File No. 120080 Committee Item No. 1

Board Item No. _____

COMMITTEE/BOARD OF SUPERVISORS
AGENDA PACKET CONTENTS LIST

Committee: City Operations and Neighborhood Services Date 4/23/12

Board of Supervisors Meeting Date _____

LIQUOR LICENSE HEARING

Cmte	Board	
☒	☐	Applicant's Letter
☒	☐	Police Department Report
☒	☐	Planning Department Report
☐	☐	Clerk's Correspondence
☐	☐	Public Correspondence
☐	☐	Resolution
☐	☐	Other

- _____
- _____
- _____
- _____
- _____
- _____

Completed by Gail Johnson Date 4/19/12

Completed by _____ Date _____

MARK E. RENNIE
ATTORNEY AT LAW
870 MARKET STREET
THE FLOOD BUILDING, SUITE 1260
SAN FRANCISCO, CALIFORNIA 94102

(415) 981-4500
TELECOPIER (415) 981-3334

RECEIVED
BOARD OF SUPERVISORS
SAN FRANCISCO
2012 JAN 31 PM 12: 31
BY AK

File #120080

January 27, 2012

Angela Calvillo
Clerk of the Board
San Francisco Board of Supervisors
1 Dr. Carlton B. Goodlett Place, Room 244
San Francisco, CA 94102
Via Messenger

Re: Club OMG!, LLC dba Club OMG!
California ABC Liquor License Transfer
43- 6th Street, San Francisco, CA 94103-1611
Public Convenience and Necessity Determination Request
ABC Type 48 License—On-Sale General Public Premises
Premise to Premise Transfer from 181 Eddy Street *SF CA 94102 to*
43- 6th Street *SF CA 94102*

Dear Ms. Cavillo:

This office represents Club OMG!, LLC dba Club OMG!. My clients have applied to the California Department of Alcoholic Beverage Control (ABC) to transfer an On-Sale General Public Premises licenses [Type 48] to their premises at 43-6th Street, San Francisco. This location formerly housed the bar, Anu, since approximately 2003. A partner in Anu died and the previous Type-48 ABC license on these premises is now tied up in litigation. We are informed that this address has housed a bar for at least 40 years.

My client wishes to open a new bar and lounge business in this location, catering to young technology professionals with a special emphasis on the South Asian communities in San Francisco. The surrounding Mid-Market area of San Francisco is attracting a number of larger technology companies due to attractive rents and tax credits.

Anu held a Place of Entertainment license at this location which allowed them to provide live and DJ music to their patrons until 2 am. Club OMG! intends to apply to the SF Entertainment Commission for a similar license. This location has been non-problematic and my client also intends to a business that is respectful to the neighborhood and to its customers.

As part of its commitment to ensure that its operation in this new business does not disturb its neighbors, Club OMG! will add additional sound mitigation measures to the building, on top of the extensive sound proofing work done by the previous owners. This location has been given a sound test in 2005 by the Entertainment Commission sound inspector, and easily passed. That sound test showed **no** sound bleed into any adjoining business or residence. Club OMG! will also use a sound limiter to further ensure that its music will not disturb the neighboring residences.

The managing partners, Rakesh Modi and Paresh Shah have been in the bar and restaurant business for over twenty years and are skilled operators. Presently Mr. Shah owns a bar and lounge in Danville, CA. The partners are committed to providing an excellent experience for their patrons and will strive to make the Sixth Street area safer and crime free. Foremost, they will be Good Neighbors.

This project marks another milestone in the revitalization of the 6th and Market Street neighborhood. Historically, this stretch of Market Street has been the center of the entertainment/theater district of San Francisco. Sixty years ago this neighborhood was the greatest theater district outside of New York City: The Loew's Warfield, The Paramount, The Empire, The Orpheum, The Golden Gate, The Jewel, Grauman's Imperial and dozens of other theaters lined this strip. A few blocks up Market Street, the five-thousand seat Fox Theater occupied the entire block at Hayes and Market. The Fox was considered by many to be the finest movie palace ever built.

Besides movie palaces, this neighborhood was the home of many speakeasies and jazz clubs. The Americrat Club—on Market near Sixth Street was a famous gay speakeasy and the Dawn Club in the basement of the Monadnack Building was home to jazz greats such as Lu Watters, Wally Rose and Turk Murphey.

Club OMG! will cater to the diverse residents of the Soma neighborhood, and will bring in both professionals and tourists to Sixth Street. It is also dedicated to providing an excellent nightlife experience and to participating in the improvement of its community. Along with providing employment to 10 hard-working and responsible individuals, Club OMG! will provide a platform for non-profit organizations to network and fundraise. We will provide our venue for meetings and gatherings of the SOMA Community Safety Group, Safe Haven Program for the Tenderloin, and South of Market Business Association. Supporting these groups— and many other non-profits—is part of the standard of excellence Club OMG! promotes and embodies.

The approval by the Board of Supervisors of this ABC license would not have any detrimental effect on the surrounding neighborhood or the City of San Francisco. The clientele of this operation fit well into the existing neighborhood and will pose no public safety problems. This new business venture will also provide additional job opportunities to the community.

For the reasons outlined above, applicant Club OMG!, LLC dba Club OMG! respectfully requests that this letter be forwarded to the City Operations & Neighborhood Services Committee of the Board and that this Committee and the full Board of Supervisors make a determination under California Business and Professions Code Section 23958.4 that the public need or convenience would be served by the transfer of a liquor license to Club OMG!, LLC, dba Club OMG! at 43- 6th Street, San Francisco.

Thank you for your consideration of this request.

Yours truly,

Mark E. Rennie

MER/mb

Cc: Rakesh Modi, Managing Member, Club OMG!
Inspector Ken Stockard, SFPD Inspector
Julie Lazar, SFPD Supervisor Jane Kim

San Francisco Police Department
ABC Liaison Unit

Alcoholic Beverage License -
Public Convenience and Necessity Recommendation

To: The San Francisco Board of Supervisors' Committee on City Operations & Neighborhood Services

Supervisor Sean Elsbernd
Supervisor Carmen Chu
Supervisor Christina Olague

From: Inspector Julie Lazar
ABC Liaison Unit (ALU) 553-1049

Date: April 19, 2012

Subject: P.C.N. Investigation Regarding: Club OMG! LLC
DBA: Club OMG!
43-6th Street
Mark Rennie
(415) 981-5400

Mark Rennie, on behalf of Club OMG! LLC, has filed an application with the California Department of Alcoholic Beverage Control seeking an Type 48 (On-Sale General) bar license for 43-6th Street (located between Stevenson Street and Jessie Street).

It should be noted that during the application process, notification date for the 500' mailer was on January 5, 2012. The Notice to the Public was posted on December 22, 2011. There are no record of letters of protest and no record of letters of support, received by the California Department of Alcoholic Beverage Control.

For the purposes of this hearing, the California Department of Alcoholic Beverage Control (ABC) seeks a determination from the Board of Supervisors as to the approval or denial of this license.

Police Calls for Service: From December 2010 to December 2011

3 calls, note this business has been closed since March 2011.

Police Reports: From December 2010 to December 2011

No Record

San Francisco Plot Information:

This premise is located in Plot **210**

High Crime area is defined as 215 or more police reports in a plot.

This plot had **3,255** police reports recorded for *2010.* This is approximately **15 times** the High Crime area definition.

Applicant premise **is** located in a "high crime" area.

State Census Tract Information:

This premise is located in Census Tract **176.01**

Population for this tract is: **5,756**

On-sale license authorized for this census tract: **21**
Active on-sale licenses in this census tract: **54**

Off-sale licenses authorized for this census tract: **6**
Active off-sale licenses in this census tract: **11**

Applicant premise **is** located in an "undue concentration" area.

Letters of Protest:

No Record with the California Department of Alcoholic Beverage Control, (ABC).

Letters of Support:

No Record with the California Department of Alcoholic Beverage Control, (ABC).

Since March 30, 2012, the San Francisco Police Department has documented approximately eleven (11) letters of support.

Departmental Recommendation:

This Police plot is the highest "High Crime" area in San Francisco, with over two dozen incidents directly related to alcohol and over 300 incidents related to narcotics in 2010. It is well known that licensed establishments have the ability to attract activity by drug buyers and sellers.

A 2011 Police Department operations order describes the 6th Street corridor as being, "plagued by high levels of narcotics activity. This activity attracts individuals who are responsible for a high percentage of the violent crimes which occurs in the Southern District, including assaults, robberies, stabbings and shootings."

As a result of this Department operations order, extra police resources including the Violent Crime Task Force and Tactical Units were detailed to the 6th Street Corridor during the months of July and August of 2011.

Single Resident Occupancy (SRO) hotels in this area are sponsored by the City through Public Health, who work with their clients to break their chemical dependencies and addictions. Adding a new licensed establishment contributes to the problem and appears to work against the City's efforts.

Specifically related to this premises is the 14 unit residential, Single Resident Occupancy hotel (SRO). This SRO, the Oak Tree Hotel, is located adjacent to and above the applicant premises at 45-6th Street. The entrance to this hotel is less than 1 foot from the entrance to the applicant premises, 43-6th Street. To illustrate high volume of police calls, there have been 34 calls for service to the Oak Tree Hotel in 2011.

The City and the community have worked tirelessly to add a Police Substation on 6th Street to bring a more permanent presence of officers. A new licensed premises will contribute to a greater number of intoxicated people which translates to a greater number of victims and suspects.

In conclusion, The San Francisco Police Department has gone to great lengths to combat violent crime on 6th Street. In recent years, thousands of personnel hours by Southern Station, the Violent Crime Task Force, Narcotics Detail, Gang Task Force, the Tactical Company and various other units have worked to keep this block safe for residents and merchants.

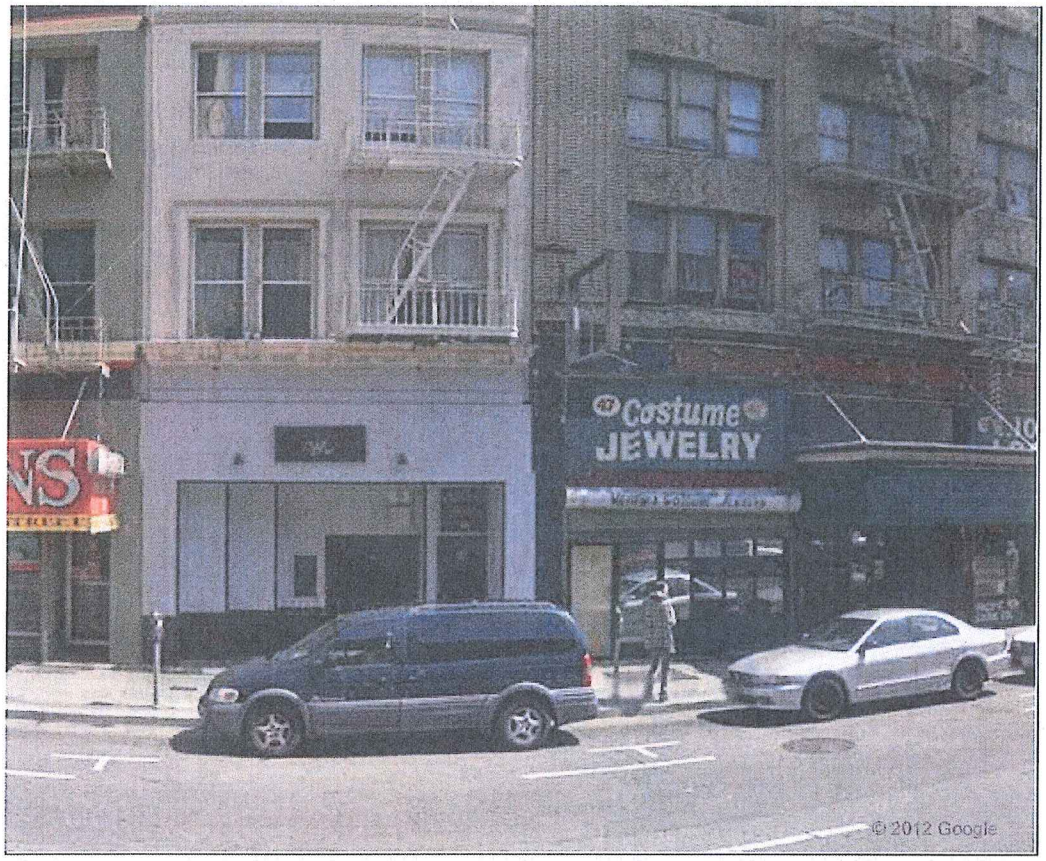
In the recent granting of ABC licenses in this area, which were strictly conditioned, still result in crime and high volumes of calls for service. Granting this license will not only contribute to the crime problem in this community, but it will go directly against the intent of laws, promoted by the ABC, in order to maintain safe communities for our residents, merchants and visitors to our City.

This application is **opposed** by **Southern Station.**

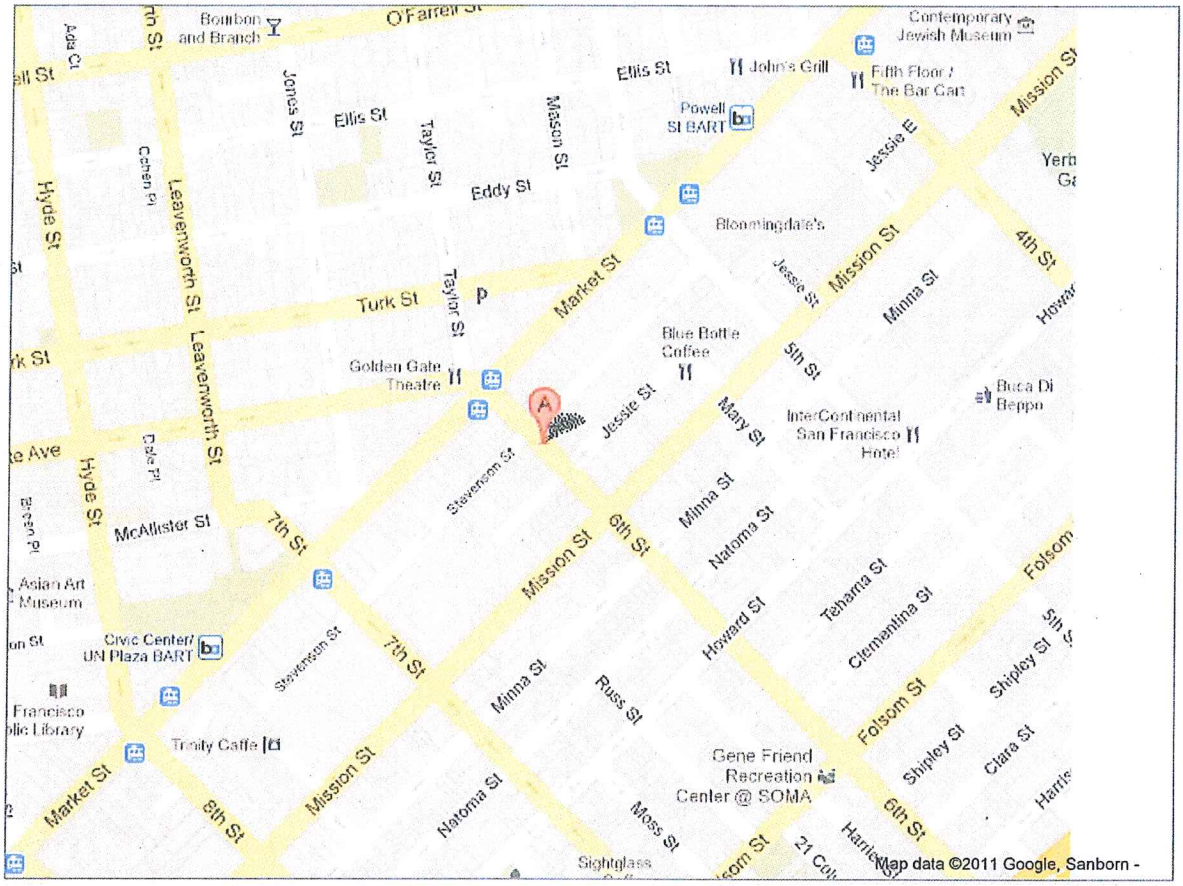
ALU recommends **Denial** of this ABC liquor license.

Google

Address **43 6th St**
San Francisco, CA 94103

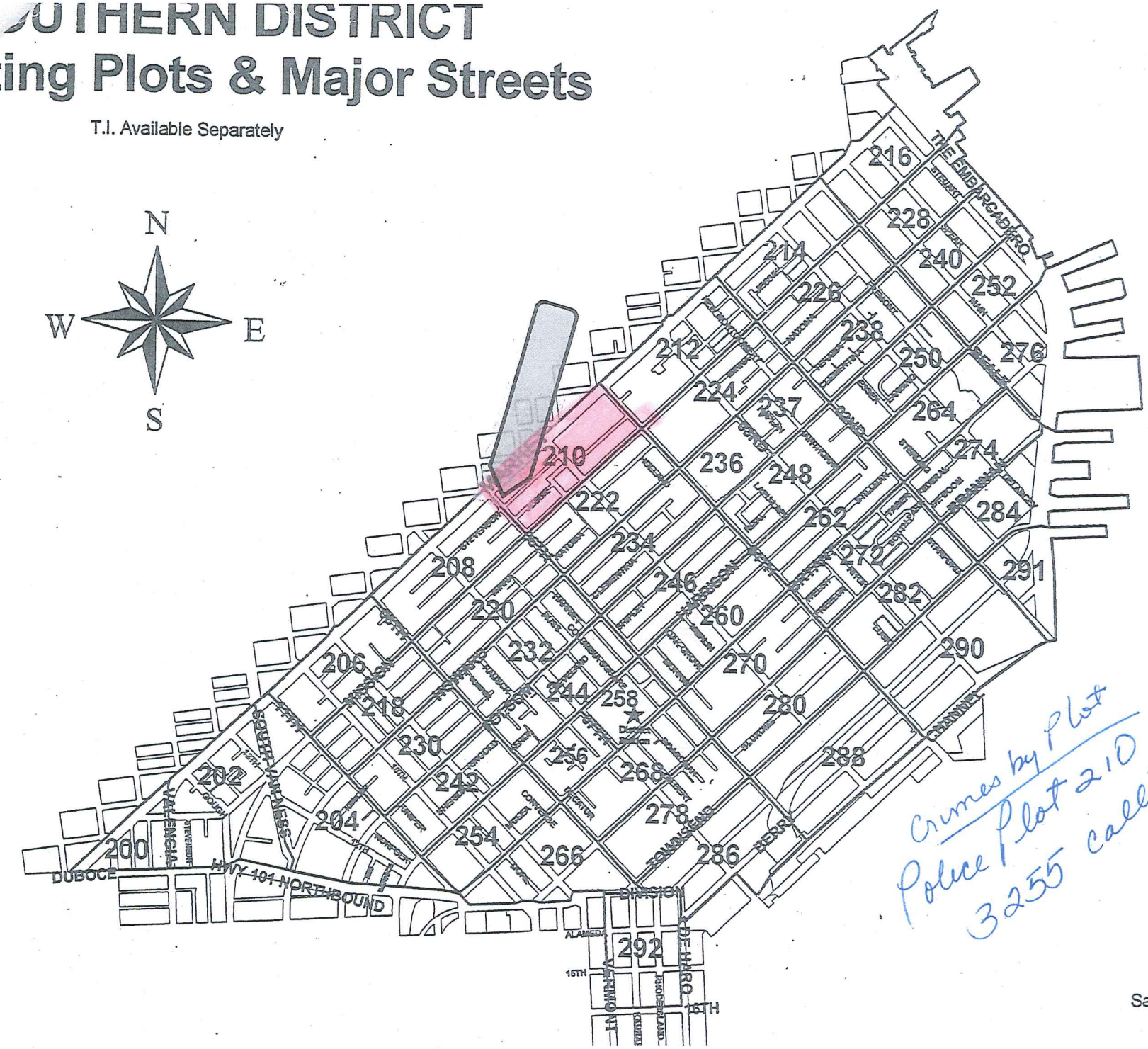


To see all the details that are visible on the screen, use the "Print" link next to the map.



SOUTHERN DISTRICT
Reporting Plots & Major Streets

T.I. Available Separately



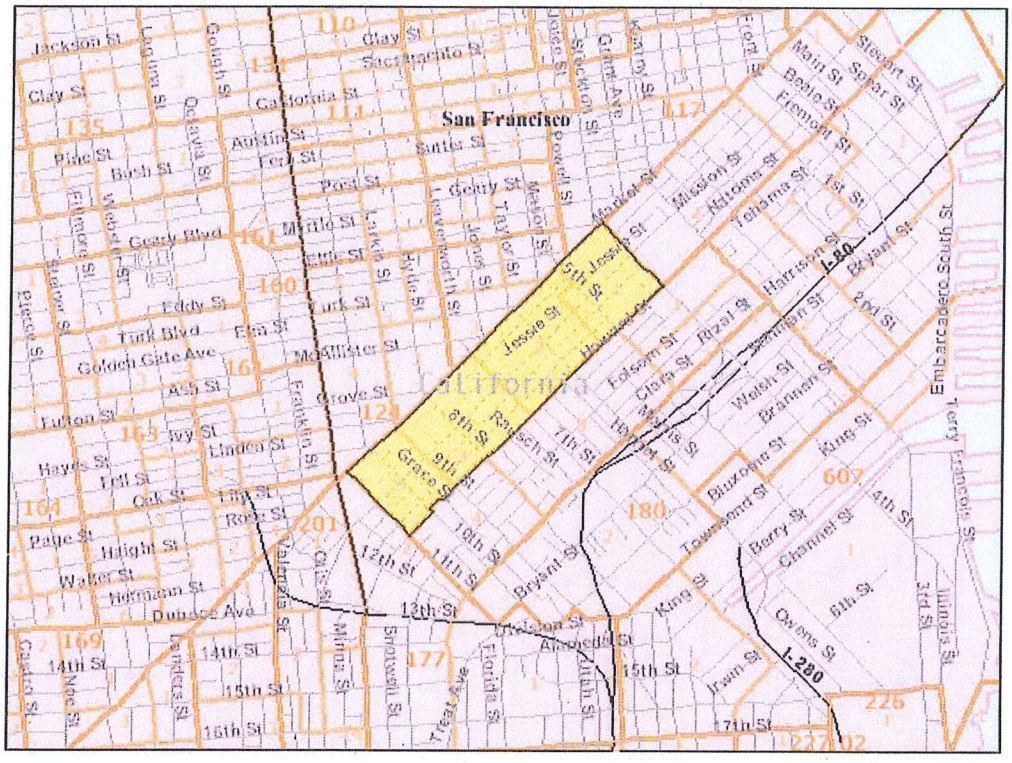
Crimes by Plot
Police Plot 210
3255 calls

San Francisco
Aug

Census Tract 176.01, San Francisco County, California

Boundaries
- State
- '00 County
- '00 Census Tract
- '00 Block Group
- '00 Place
- '00 Place
- '00 Urban Area
- '00 Urban Area

Features
- Major Road
- Street
- Stream/Waterbody
- Stream/Waterbody


San Francisco
California
Jackson St
Clay St
Sacramento St
California St
Pine St
Bush St
Austin St
Post St
Geary Blvd
Eddy St
Turk St
Golden Gate Ave
Ellis St
O'Farrell St
Ash St
Grove St
McAllister St
Fulton St
Ivy St
Linden St
Hayes St
Fell St
Oak St
Page St
Haight St
Waller St
Hermann St
Duboce Ave
14th St
15th St
16th St
Mission St
Market St
Jessie St
Harrison St
Bryant St
Folsom St
Howard St
Fremont St
Beale St
Main St
Spear St
Steuart St
Embarcadero South St
Ferry Building
Rausch St
Grace St
8th St
9th St
10th St
11th St
12th St
13th St
Brannan St
Townsend St
King St
Berry St
Channel St
4th St
6th St
Owens St
Irwin St
Alameda St
Division St
Bryant St
Potrero Ave
Florida St
Indiana St
Illinois St
Mission St
Valencia St
Guerrero St
Dolores St
Noe St
Castro St
Diamond St
Laguna St
Octavia St
Gough St
Franklin St
Van Ness Ave
Polk St
Larkin St
Hyde St
Leavenworth St
Jones St
Taylor St
Mason St
Powell St
Stockton St
Grant Ave
Kearny St
Front St
Battery St
Sansome St
Montgomery St
Kearny St
Drumm St
Davis St
Sansome St
Battery St
Front St
Clay St
Washington St
Jackson St
Pacific Ave
Broadway
Columbus Ave
Green St
Union St
Filbert St
Lombard St
Chestnut St
Francisco St
Bay St
Jefferson St
Beach St
Fisherman's Wharf
Aquatic Park
Ghirardelli Sq
Fort Mason
Marina Blvd
Lombard St
Chestnut

export To New!

Records 1 through 2 of 2

Call No	Report No	Received Date	Received Time	Priority	Call Type	Unit ID	Disposition	Location
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110172009		01/17/2011	16:38:31	B	100A		CANC	43 6TH ST

End of document

export To New!

Records 1 through 1 of 1

Call No	Report No	Received Date	Received Time	Priority	Call Type	Unit ID	Disposition	Location
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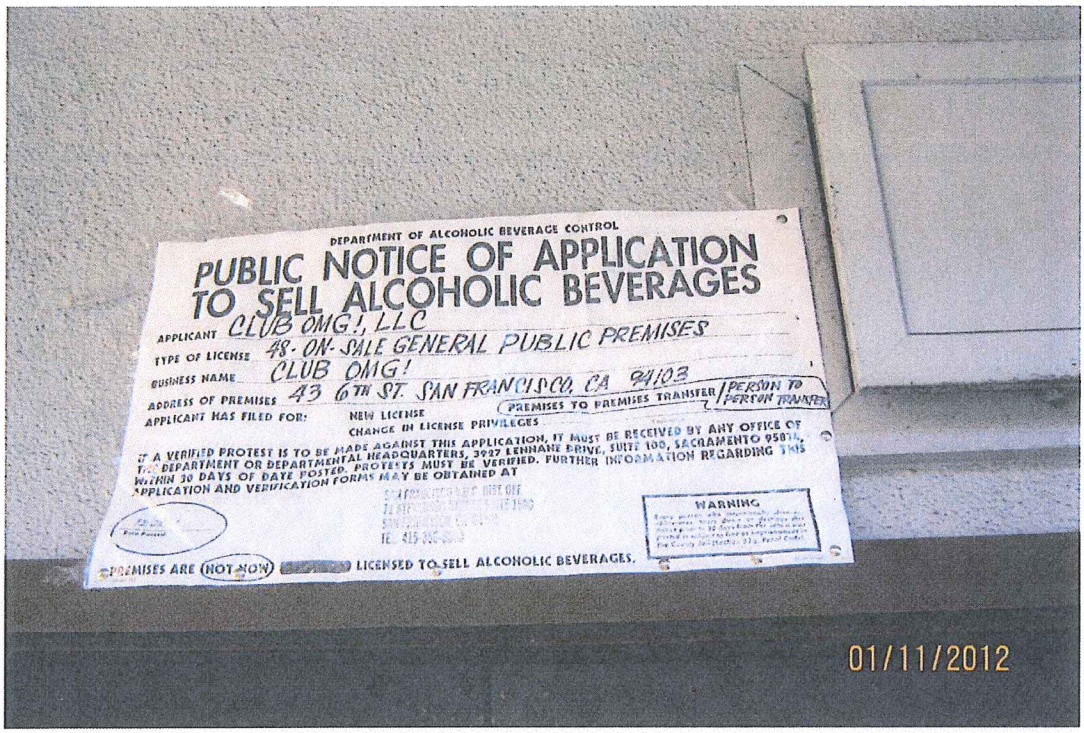
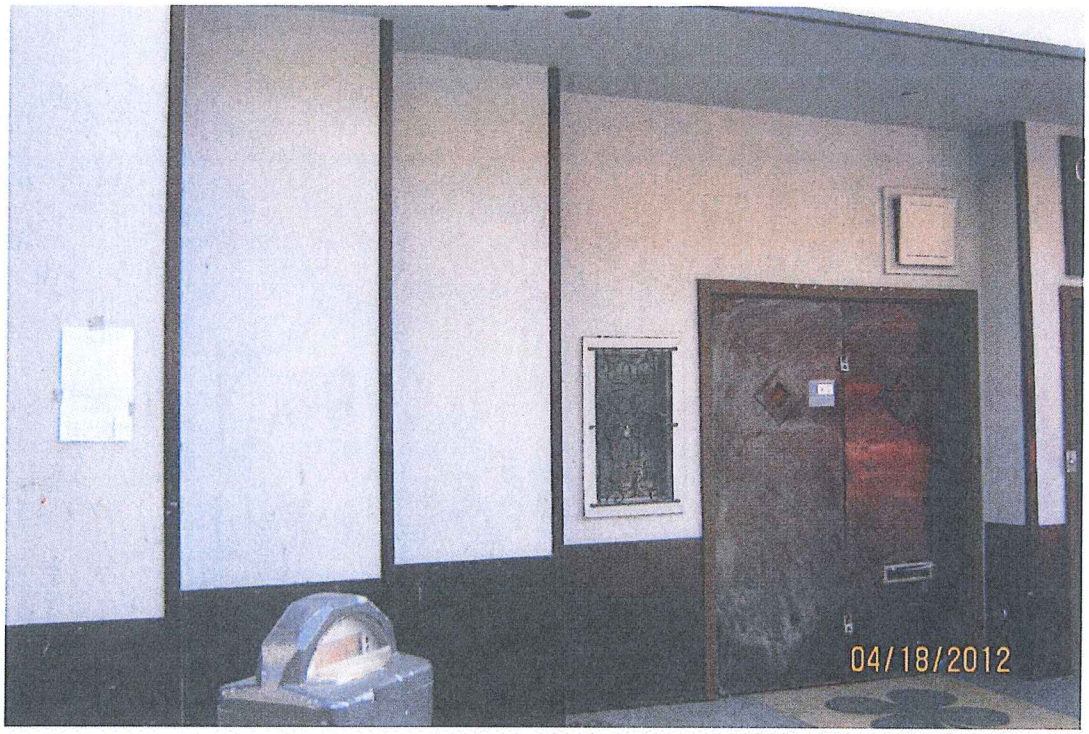

DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL
PUBLIC NOTICE OF APPLICATION TO SELL ALCOHOLIC BEVERAGES
APPLICANT CLUB OMG!, LLC
TYPE OF LICENSE 48-ON-SALE GENERAL PUBLIC PREMISES
BUSINESS NAME CLUB OMG!
ADDRESS OF PREMISES 43 6TH ST. SAN FRANCISCO, CA 94103
APPLICANT HAS FILED FOR: NEW LICENSE
PREMISES TO PREMISES TRANSFER / PERSON TO PERSON TRANSFER
CHANGE IN LICENSE PRIVILEGES
IF A VERIFIED PROTEST IS TO BE MADE AGAINST THIS APPLICATION, IT MUST BE RECEIVED BY ANY OFFICE OF THE DEPARTMENT OR DEPARTMENTAL HEADQUARTERS, 3927 LENNANE DRIVE, SUITE 100, SACRAMENTO 95834, WITHIN 30 DAYS OF DATE POSTED. PROTESTS MUST BE VERIFIED. FURTHER INFORMATION REGARDING THIS APPLICATION AND VERIFICATION FORMS MAY BE OBTAINED AT
WARNING
PREMISES ARE (NOT NOW) LICENSED TO SELL ALCOHOLIC BEVERAGES.
01/11/2012

Oak Tree Hotel
45
01/11/2012


04/18/2012

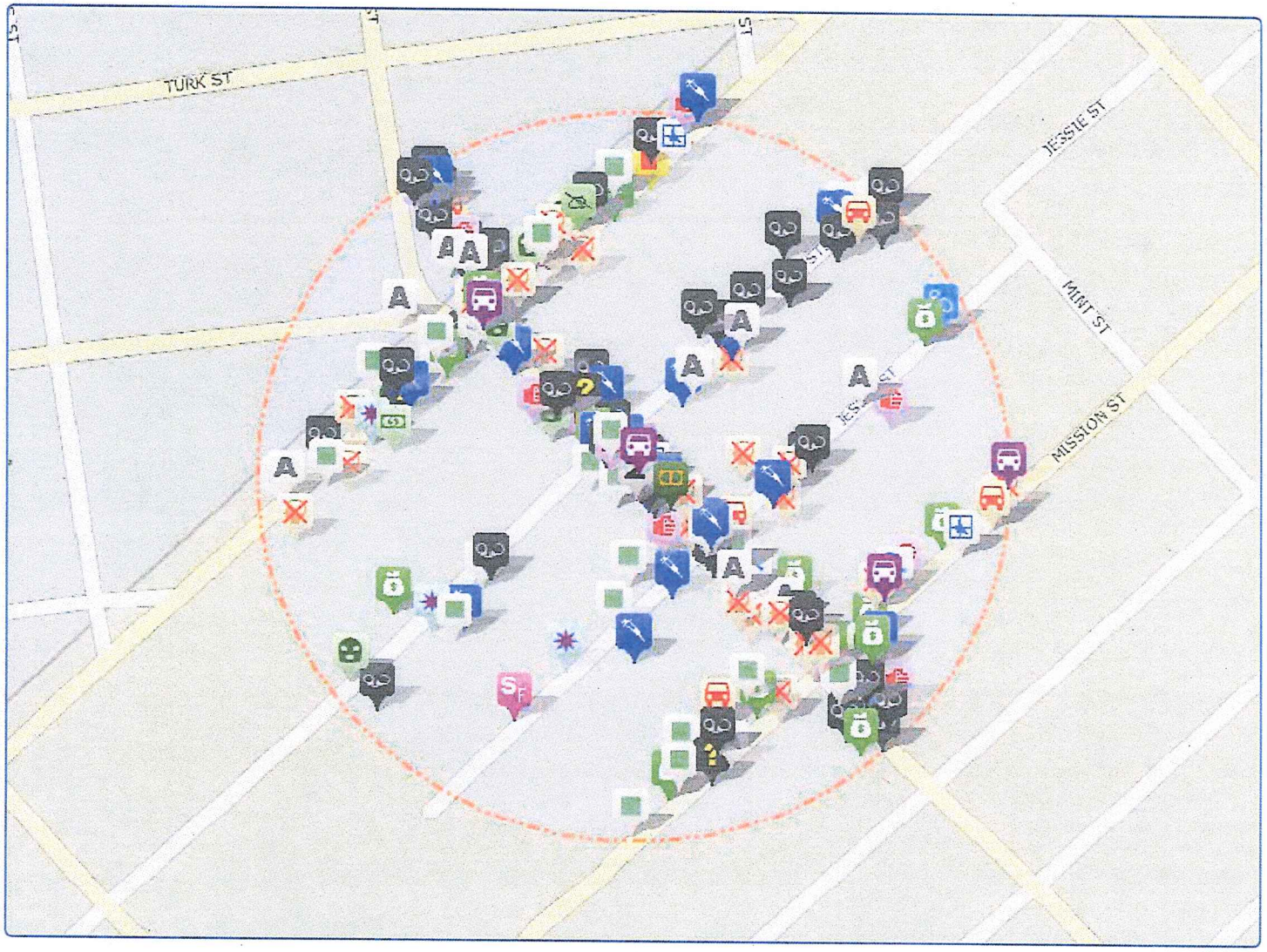
Hotel
45
04/18/2012

Whittaker Hotel
41 & 43
Rooms For Rent
41
6 1st
04/18/2012

43-6th Street-500 ft radius

01/17/2011-01/16/2012

San Francisco Police Department



Map Legend

Incidents (1916)

- Other Offenses (355)
- Drug/Narcotic (301)
- Assault (210)
- Warrants (206)
- Non-Criminal (190)
- Warrants (170)
- Larceny/Theft (137)
- Robbery (63)
- Vandalism (40)
- Secondary Codes (30)
- Suspicious Occurrence (28)
- Weapon Laws (26)
- Burglary (25)
- Fraud (21)
- Drunkenness (19)
- Missing Person (18)
- Forgery/Counterfeiting (13)
- Vehicle Theft (13)
- Trespassing (10)
- Kidnapping (9)
- Disorderly Conduct (8)
- Sex Offenses, Forcible (5)
- Liquor Laws (5)
- Recovered Vehicle (4)
- Embezzlement (2)
- Arson (2)
- Suicide (2)
- Homicide (2)
- Runaway (1)
- Bad Checks (1)

CrimeView Server

Printed: 4/10/2012 10:54:52 AM

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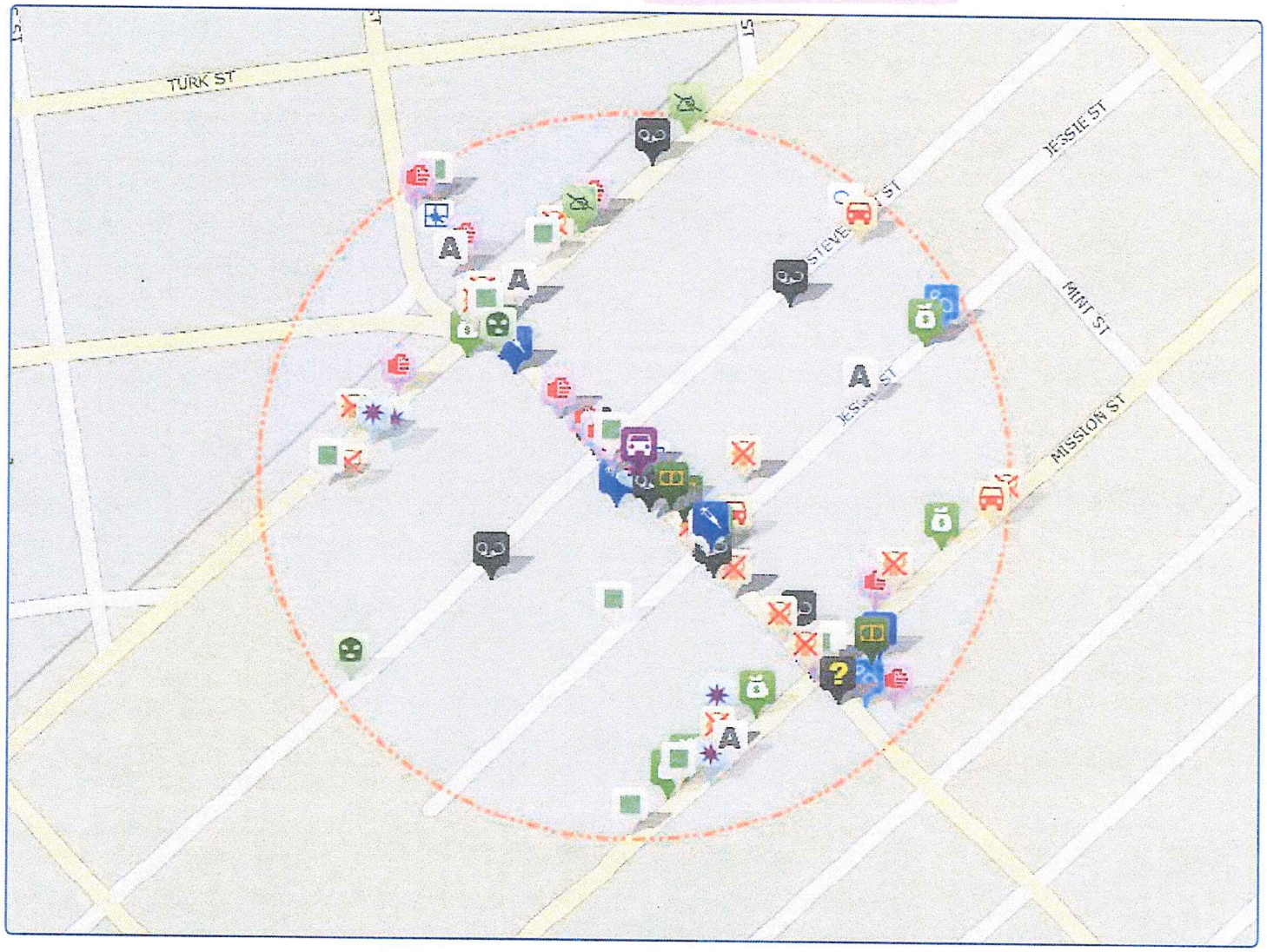
WARNING: This map does not meet the national map accuracy standards.

43-6th Street-500 ft radius

01/17/2011-01/16/2012 btw 2200-0259 hours

San Francisco Police Department



Map Legend

Incidents (437)

- Other Offenses (71)
- Assault (61)
- Larceny/Theft (49)
- Non-Criminal (41)
- Warrants (38)
- Drug/Narcotic (36)
- Warrants (32)
- Robbery (21)
- Vandalism (16)
- Fraud (12)
- Secondary Codes (11)
- Weapon Laws (8)
- Drunkenness (8)
- Suspicious Occurrence (7)
- Vehicle Theft (5)
- Forgery/Counterfeiting (5)
- Burglary (4)
- Missing Person (3)
- Trespassing (3)
- Homicide (2)
- Recovered Vehicle (1)
- Liquor Laws (1)
- Suicide (1)
- Disorderly Conduct (1)

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CrimeView Server
Printed: 4/10/2012 10:58:22 AM

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Call No	Report No	Received Date	Received Time	Priority	Call Type	Unit ID	Disposition	Location
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111152589		04/25/2011	18:14:18	C	917	3B52D	CIT	45 6TH ST
111082978		04/18/2011	18:58:53	C	585	3B11D	ADV	45 6TH ST
111051969		04/15/2011	14:04:01	C	7I	4T5K	CIT	45 6TH ST
111010076	110293610	04/11/2011	00:41:26	C	909	3B14E	REP	45 6TH ST
110941103		04/04/2011	10:17:22	C	917	3B52B	HAN	45 6TH ST
110851130		03/26/2011	10:27:46	C	917	3B51B	ADV	45 6TH ST
110841938		03/25/2011	13:45:35	C	917	3B43A	HAN	45 6TH ST
110792750		03/20/2011	19:36:28	B	601	3B153	ABA	45 6TH ST
110612674		03/02/2011	18:37:20	C	917	3B13D	CIT	45 6TH ST
110401265	110120853	02/09/2011	11:18:22	C	917	3B52B	HAN	45 6TH ST
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110160379		01/16/2011	02:35:23	C	415	3B12E	HAN	45 6TH ST
110133575		01/13/2011	23:37:14	A	261	3B12E	NOM	45 6TH ST
110131764		01/13/2011	14:28:12	C	917	3B53A	CIT	45 6TH ST
110080161		01/08/2011	00:59:35	C	415	3B12E	HAN	45 6TH ST
110050510		01/05/2011	07:27:08	C	917	3B52B		45 6TH ST

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18
16
34

The Oak Tree Hotel
1-1-2011 to 6-1-2011

export To New!

Call No	Report No	Received Date	Received Time	Priority	Call Type	Unit ID	Disposition	Location
113061632	110885552	11/02/2011	13:03:18	A	418	3B13C	HAN	45 6TH ST
112910374		10/18/2011	05:43:52	C	459	3B3A	UTL	45 6TH ST
112881976		10/15/2011	13:46:49	C	917	3B51B		45 6TH ST
112740895		10/01/2011	07:49:00	C	917	3B51B	HAN	45 6TH ST
112511050		09/08/2011	10:24:12	C	917	3B51B	HAN	45 6TH ST
112360799		08/24/2011	08:53:29	C	917	3B53A	HAN	45 6TH ST
112302421		08/18/2011	16:33:21	C	917	3B13D		45 6TH ST
112140772		08/02/2011	09:04:07	C	7A	3B43A		45 6TH ST
112093510		07/28/2011	21:35:05	B	601	3B13D	ADV	45 6TH ST
112051040		07/24/2011	09:32:09	B	418	3B43A	ND	45 6TH ST
112031775		07/22/2011	13:44:47	C	917	4T105	HAN	45 6TH ST
111953441		07/14/2011	21:01:20	A	601	3B12D	HAN	45 6TH ST
111671519		06/16/2011	12:28:07	C	916	3B53C	ADV	45 6TH ST
111652038		06/14/2011	15:30:59	C	917	4T6F	ND	45 6TH ST
111642204		06/13/2011	16:29:26	B	914	3B40D	HAN	45 6TH ST
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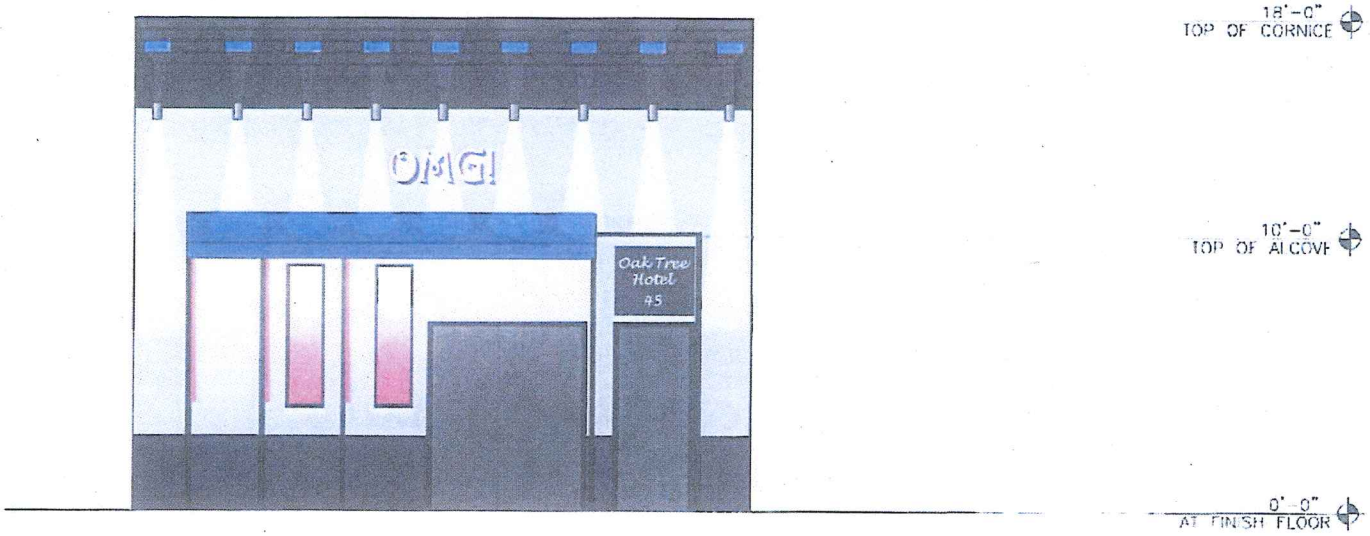
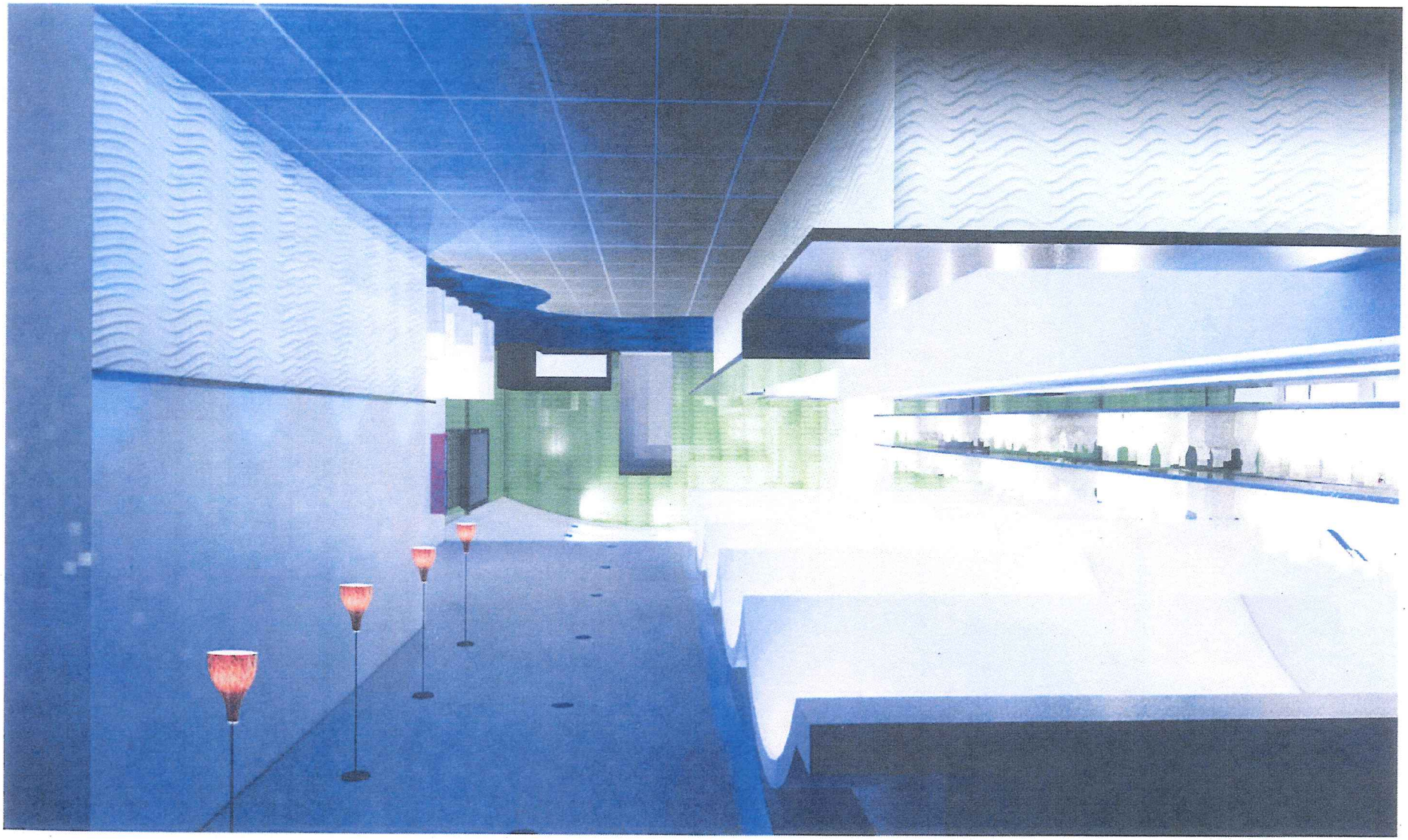
The Oak Tree Hotel
6/1/2011 to 12-31-2011



2 PROPOSED WEST ELEVATION
AT STOREFRONT

1/4" = 1'-0"



somba South of Market Business Association
1083 Mission Street, 2nd Floor • San Francisco , CA 94103 • www.sfsomba.org
Phone: 415.553.4433 x 115 • Fax: 415.553.4434 • e-mail: info@sfsomba .com

The. Honorable Edwin Lee
Mayor of San Francisco
1 Dr. Carlton B. Goodlett Place, Room 200
San Francisco
California 94102-4689

22 March 2012

Re:
OMG! Bar & Lounge
43 Sixth Street
San Francisco

Dear Honorable Mayor Lee,

I am writing in support of granting of a liquor license for the referenced nightclub, which previously was the Anu bar and lounge.

Mr. Modi's partner, Mr. Shah, has been in the restaurant and bar business for the last 30 years and has owned and operated a very successful bar called Meenars, in Danville for over 20 years.

Mr. Modi has worked as a Senior Business Analyst for over 11 years as his day job and has organized several highly successful cultural events in San Francisco for over 10 years.

They are both highly experienced in the bar business who know their clientele and know how to run the business with no complaints, no issues or problems.

43 Sixth Street has been a bar for over 40 years. The most recent operators ran the place as "Anu". Anu never had any issues with the residents, the community or the general public. The operators were very decent gentlemen who went on to own several very successful bars in the city. Doug Dalton, one of the owners of Anu also served as a board member of the Central Market Community Benefit Corporation.

Sixth Street has struggled with its share of problems. The recent revitalization plans seem to be working in making the neighborhood much better. It has attracted popular businesses like Pearl's Deluxe Burgers and Dotties. The corner of 6th and Mission has seen tremendous improvement due to the upscale nightclub "Monarch", which is proof of the fact that a vibrant nighttime business brings pedestrian traffic to the neighborhood, which in turn gives it a safe feel.

The coming of Twitter, Zendesk, Burningman will bring professionals to the area. The Warfield and A.C.T will bring theater lovers. The promotion of the area for arts will bring several artists to this area. And the numerous new residential construction projects in SOMA will bring several thousand new residents to the area. OMG Lounge will be a perfect venue for all these professionals, artists, residents to socialize and hang out and celebrate our cultures.

Vacant and abandoned storefronts are the cause of a lot of undesirable activities at night. It has been incredibly hard to attract decent businesses to this neighborhood as is evident in the several stores that are currently vacant.

The OMG Lounge swill serve a very important community need for an elegant space for decent professionals, artists and residents of the neighborhood to socialize, enjoy music, share cultures and make the neighborhood more vibrant and fun. It will also celebrate South Asian and Indian cultures and Bollywood music. There is no bar in San Francisco that caters to the growing Indian community and OMG Lounge hopes to be the first such bar. The well designed interior and decor will have a feel of being underwater, which will have a unique cool, calming effect as opposed to the aggressive feel of bars. The exterior design serves twofold purposes - one, of making the outside look like an elegant establishment, and two, the lighting and security cameras will add to the safety on the street.

The robust security plan includes security cameras, as well trained security staff at the door of OMG Lounge and on 6th Street.

SomBa supports the granting of a liquor license to OMG and also we welcome a unique lounge that will attract the young generation of South Asians who currently have no such place for entertainment and meeting other South Asians.

Sincerely,

Henry Karnilowicz
President

From,
Manoj Madhavan
555 14th Street
San Francisco, CA 94103

To,
The City Operations and Neighborhood Services Committee
SF City Hall,

somba South of Market Business Association
1083 Mission Street, 2nd Floor • San Francisco , CA 94103 • www.sfsomba.org
Phone: 415.553.4433 x 115 • Fax: 415.553.4434 • e-mail: info@sfsomba .com

The. Honorable Edwin Lee
Mayor of San Francisco
1 Dr. Carlton B. Goodlett Place, Room 200
San Francisco
California 94102-4689

22 March 2012

Re:
OMG! Bar & Lounge
43 Sixth Street
San Francisco

Dear Honorable Mayor Lee,

I am writing in support of granting of a liquor license for the referenced nightclub, which previously was the Anu bar and lounge.

Mr. Modi's partner, Mr. Shah, has been in the restaurant and bar business for the last 30 years and has owned and operated a very successful bar called Meenars, in Danville for over 20 years.

Mr. Modi has worked as a Senior Business Analyst for over 11 years as his day job and has organized several highly successful cultural events in San Francisco for over 10 years.

They are both highly experienced in the bar business who know their clientele and know how to run the business with no complaints, no issues or problems.

43 Sixth Street has been a bar for over 40 years. The most recent operators ran the place as "Anu". Anu never had any issues with the residents, the community or the general public. The operators were very decent gentlemen who went on to own several very successful bars in the city. Doug Dalton, one of the owners of Anu also served as a board member of the Central Market Community Benefit Corporation.

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Sincerely,

Henry Karnilowicz
President

From,
Manoj Madhavan
555 14th Street
San Francisco, CA 94103

To,
The City Operations and Neighborhood Services Committee
SF City Hall,
Dr. Carlton B. Goodlett Place,
San Francisco, CA

Dear Sir/Madam,

I am writing to express my support to the idea of a bar on 6th Street with an expressed intent to serve the South Asian community.

I am a professional of Indian origin. I work as a Traffic Engineer in Oakland and live in this beautiful city of San Francisco. I love the diversity this city offers and am proud to be living here. I regularly go out to eat and party around in the various neighborhoods in the city. I know that if I want to go to a good Irish bar, I would need to go near Ghirardelli Square; for authentic Chinese food there's Chinatown. As an Indian living in SF, if someone visiting were to ask me where to go hang out with South Asians; I currently have to direct them to Berkeley or the South Bay. It is very unfortunate that in this city of diversity, there is no place where myself and other friends of mine can go after work to grab a few drinks and process the day with bollywood/other familiar music!

When Rakesh and Paresh expressed to me their intent to co-own this bar on 6th Street, I was extremely excited! They are both very genuine people who are good community builders. They are both very hard working and committed to causes that are important to the South Asian community in the Bay Area.

I was also thrilled that they were considering a location on 6th Street. It is such an up-and-coming neighborhood. As a Traffic Engineer and planner, I have been a huge fan of the South of Market redevelopment plan. This idea of a bar catering to South Asians would meet quite a few of the established goals of this plan and specifically these listed goals:

- Encourage planning department policies that maintain and strengthen the rich ethnic, social, cultural and economic diversity of the project area by encouraging mixed-use, commercial, light-industrial, and affordable residential uses
- Promote the development for a unique and positive identity for the sixth street corridor

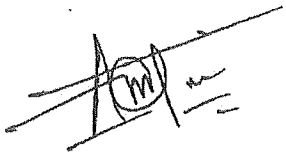
This bar would also be beneficial in providing employment to a few people, and since the bar has an expressed intent to cater to South Asian professionals who are very responsible individuals; I

am quite certain it would contribute to the economy as well as the safety within this neighborhood.

I would urge the City of San Francisco to please support this endeavor by these individuals. It would be very beneficial to the larger South Asian community of SF.

Thank you very much.

Much Regards,



Manoj Madhavan
March 14, 2012

Thursday, March 8, 2012

Russell Johannesson
55 Page Street, Apartment 328
San Francisco, CA 94102-5993

The City Operations and Neighborhood Services Committee
City Hall
1 Carlton B. Goodlett Place
San Francisco, CA 94102-4603

Dear Members of the Committee:

I am writing to you in support of Club OMG, a new bar proposed for Sixth Street, near its intersection with Market Street. I own a home, live, and work in District 6 and so look forward to the further development of this area. I believe that this business will contribute positively to the security and vitality of the Sixth Street corridor.

I have known the creators of Club OMG, Paresh Shah and Rakesh Modi, for eleven years. During that time, Paresh has been the successful owner of a bar outside of San Francisco. For his part, Rakesh has been a consummate organizer of many cultural events, and is the recipient of a Certificate of Honor as a result.

I have many friends of South Asian origin, and I know there is a need for social spaces to serve this community. Community members, including those visiting from the South and East Bay, will find the location of the bar convenient, as it is central and is well served by public transportation. Rakesh and Paresh know many people inside and outside the South Asian community, so this bar is sure to be popular with a diverse clientele.

I can only expect that the proposed bar will beneficial to both the citizens and the city of San Francisco, since the venture draws upon a highly successful bar owner, and an immensely popular and respected individual who has worked hard for the community. I wish Club OMG and its founders my best.

Sincerely,

Russell Johannesson

Urban
Solutions

February 21, 2012

City Operations and Neighborhood Services Committee
SF City Hall
Dr. Carlton B. Goodlett Place
San Francisco, CA 94102

RE: New ownership of a bar at 43 Sixth Street

To Whom It May Concern:

Urban Solutions has been working to revitalize Sixth Street, between Market and Harrison since 2003. One of our most important goals is to activate blighted storefronts with businesses that will enhance the neighborhood by reducing negative behaviors on the street and provide quality goods and services for the community.

We have been working with the new operators at 43 Sixth Street Rakesh Modi and Paresh Shah on their goal to re-open a bar business at this location. Their business concept appeals to a professional clientele much like the previous bar at this address "Anu". Anu catered to a young, professional clientele and hosted numerous corporate events that were also great for surrounding businesses, particularly the restaurants. The new owner's redesign for the space involves an underwater theme, which is conducive to a rather peaceful, calming environment and we encourage them in this direction. We are also consulting with them on an appealing public name for the bar, something more universal than just their LLC name of "Club OMG!".

43 Sixth Street has operated as a bar for over a decade with no opposition we're aware of from the community. The previous occupants at 43 Sixth Street (Future Bars) started out with Anu and now have three tremendously successful, upscale bars in downtown San Francisco: Rickhouse, Swig and Burbon & Branch. We hope this location will be a positive experience for Rakesh Modi and Paresh Shah as well. We also look forward to an activated storefront that enhances the community, and to the jobs that will be created by this business.

Sincerely,

Jenny McNulty

Jenny McNulty
Executive Director, Urban Solutions

1083 Mission Street, 2nd Floor
San Francisco, CA 94103
Phone: 415-553-4433
Fax: 415-553-4434
www.urbansolutionssf.org

Pearl's Deluxe Burgers, LLC
1001 Market Street, San Francisco, CA 94103

March 15, 2012
City Operations and Neighborhood Services Committee
SF City Hall
Dr. Carlton B. Goodlett Place
San Francisco, CA 94102

RE: New ownership of a bar at 43 Sixth Street, previously called Anu

To Whom It May Concern:

Pearl's Deluxe Burgers opened its doors on the catalyst corner of Sixth and Market several months ago in October. We are pleased to report that despite the blight, crime, and undesirable elements of the neighborhood, business is thriving and we are seeing the positive shift with businesses like Dottie's, Monarch, and the burgeoning tech industry in Central Market. Having another storefront re-open, such as OMG Lounge at 43 Sixth Street will keep this momentum of positive change flowing along the Sixth Street corridor and Central Market.

We have met Rakesh Modi, one of the partners at OMG Lounge and he was professional and committed to providing a beautiful, upscale lounge on this blighted street. Their business concept appeals to a professional clientele much like the previous bar at this address, called *Anu*. Anu catered to a young, professional clientele and hosted numerous corporate events that were also great for surrounding businesses. As a restaurant owner, I look forward to the customers OMG Lounge will bring to Pearl's. With large businesses like Twitter and ACT coming into the neighborhood, we need more establishments like OMG Lounge to offer a safe, fun, and elegant atmosphere to the numerous new people that will flood the neighborhood for work and possibly to live.

We understand the concerns regarding a place that serves alcohol on Sixth Street, but vacant and abandoned storefronts cause a bigger affront and pose a greater threat. The success of Monarch, a new upscale bar and lounge on the corner of Sixth and Mission may prove that OMG Lounge is not only a welcome addition to the neighborhood, but will continue the tremendous strides made by Urban Solutions, the Mayor's office , and private merchants such as ourselves. 43 Sixth Street has operated as a bar for over a decade with no problems of which we are aware. We hope this location will be a positive experience for the operators of OMG Lounge as it was for the owners of Anu. We look forward to an activated storefront that enhances the community, the jobs that will be created by this business, and another well run, respectable establishment that will continue the revitalization of Central Market.

Sincerely,

Pearl's Deluxe Burgers, LLC
Managing Member

Club OMG <clubomgsf@gmail.com>

Support of Club OMG proposed for Sixth Street

Jane Weil <jane@janeweil.com> Mon, Mar 19, 2012 at 12:30 AM
To: Chief Greg Suhr <chiefsuhr@sfgov.org>, Charlie Orkes <Charlie.Orkes@sfgov.org>, Jane.Kim@sfgov.org, Ed Lee <mayoredwinlee@sfgov.org>

Dear Mayor Lee, Captain Orkes, Chief Suhr and Supervisor Kim,

I am writing in support of a new business proposed for our neighborhood, Club OMG, on Sixth Street.

An experienced entertainment group is proposing to open an upscale bar called Club OMG at 43 Sixth Street in the space previously occupied by the now closed Anu. As we all know, the neighborhood is starting to tip, and the more high-end establishments we attract and the more professional level traffic we encourage, the better the area will become. The demographic that they are targeting is not well served in the immediate area, and I think they will bring in lots of new people.

The owners have added security staff and cameras to their plans, and will stay open late, keeping that part of the block well lighted and safer. The theater patrons that are expected at the new ACT and the Warfield need a place to go after the performance and are a natural clientele. So are the increasing number of young professionals moving into the area.

A vibrant nightlife and classy venue will become a destination spot and add value to our neighborhood. The further concentration of upscale restaurants and bars in the area will hasten the positive movement.

Club OMG will add value in many ways.

Please support and do whatever you can to encourage these entrepreneurs to open another new business on Sixth Street.

We are all feeling very encouraged that Mid Market is finally starting to shift.

Thank you for everything you do,

Jane Weil

SOMAGrand

Untitled

Rann Shinar
130 Gardenside Drive
Apt. 502
San Francisco, CA 94131

March 10, 2012

The City Operations and Neighborhood Services Committee
SF City Hall
Dr. Carlton B. Goodlett Place
San Francisco, CA

Dear Sirs/Madam,

I am a member of the South Asian community and delighted with the news that there may soon be a bar catering to our community. There are many special holidays and celebrations that the community likes to observe, and at such times meeting friends in a venue that would be aware and supportive of such times and occasions would add so much to the joy and fun to our celebration

As Latinos, Irish and others have their bars and venues, I think it is high time our community can boast a bar of our own. To be able to meet and make friends with other members of the community, enjoy speaking in our own languages is important. Not only for those living in SF, but for South Asian tourists as well.

We are also ardent sports fans and often like to watch with our friends and enjoy certain sports like Cricket, Hockey and Tennis matches played in Asia which are not usually followed by American sports fans.

Rakesh Modi and Paresh Shah are both known to the South Asian community for their many contributions in arranging cultural activities, dances and celebrations. I am sure their bar will mean so much more to all of us than just a place to buy a drink.

I am sure at closer examination you could only come to the conclusion that there is a legitimate need for such a venue and allowing this bar will certainly provide the supply to our demand.

Thanking you in anticipation,

Rann Shinar

March 14, 2012

The City Operations and Neighborhood Services Committee
SF City Hall,
Dr. Carlton B. Goodlett Place,
San Francisco, CA

To whomever it may concern,

My name is Afzal Shah, and I am writing this letter in support of OMG Lounge on 6th street.

I have known Rakesh Modi and Paresh Shah since 2005. They are both responsible leaders of the South Asian community in the Bay Area. I met them both at a party that they were co-hosting. Right away, I was struck by their warmth, generosity, and friendliness. The evening at that party was filled with laughter, live performers, music and delectable food. I met many interesting people who I am still friends with, after all these years. That evening and that party is a testament to Rakesh and Paresh's ability to not just be great entertainers but provide a safe and nurturing environment for people to feel comfortable and establish connections. Of course they have organized many, many exciting parties and events since then.

Given the above experience, it was no surprise to me that Paresh was in the entertainment business and has been running a bar in Walnut Creek for more than 30 years! Last year, I went to the 20 year anniversary of Paresh's bar Meenar's and it really reminded me of *that* place where everyone knows your name. Paresh has created a space where the locals love to hang out and the visitors feel 'at home'. At the same time, I noticed how professional and respectful he was with *both* patrons and employees alike.

Rakesh has been an entrepreneurial leader in the Bay Area, having been involved in social, cultural, and intellectual events for the South Asian community for more than ten years. His passions include entertaining, (he cooks mouth-watering food) community-organizing, and he also has experience as a DJ. He is detail-oriented, has strong organizational as well as interpersonal skills. Rakesh was recently awarded the Certificate of Honor by Mayor Ed Lee for his years of service to the South Asian community.

The 6th street has struggled with crime for years and many of the city's redevelopment projects have stalled or been put on hold due to funding challenges. The solution lies, in part, in encouraging and providing incentives for businesses in that area. I am hopeful, that with OMG Lounge, Twitter, Dottie's True Blue Café, as well as the city's Central Market Partnership there will be a much needed revitalization of the neighborhood.

I am sure that the dynamic duo of Rakesh and Paresh, who both possess that unusual combination of being creative entertainers as well as savvy businessmen, will be able to run and operate OMG Lounge successfully. I am hopeful that they will make OMG Lounge an enjoyable and entertaining place for the diverse communities of San Francisco, the Bay Area and beyond.

If there is anything I can do to help, or should you have any questions, please call me.

Sincerely,

Afzal Shah
650 Steiner Street, #2
San Francisco, CA 94117
415-335-3501
afzalshah@mac.com

The City Operations and Neighborhood Services Committee
SF City Hall,
Dr. Carlton B. Goodlett Place,
San Francisco, CA

To whomever this may concern,

I am writing this letter in support of Rakesh Modi and Paresh Shah's proposed bar "OMG". I have known Rakesh and Paresh for about 15 years now, and they are both instrumental people in our community having given much of themselves to help those in need. They are good citizens and excellent entrepreneurs.

I have worked with both gentlemen organizing numerous events and community gatherings that have brought together persons from all walks of life. Rakesh and Paresh are detail-oriented and conscientious persons, and will no doubt make this a successful and safe space for the South Asian community, the neighborhood, and all those who value the diversity that is intrinsic to the flavor of San Francisco.

Paresh has been in the food and beverage industry for over 30 years, operating a flourishing bar in the East Bay. Rakesh brings with him a community that, till now, is not being served in the city. There is no bar in San Francisco that caters to the South Asian community, which numbers in the tens of thousands in the Bay Area. I know for a fact that there are many South Asian persons in San Francisco, and the Bay Area at large, who are looking for just this type of experience. These out-of-town visitors would bring additional revenue to the city. In addition, the good standing and community-oriented character of both Rakesh and Paresh would create a zone of safety in the area. I know that as a single woman, I would feel secure knowing that they are in the vicinity.

Finally, the location of the bar is ideal as it would serve not only the population at large, but also IT professionals located in SOMA and mid-market. Furthermore the bar's proximity to BART and the Muni lines, would minimize the need for vehicular travel and therefore improve road safety.

I strongly urge you to grant the application tendered by Rakesh Modi and Paresh Shah in favor of OMG. Please feel free to contact me should you have any further questions.

Madhuri Anji

Sincerely,
Madhuri Anji
(415-517-2287)

The City Operations and Neighborhood Services Committee
SF City Hall,
Dr. Carlton B. Goodlett Place,
San Francisco, CA

To whomever this may concern,
I have known Rakesh Modi and Paresh Shah for the last 4 years as close friends, mentors and fellow activist. Rakesh and I served on the board of a South Asian non-profit here in the Bay Area. I thoroughly enjoyed working with him, especially collaborating and brainstorming ideas to foster South Asian synergies towards social justice and empowerment.

During those discussions we realized that the City of San Francisco has very few bars, clubs and other physical spaces for the South Asians to regularly hang out after work hours. Many South Asian cities including our home town of Mumbai (Bombay) now have a distinct bar culture. But none of the businesses in and around the downtown area have that specific South Asian flavor. Rakesh realized that this would be an excellent opportunity for social entrepreneurship. He has diligently worked with his close friend Paresh, a bar and restaurant owner for the last 30 years, to make this vision a reality.

Rakesh and I visited the proposed site for the OMG Lounge and I believe that it is an excellent location for such a bar. The bar would be close to BART and other public transit options, which many South Asians utilize for commute from their IT and financial sector jobs in downtown and SOMA. It has a great potential to become a successful "destination bar," to enjoy the South Asian bar scene. The success of such a bar could help improve the safety and livability of the surrounding area and generate jobs and revenue for the city.

Rakesh and Paresh are both highly respected individuals in the South Asian community in the bay area. Rakesh's contributions to our community was recently honored by the City with a Certificate of Honor from the Mayors Office.

I am certain Rakesh and Paresh would put their very best effort to make this bar a safe, fun environment that will bring positive change to the entire neighborhood.

Thank you for taking the time to read my resounding support for Rakesh and Paresh's new venture. I hope the City will support them too.

Please feel free to call me at 510-206-0505 or email me at preethin@gmail.com if you have any questions.

Thanks again,
Preethi Narayanan

N. Preethi

3/15/2012

March 12, 2012

The City Operations and Neighborhood Services Committee
SF City Hall,
Dr. Carlton B. Goodlett Place,
San Francisco, CA

To whom it may concern,

I have known Paresh and Rakesh for over 10 years, and they have the longest experience in running a bar & restaurant and organizing events. They both are committed to making a positive change in the 6th street neighborhood and they will do an outstanding job in making it a clean and safe place to have some fun. They are both are both highly respected individuals in the South Asian community in the bay area. Mayor Ed Lee has recently awarded the Certificate of Honor to Rakesh for his contributions to the South Asian community.

There isn't a South Asian bar around us and I feel there should be one, so that we can celebrate that great culture and a good after work place to hangout and unwind.

The location is great because of its proximity to where a lot of people work and are on their way back home, it's also close to public transportation like Bart & MUNI.

I feel that the bar will create jobs and create revenue for the city, along with creating a more safe environment since there will be a nice patronage of professional people. Also it will make the area safer.

If you have any questions, please feel free to contact me

Thanks,

Rishi Bhasin.
CFO Sierra West Consulting
760 Market St
Suite 709.
San Francisco, CA 94102

LIQUOR LICENSE REVIEW

TO: Planning Department
AnMarie Rodgers/CTYPLN/SFGOV
Georgia Powell/CTYPLN/SFGOV@SFGOV
Fax No.: 558-6409

File: 120080

Block/lot: 3704/051
Zoning: SOMA NCT
Quad: SE
MB # 1200189

TO: Inspector Kenneth Stocker
Police Department
Fax No.: 553-1463

DATE: February 3, 2012

This item is scheduled to be heard at a meeting on March 26, 2012. **PLEASE EMAIL YOUR RESPONSE BY:** March 22, 2012, to Gail Johnson, Clerk, City Operations and Neighborhood Services Committee.
Gail.Johnson@sfgov.org - Fax No: 554-7714

Applicant Name: Mark E. Renne
and Business Name: Club OMG! (43-6th Street)

Applicant Address: 870 Market Street
The Flood Building, Suite 1260
San Francisco, CA 94102
and Phone No. (415) 981-4500

PLANNING COMMENTS: ☒ Approval ☐ Denial

RECOMMEND APPROVAL - CONTINUATION OF (E) TYPE 48 ABC LICENSE.

FEB 7, 2012

POLICE COMMENTS: ☐ Approval ☐ Denial