

File No. 121159

Committee Item No. 2

Board Item No. 16

COMMITTEE/BOARD OF SUPERVISORS

AGENDA PACKET CONTENTS LIST

Committee: Neighborhood Services and Safety Date 3/21/13

Board of Supervisors Meeting Date 4/2/13

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)

<input type="checkbox"/>	<input type="checkbox"/>	_____
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<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____

Completed by: Derek Evans Date 3/15/13

Completed by: Derek Evans Date 3/28/13

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

1 [Liquor License - 34 Mason Street]

2
3 **Resolution determining that the issuance of Type 42 on-sale beer and wine**
4 **license to Mark E. Rennie for Good Oel, Inc., dba The Beer Café, located at**
5 **34 Mason Street (District 6), will serve the public convenience and necessity of**
6 **the City and County of San Francisco, in accordance with California Business**
7 **and Professions Code, Section 23958.4, and recommending that the California**
8 **Department of Alcoholic Beverage Control impose conditions on the issuance of**
9 **the license.**

10
11 WHEREAS, Mark E. Rennie is seeking the issuance of a Type 42 on-sale beer
12 and wine license for Good Oel, Inc., dba The Beer Hall, located at 34 Mason Street;
13 and,

14 WHEREAS, The Planning Department has verified that the area is properly
15 zoned and recommends approval; and,

16 WHEREAS, The Police Department has filed one (1) protests and sixteen (16)
17 letters of support with the Department of Alcoholic Beverage Control under California
18 Business and Professions Code, Section 24013, and recommends that the Department
19 of Alcoholic Beverage Control issue the liquor license with conditions; and

20 WHEREAS, The conditions recommended by the Police Department are the
21 following: 1) Sales of alcoholic beverages shall be permitted between the hours of
22 11:00 a.m. and 12:00 a.m. Sunday through Wednesday and 11:00 a.m. until 2:00 a.m.
23 on Thursday through Saturday and the following National Holidays: New Year's Eve,
24 Christmas Eve, Thanksgiving Eve, Fourth of July, and the Sunday before Labor Day
25 and Memorial Day; 2) There shall be no live entertainment, dancing, DJ's, or third party

1 promoters allowed on the premises; 3) This license shall not be exchanged for an On-
2 Sale General alcohol license; 4) No noise shall be audible beyond the area under the
3 control of the license; 5) Loitering (defined as "to stand idly about; linger aimlessly
4 without lawful business") is prohibited on any sidewalks or property adjacent to the
5 licensed premises under the control of the licensee as depicted on the ABC-257; 6) No
6 person under the age of 21 shall sell or deliver alcoholic beverages; 7) All sales and
7 service staff (within 90 days of hire) shall complete the ABC LEAD class in responsible
8 beverage service. A copy of the certificates shall be kept on premises and shall be
9 presented to law enforcement upon request; 8) The business shall be conducted, at all
10 times, in a manner that will allow them to be easily identifiable as employees by law
11 enforcement. Employee clothing shall prominently feature the name of the business; 9)
12 The sale of alcoholic beverages for off-sale consumption is strictly prohibited; 10) The
13 licensee shall provide a minimum of one (1) security personnel on the exterior of the
14 premises. The interior shall also be staffed appropriately in order to control patrons and
15 prevent disturbances in and near the premises. Special events should be staffed at a
16 ratio of one (1) security guard per 75 patrons. Further, licensee agrees to honor
17 requests of law enforcement if additional security becomes necessary; 11) There shall
18 be no advertising signs of any kind on or visible from the exterior promoting or indicating
19 the availability of alcoholic beverages; and 12) The petitioner shall utilize electronic
20 surveillance and recording equipment that is able to view the outside of the premises,
21 including all entrances and exits, and that is actively monitored and recorded. This
22 electronic surveillance shall be utilized during operating hours. Said electronic recording
23 shall be kept at least 30 days and shall be made available to the Department and Police
24 Department upon demand; now, therefore, be it

1 RESOLVED, That in accordance with California Business and Professions Code,
2 Section 23958.4, the Board of Supervisors of the City and County of San Francisco
3 hereby determines for the foregoing reasons that the issuance of a Type 42 on-sale
4 beer and wine license to Mark E. Rennie for Good Oel, Inc., dba The Beer Hall, located
5 at 34 Mason Street, will serve the public convenience or necessity of the City and
6 County of San Francisco; and, be it

7 FURTHER RESOLVED, That the Board of Supervisors of the City and County of
8 San Francisco hereby endorses and adopts the recommendations of the Police
9 Department listed above, and recommends that the Department of Alcoholic Beverage
10 Control issue the license with those conditions.



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 David Campos
Supervisor Eric Mar
Supervisor Norman Yee

From: Inspector Joseph Fong
ABC Liaison Unit (ALU) 553-1049

Date: March 15, 2013

Subject: P.C.N. Investigation Regarding:
DBA: Not Chosen
34 Mason Street
Good Oel Inc.,
(510) 326-5881

Charles Stilphen on behalf of Good Oel Inc., has filed an application with the California Department of Alcoholic Beverage Control (ABC) seeking to add a Type 42 (On-Sale Beer and Wine) license for 34 Mason Street (located at the south side of Mason Street at Market Street).

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 2011 to December 2012

28

Police Reports: From December 2011 to December 2012

2

Notifications

It should be noted that during the application process, notification date for the 500' mailer was on October 16, 2012. The Notice to the Public was posted on October 16, 2012.

San Francisco Plot Information:

This premises is located in Plot 178.

The High Crime area is defined as 86 or more police reports in a plot.

This plot had 150 police reports recorded for 2012.

Applicant premises is located in a "High Crime" area.

State Census Tract Information:

This premises is located in Census Tract 125.01

Population for this tract is: 5,335.

On-sale license authorized by census tract: 18.

Active on-sale licenses: 24.

Off-sale licenses authorized by census tract: 6.

Active off-sale licenses: 6.

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

Letters of Protest:

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

Letters of Support:

16 letter of support with the California Department of Alcoholic Beverage Control, (ABC).

Departmental Recommendation:

No opposition from Mission Police Station if agrees to recommended conditions

ALU recommends: Approval with the below conditions:

1. Sales of alcoholic beverages shall be permitted between the hours of 11:00 am and 12:00 am Sunday through Wednesday and 11:00 am until 2:00 am on Thursday through Saturday and the following National Holidays: New Year's Eve, Christmas Eve, Thanksgiving Eve, The fourth of July and the Sunday before Labor Day and Memorial Day.

2. There shall be no live entertainment, dancing, DJ's or third party promoters allowed on the premises.
3. This license shall not be exchanged for an On-Sale General alcohol license.
4. No noise shall be audible beyond the area under the control of the license.
5. 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, dated _____.
6. No person under the age of 21 shall sell or deliver alcoholic beverages.
7. All sales and service staff (within 90 days of hire) shall complete the ABC L.E.A.D. class in responsible beverage service. A copy of the certificates shall be kept on premises and shall be presented to law enforcement upon request.
8. The business shall be conducted, at all times, in a manner that will allow them to be easily identifiable as employees by law enforcement. Employee clothing shall be prominently feature the name of the business.
9. The sale of alcoholic beverages for off-sale consumption is strictly prohibited.
10. The licensee shall provide a minimum of one (1) security personnel on the exterior of the premises. The interior shall also be staffed appropriately in order to control patrons and prevent disturbances in and near the premises. Special events should be staffed at a ratio of one (1) security guard per 75 patrons. Further, licensee agrees to honor requests of law enforcement if additional security becomes necessary.
11. There shall be no advertising signs of any kind on or visible from the exterior promoting or indicating the availability of alcoholic beverages.
12. The petitioner shall utilize electronic surveillance and recording equipment that is able to view the outside of the premises, including all entrances and exits, and that is actively monitored and recorded. This electronic surveillance shall be utilized during operating hours. Said electronic recording shall be kept at least 30 days and shall be made available to the Department and police department upon demand.

Note: Inspector Van Koll met with the applicant and his consultant, Katie Kincaid and they discussed and agreed to the above conditions.

Thank you,



**California Department of Alcoholic
Beverage Control**
*License Query System Summary
as of 10/21/2012*

License Information
License Number: 526975
Primary Owner: GOOD OEL INC.
ABC Office of Application: 24 - SAN FRANCISCO
Business Name
Doing Business As: NOT CHOSEN
Business Address
Address: 34 MASON ST Census Tract: 0125.01
City: SAN FRANCISCO County: SAN FRANCISCO
State: CA Zip Code: 94102
Licensee Information
Licensee: GOOD OEL INC.
Company Information
Officer: STILPHEN, CHARLES PETER (CHIEF EXECUTIVE OFFICER)
Officer: STILPHEN, CHARLES PETER (CHIEF FINANCIAL OFFICER)
Officer: MCADAM, MARGARET MARY (CHIEF OPERATING OFFICER)
Officer: MCADAM, MARGARET MARY (SECRETARY/ASST SEC)
Stock Holder: MCADAM, MARGARET MARY
Stock Holder: STILPHEN, CHARLES PETER
License Types
1) License Type: 42 - ON-SALE BEER AND WINE - PUBLIC PREMISES
License Type Status: PENDING
Status Date: 16-OCT-2012 Term: 12 Month(s)
Original Issue Date: Expiration Date:
Master: Y Duplicate: 0 Fee Code: P40
License Type was Transferred On: FROM:
Current Disciplinary Action
... No Active Disciplinary Action found ...
Disciplinary History
... No Disciplinary History found ...
Hold Information
Hold Date: 16-OCT-2012 Type: FORM 220
Escrow
... No Escrow found ...

--- End of Report ---

For a definition of codes, view our [glossary](#).

export To New!

Call No	Report No	Received Date	Received Time	Priority	Call Type	Unit ID	Disposition	Location
<u>120931516</u>		04/02/2012	13:48:08	C	919	3J13A	HAN	34 MASON ST
<u>120791818</u>		03/19/2012	14:01:33	C	917	3B51B	CIT	34 MASON ST
<u>120661747</u>		03/06/2012	14:18:26	C	917	3J72	ND	34 MASON ST
<u>120591160</u>		02/28/2012	11:21:20	C	917	3J11A	CIT	34 MASON ST
<u>120523565</u>	120147085	02/21/2012	22:23:52	C	917	3J92	ARR	34 MASON ST
<u>120510388</u>		02/20/2012	05:51:23	B	915	3J72	HAN	34 MASON ST
<u>120371666</u>		02/06/2012	13:40:20	C	000	9A7	HAN	34 MASON ST
<u>120341344</u>		02/03/2012	11:50:02	C	917	4T5F		34 MASON ST
<u>120272020</u>		01/27/2012	15:13:52	B	407		DUP	34 MASON ST
<u>120272011</u>	120075282	01/27/2012	15:11:37	C	917	4T5I	ARR	34 MASON ST
<u>120151326</u>		01/15/2012	11:54:07	B	915	3J72	HAN	34 MASON ST
<u>120131803</u>		01/13/2012	13:58:49	C	917	3J11A	ADV	34 MASON ST
<u>113613291</u>		12/27/2011	23:26:59	C	811	3J11D	GOA	34 MASON ST
<u>113601251</u>		12/26/2011	14:00:51	B	408	3J72	HAN	34 MASON ST
<u>113392885</u>		12/05/2011	17:59:11	C	917	3B51C	CIT	34 MASON ST
<u>113110297</u>		11/07/2011	05:51:46	B	915	3J72	ADV	34 MASON ST
<u>113082271</u>		11/04/2011	16:27:22	C	917	3J43D	HAN	34 MASON ST


End of document

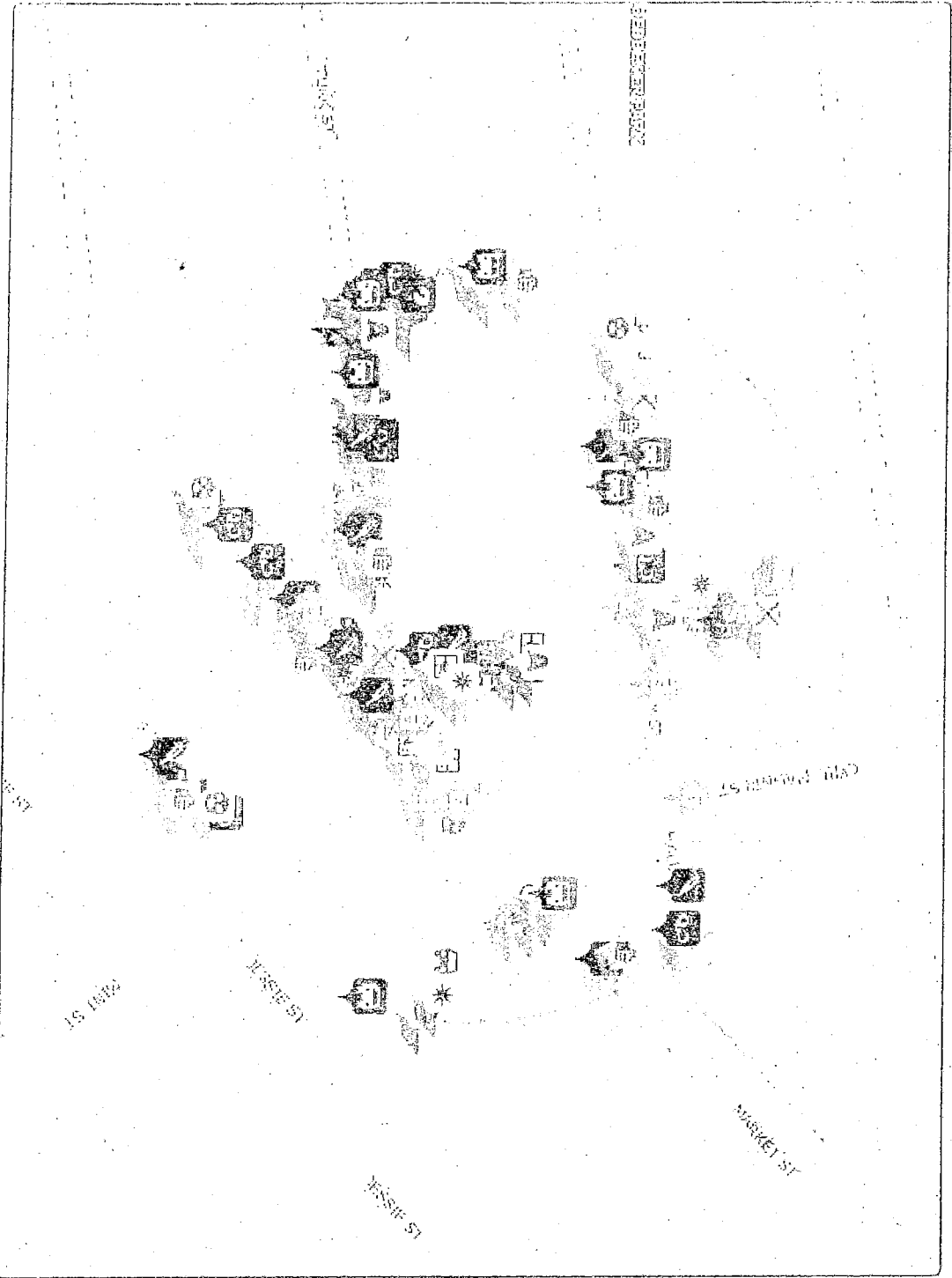
export To New?

Call No	Report No	Received Date	Received Time	Priority	Call Type	Unit ID	Disposition	Location
<u>122712792</u>		09/27/2012	18:45:40	C	917	3B51C	CIT	34 MASON ST
<u>122442766</u>		08/31/2012	18:35:26	C	917	3B51C	CIT	34 MASON ST
<u>122431321</u>		08/30/2012	11:58:28	B	1030	3X70	REP	34 MASON ST
<u>122371401</u>		08/24/2012	12:19:28	C	917	3J90	CIT	34 MASON ST
<u>122172254</u>		08/04/2012	16:28:10	C	917	3B51C	CIT	34 MASON ST
<u>121990822</u>		07/17/2012	09:40:22	B	914	4M1F	HAN	34 MASON ST
<u>121852941</u>		07/03/2012	17:39:20	C	917	3J11D	GOA	34 MASON ST
<u>121742905</u>		06/22/2012	20:26:11	C	915	3J13D	GOA	34 MASON ST
<u>121662977</u>		06/14/2012	20:33:26	C	917	3B51C	HAN	34 MASON ST
<u>121523598</u>		05/31/2012	22:25:21	C	917	3J11E	ADV	34 MASON ST
<u>121141457</u>		04/23/2012	12:48:55	C	917	3J90	HAN	34 MASON ST

End of document

34 Mason St
500 Feet

San Francisco Police Department 

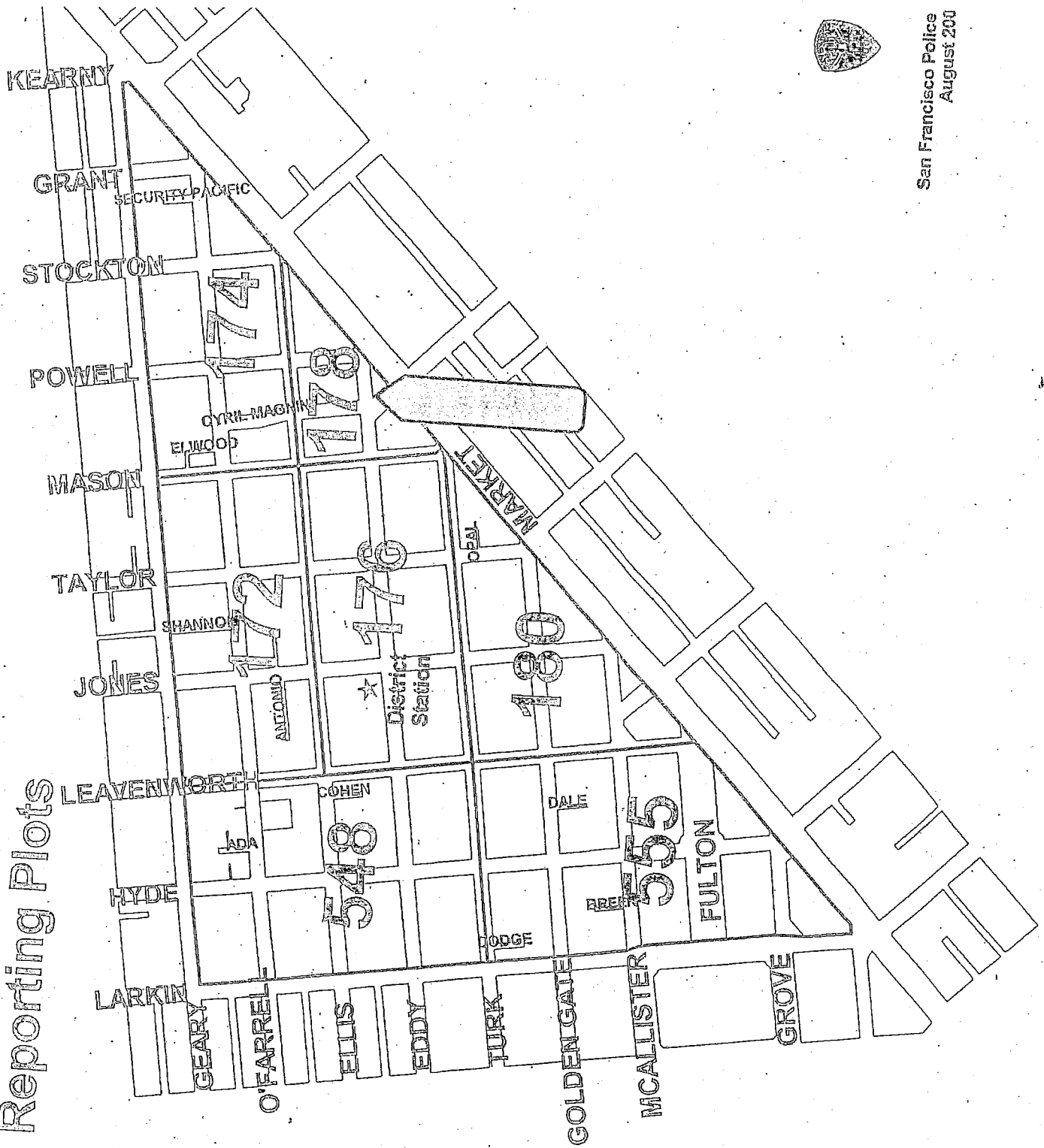


Map Legend	
	Incidents (2072)
	UNKNOWN (1)
	Drug/Narcotic (328)
	Other Offenses (318)
	Warrants (252)
	Larceny/Theft (230)
	Warrants (219)
	Non-Criminal (183)
	Assault (171)
	Robbery (78)
	Suspicious Occurrence (37)
	Vandalism (33)
	Disorderly Conduct (32)
	Burglary (32)
	Weapon Laws (25)
	Fraud (24)
	Drunkness (15)
	Vehicle Theft (14)
	Secondary Codes (12)
	Missing Person (11)
	Loitering (11)
	Liquor Laws (10)
	Recovered Vehicle (8)
	Sex Offenses, Forcible (6)
	Trespassing (6)
	D.U.I. (6)
	Kidnapping (5)
	Forgery/Counterfeiting (4)
	Suicide (1)

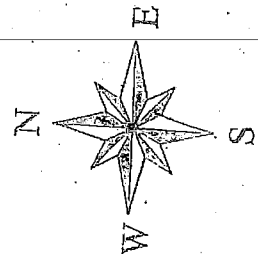
All representations on this map are distributed and transmitted "AS IS" without warranties of any kind, either expressed or implied including without limitation, warranties of title or implied warranties of merchantability or fitness for a particular purpose. In no event shall San Francisco Police Department 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.

NUERLOIN DISTRICT Major Streets & Reporting Plots

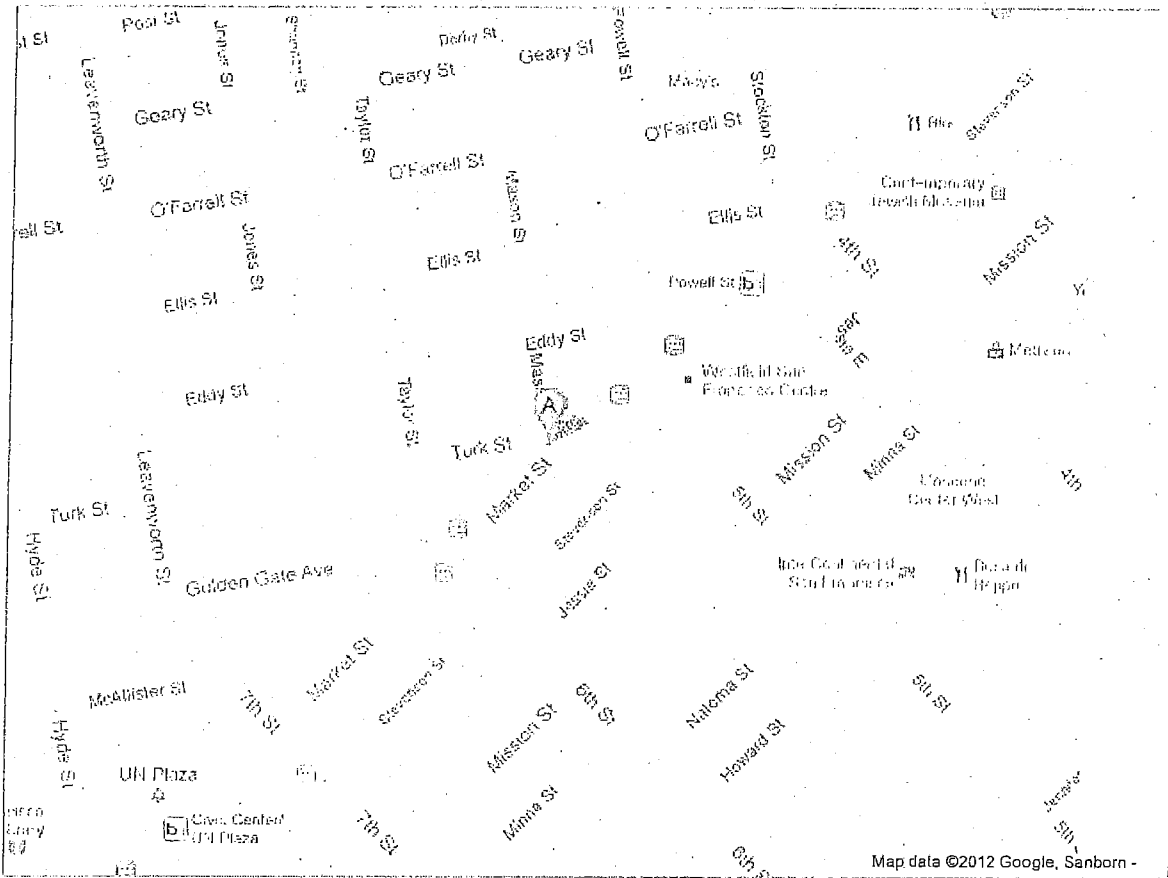


San Francisco Police
August 200



Google

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





FOR LEASE
www.svn.com
RETAIL SPACE
Brian Topley
415.274.2521

Evans, Derek

From: Joseph.Fong@sfgov.org
Sent: Monday, March 18, 2013 8:52 AM
To: Evans, Derek
Cc: Gordon, Nelly
Subject: RE: 34 Mason
Attachments: 34 Mason, letter of protest.pdf, PCN 34 Mason.docx

Good morning Derek,

I have one correction on the PCN report of 34 Mason.
I received 1 letter of protest instead of no protest. It is on page 2 of the report.
Attached is the corrected version and a copy of the protest letter.

Regards,

Inspector Joseph Fong
ABC Liaison Unit (ALU)
(415) 553-9378
joseph.fong@sfgov.org

-----"Evans, Derek" <derek.evans@sfgov.org> wrote: -----

To: "Fong, Joseph" <joseph.fong@sfgov.org>
From: "Evans, Derek" <derek.evans@sfgov.org>
Date: 03/15/2013 10:00AM
Cc: "Gordon, Nelly" <nelly.gordon@sfgov.org>
Subject: RE: 34 Mason

Great! Thanks so much.

Derek K. Evans
Assistant Committee Clerk
Board of Supervisors
1 Dr. Carlton B. Goodlett Place, City Hall, Room 244
San Francisco, CA 94102
Phone: (415) 554-7702 | Fax: (415) 554-5163
derek.evans@sfgov.org | www.sfbos.org

Complete a Board of Supervisors Customer Satisfaction form by clicking the link below.
<http://www.sfbos.org/index.aspx?page=104>

From: Joseph.Fong@sfgov.org [<mailto:Joseph.Fong@sfgov.org>]
Sent: Friday, March 15, 2013 9:50 AM
To: Evans, Derek

It should be noted that during the application process, notification date for the 500' mailer was on October 16, 2012. The Notice to the Public was posted on October 16, 2012.

San Francisco Plot Information:

This premises is located in Plot 178.

The High Crime area is defined as 86 or more police reports in a plot.

This plot had 150 police reports recorded for 2012.

Applicant premises is located in a "High Crime" area.

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Active off-sale licenses: 6.

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

Letters of Protest:

1 letter of protest with the California Department of Alcoholic Beverage Control, (ABC).

Letters of Support:

16 letters of support with the California Department of Alcoholic Beverage Control, (ABC).

Departmental Recommendation:

No opposition from Mission Police Station if agrees to recommended conditions

ALU recommends: Approval with the below conditions:

-
1. Sales of alcoholic beverages shall be permitted between the hours of 11:00 am and 12:00 am Sunday through Wednesday and 11:00 am until 2:00 am on Thursday through Saturday and the following National Holidays: New Year's Eve, Christmas Eve, Thanksgiving Eve, The fourth of July and the Sunday before Labor Day and Memorial Day.

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.
- 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:

GOOD UEL INC

(Name(s) of Applicant(s))

For premises at:

34 Mason St SF CA 94102

(Exact address of proposed premises)

on the grounds that: CONDITIONS FOR APPROVAL CONT'D

- (6) NO AFTER HOURS PERMIT
- (7) NO MECHANICAL GAME PERMIT
- (8) NO ~~Mech~~ MECHANICAL POOL TABLE
- (9) NO AMPLIFIED SOUND BEYOND FRONT DOOR
- (10) COMMENTS AT FRONT DOOR
- (11) NO OUTSIDE ADVERTISEMENTS OF WINDOWS INSIDE

RECEIVED

OCT 8 2012

Dept of Alcohol Beverage Control
San Francisco

Check here if additional sheets attached

I, MARVIS J. PHILLIPS, PUBLIC SAFETY CHAIR, declare under penalty of perjury:
PRINT (Name of Protester)

ALLIANCE FOR A BETTER NIGHT
(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 <u>Marvis J Phillips</u>	PROTESTANT'S TELEPHONE NUMBER (Optional) <u>415 674-1935</u>
SIGNED AT (City and state) <u>SAN FRANCISCO, CALIFORNIA</u>	DATE SIGNED <u>26 OCT 2012</u>
PROTESTANT'S ADDRESS (Street number and name, city, state, zip code) <u>230 EDDY ST # 1206 SF CA 94102-6526</u>	

ABC-510-A(10/07)

P. 2 OF 2

DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL

3927 Lennane Drive, Suite 100, Sacramento, CA 95834
www.abc.ca.govRECEIVED
BOARD OF SUPERVISORS
SAN FRANCISCO2013 MAR 21 AM 9:53
FHS

NOTICE

December 21, 2012

MARVIS J. PHILLIPS
230 EDDY ST #1206
SAN FRANCISCO, CALIFORNIA 94102GOOD OEL INC.
NOT CHOSEN
34 MASON ST
SAN FRANCISCO, CA 94102-2806
File: 42-526975

Your protest has been received and accepted. A copy has been sent to the applicant. Your protest stated that if conditions are met, your protest could be considered withdrawn.

Please be advised that your letter will be held in abeyance pending investigation of the application. If the applicant agrees to the stated conditions, your protest will then be deemed withdrawn; otherwise, your protest will remain on file.

Please contact the San Francisco District Office at (415) 356-6500 if you have any questions.

mk

Copy: San Francisco District office
 Applicant(s) with Enclosure
 Representative(s) with Enclosure

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.
- 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:

GOULD OEL INC

(Name(s) of Applicant(s))

For premises at:

34 MASON ST SF CA 94102

(Exact address of proposed premises)

on the grounds that:

- ① B&P CODE 23958.4 UNDE CONCENTRATION
- ② B&P CODE 23958.4(C) HIGH CRIME
CONDITIONS FOR APPROVAL
- ③ NO OFF-SALE OF ALCOHOLIC BEVERAGES AT ANY TIME
- ④ ADHERENCE TO SAN FRANCISCO HEALTH CODE ~~ARTICLE~~ ARTICLE 19F
§1009.22(a), (i)
- ⑤ POSTING OF H&S CODE § 11532 SIGNS
- ④ NO LIVE ENTERTAINMENT ALLOWED
- ⑤ HOURS 9AM TO 12AM 7-DAY'S A WEEK

Check here if additional sheets attached

I, MARVIN J. PHILLIPS, PUBLIC SAFETY CHAIR, declare under penalty of perjury:
PRINT (Name of Protestant)

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 <u>Marvin J. Phillips</u>		PROTESTANT'S TELEPHONE NUMBER (Optional) <u>(415) 674-1935</u>
SIGNED AT (City and state) <u>SAN FRANCISCO, CALIFORNIA</u>		DATE SIGNED <u>26 OCT 12</u>
PROTESTANT'S ADDRESS (Street number and name, city, state, zip code) <u>230 EDDY ST #1206 SF CA 94102-6526</u>		

ABC-510-A (10/07)

P 1 OF 2

CC: SF PD - ALU 850 BRYANT
 CC: SF PD - PERMIT - TENDERLOIN
 CC: FILE 1942

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.
- 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:

GOOD UEL INC
(Name(s) of Applicant(s))

For premises at:

34 MASON ST SF CA 94102
(Exact address of proposed premises)

on the grounds that: CONDITIONS FOR ANNUAL LICENSE

- (6) NO AFTER HOURS PERMIT
- (7) NO MECHANICAL GAME PERMIT
- (8) NO ~~MEE~~ MECHANICAL POOL TABLE
- (9) NO AMPLIFIED SOUND BEYOND FRONT DOOR
- (10) COMMENTS AT FRONT DOOR
- (11) NO OUTSIDE ADVERTISING OF WHAT'S INSIDE.

Check here if additional sheets attached

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

PRINT (Name of Protestor)

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

SIGNED AT (City and state)

SAN FRANCISCO, CALIFORNIA

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

230 EDDY ST # 1206 SF CA 94102-6526

PROTESTANT'S TELEPHONE NUMBER (Optional)

415 674-1935

DATE SIGNED

26 OCT 2012

ABC-510-A (10/07)

P. 2 OF 3

License # 526975

[Liquor License - 34 Mason Street]1211592.

Hearing to consider that the issuance of Type 42 on-sale beer and wine license to Mark E. Rennie for Good Oel, Inc., dba The Beer Cafe, located at 34 Mason Street (District 6), will serve the public convenience and necessity of the City and County of San Francisco. (Neighborhood Services and Safety Committee)

The reference to a formal license at this location refers to a Type 47 (on-sale general restaurant) which was the license for the former Polo's Lounge & Grill (Italian Restaurant) and later the "Blue Cube/MUSIC INCUBATOR"

This license application at 34 Mason is a Type 42 on-sale beer/wine bar/tavern not a full-service restaurant with cocktails lounge like polo's was. So comparing them is mute.

Not in your packet is the ABC Protest filed by the Alliance for a Better District 6 Public Safety Chair Marvis Phillips; even though we send the A.L.U. Unit and the Tenderloin Police Station Permit Officer a copy of the ABC Protest we sent to ABC see letter from ABC dated December 21, 2012 our requested conditions have not been met; so our protest is still valid. So their is no excuse why the A.L.U. Unit should not have a copy of our protest.

We look forward to continuing our conversations with 34 Mason Street.

March 19, 2013

San Francisco Board of Supervisors
Neighborhood Services and Safety Committee
City Hall
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102-4689
Attn: Supervisors David Campos, Eric Mar & Norman Yee

Re: Matter No. 121159 – Application of Good Oel Inc. dba The Beer Café (“The Beer Café”) for a Type 42 on-sale beer and wine license at 34 Mason Street

Dear Supervisors Campos, Mar, and Yee:

I am writing this letter in support of the application of Good Oel Inc. dba The Beer Café (“The Beer Café”) for a Type 42 on-sale beer and wine license at 34 Mason Street. This is the second scheduled matter (number 121159) on the Neighborhood Services and Safety Committee’s agenda for March 21, 2013. As explained below, the Beer Café is not just another bar in the Tenderloin, but it will help revitalize the area and become a jewel in the burgeoning craft beer scene in San Francisco.

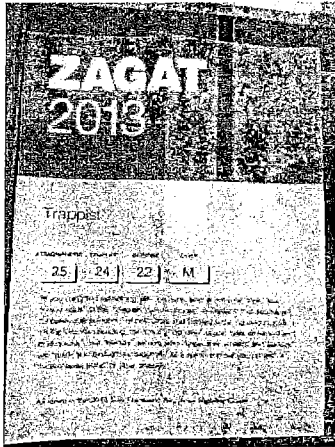
The Beer Café is represented by attorney Mark E. Rennie. I am an attorney for The Beer Café’s owner, Charles (Chuck) Stilphen, whom I have worked with over the past couple years. Although I currently live and work in Oakland, I formerly lived in San Francisco and I worked in San Francisco for about twenty years including at the **San Francisco Legal Aid Society/Employment Law Center**, litigating civil rights cases, and then at private firms (**Cooley Godward and DLA Piper**). I served as a Board Member of the **Asian American Bar Association of the Greater Bay Area (AABA)** for several years, based in San Francisco, and am still active in the organization. And I am regularly in San Francisco for various events.

I have known and worked with Mr. Stilphen, Chuck (*see photo*), for the past couple years in matters relating to his highly successful craft beer bar in downtown Oakland, **The Trappist**, and other business matters. During that time, I have learned that Chuck is not only an astute businessman, but someone who is genuinely passionate about his work and craft beers, and sincerely concerned about the community in which he does business.

Since opening in 2007, The Trappist has helped transform downtown Oakland, particularly the Old Oakland district where people live and work (including myself), into an open, welcome and safe area in downtown. On weekday and weekend evenings, people are out and about, enjoying the many fine restaurants and casual



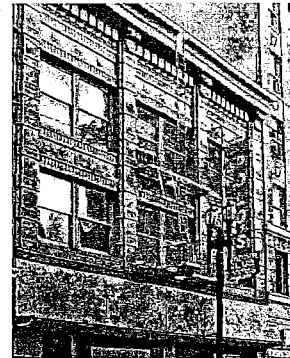
atmosphere. In fact, *The New York Times* ranked Oakland as number 5 in the top 45 places to visit around the world in 2012, noting that “the city’s ever more sophisticated restaurants are now being joined by upscale cocktail bars, turning once-gritty Oakland into an increasingly appealing place to be after dark.” See attached article.



The Trappist craft beer bar has been an important part of that turnaround in Oakland, becoming the go-to spot for craft beer lovers in the East Bay. *Oakland Magazine* did a feature on the craft beer scene in Oakland last March and described The Trappist as follows: “Find a beer lover who doesn’t grow misty when talk turns to the Trappist, and I’ll show you a beer lover with a long weekend ahead of them. Twenty-five rotating taps, an enchanting, old-Europe interior and an expert, friendly staff conspire to anoint this stanchion of Old Oakland “*Favorite Bar Ever*” for too many converts to count.” The Trappist has been voted **Best Bar (Beer Selection)** in Oakland in 2010 and 2012 in the *Oakland Magazine* annual poll, and it has received “very good to excellent” ratings from *Zagat* in 2013 in all key categories (atmosphere, display,

service). See attachments.

The City of San Francisco, and the Tenderloin in particular, could use a craft beer bar like The Trappist, which The Beer Café could be. In a Google search of “craft beer” near 34 Mason Street (see photo, right) the site of The Beer Café, there are no other craft beer bars nearby (the closest craft beer bar is half a mile away and located in the South of Market Area). The Beer Café would be a welcome addition to the neighborhood. Also, the City recently announced that Anchor Brewing will open a new brewery as the flagship tenant at Pier 48. Clearly, the craft beer movement in San Francisco is burgeoning, and The Beer Café fits right into that scene and movement.



Chuck hopes to replicate the success of The Trappist at The Beer Café. Chuck’s track record is excellent. Since opening The Trappist in 2007 with partner Aaron Porter, he has



opened two other craft beer bars, **The Trappist Provisions** in the Rockridge District of Oakland, and the **ØL Beercafe & Bottle Shop** in Walnut Creek. Both The Trappist Provisions and the ØL Beercafe & Bottle Shop have 4.0 and 4.5 star ratings on Yelp, as does The Trappist (4.5 stars based on 862 reviews). The bars have received overwhelming favorable reviews and press. See attached articles.

Photo: Interior of ØL Beercafe & Bottle Shop



Furthermore, I understand that Chuck has worked with the San Francisco Police Department to address any safety concerns, and the Department approves of Chuck's plan. The Beer Café is not just another bar, it will attract craft beer aficionados. This is not a rowdy or unruly customer base; rather, craft beer fans are typically urban, hip, and politically aware and active. In fact, in a recent Yelp review of The Trappist, a reviewer wrote: "It is not one of those places where they play really loud music

and you have to shout to talk to your friends." I personally have been to The Trappist on many occasions and went to the Trappist Provisions in Rockridge a couple weeks ago. I saw a diverse group of people enjoying fine craft beer, reading books, playing card games, and having a relaxing time with friends. A photo of happy hour at The Trappist, from the SF Chronicle (sfgate.com) is shown above.

In addition, Chuck has been an active supporter of Bay Area craft brewers. During San Francisco Beer Week last month, for which my firm was a sponsor, Chuck hosted several events at his bars including a Meet The Brewers event that I attended. The taps at his bars also regularly feature and showcase many of the best Bay Area-made craft beers in addition to Belgian and other beers. Moreover, the service at his bars is excellent, the bartenders know their stuff, and are happy to spend time educating patrons on the different types of craft beer.

I am confident that The Beer Café will be a success and be a welcome addition to San Francisco and the Tenderloin area, and I encourage you to give The Beer Café's application all due consideration.

Sincerely,

WENDEL, ROSEN, BLACK & DEAN LLP

Eugene M. Pak

EMP/EMP
Attachments

cc: Supervisor Jane Kim
Supervisor David Chiu
Charles (Chuck) Stilphen

013501.0004\3045580.1

January 15th , 2013

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

Re: Support for 34 Mason Beer Café's Type 42 Liquor License Application

Dear Supervisor:

I wish to express support for the proposed beer café at 34 Mason Street in San Francisco.

I look forward to the café opening because not only is the beer fantastic from the Trappist but it is bringing another great food option and business to an area that is up and coming. It would be awesome to have a place to take members and their clients after work. This is an extremely touristy area and having a locals beer café would be yet another way to unite us San Franciscans.

While I live in the Castro, I work just around the corner from 34 Mason at NextSpace Coworking. We've only recently opened our doors (in October of 2012) and welcome other businesses to the neighborhood. I've only ventured to the first block of Mason Street a few times but would definitely visit more often (and bring others with me) when the beer café opens up.

A beer Café at 34 Mason would not only provide an ideal after-work destination, but it would also be someplace I'd visit with friends and colleagues. Farmerbrowns is one of my favorite restaurants in the city and I would love to grab a drink at 34 Mason before or after dinner as I often have to wait for a table there.

Over the past few years of running NextSpace, I know that my members are all beer lovers and would visit the beer café often. We also host weekly happy hours on Fridays and need a local place to buy beer from and venture out to.

For these reasons, among others, I strongly urge the Board of Supervisors to approve this license.

Sincerely

Lindsay Burstedt
207A Castro Street
San Francisco, CA 94114,

CC:

CA Alcoholic Beverage Control; 33 New Montgomery, Suite 1230; San Francisco, CA 94105
Attn: Ms. Joan Bernadino

SFPD ABC Liaison Unit: 850 Bryant Ave, Room 549; San Francisco, CA 94103
Attn: Inspector Richard Van Koll

January 15, 2013

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

Re: Support for 34 Mason Beer Café's Type 42 Liquor License Application

Dear Supervisor:

I wish to express support for the proposed beer café at 34 Mason Street in San Francisco.

I look forward to the café opening because I'm excited to have another place to hang out after work. This area is a great place to network with other professionals and often times; it can go so crowded that it's tough to really connect with folks. It'd be awesome to have another place to go to!

While I work in the Union Square neighborhood just around the corner from 34 Mason. And although I've worked in the area for 3+ months, I've only ventured to the first block of Mason Street 2 times and that was just to rent a Zipcar.

A beer Café at 34 Mason would not only provide an ideal after-work destination, but it would also be someplace I'd visit with friends / colleagues before a show or after shopping in the area.

For these reasons, among others, I strongly urge the Board of Supervisors to approve this license.

Sincerely,

Bianca Cloutier
699 Teresita Blvd
San Francisco, CA 94127

CC:
CA Alcoholic Beverage Control; 33 New Montgomery, Suite 1230; San Francisco, CA 94105
Attn: Ms. Joan Bernadino

SFPD ABC Liaison Unit: 850 Bryant Ave, Room 549; San Francisco, CA 94103
Attn: Inspector Richard Van Koll

December 4, 2012



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

Re: Support for 34 Mason St Beer Café

Dear Supervisor:

On behalf of Tenderloin Neighborhood Development Corporation (TNDC), I am writing to express support for a new café that seeks to open at 34 Mason Street in San Francisco.

TNDC is a non-profit development organization located in San Francisco's Tenderloin neighborhood. We have provided affordable housing and support services to the community for over 30 years. To date, we own and operate 30 affordable housing projects totaling 2345 rental units. Our projects house over 3,000 low-income and working class residents.

The type of café that is being proposed - a sophisticated establishment that serves rare beers and does not provide entertainment - will benefit the area and will not disturb the peace of our community's many residents. The establishment's owner, Chuck Stilphen, expressed a commitment to being a responsible neighbor. In meeting with Mr. Stilphen it is my belief that he will run his café with strict integrity, providing an environment that is helpful, not hurtful, to the community. While I have been hesitant to endorse other establishments that seek a Type 42 license, I do support this application.

The storefront at 34 Mason has sat empty for several years now, only exacerbating the issues of crime in the area. An active storefront at 34 Mason will increase foot traffic in this area, adding eyes and ears to the block, all of which are proven to reduce street crime.

I urge the Board of Supervisors to approve this license. Please do not hesitate to contact me at (415) 358-3923 or dfalk@tndc.org with any comments or questions. Thank you.

Sincerely,

Donald S. Falk

TENDERLOIN
NEIGHBORHOOD
DEVELOPMENT
CORPORATION

201 EDDY STREET
SAN FRANCISCO
CA 94102
p:(415) 776-2151
f:(415) 776-3952

WWW.TNDC.ORG

NeighborWorks®
CHARTERED MEMBER

CC: California Department of Alcoholic Beverage Control
San Francisco Police Department ABC Liaison Unit

December 4, 2012



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

Re: Support for 34 Mason St Beer Café

Dear Supervisor:

On behalf of Tenderloin Neighborhood Development Corporation (TNDC), I am writing to express support for a new café that seeks to open at 34 Mason Street in San Francisco.

TNDC is a non-profit development organization located in San Francisco's Tenderloin neighborhood. We have provided affordable housing and support services to the community for over 30 years. To date, we own and operate 30 affordable housing projects totaling 2345 rental units. Our projects house over 3,000 low-income and working class residents.

The type of café that is being proposed - a sophisticated establishment that serves rare beers and does not provide entertainment - will benefit the area and will not disturb the peace of our community's many residents. The establishment's owner, Chuck Stilphen, expressed a commitment to being a responsible neighbor. In meeting with Mr. Stilphen it is my belief that he will run his café with strict integrity, providing an environment that is helpful, not hurtful, to the community. While I have been hesitant to endorse other establishments that seek a Type 42 license, I do support this application.

The storefront at 34 Mason has sat empty for several years now, only exacerbating the issues of crime in the area. An active storefront at 34 Mason will increase foot traffic in this area, adding eyes and ears to the block, all of which are proven to reduce street crime.

I urge the Board of Supervisors to approve this license. Please do not hesitate to contact me at (415) 358-3923 or dfalk@tndc.org with any comments or questions. Thank you.

Sincerely,

Donald S. Falk

TENDERLOIN
NEIGHBORHOOD
DEVELOPMENT
CORPORATION

201 EDDY STREET
SAN FRANCISCO
CA 94102

PH: 415.776.2151
FAX: 415.776.3952
INFO@TNDC.ORG
WWW.TNDC.ORG

CC: California Department of Alcoholic Beverage Control
San Francisco Police Department ABC Liaison Unit

NeighborWorks
CHARTERED MEMBER

X:\- Administrative\34 Mason Move\Tenant\Letters\Letters of Support\TNDC.doc

TENDERLOIN HOUSING CLINIC

RANDALL M. SHAW
STEPHEN L. COLLIER
RAQUEL FOX
MATT MCFARLAND

126 Hyde Street
San Francisco, CA 94102
Tel. (415) 771-9850
Fax. (415) 771-1287

Contact:

Email: randy@thclinic.org
Phone: 771-9850 ext. 123

December 12, 2012

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

Re: Support for 34 Mason St Beer Café

Dear Supervisor:

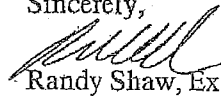
I am writing to express support for a new café that seeks to open at 34 Mason Street in the Tenderloin neighborhood of San Francisco.

The first block of Mason Street is moving in a positive direction. I have worked to have a large mural painted at the corner of Eddy and Mason, the 50 Mason Social House is doing well and now there is a proposal for a high quality café that will further boost the areas revival. The first block of Mason was once one of the most happening places in the United States. Filled with establishments for fine dining and dancing, this block once attracted a wide variety of visitors. Today, besides Farmerbrown and 50 Mason Social House, there's little draw to this block. But the type of café that is being proposed – a sophisticated establishment that serves rare beers – will help change this.

This café will infuse the Tenderloin with positive energy. While Union Square and the Market/Powell Street corridor is rich with economic activity, it rarely spills into the Tenderloin. A beer café at 34 Mason can help bring this foot traffic, enriching the Tenderloin with much needed economic activity.

I strongly urge the Board of Supervisors to approve this license. This is exactly the type of economic revitalization that our community needs.

Sincerely,


Randy Shaw, Executive Director
Tenderloin Housing Clinic

RS/mg

cc: California Department of Alcoholic Beverage Control
33 New Montgomery, Suite 1230
San Francisco, CA 94105
Attn: Ms. Joan Bernadino

December 7, 2012

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

Re: Liquor license for 34 Mason Street

Dear Supervisor:

On behalf of the North of Market Neighborhood Improvement Corporation (NOMNIC) I am writing to express support and great enthusiasm for a new business that seeks to open at 34 Mason Street in San Francisco. The owners of this business have a proven track record of running successful businesses in the Bay Area, including The Trappist in Oakland.

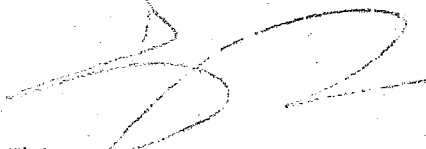
A quality-run operation like The Trappist would be a major victory for our most distressed part of the Tenderloin where our neighborhood meets, but is effectively disconnected to, the commercial vitality of Union Square. NOMNIC, in collaboration with numerous area art organizations and businesses, has been working to rebuild what once was a thriving arts & entertainment based local economy. On Mason Street a Trappist would join our much loved farmerbrown and fan favorite 50 Mason Social House as a venue that can attract positive foot traffic and offer EXIT, Cutting Ball, PianoFight and American Conservatory Theater patrons a reason to stay in our neighborhood after a show, spend their dollars, create jobs and attract other businesses to fill currently dead and destructive empty commercial spaces.

We should exercise common sense in our evaluation of applications for alcohol licenses. The Trappist is clearly a very well regarded operation with a proven track record as a responsible operator. Their arrival to the still-struggling Tenderloin/mid-Market area will represent one of the best new additions to an economic landscape that is just now showing promising signs of vitality. In addition to attracting positive foot traffic that will benefit our neighborhood art venues a Trappist will help the Tenderloin/mid-Market keep thousands of newly arrived tech workers to stay afterhours in the neighborhood and spend their dollars. A Trappist will also draw positive foot traffic from the many tourist hotels in immediate proximity; these visitors

will in turn bring, once again, job-generating and business-attracting dollars that will be captured in our neighborhood.

I strongly urge the Board of Supervisors to approve this license. A Trappist will greatly help us rebuild our local arts and entertainment based economy.

Regards,



Elvin Padilla, Jr.
Executive Director

CC:

California Department of Alcoholic Beverage Control
33 New Montgomery, Suite 1230
San Francisco, CA 94105
Attn: Ms. Joan Bernadino

San Francisco Police Department ABC Liaison Unit
850 Bryant Ave, Room 549
San Francisco, CA 94103
Attn: Inspector Richard Van Koll

NOMNIC Board of Directors

Captain Joe Garrity



December 18, 2012

Board of Supervisors
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102

Dear Supervisor:

The North of Market/Tenderloin Community Benefit District wishes to express support for a new café that seeks to open at 34 Mason Street in San Francisco.

While we do not oppose or support the selling of adult beverages in the community, our recommendation of support is made knowing that the owner, Chuck Stilphen, has expressed unwavering commitment to being a responsible and respectful neighbor and business owner/operator. The type of café that is being proposed will be of great benefit to this area and I believe it will not disturb the peace of our community's many residents. As such, while I have been hesitant to endorse other establishments that seek a Type 42 license, I do support this application.

As a community advocate and long-term resident, I have seen the stark differences between a responsible proprietor of alcohol and one that aids or welcomes criminal activity. In meeting with Mr. Stilphen it is my belief that he will run his café with strict integrity, providing an environment that is helpful, not hurtful, to the community.

The storefront at 34 Mason has sat empty for several years now, only exacerbating the issues of crime in the area. An active storefront at 34 Mason will add much needed positive economic development to the area, and will increase foot traffic, adding eyes and ears to the block, all of which are proven to reduce street crime.

I strongly urge the Board of Supervisors to approve this license and I thank you for your consideration in this matter.

Sincerely,

Dina Hilliard
Executive Director
North of Market/Tenderloin Community Benefit District

CC:
California Department of Alcoholic Beverage Control
Attn: Ms. Joan Bernadino

San Francisco Police Department ABC Liaison Unit
Attn: Inspector Richard Van Koll

December 12, 2012
Board of Supervisors
City Hall
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102

Re: Support for Beer Café at 34 Mason Street

Dear Supervisor:

As a resident of 30 Mason and a board member of our Homeowner's Association, I would like to express support for the proposed beer Café that seeks to open next door at 34 Mason Street.

Ever since I moved in at the end of 2009, 34 Mason has sat empty and has done nothing to help our block. In fact, the vacant storefront and building has become a magnet for unsavory behavior – including drug use, public defecation and drunkenness, aside from the constant loitering of certain individuals. As such, an active storefront in and of itself will be a vast improvement as the mere presence of additional eyes and foot traffic will help deter or move the problems that currently occur outside this building.

In meeting with the owners of 34 Mason, I have learned of their commitment to being a considerate neighbor and fellow steward of the block. They are preferable to other options because of the following reasons:

- No live entertainment
- No hard alcohol (just beer)
- It's not a sports bar (and does NOT have any TVs).

I do not believe it will present any disturbance to the block or the peaceful enjoyment of my residence. Furthermore, it is an establishment that I would be delighted to patronize and bring friends to.

I also welcome the additional security they proposed:

- Installing security cameras on the exterior of the building
- A security guard or "bouncer" at the door during prime business hours.

Lastly, there is a need for responsible businesses to anchor this developing community. The owners expressed interest in hiring from within the community, which I was delighted to hear, and more tax revenue from profits will help revitalize the area.

For these reasons, among others, I strongly urge the Board of Supervisors to approve this license.

Sincerely
Dennis M Daniel
30 Mason St Unit 705
San Francisco, CA 94102
415-773-2313 home

CC:
California Department of Alcoholic Beverage Control

San Francisco Police Department ABC Liaison Unit

December 13, 2012

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

Re: Support for Beer Café at 34 Mason Street

Dear Supervisor:

This really does need to happen.

Concerns over alcohol abuse and public intoxication are the result of off-premise licenses (another issue entirely), not Cafe's like this one.

This business would bridge a gap resulting in a substantial decrease in calls for service for the first block of Mason Street, all while generating tax revenue.

I strongly urge the Board of Supervisors to approve this license.

Thank you for your time.

Nolan Ehrstrom
30 Mason St. #305
San Francisco, CA 94102

CC:
California Department of Alcoholic Beverage Control
33 New Montgomery, Suite 1230
San Francisco, CA 94105
Attn: Ms. Joan Bernadino

San Francisco Police Department ABC Liaison Unit
850 Bryant Ave, Room 549
San Francisco, CA 94103
Attn: Inspector Richard Van Koll

December 12, 2012

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

Re: Support for Beer Café at 34 Mason Street

Dear Supervisor:

As a resident of 30 Mason and a board member of our Homeowner's Association, I would like to express support for the proposed beer Café that seeks to open next door at 34 Mason Street.

Ever since I moved in at the end of 2009, 34 Mason has sat empty and has done nothing to help our block. In fact, the vacant storefront and building has become a magnet for unsavory behavior – including drug use, public intoxication, and other activities, and various individuals. As such, an active storefront in and of itself will be a vast improvement as the mere presence of additional eyes and foot traffic will help deter or move the problems that currently occur outside this building.

In meeting with the owners of 34 Mason, I have learned of their commitment to being a considerate neighbor and fellow steward of the block. They are preferable to other options because of the following reasons:

- No live entertainment
- No hard alcohol (just beer)
- It's not a sports bar (and does NOT have any TVs).

I do not believe it will present any disturbance to the block or the peaceful enjoyment of my residence. Furthermore, it is an establishment that I would be delighted to patronize and bring friends to.

I also welcome the additional security they proposed:

- Installing security cameras on the exterior of the building
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Lastly, there is a need for responsible businesses to anchor this developing community. The owners expressed interest in hiring from within the community, which I was delighted to hear, and more tax revenue from profits will help revitalize the area.

For these reasons, among others, I strongly urge the Board of Supervisors to approve this license.

Sincerely,

Sean Lee
30 Mason HOA Board Member, Treasurer

CC:

California Department of Alcoholic Beverage Control
33 New Montgomery, Suite 1230
San Francisco, CA 94105
Attn: Ms. Joan Bernadino

San Francisco Police Department ABC Liaison Unit
850 Bryant Ave, Room 549
San Francisco, CA 94103
Attn: Inspector Richard Van Koll

12 December 2012

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

Re: Support for Beer Café at 34 Mason Street

Dear Supervisor:

As a 30 Mason Street homeowner/resident, I wish to express support for the proposed beer Café that seeks to open next door at 34 Mason Street.

I have lived at 30 Mason for over 3 years. As a professional urban planner, I am a true believer in urban living and think the Tenderloin area, despite its current shortcomings (crime, drug dealing/use, drunkenness, public defecation, and general loitering), has the potential to be a great neighborhood, due to its central location, history, architectural heritage, and the City's current revitalization efforts for the Mid-Market area. I am totally invested in this neighborhood, as I have great hope and vision for what it can become in the near future.

However, vacant storefronts, such as the one at 34 Mason Street, do nothing to further this vision. For several years now, 34 Mason has sat empty and has does nothing to help our block. In fact, the vacant storefront and building has become a draw for unsavory behavior on a daily basis— including drug use, drunkenness, public defecation, and constant loitering. As such, an active storefront in and of itself will be a vast improvement as the mere presence of additional eyes and ears will help deter the problems that currently occur outside this building.

In meeting with the owners of 34 Mason, I have learned of their commitment to being a considerate neighbor and fellow steward of the block. They will not have entertainment, drink specials, or even TVs, so I trust that their establishment will not be a noisy one, or a rowdy one. I do not believe it will present any disturbance to the block or the peaceful enjoyment of my residence.

In fact, I believe the addition of a beer café will be of great benefit to our block. I work in Downtown Oakland, and have frequented and enjoy going to the owner's business establishment there, The Trappist. In opening up The Trappist, the owner has helped to revitalize the Old Oakland neighborhood, as it is now a popular place for workers in Oakland to go after work. I personally would love living next door to The Trappist's sister business.

Based on the proposed plan, and the owner's record owning and operating high-end beer cafés throughout the Bay Area, I believe this establishment will bring positive foot traffic and attention to our block, as well as much needed tax revenue to the City of San Francisco. I also welcome any additional security, so I was heartened to hear of the owner's plans to install security cameras on the exterior of the building and post a security guard at the door.

It is no secret that public intoxication and drug use/dealing are a problem on this block. Unfortunately, I see it every day, and so do the children who live in the building. That said, I do not believe this establishment will perpetuate this problem. Rather, I believe it will help remove it from our neighborhood. We need good, responsible business owners on our block. This café and the business that will be going in upstairs (Barbary Coast Consulting) are just the type of businesses we need in this neighborhood. They provide a level of commercial stability, positive foot traffic, and attention necessary to implement the vision the City has for the Mid-Market area.

If the City is serious about revitalizing the Mid-Market area, then approving this license would be a positive step in implementing the area's future vision as a lively technology business, theater, and creative arts neighborhood. Not doing so would only perpetuate the current problems we see on this block, which will potentially push away future investment in the neighborhood. For these reasons, among others, I strongly urge the Board of Supervisors to approve this license.

Sincerely,

Wynne Kwan, AICP, LEED AP
30 Mason Street homeowner/resident

CC:
California Department of Alcoholic Beverage Control
33 New Montgomery, Suite 1230
San Francisco, CA 94105
Attn: Ms. Joan Bernadino

San Francisco Police Department ABC Liaison Unit
850 Bryant Ave, Room 549
San Francisco, CA 94103
Attn: Inspector Richard Van Koll



50 MASON SOCIAL HOUSE

Rene A. Denis
50 Mason Social House
50 Mason Street
San Francisco, CA 94102
January 4, 2013

To Whom It May Concern:

I am a long-time resident of our city and a business owner on the 0-100 block of Mason Street, and I am writing to express my full support for the pending decision to approve the ABC application for a Type 42 Beer & Wine license submitted by Chuck Stilphen of Good Oel, Inc.

I understand that some in our community have concerns over the type of business Mr. Stilphen intends to bring to our neighborhood. However, I am one of scarce business owners on this block that diligently works to overcome the lack of foot traffic due to the elements created by this shortage of storefronts. We need more businesses to help create an attractive and safe corridor to entice the thousands of consumers currently avoiding our block and after meeting and discussing the planned operation with Mr. Stilphen, I truly believe he will be a positive influence on our neighborhood.

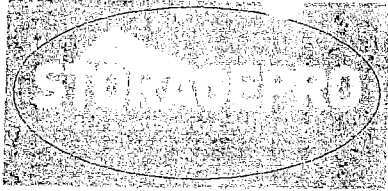
Not only would the existing Mason Street establishments benefit from the addition of another business, but also, so would the community. More foot traffic equals more awareness, and more awareness creates a safer environment. As do we, 50 Mason Social House (and Farmerbrown on the weekends), Mr. Stilphen plans to employ full-time security to assist in creating a sense of comfort on our block that, at times, can be dissuading. In the past, the awning at 34 Mason has served as one of the "campgrounds" for some of our regular street residents, and thanks to the latest activity of the new property owners and recent construction, the "element" has partially subsided.

I firmly believe that with a full-time operation, 7 days a week, both day and night, we can look forward to an improved economy for our neighborhood and a safer, more colorful Mason Street corridor for everyone in our city to enjoy. I urge you to move forward on the decision to approve Mr. Stilphen's application for a Type 42 Beer & Wine License.

Sincerely,

Rene A. Denis
rene@50masonsocialhouse.com
(415) 748-8722

• 50 MASON STREET • SAN FRANCISCO • CALIFORNIA • 94102 • 415.433.5050 •
WWW.50MASONSOCIALHOUSE.COM



Fort Knox Storage
370 Turk Street
San Francisco, CA 94102

415-775-1195
Fax-775-3175
Steve.mirabito@storagepro.com

January 11, 2013

The Honorable Jane Kim
City of San Francisco Board of Supervisors
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102

Via: US Mail & Email:

Re: Support for 34 Mason St Belgian Beer Bar

Dear Supervisor Kim:

As a Tenderloin business operator for the past 22 years, I am writing to express support for a new Belgian style beer bar that seeks to open at 34 Mason Street in San Francisco. This business will greatly benefit the neighbors and employees of Mason Street.

I am excited by the proposed Belgian beer bar because of the unique product and well run operation that the owner, Mr. Chuck Stilphen has demonstrated at his three other Belgian Beer cafes located in Oakland and Walnut Creek. I have never seen unruly patrons AND there have never been calls-for-police services. The patrons include but are not limited to government, law enforcement, teachers and business professionals.

As a former planning commissioner I am acutely aware of the need for these venues to be conditionally permitted. Unlike other establishments, both my wife and I enjoy the comfort and diversity of the patrons. **Therefore I support the Type 42 (beer & wine only) license.**

The storefront at 34 Mason has sat empty for several years now, only exacerbating the issues of crime in the area. An active storefront at 34 Mason will bring increased foot traffic and new clientele to the area. Commercial and residential neighbors alike will benefit from the introduction of well-run business.

I strongly urge both you and the Board of Supervisors to approve this license. This is exactly the type of economic development that our community needs.

Sincerely,

A handwritten signature in black ink, appearing to read "S. Mirabito".

Stephen F. Mirabito
President

CC:

- California Department of Alcoholic Beverage Control 33 New Montgomery, Suite 1230, San Francisco, CA 94105, Attn: Ms. Joan Bernadino
- San Francisco Police Department ABC Liaison Unit, 850 Bryant Ave, Room 549, San Francisco, CA 94103, Attn: Inspector Richard Van Koll
- San Francisco Police Department, Tenderloin Station, 301 Eddy St. San Francisco, CA 94102 Attn: Capt. Captain Joe Garrity

December 19, 2012

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

Re: Support for 34 Mason St Beer Café

Dear Supervisor Jane Kim:

I would like to note my absolute support of an incoming business at 34 Mason Street in San Francisco, a smokehouse restaurant and fine beer house that will be operated by the folks that own Trappist in Berkeley.

I have been a business owner on that block of Mason Street for almost three years. We have been hoping to see a partner business join the block and I can't think of a better fit for the neighborhood. My partners and I are frankly thrilled with this development.

The neighborhood will be blessed with great food in the reasonable price category and I know that our business will benefit from increased foot traffic, new jobs available to Tenderloin residents and the restoration of a building that has been an eyesore and a magnet for crime and delinquency since the day we opened our place.

Frankly, when we moved into the area, we were sadly amazed to realize the extent of the problems associated with the virtual open-air drug market on the sidewalks and the resulting daily instances of public urination, defecation, petty crime and littering that occurs literally around the clock. My female staff have to endure unwanted comments and catcalls from the assemblage of street drunks, vagrants and wannabe gangsters who sleep and use drugs in the open at the intersection of Eddy and Turk.

Imagine the disgust tourists, workers and neighbors have to endure when these troubled individuals urinate in the open at the crosswalk there, often in front of children, seniors and women. When we opened our doors we immediately made a difference just being there in terms of stopping the homeless from using our doorway as a campsite. We have employed a diplomatic and friendly-but-firm style of dissuading these anti-social acts and are a first name basis with many of the habitual offenders in the block. Respect is our operating principle and it works.

34 Mason has been the next choice for these folks to congregate in front of, but even since the remodel has begun this month the presence of workers and suppliers has disrupted the cycle of camping, defecating and urinating in the area. This positive trend will certainly continue and create even more peace and calm in the block.

I know that the new business will be staffed with front door security, will install new lighting to brighten the block, and will actively seek to hire inside staff from within the Tenderloin.

Residents, tourists, workers and families in the area will find the block safer, cleaner and more inviting than ever before. In keeping with the goals of the Mid-Market economic development initiative, such new businesses taking a chance on this forgotten neighborhood will dramatically reduce crime, littering and unwillingness to enter the block on the part of tourists, neighbors and workers.

We are invested in the success of this neighborhood and have reached out to the local community, holding benefits for local organizations such as food programs and civic groups. Please join us making this neighborhood flourish for all residents of the area.

I strongly urge the Board of Supervisors to approve this license. We need living businesses on the south end of Mason Street.

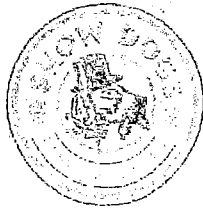
Best,

ED IVEY
50 Mason Social House
415.336.3543
ed@50masonsocialhouse.com

CC:
California Department of Alcoholic Beverage Control
33 New Montgomery, Suite 1230
San Francisco, CA 94105
Attn: Ms. Joan Bernadino

San Francisco Police Department ABC Liaison Unit
850 Bryant Ave, Room 549
San Francisco, CA 94103
Attn: Inspector Richard Van Koll

1020 Market
San Francisco



sfshowdogs.com
info@sfshowdogs.com
415.724.3776

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

Re: Support for 34 Mason St Beer Café

Dear Supervisor:

I am writing to express support for a new beer café that seeks to open at 34 Mason Street in San Francisco.

My partners and I have owned and operated Show Dogs restaurant at 6th and Market St and Golden Gate Avenue, just around the corner from 34 Mason, for more than 3 years. As a fellow business owner in the community, I welcome a beer café at 34 Mason. Granted, it is unlikely that the new beer café will have anything so fine as a Showdog curry dusted, fried chicken sandwich with thin fresh ginger slices and house made green curry fries, but I am sure they will try with their selection of smoked meats.

The type of café that is being proposed will be of great benefit to this area and assist with the overall revitalization of the Mid-Market neighborhood. It will bring increased foot traffic and new clientele to the area. Commercial and residential neighbors alike benefit from the introduction of well-run businesses to the community because they not only bring economic development but they also bring eyes and ears to the streets.

Showdogs has been offering 10 of the coldest draft beers in the city since opened in 2008. To date, we have never had a problem (not one/not ever) with our patrons and drinking. As any informed San Franciscan knows bad public behavior (ie public intoxication or public urination) is rarely the result of fine dining patrons run amuck. If the City's goal for the Mid-Market area continues to contain an elements of theater and entertainment, the proposed use is not only consistent with the goals, but a fundamental element essential in the creation of an Arts and Entertainment district

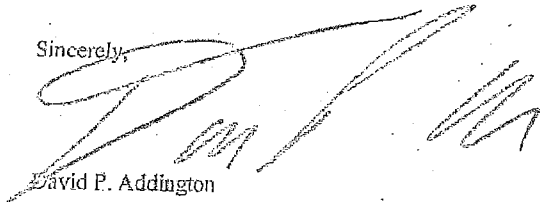
In order for the board to properly assess the impact of an establishment that serves beer and wine alongside food (as is proposed with 34 Mason) in this community, I think it is essential for the board and each and every one of their staff to come to Showdogs for breakfast, lunch and dinner. For breakfast try a deep fried monte cristo with home-made jam with a dark roasted Machine coffee while the corner comes to life in the morning. For lunch, a picketed hot-link with a blue cheese sausage and bar-b-q fries and a ice cold Coke as the streets fill with workers and visitors from around the Bay and across the planet. For dinner, a pulled pork sandwich with a house made sauce and onion rings with a cold, draft beer as the area prepares for a festive night of entertainment at the local venues (such as the Warfield).

"...Feeds the hand that bites it"

Once each of you have seen and experienced Showdog's positive contribution to the community,
I am confident that each of you will vote strongly in favor of the proposed Café.

I strongly urge the Board of Supervisors to approve this license.

Sincerely,



David P. Addington

CC:
California Department of Alcoholic Beverage Control
33 New Montgomery, Suite 1230
San Francisco, CA 94105
Attn: Ms. Joan Bernadino

San Francisco Police Department ABC Liaison Unit
850 Bryant Ave, Room 549
San Francisco, CA 94103
Attn: Inspector Richard Van Koll

November 3, 2012

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

Dear Supervisor:

I wish to express support for a café that seeks to open at 34 Mason Street in San Francisco.

Bay Area Beer Socials (BABS) represents the largest organized beer group in Northern California, and in association with other beer related MeetUp.com groups in the area, has a combined and growing membership of over 8,000 people. The average demographic of BABS is that of college educated working professionals who are seeking the more refined craft-style and European beers, not normally served at neighborhood bars.

As the founder and host of BABS, I'm familiar with Chuck Stilphen's outstanding beer bar in Oakland, The Trappist, and the excellent product and service he provides his customers. We've supported The Trappist from its early beginnings and will continue to do so in the future.

When I heard that Chuck was making plans to open a new beer establishment in San Francisco, I was very pleased. The vast majority of our members live in San Francisco, and most have difficulty locating bars that serve the hard to find beer brands that Chuck and his team are noted for acquiring. A specialty beer bar close to Market Street would allow our member quick and easy access to this establishment, by way of bus, BART, taxi or just driving.

I whole-heartedly endorse this new establishment and look forward to hosting a wide variety of events for our members. San Francisco needs its own unique beer bar in a convenient and accessible location.

For these reasons, among others, I strongly urge the Board of Supervisors to approve their license.

Sincerely,

Cliff Dunning
Founder, Bay Area Beer Socials

CC:
California Department of Alcoholic Beverage Control
33 New Montgomery, Suite 1230
San Francisco, CA 94105
Attn: Ms. Joan Bernadino

San Francisco Police Department ABC Liaison Unit
850 Bryant Ave, Room 549
San Francisco, CA 94103
Attn: Inspector Richard Van Koll

December 7, 2012

To Whom It May Concern:

I write today to offer my strong support for Mr. Stilphen's project at 34 Mason St. My name is Steve Shapiro. I am a 35 year resident of San Francisco. I have lived in seven different neighborhoods including, Inner Sunset, Cole Valley, Upper and Lower Haight, Western Addition, Hayes Valley and Bernal Heights. I've lived with relative solitude and with hustle and bustle. They each offer something I love about city life.

I first met Mr. Stilphen when he opened his Trappist Bar in downtown Oakland. It quickly became a favorite destination of mine. It's beautifully appointed but more importantly, the people who work there are smart, welcoming and knowledgeable. They attract a crowd that comes to learn about and enjoy the unique beers they serve.

I am not particularly a "bar" person, but I do appreciate their benefits to communities by providing public social space particularly in densely populated neighborhoods. But this is only true if the bars are managed effectively and the proper tone is set. They must be clear with customers that they are part of a neighborhood and have a responsibility to be respectful to the neighbors as well as other customers.

Both bars that Mr. Stilphen owns, the Trappist in Oakland and Øl Café in downtown Walnut Creek, I believe, set this tone beautifully. That tone starts and ends with ownership. I have full faith that Mr. Stilphen will be a good member of the neighborhood.

The proposed project as I understand it will have more in common with a wine-tasting bar/restaurant than with a traditional bar. The beers served will be unique and the food prepared on-site will be beyond traditional "Pub Grub." These types of bars do not lend themselves to providing a hospitable atmosphere to those seeking to over-indulge.

Beyond the responsible management that Mr. Stilphen provides, this type of establishment should be a boon to the area. Craft beer has been taken a position of prominence in the culinary world in the last 15 years. In fact, the November 2012, San Francisco Magazine did a cover story entitled, "Beer Boom-Step Aside Wine. It's Beer's Turn." Craft beer brewpubs, alehouses and taprooms are destinations for both locals and travelers. Given the proximity to the hotels in Union Square and lower and mid-Market St. and it's convenient location near BART and MUNI, this type of establishment should attract business to the neighborhood from the Bay Area as well as from tourists staying in the hotels. Another late-night, post theatre destination should be most welcomed in the neighborhood.

Please do whatever you can to facilitate the process for Mr. Stilphen to bring this project to our city.

Very truly yours,

Steve Shapiro
wells Shapiro@gmail.com
415 722-6036

PETER SULLIVAN ASSOCIATES
COMMERCIAL REAL ESTATE

November 27, 2012

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

Re: Recommendation of Chuck Stilphen
Proposed Business Operator – 34 Mason Street

Members of the Board of Supervisors:

I am providing this letter as a strong endorsement of Chuck Stilphen. I understand that Chuck is applying to open a new business venture at 34 Mason Street. Chuck and his business partner Aaron Porter have owned and operated the Belgian Bier Café in Old Oakland since 2007. PSAI Old Oakland Associates is the owner of a project consisting of ten contiguous historic buildings in two full blocks in Old Oakland. The project is mixed use with retail, restaurant and services on the ground floor and office tenants on the upper floors.

The Belgian Bier Café, also known as The Trappist, opened in 2007 and expanded in 2008. Chuck and his business has been a tremendous asset to the neighborhood and our project. The Trappist has been a very complementary use to the other retail and restaurant tenants in our project. The Trappist is well known for its charming old world atmosphere and authentic historic construction, drawing people to the neighborhood that also frequent the other shops and restaurants.

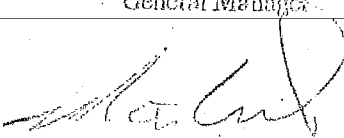
As Asset Manager for the project I have personally worked with Chuck on numerous occasions, including his expansion in 2008 and a subsequent expansion in 2010 to create an outdoor patio from a portion of the adjacent parking lot. I have been very impressed by his integrity and direct approach to all situations. Chuck is a very astute business operator. Chuck and his partner handled all aspects of design, City approval and construction of the Trappist. Chuck has a vision and attention to detail that has resulted in a very successful enterprise in Old Oakland, one that has, in turn, created a stronger, more vibrant neighborhood.

Feel free to contact me at (415) 362-1700 if I can offer further insight into Chuck's capabilities and track record as a successful business operator.

Sincerely,

PSAI Old Oakland Associates, LLC,

By: PSAI Old Oakland Associates, Inc.,
General Manager


Martin Ward
Asset Manager

155 Montgomery Street • Suite 1600
San Francisco, California 94104
Tel.: 415.362.1700 • Fax: 415.362.1760

Chuck Stilphen Recommendation
Page 2 of 2

CC:

California Department of Alcoholic Beverage Control
33 New Montgomery, Suite 1230
San Francisco, CA 94105
Attn: Ms. Joan Bernadino

San Francisco Police Department ABC Liaison Unit
850 Bryant Ave, Room 549
San Francisco, CA 94103
Attn: Inspector Richard Van Koll



November 7, 2012

Re: approval of ABC license request

To whom it may concern,

I am providing this letter to support Chuck Stilphen's application for a liquor license at 34 Mason Street in San Francisco. Chuck has been both my neighbor and my tenant in his Walnut Creek location, DL. In my process of conducting my due diligence of a tenant next to my restaurant I found Chuck to be the perfect complement to our business. I have owned and operated Skipolini's Pizza for the past 25 years and I have always been incredibly sensitive to the clientele that we cater too and also the clientele of the surrounding businesses. My business has a customer base that is 80% families with Children. We have a play structure on our patio that accommodates children under the age of 10. There is not a business in Walnut Creek that is more family oriented than mine. Chuck's operation has enhanced the business of surrounding restaurants. He runs a classy, sophisticated company that caters to a unique niche clientele that craves very high end and hard to get beers.

During a time when the city of Walnut Creek is closing local drinking establishments and cracking down on poor operators, they actually extended Chuck's hours of operation. He operates a no nonsense pub that caters to the 30+ crowd. They diligently police their location and maintain a very strict admittance policy; I know this first hand, for I needed to discuss something with Chuck (a landlord related question) and my son was with me, (he is 20), They allowed me to come in and told my son to wait outside. I found this to be incredibly impressive, for it is my building and they still would not allow my son to enter. This is the type of operator that you are dealing with.

Chuck Stilphen is exactly the type of tenant that will attract to proper clientele to the newly resurging area that he is going in to. I am certain that he will be an asset to the community and I cannot recommend a better tavern operator for your consideration. As a person that has been involved in the industry for 4 decades, I have come to know great operators; unfortunately they are few and far between. Chuck Stilphen is one of the rare individuals that safeguards and protects the integrity of his establishment and integrates his business with the surrounding community. Should you wish to discuss this further you can reach me on my cell phone at 925-595-8720

Thank you for this consideration.

Kent A. Ipsen
President Skipolini's Inc.

www.skipolinispizza.com

Walnut Creek
1535 Giammona Drive
Walnut Creek, CA 94596

Clayton
1033 Diablo Street
Clayton, CA 94517

Antioch
901 Fitzuren Road
Antioch, CA 94509

Concord
2001 Salvio Street
Concord, CA 94520

(925) 938-1100
Fax (925) 280-8828

(925) 673-1111
Fax (925) 673-1364

(925) 757-7770
Fax (925) 757-8265

(925) 680-6888
Fax (925) 680-1855

LIQUOR LICENSE REVIEW

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

File: 121159

TO: Police Department
Inspector Nelly Gordon
Inspector Joseph Fong
Fax No.: 553-1463

Block/Lot: 0341/007
Zoning: C-3-G
Quad: NE
MRS # 1300010

DATE: December 31, 2012

This item is tentatively scheduled to be heard in four to six weeks.
PLEASE EMAIL YOUR RESPONSE BY: February 11, 2012, to Derek Evans,
Clerk, City Operations and Neighborhood Services Committee.
Derek.Evans@sfgov.org - Fax No: 554-7714

Applicant Name: Mark E. Rennie
and Business Name: Good Oel, Inc., dba The Beer Cafe (34 Mason Street)

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

PLANNING COMMENTS: Approval Denial

Type 42 license permitted per Section 218 (b) of the
Planning Code. James Ramirez 8-6392 1/9/13

POLICE COMMENTS: Approval Denial

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 DEC 21 PM 4:19

AK

December 21, 2012

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

Re: Good Oel, Inc.
California ABC Liquor License Application
34 Mason Street, San Francisco, CA 94102
Public Convenience and Necessity Determination Request
*ABC Type 42 License—On-Sale Beer and Wine
Original License Application.*

Dear Ms. Cavillo:

This office represents Good Oel, Inc. My client has applied to the California Department of Alcoholic Beverage Control (ABC) for an original Type-42 On-Sale Beer and Wine--Public Premises license at their premises located at 34 Mason Street in downtown San Francisco. This particular address has been licensed as either a bar or a restaurant/bar serving full liquor since 1907.

My client hopes to build a unique specialty beer café featuring over 100 varieties of bottle beers and an additional 40 beers on tap. It will also feature a menu of delicious food meant to pair with the world-class beer selection: most notably house made sausages and charcuterie, smoked meats, cheeses and full entrée items for dinner service.

The Beer Café will further feature craft beer, including several beers from small San Francisco breweries such as Magnolia and 21st Amendment. Craft beer is defined as one that comes from a small independent brewer using traditional ingredients. The craft beer movement is very strong in other cities in the western region of the USA (especially San Diego and Portland), but relatively new to the San Francisco scene. My clients will provide a large selection of hard-to-find craft beers and will have many of those beers available on draft. We hope to make the Beer Café the new primary beer locale in downtown San Francisco and ultimately create a world class specialty beer destination. We believe that local beer aficionados are hungry for more venues and options in which they can find and enjoy obscure and largely unavailable

Angela Calvillo
Clerk of the Board
Page Two

brands. Besides beer, we will also serve quality non-alcoholic beverages such as gourmet root beer on tap, fresh juices, and coffee drinks. There will be no entertainment license at this location nor will there be any televisions within the business. This is truly a social spot for neighbors, tourists, beer aficionados, home brewers and beer geeks to meet, talk and learn about the new craft beer movement.

The Beer Café will be located at 34 Mason Street near Market Street in a brick Victorian building built in 1907 by Ruby Hills Vineyard for its first tenant, Peacocks Café & Saloon, who occupied this space until prohibition. The building itself has housed a Bar / Restaurant continuously for the past 105 years. This area is undergoing a renaissance with the opening of 50 Mason Social Club, a small live music/ jazz venue located next door and the Market Street Place project being built on Market Street at Mason. Market Street Place is a 250,000 sq. ft. retail project on the 900 block of Market Street scheduled to open in 2015. This Mid- Market area is transforming dramatically as the San Francisco Planning Department's neighborhood plan takes shape.

Despite all the new construction and renovation, this neighborhood still lacks the casual and easily accessible community hubs that are needed to foster a dynamic urban neighborhood. Local restaurants and eateries are primarily focused on lunch time business and the night time eateries nearby are either unhealthy fast food joints or expensive fine-dining restaurants. There is little in the area that offers well-prepared food in an informal setting that is open beyond the typical business lunch hours.

The goal of this project is to fill that need for a friendly community gathering spot where one can find a world class glass of beer, an after work or late-night bite to eat, a welcoming place to gather with friends to talk, or enjoy a cup of coffee. Local employees need such venues for after-lunch breaks, informal meetings and post-work gatherings or for light meals. Residents need nearby options within walking distance for light meals not found on a restaurant menu, or after other restaurants' kitchens have closed. Nearby residents would also enjoy a late-night social scene that is not a club-type of environment.

The Beer Café is located within one block of a main transport hub of the Bay Area: Bart, Muni Underground, and approximately 10 Muni lines all stop within a block of 34 Mason Street. The Beer Café project will offer a convenient yet relaxed and comfortable neighborhood gathering spot in this underserved neighborhood.

The Beer Café will be owned and managed by the owner of the Trappist, a world renowned specialty beer café in old downtown Oakland. The Trappist consistently receives the highest ratings in California and the entire United States for service and selection. Like the Trappist, the owners will position the Beer Café to eschew the party-going public and weekend club-style vibe in favor of the neighborhood's professional

Angela Calvillo
Clerk of the Board
Page Three

residents and working class. They hope to create a scene based on new and quality taste-based experience. Professionalism, personal service, and attention to clientele's desire for quality and selection have been the cornerstone of this ownership group's success. They intend on creating the world class beer café San Francisco needs. Management is experienced and will continue its no-nonsense approach to responsible serving, such as no happy hours, no pitchers of beer, and smaller servings of stronger beer. All bartenders will be fully-trained, professional and experienced.

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

My client has done a great deal of community outreach on this project, and will do much more prior to the hearing on this application. We have received at least 12 letters of support, including letters from Tenderloin Neighborhood Development Corporation (TNDC), Tenderloin Housing Clinic, and North of Market Neighborhood Improvement Corp. (NOMNIC), as well as neighbors and neighboring businesses.

The historical importance of this location, the unique selection of rare and craft beers and the quality of food will attract tourists as well as neighborhood patrons to the Beer Café. San Francisco's tourist industry generates over \$6 billion per year in revenue and is the number one industry in the City. This business will further serve our community by being a welcome [and tax generating] attraction for tourists.

In summary, the Beer Cafe will be a great asset to the local neighborhood and the greater San Francisco Community. It will upgrade a historically significant building, and will bring increased business to other small businesses in the area. It will serve unique beers, other beverages and great food in an informal setting. It will further serve as a meeting spot for the local community. It is my client's intention to further support the local community with food drives, Christmas dinners and benefits for local charities and organizations. Clearly, allowing this new ABC license to issue to our location at 34 Mason Street, San Francisco will serve the public convenience and necessity of the people of the City and County of San Francisco.

For the reasons outlined above, applicant Good Oel, Inc. 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 § 23958.4 that the public need or convenience would be served by the issuance of an original On Sale Beer and Wine liquor license to Good Oel, Inc. at 34 Mason Street, San Francisco.

Angela Calvillo
Clerk of the Board
Page Four

Thank you for your consideration of this request.

Yours truly,

A handwritten signature in cursive script that reads "Mark E. Rennie". The signature is written in dark ink and is positioned below the typed name.

Mark E. Rennie

MER/mb

Cc: Chuck Stilphen
Inspector Rich Van Koll, SFPD
Captain John J. Garrity, SFPD

North of Market Neighborhood Improvement Corporation

RECEIVED SUPERVISORS
SAN FRANCISCO
2012 DEC -7 PM 4:06

December 7, 2012

Board of Directors

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

Carmela Gold,
President

Art Evans,
Vice President

Re: Liquor license for 34 Mason Street

David Seward,
Treasurer

Dear Supervisor:

Terrance Alan,
Secretary

On behalf of the North of Market Neighborhood Improvement Corporation (NOMNIC) I am writing to express support and great enthusiasm for a new business that seeks to open at 34 Mason Street in San Francisco. The owners of this business have a proven track record of running successful businesses in the Bay Area, including The Trappist in Oakland.

Jo Licata

Deanna Sison Foster

A quality-run operation like The Trappist would be a major victory for our most distressed part of the Tenderloin where our neighborhood meets, but is effectively disconnected to, the commercial vitality of Union Square. NOMNIC, in collaboration with numerous area art organizations and businesses, has been working to rebuild what once was a thriving arts & entertainment based local economy. On Mason Street a Trappist would join our much loved farmerbrown and fan favorite 50 Mason Social House as a venue that can attract positive foot traffic and offer EXIT, Cutting Ball, PianoFight and American Conservatory Theater patrons a reason to stay in our neighborhood after a show, spend their dollars, create jobs and attract other businesses to fill currently dead and destructive empty commercial spaces.

Paul Sussman

Byron Chung

Stan Riddell

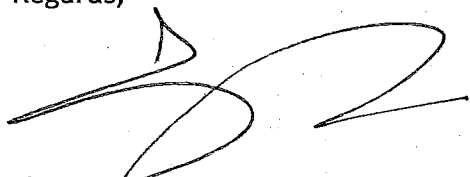
Michael Warr

We should exercise common sense in our evaluation of applications for alcohol licenses. The Trappist is clearly a very well regarded operation with a proven track record as a responsible operator. Their arrival to the still-struggling Tenderloin/mid-Market area will represent one of the best new additions to an economic landscape that is just now showing promising signs of vitality. In addition to attracting positive foot traffic that will benefit our neighborhood art venues a Trappist will help the Tenderloin/mid-Market keep thousands of newly arrived tech workers to stay afterhours in the neighborhood and spend their dollars. A Trappist will also draw positive foot traffic from the many tourist hotels in immediate proximity; these visitors

will in turn bring, once again, job-generating and business-attracting dollars that will be captured in our neighborhood.

I strongly urge the Board of Supervisors to approve this license. A Trappist will greatly help us rebuild our local arts and entertainment based economy.

Regards,



Elvin Padilla, Jr.
Executive Director

CC:

California Department of Alcoholic Beverage Control
33 New Montgomery, Suite 1230
San Francisco, CA 94105
Attn: Ms. Joan Bernadino

San Francisco Police Department ABC Liaison Unit
850 Bryant Ave, Room 549
San Francisco, CA 94103
Attn: Inspector Richard Van Koll

NOMNIC Board of Directors

Captain Joe Garrity

LIQUOR LICENSE REVIEW

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

File: 121159

TO: Police Department
Inspector Nelly Gordon
Inspector Joseph Fong
Fax No.: 553-1463

DATE: December 31, 2012

This item is tentatively scheduled to be heard in four to six weeks.
PLEASE EMAIL YOUR RESPONSE BY: February 11, 2012, to Derek Evans,
Clerk, City Operations and Neighborhood Services Committee.

Derek.Evans@sfgov.org - Fax No: 554-7714

Applicant Name: Mark E. Rennie
and Business Name: Good Oel, Inc., dba The Beer Cafe (34 Mason Street)

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

PLANNING COMMENTS: Approval Denial

POLICE COMMENTS: Approval Denial
