

**LIQUOR LICENSE
PUBLIC CONVENIENCE OR
NECESSITY REFERRAL**

TO: Planning Department
Phone No. (415) 558-6371

DATE: August 26, 2020
AP Block/Lot Nos.: 0317/020

TO: Police Department
Inspector Georgia Sawyer
Phone No. (415) 553-9550

Zoning: RC-4
Quad: NE Planning Team
Record No.: _____

Please submit your response within three weeks; the Public Safety and Neighborhood Services Committee will tentatively schedule the PC or N hearing for a regular meeting in October of 2020.

PLEASE EMAIL YOUR RESPONSE BY: September 11, 2020, to John Carroll, Public Safety and Neighborhood Services Committee Clerk.
john.carroll@sfgov.org - Phone No: 554-4445

Applicant name: Electrocelt Promotions, Inc.

Business name: Swig

Application address: 553-561 Geary Street
San Francisco, CA 94102

Applicant contact info: Brian Sheehy
415-713-8182
brian@futurebars.com

PLANNING REVIEW: Approval Denial

Planning Staff Contact: _____

Please print review comments on a trailing page.

POLICE REVIEW: Approval Denial

Please print review comments in a trailing report.

From: [Botn, Kurt \(CPC\)](#)
To: [Carroll, John \(BOS\)](#)
Cc: [Langlie, Michelle \(CPC\)](#)
Subject: FW: Liquor License Transfer - 553-561 Geary Street - Swig
Date: Friday, September 11, 2020 11:06:40 AM
Attachments: [image001.png](#)
[553-561 Geary St.pdf](#)

Hi John,

Please see the attached referral. Comments are below.

Recommend approval type 48 (On Sale - General) retail sales and service use permitted on the ground floor in the RC-4 zoning District per PC Section 209.3.

Best,

Kurt Botn, Senior Planner
Flex-Team/Current Planning Division
San Francisco Planning

PLEASE NOTE MY NEW ADDRESS AND PHONE NUMBER AS OF AUGUST 17:

49 South Van Ness Avenue, Suite 1400, San Francisco, CA 94103

Direct: 628.652.7311 | www.sfplanning.org

[San Francisco Property Information Map](#)

IN ORDER FOR US TO MOVE, OUR OFFICE WILL BE CLOSED WITH NO ACCESS TO PHONES OR E-MAIL ON THURSDAY, AUGUST 13 and FRIDAY, AUGUST 14. WE APPRECIATE YOUR PATIENCE.

Due to COVID-19, San Francisco Planning is not providing any in-person services, but we are operating remotely. Our staff are [available by e-mail](#), and the Planning and Historic Preservation Commissions are convening remotely. The public is [encouraged to participate](#). Find more information on our services [here](#).

From: Langlie, Michelle (CPC) <michelle.langlie@sfgov.org>
Sent: Friday, September 11, 2020 10:03 AM
To: Botn, Kurt (CPC) <kurt.botn@sfgov.org>
Subject: FW: Liquor License Transfer - 553-561 Geary Street - Swig

FYI

Michelle M. Langlie (she/her/hers)
Senior Preservation Planner | PIC Specialist
Northeast Team | Current Planning
San Francisco Planning
49 South Van Ness Avenue, Suite 1400, San Francisco, CA 94103
Direct: 628.652.7410 | General Inquiries: pic@sfgov.org | www.sfplanning.org
[San Francisco Property Information Map](#)

Due to COVID-19, San Francisco Planning is not providing any in-person services, but we are operating remotely. Our staff are [available by e-mail](#), and



RECEIVED
BOARD OF SUPERVISORS
SAN FRANCISCO

2020 AUG 18 AM 9:46

BY _____

SWIG LOUNGE & CAFE

August 3, 2020

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

Re: Electrocelt Promotions, Inc. dba Swig Lounge and Swig Café
California ABC Liquor License Transfer
553-561 Geary St., San Francisco, CA 94102

Public Convenience and Necessity Determination Request

*ABC Type 48 License—On-Sale General Public Premises
Premise to Premise Transfer from 561 Geary Street to 553-561 Geary
St., SF CA 94102 [expansion of public occupancy into adjacent cafe].*

Dear Ms. Calvillo:

This office represents Electrocelt Promotions Inc. (“Electrocelt”) dba **Swig Lounge and Swig Café**. My clients have applied to the California Department of Alcoholic Beverage Control (ABC) for a premise to premise transfer of their On-Sale General Public Premises license. This premise to premise transfer is to allow applicant to operate and sell alcohol beverages to the public in an adjacent café located in the same two-unit single-story building. This adjacent café, Olympic Café, is owned by applicant Electrocelt. Many decades ago, the two storefronts were one large restaurant and lounge, and there is presently a (sealed) doorway between the two spaces. My client’s presently have a type-41 beer and wine ABC license on the Olympic Café portion of the premises.

The expanded premise is located downtown near the Union Square shopping/ theater districts and has had a Type-40/ 41 and Type 48 license for over 35 years. Our Café serves traditional American breakfast and lunch and our customers range between early morning workers and local residents to foreign tourists and daytime shoppers. It is our intention to maintain the café with full meal service on the café side of the business. Technically, if this requested expansion is approved, the ABC will issue a Type-48 license to the current lounge area of the premises with a duplicate Type-47 (bonafide eating place license) to the Café portion of the building.

There are surrounding residences within 100 ft. of the café. The area is densely populated. Our location has been a full-service restaurant and has served the community

553- 553 Geary Street San Francisco, California 94102



well for many years. This request is to allow the expansion of Electrocelt's ABC Type-48 license privilege to allow the of selling of alcoholic beverages to the public in the Café portion or the premises. The existing Type-41 license will be canceled if the expansion is approved by this Board, and ABC.

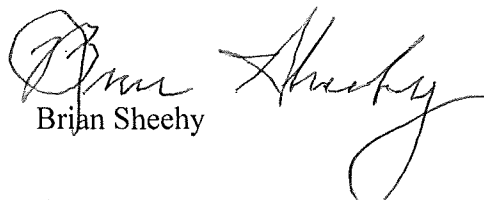
The area is properly zoned [RC-4] for this type of license and we do not foresee any problems with the San Francisco Police Department approving this change in the ABC license, with conditions. We have the support for this application from many of our neighbors, and are open to the imposition of conditions, if necessary, to this license. This restaurant is one of the few 'old school' cafés offering this type of food and beverages in the area, which means that the elderly do not have to travel as far to get a great glass of wine and a relaxing bite to eat. We will benefit many residents who might otherwise have to travel to another neighborhood for a similar experience. Our establishment also serves tourists with an all-American diner experience.

This café is locally owned, and thus revenue and taxes will stay in the community. An ABC license will also maintain jobs for local residents. This ABC license will allow us to remain open and we believe will sustain the pedestrian traffic to the café which keeps more eyes on the street and makes the neighborhood safer. There is no similar neighborhood café within several blocks,

The expanded Swig Café and Swig Lounge will give back to the community. Our hospitality group owns several bars, included Local Edition and Bourbon and Branch. We have always raised money for charities and intend to donate food and monies to several charities including National Night Out, Irish Immigration Pastoral Center, and The Community Housing Partnership. Allowing this license to issue to this location, in accordance with § 23958.4 of the California Business and Professions code, will allow the residents and tourists from the surrounding neighborhood to have a quality meal with the choice of draft beer, a glass of wine or a cocktail. . It will be a much-appreciated feature to our menu. Approval of this license will definitely serve the public convenience and necessity of our neighbors and of the people of the City and County of San Francisco, California.

Thank you in advance for your consideration of this request.

Yours Truly,


Brian Sheehy

553- 553 Geary Street San Francisco, California 94102