

File No. 11134

Committee Item No. 1

Board Item No. 4

COMMITTEE/BOARD OF SUPERVISORS  
AGENDA PACKET CONTENTS LIST

Committee: City Operations & Neighborhood Services Committee Date 1/23/12

Board of Supervisors Meeting Date 1/31/12

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                      |

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

Completed by Gail Johnson Date 1/19/12  
Completed by [Signature] Date 1/29/12

1 [Liquor License, 440 Mission Street]

2  
3 **Resolution determining that the issuance of a Type 40 on-sale beer license to**  
4 **Mark E. Rennie for Bar Downtown, LLC., dba Craft, located at 440 Mission Street**  
5 **(District 6), will serve the public convenience and necessity of the people of the**  
6 **City and County of San Francisco, in accordance with Section 23958.4 of the**  
7 **California Business and Professions Code, with conditions**

8  
9 WHEREAS, Mark E. Renne is seeking issuance of a Type 40 on-sale beer  
10 license for Bar Downtown, LLC., dba Craft, located at 440 Mission Street; and,

11 WHEREAS, The Planning Department has verified that the area is properly  
12 zoned; and,

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

15 RESOLVED, That in accordance with Section 23958.4 of the California Business  
16 and Professions Code, the Board of Supervisors of the City and County of San  
17 Francisco hereby determines for the foregoing reasons that the issuance of a Type 40  
18 on-sale beer license to Mark E. Renne for Bar Downtown, LLC., dba Craft, located at  
19 440 Mission Street, will serve the public convenience and necessity of the people of the  
20 City and County of San Francisco.

21 Conditions: (1) Sales, service and consumption of alcoholic beverages shall be  
22 from 11:00 a.m. and 2:00 a.m. daily, and from 6:00 a.m. to 2:00 a.m. when the premises  
23 is broadcasting (real time) the World Cup soccer and the Olympics. This privilege shall  
24 be subject to advance written notice to the Department at least one (1) week prior to the  
25 event. (2) No noise shall be audible beyond the area under the control of the licensee

1 as defined on the ABC-257. (3) No person under the age of twenty-one (21) shall sell,  
2 furnish, or deliver alcoholic beverages. (4) Loitering (loitering is defined as "to stand  
3 idly about; linger aimlessly without lawful business") is prohibited on any sidewalks or  
4 property adjacent to the licensed premises under the control of the licensee as depicted  
5 on the ABC-257. (5) The petitioner(s) shall be responsible for maintaining free of litter  
6 the area adjacent to the premises over which they have control. (6) Graffiti shall be  
7 removed from the premises and all parking lots under the control of the licensee within  
8 72 hours of application. If the graffiti occurs on a Friday or weekend day, or on a  
9 holiday, the licensee shall remove the graffiti within 72 hours following the beginning of  
10 the next weekday. (7) The exterior of the premises shall be equipped with lighting of  
11 sufficient power to illuminate and make easily discernible the appearance and conduct  
12 of all persons on or about the premises. Additionally, the position of such lighting shall  
13 not disturb the normal privacy and use of any neighboring residences. (8) There shall  
14 be no off sale of alcoholic beverages in containers of less than 32 ounces. (9) All off  
15 sale alcoholic beverages shall be restricted to craft beers.

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

File 111134

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

October 14, 2011

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

RECEIVED  
BOARD OF SUPERVISORS  
SAN FRANCISCO  
2011 OCT 21 PM 4:20

Re: Bar Downtown, LLC. dba Craft  
California ABC Liquor License Application  
440 Mission Street, San Francisco, CA 94105  
**Public Convenience and Necessity Determination Request**  
*ABC Type 40 License—On-Sale Beer*  
*Original License Application.*

Dear Ms. Cavillo:

This office represents Bar Downtown, LLC. dba Craft. My clients have applied to the California Department of Alcoholic Beverage Control (ABC) for an original Type-40 On-Sale Beer License. This type of ABC license authorizes the sale of beer [only] for consumption on or off the premises at 440 Mission Street, while providing sandwiches or snacks to its patrons. No wine or spirits will be sold at this location.

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 Craft the new primary beer locale in downtown San Francisco. We believe that local beer aficionados are hungry for more venues and options in which they can find and enjoy obscure and largely unavailable brands. Besides beer, Craft will also serve quality non-alcoholic beverages such as gourmet root beer on tap, fresh juices, and coffee drinks.

Craft will be located at 440 Mission Street in a classic 1930s building located on the northeast corner of First and Mission Streets, directly across the street from the construction site of the new Transbay Transit Center. The South Financial District area around Craft is transforming dramatically as the San Francisco Planning Department's neighborhood plan takes shape. A number of urban residential high-rise buildings such as

Angela Calvillo  
Clerk of the Board  
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Millennium Tower (420 units) and The Infiniti Towers (650 units), have recently opened in the neighborhood, as well as an award-winning residential redevelopment project at One Ecker (56 modern loft-style units in a historic icehouse building). Once completed, the Transbay Transit Center will become the preeminent public transportation hub of San Francisco (and Northern California). City Park, a 5.5 acre crown jewel park will sit atop the Transit Center.

Despite all the new construction, 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 are 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 pint of beer, an after work or late-night bite to eat, a welcoming place to gather to watch the big game, 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. Public transportation users and park goers will need a convenient respite where they can enjoy the neighborhood - its residents, students, and workers. The Craft project will offer just this: a convenient yet relaxed and comfortable neighborhood gathering spot in this underserved neighborhood.

The Craft project will be owned and managed by The Bar Downtown, LLC, who also own a cocktail bar in the same neighborhood called 83 Proof. Like 83 Proof, the owners will position Craft to eschew the party-going public and weekend club-style vibe in favor of the neighborhood's professional 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.

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

In summary, Craft 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

Angela Calvillo  
Clerk of the Board  
Page Three

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 community 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 440 Mission 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 Bar Downtown, LLC dba **Craft** 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 liquor license to Bar Downtown, LLC dba Craft at 440 Mission Street, San Francisco.

Thank you for your consideration of this request.

Yours truly,



Mark E. Rennie

MER/mb

Cc: Derek Jostad,  
Inspector Dave Faizon, SFPD



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 Elsbernd**  
**Supervisor Chu**  
**Supervisor Olague**

**From:** Inspector Nelly Gordon  
ABC Liaison Unit (ALU) 553-1049

**Date:** January 11, 2012

**Subject:** P.C.N. Investigation Regarding: The Bar Downtown LLC  
Db: Craft  
440 Mission St.  
Sky Wegman  
415/912-7181

Mark E. Rennie on behalf of Craft has filed an application with the California Department of Alcoholic Beverage Control seeking an original (New License-Owner-Location) -Type 40 (On-Sale Beer) license for 440 Mission Street (located between First Street and Fremont Street).

Hours of Operation:

Daily 11:00 a.m. - 2:00 a.m.

**Digest:**

Currently this business is not operating. If approved, this license will allow the applicant to sell on-sale/off-sale beer at this location. No wine or distilled spirits may be on the premises. Full meals are not required, however sandwiches or snacks must be available. Minors will be allowed at this premises.

It should be noted that during the application process the 500' mailer was posted on July 30, 2011. The Notice to the Public was posted on July 15, 2011. There are no letters of protest and no letters of support. For the purposes of this hearing the ABC

seeks a determination from the Board of Supervisors as to the approval or denial of this license.

**Letters of Protest:**

None

**Letters of Support:**

None

**Police Calls for Service:**

From July 2010 to July 2011

1

**Police Reports:**

From July 2010 to July 2011

2

**San Francisco Plot Information:**

This premise is located in Plot 226

304 Police Reports were recorded for this plot in 2010

This plot is 89 Police Report(s) over the citywide average (plus 20%) of 215 Police Reports.

**State Census Tract Information:**

This premise is located in Census Tract 176.02

Population for this tract is: 534

On-sale license authorized by census tract: 2  
Active on-sale licenses: 71 with 2 pending

Off-sale licenses authorized by census tract: 1  
Active off-sale licenses: 7 with 1 pending

**Departmental Recommendation:**



Points of consideration:

No opposition from **Southern Station**

Applicant premises is **not** located in a "high crime" area.


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

**No - Record** of protest.

**No - Record** of support.

ALU Recommendation: **Approval w/conditions**

1. Sales, service and consumption of alcoholic beverages shall be from 11:00 a.m. and 2:00 a.m. daily, and from 6:00 a.m. to 2:00 a.m. when the premises is broadcasting (real time) the World Cup soccer and the Olympics. This privilege shall be subject to advance written notice to the Department at least one (1) week prior to the event.
2. No noise shall be audible beyond the area under the control of the licensee as defined on the ABC-257, dated \_\_\_\_\_.
3. No person under the age of twenty-one (21) shall sell, furnish, or deliver alcoholic beverages.
4. 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 \_\_\_\_\_.
5. The petitioner(s) shall be responsible for maintaining free of litter the area adjacent to the premises over which they have control.
6. Graffiti shall be removed from the premises and all parking lots under the control of the licensee within 72 hours of application. If the graffiti occurs on a Friday or weekend day, or on a holiday, the licensee shall remove the graffiti within 72 hours following the beginning of the next weekday.
7. The exterior of the premises shall be equipped with lighting of sufficient power to illuminate and make easily discernible the appearance and conduct of all persons on or about the premises. Additionally, the position of such lighting shall not disturb the normal privacy and use of any neighboring residences.

export To  **New!**

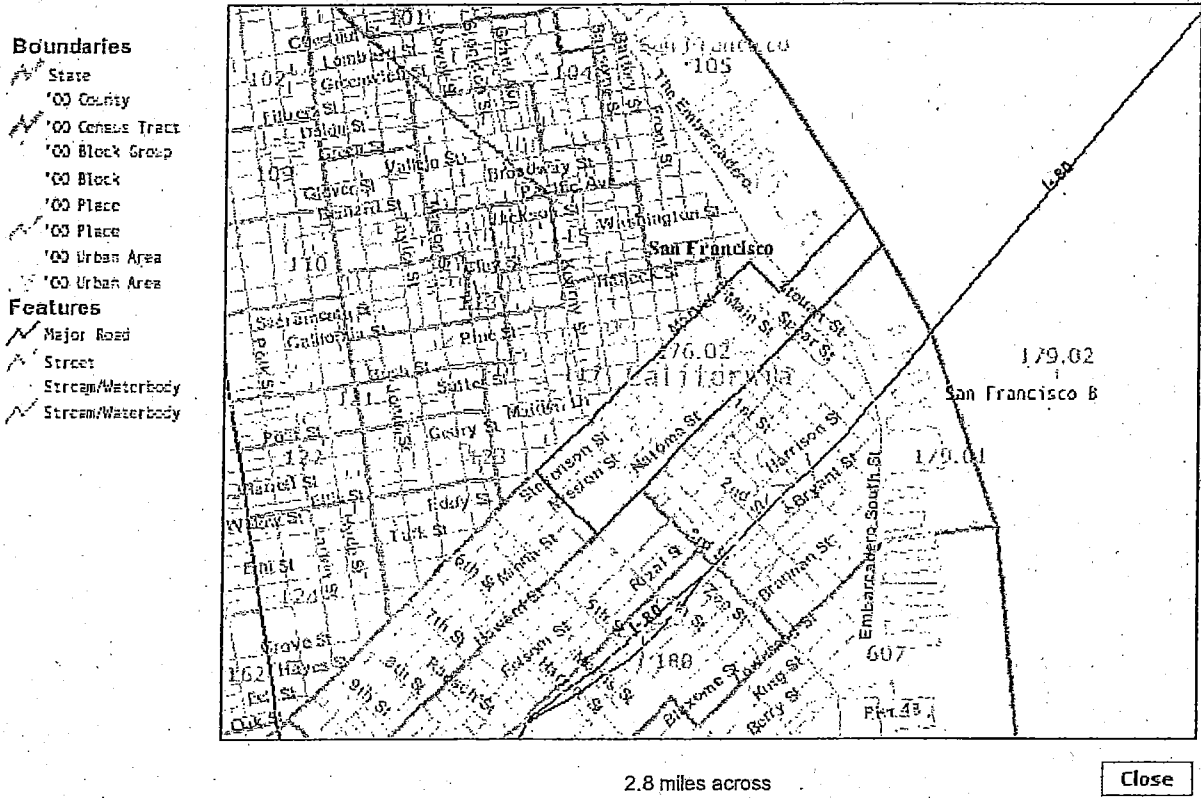
Records 1 through 1 of 1

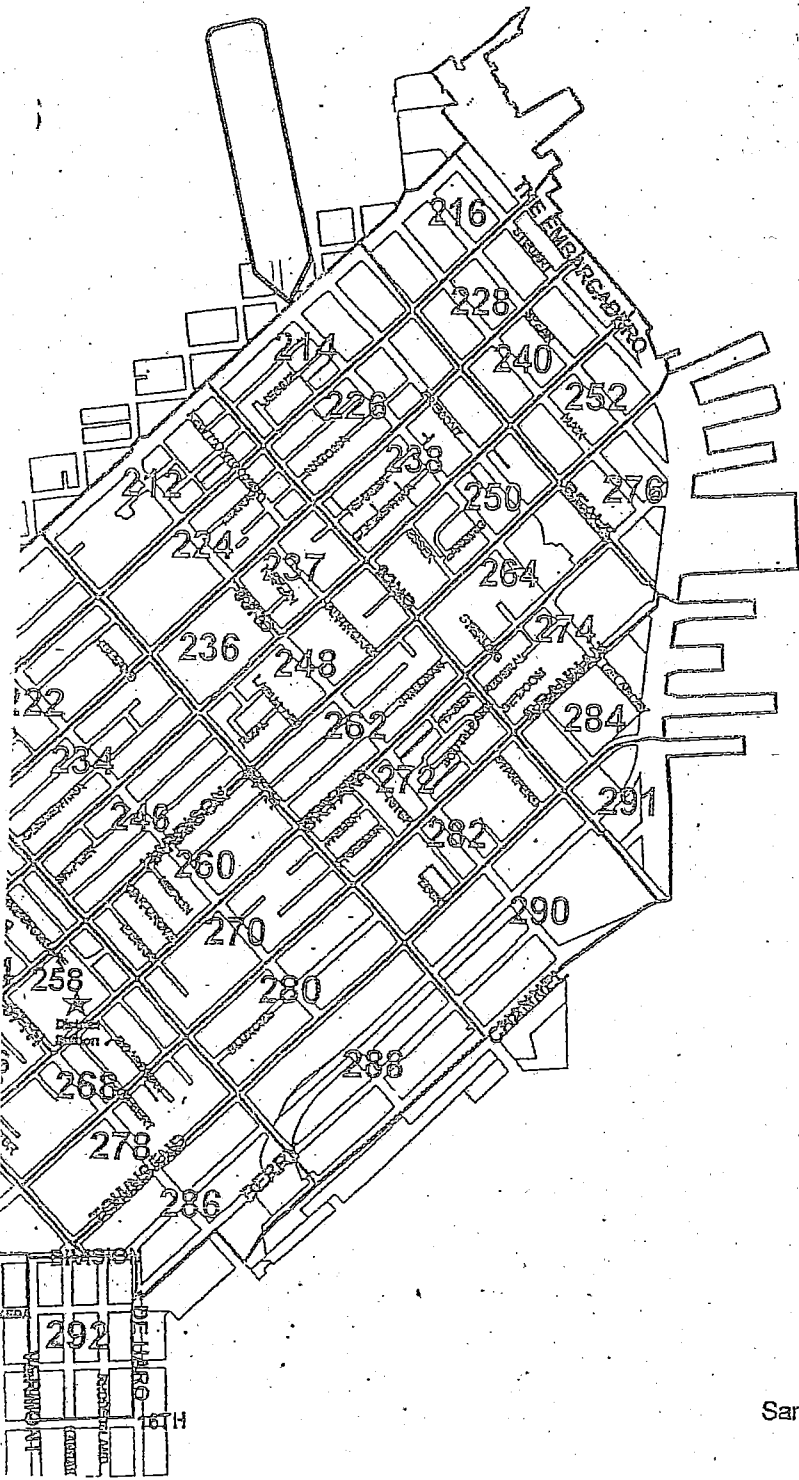
Call No	Report No	Received Date	Received Time	Priority	Call Type	Unit ID	Disposition	Location
111691299		06/18/2011	11:29:58	B	910	3B5C	GOA	440 MISSION ST

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End of document

Census Tract 176.02, San Francisco County, California





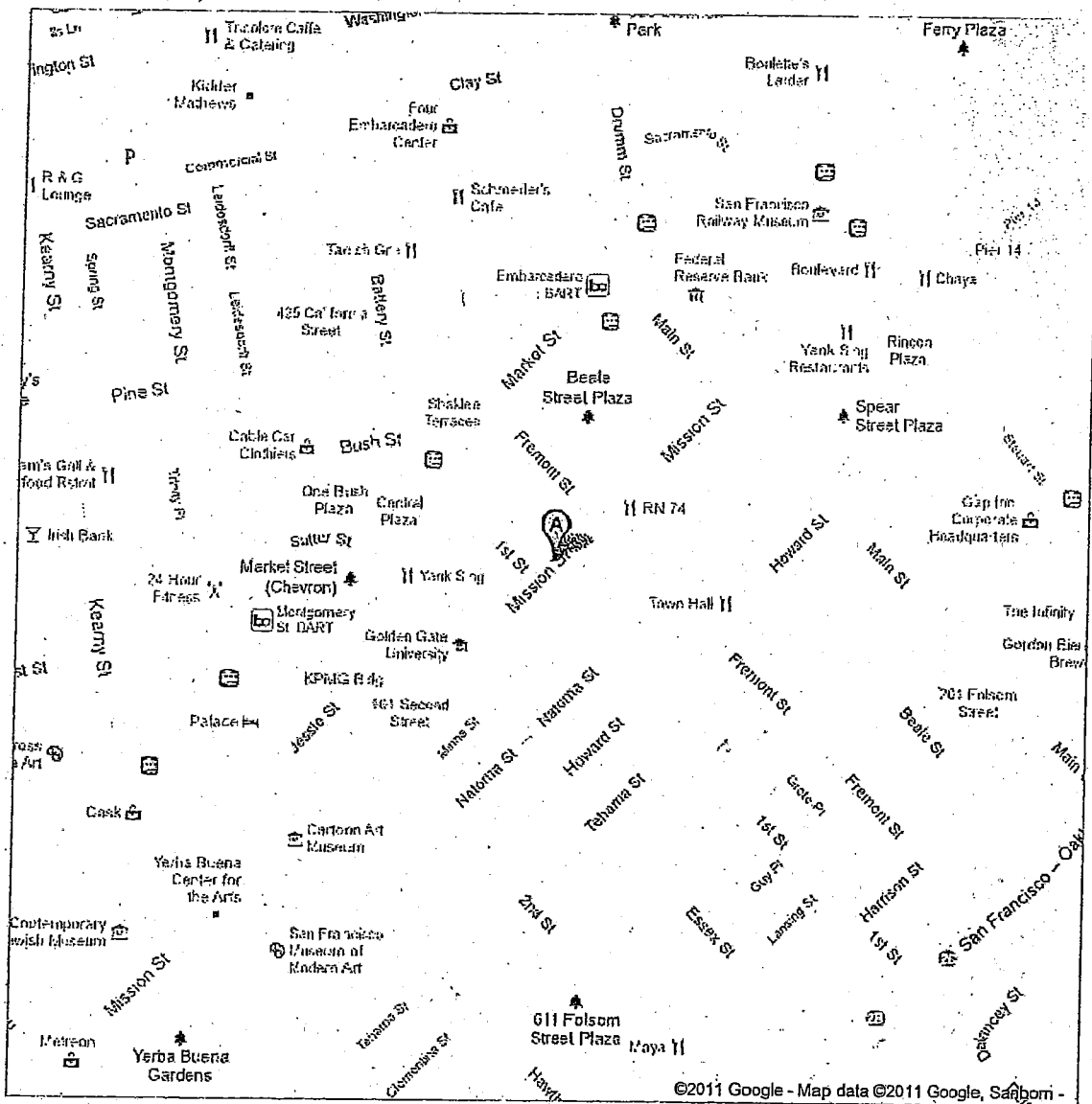
San Francisco Police Department  
August 2002

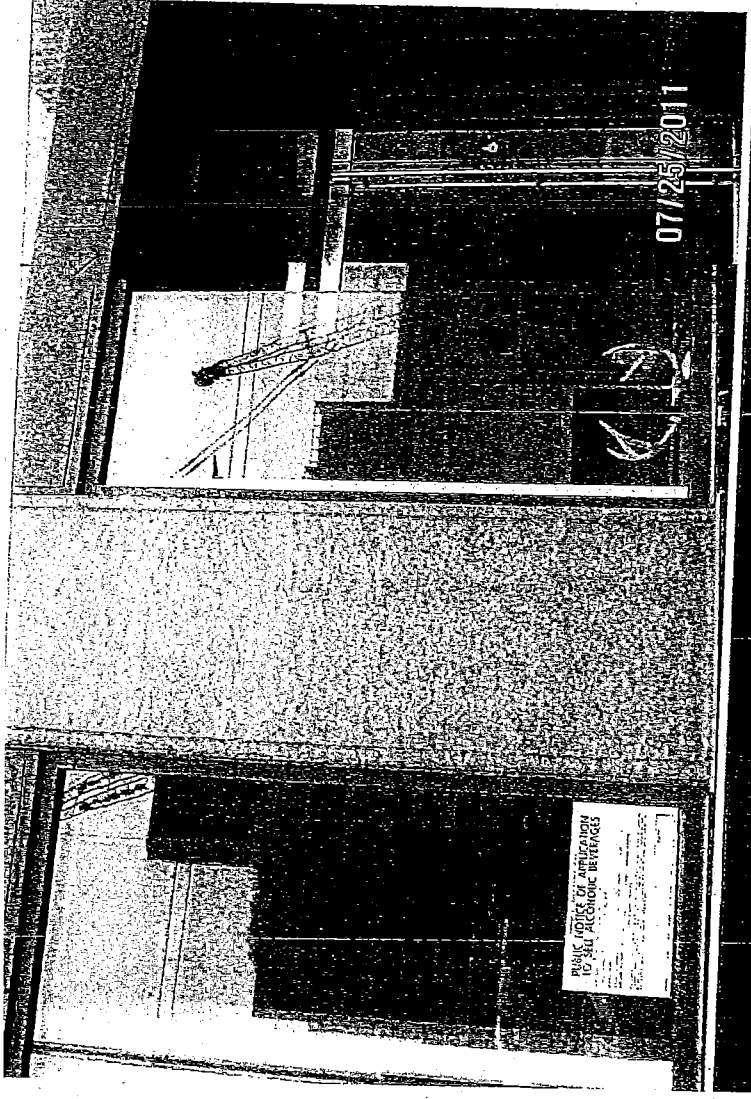
Google maps

Address 440 Mission St  
San Francisco, CA 94105

Get Google Maps on your phone

Text the word "GMAPS" to 466453





DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL

# PUBLIC NOTICE OF APPLICATION TO SELL ALCOHOLIC BEVERAGES

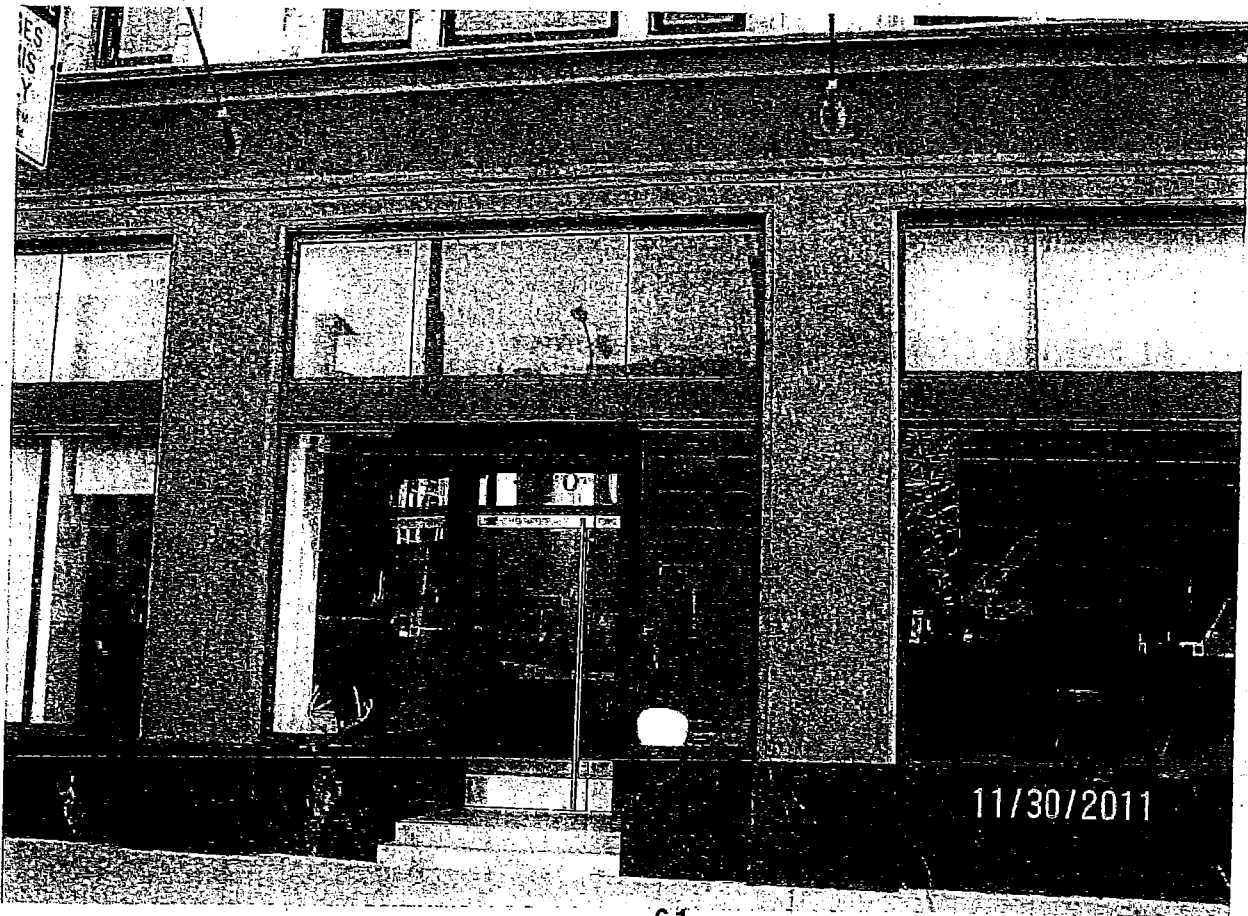
APPLICANT **BAR DOWNTOWN, LLC THE**  
 TYPE OF LICENSE **40 - ON-SALE BEER**  
 BUSINESS NAME  
 ADDRESS OF PREMISES **440 MISSISSIPPI ST., SAN FRANCISCO CA 94105**  
 APPLICANT HAS FILED FOR **NEW LICENSE** **PREMISES TO PREMISES TRANSFER**

IF A VERIFIED PROTEST IS TO BE MADE AGAINST THIS APPLICATION, IT MUST BE RECEIVED BY ANY OFFICE OF THE DEPARTMENT OR DEPARTMENTAL HEADQUARTERS, 3927 LENNAE DRIVE, SUITE 100, SACRAMENTO 95814, WITHIN 30 DAYS OF DATE POSTED. PROTESTS MUST BE VERIFIED. FURTHER INFORMATION REGARDING THIS APPLICATION AND VERIFICATION FORMS MAY BE OBTAINED AT:

SACRAMENTO  
 7150  
 SACRAMENTO  
 TEL: 415-554-4400

**WARNING**  
 Every person who knowingly, after being advised of the applicable law, sells alcoholic beverages to a minor is guilty of a crime.  
 DATE: 07/25/2011

PREMISES ARE (NOT NOW) (ALREADY) LICENSED TO SELL ALCOHOLIC BEVERAGES.



Nov. 4, 2011 2:17PM

No. 0282 P. 1/1

### LIQUOR LICENSE REVIEW

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

File: 111134

*Block/Lot: 3709/008*

*Zoning: C-3-O*

*Quadr: NE*

*map # 1101868*

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

DATE: October 27, 2011

This item is scheduled to be heard at a meeting on December 12, 2011.  
**PLEASE EMAIL YOUR RESPONSE BY: December 7, 2011, to Gail Johnson,**  
 Clerk, City Operations and Neighborhood Services Committee.  
Gail.Johnson@sfgov.org - Fax No: 554-7714

Applicant Name: Mark E. Rennie  
 and Business Name: Craft (440 Mission Street)  
 Applicant Address: 870 Market Street  
 The Flood Building, Suite 1260  
 San Francisco, CA 94102  
 and Phone No. (415) 981-4500

PLANNING COMMENTS:  Approval  Denial

*permitted per Planning Code Section 214(b)*

*[Signature] 11/4/11  
Rick Crawford*

POLICE COMMENTS:  Approval  Denial