




San Francisco Police Department
ABC Liaison Unit



Alcoholic Beverage License -
*Public Convenience and
Necessity Recommendation*

To: The San Francisco Board of Supervisors' Committee on Public Safety
and Neighborhood Services

Supervisor Eric Mar
Supervisor David Campos
Supervisor Julie Christensen

From: Lieutenant Dave Falzon 
Officer in Charge
ABC Liaison Unit (ALU) 553-1049

Date: 

Subject: P.C.N. Investigation Regarding: The Market on the Main
DBA: Smarket LLC
201 Folsom Street, #101
Christopher Foley
(415) 361-4803

Mr. Christopher Foley on behalf of Smarket, LLC has filed an application with the California Department of Alcoholic Beverage Control seeking a -Type 21 (Off-Sale General) License for 201 Folsom Street (located at the corner of Main Street).

Hours of Operation:

Daily 7 a.m.-12 a.m. (midnight)

Digest:

Smarket LLC is introducing The Market on the Main to San Francisco. Mr. Foley has already introduced The Market on Market currently operating at the Twitter Building at 1355 Market Street. The Market on the Main will follow the same formula, a gourmet market/ grocery store with a "neighborhood" approach to consumer needs. This location will also operate a café (type 41 Beer and Wine Eating Place). If approved, this license will allow The Market on the Main to sell off-sale Beer, Wine and Distilled Spirits, and On-Sale Beer and Wine.

Letters of Protest:

No Record

Letters of Support:

No Record

Police Calls for Service:

From October 2013 to October 2014

13-Burglary and Noise Complaints. This is a ground up construction, construction sites are easy victims to burglaries.

Police Reports:

From December 2013 to December 2014

3-Burglary Reports

San Francisco Plot Information:

This premise is located in Plot **252**

A High Crime area is defined as **99** or more police reports in a plot for the year of **2013**.

This plot had **151** police reports for **2013**, which is **52** over the **Citywide "High Crime"** average.

State Census Tract Information:

This premise is located in Census Tract **615**

Population for this tract is: **11,502**

On-sale license authorized by census tract: **40**

Active on-sale licenses: **142** with **1** pending

Off-sale licenses authorized by census tract: **11**

Active off-sale licenses: **21** with **1** pending

Departmental Recommendation:

Points of consideration:

No opposition from **Southern Station**

Applicant premise **is** located in a “high crime” area.

Applicant premise **is** located in an “undue concentration” area.

0 - Record of protest.

0 - Record of support.

ALU Recommendation: **Approval with the following conditions**

Conditions for Type 21 (Off Sale General)

1. Sales of alcoholic beverages shall be permitted between the hours of 7:00 a.m. and 12:00 a.m. daily.
2. No more than 5% of the square footage of the public retail space (not including the storage area) of the premises will be used for the display of alcoholic beverages.
3. The sale of distilled spirits in sizes smaller than 375 ml is strictly prohibited.
4. No malt beverage shall be sold with an alcoholic content great than 5.7% by volume, except for microbrews, craft brews, organic and specialty malt products sold under such designations as stout, porter, IPA, and ESB. This condition is intended to eliminate high alcohol, low-cost products that are frequently abused, but not prevent the sales of specialty and craft beer products.
5. Beer, malt beverages and wine coolers in containers larger than 32 oz. are strictly prohibited.
6. No beer or malt beverages shall be sold in quantities of less than the manufacturer pre-packaged four (4) packs per sale. No wine-coolers or beer coolers shall be sold in less than the manufacturer pre-packaged multi-unit quantities of four (4).
7. No wine shall be sold with an alcoholic content of great than 15% by volume except for “Dinner Wines” which have been aged two years or more and maintained in corked bottles.
8. Wine shall not be sold in bottles or containers smaller than 750 ml, unless sold in manufacturer pre-packaged multi-unit quantities.

End

FROM: PT00ALUB ISN: 1 ITIME: 11/18/2014 13:04:19
TO: PP00ALUZ OSN: 1 OTIME: 11/18/2014 13:04:19

Original Message

FROM: CABLE ISN: 28635 DATE: 11/18/14 TIME: 13:04:15 ADMIN MSG
TO: PT00ALUB OSN: 00000 DATE: 11/18/14 TIME: 13:04:18

S A N F R A N C I S C O P O L I C E D E P A R T M E N T
G E O G R A P H I C L O C A T I O N S Y S T E M

REQUESTED LOCATION => 0201 /FOLSOM /ST

TYPE => PREMISE ADDRESS

HOUSE NUMBER => 0201

STREET NAME => FOLSOM

STREET TYPE => STREET

STREET NUMBER => 0634

LOW HOUSE NUMBER => 0001

HIGH HOUSE NUMBER => 4299

HIGH HOUSE ON BLOCK => 0299

BLOCKFACE NUMBER => 09010

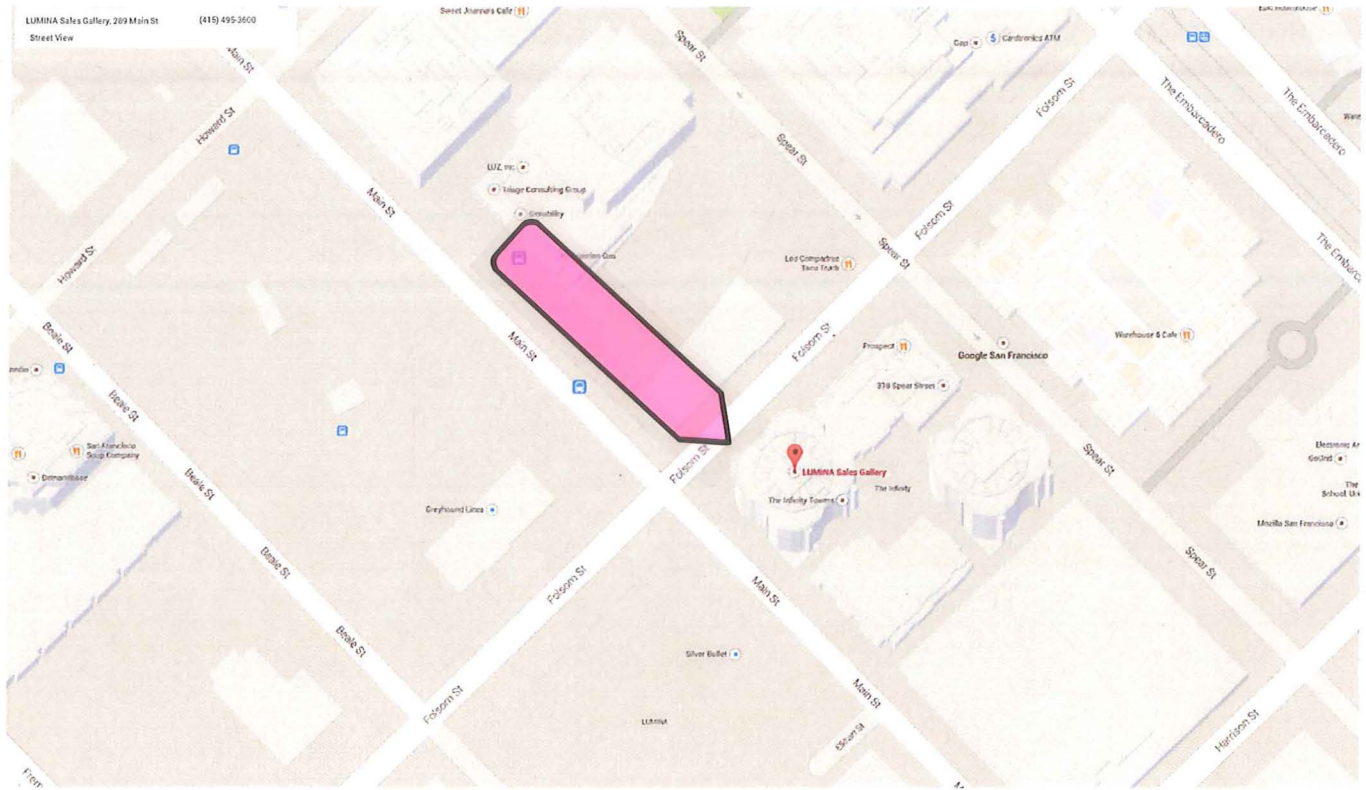
HIGH CROSS STREET => 0138

INTERSECTION NUMBER => 06484

REPORTING AREA => 252

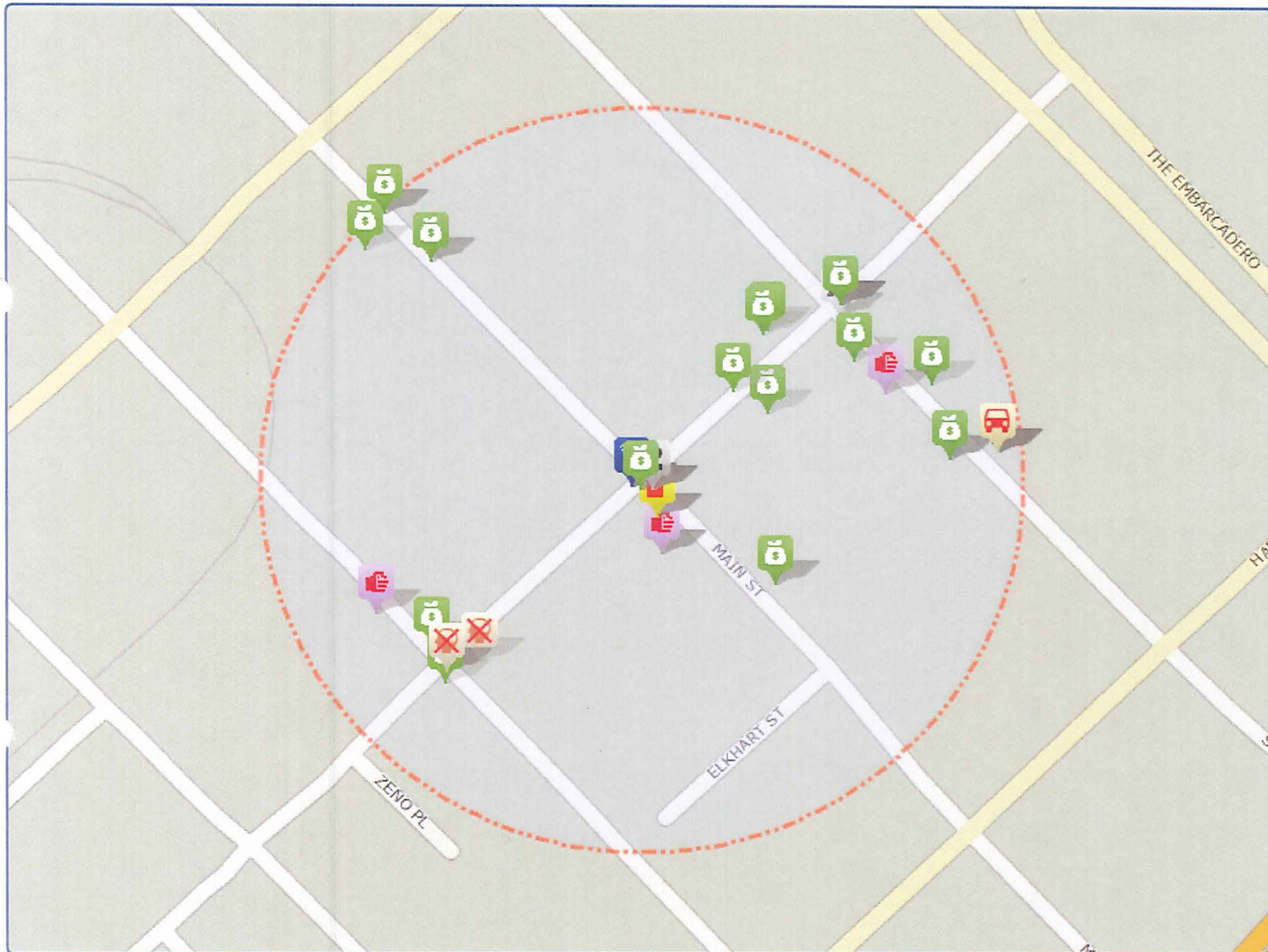
DISTRICT => SOUTHERN

CENSUS TRACT => 000179



201 Folsom Street

21,41-551423



Map Legend	
Incidents (170)	
	Larceny/Theft (57)
	Non-Criminal (43)
	Assault (10)
	Warrants (9)
	Other Offenses (5)
	Missing Person (5)
	Vehicle Theft (5)
	Vandalism (5)
	Warrants (5)
	Suspicious Occurrence (4)
	Robbery (4)
	Drug/Narcotic (3)
	Trespassing (3)
	Kidnapping (2)
	Fraud (2)
	Arson (2)
	Burglary (1)
	Weapon Laws (1)
	Prostitution (1)
	Secondary Codes (1)
	Forgery/Counterfeiting (1)
	Sex Offenses, Forcible (1)



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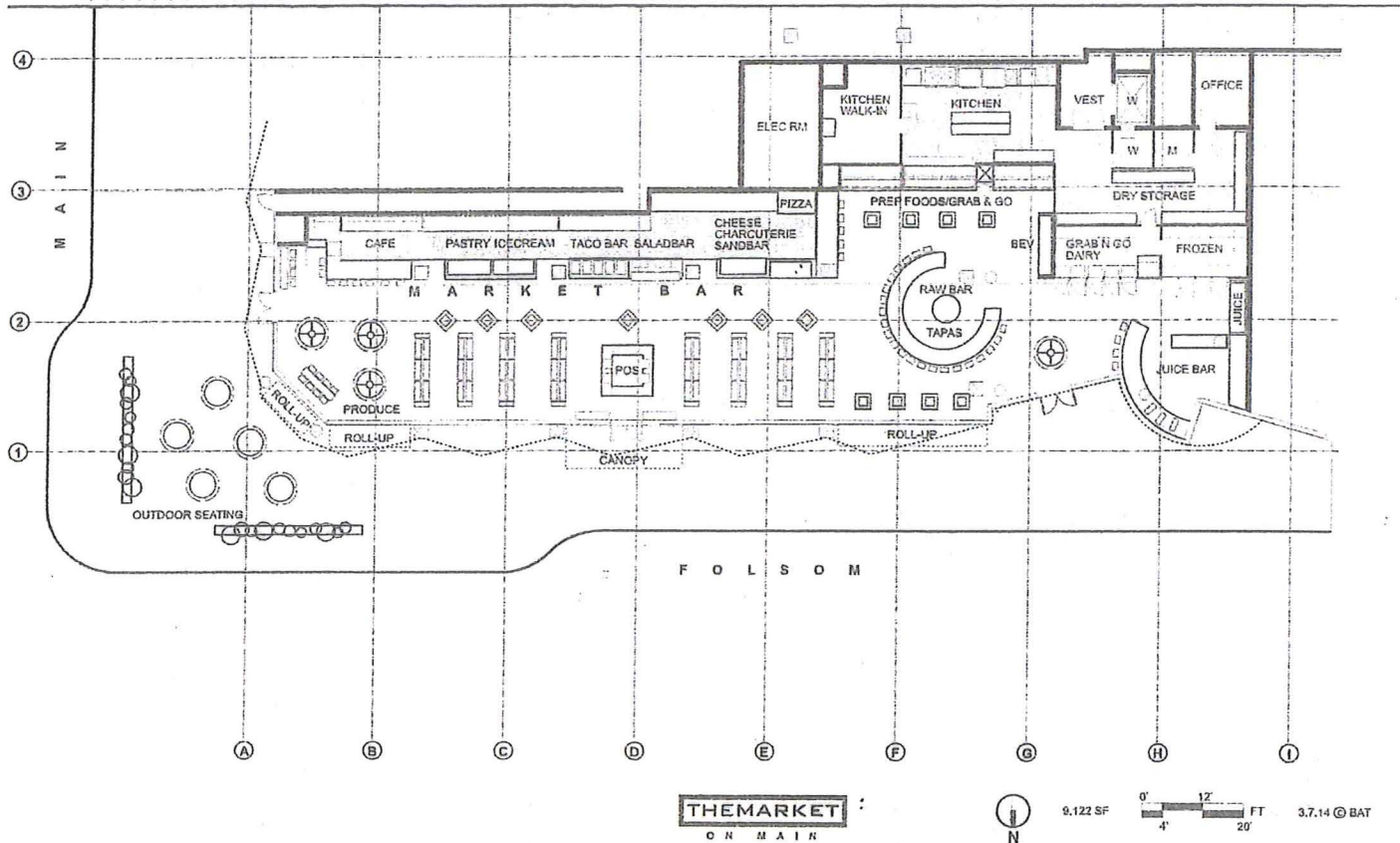
WARNING: This map does not meet the national map accuracy standards.

Department of Alcoholic Beverage Control
LICENSED PREMISES DIAGRAM (RETAIL)

State of California

1. APPLICANT NAME (Last, first, middle) SMARKET LLC	2. LICENSE TYPE 21 / 41
3. PREMISES ADDRESS (Street number and name, city, zip code) 201 Folsom St., #101, San Francisco, CA. 94105	4. NEAREST CROSS STREET Main St.

The diagram below is a true and correct description of the entrances, exits, interior walls and exterior boundaries of the premises to be licensed, including dimensions and identification of each room (i.e., "storeroom", "office", etc.).
DIAGRAM



It is hereby declared that the above-described boundaries, entrances and planned operation as indicated on the reverse side, will not be changed without first notifying and securing prior written approval of the Department of Alcoholic Beverage Control. I declare under penalty of perjury that the foregoing is true and correct.

APPLICANT SIGNATURE (Only one signature required)	DATE SIGNED
FOR ABC USE ONLY	
CERTIFIED CORRECT (Signature)	PRINTED NAME
	INSPECTION DATE