or body to have them complete Section 3</u> . The completed form will need to be provided to ABC in order to process the application.					

Governing Body/Designated Subordinate Name:

SAN FRANCISCO BOARD OF SUPERVISORS

## FOR DEPARTMENT USE ONLY

PREPARED BY (Name of Department Employee)

jm

ABC-245 (rev. 01-11)

**PART 2 - TO BE COMPLETED BY THE APPLICANT (If box #20b is checked)**

21. Based on the information on the reverse, the Department may approve your application if you can show that public convenience or necessity would be served by the issuance of the license. Please describe below the reasons why issuance of another license is justified in this area. You may attach a separate sheet or additional documentation, if desired. Do *not* proceed to Part 3.

*Please see attached document.*

22. APPLICANT SIGNATURE



23. DATE SIGNED

*02/12/20*

**PART 3 - TO BE COMPLETED BY LOCAL OFFICIALS (If box #20c is checked)**

The applicant named on the reverse is applying for a license to sell alcoholic beverages at a premises where undue concentration exists (i.e., an over-concentration of licenses and/or a higher than average crime rate as defined in Section 23958.4 of the Business and Professions Code). Sections 23958 and 23958.4 of the Business and Professions Code requires the Department to deny the application unless the local governing body of the area in which the applicant premises are located, or its designated subordinate officer or body, determines within 90 days of notification of a completed application that public convenience or necessity would be served by the issuance. Please complete items #24 to #30 below and certify or affix an official seal, or attach a copy of the Council or Board resolution or a signed letter on official letterhead stating whether or not the issuance of the applied for license would serve as a public convenience or necessity.

24. WILL PUBLIC CONVENIENCE OR NECESSITY BE SERVED BY ISSUANCE OF THIS ALCOHOLIC BEVERAGE LICENSE?

☐ Yes

☐ No

☐ See Attached (i.e., letter, resolution, etc.)

25. ADDITIONAL COMMENTS, IF DESIRED (may include reasons for approval or denial of public convenience or necessity):

26. CITY/COUNTY OFFICIAL NAME

27. CITY/COUNTY OFFICIAL TITLE

28. CITY/COUNTY OFFICIAL PHONE NUMBER

29. CITY/COUNTY OFFICIAL SIGNATURE

30. DATE SIGNED

The Epicurean Trader is a respected retailer in the San Francisco community with three small grocery markets in the Bernal Heights, Cow Hollow and Hayes Valley neighborhoods of San Francisco. We are a husband-and-wife run business and are completely independent with no outside investors or ownership.

Our current markets are highly regarded, as indicated by online reviews, and have been recognized in publications like Sunset Magazine and San Francisco Magazine for our dedication to small, local producers as well as being a great addition to San Francisco neighborhoods. The local residents in neighborhoods where our current markets reside are thrilled to have us as part of their neighborhood and as part of the weekly shopping routine.

Below are a few quotes from our guests to highlight the impact that we can have on a local community:

- Rebecca S.: "A fantastic addition to the neighborhood"
- Carly C.: "Such an amazing addition to Union Street. They have a wide variety selection ranging from meats, cheeses, wines, spirits, etc. I was surprised by the high quality and specialty items that you can't get anywhere close by. I will definitely be adding this store to my regular shopping list!"
- Claire V. "Great addition to neighborhood - panini sandwiches especially good. A gourmet food shop was needed."
- Matt M. "An amazing selection of pretty much everything they carry. My personal favorites are Tartine Bakery bread, and Bi-Rite Creamery ice cream. 5 stars for a very welcome addition to the neighborhood!"
- Ron C. "One of my favorite things is their sandwiches—a welcome addition to the fare on Union St. To top it all off, they even have fresh Tartine Bakery bread and pastries...what more could you ask for?"

Currently there is no offering like ours in the Embarcadero / Financial District neighborhood and the Ferry Building have specifically selected The Epicurean Trader to be their general grocer in the marketplace for the thousands of commuters who take the ferry as a means of transport to the city on a daily basis. In addition, we plan to serve the specialty grocery needs of people who work in the surrounding buildings.

Since we announced our plan to open in the Ferry Building we have been inundated with calls and emails from local residents, commuters and people that work in the surrounding area stating how excited they are to have a curated grocery store in a convenient location where they can purchase affordable and high-quality food.

Less than 5% of the total square footage of the space is dedicated to the sale of alcoholic beverages, with the remainder focused on organic, quality food and pantry items, many of them made locally by San Franciscan artisans.

Despite alcohol being a small percentage of our overall business, it is important to the overall economics of our store format and our ability to pay our employees a 'livable wage' (above the minimum wage) and the high rents that San Francisco commands. In order for us to provide high-quality, organic and healthy produce and staples to the neighborhood at affordable prices, we need to be able to offer higher-margin, non-perishable items such as alcohol and specialty items to help pay the bills. Without the margins on alcohol we simply would not be able to survive.

Like all the categories we serve, we take a lot of pride in the selection of our alcohol and don't simply look to carry cheap, low-quality liquor for the purpose of only getting intoxicated. We focus on smaller producers that care about authentic craftsmanship and quality raw materials. In fact, our dedication to quality has earned several accolades for our selection, including: '*Best Spirits Store in The San Francisco Bay Area*' by San Francisco Magazine; '*Best Neighborhood Wine Shop*' by Yelp amongst others.

We are responsible retailers and have never had any issues with retailing alcoholic beverages at any of our markets. Our staff are highly knowledgeable and well trained in how to be a responsible servers of alcohol.

We hope that you will support our bid to move into the Ferry Building and provide the community with quality grocery options.

Regards,

A handwritten signature in black ink, appearing to read 'Mat & Holly', written in a cursive, flowing style.

Mat & Holly (founders/owners)

## APPLICATION FOR ALCOHOLIC BEVERAGE LICENSE(S)

ABC 211 (6/99)

Ms. AMANDA BAIRD,  
Consultant

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

File Number: 614841  
Receipt Number: 2625386  
Geographical Code: 3800  
Copies Mailed Date: February 7, 2020  
Issued Date:

(415) 299-2964

DISTRICT SERVING LOCATION: SAN FRANCISCO

First Owner: EPICUREAN TRADER, LLC THE  
Name of Business: EPICUREAN TRADER THE  
Location of Business: ONE FERRY BLDG  
STE 9  
(MARKET SHOP E-5A)  
SAN FRANCISCO, CA 94111

County: SAN FRANCISCOIs Premises inside city limits? YesCensus Tract: 0105.00Mailing Address: (If different  
from  
premises address)Type of license(s): 21, 41, 86Dropping Partner: Yes      No XTransferor's license/name: 309520 / WINE CLUB THE

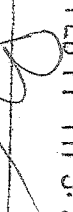
License Type	Transaction Type	Master	Secondary LT And Count
41 - On-Sale Beer And Wine - Eating P	ORI	Y	
86 - Instructional Tasting License	ORI	Y	
21 - Off-Sale General	PER/PRM	Y	

License Type	Transaction Description	Fee Code	Dup	Date	Fee
Application Fee	DBL TRF: PREMISES AND PERSON	NA	0	02/07/20	\$1,250.00
86 - Instructional Tasting License	ANNUAL FEE	NA	0	02/07/20	\$390.00
41 - On-Sale Beer And Wine - Eat	ANNUAL FEE	NA	0	02/07/20	\$455.00
21 - Off-Sale General	ANNUAL FEE	NA	0	02/07/20	\$814.00
Total					\$2,909.00

Have you ever been convicted of a felony? NoHave you ever violated any provisions of the Alcoholic Beverage Control Act, or regulations of the  
Department pertaining to the Act? NoSTATE OF CALIFORNIA County of SAN FRANCISCODate: February 7, 2020

Applicant Name(s)

EPICUREAN TRADER, LLC THE

RECEIVED  
BOARD OF SUPERVISORS  
SAN FRANCISCO  
2020 FEB 11 PM 3:33  
BY 

## Carroll, John (BOS)

---

**From:** Carroll, John (BOS)  
**Sent:** Tuesday, February 18, 2020 2:55 PM  
**To:** CPC.Referrals; Sawyer, Georgia (POL)  
**Cc:** Mat Pond; Mat Pond; Meyer, Rose @ABC; Gebb, Justin@ABC; Reyes, Gertie@ABC; Macchi, Patrick (POL); Salmonson, Joel (POL); Wong, Joanne (POL); Mundy, Erin (BOS); 'Angulo, Sunny (sunny.angulo@sfgov.org)'; Yan, Calvin (BOS); Hepner, Lee (BOS)  
**Subject:** Liquor License - One Ferry Building - The Epicurean Trader  
**Categories:** 200171, 2020.04.09 - PSNS

Good afternoon,

The office of the Clerk of the Board has received a letter requesting public convenience or necessity findings for a liquor license. This matter is being referred to you for response via the following linked document:

[Referral Letter - Planning and Police Departments – February 18, 2020](#)

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

[Board of Supervisors File No. 200171](#)

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 April of 2019.**

**I request the Planning Department's response before March 6, 2020. 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.

**John Carroll**  
**Assistant Clerk**  
Board of Supervisors  
San Francisco City Hall, Room 244  
San Francisco, CA 94102  
(415) 554-4445



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**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.:** 9900/274-275

**Zoning:** C-2

**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 - Phone No: 554-4445**

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**Applicant name:** The Epicurean Trader, LLC

**Business name:** The Epicurean Trader

**Application address:** One Ferry Building, Suite 9  
San Francisco, CA 94105-6601

**Applicant contact info:** Mat Pond  
415-602-3407

**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.**

RECEIVED  
BOARD OF SUPERVISORS  
SAN FRANCISCO

**RE: PUBLIC CONVENIENCE OR NECESSITY DETERMINATION REQUEST**

2020 FEB 13 AM 9:09

BY



We are requesting from the Board of Supervisors of the City and County of San Francisco a determination of public convenience or necessity for the proposed location.

Applicants Name: Mat Pond (Owner)  
(415) 602-3407  
mat@theepicureantrader.com

Business Name: The Epicurean Trader, LLC

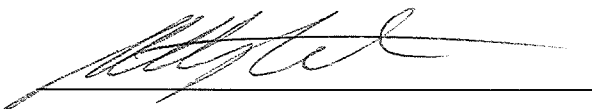
Business Address: 2200 Jerrold Ave, Suite Q  
San Francisco, CA  
94124

Proposed Premises Address: The Ferry Building  
One Ferry Building, Suite 9  
Shop E-5A  
San Francisco, CA  
94111

License Type: New Issuance - Type 21

Proposed Business Hours: Daily 7am-10pm

Date of ABC Application: February 7<sup>th</sup>, 2020  
License #: 614841



Mat Pond, Owner

## INFORMATION AND INSTRUCTIONS -

## SECTION 23958.4 B&amp;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

EPICUREAN TRADER, LLC THE

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

ONE FERRY BLDG STE 9 MARKET SHOP E-5A, SF CA 94111

## 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 checked="" 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

2,685/883,963

## 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

105

## 9. NO. OF LICENSES ALLOWED IN CENSUS TRACT

2

☐ On-Sale ☒ Off-Sale

## 10. NO. OF LICENSES EXISTING IN CENSUS TRACT

768

☐ 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

216

## 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

269

## 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:

SAN FRANCISCO BOARD OF SUPERVISORS

## FOR DEPARTMENT USE ONLY

PREPARED BY (Name of Department Employee)

jm

ABC-245 (rev. 01-11)

**PART 2 - TO BE COMPLETED BY THE APPLICANT (If box #20b is checked)**

21. Based on the information on the reverse, the Department may approve your application if you can show that public convenience or necessity would be served by the issuance of the license. Please describe below the reasons why issuance of another license is justified in this area. You may attach a separate sheet or additional documentation, if desired. Do *not* proceed to Part 3.

*Please see attached document.*

22. APPLICANT SIGNATURE



23. DATE SIGNED

*02/12/20*

**PART 3 - TO BE COMPLETED BY LOCAL OFFICIALS (If box #20c is checked)**

The applicant named on the reverse is applying for a license to sell alcoholic beverages at a premises where undue concentration exists (i.e., an over-concentration of licenses and/or a higher than average crime rate as defined in Section 23958.4 of the Business and Professions Code). Sections 23958 and 23958.4 of the Business and Professions Code requires the Department to deny the application unless the local governing body of the area in which the applicant premises are located, or its designated subordinate officer or body, determines within 90 days of notification of a completed application that public convenience or necessity would be served by the issuance. Please complete items #24 to #30 below and certify or affix an official seal, or attach a copy of the Council or Board resolution or a signed letter on official letterhead stating whether or not the issuance of the applied for license would serve as a public convenience or necessity.

24. WILL PUBLIC CONVENIENCE OR NECESSITY BE SERVED BY ISSUANCE OF THIS ALCOHOLIC BEVERAGE LICENSE?

☐ Yes

☐ No

☐ See Attached (i.e., letter, resolution, etc.)

25. ADDITIONAL COMMENTS, IF DESIRED (may include reasons for approval or denial of public convenience or necessity):

26. CITY/COUNTY OFFICIAL NAME

27. CITY/COUNTY OFFICIAL TITLE

28. CITY/COUNTY OFFICIAL PHONE NUMBER

29. CITY/COUNTY OFFICIAL SIGNATURE

30. DATE SIGNED

The Epicurean Trader is a respected retailer in the San Francisco community with three small grocery markets in the Bernal Heights, Cow Hollow and Hayes Valley neighborhoods of San Francisco. We are a husband-and-wife run business and are completely independent with no outside investors or ownership.

Our current markets are highly regarded, as indicated by online reviews, and have been recognized in publications like Sunset Magazine and San Francisco Magazine for our dedication to small, local producers as well as being a great addition to San Francisco neighborhoods. The local residents in neighborhoods where our current markets reside are thrilled to have us as part of their neighborhood and as part of the weekly shopping routine.

Below are a few quotes from our guests to highlight the impact that we can have on a local community:

- Rebecca S.: "A fantastic addition to the neighborhood"
- Carly C.: "Such an amazing addition to Union Street. They have a wide variety selection ranging from meats, cheeses, wines, spirits, etc. I was surprised by the high quality and specialty items that you can't get anywhere close by. I will definitely be adding this store to my regular shopping list!"
- Claire V. "Great addition to neighborhood - panini sandwiches especially good. A gourmet food shop was needed."
- Matt M. "An amazing selection of pretty much everything they carry. My personal favorites are Tartine Bakery bread, and Bi-Rite Creamery ice cream. 5 stars for a very welcome addition to the neighborhood!"
- Ron C. "One of my favorite things is their sandwiches--a welcome addition to the fare on Union St. To top it all off, they even have fresh Tartine Bakery bread and pastries...what more could you ask for?"

Currently there is no offering like ours in the Embarcadero / Financial District neighborhood and the Ferry Building have specifically selected The Epicurean Trader to be their general grocer in the marketplace for the thousands of commuters who take the ferry as a means of transport to the city on a daily basis. In addition, we plan to serve the specialty grocery needs of people who work in the surrounding buildings.

Since we announced our plan to open in the Ferry Building we have been inundated with calls and emails from local residents, commuters and people that work in the surrounding area stating how excited they are to have a curated grocery store in a convenient location where they can purchase affordable and high-quality food.

Less than 5% of the total square footage of the space is dedicated to the sale of alcoholic beverages, with the remainder focused on organic, quality food and pantry items, many of them made locally by San Franciscan artisans.

Despite alcohol being a small percentage of our overall business, it is important to the overall economics of our store format and our ability to pay our employees a 'livable wage' (above the minimum wage) and the high rents that San Francisco commands. In order for us to provide high-quality, organic and healthy produce and staples to the neighborhood at affordable prices, we need to be able to offer higher-margin, non-perishable items such as alcohol and specialty items to help pay the bills. Without the margins on alcohol we simply would not be able to survive.

Like all the categories we serve, we take a lot of pride in the selection of our alcohol and don't simply look to carry cheap, low-quality liquor for the purpose of only getting intoxicated. We focus on smaller producers that care about authentic craftsmanship and quality raw materials. In fact, our dedication to quality has earned several accolades for our selection, including: '*Best Spirits Store in The San Francisco Bay Area*' by San Francisco Magazine; '*Best Neighborhood Wine Shop*' by Yelp amongst others.

We are responsible retailers and have never had any issues with retailing alcoholic beverages at any of our markets. Our staff are highly knowledgeable and well trained in how to be a responsible servers of alcohol.

We hope that you will support our bid to move into the Ferry Building and provide the community with quality grocery options.

Regards,

A handwritten signature in dark ink, appearing to read 'Mat & Holly', written in a cursive, flowing style.

Mat & Holly (founders/owners)

APPLICATION FOR ALCOHOLIC BEVERAGE LICENSE(S)  
ABC 211 (6/99)Mr. AMANDA BAIRD,  
ConsultantTO: Department of Alcoholic Beverage Control  
33 NEW MONTGOMERY STREET  
STE 1230  
SAN FRANCISCO, CA 94105  
(415) 356-6500

File Number: 614841

Receipt Number: 2625386

Geographical Code: 3800

Copies Mailed Date: February 7, 2020

Issued Date:

(415) 299-2964

DISTRICT SERVING LOCATION: SAN FRANCISCO

First Owner: EPICUREAN TRADER, LLC THE

Name of Business: EPICUREAN TRADER THE

Location of Business: ONE FERRY BLDG  
STE 9  
(MARKET SHOP E-5A)  
SAN FRANCISCO, CA 94111County: SAN FRANCISCO

Is Premises inside city limits? Yes

Census Tract: 0105.00

Mailing Address:(If different  
from  
premises address)

Type of license(s): 21, 41, 86

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

Transferor's license/name: 309520 / WINE CLUB THE

License Type	Transaction Type	Master	Secondary LT And Count
41 - On-Sale Beer And Wine - Eating P	ORI	Y	
86 - Instructional Tasting License	ORI	Y	
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	02/07/20	\$1,250.00
86 - Instructional Tasting License	ANNUAL FEE	NA	0	02/07/20	\$390.00
41 - On-Sale Beer And Wine - Eat	ANNUAL FEE	NA	0	02/07/20	\$455.00
21 - Off-Sale General	ANNUAL FEE	NA	0	02/07/20	\$814.00
Total					\$2,909.00

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: February 7, 2020

Applicant Name(s)

EPICUREAN TRADER, LLC THE

 RECEIVED  
 BOARD OF SUPERVISORS  
 SAN FRANCISCO  
 2020 FEB 11 PM 3:33  
 BY [Signature]

# Introduction Form

By a Member of the Board of Supervisors or the Mayor

Time stamp  
or meeting date

I hereby submit the following item for introduction (select only one):

- ☐ 1. For reference to Committee. (An Ordinance, Resolution, Motion, or Charter Amendment)
- ☐ 2. Request for next printed agenda Without Reference to Committee.
- ☒ 3. Request for hearing on a subject matter at Committee.
- ☐ 4. Request for letter beginning "Supervisor [ ] inquires"
- ☐ 5. City Attorney request.
- ☐ 6. Call File No. [ ] from Committee.
- ☐ 7. Budget Analyst request (attach written motion).
- ☐ 8. Substitute Legislation File No. [ ]
- ☐ 9. Reactivate File No. [ ]
- ☐ 10. Question(s) submitted for Mayoral Appearance before the BOS on [ ]

Please check the appropriate boxes. The proposed legislation should be forwarded to the following:

- ☐ Small Business Commission    ☐ Youth Commission    ☐ Ethics Commission
- ☐ Planning Commission    ☐ Building Inspection Commission

**Note: For the Imperative Agenda (a resolution not on the printed agenda), use a Imperative Form.**

**Sponsor(s):**

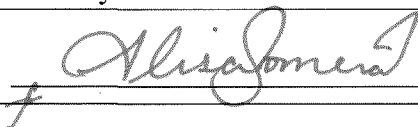
Clerk of the Board

**Subject:**

Liquor License - One Ferry Building - The Epicurean Trader

**The text is listed below or attached:**

Hearing to consider that the issuance of a Type-21 off-sale general beer, wine, and distilled spirits liquor license to The Epicurean Trader, LLC, doing business as The Epicurean Trader, located at One Ferry Building, Suite 9 (District 3), will serve the public convenience or necessity of the City and County of San Francisco.

Signature of Sponsoring Supervisor: 

For Clerk's Use Only:

200171