

File No. 110982

Committee Item No. 3

Board Item No. 4

**COMMITTEE/BOARD OF SUPERVISORS
AGENDA PACKET CONTENTS LIST**

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

Date 11/14/11

Board of Supervisors Meeting

Date 11/22/11

LIQUOR LICENSE HEARING

Cmte Board

- | | | |
|-------------------------------------|-------------------------------------|----------------------------|
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Applicant's Letter |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Police Department Report |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Planning Department Report |
| <input type="checkbox"/> | <input type="checkbox"/> | Clerk's Correspondence |
| <input type="checkbox"/> | <input type="checkbox"/> | Public Correspondence |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Resolution |
| <input type="checkbox"/> | <input type="checkbox"/> | Other |

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

Completed by Gail Johnson

Date 11/10/11

Completed by *[Signature]*

Date 11/17/11

1 [Liquor License, 251 Rhode Island Street]

2
3 **Resolution determining that the issuance of a Type 48 on-sale general public**
4 **premises liquor license to Steve and Brooke Waterhouse for the Project One**
5 **Gallery, located at 251 Rhode Island Street (District 10), will serve the public**
6 **convenience or necessity of the people of the City and County of San Francisco,**
7 **in accordance with Section 23958.4 of the California Business and Professions**
8 **Code, with conditions.**

9
10 WHEREAS, Steve and Brooke Waterhouse are seeking the issuance of a Type
11 48 on-sale general public premises liquor license for the Project One Gallery, located at
12 251 Rhode Island Street; and,

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

15 WHEREAS, The Police Department recommends that the liquor license
16 application be approved with conditions; now, therefore, be it

17 RESOLVED, That in accordance with Section 23958.4 of the California Business
18 and Professions Code, the Board of Supervisors of the City and County of San
19 Francisco hereby determines for the foregoing reasons that the issuance of a Type 48
20 on-sale general public premises liquor license at 251 Rhode Island Street, to Steve and
21 Brooke Waterhouse for the Project One Gallery, will serve the public convenience and
22 necessity of the people of the City and County of San Francisco.

23 Conditions: (1) Sales, service and consumption of alcoholic beverages shall be
24 permitted only between the hours of 4:00 p.m. and 12 midnight Sunday through
25 Wednesday, and from 4:00 p.m. to 1:30 a.m. Thursday through Saturday. (2) No noise

1 shall be audible beyond the area under the control of the licensee(s). (3) Loitering
2 (loitering is defined as "to stand idly about; linger aimlessly without lawful business") is
3 prohibited on any sidewalks or property adjacent to the licensed premises under the
4 control of the licensee(s) as depicted on the ABC-257, dated 4-30-10. (4) Petitioner
5 shall not share any profits, or pay any percentage or commission to a promoter or any
6 other person, based upon monies collected as a door charge, cover charge or any other
7 form of admission charge. (5) Petitioner shall not require patrons to purchase a
8 minimum number of drinks. (6) The premises shall be operated as a bona fide art
9 gallery (a room or building devoted to the exhibition of works of art), with the sale of
10 beer and wine as an incidental part of the operation. The premises shall be used for no
11 other purposes. (7) The licensee(s) shall not maintain or construct any type of
12 enclosed room intended for use by patrons or customers for any purpose.

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project one

251 Rhode Island St
San Francisco, CA, 94103

T 415 671 9442

steve@p1sf.com

www.p1sf.com

File 110982

August 23, 2011

To: San Francisco Board of Supervisors

Re: Type 48 liquor license for Project One Gallery

RECEIVED
BOARD OF SUPERVISORS
SAN FRANCISCO
2011 SEP 15 PM 12:19
BY [Signature]

Since its inception in 2008, Project One Gallery has provided a unique and sophisticated venue for artists and art lovers in San Francisco. Located in the design district of the city on Rhode Island St between 15th and 16th in an old showroom space, Project One embodies many aspects of the spirit of the neighborhood. The design of the space is sophisticated and elegant. A dedicated gallery space at the front of building leads to an intimate lounge area and bar.

The area is bustling during the day with many people stopping by to view the gallery. At night the area is sleepy with little walk up traffic. We have never tried nor do we intend to try to become a "local" hangout in the evening - rather our focus is on art driven destination and private events.

Since 2008 Project One has operated with a beer and wine license. A large majority of the current revenue comes from private events and our intention with the full liquor license is to increase our ability to offer sophisticated private events to local corporations, organizations and individuals. In many cases our ability to close deals is hampered by our current alcohol license - i.e. clients choose other venues with full liquor licenses.

Project One Gallery is serious about the arts. We have worked with many local artists over the last 3 years - showing an average of 10 shows a year. Our Director and partner, Brooke Waterhouse was recently appointed to the Executive Board of the Yerba Buena Center for the Arts in San Francisco and is now actively working to boost the profile of arts not just at Project One Gallery but city wide through YBCA.

Project One Gallery is also serious about business. Our Managing Director and Partner, Steve Waterhouse is a technology entrepreneur and veteran of many local startups. He is currently CTO of RPX Corporation based in San Francisco. We believe his strong links with local

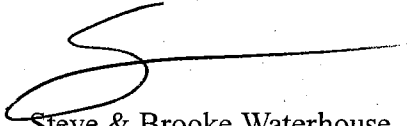
businesses including Zynga, Fuse Project, Incase and Adobe will prove advantageous to our business.

The husband and wife team of Steve and Brooke is supplemented by a strong and loyal staff. Many of our staff have artistic ambitions and have featured work in our gallery and curated shows over the last year.

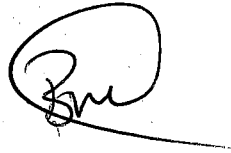
Finally, Project One Gallery has been a huge supported of local, national and international charities and non profits. We regularly donate our space to charities and non profits and also have raised money via art and bar sales. A list of some of the non profits and charities we have supported is in Appendix 1 of this letter.

We ask for your support in our application for a full liquor license for Project One Gallery which we believe will benefit the local neighborhood, community, businesses and the overall city of San Francisco.

Best Regards,



Steve & Brooke Waterhouse
Owners and Directors, Project One Gallery



Appendix 1 : Non profits and Charities

Human Rights Campaign

Inneract Project

AIDS / Lifecycle

Voices of Rwanda

Pakistan Flood Survivors

Freedom House

Mercy Corps

Acearts

Sahara Relief

Brazilian Community Center

Spectrum Autism

International Red Cross (fundraiser for Japan)

Avon Walk for Breast Cancer

Leukemia and Lymphoma Society

Collective Good (Japan benefit).

YBCA

Oasis for Girls,

Potrero Hill homeowners association,

See Change,

BAWIFM

Appendix 2 : Proposed Opening Hours

Business hours will be:

Gallery only : 12 noon -> 7pm Monday -> Saturday

Lounge + Gallery: 5pm -> 2am Every day

RECEIVED

SEP 21 2011

CITY & COUNTY OF S.F.
PLANNING DEPARTMENT
TAC TEAM
LIQUOR LICENSE REVIEW

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

File: 110982

Block/lot: 3937/002A

TO: Inspector Dave Falzon
Police Department
Fax No.: 553-1463

Zoning: ~~was~~ PDR-1D

Quadr: SE

MB # 1101671

DATE: September 20, 2011

This item is scheduled to be heard at a meeting on October 24, 2011. **PLEASE EMAIL YOUR RESPONSE BY:** October 20, 2011, to Gail Johnson, Clerk, City Operations and Neighborhood Services Committee.

Gail.Johnson@sfgov.org - Fax No: 554-7714

Applicant Name: Steve and Brooke Waterhouse
and Business Name: Project One Gallery (251 Rhode Island Street)

Applicant Address: 251 Rhode Island Street
San Francisco, CA 94103
and Phone No. (415) 671-9442

PLANNING COMMENTS: Approval Denial

Recommend approval type 48 license accessory to art gallery # existing non-conforming bar.
Fattani Berdy 11/02/11

POLICE COMMENTS: Approval Denial

251 Rhode Island St.



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 Avalos
Supervisor Mar
Supervisor Elsbernd

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

Date: November 10, 2011

Subject: P.C.N. Investigation Regarding: Project One Gallery
251 Rhode Island Street
Steve and Broke Waterhouse
(415) 671-9442

Steve and Brook Waterhouse on behalf of Project One Gallery has filed an application with the California Department of Alcoholic Beverage Control seeking for a double transfer, a person-to person transfer (Existing license, new owner) and a premise-to-premise (Existing license, new location.) of their ABC license, License -Type 48 (On-Sale General). Address: 251 Rhode Island Street (located between 15th Street and 16th Street).

Hours of Operation:

Gallery only, Monday to Saturday: 12 noon to 7 p.m.
Lounge + Gallery: 5 p.m. to 2 a.m. Daily.

Digest:

This location has been in operation since November 2010 with a type 42 ABC license (On-sale beer and wine only).

The Type 48 license is being transfer in from 39 Montgomery Street, The House of Shields Saloon.

If approved, this license will allow the applicant to sell off-sale beer, wine, as well as distilled spirits at its current location. The premises will be restricted to those 21 years of age and older and it will have an off-sale privilege.

Letters of Protest:

No record

Letters of Support:

No record

Police Calls for Service:

From August 2010 to August 2011

5

Police Reports:

From August 2010 to August 2011

3

San Francisco Plot Information:

This premise is located in Plot

292 Police Reports were recorded for this plot in 2010.

This plot is 77 Police Report(s) under the citywide average (plus 20%) of 215 Police Reports.

State Census Tract Information:

This premise is located in Census Tract 607

Population for this tract is: 676

On-sale license authorized by census tract: 3
Active on-sale licenses: 14

Off-sale licenses authorized by census tract: 1
Active off-sale licenses: 5

Departmental Recommendation:

Points of consideration:

No opposition from **Southern Station**

Applicant premise is **NOT** located in a “high crime” area.

Applicant premises **IS** located in an “undue concentration” area.

No - Record of protest.

No - Record of support.

ALU Recommendation: **Approval with condition.** (*note: conditions amended at meeting*)

1. Sales, service and consumption of alcoholic beverages shall be permitted only between the hours of 4:00 p.m. and 12 midnight Sunday through Wednesday, and from 4:00 p.m. to 1:30 a.m. Thursday through Saturday.
2. No noise shall be audible beyond the area under the control of the licensee(s).
3. Loitering (loitering is defined as “to stand idly about; linger aimlessly without lawful business”) is prohibited on any Sidewalks or property adjacent to the licensed premises under the control of the licensee(s) as depicted on the ABC-257, Dated 4-30-10.
4. Petitioner shall not share any profits, or pay any percentage or commission to a promoter or any other person, based upon monies collected as a door charge, cover charge or any other form of admission charge.
5. Petitioner shall not require patrons to purchase a minimum number of drinks.
6. The premises shall be operated as a bona fide art gallery (a room or building devoted to the exhibition of works of art) with the sale of beer and wine as in incidental part of the operation. The premises shall be used for no other purposes.

7. The licensee(s) shall not maintain or construct any type of enclosed room intended for use by patrons or customers for any purpose.

end.

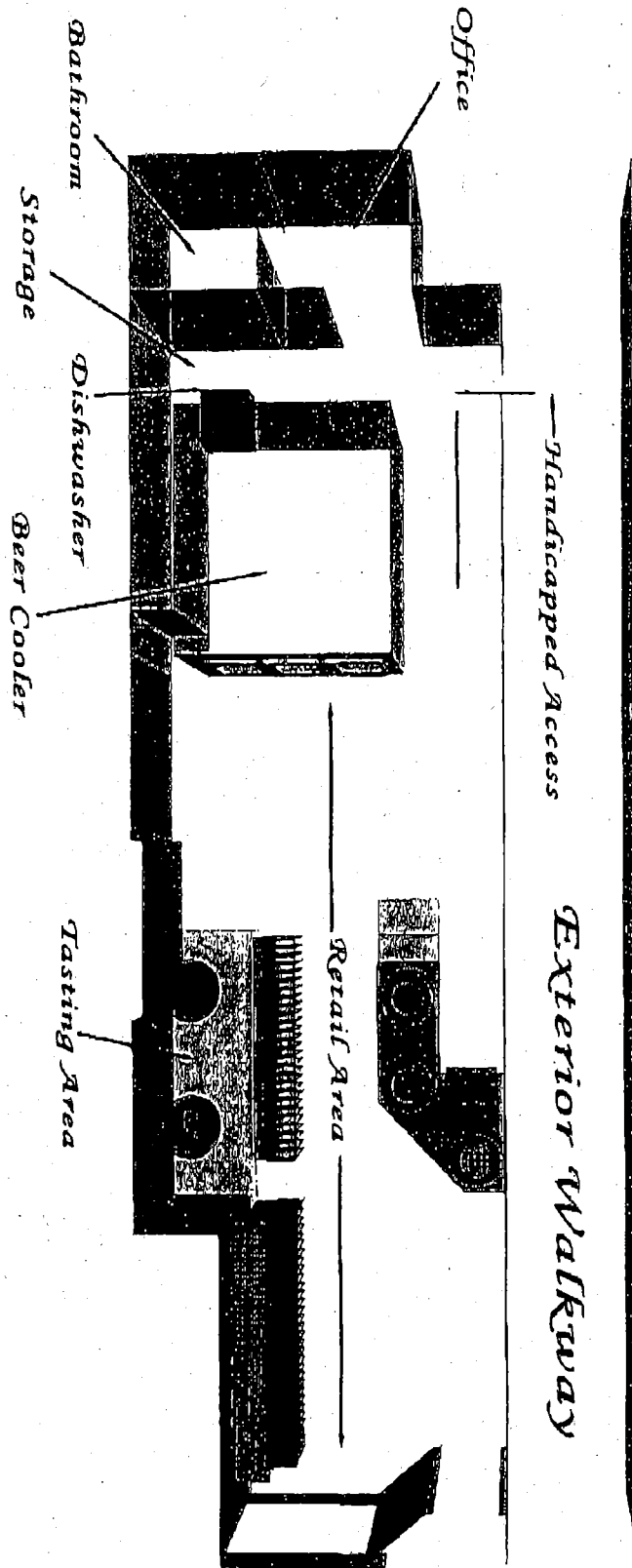
11/10/2011

18:42

SFPD ABC LIAISON UNIT → B OF SUPERVISOR

NO. 889

P05



24th Street

RECEIVED

AUG 07 2011

Dept of Alcoholic Beverage Control
San Francisco

11/10/2011 18:42

SFPD ABC LIAISON UNIT → B OF SUPERVISOR

NO.889

P06

Page 1 of 1

FROM: PT00SIDQ ISN: 7 ITIME: 08/31/2011 13:03:11
TO: PP00SIDZ OSN: 15 OTIME: 08/31/2011 13:03:11

Original Message

FROM: ECADWEB ISN: 01472 DATE: 08/31/11 TIME: 13:03:05 ADMIN MSG
TO: PT00SIDQ OSN: 00007 DATE: 08/31/11 TIME: 13:03:08

No records match search criteria

Census Tract 214, San Francisco County, California - Reference Map - American FactFin... Page 1 of 1

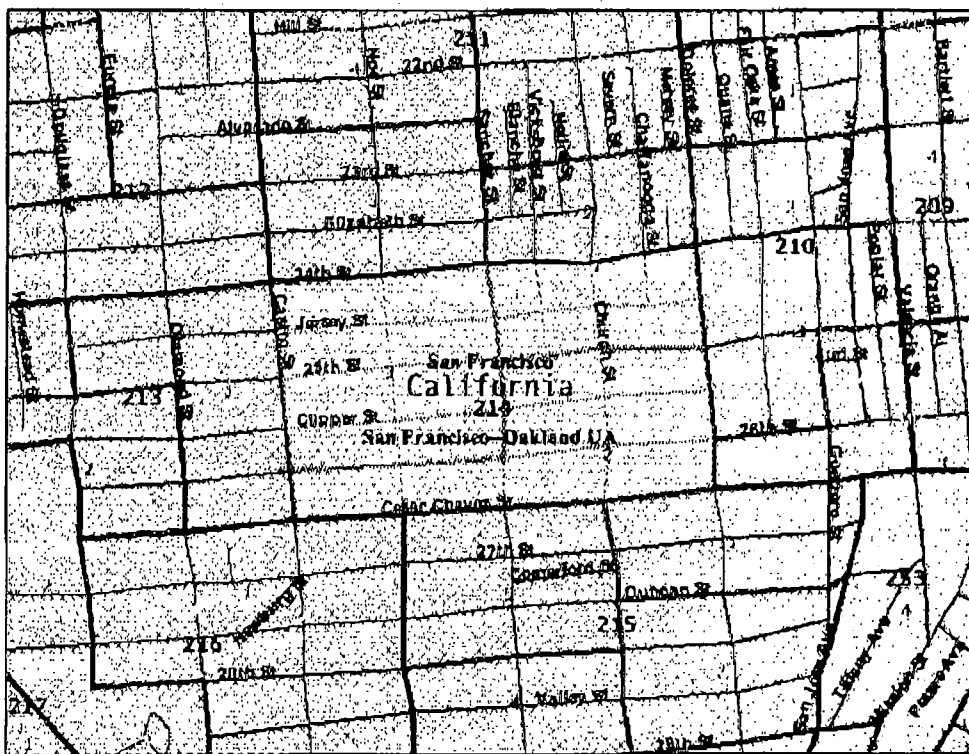
Census Tract 214, San Francisco County, California

Boundaries

- State
- County
- Census Tract
- Block Group
- Block
- Place
- Urban Area
- Urban Area

Features

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



1.1 mile across

Close

MISSION DISTRICT Reporting Plots & Major Stre

