

Welcome

**Indulge** and delight at Roe, San Francisco's premier boutique nightclub and lounge destination. Rich wood surroundings, glowing lowlights and supple leather elements evoke sensory seduction, much as our gourmet small plates and medley of libations delight. Our particular brand of modern elegance amidst opulence caters to any desire. Within our walls, find exclusive privacy in The Reserve lower level, mingle at our bar, engage in intimate conversation - or dance the night away in the company of San Francisco's most discerning DJs.

Roe boasts an eclectic medley of cuisines defining the intercontinental crossroads of American contemporary, Asian and South American tastes—a menu to delight any palette. Our epicurean fare can be uniquely customized for special events, and our versatile venue can accommodate corporate receptions, product launches, meetings, benefits, political fundraisers, group dinners, fashion shows, magazine and commercial shoots.

Conveniently located near the Moscone Center in the bustling South of Market neighborhood, Roe is an ideal boutique atmosphere amidst a haven of contemporary culture. In keeping with the SoMa legacy, here you'll find old world sensibilities tempered with refined modernity. Whether your appetite is for pleasure or business; festivity or ambience, Roe is sure to satisfy.

Please be sure to peruse our newly designed website at [Roe-sf.com](http://Roe-sf.com), where you will find convenient features such as our live events calendar, online guest list and online bottleservice request, virtual floorplans, Press and Media downloads and much more.

● **For any Press and Media inquiries, please contact:**

**Natalie Chu, Owner**  
[natalie@roe-sf.com](mailto:natalie@roe-sf.com)  
**510.384.2848**



**ROE-SF.COM**

651 Howard Street San Francisco, CA 94105 | 415.227.0200 **P** | 415.227.0198 **F**

**STAFFING:**

- Security
- Door personnel
- Onsite Manager
- Photographer
- Greeters/Registration

**AV:**

- Professional Sound
- Professional Lighting
- Lighting Technician
- Sound Technician
- IPOD
- Wired Mic
- Wireless Mic
- Projector/screen: Large projector
- 40 inch LCD/Screens
- CD Player Ready
- Custom DJ Booths
- Live Music

**At Roe** each floor offers banquet as well as sit-down dining options with full catering service and professional staff at hand for every event.

**ACCESS:**

- BART and MUNI accessible
- 1/2 block from the Moscone Center
- Close proximity to numerous parking garages
- Adjacent to Yerba Buena Gardens
- One block from CalTrans

**AMENITIES:**

- Elevator Access to all 3 floors
- Convenient Load-In & Load-Out
- One Main Entrance
- One Side Entrance (ADA access)
- Optional coat check on each floor
- Event Production
- Décor/Props
- Transportation/Valet Services
- Talent Booking
- Music/Entertainment
- Mobile Stage
- Dressing Room
- Classroom-Style Seating
- Furniture Rentals
- Offsite Catering
- Special Decorations



**Located** at 651 Howard Street in SOMA, between 2nd and 3rd Streets, Roe is a ½ block from the Moscone Center. Adjacent to Yerba Buena Gardens, the venue is centrally located near numerous hotels and convention sites in San Francisco.

**From San Jose (South)**

Take US-101 exit on left towards San Francisco.  
 Keep left at fork and continue toward US-101N.  
 Merge onto US-101N.  
 Take US-101 exit on left.  
 Keep left and continue toward US-101N.  
 Merge onto US-101 N.  
 Take exit 434A to merge onto Mission St.  
 Take Mission St. to New Montgomery St. and turn right.  
 Turn right on Howard St.  
 651 Howard St. is between 2nd and 3rd Sts.

**From Marin County (North)**

Head Southeast on US-101S across the Golden Gate Bridge.  
 Exit onto Richardson Avenue/US-101 toward Lombard St.  
 Continue to follow US-101.  
 Turn right at Van Ness and continue along Van Ness.  
 Turn left at Market St. and continue down Market St. until 2nd St.  
 Turn right on 2nd St. and then right on Howard St.  
 651 Howard St. is located between 2nd and 3rd Sts.

**From Oakland (East)**

Head northeast on High St. toward E 14th St.  
 Turn left at E 14th St.  
 Turn left at 42nd Ave/CA-77 and continue along CA-77.  
 Make a slight right to merge onto 1-880 N. and continue on 1-880 N  
 Merge onto 1-80 W  
 Take exit 1B to merge onto US-101 N  
 Take exit 434A to merge onto Mission St./US 101  
 Take Mission St. to 2nd St.  
 Take a left on 2nd St.  
 Take a right on Howard St.  
 651 Howard St. is located between 2nd and 3rd Sts.





**1 Moscone Center Garage**

255 Third St. San Francisco, CA 94103

**Phone:** (415) 777-2782

**Hours:** Mon-Thurs: 6am-midnight

Fri: 6am-2am, Sat/Sun: 8am-2am

**4 Museum Parc Garage**

300 Third St. San Francisco, CA 94105

**Phone:** (415) 284-9553

**Hours:** Mon-Fri: 5:30am-11pm

Sat/Sun: 8am-6pm

**2 Fifth and Mission Parking Garage**

833 Mission St. San Francisco, CA 94105

**Phone:** (415) 982-8522, ext.18

**Hours:** Open 24 Hrs.

**5 Hawthorne St. Garage**

55 Hawthorne St. San Francisco, CA 94105

**Phone:** (415) 995-6800

**Hours:** Mon-Fri 6am-7pm

**3 Hearst Parking Center**

45 Third St. San Francisco, CA 94103

**Phone:** (415) 989-4000

**Hours:** Mon-Fri: 5am-midnight

Sat/Sun: 10am-10pm

**6 City Park Garage**

303 2nd St. San Francisco, CA 94105

**Phone:** (415) 974-6806

**Hours:** Mon-Fri 6am-12midnight



## ROE STAFF

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**Owners:** Ben and Natalia Chu  
**Director of Private & Corporate Events:** Danny Phelan  
**Nightclub Manager:** Steve Dong  
**Chef:** Robert Morris  
**Special Events Assistant:** Rosemary Mignano  
**Manager:** Jamie Apuna

## PRIVATE EVENTS CONTACT

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**DANNY PHELAN**  
**DIRECTOR OF EVENTS**  
**Direct Line:** 415.227.0200  
**Email:** danny@roe-sf.com

## ROE IS A MEMBER OF:

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San Francisco Convention & Visitors Bureau  
San Francisco Chamber of Commerce  
San Francisco Commonwealth Club  
San Francisco Private Dining Venues

Yerba Buena Alliance  
Meeting Planners International  
ISES (International Special Events Society)

