

File No. 120721

Committee Item No. 3

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

# COMMITTEE/BOARD OF SUPERVISORS

## AGENDA PACKET CONTENTS LIST

Committee: City Operations

Date 9/24/2012

Board of Supervisors Meeting

Date \_\_\_\_\_

### Cmte Board

- Motion
- Resolution
- Ordinance
- Legislative Digest
- Budget and Legislative Analyst Report
- Legislative Analyst Report
- Youth Commission Report
- Introduction Form (for hearings)
- Department/Agency Cover Letter and/or Report
- MOU
- Grant Information Form
- Grant Budget
- Subcontract Budget
- Contract/Agreement
- Form 126 – Ethics Commission
- Award Letter
- Application
- Public Correspondence

**OTHER** (Use back side if additional space is needed)

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Completed by: Derek Evans Date 9/20/2012

Completed by: \_\_\_\_\_ Date \_\_\_\_\_

An asterisked item represents the cover sheet to a document that exceeds 25 pages.  
The complete document can be found in the file.



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 *ALU*  
ABC Liaison Unit (ALU) 553-1049

**Date:** September 4, 2012

**Subject:** P.C.N. Investigation Regarding: Sirhed Enterprises LLC  
DBA: Sam's Cable Car Lounge  
222 Powell Street  
Mark E Rennie  
(415) 981-4500

Mark Rennie on behalf of Sirhed Enterprises LLC has filed an application with the California Department of Alcoholic Beverage Control (ABC) seeking a Person to Person/Premises to Premises- Type 48 (On-Sale General for Public Premises) bar license for 222 Powell Street (located on the east side of Powell St. between Geary St. and O'Farrell St.).

This location is currently licensed as a Type 21 (Off-Sale General) and a Type 42 (On-Sale Beer and Wine). The applicant has agreed to surrender the Type 21 and Type 42 upon issuance of the Type 48 license by the ABC.

During the application process, the Notice to the Public was posted on June 19, 2012. The notification date for the 500' mailer was on June 22, 2012.

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 July 2011 to June 2012

**No Record**

**Police Reports:** From July 2011 to June 2012

**No Record**

**San Francisco Plot Information:**

This premise is located in Plot 174

The High Crime area is defined as 215 or more reported incidents in a plot.

This plot had 1,232 reported incidents recorded for 2010. This is **OVER** the High Crime area definition by 1,017.

The applicant premises is located in a "High Crime" area.

**State Census Tract Information:**

This premise is located in Census Tract 117

Population for this tract is: 1,747

On-sale license authorized by census tract: 7

Active on-sale licenses: 93

Off-sale licenses authorized by census tract: 2

Active off-sale licenses: 21

Applicant premises is located in an "undue concentration" area.

**Letters of Protest:**

*One (1) letter of protest* was received by the California Department of Alcoholic Beverage Control, (ABC).

**Letters of Support:**

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

**Departmental Recommendation:**

No opposition from **Tenderloin Station**

ALU recommends approval. The following conditions have been recommended to the California Department of Alcoholic Beverage Control, (ABC):

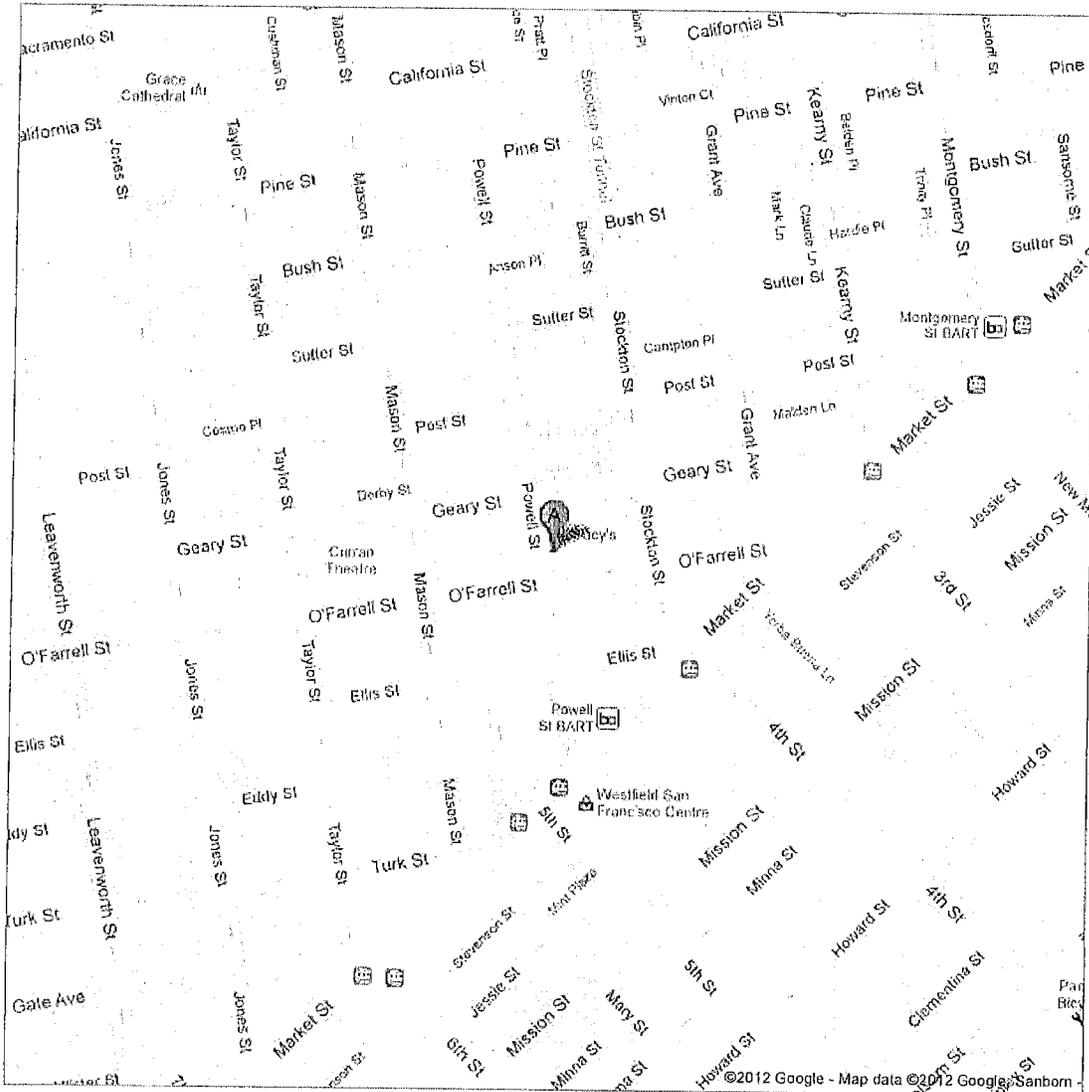
1. Sales, service and consumption of alcoholic beverages shall be permitted only between the hours of 9:00 a.m. and 2:00 a.m. each day of the week.
2. The sale of beer for consumption off the premises is strictly prohibited.
3. Loitering (loitering is defined as "to stand idly about; linger aimlessly without lawful business") is prohibited on any sidewalks or property adjacent to the licensed premises under the control of the licensee as depicted on the ABC-257.
4. No noise shall be audible beyond the area under the control of the licensee(s) as defined by the ABC-257 dated 6/5/12.
5. The petitioner shall utilize electronic surveillance and recording equipment that is able to view all exits and entrance points of the exterior of the premises. The electronic surveillance/recording shall be operational at all times that the premises are open to the public. Said electronic recording shall be maintained and kept for a minimum of seven (7) days, and shall be made available to Law Enforcement on demand.

Thank you.



Address 222 Powell St  
San Francisco, CA 94102

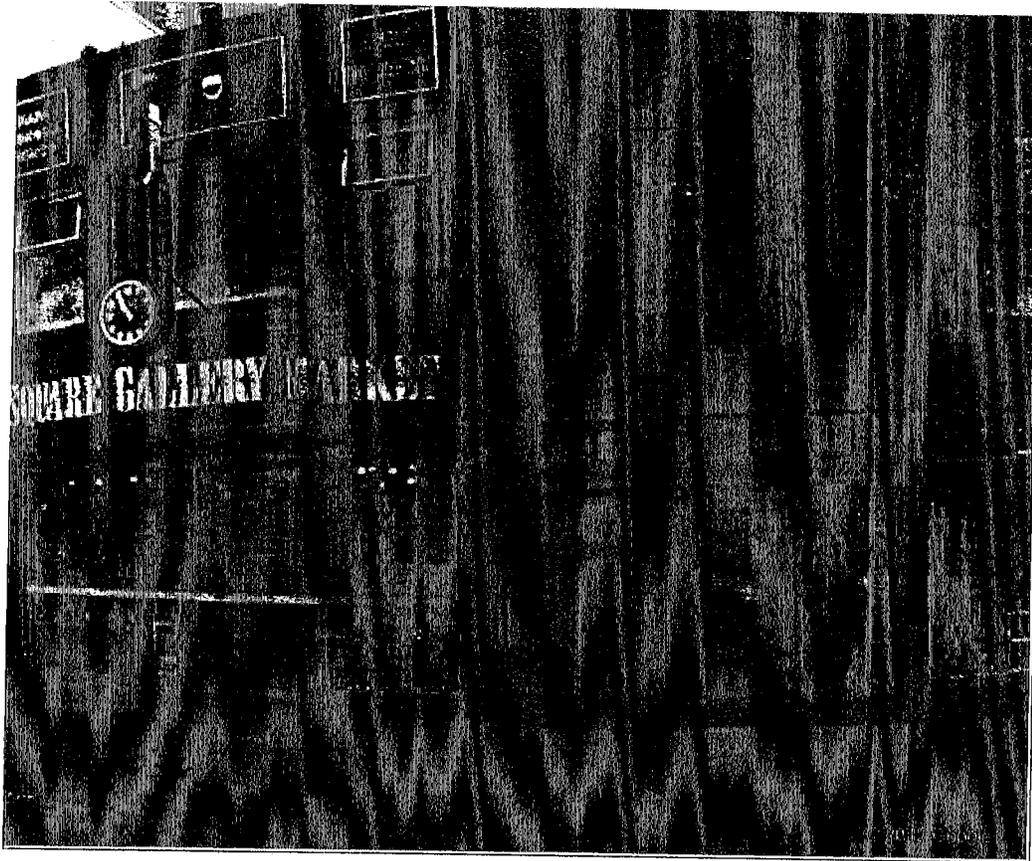
Sam's Cable Car Lounge  
48-523006



Google

Address 220 Powell Street

Address is approximate



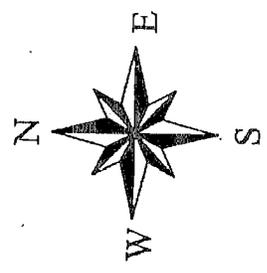
# TENDERLOIN DISTRICT

## Major Streets & Reporting Plots



Police Plot 174  
 2010 Crimes by Plot for this  
 Part 1  
 Plot = 1232 incidents of Crimes reported  
 High crime average = 215

Over = 1,017  
 reports  
 1/2/11



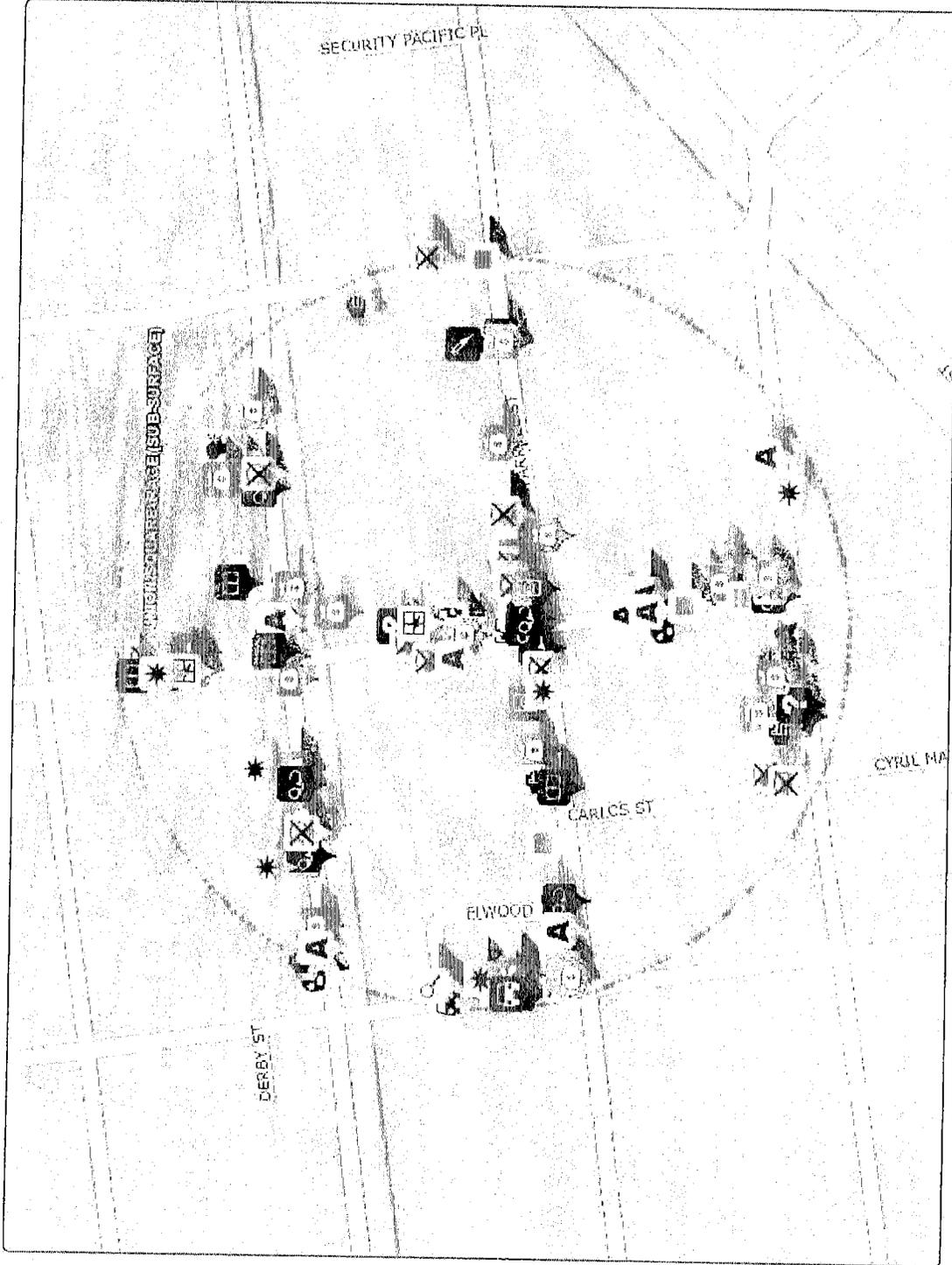
Call No	<input type="text"/>	Agency	<input type="text"/>	Call Type	<input type="text"/>	Disposition	<input type="text"/>
Report No	<input type="text"/>	Jurisdiction	<input type="text"/>	Dispatch Area	<input type="text"/>	# Prior Calls	<input type="text"/>
Unit ID	<input type="text"/>	Origin	<input type="text"/>	Dept ID	<input type="text"/>	Priority	<input type="text"/>
Rep Area	<input type="text"/>	Area	<input type="text"/>	Sector	<input type="text"/>		
Location	222 POWELL					Range	<input type="text"/>
Apartment	<input type="text"/>	City	<input type="text"/>				
Entry Oper	<input type="text"/>	Dispatch Oper	<input type="text"/>				
From Date	07/01/2011	To Date	12/31/2011	From Time	<input type="text"/>	To Time	<input type="text"/>
Comments	<input type="text"/>						
<input type="button" value="Search"/>							

No hits found



# 222 Powell st-500 ft radius

06/28/2011-06/26/2012

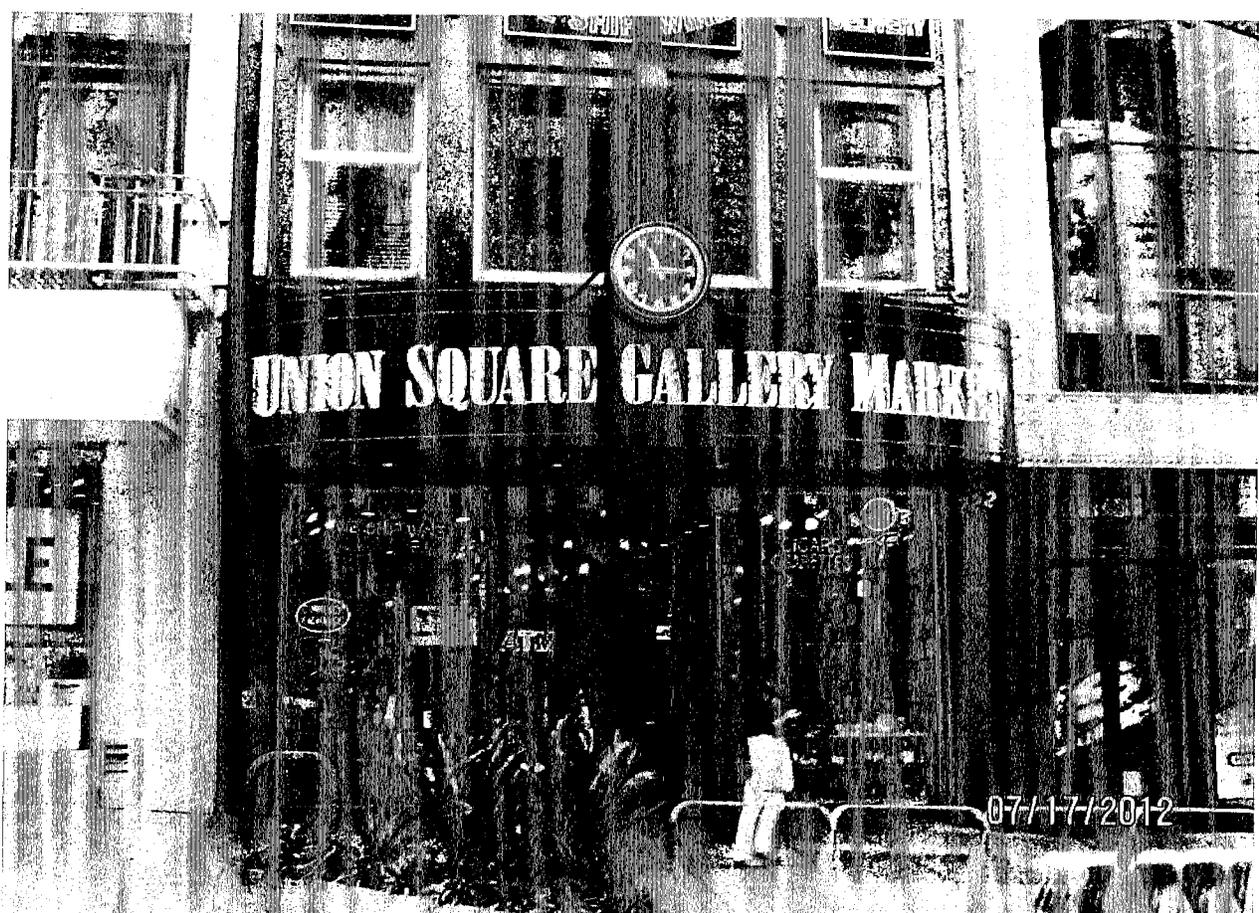


## Map Legend

- Incidents (1606)
- Larceny/Theft (622)
- Non-Criminal (201)
- Other Offenses (136)
- Warrants (101)
- Warrants (99)
- Assault (99)
- Burglary (74)
- Fraud (57)
- Robbery (36)
- Drug/Narcotic (29)
- Vandalism (27)
- Missing Person (20)
- Trespassing (16)
- Drunkenness (15)
- Vehicle Theft (15)
- Suspicious Occurrence (11)
- Embezzlement (8)
- Disorderly Conduct (8)
- Secondary Codes (6)
- Forgery/Counterfeiting (4)
- Weapon Laws (4)
- Recovered Vehicle (4)
- Sex Offenses, Forcible (4)
- D.U.I. (3)
- Kidnapping (3)
- Loitering (1)
- Runaway (1)
- Liquor Laws (1)
- Stolen Property (1)

All representations on this map are distributed and transmitted "AS IS" without warranties of any kind, either expressed or implied including without limitation, warranties of title or implied warranties of merchantability or fitness for a particular purpose. In no event shall San Francisco Police Department become liable to users of these data for any loss or damages, consequential or otherwise, including but not limited to time, money, goodwill, arising from the use, operation or modification of the data. The visual presentation of data is being provided strictly as a courtesy, not as an obligation to its users.

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



DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL

# PUBLIC NOTICE OF APPLICATION TO SELL ALCOHOLIC BEVERAGES

APPLICANT: SIRHED ENTERPRISES LLC

TYPE OF LICENSE: 48 ON-SALE GENERAL PUBLIC PREMISES

BUSINESS NAME: SAM'S CABLE CAR LOUNGE

ADDRESS OF PREMISES: 222 POWELL ST. SF. CA 94102-2206

APPLICANT HAS FILED FOR: NEW LICENSE PREMISES TO PREMISES TRANSFER PERMITS TO PERMIT  
CHANGE IN LICENSE PRIVILEGES EXCHANGE

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 LENNAH DRIVE, SUITE 100, SACRAMENTO 95816, WITHIN 30 DAYS OF DATE POSTED. PROTESTS MUST BE VERIFIED. FURTHER INFORMATION REGARDING THIS APPLICATION AND VERIFICATION FORMS MAY BE OBTAINED AT:

CLYDE A.B.C. DISTRICT OFFICE  
 130 CLAY STREET, SUITE 220H  
 OAKLAND, CA 94612  
 TEL: 415-356-6500

WARNING  
 Any person who intentionally defaces, obscures, alters, destroys, or otherwise renders illegible any public notice posted by the Department of Alcoholic Beverage Control, the County and District of Alcoholic Beverage Control, or the State of California, shall be liable for a fine of up to \$100,000 and/or imprisonment for up to 1 year.

07/17/2012

PREMISES ARE (NOT NOW) TA-READY LICENSED TO SELL ALCOHOLIC BEVERAGES.

Department of Alcoholic Beverage Control  
**PROTEST AGAINST ALCOHOLIC  
 BEVERAGE LICENSE APPLICATION**

- Please refer to Form ABC-510, Instructions for Protesting an Alcoholic Beverage License Application, before completing and submitting your protest. The ABC-510 can be found at [www.abc.ca.gov](http://www.abc.ca.gov).
- Please print legibly or type. Incomplete and/or illegible information will cause the protest to be rejected.
- You will be notified by letter regarding a hearing on your protest. You will need to attend the hearing to testify and/or present evidence to support your protest.
- A copy of this completed form, ABC-510-A, will be provided to the applicant.

I hereby protest the issuance of a license under the Alcoholic Beverage Control Act to:

SAM'S CABLE CAR LOUNGE / SIRHED INTERPRETED LLC  
(Name(s) of Applicant(s))

For premises at:

222 Powell St

(Exact address of proposed premises)

on the grounds that:

- ① UNDUE CONCENTRATION - B+P CODE § 23958.4
- ② HIGH CRIME - B+P CODE § 23958.4(c)
- ③ DEFINITION OF HIGH CRIME - B+P CODE § 23958.4(c)(1)
- ④ CONSIDERATION POINTS - B+P CODE § 23789  
 POINT 1 - FROM TIME TO TIME THRU OUT THE YEAR  
 YOUTH ACTIVITIES ARE HELD IN UNION SQUARE  
 POINT 2 - POWELL STREET IS THE MAJOR THROUGHWAY - FORE  
 FOR TOURIST FAMILIES w/ CHILDREN  
 POINT 3 - THERE IS A LARGE HOMELESS PROBLEM INCLUDING  
 YOUTH ON POWELL ST WITHIN THIS AREA
- ⑤ CONDITIONS FOR POSSIBLE APPROVAL ON P. 2 & 3

Check here if additional sheets attached

I, MARVIN J. PHILLIPS

PRINT (Name of Protestor)

, declare under penalty of perjury:

PUBLIC SAFETY CHAIR - ALLIANCE FOR A BETTER DISTRICT 6

(1) That I am the protestant herein; (2) That I have read the above protest and know the contents thereof; and (3) That the same is true of my own knowledge except as to those matters which are therein stated on information and belief, and as to those matters I believe to be true.

PROTESTANT'S SIGNATURE

Marvin J. Phillips

SIGNED AT (City and state)

SAN FRANCISCO CALIFORNIA

PROTESTANT'S ADDRESS (Street number and name, city, state, zip code)

230 EDDY ST #1206 SAN FRANCISCO, CA 94102-6526

PROTESTANT'S TELEPHONE NUMBER (Optional)

(415) 674-1935

DATE SIGNED

2 JULY 2012

ABC-510-A (10/07)

CC: SFPD ABC CAISON UNIT 850 BRYANT ST

P.1 OF 3

CC: SFPD - TENDERLOIN STATION - 301 EDDY ST

CC: FIRE

Department of Alcoholic Beverage Control  
**PROTEST AGAINST ALCOHOLIC  
BEVERAGE LICENSE APPLICATION**

- Please refer to Form ABC-510, Instructions for Protesting an Alcoholic Beverage License Application, before completing and submitting your protest. The ABC-510 can be found at [www.abc.ca.gov](http://www.abc.ca.gov).
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- A copy of this completed form, ABC-510-A, will be provided to the applicant.

I hereby protest the issuance of a license under the Alcoholic Beverage Control Act to:

SAM'S CABLE CAR LOUNGE / SIRHED INTERPRETES LLC

(Name(s) of Applicant(s))

For premises at:

222 Powell

(Exact address of proposed premises)

on the grounds that: CONDITIONS FOR APPROVAL

① THE SALE OF BEER, WINE AND/OR SPIRITS OFF SALE IS STRICTLY PROHIBITED.

② ~~THE LICENSEE PREMISES SHALL AT ALL TIMES OF BUSINESS KEEP A RECORD~~

② HOURS OF OPERATION SHALL BE:  
SUN TO THURS 10AM - 12 MIDNIGHT  
FRI + SAT 10AM - 2AM

③ THERE SHALL BE NO COIN OPERATED OR MECHANICAL GAME DEVICES OR POOL TABLES MAINTAINED UPON THE PREMISES AT ANYTIME.

④ THERE SHALL BE NO LIVE ENTERTAINMENT FOR D.J. MUSIC AT ANYTIME.

Check here if additional sheets attached

I, MARVIS J. PHILLIPS, declare under penalty of perjury:

PRINT (Name of Protestant)

PUBLIC SAFETY CHAIR, ALLIANCE FOR A BETTER DISTRICT

(1) That I am the protestant herein; (2) That I have read the above protest and know the contents thereof; and (3) That the same is true of my own knowledge except as to those matters which are therein stated on information and belief, and as to those matters I believe to be true.

PROTESTANT'S SIGNATURE

Marvis J. Phillips

PROTESTANT'S TELEPHONE NUMBER (Optional)

(415) 674-1935

SIGNED AT (City and state)

SAN FRANCISCO, CALIFORNIA

DATE SIGNED

2 JULY 2012

PROTESTANT'S ADDRESS (Street number and name, city, state, zip code)

230 EDDY ST #1206 SAN FRANCISCO, CA 94102-6526

ABC-510-A (10/07)

cc: ~~ABC~~ - SFPD ABC LIAISON UNIT 850 BLYVAULT  
cc: SFPD TENDERLOAN STATION - 301 EDDY  
cc: FILE

Department of Alcoholic Beverage Control  
**PROTEST AGAINST ALCOHOLIC  
BEVERAGE LICENSE APPLICATION**

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- You will be notified by letter regarding a hearing on your protest. You will need to attend the hearing to testify and/or present evidence to support your protest.
- A copy of this completed form, ABC-510-A, will be provided to the applicant.

I hereby protest the issuance of a license under the Alcoholic Beverage Control Act to:

SAM'S CABLE CAR LOUNGE / SIRNED INTERPRISES LLL  
(Name(s) of Applicant(s))

For premises at:

222 Powell St

(Exact address of proposed premises)

on the grounds that: CONDITION FOR APPROVAL CONTINO

- ⑤ THERE SHALL BE ONE PAY PHONE PERMITTED INSIDE THE LICENSED PREMISES - BUT SAID PHONE SHALL BE FOR OUT-GOING CALLS ONLY (NO INCOMING CALLS ALLOWED)
- ⑥ THERE SHALL BE NO OUTSIDE PAY PHONE PERMITTED,
- ⑦ THERE SHALL BE NO ATM MACHING INSIDE OR OUTSIDE THE BAR/LOUNGE
- ⑧ A SMOKING SIGN WILL BE POSTED IN DOORWAY REQUIRING A 15' AREA IN FRONT OF DOOR
- ⑨ A NO ~~LOITERING~~ ~~LOITERING~~ ~~LOITERING~~ LOITERING SIGN SHALL BE POSTED OUTSIDE OF DOOR.
- ⑩ THERE SHALL BE NO CIGARETTE MACHINES ALLOWED IN PREMISES.

Check here if additional sheets attached

I, MARVIS J. PHILLIPS, declare under penalty of perjury:

PRINT (Name of Protestant)

PUBLIC SAFETY CHAIR, ALLIANCE FOR A BETTER DIST 6

(1) That I am the protestant herein; (2) That I have read the above protest and know the contents thereof; and (3) That the same is true of my own knowledge except as to those matters which are therein stated on information and belief, and as to those matters I believe to be true.

PROTESTANT'S SIGNATURE

Marvis J. Phillips

PROTESTANT'S TELEPHONE NUMBER (Optional)

(415) 674-1935

SIGNED AT (City and state)

SAN FRANCISCO, CALIFORNIA

DATE SIGNED

2 JULY 2012

PROTESTANT'S ADDRESS (Street number and name, city, state, zip code)

230 EDDY ST #1206 SAN FRANCISCO, CA 94102-6526

ABC-510-A (10/07)

CC - SFPD - ABC CASSON UNIT 850 BRYANT  
CC - SFPD - TENDERLOIN STATION - 301 EDDY  
CC - FILE

San Francisco Planning Department  
Office of Analysis and Information Systems

**Miscellaneous Permit Application**

Application Number: MB1201420

Business Name: SAM'S CABLE CAR LOUNGE

Received Date: 07/16/2012

Reply Date: 07/24/2012

Agency: BofS

Type: OTHER

Address: 222 POWELL ST

Floor:

Size:

Block: 0314 Lot: 008 Zoning: C-3-R

Quadrant: NORTHEAST

Existing Use:

Planner: JANICE SHAMBRAY



Decision: APPROVED

Status Comment:

Conditions: PERMITTED PER SECITON 218 (B) OF THE PLANNING CODE.



# CENTRAL CITY DEMOCRATS

120 721  
CG 15

P.O. Box 420846 San Francisco, CA 94142 Tel. & Fax: (415) 339 – VOTE (8683)

August 31, 2012

San Francisco Board of Supervisors  
City Hall, Room 244  
1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102- 4689

RE: License # 523006 Sam's Cable Car Lounge- 222 Powell Street  
Type 48 - ON-SALE GENERAL PUBLIC PREMISES

City Operations & Neighborhood Services Committee:

Central City Democrats is writing in support of this Liquor License to establish a new bar and lounge in our neighborhood.

This particular location is very close to where our club regularly meets so many of our members are aware of the need to support Sam's Cable Car Lounge.

A main focus of our Democratic club is to support responsible businesses that provide vital goods and services to the community and much needed jobs for our residents. This business owner Bassem Rafiq Sirhed exemplifies these qualities with his commitment to establish much needed business in the wake of the Gold Dust Lounge leaving the immediate area.

As such, we strongly support this alcohol license.

Respectfully,

Michael Nulty  
President

**Tenant Associations Coalition  
of San Francisco  
(TAC)**

P. O. Box 420846  
San Francisco, CA 94142-0846

Phone: (415) 339-8327  
tac\_s\_f@yahoo.com

TenantAssociationsCoalition  
@Yahoogroups.com

<http://10thanniversarytac.blogspot.com/>  
<http://tenantassociationscoalition.blogspot.com/>

**Coalition Members**

Representatives affiliated with

205 Jones Apartments  
381 Turk Street  
Alder Hotel  
Alexander Tenants Association, Inc.  
Alliance For A Better District 6  
Altamont  
Ambassador Hotel  
Antonia Manor  
Baldwin House Hotel  
Bayanihan House  
Blackstone Apartments  
Cadillac Hotel  
Cambridge  
Canon Kip Community House  
Ceatrice Plote  
Cecil Williams Housing  
Central Towers  
Civic Center Residence  
Conard House  
Crescent Manor  
Dalt Residence  
Desmond Hotel  
Derek Silva Community  
Donnelly Hotel  
Dorothy Day Community  
Franciscan Towers  
Hamlin Hotel  
Henry Hotel  
Herald Apartments  
Hillsdale Hotel  
Hurley Hotel  
Iroquois Residence Tenant Council  
Jefferson Hotel  
Havell Hotel  
La Nain Hotel  
Leland Apartments  
Lyric  
Manor Advocates  
Maria Manor  
Marina Cove Apartments  
Market Heights Apartments  
Marlton Manor Tenants Association, Inc.  
Mission Hotel  
Oaktree Hotel  
Pacific Bay Inn  
Padre Apartments  
Parkview Hotel  
Peter Claver Community  
Ritz Hotel  
San Cristina Residence  
Senator Hotel  
Seneca Hotel  
Shoreview Residents Associations, Inc.  
Silvercrest Residence  
South Park Residence  
Sunnyside Hotel  
Supportive Housing Network  
The Knox  
The Rose  
Warfield Hotel  
Washburn Residence  
Winsor Hotel  
(Partial List)

August 31, 2012

San Francisco Board of Supervisors  
City Hall, Room 244  
1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102- 4689

RE: Liquor License - 222 Powell, Sam's Cable Car Lounge

City Operations & Neighborhood Services Committee:

The Tenant Associations Coalition of San Francisco (TAC) held a general membership meeting of resident stakeholders on July 10 were a presentation by 222 Powell Sam's Cable Car Lounge representatives was heard . We feel this occupied retail store front and location will maintain a great tourist destination and fully support this project.

**Tenant Associations Coalition supports Sam's Cable Car Lounge request for Liquor License.**

We want Sam's Cable Car Lounge to: succeed, continue reaching out to fellow community members, and maintain a positive entertainment destination.

If there are any questions about this letter we can be reached at (415) 339-8327.

Sincerely,



Susan Bryan  
Facilitator

cc: Coalition Members  
File

# **North of Market Business Association**

P.O. Box 846; San Francisco, CA 94101-0846  
(415) 937-1289 Phone (415) 820-1565-Fax  
nomba@att.net

**City Hall, Room 244  
1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102- 4689**

**August 28, 2012**

**RE: Liquor License Type 48 - 222 Powell, Sam's Cable Car Lounge**

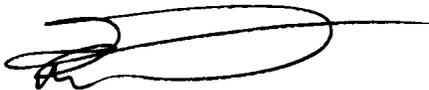
**City Operations & Neighborhood Services Committee Members:**

**The North of Market Business Association supports the transfer of a Type 47 Liquor License - On Sale General Eating Place from 2237 Mason Street to 222 Powell Street as a Type 48 Liquor License - On-Sale General Public Premise for Sam's Cable Car Lounge which will serve the public convenience or necessity of the people of the City and County of San Francisco.**

**We look forward in having Sam's Cable Car operate as a successful destination in the Union Square Commercial District of San Francisco.**

**North of Market Business Association (NOMBA) is an unincorporated membership association organization to improve the North of Market commercial environment. NOMBA works to boost North of Market image, connect neighborhood merchants and increase business opportunities.**

**If you have any questions please feel free to contact us.**



**Karim Rantisi  
Founding Member**

**Alexander Tenants Association, Inc.**  
**230 Eddy Street, #1222**  
**San Francisco, CA 94102**  
**Ata\_sf@yahoo.com**

City Hall, Room 244  
1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102- 4689

August 29, 2012

**RE: Liquor License - 222 Powell, Sam's Cable Car Lounge**

**City Operations & Neighborhood Services Committee Members:**

**On July 10, 2012 representatives from 222 Powell Street's new proposed business called Sam's Cable Car Lounge came to a community meeting held in our community room where our tenants heard from the owner Bassem Rafiq Sirhed vision of establishing a new lounge.**

**The residents of the Alexander Tenants Associations support Sam's Cable Car Lounge request for Liquor License.**

**On January 12, 2000 tenants at The Alexander Residence located at 230 Eddy Street in San Francisco incorporate as a nonprofit public benefit corporation for charitable purposes with 501 (c) (3) status. The Alexander Tenants Association, Inc. plans to lessen the burden of local government by preserving the supply of affordable, decent, safe, and sanitary housing for low income households in San Francisco, California. Alexander Tenants Association, Inc. also plans to preserve affordable housing for all current and future elderly and disabled low-income households at The Alexander Residence. This corporation will provide the means for all current and future residents of The Alexander to participate in the management and operations of the apartment building comprised of over 200 residents.**

**You may contact if you have any questions.**

**Sincerely,**



**Reggi Meadows**  
**President**  
**Board of Directors Member**  
**Alexander Tenants Association, Inc.**

File # 120721

RECEIVED  
BOARD OF SUPERVISORS  
SAN FRANCISCO

2012 JUL -5 PM 4:55

AK

**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

June 29, 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: Sirhed Enterprises, LLC dba Sam's Cable Car Lounge  
California ABC Liquor License Transfer  
222 Powell Street, San Francisco, CA 94102  
**Public Convenience and Necessity Determination Request**  
*ABC Type 48 License—On-Sale General Public Premises  
Premise to Premise Transfer from 2237 Mason St., SF, CA 94133 to  
222 Powell St., SF, CA 94102*

Dear Ms. Cavillo:

This office represents Sirhed Enterprises, LLC dba Sam's Cable Car Lounge. My clients have applied to the California Department of Alcoholic Beverage Control (ABC) for a premise to premise transfer of a On-Sale General Public Premises license [Type 48] to it's premises at 222 Powell Street, San Francisco. The location is currently operating as the Gallery Market on Union Square, and has been owned by my client since early 2006.

Applicant presently holds two California ABC licenses at 222 Powell, including a Type 21-Off-Sale General license, which allows the sale of wine and full liquor for consumption off the premises. The present business also has a Type 42 ABC license, with allows the sale of beer and wine for consumption on the premises. This location has been non-problematic and my client intends to create a new business that is also respectful to the neighborhood and to its customers, and that is non-problematic. There has been no complaints or ABC accusations against the current licenses at this location.

My client wishes to close this off-sale liquor store, and open a new bar and lounge business at this location. Sam's Cable Car Lounge will cater to tourists, locals, downtown shoppers, and to young technology professionals from the surrounding Mid-Market area of San Francisco.

Angela Calvillo  
Sam's Cable Car Lounge PCN Request  
Clerk of the Board of Supervisors  
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The managing member, Bassem Rafiq Sirhed is a local businessman who owns Burger Urge in the Haight- Ashbury District and Fork in the Castro. Mr. Sirhed is a skilled operator committed to providing an excellent experience for his patrons and who will strive help to make the Union Square area safer. Foremost, Sam's Cable Car Lounge will be a Good Neighbor. As part of its commitment to ensure that its operation does not disturb its neighbors, Sam's Cable Car Lounge will add additional sound mitigation measures to the building during the build out of the new Lounge.

The addition of Sam's Cable Car Lounge at 222 Powell Street will continue a 94-year tradition of Union Square saloons located on Powell between Geary and O'Farrell streets. Just this year, the Gold Dust Lounge was evicted from 247 Powell Street, where it had been a continuously operating saloon since 1918.

The transfer of a type-48 license to the premises at 222 Powell Street will not only enhance the economic diversity of the Union Square neighborhood, but will also promote a neighborhood-serving use that residents and tourists can conveniently access by walking or taking public transit. Sadly, this business will be one of the very few businesses on this entire block of Powell Street that is locally owned and not part of some national chain or franchise.

Our team will strive to create and maintain a positive and appealing image for the Lounge. We are aware of the great legacy of famous downtown San Francisco saloons, speakeasies and jazz clubs and will attempt to bring some of the history back to Powell Street. Management is 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, Sam's Cable Car Lounge will provide a platform for non-profit organizations to network and fundraise. We will provide our venue for meetings and gatherings of such groups as the Alliance for a Better District Six and Community leadership Alliance. Supporting these groups—and many other non-profits—is part of the standard of excellence Sam's Cable Car Lounge promotes and embodies.

We are contacting all our neighbors and many neighborhood and civic groups in Union Square area. We hope to make presentations to a number of these groups prior to our hearing before the City Operations & Neighborhood Services Committee of the Board.

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. We are open to the imposition of reasonable conditions to address any community or law enforcement concerns.

Angela Calvillo  
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For the reasons outlined above, applicant Sirhed Enterprises, LLC dba Sam's Cable Car Lounge 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 Sirhed Enterprises, LLC, dba Sam's Cable Car Lounge at 222 Powell Street, San Francisco.

Thank you for your consideration of this request.

Yours truly,

A handwritten signature in black ink, appearing to read "Mark E. Rennie". The signature is written in a cursive style with a large, prominent "M" and "R".

Mark E. Rennie

MER/mb

Cc: Sam Sirhed, Managing Member, Sirhed Enterprises, LLC  
Inspector Ken Stockard, SFPD Inspector  
Julie Lazar, SFPD