



# SAN FRANCISCO PLANNING DEPARTMENT

## Executive Summary Conditional Use

HEARING DATE: FEBRUARY 22, 2018

*Date:* February 15, 2018  
*Case No.:* **2017-010871CUA**  
*Project Address:* **691 14<sup>th</sup> Street**  
*Zoning:* Upper Market Neighborhood Commercial Transit District  
50/55-X and 40-X Height and Bulk Districts  
*Block/Lot:* 3544/070  
*Project Sponsor:* Angel Davis and Nyuey Lay  
691 14<sup>th</sup> Street  
San Francisco, CA 94114  
*Staff Contact:* Veronica Flores – (415) 575-9173  
*veronica.flores@sfgov.org*  
*Recommendation:* **Approval with Conditions**

1650 Mission St.  
Suite 400  
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Reception:  
**415.558.6378**

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Planning  
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### PROJECT DESCRIPTION

The applicant proposes to change the use of the existing liquor store (d.b.a. Fig & Thistle Bottle Shop) to a bar (d.b.a. Fig & Thistle). Prior to the Fig & Thistle Bottle Shop, a different market/deli and liquor store (d.b.a. M&L Market) operated at the project site by the the project sponsor's grandmother for almost 40 years since 1980. In June 2017, the market was passed down to the project sponsor and they started operating as the Fig & Thistle Bottle Shop, and the same team will continue to the operate the proposed bar. The proposal does not include any building expansions or façade alterations. The existing commercial space is 668 square feet in size.

### SITE DESCRIPTION AND PRESENT USE

The project is located on the southern side of 14<sup>th</sup> Street, in between Market and Landers Streets, Block 3544, Lot 070. The property is located within the Upper Market Street NCT (Neighborhood Commercial Transit) District and 50/55-X and 40-X height and bulk districts. The property is developed with a three-story building with residential units on the top floors. The Fig & Thistle Bottle Shop, currently a Liquor Store, is the only commercial business on the ground floor and has been in operation at this site since June 2017. The subject property is approximately 110 feet deep with approximately 15 feet of frontage on 14<sup>th</sup> Street. The lot is approximately 66% covered by the subject building.

### SURROUNDING PROPERTIES AND NEIGHBORHOOD

The project site is located southern side of 14<sup>th</sup> Street, in between Market and Landers Streets. The Project site is located in an Upper Market NCT District with a variety of neighborhood-serving uses. A mixture of food establishments, personal services, and small retail establishments defines the District. The food

service establishments are primarily restaurants. The surrounding properties are located within the NCT-3 (Moderate Scale NCT) and RTO (Residential Transit Oriented) Districts.

## **ENVIRONMENTAL REVIEW**

The Project is exempt from the California Environmental Quality Act ("CEQA") as a Class 3 categorical exemption.

## **HEARING NOTIFICATION**

TYPE	REQUIRED PERIOD	REQUIRED NOTICE DATE	ACTUAL NOTICE DATE	ACTUAL PERIOD
Classified News Ad	20 days	February 2, 2018	February 2, 2018	20 days
Posted Notice	20 days	February 2, 2018	February 2, 2018	20 days
Mailed Notice	20 days	February 2, 2018	February 2, 2018	20 days

The proposal requires a Section 312-neighborhood notification, which was conducted in conjunction with the conditional use authorization process.

## **PUBLIC COMMENT/COMMUNITY OUTREACH**

To date, the Department has received one letter of support of the proposed project from the Castro Merchants. The project sponsor also collected 18 letters of support directly from individuals and neighborhood groups, which are included as part of their submittal. The project sponsor conducted community outreach collecting over 300 signatures in a petition supporting the proposed project to allow tastings on site. Additionally, the project sponsor also attended neighborhood organization meetings to present the project including the Castro Merchants, Dolores Neighborhood Association, and Duboce Neighborhood Association.

## **ISSUES AND OTHER CONSIDERATIONS**

- The existing liquor store was passed down from the project sponsor's grandmother who previously ran a market/deli at the project site for almost 40 years. The proposal continues to run as a locally-owned business by the same team. The project sponsor requests the change of use to a bar to be able to allow on-site tastings for customers prior to making purchases. There will not be any food sales or any entertainment on the project site.
- The surrounding neighborhood has had a rise in vacancies due to increasing rents. Expanding the business's services by permitting on-site consumption would help retain the current business owners and help activate the neighborhood with the increased hours.
- The Commerce and Industry Element of the General Plan contains Guidelines that discourage the overconcentration of eating and drinking establishments within NCD's. The project would expand an existing business that will continue to be a neighborhood-serving business.

- The percentage of eating and drinking establishments (as measured in linear feet) will increase from 9.5% to 10.0% within a 300 foot radius of the subject property and increase from 21.3% to 21.6% within the Upper Market NCT.

## **REQUIRED COMMISSION ACTION**

In order for the project to proceed, the Commission must grant conditional use authorization to allow the establishment of a bar within the Upper Market NCT, pursuant to Planning Code Sections 303 and 764.

## **BASIS FOR RECOMMENDATION**

- The project promotes the continued operation of an established, locally-owned business and contributes to the viability of the overall Upper Market NCT.
- The project would not displace an existing retail tenant providing convenience goods and services to the neighborhood, and would expand an existing business's services that is already established in the neighborhood.
- The project meets all applicable requirements of the Planning Code.
- The project is desirable for, and compatible with the surrounding neighborhood.
- The business is not a Formula Retail use and would serve the immediate neighborhood.

<b>RECOMMENDATION:</b>	<b>Approval with Conditions</b>
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### **Attachments:**

Block Book Map

Sanborn Map

Aerial Photographs

Categorical Exemption

Project Sponsor Submittal, including:

- Letter from Business Owners
- Photographs
- Eating and Drinking Establishment Survey and Map Area
- Reduced Plans
- Chronicle Article
- Petition with Signatures in Support

Public Comments

Attachment Checklist

- |   |  |
|---|--|
| <input checked="" type="checkbox"/> Executive Summary           | <input checked="" type="checkbox"/> Project sponsor submittal                              |
| <input checked="" type="checkbox"/> Draft Motion                | Drawings: <u>Existing Conditions</u>   |
| <input checked="" type="checkbox"/> Environmental Determination | <input checked="" type="checkbox"/> Check for legibility                                   |
| <input checked="" type="checkbox"/> Zoning District Map         | Drawings: <u>Proposed Project</u>  |
| <input checked="" type="checkbox"/> Height & Bulk Map           | <input checked="" type="checkbox"/> Check for legibility                                   |
| <input checked="" type="checkbox"/> Parcel Map                  | 3-D Renderings (new construction or significant addition)                                  |
| <input checked="" type="checkbox"/> Sanborn Map                 | <input checked="" type="checkbox"/> Check for legibility                                   |
| <input checked="" type="checkbox"/> Aerial Photo                | <input type="checkbox"/> Wireless Telecommunications Materials                             |
| <input checked="" type="checkbox"/> Context Photos              | <input type="checkbox"/> Health Dept. review of RF levels                                  |
| <input checked="" type="checkbox"/> Site Photos                 | <input type="checkbox"/> RF Report   |
|   | <input type="checkbox"/> Community Meeting Notice  |
|   | <input type="checkbox"/> Housing Documents   |
|   | <input type="checkbox"/> Inclusionary Affordable Housing Program: Affidavit for Compliance |

Exhibits above marked with an "X" are included in this packet

\_\_\_\_ VAF \_\_\_\_

Planner's Initials

VF: M:\Planning Production\ID2\A4A7DACD-B0DC-4322-BD29-F6F07103C6E0\0\975000-975999\975158\1\1691 14th St\_ExecutiveSummary (ID 975158).docx





# SAN FRANCISCO PLANNING DEPARTMENT

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*Subject to: (Select only if applicable)*

- |  |  |
|--|--|
| <input type="checkbox"/> Affordable Housing (Sec. 415)           | <input type="checkbox"/> First Source Hiring (Admin. Code) |
| <input type="checkbox"/> Jobs Housing Linkage Program (Sec. 413) | <input type="checkbox"/> Child Care Requirement (Sec. 414) |
| <input type="checkbox"/> Downtown Park Fee (Sec. 412)            | <input type="checkbox"/> Other                             |

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## Planning Commission Draft Motion

HEARING DATE: FEBRUARY 22, 2018

*Date:* February 15, 2018  
*Case No.:* **2017-010871CUA**  
*Project Address:* **691 14<sup>TH</sup> STREET**  
*Zoning:* Upper Market NCT (Neighborhood Commercial Transit)  
Within ¼ Mile of Fringe Financial Services Restricted Use District  
50/55-X and 40-X Height and Bulk Districts  
*Block/Lot:* 3544/070  
*Project Sponsor:* Angel Davis and Nyuey Lay  
691 14<sup>th</sup> Street  
San Francisco, CA 94114  
*Staff Contact:* Veronica Flores – (415) 575-9173  
veronica.flores@sfgov.org

**ADOPTING FINDINGS RELATING TO THE APPROVAL OF CONDITIONAL USE AUTHORIZATION PURSUANT TO SECTIONS 303 AND 764 OF THE PLANNING CODE TO ALLOW A BAR (D.B.A. FIG & THISTLE) WITHIN THE UPPER MARKET NCT (NEIGHBORHOOD COMMERCIAL TRANSIT) DISTRICT AND 50/55-X AND 40-X HEIGHT AND BULK DISTRICTS.**

### PREAMBLE

On September 29, 2017 Nyuey Lay (hereinafter "Project Sponsor") filed an application with the Planning Department (hereinafter "Department") for Conditional Use Authorization under Planning Code Section 764 to allow a Bar (d.b.a. Fig and Thistle) within the Upper Market NCT (Neighborhood Commercial Transit) District and 50/55-X and 40-X Height and Bulk Districts.

On February 22, 2018, the San Francisco Planning Commission (hereinafter "Commission") conducted a duly noticed public hearing at a regularly scheduled meeting on Conditional Use Application No. 2017-010871CUA.

The Project is exempt from the California Environmental Quality Act ("CEQA") as a Class 3 categorical exemption.

The Commission has heard and considered the testimony presented to it at the public hearing and has further considered written materials and oral testimony presented on behalf of the applicant, Department staff, and other interested parties.

**MOVED**, that the Commission hereby authorizes the Conditional Use requested in Application No. 2017-010871CUA, subject to the conditions contained in "EXHIBIT A" of this motion, based on the following findings:

## FINDINGS

Having reviewed the materials identified in the preamble above, and having heard all testimony and arguments, this Commission finds, concludes, and determines as follows:

1. The above recitals are accurate and constitute findings of this Commission.
2. **Site Description and Present Use.** The project is located on the southern side of 14<sup>th</sup> Street, in between Market and Landers Streets, Block 3544, Lot 070. The property is located within the Upper Market Street NCT (Neighborhood Commercial Transit) District and 50/55-X and 40-X height and bulk districts. The property is developed with a three-story building with residential units on the top floors. The Fig & Thistle Bottle Shop, currently a Liquor Store, is the only commercial business on the ground floor and has been in operation at this site since June 2017. The subject property is approximately 110 feet deep with approximately 15 feet of frontage on 14<sup>th</sup> Street. The lot is approximately 66% covered by the subject building.
3. **Surrounding Properties and Neighborhood.** The project site is located southern side of 14<sup>th</sup> Street, in between Market and Landers Streets. The Project site is located in an Upper Market NCT District with a variety of neighborhood-serving uses. A mixture of food establishments, personal services, and small retail establishments defines the District. The food service establishments are primarily restaurants. The surrounding properties are located within the NCT-3 (Moderate Scale NCT) and RTO (Residential Transit Oriented) Districts.
4. **Project Description.** The applicant proposes to change the use of the existing liquor store (d.b.a. Fig & Thistle Bottle Shop) to a bar (d.b.a. Fig & Thistle). Prior to the Fig & Thistle Bottle Shop, a different market/deli and liquor store (d.b.a. M&L Market) operated at the project site by the project sponsor's grandmother for almost 40 years since 1980. In June 2017, the market was passed down to the project sponsor and they started operating as the Fig & Thistle Bottle Shop, and the same team will continue to operate the proposed bar. The proposal does not include any building expansions or façade alterations. A building permit for tenant improvements, Building Permit No. 2017.02.14.9395, was approved by Planning on February 15, 2017 to create an ADA-compliant restroom. A subsequent Building Permit Application will be submitted for a change of use to the proposed bar contingent on the Conditional Use Authorization approval. The existing commercial space is 668 square feet in size. The proposed commercial use is under 5,000 square feet in size, so there is not an on-site parking requirement.

Between the hours of 11:00am to 12:00 Midnight, Fig & Thistle will sell wine, all of which is produced in small batches and farmed organically. In the immediate vicinity, other businesses are already open until 2am including Pilsner Inn, Churchchill, and Blackbird bars, and Safeway is open 24 hours a day; therefore, the late hours will not be disruptive to the neighborhood. While the primary services will still revolve retail sales, the tasting component of the businesses is classified as a bar because of the proposed on-site consumption. There will not be any food sales or any entertainment at the project site.

The existing business currently has only one employee, with hopes to hire additional staff with the change of use. The business will strive to hire locally in the event of future expansion. The subject site is well served by public transit so that potential customers should not adversely affect the traffic flow. Additionally, deliveries are made once a week on the corner of 14<sup>th</sup> and Dolores Streets in designated loading areas.

The proposed use is an independent use and locally owned, which has been encouraged throughout San Francisco. The proposed use is not a Formula Retail use. The proposal requires a change of use and Section 312-neighborhood notification was conducted in conjunction with the Conditional Use Authorization process. The proposed use is a neighborhood-serving use.

5. **Public Comment.** To date, the Department has received one letter of support of the proposed project from the Castro Merchants. The project sponsor also collected 18 letters of support directly from individuals and neighborhood groups, which are included as part of their submittal.

The project sponsor conducted community outreach collecting over 300 signatures in a petition supporting the proposed project to allow tastings on site. The project sponsor also attended the following neighborhood organization meetings to present the project:

- Castro Merchants Association on August 19, 2017
- Dolores Neighborhood Association in November 2017.
- Duboce Neighborhood Association on December 4, 2017

Additionally, the project sponsor has been an active member of the Hayes Valley Neighborhood Association since 2013 upon opening their first bar location there. The project sponsor reached out to the Supervisor's Office as well as the Mission Police Station to discuss the proposed project.

6. **Planning Code Compliance:** The Commission finds that the Project is consistent with the relevant provisions of the Planning Code in the following manner:
  - A. **Use Size.** Planning Code Sections 121.2 and 764 state that a Conditional Use Authorization is required for uses greater than 3,000 square feet.

*The tenant space is approximately 688 square feet in size and does not intend to expand beyond the existing building envelope; thus Conditional Use Authorization is not required for the use size.*

- B. **Parking.** Planning Section 151 of the Planning Code requires off-street parking for every 200 square-feet of occupied floor area, where the occupied floor area exceeds 5,000 square-feet.

*The proposal contains approximately 688 square feet of occupied floor area and thus does not require any off-street parking.*

- C. **Hours of Operation.** Planning Code Section 764 states that a Conditional Use Authorization is required for maintaining hours of operation from 2 a.m. to 6 a.m, as defined by Planning Code Section 790.48.

*The current hours of operation for Fig & Thistle Bottle Shop are from 11 a.m. to 7 p.m. The proposed hours of operation are proposed from 11 a.m. to 2 a.m.*

- D. **Outdoor Activity.** Planning Code Section 764 states that a Conditional Use Authorization is required for an Outdoor Activity Area, as defined by Planning Code Section 790.70.

*The Project Sponsor does not propose to include an Outdoor Activity Area.*

- E. **Rear Yard Requirement in the Upper Market NCT District.** Planning Code Section 134 states that the minimum rear yard depth shall be equal to 25 percent of the total depth of a lot in which it is situated, but in no case less than 15 feet.

*The proposal does not include any structural expansion.*

- F. **Street Frontage in Neighborhood Commercial Districts.** Section 145.1 of the Planning Code requires that within NC Districts space for active uses shall be provided within the first 25 feet of building depth on the ground floor and 15 feet on floors above from any facade facing a street at least 30 feet in width. In addition, the floors of street-fronting interior spaces housing non-residential active uses and lobbies shall be as close as possible to the level of the adjacent sidewalk at the principal entrance to these spaces. Frontages with active uses that must be fenestrated with transparent windows and doorways for no less than 60 percent of the street frontage at the ground level and allow visibility to the inside of the building. The use of dark or mirrored glass shall not count towards the required transparent area. Any decorative railings or grillwork, other than wire mesh, which is placed in front of or behind ground floor windows, shall be at least 75 percent open to perpendicular view. Rolling or sliding security gates shall consist of open grillwork rather than solid material, so as to provide visual interest to pedestrians when the gates are closed, and to permit light to pass through mostly unobstructed. Gates, when both open and folded or rolled as well as the gate mechanism, shall be recessed within, or laid flush with, the building facade.

*The subject commercial space has approximately 15-feet of frontage on 14<sup>th</sup> Street with almost 100 percent devoted to either the entrance or window space. The windows are clear and unobstructed.*

- G. **Signage.** Any proposed signage will be subject to the review and approval of the Planning Department.

7. **Planning Code Section 303** establishes criteria for the Planning Commission to consider when reviewing applications for Conditional Use approval. On balance, the project does comply with said criteria in that:

- A. The proposed new uses and building, at the size and intensity contemplated and at the proposed location, will provide a development that is necessary or desirable, and compatible with, the neighborhood or the community.

*The size of the proposed use is in keeping with other storefronts on the block face. The proposed bar will not impact traffic or parking in the District because it is not a destination bar. This will complement the mix of goods and services currently available in the district and contribute to the economic vitality of the neighborhood by expanding services of a current business.*

- B. The proposed project will not be detrimental to the health, safety, convenience or general welfare of persons residing or working in the vicinity. There are no features of the project that could be detrimental to the health, safety or convenience of those residing or working the area, in that:

- i. Nature of proposed site, including its size and shape, and the proposed size, shape and arrangement of structures;

*The height and bulk of the existing building will remain the same and will not alter the existing appearance or character of the project vicinity. The proposed work will not affect the building envelope.*

- ii. The accessibility and traffic patterns for persons and vehicles, the type and volume of such traffic, and the adequacy of proposed off-street parking and loading;

*The Planning Code does not require parking or loading for a 688 square-foot bar. The proposed use is designed to meet the needs of the immediate neighborhood and should not generate significant amounts of vehicular trips from the immediate neighborhood or citywide.*

- iii. The safeguards afforded to prevent noxious or offensive emissions such as noise, glare, dust and odor;

*The proposed use is subject to the standard conditions of approval for bar and outlined in Exhibit A.*

- iv. Treatment given, as appropriate, to such aspects as landscaping, screening, open spaces, parking and loading areas, service areas, lighting and signs;

*The proposed bar does not require any additional tenant improvements. The Department shall review all lighting and signs proposed for the business.*

- C. That the use as proposed will comply with the applicable provisions of the Planning Code and will not adversely affect the General Plan.

*The Project complies with all relevant requirements and standards of the Planning Code and is consistent with objectives and policies of the General Plan as detailed below.*

- D. That the use as proposed would provide development that is in conformity with the purpose of the applicable Neighborhood Commercial District.

*The proposed project is consistent with the stated purposes of NC-1 Districts in that the intended use is located at the ground floor, will provide a compatible convenience service for the immediately surrounding neighborhoods during daytime hours.*

8. **Planning Code Section 303(o)** establishes criteria for the Planning Commission to consider when reviewing applications for Eating and Drinking Uses. Such concentration should not exceed 25 percent of the total commercial frontage as measured in linear feet within the immediate area of the subject site. For the purposes of this Section of the Code, the immediate area shall be defined as all properties located within 300' of the subject property and also located within the same zoning district.. On balance, the project does comply with said criteria in that:

A. Project Vicinity

*There is approximately 4,676.7 linear feet of commercial frontage within 300 feet of the project site. Approximately 443.4 linear feet or 9.48% of this commercial frontage is comprised of eating and drinking establishments. The change of use to a bar will add approximately 25 linear feet, increasing the eating and drinking establishment percentage from 9.48% to 10.02% within 300 feet of the project site.*

B. Upper Market NCT

*There is approximately 7,402.67 linear feet of commercial frontage within the Upper Market NCT. Approximately 1,575.3 linear feet or 21.28% of this commercial frontage is comprised of eating and drinking establishments. The change of use to a bar will add approximately 25 linear feet, increasing the eating and drinking establishment percentage from 21.28% to 21.62% within the Upper Market NCT.*

9. **General Plan Compliance.** The Project is, on balance, consistent with the following Objectives and Policies of the General Plan:

## NEIGHBORHOOD COMMERCE

### Objectives and Policies

#### OBJECTIVE 1:

MANAGE ECONOMIC GROWTH AND CHANGE TO ENSURE ENHANCEMENT OF THE TOTAL CITY LIVING AND WORKING ENVIRONMENT.

#### Policy 1.1:

Encourage development which provides substantial net benefits and minimizes undesirable consequences. Discourage development that has substantial undesirable consequences that cannot be mitigated.

**Policy 1.2:**

Assure that all commercial and industrial uses meet minimum, reasonable performance standards.

**Policy 1.3:**

Locate commercial and industrial activities according to a generalized commercial and industrial land use plan.

*The proposed development will provide desirable goods and services to the neighborhood and will provide resident employment opportunities to those in the community. The expanded scope of the existing business will not result in undesirable consequences. Further, the Project Site is located within a Neighborhood Commercial District and is thus consistent with activities in the commercial land use plan.*

**OBJECTIVE 2:**

MAINTAIN AND ENHANCE A SOUND AND DIVERSE ECONOMIC BASE AND FISCAL STRUCTURE FOR THE CITY.

**Policy 2.1:**

Seek to retain existing commercial and industrial activity and to attract new such activity to the City.

*The Project will retain an existing commercial activity and will enhance the diverse economic base of the City.*

**OBJECTIVE 6:**

MAINTAIN AND STRENGTHEN VIABLE NEIGHBORHOOD COMMERCIAL AREAS EASILY ACCESSIBLE TO CITY RESIDENTS.

**Policy 6.1:**

Ensure and encourage the retention and provision of neighborhood-serving goods and services in the city's neighborhood commercial districts, while recognizing and encouraging diversity among the districts.

*No commercial tenant would be displaced and the project would not prevent the district from achieving optimal diversity in the types of goods and services available in the neighborhood.*

The following guidelines, in addition to others in this objective for neighborhood commercial districts, should be employed in the development of overall district zoning controls as well as in the review of individual permit applications, which require case-by-case review and City Planning Commission approval. Pertinent guidelines may be applied as conditions of approval of individual permit applications. In general, uses should be encouraged which meet the guidelines; conversely, uses should be discouraged which do not.

### **Eating and Drinking Establishments**

Eating and drinking establishments include bars, sit-down restaurants, fast food restaurants, self-service restaurants, and take-out food. Associated uses, which can serve similar functions and create similar land use impacts, include ice cream stores, bakeries and cookie stores. Guidelines for eating and drinking establishments are needed to achieve the following purposes:

- Regulate the distribution and proliferation of eating and drinking establishments, especially in districts experiencing increased commercial activity;
- Control nuisances associated with their proliferation;
- Preserve storefronts for other types of local-serving businesses; and
- Maintain a balanced mix of commercial goods and services.
- The regulation of eating and drinking establishments should consider the following:
  - Balance of retail sales and services;
  - Current inventory and composition of eating and drinking establishments;
  - Total occupied commercial linear frontage, relative to the total district frontage;
  - Uses on surrounding properties;
  - Available parking facilities, both existing and proposed;
  - Existing traffic and parking congestion; and
  - Potential impacts on the surrounding community.

*There is a concern with the potential over-concentration of food-service establishments. The Commerce and Industry Element of the General Plan contains Guidelines for Specific Uses. For eating and drinking establishments, the Guidelines state, "the balance of commercial uses may be threatened when eating and drinking establishments occupy more than 20% of the total occupied commercial frontage." Planning staff verified the Project Sponsor's site survey of the Upper Market NCT which contains the proposed building. With the proposed bar use, approximately 21% of the frontage of this Zoning District is attributed to eating and drinking establishments.*

### **Policy 6.2:**

Promote economically vital neighborhood commercial districts which foster small business enterprises and entrepreneurship and which are responsive to the economic and technological innovation in the marketplace and society.

*An independent entrepreneur is sponsoring the proposal. The proposed use is a neighborhood serving use. This is not a Formula Retail use.*

10. **Planning Code Section 101.1(b)** establishes eight priority-planning policies and requires review of permits for consistency with said policies. On balance, the project does comply with said policies in that:

- A. That existing neighborhood-serving retail uses be preserved and enhanced and future opportunities for resident employment in and ownership of such businesses be enhanced.

*The proposal would enhance the district by providing a bar in an area that is not over concentrated by eating and drinking establishments. The business is locally owned and there is potential to create a few employment opportunities for the community in the future.*



- B. That existing housing and neighborhood character be conserved and protected in order to preserve the cultural and economic diversity of our neighborhoods.

*The existing units in the surrounding neighborhood would not be adversely affected. The proposal includes extending hours of operation yet restricts the use of the outside area to 10pm so as to mitigate noise concerns.*

- C. That the City's supply of affordable housing be preserved and enhanced,

*No housing is removed for this Project.*

- D. That commuter traffic not impede MUNI transit service or overburden our streets or neighborhood parking.

*The site is on 14th Street and is well served by transit, including the F K/T, J, L, M, N, 22, and 37 lines. It is presumable that future employees would commute by transit thereby mitigating possible effects on street parking.*

- E. That a diverse economic base be maintained by protecting our industrial and service sectors from displacement due to commercial office development, and that future opportunities for resident employment and ownership in these sectors be enhanced.

*The Project will not displace any service or industry establishment. The project will not affect industrial or service sector uses or related employment opportunities. Ownership of industrial or service sector businesses will not be affected by this project.*

- F. That the City achieve the greatest possible preparedness to protect against injury and loss of life in an earthquake.

*The Project is designed and will be constructed to conform to the structural and seismic safety requirements of the City Building Code. This proposal will not impact the property's ability to withstand an earthquake.*

- G. That landmarks and historic buildings be preserved.

*A landmark or historic building does not occupy the Project site.*

- H. That our parks and open space and their access to sunlight and vistas be protected from development.

*The project will have no negative impact on existing parks and open spaces. The Project does not have an impact on open spaces.*

11. The Project is consistent with and would promote the general and specific purposes of the Code provided under Section 101.1(b) in that, as designed, the Project would contribute to the character and stability of the neighborhood and would constitute a beneficial development.
12. The Commission hereby finds that approval of the Conditional Use authorization would promote the health, safety and welfare of the City.

## DECISION

That based upon the Record, the submissions by the Applicant, the staff of the Department and other interested parties, the oral testimony presented to this Commission at the public hearings, and all other written materials submitted by all parties, the Commission hereby **APPROVES Conditional Use Application No. 2017-010871CUA** subject to the following conditions attached hereto as "EXHIBIT A" in general conformance with plans on file, dated February 5, 2017, and stamped "EXHIBIT B", which is incorporated herein by reference as though fully set forth.

**APPEAL AND EFFECTIVE DATE OF MOTION:** Any aggrieved person may appeal this Conditional Use Authorization to the Board of Supervisors within thirty (30) days after the date of this Motion No. XXXXX. The effective date of this Motion shall be the date of this Motion if not appealed (After the 30-day period has expired) OR the date of the decision of the Board of Supervisors if appealed to the Board of Supervisors. For further information, please contact the Board of Supervisors at (415) 554-5184, City Hall, Room 244, 1 Dr. Carlton B. Goodlett Place, San Francisco, CA 94102.

**Protest of Fee or Exaction:** You may protest any fee or exaction subject to Government Code Section 66000 that is imposed as a condition of approval by following the procedures set forth in Government Code Section 66020. The protest must satisfy the requirements of Government Code Section 66020(a) and must be filed within 90 days of the date of the first approval or conditional approval of the development referencing the challenged fee or exaction. For purposes of Government Code Section 66020, the date of imposition of the fee shall be the date of the earliest discretionary approval by the City of the subject development.

If the City has not previously given Notice of an earlier discretionary approval of the project, the Planning Commission's adoption of this Motion, Resolution, Discretionary Review Action or the Zoning Administrator's Variance Decision Letter constitutes the approval or conditional approval of the development and the City hereby gives **NOTICE** that the 90-day protest period under Government Code Section 66020 has begun. If the City has already given Notice that the 90-day approval period has begun for the subject development, then this document does not re-commence the 90-day approval period.

I hereby certify that the Planning Commission ADOPTED the foregoing Motion on February 22, 2018.

Jonas P. Ionin  
Commission Secretary

AYES:

NAYS:

ABSENT:

ADOPTED: February 22, 2018

## EXHIBIT A

### AUTHORIZATION

This authorization is for a conditional use to allow a bar (d.b.a. Fig & Thistle) located at 691 14<sup>th</sup> Street, Block 3544, and Lot 070 pursuant to Planning Code Sections 303 and 764 the Upper Market Street Neighborhood Commercial Transit District and 50/55-X and 40-X Height and Bulk Districts; in general conformance with plans, dated February 5, 2017, and stamped "EXHIBIT B" included in the docket for Case No. 2017-010871CUA and subject to conditions of approval reviewed and approved by the Commission on February 22, 2018 under Motion No XXXXXX. This authorization and the conditions contained herein run with the property and not with a particular Project Sponsor, business, or operator.

### RECORDATION OF CONDITIONS OF APPROVAL

Prior to the issuance of the building permit or commencement of use for the Project the Zoning Administrator shall approve and order the recordation of a Notice in the Official Records of the Recorder of the City and County of San Francisco for the subject property. This Notice shall state that the project is subject to the conditions of approval contained herein and reviewed and approved by the Planning Commission on February 22, 2018 under Motion No XXXXXX.

### PRINTING OF CONDITIONS OF APPROVAL ON PLANS

The conditions of approval under the 'Exhibit A' of this Planning Commission Motion No. XXXXXX shall be reproduced on the Index Sheet of construction plans submitted with the Site or Building permit application for the Project. The Index Sheet of the construction plans shall reference to the Conditional Use authorization and any subsequent amendments or modifications.

### SEVERABILITY

The Project shall comply with all applicable City codes and requirements. If any clause, sentence, section or any part of these conditions of approval is for any reason held to be invalid, such invalidity shall not affect or impair other remaining clauses, sentences, or sections of these conditions. This decision conveys no right to construct, or to receive a building permit. "Project Sponsor" shall include any subsequent responsible party.

### CHANGES AND MODIFICATIONS

Changes to the approved plans may be approved administratively by the Zoning Administrator. Significant changes and modifications of conditions shall require Planning Commission approval of a new Conditional Use authorization.

## Conditions of Approval, Compliance, Monitoring, and Reporting

### PERFORMANCE

1. **Validity.** The authorization and right vested by virtue of this action is valid for three (3) years from the effective date of the Motion. The Department of Building Inspection shall have issued a Building Permit or Site Permit to construct the project and/or commence the approved use within this three-year period.

*For information about compliance, contact Code Enforcement, Planning Department at 415-575-6863, [www.sf-planning.org](http://www.sf-planning.org)*

2. **Expiration and Renewal.** Should a Building or Site Permit be sought after the three (3) year period has lapsed, the project sponsor must seek a renewal of this Authorization by filing an application for an amendment to the original Authorization or a new application for Authorization. Should the project sponsor decline to so file, and decline to withdraw the permit application, the Commission shall conduct a public hearing in order to consider the revocation of the Authorization. Should the Commission not revoke the Authorization following the closure of the public hearing, the Commission shall determine the extension of time for the continued validity of the Authorization.

*For information about compliance, contact Code Enforcement, Planning Department at 415-575-6863, [www.sf-planning.org](http://www.sf-planning.org)*

3. **Diligent pursuit.** Once a site or Building Permit has been issued, construction must commence within the timeframe required by the Department of Building Inspection and be continued diligently to completion. Failure to do so shall be grounds for the Commission to consider revoking the approval if more than three (3) years have passed since this Authorization was approved.

*For information about compliance, contact Code Enforcement, Planning Department at 415-575-6863, [www.sf-planning.org](http://www.sf-planning.org)*

4. **Extension.** All time limits in the preceding three paragraphs may be extended at the discretion of the Zoning Administrator where implementation of the project is delayed by a public agency, an appeal or a legal challenge and only by the length of time for which such public agency, appeal or challenge has caused delay.

*For information about compliance, contact Code Enforcement, Planning Department at 415-575-6863, [www.sf-planning.org](http://www.sf-planning.org)*

5. **Conformity with Current Law.** No application for Building Permit, Site Permit, or other entitlement shall be approved unless it complies with all applicable provisions of City Codes in effect at the time of such approval.

*For information about compliance, contact Code Enforcement, Planning Department at 415-575-6863, [www.sf-planning.org](http://www.sf-planning.org)*

### DESIGN

6. **Garbage, composting and recycling storage.** Space for the collection and storage of garbage, composting, and recycling shall be provided within enclosed areas on the property and clearly

labeled and illustrated on the building permit plans. Space for the collection and storage of recyclable and compostable materials that meets the size, location, accessibility and other standards specified by the San Francisco Recycling Program shall be provided at the ground level of the buildings.

*For information about compliance, contact the Case Planner, Planning Department at 415-558-6378, [www.sf-planning.org](http://www.sf-planning.org)*

## PARKING AND TRAFFIC

7. **Bicycle Parking.** Pursuant to Planning Code Sections 155.1 and 155.4, the Project shall provide no fewer than two Class 2 bicycle parking spaces. SFMTA has final authority on the type, placement and number of Class 2 bicycle racks within the public ROW. Prior to issuance of first architectural addenda, the project sponsor shall contact the SFMTA Bike Parking Program at [bikeparking@sfmta.com](mailto:bikeparking@sfmta.com) to coordinate the installation of on-street bicycle racks and ensure that the proposed bicycle racks meet the SFMTA's bicycle parking guidelines. Depending on local site conditions and anticipated demand, SFMTA may request the project sponsor pay an in-lieu fee for Class II bike racks required by the Planning Code.

*For information about compliance, contact Code Enforcement, Planning Department at 415-575-6863, [www.sf-planning.org](http://www.sf-planning.org)*

## PROVISIONS

8. **Market Octavia Community Improvements Fund.** The Project is subject to the Market and Octavia Community Improvements Fee, as applicable, pursuant to Planning Code Section 421.

*For information about compliance, contact the Case Planner, Planning Department at 415-558-6378, [www.sf-planning.org](http://www.sf-planning.org)*

## MONITORING

9. **Enforcement.** Violation of any of the Planning Department conditions of approval contained in this Motion or of any other provisions of Planning Code applicable to this Project shall be subject to the enforcement procedures and administrative penalties set forth under Planning Code Section 176 or Section 176.1. The Planning Department may also refer the violation complaints to other city departments and agencies for appropriate enforcement action under their jurisdiction.

*For information about compliance, contact Code Enforcement, Planning Department at 415-575-6863, [www.sf-planning.org](http://www.sf-planning.org)*

10. **Revocation due to Violation of Conditions.** Should implementation of this Project result in complaints from interested property owners, residents, or commercial lessees which are not resolved by the Project Sponsor and found to be in violation of the Planning Code and/or the specific conditions of approval for the Project as set forth in Exhibit A of this Motion, the Zoning Administrator shall refer such complaints to the Commission, after which it may hold a public hearing on the matter to consider revocation of this authorization.

*For information about compliance, contact Code Enforcement, Planning Department at 415-575-6863, [www.sf-planning.org](http://www.sf-planning.org)*

## OPERATION

11. **Eating and Drinking Uses.** As defined in Planning Code Section 202.2, Eating and Drinking Uses, as defined in Section [102](#), shall be subject to the following conditions:

- A. The business operator shall maintain the main entrance to the building and all sidewalks abutting the subject property in a clean and sanitary condition in compliance with the Department of Public Works Street and Sidewalk Maintenance Standards. In addition, the operator shall be responsible for daily monitoring of the sidewalk within a one-block radius of the subject business to maintain the sidewalk free of paper or other litter associated with the business during business hours, in accordance with Article 1, Section [34](#) of the San Francisco Police Code.

*For information about compliance, contact the Bureau of Street Use and Mapping, Department of Public Works at 415-554-.5810, <http://sfdpw.org>.*

- B. When located within an enclosed space, the premises shall be adequately soundproofed or insulated for noise and operated so that incidental noise shall not be audible beyond the premises or in other sections of the building, and fixed-source equipment noise shall not exceed the decibel levels specified in the San Francisco Noise Control Ordinance.

*For information about compliance of fixed mechanical objects such as rooftop air conditioning, restaurant ventilation systems, and motors and compressors with acceptable noise levels, contact the Environmental Health Section, Department of Public Health at (415) 252-3800, [www.sfdph.org](http://www.sfdph.org).*

*For information about compliance with construction noise requirements, contact the Department of Building Inspection at 415-558-6570, [www.sfdbi.org](http://www.sfdbi.org).*

*For information about compliance with the requirements for amplified sound, including music and television, contact the Police Department at 415-553-0123, [www.sf-police.org](http://www.sf-police.org).*

- C. While it is inevitable that some low level of odor may be detectable to nearby residents and passersby, appropriate odor control equipment shall be installed in conformance with the approved plans and maintained to prevent any significant noxious or offensive odors from escaping the premises.

*For information about compliance with odor or other chemical air pollutants standards, contact the Bay Area Air Quality Management District, (BAAQMD), 1-800-334-ODOR (6367), [www.baaqmd.gov](http://www.baaqmd.gov) and Code Enforcement, Planning Department at 415-575-6863, [www.sf-planning.org](http://www.sf-planning.org).*

- D. Garbage, recycling, and compost containers shall be kept within the premises and hidden from public view, and placed outside only when being serviced by the disposal company. Trash shall be contained and disposed of pursuant to garbage and recycling receptacles guidelines set forth by the Department of Public Works.

*For information about compliance, contact the Bureau of Street Use and Mapping, Department of Public Works at 415-554-.5810, <http://sfdpw.org>.*

12. **Community Liaison.** Prior to issuance of a building permit to construct the project and implement the approved use, the Project Sponsor shall appoint a community liaison officer to deal with the issues of concern to owners and occupants of nearby properties. The Project Sponsor shall provide the Zoning Administrator with written notice of the name, business address, and telephone number of the community liaison. Should the contact information change, the Zoning Administrator shall be made aware of such change. The community liaison shall report to the Zoning Administrator what issues, if any, are of concern to the community and what issues have not been resolved by the Project Sponsor.

*For information about compliance, contact Code Enforcement, Planning Department at 415-575-6863, [www.sf-planning.org](http://www.sf-planning.org)*

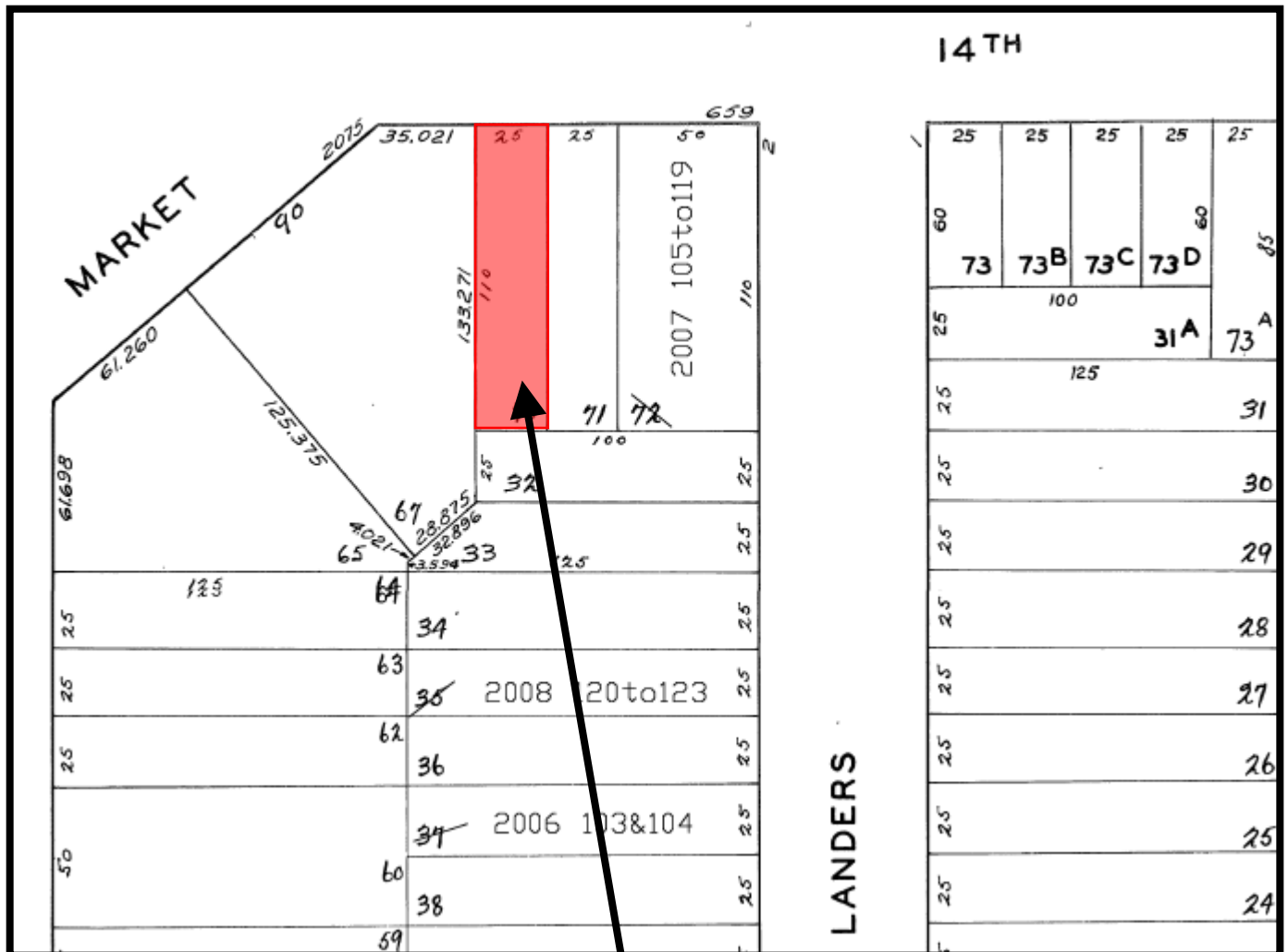
13. **Notices Posted at Bars and Entertainment Venues.** Notices urging patrons to leave the establishment and neighborhood in a quiet, peaceful, and orderly fashion and to not litter or block driveways in the neighborhood, shall be well-lit and prominently displayed at all entrances to and exits from the establishment.

*For information about compliance, contact the Entertainment Commission, at 415 554-6678, [www.sfgov.org/entertainment](http://www.sfgov.org/entertainment)*



# Exhibits

# Parcel Map

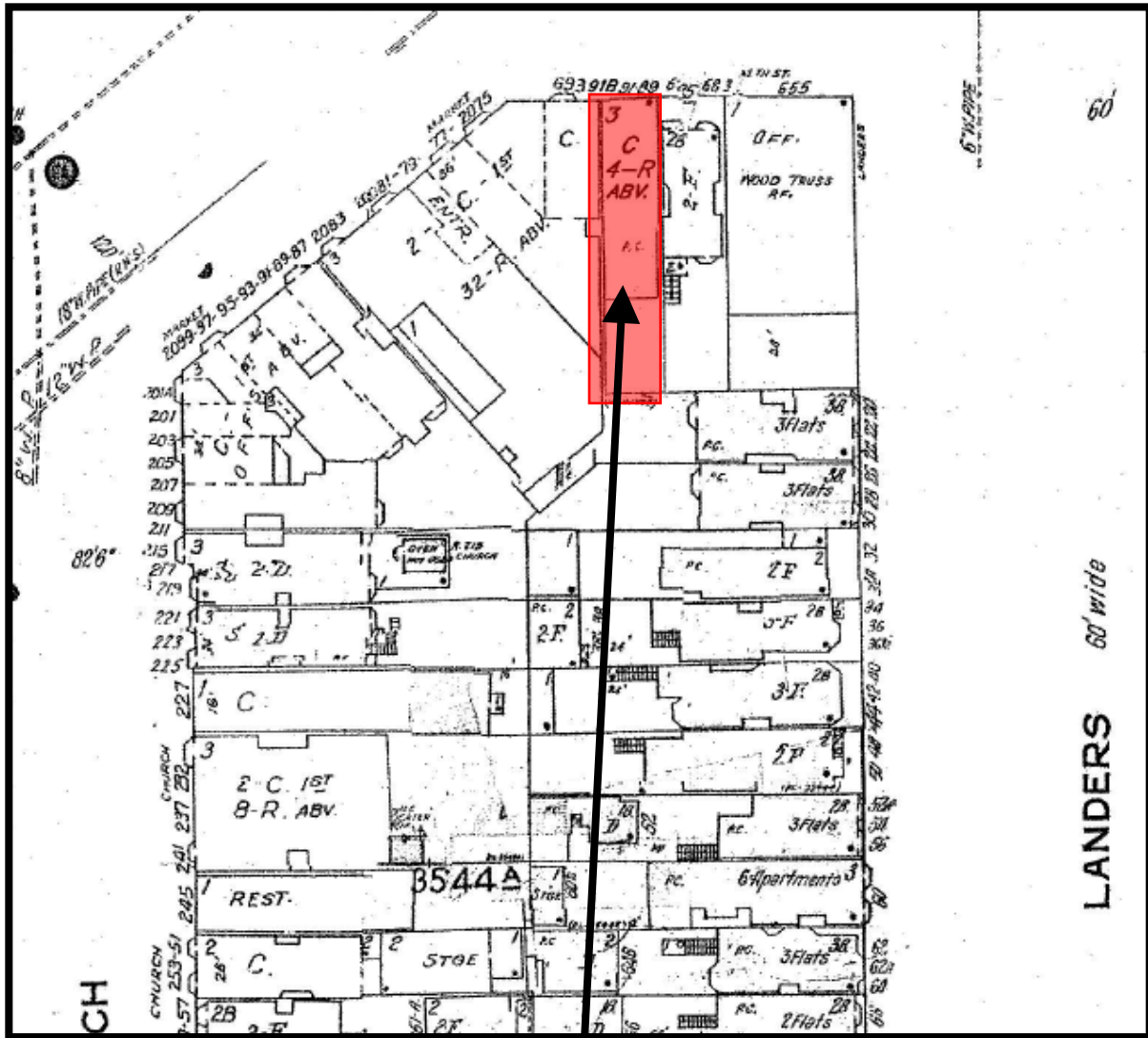


SUBJECT PROPERTY



Conditional Use Authorization Hearing  
Case Number 2017-010871CUA  
691 14<sup>th</sup> Street

# Sanborn Map\*



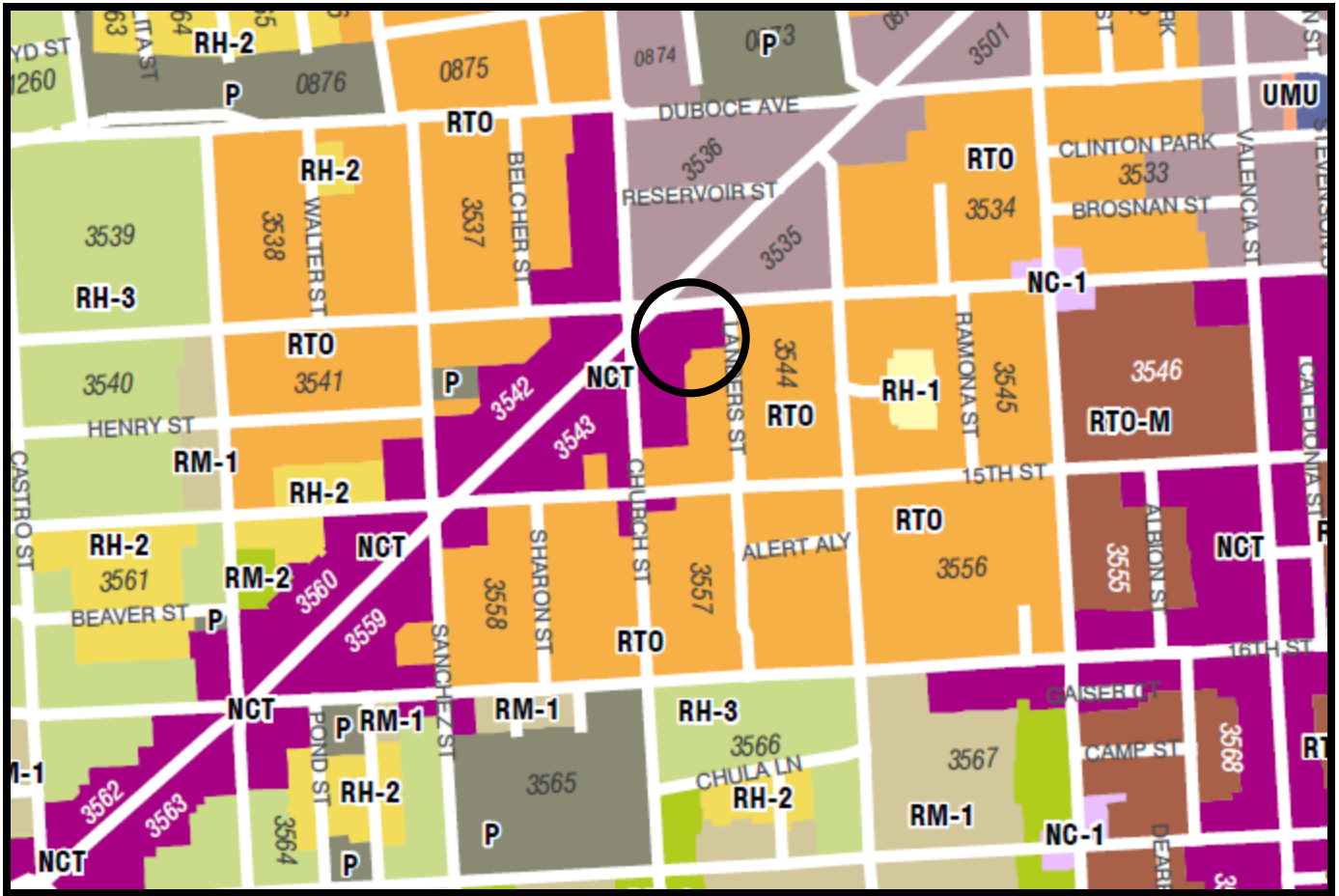
SUBJECT PROPERTY

\*The Sanborn Maps in San Francisco have not been updated since 1998, and this map may not accurately reflect existing conditions.



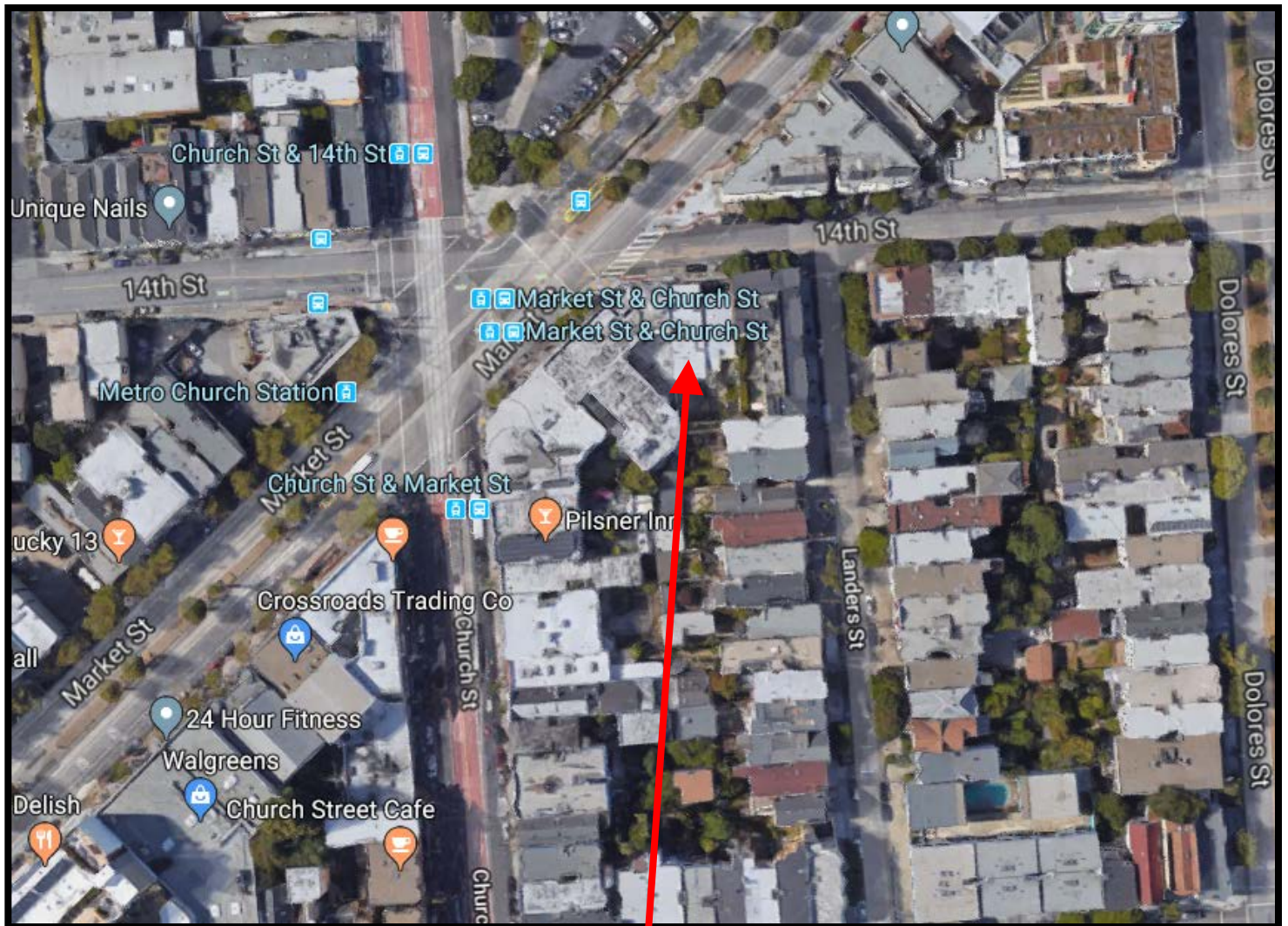
Conditional Use Authorization Hearing  
Case Number 2017-010871CUA  
691 14<sup>th</sup> Street

# Zoning Map



Conditional Use Authorization Hearing  
Case Number 2017-010871CUA  
691 14<sup>th</sup> Street

# Aerial Photo



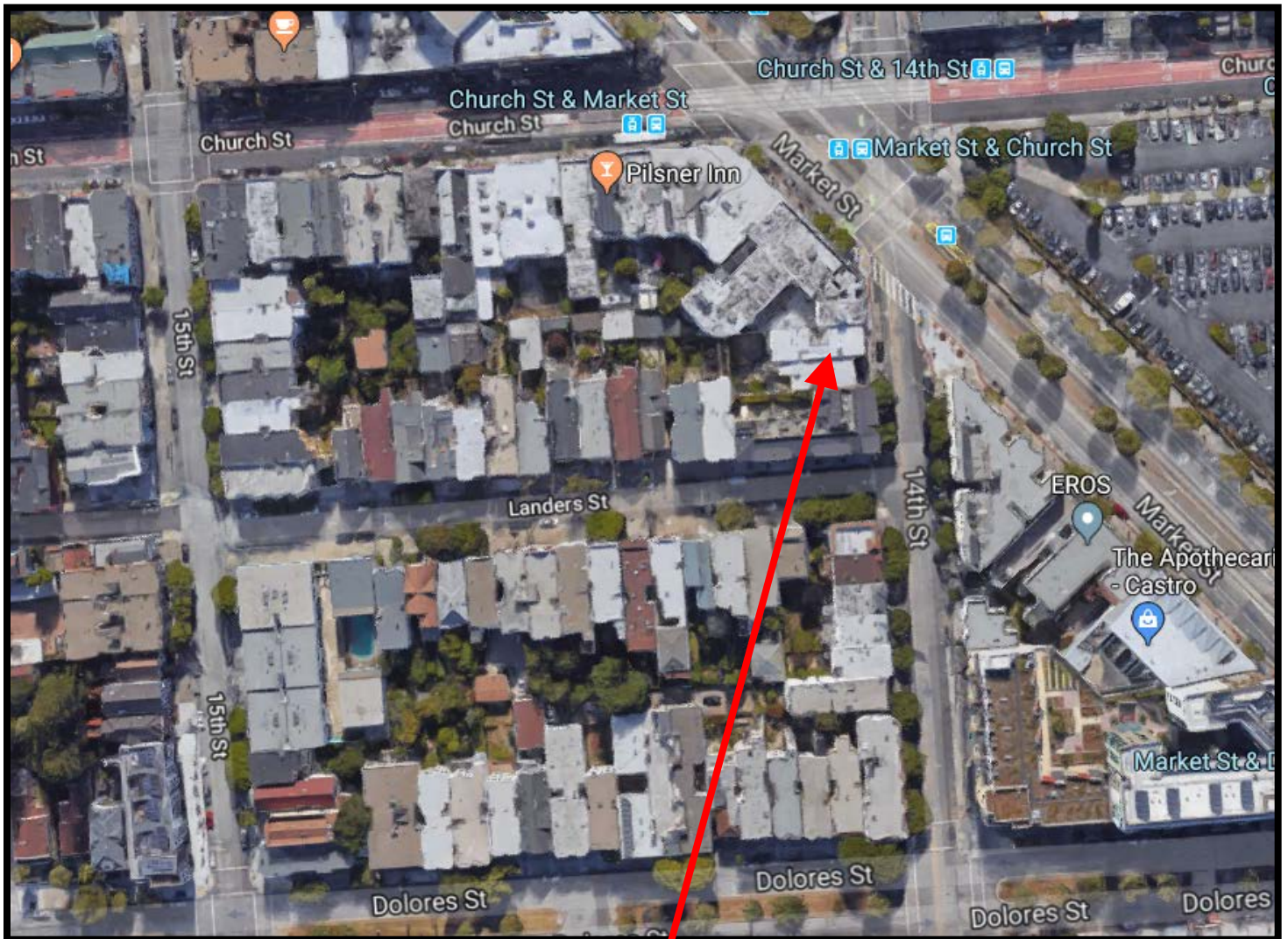
SUBJECT PROPERTY



Conditional Use Authorization Hearing  
Case Number 2017-010871CUA  
691 14<sup>th</sup> Street



# Aerial Photo



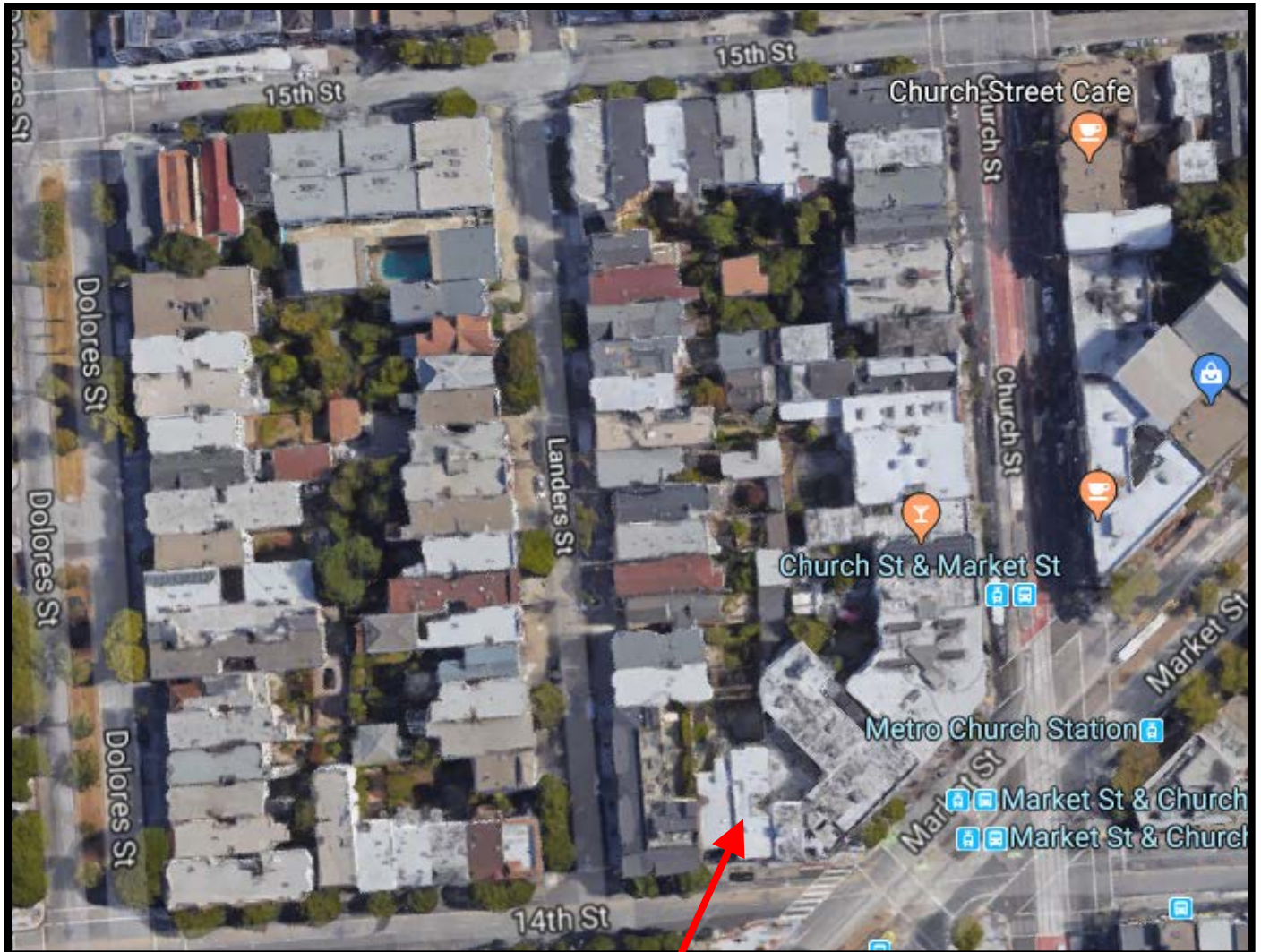
SUBJECT PROPERTY



Conditional Use Authorization Hearing  
Case Number 2017-010871CUA  
691 14<sup>th</sup> Street



# Aerial Photo

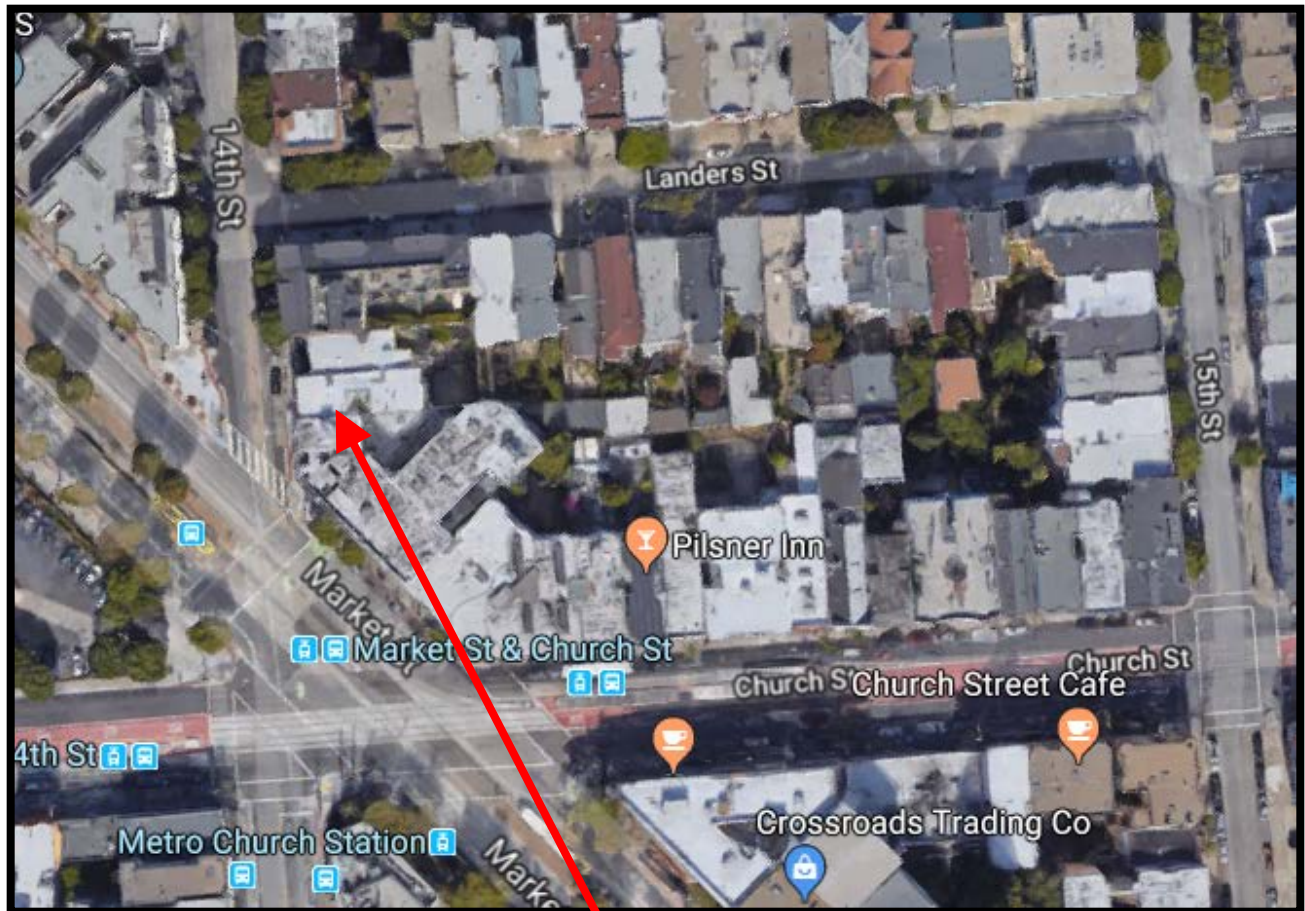


SUBJECT PROPERTY



Conditional Use Authorization Hearing  
Case Number 2017-010871CUA  
691 14<sup>th</sup> Street

# Aerial Photo



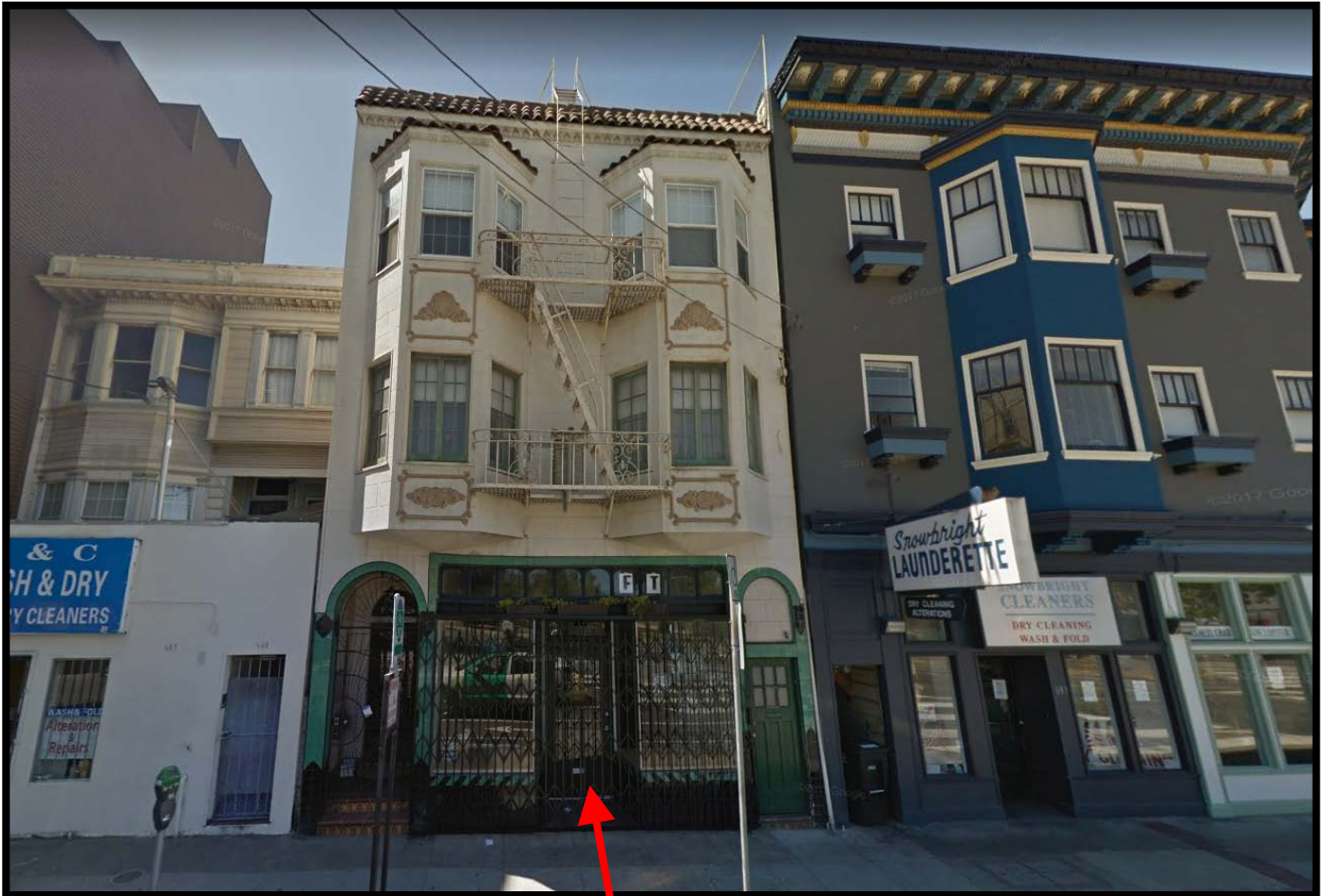
SUBJECT PROPERTY



Conditional Use Authorization Hearing  
Case Number 2017-010871CUA  
691 14<sup>th</sup> Street



# Site Photo



SUBJECT PROPERTY

Conditional Use Authorization Hearing  
Case Number 2017-010871CUA  
691 14<sup>th</sup> Street

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# SAN FRANCISCO PLANNING DEPARTMENT

## CEQA Categorical Exemption Determination

### PROPERTY INFORMATION/PROJECT DESCRIPTION

<b>Project Address</b>		<b>Block/Lot(s)</b>
691 14TH ST		3544/070
<b>Case No.</b>		<b>Permit No.</b>
2017-010871PRJ		
<input checked="" type="checkbox"/> <b>Addition/ Alteration</b>	<input type="checkbox"/> <b>Demolition (requires HRE for Category B Building)</b>	<input type="checkbox"/> <b>New Construction</b>
<b>Project description for Planning Department approval.</b> Conditional Use Authorization to permit the change of use from liquor store to bar (d.b.a Fig & Thistle Market). No building expansion or alterations proposed as part of this project.		

### STEP 1: EXEMPTION CLASS

<b>*Note: If neither class applies, an <i>Environmental Evaluation Application</i> is required.*</b>	
<input type="checkbox"/>	<b>Class 1 - Existing Facilities.</b> Interior and exterior alterations; additions under 10,000 sq. ft. ; change of use under 10,000 sq. ft.
<input checked="" type="checkbox"/>	<b>Class 3 - New Construction.</b> Up to three new single-family residences or six dwelling units in one building; commercial/office structures; utility extensions
<input type="checkbox"/>	<b>Class 32 - In-Fill Development.</b> New Construction of seven or more units or additions greater than 10,000 sq. ft. and meets the conditions described below: (a) The project is consistent with the applicable general plan designation and all applicable general plan policies as well as with applicable zoning designation and regulations. (b) The proposed development occurs within city limits on a project site of no more than 5 acres substantially surrounded by urban uses. (c) The project site has no value as habitat for endangered rare or threatened species. (d) Approval of the project would not result in any significant effects relating to traffic, noise, air quality, or water quality. (e) The site can be adequately served by all required utilities and public services.  <b>FOR ENVIRONMENTAL PLANNING USE ONLY</b>
<input type="checkbox"/>	<b>Class ____</b>

## STEP 2: CEQA IMPACTS

### TO BE COMPLETED BY PROJECT PLANNER

If any box is checked below, an *Environmental Evaluation Application* is required.

<input type="checkbox"/>	<b>Air Quality:</b> Would the project add new sensitive receptors (specifically, schools, day care facilities, hospitals, residential dwellings, and senior-care facilities within an Air Pollution Exposure Zone? Does the project have the potential to emit substantial pollutant concentrations (e.g., backup diesel generators, heavy industry, diesel trucks, etc.)? (refer to EP_ArcMap > CEQA Catex Determination Layers > Air Pollution Exposure Zone)
<input type="checkbox"/>	<b>Hazardous Materials:</b> If the project site is located on the Maher map or is suspected of containing hazardous materials (based on a previous use such as gas station, auto repair, dry cleaners, or heavy manufacturing, or a site with underground storage tanks): Would the project involve 50 cubic yards or more of soil disturbance - or a change of use from industrial to residential? If yes, this box must be checked and the project applicant must submit an Environmental Application with a Phase I Environmental Site Assessment. <i>Exceptions: do not check box if the applicant presents documentation of enrollment in the San Francisco Department of Public Health (DPH) Maher program, a DPH waiver from the Maher program, or other documentation from Environmental Planning staff that hazardous material effects would be less than significant (refer to EP_ArcMap &gt; Maher layer).</i>
<input type="checkbox"/>	<b>Transportation:</b> Does the project create six (6) or more net new parking spaces or residential units? Does the project have the potential to adversely affect transit, pedestrian and/or bicycle safety (hazards) or the adequacy of nearby transit, pedestrian and/or bicycle facilities?
<input type="checkbox"/>	<b>Archeological Resources:</b> Would the project result in soil disturbance/modification greater than two (2) feet below grade in an archeological sensitive area or eight (8) feet in a non -archeological sensitive area? (refer to EP_ArcMap > CEQA Catex Determination Layers > Archeological Sensitive Area)
<input type="checkbox"/>	<b>Subdivision/Lot Line Adjustment:</b> Does the project site involve a subdivision or lot line adjustment on a lot with a slope average of 20% or more? (refer to EP_ArcMap > CEQA Catex Determination Layers > Topography)
<input type="checkbox"/>	<b>Slope = or &gt; 20%:</b> Does the project involve any of the following: (1) square footage expansion greater than 1,000 sq. ft. outside of the existing building footprint, (2) excavation of 50 cubic yards or more of soil, (3) new construction? (refer to EP_ArcMap > CEQA Catex Determination Layers > Topography) <b>If box is checked, a geotechnical report is required.</b>
<input type="checkbox"/>	<b>Seismic: Landslide Zone:</b> Does the project involve any of the following: (1) square footage expansion greater than 1,000 sq. ft. outside of the existing building footprint, (2) excavation of 50 cubic yards or more of soil, (3) new construction? (refer to EP_ArcMap > CEQA Catex Determination Layers > Seismic Hazard Zones) <b>If box is checked, a geotechnical report is required.</b>
<input type="checkbox"/>	<b>Seismic: Liquefaction Zone:</b> Does the project involve any of the following: (1) square footage expansion greater than 1,000 sq. ft. outside of the existing building footprint, (2) excavation of 50 cubic yards or more of soil, (3) new construction? (refer to EP_ArcMap > CEQA Catex Determination Layers > Seismic Hazard Zones) <b>If box is checked, a geotechnical report will likely be required.</b>

If no boxes are checked above, GO TO STEP 3. If one or more boxes are checked above, an *Environmental Evaluation Application* is required, unless reviewed by an Environmental Planner.

Comments and Planner Signature (optional):

**STEP 3: PROPERTY STATUS - HISTORIC RESOURCE**  
TO BE COMPLETED BY PROJECT PLANNER

<b>PROPERTY IS ONE OF THE FOLLOWING:</b> (refer to Parcel Information Map)	
<input type="checkbox"/>	<b>Category A:</b> Known Historical Resource. <b>GO TO STEP 5.</b>
<input checked="" type="checkbox"/>	<b>Category B:</b> Potential Historical Resource (over 45 years of age). <b>GO TO STEP 4.</b>
<input type="checkbox"/>	<b>Category C:</b> Not a Historical Resource or Not Age Eligible (under 45 years of age). <b>GO TO STEP 6.</b>

**STEP 4: PROPOSED WORK CHECKLIST**  
TO BE COMPLETED BY PROJECT PLANNER

<b>Check all that apply to the project.</b>	
<input checked="" type="checkbox"/>	1. <b>Change of use and new construction.</b> Tenant improvements not included.
<input type="checkbox"/>	2. <b>Regular maintenance or repair</b> to correct or repair deterioration, decay, or damage to building.
<input type="checkbox"/>	3. <b>Window replacement</b> that meets the Department's <i>Window Replacement Standards</i> . Does not include storefront window alterations.
<input type="checkbox"/>	4. <b>Garage work.</b> A new opening that meets the <i>Guidelines for Adding Garages and Curb Cuts</i> , and/or replacement of a garage door in an existing opening that meets the Residential Design Guidelines.
<input type="checkbox"/>	5. <b>Deck, terrace construction, or fences</b> not visible from any immediately adjacent public right-of-way.
<input type="checkbox"/>	6. <b>Mechanical equipment installation</b> that is not visible from any immediately adjacent public right-of-way.
<input type="checkbox"/>	7. <b>Dormer installation</b> that meets the requirements for exemption from public notification under <i>Zoning Administrator Bulletin No. 3: Dormer Windows</i> .
<input type="checkbox"/>	8. <b>Addition(s)</b> that are not visible from any immediately adjacent public right-of-way for 150 feet in each direction; does not extend vertically beyond the floor level of the top story of the structure or is only a single story in height; does not have a footprint that is more than 50% larger than that of the original building; and does not cause the removal of architectural significant roofing features.
<b>Note: Project Planner must check box below before proceeding.</b>	
<input type="checkbox"/>	Project is not listed. <b>GO TO STEP 5.</b>
<input type="checkbox"/>	Project <b>does not conform</b> to the scopes of work. <b>GO TO STEP 5.</b>
<input type="checkbox"/>	Project involves <b>four or more</b> work descriptions. <b>GO TO STEP 5.</b>
<input checked="" type="checkbox"/>	Project involves <b>less than four</b> work descriptions. <b>GO TO STEP 6.</b>

**STEP 5: CEQA IMPACTS - ADVANCED HISTORICAL REVIEW**  
TO BE COMPLETED BY PROJECT PLANNER

<b>Check all that apply to the project.</b>	
<input type="checkbox"/>	1. Project involves a <b>known historical resource (CEQA Category A)</b> as determined by Step 3 and conforms entirely to proposed work checklist in Step 4.
<input type="checkbox"/>	2. <b>Interior alterations to publicly accessible spaces.</b>
<input type="checkbox"/>	3. <b>Window replacement</b> of original/historic windows that are not "in-kind" but are consistent with existing historic character.
<input type="checkbox"/>	4. <b>Façade/storefront alterations</b> that do not remove, alter, or obscure character-defining features.
<input type="checkbox"/>	5. <b>Raising the building</b> in a manner that does not remove, alter, or obscure character-defining features.
<input type="checkbox"/>	6. <b>Restoration</b> based upon documented evidence of a building's historic condition, such as historic photographs, plans, physical evidence, or similar buildings.

<input type="checkbox"/>	7. <b>Addition(s)</b> , including mechanical equipment that are minimally visible from a public right-of-way and meet the <i>Secretary of the Interior's Standards for Rehabilitation</i> .
<input type="checkbox"/>	8. <b>Other work consistent</b> with the <i>Secretary of the Interior Standards for the Treatment of Historic Properties</i> (specify or add comments):
<input type="checkbox"/>	9. <b>Other work</b> that would not materially impair a historic district (specify or add comments):  (Requires approval by Senior Preservation Planner/Preservation Coordinator)
<input type="checkbox"/>	10. <b>Reclassification of property status.</b> (Requires approval by Senior Preservation Planner/Preservation <div style="display: flex; justify-content: space-between; margin-top: 10px;"> <div style="width: 45%;"> <input type="checkbox"/> Reclassify to Category A            a. Per HRER dated            b. Other (specify):         </div> <div style="width: 45%;"> <input type="checkbox"/> Reclassify to Category C            (attach HRER)         </div> </div>
<b>Note: If ANY box in STEP 5 above is checked, a Preservation Planner MUST check one box below.</b>	
<input type="checkbox"/>	<b>Further environmental review required.</b> Based on the information provided, the project requires an <i>Environmental Evaluation Application</i> to be submitted. <b>GO TO STEP 6.</b>
<input type="checkbox"/>	<b>Project can proceed with categorical exemption review.</b> The project has been reviewed by the Preservation Planner and can proceed with categorical exemption review. <b>GO TO STEP 6.</b>
<b>Comments (optional):</b>	
<b>Preservation Planner Signature:</b>	

**STEP 6: CATEGORICAL EXEMPTION DETERMINATION**  
**TO BE COMPLETED BY PROJECT PLANNER**

<input type="checkbox"/>	<b>Further environmental review required.</b> Proposed project does not meet scopes of work in either (check all that apply): <input type="checkbox"/> Step 2 - CEQA Impacts <input type="checkbox"/> Step 5 - Advanced Historical Review <b>STOP! Must file an <i>Environmental Evaluation Application</i>.</b>	
<input checked="" type="checkbox"/>	<b>No further environmental review is required. The project is categorically exempt under CEQA. There are no unusual circumstances that would result in a reasonable possibility of a significant effect.</b>	
	<b>Project Approval Action:</b> Commission Hearing If Discretionary Review before the Planning Commission is requested, the Discretionary Review hearing is the Approval Action for the project.	<b>Signature:</b> Veronica Flores 02/02/2018
	Once signed or stamped and dated, this document constitutes a categorical exemption pursuant to CEQA Guidelines and Chapter 31 of the Administrative Code. In accordance with Chapter 31 of the San Francisco Administrative Code, an appeal of an exemption determination can only be filed within 30 days of the project receiving the first approval action. Please note that other approval actions may be required for the project. Please contact the assigned planner for these approvals.	

## STEP 7: MODIFICATION OF A CEQA EXEMPT PROJECT

### TO BE COMPLETED BY PROJECT PLANNER

In accordance with Chapter 31 of the San Francisco Administrative Code, when a California Environmental Quality Act (CEQA) exempt project changes after the Approval Action and requires a subsequent approval, the Environmental Review Officer (or his or her designee) must determine whether the proposed change constitutes a substantial modification of that project. This checklist shall be used to determine whether the proposed changes to the approved project would constitute a "substantial modification" and, therefore, be

### PROPERTY INFORMATION/PROJECT DESCRIPTION

Project Address (If different than front page)		Block/Lot(s) (If different than front page)
691 14TH ST		3544/070
Case No.	Previous Building Permit No.	New Building Permit No.
2017-010871PRJ		
Plans Dated	Previous Approval Action	New Approval Action
	Commission Hearing	
Modified Project Description:		

### DETERMINATION IF PROJECT CONSTITUTES SUBSTANTIAL MODIFICATION

Compared to the approved project, would the modified project:	
<input type="checkbox"/>	Result in expansion of the building envelope, as defined in the Planning Code;
<input type="checkbox"/>	Result in the change of use that would require public notice under Planning Code Sections 311 or 312;
<input type="checkbox"/>	Result in demolition as defined under Planning Code Section 317 or 19005(f)?
<input type="checkbox"/>	Is any information being presented that was not known and could not have been known at the time of the original determination, that shows the originally approved project may no longer qualify for the exemption?
If at least one of the above boxes is checked, further environmental review is required.	

### DETERMINATION OF NO SUBSTANTIAL MODIFICATION

<input type="checkbox"/>	The proposed modification would not result in any of the above changes.
If this box is checked, the proposed modifications are categorically exempt under CEQA, in accordance with prior project approval and no additional environmental review is required. This determination shall be posted on the Planning Department website and office and mailed to the applicant, City approving entities, and anyone requesting written notice.	
Planner Name:	Signature or Stamp:

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CASE NUMBER  
For Staff Use only

# APPLICATION FOR Conditional Use Authorization

## 1. Owner/Applicant Information

PROPERTY OWNER'S NAME:

Mee Tung Wong Lay

PROPERTY OWNER'S ADDRESS:

689 14th Street #2  
San Francisco, CA 94114

TELEPHONE:

( 415 ) 407-7915

EMAIL:

APPLICANT'S NAME:

Lay Brothers, LLC

APPLICANT'S ADDRESS:

691 14th Street  
San Francisco, CA 94114

TELEPHONE:

( 415 ) 706-7014

EMAIL:

ngueylay@msn.com

Same as Above ☐

CONTACT FOR PROJECT INFORMATION:

Nguey Lay

ADDRESS:

TELEPHONE:

( )

EMAIL:

Same as Above ☒

COMMUNITY LIAISON FOR PROJECT (PLEASE REPORT CHANGES TO THE ZONING ADMINISTRATOR):

NONE

ADDRESS:

TELEPHONE:

( )

EMAIL:

Same as Above ☐

## 2. Location and Classification

STREET ADDRESS OF PROJECT:

691 14th Street

ZIP CODE:

94114

CROSS STREETS:

Market St / Landers St.

ASSESSORS BLOCK/LOT:

3544 / 070

LOT DIMENSIONS:

25'x110'

LOT AREA (SQ FT):

2750

ZONING DISTRICT:

NCT

HEIGHT/BULK DISTRICT:

40-X 50/55-X

### 3. Project Description

( Please check all that apply )		PRESENT OR PREVIOUS USE:	
<input checked="" type="checkbox"/> Change of Use	ADDITIONS TO BUILDING:	Retail with OFF SALE [20] Beer and Wine License.	
<input type="checkbox"/> Change of Hours	<input type="checkbox"/> Rear	PROPOSED USE:	
<input type="checkbox"/> New Construction	<input type="checkbox"/> Front	Retail with off sale [20] and on sale [42] beer and wine license.	
<input type="checkbox"/> Alterations	<input type="checkbox"/> Height	BUILDING APPLICATION PERMIT NO.:	
<input type="checkbox"/> Demolition	<input type="checkbox"/> Side Yard	DATE FILED:	
<input type="checkbox"/> Other Please clarify:			

### 4. Project Summary Table

If you are not sure of the eventual size of the project, provide the maximum estimates.

	EXISTING USES	EXISTING USES TO BE RETAINED:	NET NEW CONSTRUCTION AND/OR ADDITION	PROJECT TOTALS:
<b>PROJECT FEATURES</b>				
Dwelling Units	5	5	0	5
Hotel Rooms	0	0	0	0
Parking Spaces	0	0	0	0
Loading Spaces	0	0	0	0
Number of Buildings	1	1	0	1
Height of Building(s)	37'	37'	0	37'
Number of Stories	3	3	0	3
Bicycle Spaces	0	0	0	0
<b>GROSS SQUARE FOOTAGE (GSF)</b>				
Residential	2250 [EST]	2250[EST]	0	2250 [EST]
Retail	668	668	0	668
Office	0	0	0	0
Industrial/PDR <i>Production, Distribution, &amp; Repair</i>	0	0	0	0
Parking	0	0	0	0
Other (Specify Use)				
<b>TOTAL GSF</b>	<b>2918</b>	<b>2918</b>	<b>0</b>	<b>2918</b>

Please describe any additional project features that are not included in this table:  
( Attach a separate sheet if more space is needed )

None

5. Action(s) Requested (Include Planning Code Section which authorizes action)

Section 303, 733.41 and 790.22 of the planning code.

## Conditional Use Findings

Pursuant to Planning Code Section 303(c), before approving a conditional use authorization, the Planning Commission needs to find that the facts presented are such to establish the findings stated below. In the space below and on separate paper, if necessary, please present facts sufficient to establish each finding.

1. That the proposed use or feature, at the size and intensity contemplated and at the proposed location, will provide a development that is necessary or desirable for, and compatible with, the neighborhood or the community; and
2. That such use or feature as proposed will not be detrimental to the health, safety, convenience or general welfare of persons residing or working in the vicinity, or injurious to property, improvements or potential development in the vicinity, with respect to aspects including but not limited to the following:
  - (a) The nature of the proposed site, including its size and shape, and the proposed size, shape and arrangement of structures;
  - (b) The accessibility and traffic patterns for persons and vehicles, the type and volume of such traffic, and the adequacy of proposed off-street parking and loading;
  - (c) The safeguards afforded to prevent noxious or offensive emissions such as noise, glare, dust and odor;
  - (d) Treatment given, as appropriate, to such aspects as landscaping, screening, open spaces, parking and loading areas, service areas, lighting and signs; and
3. That such use or feature as proposed will comply with the applicable provisions of this Code and will not adversely affect the Master Plan.

We are currently engaged in community outreach by joining the neighborhood and merchant associations, we also have a petition with over 200 signatures from neighbors in favor of being able to sit and have a glass of wine in the space and to attend wine tasting events. This conditional use would allow us to contribute to the community by providing a space of congregate and meet the neighbors as well as learn more about wine and agriculture in California.

The size of the bar is keeping with other storefronts on the block face. The bar will not impact traffic or parking in the district because it is not intended to be a destination bar, but a place to serve the community and the immediate neighborhood. This will complement the mix of goods and services currently available in the district and contribute to the economic vitality of the neighborhood by activating the space into a place that contributes to the neighborhood.

## Priority General Plan Policies Findings

Proposition M was adopted by the voters on November 4, 1986. It requires that the City shall find that proposed projects and demolitions are consistent with eight priority policies set forth in Section 101.1 of the City Planning Code. These eight policies are listed below. Please state how the project is consistent or inconsistent with each policy. Each statement should refer to specific circumstances or conditions applicable to the property. Each policy must have a response. IF A GIVEN POLICY DOES NOT APPLY TO YOUR PROJECT, EXPLAIN WHY IT DOES NOT.

1. That existing neighborhood-serving retail uses be preserved and enhanced and future opportunities for resident employment in and ownership of such businesses enhanced;

The project proposes to preserve the existing retail use. The addition of the on sale beer and wine license will enhance the chance of additional resident employment and give the employees more room for growth and allow for them to deepen their knowledge of the product and the wine industry.

2. That existing housing and neighborhood character be conserved and protected in order to preserve the cultural and economic diversity of our neighborhoods;

The project proposes no change to neighborhood housing.

3. That the City's supply of affordable housing be preserved and enhanced;

The project proposes no change to existing housing.

4. That commuter traffic not impede Muni transit service or overburden our streets or neighborhood parking;

The project would not create an increase in commuter traffic. The proposed business is a neighborhood, pedestrian accessed business. We are hoping to offer the neighborhood a wine bar that will provide a walkable destination for neighborhood residence. Patrons from outside the neighborhood are easily able to access the wine bar's location via muni bus lines 22, J, K, L, M, and N all have stops within one block of our location.

5. That a diverse economic base be maintained by protecting our industrial and service sectors from displacement due to commercial office development, and that future opportunities for resident employment and ownership in these sectors be enhanced;

The project will not displace any industrial or service uses.

6. That the City achieve the greatest possible preparedness to protect against injury and loss of life in an earthquake;

The project will have no negative effect on earthquake status.

7. That landmarks and historic buildings be preserved; and

The project proposes no change to the building exterior.

8. That our parks and open space and their access to sunlight and vistas be protected from development.

The project would have no effect on open space or parks.

## Estimated Construction Costs

TYPE OF APPLICATION:	
OCCUPANCY CLASSIFICATION: M, R2	
BUILDING TYPE: 5B	
TOTAL GROSS SQUARE FEET OF CONSTRUCTION: 0	BY PROPOSED USES:
ESTIMATED CONSTRUCTION COST: 0	
ESTIMATE PREPARED BY:	
FEE ESTABLISHED:	

## Applicant's Affidavit

Under penalty of perjury the following declarations are made:

- a: The undersigned is the owner or authorized agent of the owner of this property.
- b: The information presented is true and correct to the best of my knowledge.
- c: The other information or applications may be required.

Signature: Mee Tung Wong Lay

Date: 9/17/17

Print name, and indicate whether owner, or authorized agent:

MEE TUNG WONG LAY OWNER  
Owner / Authorized Agent (circle one)

## LETTER OF AUTHORIZATION

MEE TUNG  
I, WONG LAY, as property owner of the below-described property, do hereby appoint  
NGUYEN LAY as authorized agent for the purpose of researching all permit history  
and filing any applications and obtaining any and all governmental permits/entitlements  
and approvals on the below-described property. The undersigned understands that the  
application may be denied, modified, or approved with conditions and that such  
conditions or modifications must be complied with prior to issuance of permits or  
approvals.

Address: 691 14TH ST, SF, CA 94114

Mee Tung Wong Lay  
Property Owner

8/26/17  
Date

Fig & Thistle Market

Case No.: 2017-010871CUA

Application Name: 691 14th Street

CUA Attachment A

(c) The safeguards afforded to prevent noxious or offensive emissions such as noise, glare dust and odor;

(d) Treatment given, as appropriate, to such as aspects as landscaping, screening, open spaces, parking and loading areas, service areas, lighting and signs, and

Answers:

(c) The space doesn't produce and good of sorts so there is no noxious, offensive emissions, noise, glare dust and odors that could come from the space.

(d) The space is located between to other buildings in an urban environment so there is no landscaping, screening, opening space concerns. Parking provided by metered parking on the street, there is a white loading zone at the end of the block that allows delivery vehicles to park and deliver product without interfering with traffic. There is no extra lighting that was added to the exterior of the building,



Fig & Thistle Market  
Case No.: 2017-010871CUA  
Application Name: 691 14th Street

January 31, 2018

To The San Francisco Planning Commission,

We wanted to take an opportunity to introduce ourselves before our hearing date on February 22, 2018. Thank you in advance for your time and consideration. Nguey Lay and I (Angel Davis) have been friends since I was 19 years old. By random chance and circumstance I applied to work at a deli his younger brother opened up on Irving and 7th in the outer sunset and we have been friends ever since. We both have deep roots in this city, my grandmother was born her the year the bridge was finished and we celebrated both their 75th birthdays watching the fireworks from the marina. Nguey's grandmother moved here and opened corner store with her husband Jack and then later went to open the a different corner store in the space we currently occupy after Jack's death in 1979.

Their eldest son, Nguey's father, opened a deli called Quincy's on Market and 10th and was so successful at the time he convinced his mother to turn the corner store into a deli as well. For over thirty years the neighborhood grew up eating sandwiches from M&L Market, and if you ever got the chance to go there, you know the sandwiches were delicious and huge and that you better order your bread first or you'd be sent to the back of the line.

May is in her 90's now and was kind enough to pass the space to us to continue pursuing our dreams working with wine. In 2013 Nguey and I opened up a tiny bar in Hayes Valley, this 500 square feet of happiness has brought nothing but joy to our lives, we have met so many wonderful people through our business, friends that will be around for our entire lives. People have gone on their first dates and gotten engaged at the bar. It is a very special place to us and to our customers.

With our new space we have tried to embrace the spirit of May and the deli through the lens of wine. Currently we can only sell off premise and we are doing our best to get to know our neighbors ( the two legged and four legged ones). We are hoping to enhance this experience by being able to move forward and get the proper permitting that would allow us to serve wine for on premise consumption. The wines we carry are small production and farmed organically. I know almost all of our California producers personally.

If we were able to allow on premise consumption, it wouldn't just be supporting our business, but another small local winery within the community as well. The space would give them a voice and a place to share their wines and their passions with others in the neighborhood. Being able to drink in the space will help our business and the community. It would help us create the communal environment we first envisioned where people stop by to hang out with friends and see a room of friendly faces and neighbors. Having an activated space that is about to be neighbored on both sides by small businesses that had to close down in the last couple of months would add to the safety of the block by providing a space with

people coming and going so it doesn't become stagnant and overrun with graffiti or other issues the city faces on a day to day basis.

It will also help us survive as a small business. We are blessed because May owns the building and has given us a rent that would be considered normal anywhere else in the country except our beautiful city San Francisco. Even with a descent rent the Fig & Thistle Market is currently struggling financially and we are only able to stay afloat because the bar in Hayes Valley is able to support it financially right now.

We both have deep roots in the city as I know many of you do, so when I talk about change that is happening in the city, I feel that you would understand intuitively with no further explanation needed. Our entire block is almost vacant, many of the tenants that have been in the neighborhood for a long time are unable to survive their rent increases and one by one the spaces are emptying out and not being replaced with new businesses. It hurts us both on a personal level to see this happen, we feel very fortunate that we are in position to open a second space, but if we are unable to get our license to serve wine on premise we'll also be following the footsteps of our neighbors. For this reason we ask that you consider our conditional use application to allow us to get the proper permits that would allow us to apply for a license that would allow our customers to drink on premise. It's the people of San Francisco that make it great. Please help us stay in our home and not have to move to Los Angeles or Portland to continue our dream working in the food industry. I've lost many friends and colleagues to other cities recently because they just can't afford to live here anymore. Nguey, and I are invested in this city, this is our home, this is where our family is from, where they continue to live, and where we've started our own families.

Again thank you for your time. Please don't hesitate to call or email either of us if you have any further questions. Our email address is [themarket@figandthistlesf.com](mailto:themarket@figandthistlesf.com), I have included some photos for fun as well as a recent article that came out in the San Francisco Chronicle that speaks to what we are doing.

Sincerely,

---

Angel Davis (256) 651-9903

---

Nguey Lay (415)704-7014



May with all four of the children, Quincy, Judy, & Sandy



Grandpa Jack behind the counter in their first location on Market Street.





Aunty Judy, Nguey, and May at our “Handing Down the Business” Party.



Courtney (Nguey's brother) Angel, Nguey, and Nguey's youngest son Luca.





May with Courtney's eldest daughter Izzy when she was still worked behind the counter.

Fig & Thistle Market  
Case No.: 2017-010871CUA  
Application Name: 691 14th Street

#### Outreach Effort

We've made an outreach efforts to the various community organizations and to the neighbors as well. Attached is a copy of a signed petition from neighbors and patrons of the store that are in support allowing the ability to drink on premise at the market. Due to the interesting location of our Market we are located at the crossroads of many neighborhood organizations and reached out to as many as we could.

The following is a list Neighborhood Associations we have joined.

Hayes Valley Neighborhood Association  
Joined 2013

We've been members for almost five years, have served on board and are currently on the Merchants Committee.

Castro Neighborhood Association  
Joined August of 2017

Mission Dolores Neighborhood Association  
Joined August of 2017

Duboce Triangle Neighborhood Association  
Joined August of 2017

We have reached out to Captain Gaetano at the Mission Police station as well as Officer Medina and we are currently working on introducing ourselves to the San Francisco's Police Department ABC Liaison Unit.

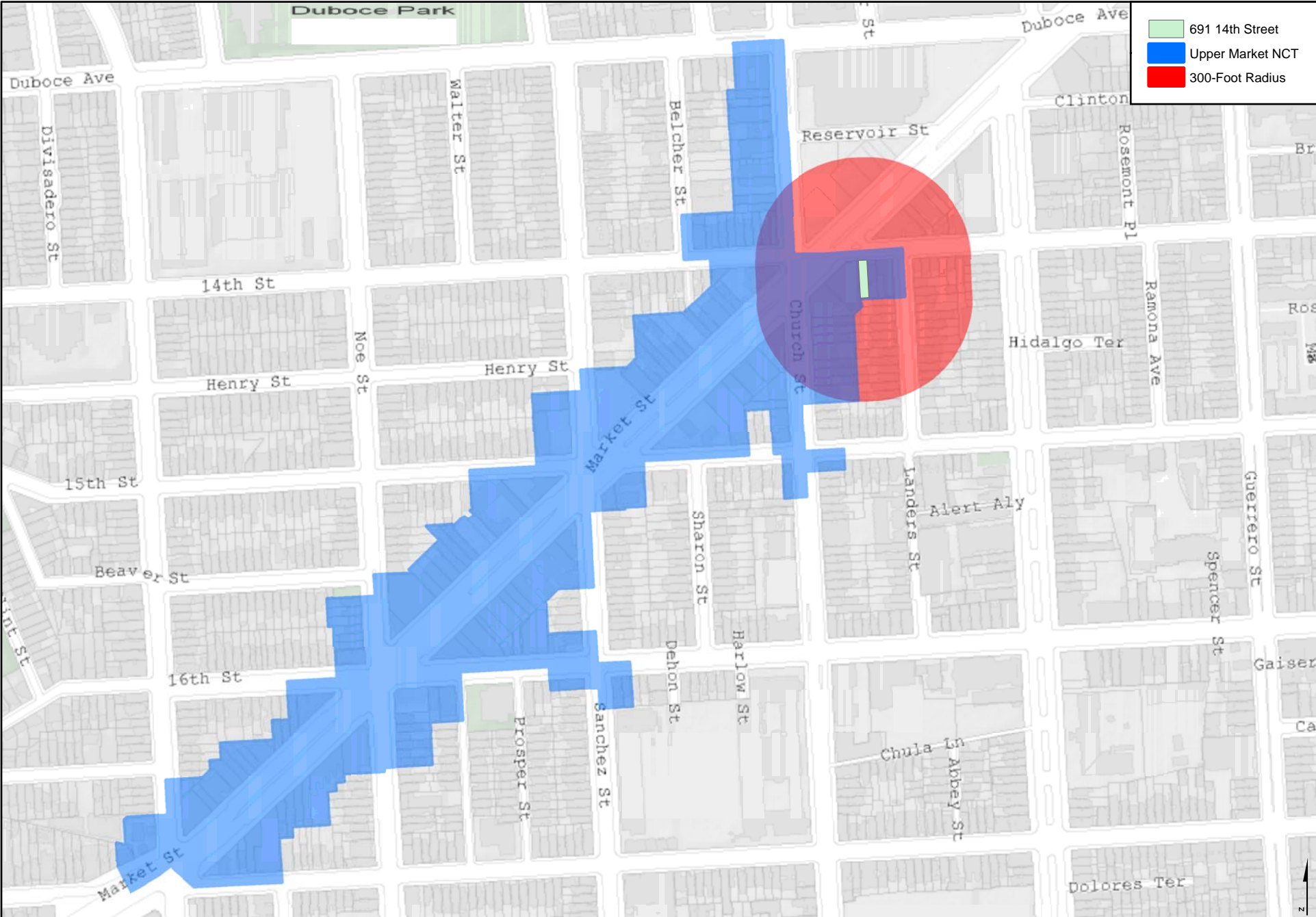
We've also introduced ourselves to our district supervisor, Supervisor Sheehy and his aides as well.





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691 14th Street - 300-Foot Radius and Upper Market NCT



0 165 330 660 Feet

300 Foot Radius Survey

BLKLOT	FROM_ST	TO_ST	STREET	ST_TYPE	FRONTAGE	LINEAR STREET FRONTAGE
3544070		689	691 14th Street	Street		25.00 FT Market
3544071		683	683 14th Street	Street		25.00
3510445		655	655 14th Street	Street	Landers Street	53.6
3544073		649	651 14th Street	Street	Landers Street	25.00
3544073B		645	647 14th Street	Street		25.00
3544073C		641	643 14th Street	Street		25.00
3544101		637	639 14th Street	Street		25.00
3544073A		633	635 14th Street	Street		25.00
3544074		627	627 14th Street	Street		25.00
3535002		626	626 14th Street	Street		46.81
3535042		600	600 14th Street	Street	Market	45.8
3535014		636	636 14th Street	Street		45.43
3544119		655	655 14th Street	Street	Landers	50.00 14th Street side of 8 Landers Apt
3535013		698	698 14th Street	Street		136.80
3537017		702	706 14th Street	Street		25.00 Georges Market
3537018		708	708 14th Street	Street		25.00 Jasmine Garden
3544108		8	8 Landers Street	Street	14th Street	110.81
3544032		20	24 Landers Street	Street		25.00
3544033		26	30 Landers Street	Street		25.00
3544034		32	32A Landers Street	Street		25.00
3544123		34	38 Landers Street	Street		25.00
3544036		42	44 Landers Street	Street		25.00
		48	48 Landers Street	Street		25.00
3544104		50	50 Landers Street	Street		25.00
3544038		52	52 Landers Street	Street		25.00
		54	56 Landers Street	Street		25.00
		60	60 Landers Street	Street		25.00
3544040		62	64 Landers Street	Street		25.00
3544041		66	70 Landers Street	Street		25.00
3544086		72	74 Landers Street	Street		25.00
3544043		78	80 Landers Street	Street		25.00
3544044		82	84 Landers Street	Street		25.00
3544020		71	71 Landers Street	Street		25.00

300 Foot Radius Survey

BLKLOT	FROM_ST	TO_ST	STREET	ST_TYPE	FRONTAGE	LINEAR STREET FRONTAGE
3544021		67	67 Landers Street	Street		25.00
3544022		63	65 Landers Street	Street		25.00
3544023		59	59 Landers Street	Street		25.00
3544024		53	55 Landers Street	Street		25.00
3544025		47	49 Landers Street	Street		25.00
3544026		41	45 Landers Street	Street		25.00
3544027		37	37 Landers Street	Street		25.00
3544028		31	31 Landers Street	Street		25.00
3544029		27	29 Landers Street	Street		25.00
3544030		21	25 Landers Street	Street		25.00
3544031		17	19 Landers Street	Street		25.00
3544031		15	15 Landers Street	Street		25.00
3544031A		11	9 Landers Street	Street		25.00
3537015		178	178 Church Street	Street		25.00
3537015		180	180 Church Street	Street		25.00 Mi Casa Mexicana
3537016		198	194 Church Street	Street		100 Churchill Bar
3543001		210	211 Church Street	Street	Market Street	106.82
3544064		215	215 Church Street	Street		25.00
3544064		217	217 Church Street	Street		25.00
3544063		221	223 Church Street	Street		25.00
3544063		225	225 Church Street	Street		25.00
3544062		227	227 Church Street	Street		25.00
3544060		235	237 Church Street	Street		48.00
3544060		233	241 Church Street	Street		50.00
3544059		245	245 Church Street	Street		25.00
3544058		251	251 Church Street	Street		25.00
3544057		257	257 Church Street	Street		25.00
3544056		265	265 Church Street	Street		50.00
3543001		2101	2101 Market Street	Street	Church Street	142.34 Verve Coffee
3542041		2100	2100 Market Street	Street	Church 14th Stre	147.59
3535020		2011	2011 Market Street	Street		109.00
3544065		2099	2099 Market Street	Street		56.9
3544065		2097	2097 Market Street	Street		58.9

300 Foot Radius Survey

BLKLOT	FROM_ST	TO_ST	STREET	ST_TYPE	FRONTAGE	LINEAR STREET FRONTAGE
3536012		2086	Market Street	Street		139.19
3544065		2087	2099 Market Street	Street		60.63
3544067		2075	2079 Market Street	Street		89.85
3544067		2073	2073 Market Street	Street		31.2
3535013		2059	2059 Market Street	Street		153.82
3535012		2055	Market Street	Street	14th Street	29.73
3536004		2060	2060 Market Street	Street		25.00
3536005		2066	Market Street	Street		50.00
3536007		2068	Market Street	Street	Market Street	75.00
3536003		2056	Market Street	Street		30.00
3535012		2057	2055 Market Street	Street		25.00
3535015		2051	2051 Market Street	Street		50.00
3535008		2041	2041 Market Street	Street		25.00
3535016		2029	2029 Market Street	Street		111.6
3535016		2027	2027 Market Street	Street		109.00
3536001		2020	2020 Market Street	Street		378.8
3536010		2080				165.99
3544001	100	100	DOLORES	Street	14th Street	100.60
<b>TOTAL</b>						<b>4234.20</b>
<b>TOTAL STORE F</b>						<b>342.34</b>
<b>% that is store fr</b>						<b>8.09%</b>

Upper Market NCT Survey

BLKLOT	FROM_ST	TO_ST	STREET	ST_TYPE	LINEAR ST FRONT/	TYPE OF BUSINESS	DBA
3544070	689	691	14th Street	Street	25.00	WINE SHOP	FT Market
3544071	683	683	14th Street	Street	25.00	VACANT COMMERCIAL	
3544119	655	655	14th Street	Street	50.00	INSURANCE	All State Insurance
3544067	693	693	14th Street	Street	25.00	CLEANERS	Snowbright Cleaners
3537017	702		14th Street	Street	25.00	CORNER STORE	Georges Market
3537018	708	708	14th Street	Street	25.00	RESTAURANT	Jasmine Garden
3537020	720		14th Street	Street	25.00	VACANT COMMERCIAL	
3537101	734		14th Street	Street	25.00	NAIL SALON	Simply Nails
3537101	736		14th Street	Street		GYM	Maro Dojo
3535045	740A		14th Street	Street		GYM	Core 7
2527024	742	748	14th Street	Street	76.8	THERAPY	Coast SF
2527024	748		14th Street	Street	25.00	RETAIL	Little Ark Dog Grooming
3542041	723		14th Street	Street	25.00	CLEANERS	Sean's Landromat
3542038A	719		14th Street	Street	50.4	RESTAURANT	The Slice
3537007	130		Church Street	Street	25.00	GROCER	Golden Natural Food
3537009	136		Church Street	Street	25.00	RESTAURANT	Taqueria
3537009	138		Church Street	Street	25.00	RESTAURANT	Burger Meister
3537010	152		Church Street	Street	34.70	CHURCH	St.Lutheran Church
3537013	160		Church Street	Street	63.50	GYM	Flagship Gym
3537014	172		Church Street	Street	25.00	GROCER	Golden Produce
3537015	180	180	Church Street	Street	25.00	RESTAURANT	Mi Casa Mexicana
3527016	190		Church Street	Street	38.90	HAIR SALON	Nimbus
3537016	198	194	Church Street	Street	100.00		Churchill Bar
3543001	210		Church Street	Street	106.82	OFFICES	
3544065	211		Church Street	Street	145.46	HAIR SALON	Hairplay
3544065	213		Church Street	Street	57.40	RETAIL	Karizma
3544064	215	215	Church Street	Street	25.00	RESTAURANT	Chow
3543001	216		Church Street	Street	116.90	VACANT COMMERCIAL	
3543001	218		Church Street	Street	25.00	VACANT COMMERCIAL	
3544063	225	225	Church Street	Street	25.00	BAR	Pilsner Inn
3544062	227	227	Church Street	Street	25.00	RETAIL	Aardvark
3544060	235	237	Church Street	Street	48.00	VACANT COMMERCIAL	
3544060	237		Church Street	Street	47.40	RETAIL	Twilight Zone

Upper Market NCT Survey

BLKLOT	FROM_ST	TO_ST	STREET	ST_TYPE	LINEAR ST FRONT	TYPE OF BUSINESS	DBA
3544060	241		Church Street	Street	47.30	RESTAURANT	Red Jade
3543003	240	250	Church Street	Street	90.50	VACANT COMMERCIAL	
3543003	248		Church Street	Street	86.60	CAFE	Thorough Bread
3544058	251	251	Church Street	Street	25.00	RESTAURANT	Miyabi
3543004	254	256	Church Street	Street	25.00	Offices	
3543005	260		Church Street	Street	44.90	CAFE	Church Street Cafe
3543005	262		Church Street	Street	50.30	RETAIL	Karizima
3543005	268		Church Street	Street	25.00	RETAIL	Underglass
3543005	292		Church Street	Street	48.00	TRADE OFFICES	Sand Plumbing
3558001	300		Church Street	Street	93.00	GROCER	Church Street Grocery
3537001	401		Duboce	Avenue	99.00	HEALTH SERVICES	Maitri
3558036	207		Sanchez	Street	40.09	SALON	People Hair Salon
3558035A	209A		Sanchez	Street	25.00	RETAIL	SF Pet Grooming
2559008	284		Sanchez	Street	25.00	RETAIL	Mash Bike Shop
3559008	286		Sanchez	Street	25.00	RETAIL	S16 Vintage Shop
3559008	290		Sanchez	Street	25.00	RESTAURANT	Makli
3564143-147	300		Sanchez	Street	25.00	RETAIL	Urban Eyes
3565073	317		Sanchez	Street	25.00	RESTAURANT	Eji
3565079	3499		16th	Street	25.00	RESTAURANT	Kitchen Story
3559008	3506		16th	Street	25.00	BODY PIERCING	Ten Tigers
3559009	3512		16th	Street	74.60	PRODUCTION	Independent Shop
3564092	3583		16th	Street	25.00	RESTAURANT	Starbelly
3562036-037	3625	3627	16th	Street	25.00	RESTAURANT	
3562032	3633	3635	16th	Street	25.00	RESTAURANT	
3561116-117	3608		16th	Street	25.00	RESTAURANT	
3561015	3600		16th	Street	27.40	RESTAURANT	Squat & Gobble
3561015	3600		16th	Street	54.80	RETAIL	Entour
3560313	281		Noe	Street	166.80	PROFESSIONAL SERVICES	Zephyr
3561009	258		Noe	Street	25.00	NAIL SALON	Glossin Glam
3561010	262		Noe	Street	25.00	CLEANERS	Noe Market Laundry
3561011	270		Noe	Street	25.00	CLEANERS	Toni
3561012	276		Noe	Street	25.00	GROCER	Rosenburg Market
3561013	284		Noe	Street	25.00	RETAIL	Jeffrey's Natural Pet Food
3561014	286A		Noe	Street	25.00	PROFESSIONAL SERVICES	Tower Properties



Upper Market NCT Survey

BLKLOT	FROM_ST	TO_ST	STREET	ST_TYPE	LINEAR ST FRONT	TYPE OF BUSINESS	DBA
3561014	288		Noe	Street	25.00	RESTAURANT	La Mediterranee
3564090	313		Noe	Street	25.00	PROFESSIONAL SERVICES	Buena Vista Reality
3564088	323		Noe	Street	25.00	SALON	Salon D
3564087	329		Noe	Street	25.00	PERSONAL SERVICE	Great Tan
33564086	337	339	Noe	Street	25.00	RESTAURANT	Mafa Kitchen
3543001	2111		Market Street	Street	108.3	PROFESSIONAL SERVICES	Skyline Reality Group
3543012	2121		Market Street	Street	26.25	GYM	Academy of Ballet
3543012	2123		Market Street	Street	26.25	RETAIL	Crossroads
3543003A	2135	2135	Market Street	Street	58	VACANT COMMERCIAL	
3543003B	2143	2143	Market Street	Street	25.00		Office
3543010	2145	2145	Market Street	Street	73.9	GYM	24 Hour Fitness / Walgreens
3543001	2175		Market Street	Street	215.6	Food Court	The Myriad
3558137-152	2187		Market Street	Street	15.70	SALON	M Spa
3558137-152	2191		Market Street	Street	15.70	Offices	
3558137-152	2193		Market Street	Street	15.70	SALON	Tan Bella
3558036	2195		Market Street	Street	24.10	HAIR SALON	Male Image
3558036	2199		Market Street	Street	24.10	RETAIL	Verizon
3559002	2213		Market Street	Street	22.50	VACANT COMMERCIAL	
3559002	2215		Market Street	Street	22.50	RETAIL	Fashion Exchange
3559002	2217		Market Street	Street	22.50	RESTAURANT	Tara Indian Cuisine
3559002	2223		Market Street	Street	22.50		Nomica
3559002	2237		Market Street	Street	22.50	RETAIL	Sui Generis
3559002	2233		Market Street	Street	22.50	CLEANERS	One Hour Cleaner
3559002	2239		Market Street	Street	22.50	CAFE	Sweet Inspiration
3559002	2241		Market Street	Street	22.50	INSRUANCE	Fidelity National Trust
3359018	2251		Market Street	Street	25.00	BAR	Hi Tops Bar
3359017	2253		Market Street	Street	26.00	HEALTH CARE SERVICES	Alegre
3359017	2257		Market Street	Street	26.00	CAFE	Peet's Coffee
3359016	2261		Market Street	Street	25.00	BUSINESS SERVICES	Mail Access
3359016	2265		Market Street	Street	25.00	VACANT COMMERCIAL	
3559015	2267		Market Street	Street	17.50	RETAIL	By Rolo
3559015	2269		Market Street	Street	15.00	Offices	
3559013	2275		Market Street	Street	51.40	Mini Mall	
3559013A	2279		Market Street	Street	25.00	PROFESSIONAL SERVICES	Photoworks

Upper Market NCT Survey

BLKLOT	FROM_ST	TO_ST	STREET	ST_TYPE	LINEAR ST FRONT/	TYPE OF BUSINESS	DBA
3359014	2285		Market Street	Street	181.00	GROCER	Harvest Grocery
3359014	2295	2297	Market Street	Street	50.00	RESTAURANT	Nosotros
3563034	2301		Market Street	Street	91.90	CAFE	Weaver's Coffee
3563030	2319		Market Street	Street	26.30	RETAIL	Kenneth Wingard
3563030	2323		Market Street	Street	26.30	RETAIL	D&H Jeweler
3563030	2327		Market Street	Street	26.30	PROFESSIONAL SERVICES	Johnston Tax Group
3563030	2331		Market Street	Street	26.30	RETAIL	IXIA
3563030	2335		Market Street	Street	26.30	RETAIL	Crystal Way
3563039	2337		Market Street	Street	37.90	RESTAURANT	Simple Mex Pleasures
3563028	2343		Market Street	Street	25.00	SALON	Face It Salon
3563027	2349		Market Street	Street	32.80	VACANT COMMERCIAL	
3563026	2351		Market Street	Street	30.10	RETAIL	Rolo Clothes
3563044	2355		Market Street	Street	68.00	BANK	Coldwell Bankers
3563036	2367		Market Street	Street	22.63	RESTAURANT	Bisou
3563036	2369		Market Street	Street	22.63	BAR	The Cafe
3563036	2375		Market Street	Street	22.63	RESTAURANT	Subway
3563023	2399		Market Street	Street	141.70	GAS STATION	Chevron
3562015	2390		Market Street	Street	103.30	RETAIL	Pottery Barn
3562011	2362		Market Street	Street	25.00	NAIL SALON	Queen Bee Nails
3562014	2378		Market Street	Street	25.00	PROFESSIONAL SERVICES	H&R Blcok
3562035	2370		Market Street	Street	64.00	PROFESSIONAL SERVICES	Dentist
3562011	2362		Market Street	Street	35.00	RESTAURANT	Catch
3561010	2358		Market Street	Street	25.00	RETAIL	Art Attack SF
3562011	2352		Market Street	Street	25.00	PROFESSIONAL SERVICES	The Henry Levy Group
3563044	2355		Market Street	Street	71.40	RETAIL	Streetlight
3562008	2350		Market Street	Street	25.00	BAR	Beaux
3562007	2344		Market Street	Street	54.70	VACANT COMMERCIAL	
3562006	2336		Market Street	Street	31.30	CLEANERS	Upper Market French Cleaner
3562003	2330		Market Street	Street	33.40	PROFESSIONAL SERVICES	Bershire Hathaway Home Services
3562001	2312		Market Street	Street	72.90	RESTAURANT	Taco Club
3562001	2310		Market Street	Street	18.00	RETAIL	Smoke Shop
3562001	2300		Market Street	Street	64.00	RESTAURANT	Super Duper
3560015	2298		Market Street	Street	19.23	RESTAURANT	Cafe Flore

Upper Market NCT Survey

BLKLOT	FROM_ST	TO_ST	STREET	ST_TYPE	LINEAR ST FRONT	TYPE OF BUSINESS	DBA
3560015	2288		Market Street	Street	19.23	PROFESSIONAL SERVICES	Diginity Health
3560015	2280		Market Street	Street	19.23	PROFESSIONAL SERVICES	ZEPHYR
3560012	2272		Market Street	Street	25.00	RESTAURANT	Canela
3560011	2264		Market Street	Street	29.00	SALON	Chakka Cuts
3559016	2263		Market Street	Street	31.20	PHARMACY	Community Pharmacy
3560010	2260		Market Street	Street	39.40	PHARMACY	Community Pharmacy
3536001	2000	2020	Market Street	Street	608.20	RETAIL	Wells Fargo, Safeway,
3560053	2222		Market Street	Street	123.70	HOTEL	Beck's Motor Lodge
3560053-076	2200B		Market Street	Street	120.40	BAR	Brewcade
3560053-076	2200		Market Street	Street	25.00	VACANT COMMERCIAL	
3542061	2196		Market Street	Street	178.40	VACANT COMMERCIAL	
3542062	2176		Market Street	Street	47.10	VACANT COMMERCIAL	
3542062	2174		Market Street	Street	48.70	MUSIC VENUE	Swedish American Music Hall
3542016	2166		Market Street	Street	30.70	SALON	The Academy
3542015	2164		Market Street	Street	20.30	HAIR SALON	Revamp
3542015	2162		Market Street	Street	25.50	HOTEL	Paramont Hotel
3542014	2160		Market Street	Street	24.20	HOTEL	Twin Peaks Hotel
3542011	2150		Market Street	Street	25.00	HAIR SALON	Joe's Babershop
3542011	2148		Market Street	Street	25.00	PROFESSIONAL SERVICES	Anchor Reality
3542008	2140		Market Street	Street	22.60	BAR	Lucky 13
3542005	2126		Market Street	Street	19.40	PROFESSIONAL SERVICES	MAAS
3542004	2122		Market Street	Street	12.05	BAR	Blackbird
3542004	2120		Market Street	Street	12.05	Offices	
3542041	2100		Market Street	Street	141.20	NEW CONSTRUCTION	
3562018	321		Castro	Street	25.00	HOTEL	Inn on Castro
3562017	375		Castro	Street	56.6	PROFESSIONAL SERVICES	Castro Dental
2623006	376		Castro	Street	94.4	GAS STATION	RC Gasoline

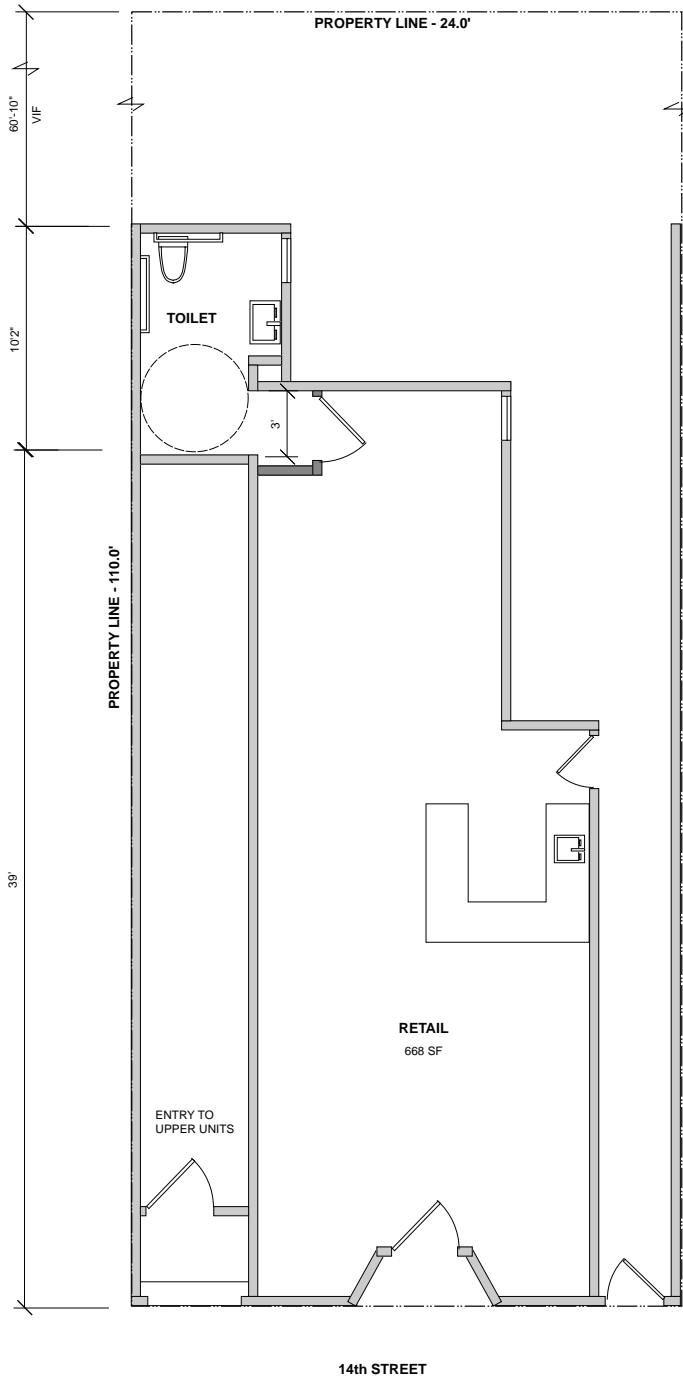
**7402.67**  
**1600.32**  
**21.62%**

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NO CHANGES TO ELEVATION

EXISTING FRONT ELEVATION



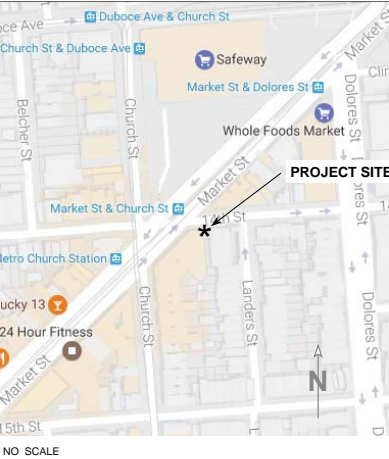
NO CHANGES TO SITE / FIRST FLOOR PLAN



EXISTING SITE / FIRST FLOOR PLAN

1/4" = 1' - 0"

LOCATION MAP



PROJECT DATA

ADDRESS - 691 14TH STREET, SAN FRANCISCO, CA  
BLOCK / LOT - 3544/070  
LOT AREA - 2750 S.F. [25'X 110']  
ZONING - NCT  
HISTORIC RATING 'B'  
SEISMIC ZONE - E  
CLIMATE ZONE - 3

	EXISTING	PROPOSED
OCCUPANCY	M, R2	M, R2
EXISTING USE	RETAIL, APARTMTS	RETAIL, APARTMTS
CONSTRUCTION	5B	5B
COND. FL AREA	668 SF	668 SF
NO. OF STORIES	3	3
SPRINKLER SYSTEM	NONE	NONE

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NGUEY LAY  
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**ARCHITECT**  
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415.260.1228

CODES, STANDARDS, ORDINANCES

ALL WORK SHALL CONFORM TO THE FOLLOWING:  
2016 SAN FRANCISCO BUILDING CODE  
2016 CALIFORNIA ENERGY STANDARDS  
ALL LOCAL STANDARDS, ORDINANCES AND SPECIFICATIONS

SCOPE OF WORK

FIRST FLOOR  
- ADD ON SALE [42] BEER AND WINE LICENSE TO EXISTING RETAIL SPACE WITH OFF SALE [20] LICENSE.

SHEET INDEX

A1.0 PROJECT DATA  
EXISTING SITE / FIRST FLOOR PLAN

be/A

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691 14TH STREET TOILET REMODEL  
SAN FRANCISCO, CALIFORNIA

PROJECT TITLE

PROJECT NO.

17.0205.00

PRINT DATE

CONTENT

SITE AND FLOOR PLAN

A1.0



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# Natural wines without the dogma at Fig & Thistle wine bar

By Esther Mobley | January 24, 2018 | Updated: January 25, 2018 9:06am

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Photo: Carlos Avila Gonzalez, The Chronicle

IMAGE 1 OF 9

Allee Cakmis works the bar pouring drinks and making small plates at the Fig and Thistle Wine Bar in San Francisco, Calif., on Sunday, January 21, 2018.

At Fig & Thistle, the wines match the room: artsy, a little funky, natural-leaning. On one side of the Hayes Valley wine bar, shelves are dotted with languorous-looking plants, the odd candle, a sparkling chunk of amethyst. Just opposite, a bunk bed serves as a seating area. Twinkling lights cast an attractive sepia-tone glow.



You don't need to look at the menu to know that this is not the sort of place you'll find 100 percent-new-oak Cabernet. The room screams earthy Gamay. Jalapeño-flavored Cab Franc. Copper-hued Pinot Gris.

The Fig & Thistle aesthetic, in other words, feels fully realized. But that wasn't the intention of Angel Davis and Nguoy Lay when they opened the bar five years ago. In fact, at the time the two didn't really drink wine at all.

"I was working at a cocktail bar in Portland (Ore.)," says Davis. The extent of the wine selection, she says, "was \$6 Rioja by the glass that you could find at the 7-Eleven down the street.

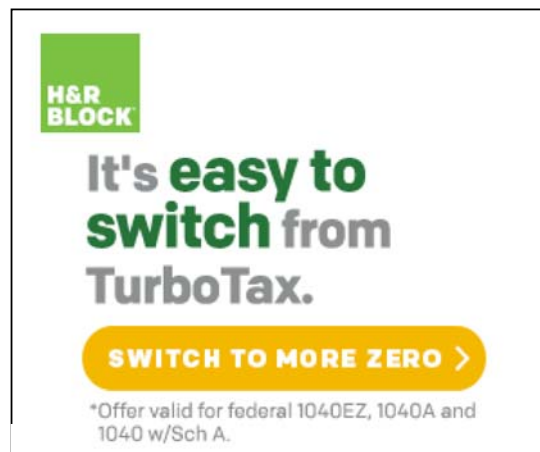
"We'd open bottles and leave them on the shelf for two weeks. I was like, 'This stuff is gross. Why do people drink wine?'"

Davis had grown up in San Francisco and was considering moving back to be closer to her family. When Lay, a friend since their teenage years, heard she might be moving back, he suggested they open a bar together. After all, Davis was a bartender.

It was only after the two discovered how expensive it would be to obtain a full liquor license that they switched their focus to wine.

So Davis figured she should learn something about the stuff. Before leaving Oregon, she enrolled in a course taught by Erica Landon, owner of Walter Scott Wines in Oregon's Willamette Valley. That's where it started to click. "The first wine that I really loved was a Paso Syrah that was completely huge," Davis recalls. It may not be the sort of wine she serves today at Fig & Thistle, but she credits its loud, rich appeal with awakening a taste for wine.





How did Davis get from boozy Syrah to oxidative whites? She shrugs: “Just by drinking.” But Davis isn’t dogmatic: There’s no sulfite litmus test for the Fig & Thistle wine list. The bar’s selection tends to highlight California, but that’s not a hard-and-fast rule — Oregon, for example, and French wines are known to creep in.

Often, the most polarizing bottles at Fig & Thistle aren’t listed on the menu. A wine like, say, Coturri Nouveau will appear only if the bartender senses your adventurousness. And while you might end up with a seriously funky glass of Angeleno SuperBloom (\$13/glass), a natural white blend from Los Angeles, you’re just as likely to end up with Inconnu’s Cabernet Franc-Merlot blend (\$15/glass), classic-tasting and not at all polarizing.

The bottle list features both natural-wine darling Arnot Roberts (2015 Sonoma Coast Syrah, \$80/bottle) and Napa traditionalist Pahlmeyer (2014 Merlot, \$120/bottle). And while there may not be any huge Paso Robles Syrah, there is some fairly big Paso Robles Grenache, the 2011 Late Bloomer from Herman Story (\$80/bottle), a relatively plush wine that clocks in at a formidable 15.8 percent alcohol.

“Because we’re so small, we try to give everybody a heads-up about what kind of wine they’re drinking,” Davis says. “But you know what? They don’t care! We could pour them the cloudiest thing — this carbonically macerated Albariño from Minimus — and people are happy.”



Photo: Carlos Avila Gonzalez, The Chronicle



A selection at Fig & Thistle: Humus rosé (left); SuperBloom white blend; and Subject to Change carbonic red wine.

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Six months ago, Davis and Lay took on a new venture: Fig & Thistle Market (691 14th St.), a small shop in the Castro that sells wine, mostly, but also jewelry, plants, clothing and chocolates. “I just wanted to be surrounded by stuff that I like,” says Davis of the eclectic merchandise.

The shop took over the space that had long housed Lay’s grandmother May’s sandwich shop, M&L Market, famous for its rice-cooker-steamed pastrami sandwiches. The deli had something of a fanatical following — its “bread first” ordering imperative has become a secret code word in the neighborhood — and Davis says they still get visitors all the time devastated to learn that M&L has closed.

“A woman came in recently, and at first she was angry,” Davis says. “She was like, ‘What did you do to the deli? Where’s Mama May?’” When Davis explained that the shop was still in the family, co-owned by May’s grandson, the customer broke down in tears, recalling how when she was a child May had given her sandwiches when her family ran out of money.

Now Fig & Thistle Market is trying to create a new family of sorts. The jewelry in the shop is designed by Lay’s wife, Nina. The clothing and handbags are from Oakland company Yes, Crescent, owned by a friend of Davis. The chocolates are from Michael’s Chocolates, a neighbor.



Photo: Carlos Avila Gonzalez, The Chronicle

Owners Angel Davis, right, and Nguey Lay at the Fig & Thistle Wine Bar in San Francisco, Calif., on Sunday, January 21, 2018.

In that spirit, Fig & Thistle, the bar, will soon be lending its space to Billy Duplain, the wine buyer at Gus' Market on Haight Street, for a pop-up wine bar. Beginning Feb. 15, on Thursday evenings Fig & Thistle will transform into Trundle Bar. The music will change from hip-hop to metal, the wine menu to “whatever Billy wants,” as Davis puts it — all \$9 by-the-glass pours.



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A wine bar popping up within a wine bar? For Fig & Thistle, it works. “We’re just in this to have a good time,” Davis says. “As long as people are comfortable and happy, we’re doing our job.”

*Esther Mobley is The San Francisco Chronicle's wine, beer and spirits writer. Email: [emobley@sfchronicle.com](mailto:emobley@sfchronicle.com) Twitter: [@Esther\\_mobley](https://twitter.com/Esther_mobley) Instagram: [@esthermob](https://www.instagram.com/esthermob)*

**To order:** Wine by the glass (\$11-\$15), vermouth flight (\$15)

**Where:** Fig & Thistle, 313 Ivy St., S.F. (415) 589-7005  
or [www.figandthistlesf.com](http://www.figandthistlesf.com)

**When:** 4-11 p.m. Monday Thursday, until midnight Friday-Saturday, and 3-9:30 p.m. Sunday. Special hours for Trundle Bar pop-up beginning Feb. 15: 9:30 p.m.-2 a.m. Thursdays.

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**Esther Mobley**

Wine, Beer & Spirits Writer

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HEARST newspapers

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## MAILING LIST & PETITION

Petition to show support for the Fig & Thistle Market to be able to allow alcohol to be consumed on premise.

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# **Petition to Allow On Premise Alcohol Consumption at 691 14<sup>th</sup> Street**

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# **Petition to Allow On Premise Alcohol Consumption at 691 14<sup>th</sup> Street**

By signing below you are showing your support for The Market to be able to serve wine and beer to  
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**MAILING LIST &  
Petition to Allow On Premise Alcohol Consumption at 691 14<sup>th</sup>  
Street**

By signing below you are showing your support for The Market to be able to serve wine and beer to  
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**MAILING LIST &  
Petition to Allow On Premise Alcohol Consumption at 691 14<sup>th</sup>  
Street**

By signing below you are showing your support for The Market to be able to serve wine and beer to  
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# MAILING LIST & Petition to Allow On Premise Alcohol Consumption at 691 14<sup>th</sup> Street

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# Mailing List & Petition to Allow On Premise Alcohol Consumption at 691 14<sup>th</sup> Street

By signing below you are showing your support for The Market to be able to serve wine and beer to  
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**MAILING LIST &  
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By signing below you are showing your support for The Market to be able to serve wine and beer to  
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# **Petition to Allow On Premise Alcohol Consumption at 691 14<sup>th</sup> Street**

By signing below you are showing your support for The Market to be able to serve wine and beer to  
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**MAILING LIST &  
Petition to Allow On Premise Alcohol Consumption at 691 14<sup>th</sup>  
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By signing below you are showing your support for The Market to be able to serve wine and beer to be consumed on premise.

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**MAILING LIST &  
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By signing below you are showing your support for The Market to be able to serve wine and beer to  
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**MAILING LIST &  
Petition to Allow On Premise Alcohol Consumption at 691 14<sup>th</sup>  
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**MAILING LIST &  
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(V)

# MAILING LIST & Petition to Allow On Premise Alcohol Consumption at 691 14<sup>th</sup> Street

By signing below you are showing your support for The Market to be able to serve wine and beer to be consumed on premise

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# Mailing List &

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By signing below you are showing your support for The Market to be able to serve wine and beer to be consumed on premise.

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**MAILING LIST &  
Petition to Allow On Premise Alcohol Consumption at 691 14<sup>th</sup>  
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By signing below you are showing your support for The Market to be able to serve wine and beer to  
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**MAILING LIST &  
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By signing below you are showing your support for The Market to be able to serve wine and beer to  
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**MAILING LIST &  
Petition to Allow On Premise Alcohol Consumption at 691 14<sup>th</sup>  
Street**

By signing below you are showing your support for The Market to be able to serve wine and beer to  
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## MAILING LIST & PETITION

Petition to show support for the Fig & Thistle Market to be able to allow alcohol to be consumed on premise.

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JEFF KOEFF	Koeff2000@yahoo.com
<del>VAENI</del> VAL AVENI	VAENI@gmail.com
S. MacDonald	SEM@SEM/au.net
Madelaine Lindquist	MaddyMay16@gmail.com
OZBORN OZAR	ozitron75@gmail.com
Brian Ruhl	brianruhl@gmail.com
NOEL DIAZ	noelsmail2@SBCGLOBAL.NET
Paige Bellante	plbellante@gmail.com
Melissa Manganaan	ohdcarmelissa@yahoo.com

✓

## MAILING LIST & PETITION

Petition to show support for the Fig & Thistle Market to be able to allow alcohol to be consumed on premise

NAME

EMAIL

P. Anaya	d.a.anaya@gmail.com
Nicole HARKER	nikoleharker@gmail.com
Karl Bryant	bryantkarl3@gmail.com
Bess Yount	yount.bess@gmail.com
D. Moore	mis Moore@aol.com
PETER THURM	PTTHURM7@barr.com
MARC CAPELLE	capelle@mindspring.com
Christine Vidali	artshagle@sbcglobal.net
Rev. DAIGAN GAITHER	daigan@QUEERDHARMA.NET
Teddy Trum	Tednstf@yahoo.com
Carolyn Morton	cngomerepairs@sbcglobal.net
Debi Braley	djb111@sbcglobal.net
Lon Jones	lojo111@sbcglobal.net
LAWRENCE RADECKER	LAWRENCE RADECKER@YHOO.COM
Ken Turner	Ker@Turner'sKitchenSF.com
Salene Oudet	salene.oudet@gmail.com
Sebastian Huis	Huis.sebastian@gmail.com
Aleks Chereck	aleks@maritimewine.com



## MAILING LIST & PETITION

Petition to show support for the Fig & Thistle Market to be able to allow alcohol to be consumed on premise

NAME

EMAIL

Stacey Chu	h2omarine@gmail.com
Sophronia	sophronia@gmail
VICTOR PELLEGRINI	vp_sherpackell.net
Carute Haroldson	carute.haroldson@gmail.com
Khara Carroll	Kharacarroll@gmail.com
Jill Saberman	jillsab@comcast.net
Cassy Moore	keganmgreen@fd.com
C.P.	mesa.creston@ymail.com
Brandon Hodson	brandonhodson@gmail.com
Julie Elving	julie-elving@yahoo.com
Leah Shesky	leahshesky@yahoo.com





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584 Castro Street #333  
San Francisco CA 94114-2512

formerly "Merchants of Upper Market & Castro – MUMC"  
415/431-2359

[Info@CastroMerchants.com](mailto:Info@CastroMerchants.com)  
[www.CastroMerchants.com](http://www.CastroMerchants.com)

February 1, 2018

By Email and USPS Hardcopy

Veronica Flores, Staff Planner  
San Francisco Planning Department  
1650 Mission Street, Suite 400  
San Francisco CA 94103

Re: Conditional Use Authorization, Case No. 2017-01087CUA and related approvals  
for Proposed Fig & Thistle Wine Bar at 691-14<sup>th</sup> Street

Dear Ms. Flores,

This confirms that Castro Merchants (formerly "Merchants of Upper Market & Castro – MUMC") **SUPPORTS** the Conditional Use Application(s) of Angel Davis, et al for a wine bar to be added to its existing retail operation. Our SUPPORT includes for the Applicant's request when heard by the Planning Commission. It also includes applications for any related S.F. Departments of Building Inspection and Public Works Applications (including for Sidewalk Tables and Chairs), California Alcoholic Beverage Commission (ABC) license for on-premises operation of a wine bar, and other entitlements related to operation of Fig & Thistle Wine Bar- Castro at 691-14<sup>th</sup> Street.

CM's support is based on information provided by Ms. Davis. The support communicated in this letter remains in effect until withdrawn in writing. We have asked Ms. Davis to update us promptly, if there is any substantial change(s) in information or Conditions of Approval as Fig & Thistle-Castro nears its Planning Commission Hearing date and other approval milestones.

Castro Merchants represents business owners and managers in San Francisco's Castro-Upper Market area, generally along Upper Market Street from Castro Street to Octavia Blvd.; Castro from Market to 19<sup>th</sup> Street; and commercially-zoned portions of cross streets throughout that area. Castro Merchants has over 325 paid Members for 2017 through April 30, 2018, and anticipates similar Membership support for the coming year's Campaign scheduled for March-April 2018. Fig & Thistle-Castro's location is within Castro Merchants' primary service area.

..... continued



## CASTRO MERCHANTS

S.F. Planning Department

February 1, 2018

Re: Conditional Use Authorization, Case No. 2017-01087CUA and related approvals  
for Proposed Fig & Thistle Wine Bar at 691-14<sup>th</sup> Street

Let us know if you have any questions regarding Castro Merchants support for this proposed Application(s). Please include this letter in the matter's permanent file and any successor files, and assure that our support is communicated to all applicable Planning staff and to all Commissioners prior to their Hearing on this matter, and to any Appeal panel(s) at the time that this matter is considered by them.

Thank you for considering our comments.

Respectfully,

A handwritten signature in black ink, appearing to read "Daniel Bergerac".

Daniel Bergerac, President

email cc: Sup. Jeff Sheehy & staff (Martin Fatooh)  
Capt. Gaetano Caltagirone, SFPD Mission Station  
cc: Angel Davis for Fig & Thistle-Castro

..., LtrPlanningFigThistle020118



## **Duboce Triangle Neighborhood Association**

PMB # 301, 2261 Market Street, San Francisco, CA 94114

(415) 267-1821 / [www.dtna.org](http://www.dtna.org)

To: San Francisco Planning Department  
From: DTNA Land Use Committee  
Re: Change of Use for 691 14<sup>th</sup> Street Support Letter

To Whom It May Concern:

We are writing in support of Angel Davis' request for a rezoning of 691 14<sup>th</sup> Street (the former M & L Market) to allow for on-site beer and wine consumption. We heard a thoughtful presentation from Ms. Davis at our December 2017 Land Use Committee meeting, and are impressed with her deep roots in the community, her activism with a number of neighborhood organizations, and her thoughtful plans for a business that will celebrate the history of the space as well as being a positive contributor to the neighborhood.

Since the number of retail vacancies at Church and 14<sup>th</sup> and Market is at an all-time high, in the view of the neighbors the faster this business can be approved and opened the better.

For questions please contact us at the e-mails below.

Sincerely,

DTNA Land Use Committee Co-Chairs

Kimyn Braithwaite - [kimynleigh@gmail.com](mailto:kimynleigh@gmail.com)

David Troup - [david@troup.net](mailto:david@troup.net)

January 29th, 2018

To Whom It May Concern,

I am writing to show support for allowing Fig & Thistle Market, located on 691 14th Street, to serve alcohol on premise. I have been a long time patron of the bar on 313 Ivy Street and over the years have come to know the owners and the staff. I know that they care about the community they are in and do this business for the love and joy of being able create a space where people can come and enjoy themselves and drink small limited production wine and beer.

Currently the Fig & Thistle Market is a wonderful place to purchase wine to take home, but if they were able to host tastings and people were allowed to drink on site it would create another place for neighbors to commune, to learn, and meet winemakers from not only right here in our state of California, but from our neighborhood!

There is so much added value to the business and to the community if they were able to able to get the license that would allow this. Please help keep San Francisco special by allowing small businesses like this one to thrive in the community by allowing them to serve alcohol on site.

Sincerely,

Xan deVoss

Owner Fox and Lion Bread  
5273 3rd Street, SF CA 94124  
xan@foxandlionbread.com

# PURITYWINE

1401 Marina Way South, Suite 280, Richmond, CA 94804

1/25/2018

To Whom It May Concern,

I am writing to show support for allowing Fig & Thistle Market, located on 691 14th Street, to serve alcohol on premise. I have been a long time patron of the bar on 313 Ivy Street and over the years have come to know the owners and the staff. I know that they care about the community they are in and do this business for the love and joy of being able create a space where people can come and enjoy themselves and drink small limited production wine and beer. Currently the Fig & Thistle Market is a wonderful place to purchase wine to take home, but if they were able to host tastings and people were allowed to drink on site it would create another place for neighbors to commune, to learn, and meet winemakers from not only right here in our state of California, but from our neighborhood!

There is so much added value to the business and to the community if they were able to get the license that would allow this. Please help keep San Francisco special by allowing small businesses like this one to thrive in the community by allowing them to serve alcohol on site.

Sincerely,



Noel Diaz / Owner, PurityWine / [purity.wine@gmail.com](mailto:purity.wine@gmail.com) / 510.295.5442



January 26, 2018

To Whom It May Concern,

I am writing to show support for allowing Fig & Thistle Market, located on 691 14th Street, to serve alcohol on premise. I have been a long time patron and vendor of the bar on 313 Ivy Street and over the years have come to know the owners and the staff. I know that they care about the community they are in and do this business for the love and joy of being able create a space where people can come and enjoy themselves and drink small limited production wine and beer.

Currently the Fig & Thistle Market is a wonderful place to purchase wine to take home, but if they were able to host tastings and people were allowed to drink on site it would create another place for neighbors to commune, to learn, and meet winemakers from not only right here in our state of California, but from our neighborhood (like us).

There is so much added value to the business and to the community if they were able to able to get the license that would allow this. Please help keep San Francisco special by allowing small businesses like this one to thrive in the community by allowing them to serve alcohol on site.

Sincerely,

Alex Pomerantz

Founder

Subject to Change Wine Co

2909 23rd St San Francisco, CA 94110

[Alex@Subjectochange.com](mailto:Alex@Subjectochange.com)

[www.Subjectochange.com](http://www.Subjectochange.com)

1/26/18

To Whom It May Concern:

My name is Charlotte Randolph. I own, operate and serve as Beverage Director at Californios- the nation's only 2 Michelin Starred Mexican restaurant. I am an active member of Proof Collective- a group that supports Female restaurant industry entrepreneurs (such as Angel Davis at Fig & Thistle Market) and I work on the dining committee at the St. Francis Yacht Club. In short I am greatly invested in our local dining community and have great interest in making San Francisco diverse when it comes to the Restaurant/ Beverage Industry at large.

With much observation, Fig & Thistle Market severely deserves the pleasure and right to serve alcohol on premise. There is nothing in the area that compares to the selection of beverage as Fig & Thistle Market, and with Safeway in close proximity, the overall idea of being able to compete with corporate prices seems bleak. In order to support small businesses that employs and serves the local community, Fig & Thistle Market needs so be able to offer something more than the corporate competition.

Please support Fig and Thistle Market to become a neighborhood-gathering place that we can all join together and support winemakers of California and beyond. In being able to serve alcohol on premise, Fig and Thistle Market would be able to add a sense of community in an area that has been very hard to do so- just off of Market Street. I have personally seen many places (even of friends places) shutter due to lack business. The area is notorious for failed new businesses.

Fig & Thistle Bar has served the Hayes Valley community a great deal. It is a very pleasant and quiet neighborhood bar that has garnered the attention of the press, at a Nation-wide level. It takes such a hard work and dedication to be able to maintain such an honor and standard- like being called the best wine bar in the nation- and the list goes on and on- just look up Fig and Thistle bar in your search engine- the results are amazing and something our local community is very proud of.

We, as a community, need to continue to move forward, and allow small local businesses like Fig & Thistle Market- with outstanding reputations, to move forward. We, as small businesses, cannot survive if we don't have an edge up on large corporate entities.

San Francisco serves a beacon of hope to many across the nation, though that seems like a large-scale sweeping statement, I personally know it to be true. Supporting Fig & Thistle Market and allowing it to prosper by permitting it to serve alcohol on premise is essential for the neighborhood. Supporting small local businesses, that have had a tireless hand on the pulse of our industry, only helps our beautiful city.

Help us keep San Francisco a beacon of hope for everyone, especially small and local.

Charlotte Randolph

325-642-8336

[charlotteannrandolph@gmail.com](mailto:charlotteannrandolph@gmail.com)

[www.CaliforniosSF.Com](http://www.CaliforniosSF.Com)

1-26-2018

To Whom It May Concern,

I am writing to show support for allowing Fig & Thistle Market, located on 691 14th Street, to serve alcohol on premise. I am a regular at their sister location at 313 Ivy street and over the past three years I've come to know and love the owners and the staff.

They care deeply for the community and there is no better place for locals to come together to share small production beers and wines in a fantastic space where everyone is welcome.

I'm a huge fan of the Fig & Thistle Market, it's in a perfect location for the neighborhood for us to purchase wine to take home but if they were able to host tastings and we were allowed to sample wine on premise it would create another place for neighbors come together to learn, to meet winemakers from not only right here in our state of California, but from our neighborhood!

There is so much added value to the business and to the community if they were able to able to get the license that would allow this. Please help keep San Francisco special by allowing small businesses like this one to thrive in the community.

Sincerely,

A handwritten signature in dark ink, appearing to be 'Cory Gowan', with a stylized, flowing script.

Cory Gowan  
Mission Wine Merchants  
3831 17th Street  
San Francisco, CA 94114



49 4<sup>th</sup> Street  
Oakland, CA 94112

January 26, 2018

To Whom It May Concern:

I am writing to show support for allowing Fig & Thistle Market, located on 691 14th Street, to serve alcohol on premise. Not only have I been a long time patron of their fine bar on 313 Ivy Street, they are also a valued customer. As such, I met them before they even opened and admire their entrepreneurship and pioneering spirit. San Francisco needs to foster more small businesses like theirs which create new jobs.

They have also created a space where people can come and enjoy themselves and drink small limited production wine and beer as well as be educated about them via the brewer and wine maker presentations.

Currently the Fig & Thistle Market is a wonderful place to purchase wine to take home, but if they were able to host tastings and people were allowed to drink on site it would create yet another place for neighbors to commune and learn. As a San Francisco resident I'd say we need more spots like this.

There is so much added value to the business and to the community if they were able to able to get the license that would allow this. Please help keep San Francisco special by allowing small businesses like this one to thrive in the community by allowing them to serve alcohol on site.

Respectfully,

Kipp Kennedy  
Account Executive  
East Bay Restaurant Supply  
49 4<sup>th</sup> St.  
Oakland, CA 94607

1/26/18

To Whom It May Concern,

I am writing to show support for allowing Fig & Thistle Market, located on [691 14th Street](#), to serve alcohol on premise. I have been a long time patron of the bar on [313 Ivy Street](#). They are responsible business owners who care about the community they are in and strive to make it better by creating spaces that connect and anchor that community.

Currently the Fig & Thistle Market is a wonderful place to purchase wine to take home, but if they were able to host tastings and people were allowed to drink on site it would create another place for neighbors to commune, to learn, and meet winemakers from not only right here in our state of California, but from our neighborhood. They have the skills, knowledge and experience to not only successfully and safely execute this essential aspect of their business, but to go above and beyond in it's execution.

There is so much added value to the business and to the community if they were able to able to get the license that would allow this. Please help keep San Francisco special by allowing small businesses like this one to thrive in the community by allowing them to serve alcohol on site.

Sincerely,

Jasper Dickson

Angeleno Wine Co. & Rhythm Wine

(213) 399 8864

<http://www.angelenowine.com>





January 28, 2018

To Whom It May Concern,

I am writing to show support for allowing Fig & Thistle Market, located on 691 14th Street, to serve alcohol on premise. I have been a patron and neighbor to Fig & Thistle for a number of years now and have known them to be deeply invested in their community.

Small local businesses like Fig & Thistle are the lifeblood of our city and contribute to what makes San Francisco unique and appealing to people around the world who want to live here and visit our city. I know they would be an asset to the neighborhood, feature what is best about our city and state, and provide the neighborhood with a warm, inviting place to gather and connect.

I would enthusiastically encourage you to provide them with the license necessary to to operate. They are precisely the kind of establishment we want to encourage to take root and flourish in our city.

Sincerely,

A handwritten signature in black ink, appearing to read "Matt Bissinger", with a stylized flourish at the end.

Matt Bissinger  
Owner  
Maker & Moss

January 29, 2018

To Whom It May Concern,

I, Ilya Rotsenmar, am writing to show support for allowing Fig & Thistle Market, located on 691 14th Street, to serve alcohol on premise. I work for Phillips Hill Winery as a Brand Ambassador and have been a long time patron of the bar on 313 Ivy Street. Over the last couple of years the owners and I have developed a strong relationship. Throughout many conversations and years of doing business together I know that they care about the community. Their passion and appreciation for small limited production wine and beer has created a space where people can enjoy themselves.

Fig & Thistle Market is a wonderful place to purchase wine to take home. If there was an opportunity to host tastings, it would create another place for neighbors to gain knowledge and meet regional winemakers. I have been in the wine industry for five years now and noticed that bringing customers together for tastings is the best way to create a sense of community. It allows people to not only learn but give back and support their local state economy.

Given the chance to obtain a license would help accomplish a huge goal for the coming year.

Sincerely,

Ilya Rotsenmar  
Phillips Hill Winery/Brand Ambassador  
5101 CA-128, Philo, CA 95466  
ilya@phillipshill.com

*Ilya Rotsenmar*

January 29, 2018

To Whom It May Concern,

I am writing to show support for allowing Fig & Thistle Market, located on 691 14th Street, to serve alcohol on premise. I have been a long time patron of the bar on 313 Ivy Street and over the years have come to know the owners and the staff. I know that they care about the community they are in and do this business for the love and joy of being able create a space where people can come and enjoy themselves and drink small limited production wine and beer.

Currently the Fig & Thistle Market is a wonderful place to purchase wine to take home, but if they were able to host tastings and people were allowed to drink on site it would create another place for neighbors to commune, to learn, and meet winemakers from not only right here in our state of California, but from our neighborhood!

There is so much added value to the business and to the community if they were able to able to get the license that would allow this. Please help keep San Francisco special by allowing small businesses like this one to thrive in the community by allowing them to serve alcohol on site.

Sincerely,

Levo Wine/Bret Urness  
2975 Limestone Way  
[b@levowine.com/208-631-1612](mailto:b@levowine.com/208-631-1612)



January 30, 2018

RE: Fig and Thistle Market, 691 14<sup>th</sup> Street, San Francisco, to serve alcohol on its premise

To Whom It May concern

I am writing to show support for allowing Fig & Thistle Market, located on 691 14th Street, to serve alcohol on premise. I have been an early supporter and later patron of the bar on 313 Ivy Street and over the years have come to know the owners and the staff. I know that they care about the community they are in and do this business for the love and joy of being able create a space where people can come and enjoy themselves and drink small limited production wine and beer.

Currently the Fig & Thistle Market is a wonderful place to purchase wine to take home, but if they were able to host tastings and people were allowed to drink on site it would create another place for neighbors to commune, to learn, and meet winemakers from not only right here in our state of California, but from our neighborhood!

There is so much added value to the business and to the community if they were able to able to get the license that would allow this. Please help keep San Francisco special by allowing small businesses like this one to thrive in the community by allowing them to serve alcohol on site.

Fig and Thistle in Hayes Valley has proven to be a community asset, providing residents a sense of "place" in a neighborhood filled with businesses that serve alcohol. It is a business that knows its responsibility regarding serving alcohol and has been a good neighbor to surrounding residents and other businesses in Hayes Valley. 14<sup>th</sup> Street is fortunate to have this new business in their neighborhood.

Sincerely,

Gail Baugh  
President, Hayes Valley Neighborhood Association  
[Gailbaugh40@gmail.com](mailto:Gailbaugh40@gmail.com)  
415-265-0546

01.30.18

To Whom It May Concern,

I am writing to show support for allowing Fig & Thistle Market, located on 691 14th Street, to serve alcohol on premise. I have been a long-time patron of the bar on 313 Ivy Street and, over the years, have come to know the owners and the staff. I know that they care about the community they are in and do this business for the love and joy of being able create a space where people can come and enjoy themselves and drink small limited production wine and beer.

Currently the Fig & Thistle Market is a wonderful place to purchase wine to take home, but if they were able to host tastings and people were allowed to drink on site it would create another place for neighbors to commune, to learn, and meet winemakers from not only right here in our state of California, but from our neighborhood!

I strongly support the Fig & Thistle Market being able to operate as 'on premise' and serve alcohol in their shop, if for no other reason than because this neighborhood lacks a great wine bar. As someone in the wine business, I think it is important for guests to be able to enjoy wine on site and have the option to buy what they tasted to go. Without this capability, it is nearly impossible for a small wine shop to turn a profit. In-store tastings, staff and customer education, and helping bring the community together are all things the city of San Francisco should support.

There is so much added value to the business and to the community if they were able to able to get the license that would allow this. Please help keep San Francisco special by allowing small businesses like this one to thrive in the community by allowing them to serve alcohol on site.

Sincerely,

Hayley Johnson  
437 Oak Street  
San Francisco, CA 94102  
Hayley.k.johnson@gmail.com

January 30th, 2018

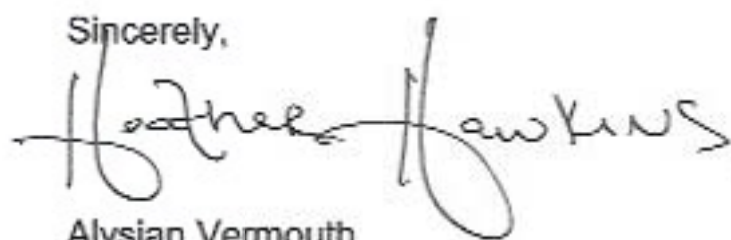
To Whom It May Concern,

I am writing to show support for allowing Fig & Thistle Market, located on 691 14th Street, to serve alcohol on premise. I have been a long time patron of the bar on 313 Ivy Street and over the years have come to know the owners and the staff. I know that they care about the community they are in and do this business for the love and joy of being able create a space where people can come and enjoy themselves and drink small limited production wine and beer.

Currently the Fig & Thistle Market is a wonderful place to purchase wine to take home, but if they were able to host tastings and people were allowed to drink on site it would create another place for neighbors to commune, to learn, and meet winemakers from not only right here in our state of California, but from our neighborhood! This would be a huge perk for California commerce, which is something that Fig & Thistle works hard to promote.

There is so much added value to the business and to the community if they were able to able to get the license that would allow this. Please help keep San Francisco special by allowing small businesses like this one to thrive in the community by allowing them to serve alcohol on site.

Sincerely,

A handwritten signature in black ink that reads "Heather Hawkins". The signature is fluid and cursive, with the first name "Heather" and last name "Hawkins" clearly distinguishable.

Alysian Vermouth

1337 Grove St.

Ste. D

Healdsburg, CA 95448

[Heather@alysianwines.com](mailto:Heather@alysianwines.com)

678-472-7772



To Whom It May Concern,

I am writing to show support for allowing Fig & Thistle Market, located on [691 14th Street](#), to serve alcohol on premise.

After having worked with the owners on a professional level, and having been a patron at their other locale on 313 Ivy Street, I have been impressed with the sense of community that comes alive in both establishments.

Whether it be an educational seminar, a chance to meet with up and coming winemakers and industry people, or even just an outlet to socialize with old friends- Fig & Thistle has continually served the community as a place to gather in a positive and productive manner.

Allowing Fig & Thistle Market to flourish by permitting on-site consumption of alcohol would not merely add a new bar to the neighborhood; the value would be so much more as it would serve as a location to gather industry folk and neighborhood folk alike, a place to network, and a place to learn and grow together.

Thank you for your consideration,

**Bianca Lucchetti**, WSET Level III, Certified Sake Specialist  
Import Specialist, SF

C: | [707-721-2434](tel:707-721-2434)



**THE ESTATES GROUP**<sup>™</sup>  
A DIVISION OF YOUNG'S MARKET COMPANY

Dear Members of the SF Planning Commission,

I am writing to offer my full support of allowing for on-site consumption in the form of BTG or flight tastings at Fig & Thistle Market on 691 14<sup>th</sup> Street because it will create an environment that cultivates and involves community in a way that is akin to the existing Fig & Thistle wine bar space - a space that I myself have been a longtime patron of.

This particular environment that I am referring to is one that both raises the bar on *how* an intimate wine bar can function and shows by *doing* what many other wine bars in SF are currently not doing. Proprietor Angel Davis has created an atmosphere that is entirely authentic and inviting to all wine lovers.

Her intimate space in Hayes Valley is one that is crafted with care; it immediately makes a patron feel like they are invited into a family living room that also functions as a classroom and a space to play and explore the palate within. The authenticity of the space is not only felt in the brick and mortar aspect of the wine bar itself, but in the empathetic hospitality that Angel and her staff are committed to giving to each customer there who seeks it.

This all makes for the ideal and much-needed environment that the SF wine scene needs. We don't need another wine establishment that is about exclusivity and what a patron is expected to know about wine; we need a wine establishment that is about inclusivity and acceptance about wherever a consumer is at in their palate understanding.

This is the key to retaining and building a loyal and ever-curious consumer base and this is exactly what Fig & Thistle offers to its wine consumers. It is a wine library of sorts where people can come and be themselves and explore their palates without having to face pretension or combat inhibitions about wine because they receive an all-inviting experience.

While having the opportunity to browse the shelves of a beautifully put-together selection of wines and take one home after an inspiring conversation from a staff member is a way to help build a community of well-informed and enthusiastic patrons; being able to allow them to engage in the language of the product itself within the space where it is supported is a way to cultivate wine lovers who seek out information and education on wine because they feel empowered to do so given their conversations that ensue around the wine, the space, and the person selling that wine to them.

When I sensed this happening at Fig & Thistle's wine bar space, I was immediately brought back to my years of working at the independent bookshop, City Lights Bookstore. There we would converse with our patrons openly on the floor about authors and ideas, and we encouraged – not just allowed – our patrons to sit and read entire books there – to engage in the ideas (to engage in the product). This effectively started a conversation for these patrons that ultimately drove them back to us. The diversity of subject matter and genre kept these patrons curious and kept the door of their conversation with ideas they previously had, open.

A similar approach is apparent at Fig & Thistle. And just as we lack much-needed independent bookshops in SF, we are severely in need of wine bars that function in a similar way as Fig & Thistle does. There are too many wine establishments that are perhaps unknowingly doing a

disservice to their patrons by simply serving a glass of wine to patron without engaging their palate and making the experience about them. Fig & Thistle strives to never do this no matter how busy they get – they strive to have that one-on-one personal connection that, at least for me, makes me feel like I’m part of a wine community and a family all at once.

This city needs such an approach if we are to help transform the way that people consume wine in bars. Again, this is why I am in full support of on-site consumption at the Fig & Thistle Market space if it means offering another opportunity to the wine consumers of SF an additional home to explore their palate through because it will be met by acceptance and genuine interest and care.

In addition to offering patrons a community service through the way wine is engaged at Fig & Thistle’s wine bar space, it has also served as a place that supports burgeoning local Bay Area winemakers themselves through meet-the-winemaker gatherings. These gatherings truly function like family – the winemaker is encouraged to walk around and sit at tables in the small space and engage with everyone there openly about their experience with the wines. Again, there is no VIP or disconnect between the winemaker and their consumers – guests feel like equals no matter where they are with their wine knowledge or understanding of their own palate. A strong sense of pride is reflected in these gatherings as well for locals who enjoy supporting a winemaker located in their own backyard, making them accessible and real.

In short, if this sort of space can be replicated – a space that nurtures while playfully challenging a consumer’s palate about the world of wine and its makers without closing doors, then we, as a city, should open our doors to embracing another much-needed environment that offers even more physical space – allowing for an extension of the Fig & Thistle family of wine lovers to come, sit, converse and join an ongoing conversation around wine.

Kindest Regards,

Karen Hannah

VIE Winery / Tasting Room Manager

Wanderlust Wine Co. & Tuttovino Italian Wine Imports / Broker

1025 Post Street / SF / CA / 94109

[karnhnnh@gmail.com](mailto:karnhnnh@gmail.com)

To whom it concerns-

I am writing to show support for allowing Fig & Thistle Market, located on [691 14th Street](#), to serve alcohol on premise. I have been working with the owners and staff of the bar on [313 Ivy Street](#) and over the years have come to know the business well. I know that they care about the community they are in and do this business for the love and joy of being able create a space where people can come and enjoy themselves and drink small limited production wine and beer.

Currently the Fig & Thistle Market is a wonderful place to purchase wine to take home, but if they were able to host tastings and people were allowed to drink on site it would create another place for neighbors to commune, to learn, and meet winemakers from not only right here in our state of California, but from our neighborhood!

There is so much added value to the business and to the community if they were able to able to get the license that would allow this. Please help keep San Francisco special by allowing small businesses like this one to thrive in the community by allowing them to serve alcohol on site.

Sincerely,  
Carly Sheriff

Carly Sheriff  
Heidrun Meadery  
P.O. Box 208  
[11925 State Route 1](#)  
[Point Reyes Station, CA 94956](#)  
desk 415.663.9122 ext. 1  
mobile [773.315.5202](#)  
[www.HeidrunMeadery.com](http://www.HeidrunMeadery.com)

## **Flores, Veronica (CPC)**

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**From:** Anthony Mistretta <amistretta23@gmail.com>  
**Sent:** Monday, February 12, 2018 2:50 PM  
**To:** Flores, Veronica (CPC)  
**Subject:** Support Letter for Fig and Thistle

Miss Veronica Flores,

My name is Anthony Mistretta. I am a home owner in the neighborhood where Fig and Thistle is located. It has been a wonderful addition to the neighborhood and with so many vacancies in the commercial spaces, it is great to see a successful business.

I write today to support the change of use from existing liquor store to a bar. Everything we can do to keep our local business owners successful and keep the neighborhood thriving is critical. I have gotten to know Angel Davis since she opened her shop and she is a very successful and responsible business woman. Her family has been a part of the SF community for generations and I look forward to her continuing that tradition.

Please allow for the change of use permit to go through during her upcoming hearing on February 22, 2018. If you need anything further, please do not hesitate to reach out.

Sincerely,

Anthony Mistretta  
619-708-1982