

File No. 140464

Committee Item No. 2

Board Item No. \_\_\_\_\_

## COMMITTEE/BOARD OF SUPERVISORS

### AGENDA PACKET CONTENTS LIST

Committee: Neighborhood Services & Safety Date October 2, 2014

Board of Supervisors Meeting Date \_\_\_\_\_

#### Cmte Board

- |                                     |                          |  |
|-------------------------------------|--------------------------|--|
| <input type="checkbox"/>            | <input type="checkbox"/> | Motion                                       |
| <input type="checkbox"/>            | <input type="checkbox"/> | Resolution                                   |
| <input type="checkbox"/>            | <input type="checkbox"/> | Ordinance                                    |
| <input type="checkbox"/>            | <input type="checkbox"/> | Legislative Digest                           |
| <input type="checkbox"/>            | <input type="checkbox"/> | Budget and Legislative Analyst Report        |
| <input type="checkbox"/>            | <input type="checkbox"/> | Legislative Analyst Report                   |
| <input type="checkbox"/>            | <input type="checkbox"/> | Youth Commission Report                      |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Introduction Form (for hearings)             |
| <input type="checkbox"/>            | <input type="checkbox"/> | Department/Agency Cover Letter and/or Report |
| <input type="checkbox"/>            | <input type="checkbox"/> | MOU  |
| <input type="checkbox"/>            | <input type="checkbox"/> | Grant Information Form                       |
| <input type="checkbox"/>            | <input type="checkbox"/> | Grant Budget                                 |
| <input type="checkbox"/>            | <input type="checkbox"/> | Subcontract Budget                           |
| <input type="checkbox"/>            | <input type="checkbox"/> | Contract/Agreement                           |
| <input type="checkbox"/>            | <input type="checkbox"/> | Form 126 – Ethics Commission                 |
| <input type="checkbox"/>            | <input type="checkbox"/> | Award Letter                                 |
| <input type="checkbox"/>            | <input type="checkbox"/> | Application                                  |
| <input type="checkbox"/>            | <input type="checkbox"/> | Public Correspondence                        |

#### OTHER (Use back side if additional space is needed)

- |                                     |                          |                                  |
|-------------------------------------|--------------------------|----------------------------------|
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Liquor License PCN Request _____ |
| <input type="checkbox"/>            | <input type="checkbox"/> | _____                            |
| <input type="checkbox"/>            | <input type="checkbox"/> | _____                            |
| <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 9/26/14

Completed by: \_\_\_\_\_ Date \_\_\_\_\_

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



San Francisco Police Department  
**ABC Liaison Unit**



Alcoholic Beverage License -  
*Public Convenience and  
Necessity Recommendation*

**To:** The San Francisco Board of Supervisors-Neighborhood Services and  
Safety Committee

**Supervisor David Campos**  
**Supervisor Eric Mar**  
**Supervisor Norman Yee**

**From:** Officer Alberto Duarte  
ABC Liaison Unit (ALU) 553-1049

**Date:** April 2, 2014, updated on July 30<sup>th</sup> 2014

**Subject:** P.C.N. Investigation Regarding: S&T Revelry Holdings Inc.  
DBA:  
2200 B Market Street  
Shawn Vergara & Tiffny Vergara Chung

Shawn Vergara and Tiffny Vergara Chung on behalf of S&T Revelry Holdings Inc., have filed an application with the California Department of Alcoholic Beverage Control seeking a Type 42 (On-Sale Public Premise) license for 2200 B Market Street. This location is on the Northwest Corner, it is part of new residential development. They plan on the promotion and sales of fine wines and micro crafted beers. Fine beers, fine wines and vintage video games, this is the creation of the Tech Sector's version of adult entertainment.

It should be noted that during the application process, notification date for the 500' mailer was on March 4, 2014. The Notice to the Public was posted on February 25, 2014.

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 February 2013 to February 2014

**50 Police calls**

**\* all calls are to the area, but only 5 to the local address (alarm calls and trespassing calls to the front of the building).**

**Police Reports:**

From February 2013 to February 2014

**7 Reports**

**\* only one report was to the address (it involved a burglary in the residential portion of the building).**

**San Francisco Plot Information:**

This premise is located in Plot **412**

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

This plot had **231** police reports recorded for 2013.

The Applicant's premise is located in a "**High Crime**" area.

**State Census Tract Information:**

This premise is located in Census Tract **169**

Population for this tract is: **2,924**

On-sale license authorized by census tract: **10**

Active on-sale licenses: **22**

Off-sale licenses authorized by census tract: **2**

Active off-sale licenses: **7**

Applicant's premise is currently located in an "**undue concentrated**" area.

**Letters of Protest:**

**No letters of protest** were received by the California Department of Alcoholic Beverage Control, (ABC).

**Letters of Support:**

**None recorded** with the California Department of Alcoholic Beverage Control, (ABC).

**Departmental Recommendation:**

**ALU recommends approval with the following conditions (attached)**

File #: 42-542172

First Owner:

S&T Revelry Holdings Incorporated

Name of Business:

DBA

Location of Business:

2200 B Market Street

San Francisco, CA 94114-1506

Conditions for Type 42 On Sale Beer and Wine Public Premise

1. No noise shall be audible beyond the area under the control of the licensee as defined on the applicant's ABC-257 form.
2. 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 applicant's ABC-257 form.
3. 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.
4. The Petitioner(s) shall post and maintain a professional quality sign at all public entrances that reads as follow.

**NO ONE UNDER 21 YEARS OLD ALLOWED**

- a) The sign shall be at least two feet square with two inch block lettering.

Officer Al. Duarte #1433

APPLICATION FOR ALCOHOLIC BEVERAGE LICENSE(S)

TIFFNY VERGARA

TO: Department of Alcoholic Beverage Control
33 NEW MONTGOMERY STREET
SUITE 1230
SAN FRANCISCO, CA 94105
(415) 356-6500

File Number: 542172 (408) 221-8283
Receipt Number: 2216003
Geographical Code: 3800
Copies Mailed Date: February 19, 2014
Issued Date:

DISTRICT SERVING LOCATION: SAN FRANCISCO

First Owner: S & T REVELRY HOLDINGS INCORPORATED

Name of Business:

Location of Business: 2200B MARKET ST
SAN FRANCISCO, CA 94114-1506

PLOT 410
231 HIGH CREEK
SO CALIF

County: SAN FRANCISCO

Is Premise inside city limits? Yes

Census Tract 0169.00

Mailing Address: 2124 MARKET ST
SAN FRANCISCO, CA 94114

ON 10 ACTIVE 22
OFF 2 7

Type of license(s): 42

Transferor's license/name: Dropping Partner: Yes No

Table with 7 columns: License Type, Transaction Type, Fee Type, Master, Dup, Date, Fee. Rows include On-Sale Beer And Wine fees and State/Federal Fingerprints.

Have you ever been convicted of a felony? No

Have you ever violated any provisions of the Alcoholic Beverage Control Act, or regulations of the Department pertaining to the Act? No

Explain any "Yes" answer to the above questions on an attachment which shall be deemed part of this application.

Applicant agrees (a) that any manager employed in an on-sale licensed premises will have all the qualifications of a licensee, and (b) that he will not violate or cause or permit to be violated any of the provisions of the Alcoholic Beverage Control Act.

STATE OF CALIFORNIA County of SAN FRANCISCO Date: February 19, 2014

Under penalty of perjury, each person whose signature appears below, certifies and says: (1) He is an applicant, or one of the applicants, or an executive officer of the applicant corporation, named in the foregoing application, duly authorized to make this application on its behalf; (2) that he has read the foregoing and knows the contents thereof and that each of the above statements therein made are true; (3) that no person other than the applicant or applicants has any direct or indirect interest in the applicant or applicant's business to be conducted under the license(s) for which this application is made; (4) that the transfer application or proposed transfer is not made to satisfy the payment of a loan or to fulfill an agreement entered into more than ninety (90) days preceding the day on which the transfer application is filed with the Department or to gain or establish a preference to or for any creditor or transferor or to defraud or injure any creditor of transferor; (5) that the transfer application may be withdrawn by either the applicant or the licensee with no resulting liability to the Department.

Effective July 1, 2012, Revenue and Taxation Code Section 7057, authorizes the State Board of Equalization and the Franchise Tax Board to share taxpayer information with Department of Alcoholic Beverage Control. The Department may suspend, revoke, and refuse to issue a license if the licensee's name appears in the 500 largest tax delinquencies list. (Business and Professions Code Section 494.5.)

Applicant Name(s)

Applicant Signature(s)

See 211 Signature Page

S & T REVELRY HOLDINGS INCORPORATED

Handwritten initials/signature at bottom right.

FROM: PT00ALUB ISN: 1 I TIME: 07/30/2014 12:39:49  
TO: PP00ALUZ OSN: 0 O TIME: 07/30/2014 12:39:49

Original Message

FROM: CABLE ISN: 24346 DATE: 07/30/14 TIME: 12:39:45 ADMIN MSG  
TO: PT00ALUB OSN: 00000 DATE: 07/30/14 TIME: 12:39:47

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 => 2200 /MARKET /ST  
TYPE => PREMISE ADDRESS  
HOUSE NUMBER => 2200  
STREET NAME => MARKET  
STREET TYPE => STREET  
STREET NUMBER => 1082  
LOW HOUSE NUMBER => 0001  
HIGH HOUSE NUMBER => 3999  
HIGH HOUSE ON BLOCK => 2248  
BLOCKFACE NUMBER => 16883  
HIGH CROSS STREET => 1533  
INTERSECTION NUMBER => 01187  
REPORTING AREA => 412  
DISTRICT => MISSION  
CENSUS TRACT => 000169

Call summary for: 01/01/2014 - 07/30/2014

# Output for: A08828

Click on heading to change sort order.

Event IncName	Pri	Type	DAREA	RA/BOX	Unit	From	To	Location
#141441101	C	915	3D	412A	3D41A	10:35	10:53	2200 MARKET ST, SF
#141473047	C	917	3D	412A	3D11D	18:29	20:09	2200 MARKET ST, SF
#141493266	C	915	3D	412A	3D12D	20:19	23:33	2200 MARKET ST, SF
#141513606	C	915	3D	412A	3D11E	23:28	04:51	2200 MARKET ST, SF
#141550946	C	459	3D	412A		09:27	09:27	2200 MARKET ST #205, SF ✓
#141551898	C	601	3D	412A	3D41C	13:44	19:45	2200 MARKET ST, SF
#141553046	C	601	3D	412A	3D11D	19:14	19:37	2200 MARKET ST, SF
#141553271	C	459	3D	412A	3D11E	20:35	23:17	2200 MARKET ST #205, SF ✓
#141560400	C	915	3D	412A	3D1A	05:47	07:04	2200 MARKET ST, SF
#141572598	C	915	3D	412A	3D16C	17:54	18:59	2200 MARKET ST, SF
#141581108	C	601	3D	412A	3D41C	10:49	11:51	2200 MARKET ST, SF
#141590436	C	917	3D	412A	3D112	03:15	05:08	2200 MARKET ST, SF
#141592508	C	915	3D	412A	3D11D	18:21	18:39	2200 MARKET ST, SF
#141620531	A	459	3D	412A	3D15A	07:00	12:30	2200 MARKET ST, SF
#141633332	C	915	3D	412A	3D11E	21:32	23:05	2200 MARKET ST, SF
#141633356	C	601	3D	412A		21:41	21:42	2200 MARKET ST, SF
#141650027	B	418	3D	412A	3D13E	00:08	00:56	2200 MARKET ST, SF
#141650850	C	915	3D	412A	3D73	08:30	09:17	2200 MARKET ST, SF
#141653714	C	601	3D	412A	3D91	23:28	01:57	2200 MARKET ST, SF
#141663202	C	915	3D	412A	3D11D	22:48	23:06	2200 MARKET ST, SF
#141671342	C	915	3D	412A	3D73	12:06	12:31	2200 MARKET ST, SF
#141671392	C	601	3D	412A	3D73	12:22	12:28	2200 MARKET ST, SF
#141683578	C	601	3D	412A	3D112	22:37	00:23	2200 MARKET ST, SF
#141721515	C	917	3D	412A	3D41C	12:19	12:29	2200 MARKET ST, SF
#141750374	C	915	3D	412A	3D11A	06:00	08:06	2200 MARKET ST, SF
#141770734	C	919	3D	412A	3D41A	08:34	09:07	2200 MARKET ST, SF
#141780545	C	915	3D	412A	3D41A	07:13	08:01	2200 MARKET ST, SF
#141791033	C	915	3D	412A	3D3A	09:04	09:25	2200 MARKET ST, SF
#141791598	C	601	3D	412A	3D13E	12:31	22:37	2200 MARKET ST, SF
#141791758	C	601	3D	412A		13:22	13:22	2200 MARKET ST, SF
#141793878	A	221	UN	412A	5V101	23:02	03:20	2200 MARKET ST, SF
#141803792	C	903	3D	412A	3D99C	22:41	22:48	2200 BLK MARKET ST, SF
#141832597	B	100A	3D	412A		16:53	16:58	2200 MARKET ST #A, SF ✓
#141833257	B	800	3D	412A	3D11D	19:55	20:08	2200 BLK MARKET ST, SF
#141872871	C	915	3D	412A	3D11D	19:59	20:43	2200 MARKET ST, SF
#141880520	C	917	3D	412A	3D41A	06:57	07:05	2200 MARKET ST, SF
#141900613	B	100A	3D	412A	3D11A	07:39	07:48	2200 MARKET ST #A, SF ✓
#141900627	C	601	3D	412A	3D11A	07:43	07:49	2200 MARKET ST, SF
#141900662	C	000	3D	412A		07:59	07:59	2200 MARKET ST #A, SF ✓
#141900948	C	601	3D	412A	3D13A	09:29	10:59	2200 MARKET ST, SF
#141910464	C	915	3D	412A	3D11A	05:46	06:28	2200 MARKET ST, SF

Revised

#141972866	C	588	3P	411	3P30C	17:57	18:36	2200 MARKET ST, SF
#141980651	B	100A	3D	412A	3D27	07:14	08:04	2200 MARKET ST #A, SF ✓
#141981311	C	601	3D	412A	3D41C	11:16	12:19	2200 MARKET ST, SF
#141990557	C	903	3D	412A	3D11A	06:20	06:27	2200 BLK MARKET ST, SF
#142011634	C	915	3D	412A	3D12A	13:55	14:10	2200 MARKET ST, SF
#142012579	C	915	3D	412A	PS83D	19:07	21:31	2200 MARKET ST, SF
#142020659	C	917	3D	412A	3D41A	07:37	07:43	2200 MARKET ST, SF
#142030610	C	917	3D	412A	3D41A	07:39	10:03	2200 MARKET ST, SF
#142090896	C	915	3D	412A	3D11A	09:36	09:45	2200 BLK MARKET ST, SF



## 2200B Market Street

Tiffny Vergara <tiffny@blackbirdbar.com>

Wed 4/23/2014 2:05 PM

To: alberto.a.duarte@sfgov.org <alberto.a.duarte@sfgov.org>;

Cc: Blackbird Vergara <shawn@blackbirdbar.com>;

📎 12 attachments

Breed-Wiener Arcade Reso 4-15-14 (3).docx; ATT03216.htm; Project 22.pptx; ATT03219.htm; Francesca Lord p1.jpg; ATT03222.htm; Francesca Lord p2.jpg; ATT03225.htm; Kay Hoskins.jpg; ATT03228.htm; Luke Cottrill.jpg; ATT03231.htm;

Hi Alberto - Thanks for taking my call and explaining the steps through this process. I've cc'd my brother/business partner, Shawn, on this email as well.

Here is the general information about the project:

Location: 2200B Market Street

License: Type 42 ABC - Beer/Wine Bar (emphasis on beer)

Hours of Operation: 3pm-2am M-Su

Capacity: 117

Concept: Beer-centric beer and wine arcade bar

10 arcade game units (to increase to 24 once legislation is passed to remove 10 game limitation)

Relationship with neighbor Bandidos to offer small snacks to our patrons

### 1) LOCAL SUPERVISOR SUPPORT

Scott Weiner amended legislation that allows Upper Market district establishments to have up to 10 games in house. We were just informed of this resolution last Friday. The next step is to get legislation amended to allow us to have more than 10 games. They have told us that it can take at least 6 months for this to happen but they are working on it. RESOLUTION ATTACHED

Please see attached link that states Scott Weiner is backing up this initiative to get this restriction removed city-wide.

<http://m.sfexaminer.com/sanfrancisco/blogs/Post?basename=supervisors-push-to-revise-laws-regulating-arcade-gaming&day=22&id=PoliticsBlog&month=04&year=2014>

### 2) PROOF OF COMMUNITY OUTREACH

a) We have presented to the following neighborhood groups: Castro Merchant, EVNA, CBD, DTNA

Castro Merchants - sending letter of support to our planner (will forward you copy once completed)

The remaining 3 did not display opposition to the project. I reached out to each stating if they do plan to write a letter of support to send to our planner by 5/22/14. If letters are issued, I will forward to you as well.

b) Testimonials from Blackbird neighbors (2124 Market Street) that have stated how Shawn proactively remediates noise control issues at his current business. LETTERS ATTACHED

c) Holding a neighborhood meeting in early May to address neighborhood concerns before our CU meeting on 6/5/14.

### 3) BUSINESS CONCEPT

I've attached the business concept and space rendering. PPT ATTACHED

### 4) ON SITE MEETING

Our availability is Tuesday 4/29 or Thursday 5/1 any time between 10am until 4pm.

Please let me know if you have any additional questions.

Best,

S& T Revelry Holdings Inc.

Tiffny Vergara Chung / Shawn Vergara

408-221-8283 / 415-218-2291



**California Department of Alcoholic  
Beverage Control**  
*License Query System Summary*  
*as of 7/29/2014*

<b>License Information</b>
<b>License Number:</b> 542172
<b>Primary Owner:</b> S & T REVELRY HOLDINGS INCORPORATED
<b>ABC Office of Application:</b> 24 - SAN FRANCISCO
<b>Business Name</b>
<i>... No Active DBA found ...</i>
<b>Business Address</b>
<b>Address:</b> 2200B MARKET ST <b>Census Tract:</b> 0169.00
<b>City:</b> SAN FRANCISCO <b>County:</b> SAN FRANCISCO
<b>State:</b> CA <b>Zip Code:</b> 94114
<b>Licensee Information</b>
<b>Licensee:</b> S & T REVELRY HOLDINGS INCORPORATED
<b>Company Information</b>
Officer: CHUNG, TIFFNY VERGARA (CHIEF FINANCIAL OFFICER)
Officer: VERGARA, SHAWN E (PRESIDENT)
Officer: CHUNG, TIFFNY VERGARA (SECRETARY/ASST SEC)
Officer: VERGARA, SHAWN E (VICE PRESIDENT)
Stock Holder: CHUNG, TIFFNY VERGARA
Stock Holder: VERGARA, SHAWN E
<b>License Types</b>
<b>1) License Type:</b> 42 - ON-SALE BEER AND WINE - PUBLIC PREMISES
<b>License Type Status:</b> PENDING
<b>Status Date:</b> 19-FEB-2014 <b>Term:</b> 12 Month(s)
<b>Original Issue Date:</b> <b>Expiration Date:</b>
<b>Master:</b> Y <b>Duplicate:</b> 0 <b>Fee Code:</b> P40
<b>License Type was Transferred On:</b> <b>FROM:</b>
<b>Current Disciplinary Action</b>
<i>... No Active Disciplinary Action found ...</i>
<b>Disciplinary History</b>
<i>... No Disciplinary History found ...</i>
<b>Hold Information</b>
<b>Hold Date:</b> 19-FEB-2014 <b>Type:</b> FORM 220
<b>Escrow</b>
<i>... No Escrow found ...</i>

--- End of Report ---

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



**California Department of Alcoholic Beverage Control  
For the County of SAN FRANCISCO - (On-Sale  
Licenses)  
and Census Tract = 169**

Report as of 7/29/2014

	License Number	Status	License Type	Orig. Iss. Date	Expir Date	Primary Owner and Premises Addr.	Business Name	Mailing Address	Geo Code
1)	<u>306411</u>	ACTIVE	41	4/7/1995	3/31/2015	LA MEDITERRANEE II INC 288 NOE ST SAN FRANCISCO, CA 94114-1525  Census Tract: 0169.00	LA MEDITERRANEE II INC		3800
2)	<u>338468</u>	ACTIVE	48	9/25/1998	4/30/2015	ZODIAC CLUB LLC 718 14TH ST SAN FRANCISCO, CA 94114  Census Tract: 0169.00	RESIDENCE	4061 19TH AVE SAN FRANCISCO, CA 94132	3800
3)	<u>371422</u>	ACTIVE	41	1/3/2001	12/31/2014	JUAREZCORREA, VICTOR HUGO 180 CHURCH ST SAN FRANCISCO, CA 94114  Census Tract: 0169.00	CASA MEXICANA		3800
4)	<u>372511</u>	ACTIVE	48	3/13/2001	2/28/2015	AS SWIPE INC 2140 MARKET ST SAN FRANCISCO, CA 94114  Census Tract: 0169.00	LUCKY 13		3800
5)	<u>382353</u>	ACTIVE	41	11/29/2001	1/31/2015	SQUAT AND GOBBLE CAFE LLC 3600 16TH ST, STE 1 & 2 SAN FRANCISCO, CA 94114  Census Tract: 0169.00	SQUAT & GOBBLE CAFE LLC	782 ULLOA ST SAN FRANCISCO, CA 94127	3800
6)	<u>393077</u>	ACTIVE	41	12/16/2002	11/30/2014	MATSUMOTO, HIDEJI 149 NOE ST SAN FRANCISCO, CA 94114  Census Tract: 0169.00	AMASIA HIDES SUSHI BAR	432 MAGELLAN DRIVE PACIFICA, CA 94044	3800
7)	<u>398454</u>	ACTIVE	47	4/29/2003	11/30/2014	CAFE FLORE INC 2298 MARKET ST	CAFE FLORE		3800

						SAN FRANCISCO, CA 94114  Census Tract: 0169.00			
8)	399066	ACTIVE	41	1/30/2004	12/31/2014	EL CASTILLITO TAQUERIA INC 136 CHURCH ST SAN FRANCISCO, CA 94114  Census Tract: 0169.00	EL CASTILLITO TAQUERIA		3800
9)	441235	ACTIVE	41	10/4/2006	9/30/2014	DUBOCE PARK CAFE 2 SANCHEZ ST SAN FRANCISCO, CA 94114-1113  Census Tract: 0169.00	DUBOCE PARK CAFE	501 DOLORES ST SAN FRANCISCO, CA 94110- 1564	3800
10)	445294	ACTIVE	41	12/12/2006	11/30/2014	BURGERMEISTER MANAGEMENT INC 138 CHURCH ST SAN FRANCISCO, CA 94114-1111  Census Tract: 0169.00	BURGERMEISTER		3800
11)	458049	ACTIVE	47	12/12/2007	11/30/2014	METROPOLITAN LOUNGE INC 3600 16TH ST SAN FRANCISCO, CA 94114-1588  Census Tract: 0169.00	METROPOLITAN LOUNGE		3800
12)	460764	ACTIVE	47	12/21/2007	11/30/2014	GSG HOLDINGS INC 2362 MARKET ST SAN FRANCISCO, CA 94114-1521  Census Tract: 0169.00	CATCH	17 SUNNYSIDE AVENUE CORTE MADERA, CA 94925-1625	3800
13)	461809	ACTIVE	41	1/11/2008	12/31/2014	CLEMENT, THIERRY 151 NOE ST SAN FRANCISCO, CA 94114-1245  Census Tract: 0169.00	LARDOISE		3800
14)	467854	ACTIVE	41	7/15/2008	6/30/2015	JASMINE GARDEN LLC 708 14TH ST SAN FRANCISCO, CA 94114-1106  Census Tract: 0169.00	JASMINE GARDEN LLC		3800
15)	472278	ACTIVE	41	3/12/2009	2/28/2015	CAFE DU NORD	CAFE DUNORD	2170 MARKET	3800

						PARTNERS LLC 2168 MARKET ST SAN FRANCISCO, CA 94114-1319  Census Tract: 0169.00		ST SAN FRANCISCO, CA 94114- 1319	
16)	487362	ACTIVE	41	10/19/2010 8:08:48 AM	9/30/2014	MBURGER LLC 2304 MARKET ST SAN FRANCISCO, CA 94114-1521  Census Tract: 0169.00	SUPER DUPER	350 LIBERTY ST SAN FRANCISCO, CA 94114- 2921	3800
17)	506102	ACTIVE	48	10/20/2011 11:42:47 AM	5/31/2015	80368 CORPORATION 2124 MARKET ST SAN FRANCISCO, CA 94114  Census Tract: 0169.00	BLACKBIRD		3800
18)	506283	ACTIVE	48	3/7/2011 3:50:31 PM	2/28/2015	AMD PROJECT LLC 198 CHURCH ST SAN FRANCISCO, CA 94114-1111  Census Tract: 0169.00	CHURCHILL		3800
19)	509457	ACTIVE	41	5/18/2011 1:56:02 PM	4/30/2015	BEACHPANIC FAMILY INC 2272 MARKET ST SAN FRANCISCO, CA 94114-1506  Census Tract: 0169.00	CANELA		3800
20)	522067	ACTIVE	41	9/26/2012 12:54:08 PM	8/31/2014	OROZCO, HECTOR VICENTEALCARAZ 2312 MARKET ST SAN FRANCISCO, CA 94114-1521  Census Tract: 0169.00	LA FAJITA GRILL		3800
21)	539589	ACTIVE	47	4/10/2014 8:17:34 AM	3/31/2015	UMV, LLC 2170 MARKET ST SAN FRANCISCO, CA 94114-1319  Census Tract: 0169.00			3800
22)	539815	ACTIVE	47	7/14/2014 4:29:43 PM	6/30/2015	SNAKEBITE LLC 2200 MARKET ST SAN FRANCISCO, CA 94114-1506  Census Tract: 0169.00	BANDIDOS	135 HARTFORD ST #3 SAN FRANCISCO, CA 94114- 2550	3800

--- End of Report ---

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





**California Department of Alcoholic Beverage Control  
For the County of SAN FRANCISCO - (Off-Sale**

**Licenses)  
and Census Tract = 169**

Report as of 7/29/2014

License Number	Status	License Type	Orig. Iss. Date	Expir Date	Primary Owner and Premises Addr.	Business Name	Mailing Address	Geo Code
1) 32683	ACTIVE	21	8/15/1978	3/31/2015	SHATARA, JAKE J 200 NOE ST SAN FRANCISCO, CA 94114  Census Tract: 0169.00	NOE VALLEY MARKET		3800
2) 353028	ACTIVE	21	4/29/1999	5/31/2015	BARQAWI, RAMI 2299 15TH ST SAN FRANCISCO, CA 94114  Census Tract: 0169.00	HEALTHY SPIRITS		3800
3) 410729	ACTIVE	21	4/23/2004	12/31/2014	GEORGES MARKET INC 702 14TH ST SAN FRANCISCO, CA 94114  Census Tract: 0169.00	GEORGES MARKET		3800
4) 418512	ACTIVE	20	4/13/2005	3/31/2015	CHEA, PANAKA 130 CHURCH ST SAN FRANCISCO, CA 94114  Census Tract: 0169.00	GOLDEN NATURAL FOODS	172 CHURCH ST SAN FRANCISCO, CA 94114	3800
5) 443032	ACTIVE	21	9/22/2006	8/31/2014	PALMERA FOOD CORPORATION 276 NOE ST SAN FRANCISCO, CA 94114-1545  Census Tract: 0169.00	ROSENBERG MARKET		3800
6) 523066	ACTIVE	20	10/1/2012 3:41:54 PM	9/30/2014	CALICRAFT DISTRIBUTORS LLC 2152 MARKET ST, UT B SAN FRANCISCO, CA 94114-4311  Census Tract: 0169.00	CALICRAFT	PO BOX 662111 LOS ANGELES, CA 90066-8511	3800
7) 541379	ACTIVE	21	3/17/2014 9:19:07 AM	2/28/2015	SANCHEZ & 14TH STREET MARKET,	SANCHEZ & 14TH STREET	717 BADEN AVE SOUTH SAN	3800

				INC. 98 1/2 SANCHEZ ST SAN FRANCISCO, CA 94114-1160  Census Tract: 0169.00	MARKET	FRANCISCO, CA 94080-2551	
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--- End of Report ---

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

DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL

# PUBLIC NOTICE OF APPLICATION TO SELL ALCOHOLIC BEVERAGES

APPLICANT

SIT BE BERY HOLDINGS INCORPORATED

TYPE OF LICENSE

WINE SALES BEER PUBLIC PREMISES

PREMISES NAME

ADDRESS OF PREMISES 220013 MARKET ST. STE. CA 94114-1506

ISSUE DATE AND TIME FOR

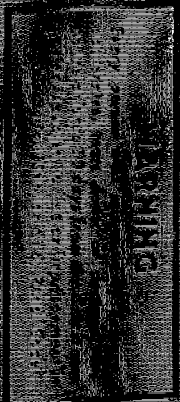
NEW LICENSE

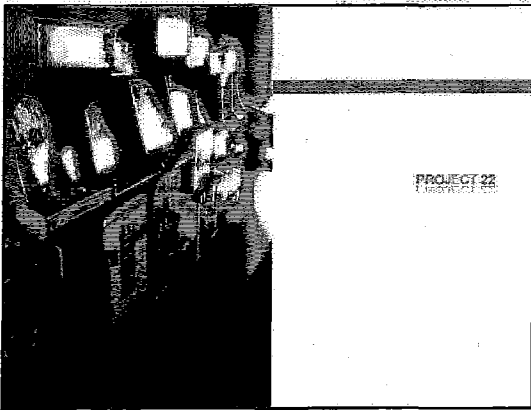
PERMITTED TO PREMISES TRANSFER

CHANGE IN LICENSE PRIVILEGES

A VERIFIED PROTEST IS TO BE FILED AGAINST THIS APPLICATION IT MUST BE DELIVERED BY ANY OFFICE OF THE DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL, 9927 LINDA LANE DRIVE, SUITE 100, SACRAMENTO, 95834, ON OR BEFORE THE DATE POSTER PROMISES TO BE VERIFIED. FOR MORE INFORMATION REGARDING THIS APPLICATION AND VERIFICATION FORMS AND AT THE OFFICE OF THE DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL.

FOR INFORMATION OF APPLICANTS TO SELL ALCOHOLIC BEVERAGES  
THE DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL  
1515 J STREET, SACRAMENTO, CA 95834  
TEL: 916-227-2000  
WWW.DABC.CA.GOV






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**What is it?**

Handcrafted beers and arcade games. Project 22 is the new playground for a San Francisco generation: Video games and beers in an industrial urban atmosphere, kind of like that city place your parents thought would ruin your life, but was actually the reason you became who you are today.

It feels with a nod to the past.

Project 22 has a distinct personality. Vintage industrial furnishings and video games with a jukebox playing old-school jams from the 80s on will set the tone. The Market St. wall of windows surrounds the front lounge area with a clear view of the bar with an oversized projection TV above. The bar is filled with comfortable, relaxing, casual pub tables and stools, like an old-fashioned shoe-shine stand or barber shop. It is a nice place to stop and enjoy the games. Long bar tables in the back are perfect seating to watch the gaming action and make sure you are still the top scorer.

Project 22 is designed by C. Walker Design. Craig Walker, the principal designer, is responsible for the design of Project 22's sister bar, Blackbird at 2124 Market St., in addition to other Castro hotspots, such as Hi Topz, Felts, The Edge, and Midnight Sun.

There's something about being an adult and playing video games that's even better than when you did it as a kid. Text your friends, queue up a song on the jukebox and grab a pitcher of beer. Let's play at Project 22.

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**Bar Program**

**BEER:**  
 Flagship Beer  
 Anderson Valley Barney Flats  
 Oatmeal Stout  
 Anderson Valley Red's  
 ESB Anderson Valley Healech  
 O'Hops Anderson Valley The  
 Yarns  
 The York and the Holy

New Holland 4 Witches, Sipoint Bolshoi  
 2013 Sipoint Braggot Sipoint Sahr Crisp Sipoint  
 Sweet Action Sly Fox Chester County Bitter  
 (cask) Victory Fall Beckwolds Victory  
 Moonglow Virtus Redbreak  
 Dotted/Cash Imports: Sour beers, fruit beers, ciders,  
 lambics, cask-conditioned beers.

**WINES:**  
 3-Reds: Zin, Cabernet, Pinot  
 2-Whites: Chardonnay, SB

**COCKTAILS:**  
 Examples of Low-Alcohol Spirits: Amaretto,  
 Campari

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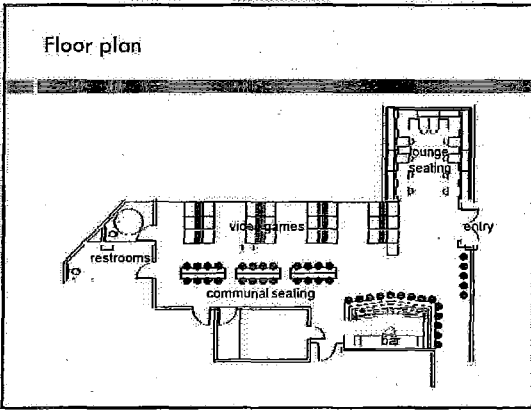
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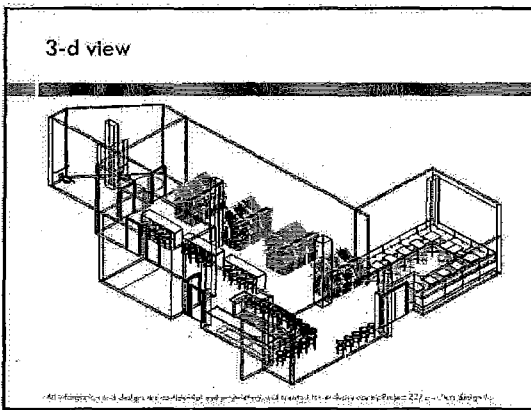
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### The Marketing

Project 22 is bringing a new concept to the Castro. Our advertising programs and social outreach will reflect the story of a fun enjoyable experience in the heart of San Francisco. Our sister venue blackbird on Market St. at Church provides another excellent spot for our customers to enjoy a crafted cocktail, and joint marketing programs will benefit Project 22. Project 22 has a complete event package program for both personal, professional, and community occasions. The unique interior allows for a range of event environments.

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### The Neighborhood

PROJECT 22 is at 2200 S. Market street at Sanchez street. The Castro neighborhood is populated with 79% of the residents of working age (18-64), and over 60% of households with incomes over \$75,000, and 31% over \$150,000 annually. Our customers appreciate the opportunity to have fun and enjoy a friendly comfortable ambience for singles and groups.

Architectural and Design Services provided by the Architectural Firm of Project 22, Inc. in Chicago, IL.

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### Thank You

Owner  
Shawn Vergara  
415 218-2291

Owner  
Tiffany Vergara Chung  
408 221-8283

Designer  
Craig Walters  
415-819-4872  
[cwalterdesign.com](http://cwalterdesign.com)  
[craigwalters@shredstudio.net](mailto:craigwalters@shredstudio.net)

Architectural and Design Services provided by the Architectural Firm of Project 22, Inc. in Chicago, IL.

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# LIQUOR LICENSE REVIEW

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

**File:** 140464

**TO:** Police Department  
Lieutenant Edward Santos  
Officer Alberto Duarte  
Fax No.: 553-1463

Block/Lot: 3566 / 001  
Zoning: NCT  
Quad: SW  
MB # 1400687



**DATE:** May 1, 2014

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This item is tentatively scheduled to be heard in four to six weeks.  
**PLEASE EMAIL YOUR RESPONSE BY:** May 23, 2014, to Derek Evans, Clerk,  
Neighborhood Services and Safety Committee.

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

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**Applicant Name:** Tiffny Vergara Chung  
**and Business Name:** Project 22  
(2200B Market Street)

**Applicant Address:** 2124 Market Street  
San Francisco, CA 94114  
**and Phone No.** (408) 221-8283

**PLANNING COMMENTS:**  Approval  Denial

*PLANNING COMMENTS: CONDITIONAL USE AUTHORIZATION APPLICABLE TO  
ESTABLISHED RESTAURANT D.B.A. PROJECT 22 BARNDROOF PER P.C. SECTION 733.49,  
790.42 & 790.91. PLEASE SEE COMMENTS OF APPROVAL  
ATTACHED.*

**POLICE COMMENTS:**  Approval  Denial



## EXHIBIT A

### AUTHORIZATION

This authorization is for a conditional use to allow an Arcade Bar (d.b.a. Project 22) located at 2200B Market Street, Block 3560, and Lot 054 pursuant to Planning Code Section(s) 303, 733.41 and 733.48 within the Upper Market Street Neighborhood Commercial Transit District and a 40-X and 60/65-X Height and Bulk District and subject to conditions of approval reviewed and approved by the Commission on June 12, 2014 under Motion No. 19171. This authorization and the conditions contained herein run with the property and not with a particular Project Sponsor, business, or operator.

### RECORDATION OF CONDITIONS OF APPROVAL

Prior to the issuance of the building permit or commencement of use for the project, the Zoning Administrator shall approve and order the recordation of a Notice in the Official Records of the Recorder of the City and County of San Francisco for the subject property. This Notice shall state that the project is subject to the conditions of approval contained herein and reviewed and approved by the Planning Commission on June 12, 2014 under Motion No. 19171.

### PRINTING OF CONDITIONS OF APPROVAL ON PLANS

The conditions of approval under the 'Exhibit A' of this Planning Commission Motion No. 19171 shall be reproduced on the Index Sheet of construction plans submitted with the Site or Building Permit application for the Project. The Index Sheet of the construction plans shall reference to the Conditional Use authorization and any subsequent amendments or modifications.

### SEVERABILITY

The Project shall comply with all applicable City codes and requirements. If any clause, sentence, section or any part of these conditions of approval is for any reason held to be invalid, such invalidity shall not affect or impair other remaining clauses, sentences, or sections of these conditions. This decision conveys no right to construct, or to receive a building permit. "Project Sponsor" shall include any subsequent responsible party.

### CHANGES AND MODIFICATIONS

Changes to the approved plans may be approved administratively by the Zoning Administrator. Significant changes and modifications of conditions shall require Planning Commission approval of a new Conditional Use authorization.

### Conditions of Approval, Compliance, Monitoring, and Reporting

#### PERFORMANCE

1. **Validity and Expiration.** The authorization and right vested by virtue of this action is valid for three (3) years from the effective date of the Motion. A building permit from the Department of Building Inspection to construct the project and/or commence the approved use must be issued as this Conditional Use authorization is only an approval of the proposed project and conveys no

independent right to construct the project or to commence the approved use. The Planning Commission may, in a public hearing, consider the revocation of the approvals granted if a site or building permit has not been obtained within three (3) years of the date of the Motion approving the Project. Once a site or building permit has been issued, construction must commence within the timeframe required by the Department of Building Inspection and be continued diligently to completion. The Commission may also consider revoking the approvals if a permit for the Project has been issued but is allowed to expire and more than three (3) years have passed since the Motion was approved.

*For information about compliance, contact Code Enforcement, Planning Department at 415-575-6863, [www.sf-planning.org](http://www.sf-planning.org)*

2. **Extension.** This authorization may be extended at the discretion of the Zoning Administrator only where failure to issue a permit by the Department of Building Inspection to perform said tenant improvements is caused by a delay by a local, State or Federal agency or by any appeal of the issuance of such permit(s).

*For information about compliance, contact Code Enforcement, Planning Department at 415-575-6863, [www.sf-planning.org](http://www.sf-planning.org)*

#### **DESIGN – COMPLIANCE AT PLAN STAGE**

3. **Garbage, composting and recycling storage.** Space for the collection and storage of garbage, composting, and recycling shall be provided within enclosed areas on the property and clearly labeled and illustrated on the building permit plans. Space for the collection and storage of recyclable and compostable materials that meets the size, location, accessibility and other standards specified by the San Francisco Recycling Program shall be provided at the ground level of the buildings.

*For information about compliance, contact the Case Planner, Planning Department at 415-558-6378, [www.sf-planning.org](http://www.sf-planning.org)*

4. **Odor Control Unit.** In order to ensure any significant noxious or offensive odors are prevented from escaping the premises once the project is operational, the building permit application to implement the project shall include air cleaning or odor control equipment details and manufacturer specifications on the plans. Odor control ducting shall not be applied to the primary façade of the building.

*For information about compliance, contact the Case Planner, Planning Department at 415-558-6378, [www.sf-planning.org](http://www.sf-planning.org)*

#### **MONITORING - AFTER ENTITLEMENT**

5. **Enforcement.** Violation of any of the Planning Department conditions of approval contained in this Motion or of any other provisions of Planning Code applicable to this Project shall be subject to the enforcement procedures and administrative penalties set forth under Planning Code Section 176 or Section 176.1. The Planning Department may also refer the violation complaints to other city departments and agencies for appropriate enforcement action under their jurisdiction.

*For information about compliance, contact Code Enforcement, Planning Department at 415-575-6863, [www.sf-planning.org](http://www.sf-planning.org)*

6. **Revocation due to Violation of Conditions.** Should implementation of this Project result in complaints from interested property owners, residents, or commercial lessees which are not resolved by the Project Sponsor and found to be in violation of the Planning Code and/or the specific conditions of approval for the Project as set forth in Exhibit A of this Motion, the Zoning Administrator shall refer such complaints to the Commission, after which it may hold a public hearing on the matter to consider revocation of this authorization.

*For information about compliance, contact Code Enforcement, Planning Department at 415-575-6863, [www.sf-planning.org](http://www.sf-planning.org)*

## OPERATION

7. **Garbage, Recycling, and Composting Receptacles.** Garbage, recycling, and compost containers shall be kept within the premises and hidden from public view, and placed outside only when being serviced by the disposal company. Trash shall be contained and disposed of pursuant to garbage and recycling receptacles guidelines set forth by the Department of Public Works.

*For information about compliance, contact Bureau of Street Use and Mapping, Department of Public Works at 415-554-5810, <http://sfdpw.org>*

8. **Sidewalk Maintenance.** The Project Sponsor shall maintain the main entrance to the building and all sidewalks abutting the subject property in a clean and sanitary condition in compliance with the Department of Public Works Streets and Sidewalk Maintenance Standards.

*For information about compliance, contact Bureau of Street Use and Mapping, Department of Public Works, 415-695-2017, <http://sfdpw.org>*

9. **Noise Control.** The premises shall be adequately soundproofed or insulated for noise and operated so that incidental noise shall not be audible beyond the premises or in other sections of the building and fixed-source equipment noise shall not exceed the decibel levels specified in the San Francisco Noise Control Ordinance.

*For information about compliance with the fixed mechanical objects such as rooftop air conditioning, restaurant ventilation systems, and motors and compressors with acceptable noise levels, contact the Environmental Health Section, Department of Public Health at (415) 252-3800, [www.sfdph.org](http://www.sfdph.org)*

*For information about compliance with the construction noise, contact the Department of Building Inspection, 415-558-6570, [www.sfdbi.org](http://www.sfdbi.org)*

*For information about compliance with the amplified sound including music and television, contact the Police Department at 415-553-0123, [www.sf-police.org](http://www.sf-police.org)*

10. **Odor Control.** While it is inevitable that some low level of odor may be detectable to nearby residents and passersby, appropriate odor control equipment shall be installed in conformance with the approved plans and maintained to prevent any significant noxious or offensive odors from escaping the premises.

*For information about compliance with odor or other chemical air pollutants standards, contact the Bay Area Air Quality Management District, (BAAQMD), 1-800-334-ODOR (6367), [www.baaqmd.gov](http://www.baaqmd.gov) and Code Enforcement, Planning Department at 415-575-6863, [www.sf-planning.org](http://www.sf-planning.org)*

11. **Community Liaison.** Prior to issuance of a building permit to construct the project and implement the approved use, the Project Sponsor shall appoint a community liaison officer to deal with the issues of concern to owners and occupants of nearby properties. The Project Sponsor shall provide the Zoning Administrator with written notice of the name, business address, and telephone number of the community liaison. Should the contact information change, the Zoning Administrator shall be made aware of such a change. The community liaison shall report to the Zoning Administrator what issues, if any, are of concern to the community and what issues have not been resolved by the Project Sponsor.

*For information about compliance, contact Code Enforcement, Planning Department at 415-575-6863, [www.sf-planning.org](http://www.sf-planning.org)*

12. **Hours of Operation.** The subject establishment is limited to hours of operations from 6:00 a.m. to 2:00 a.m. seven days a week.

*For information about compliance, contact Code Enforcement, Planning Department at 415-575-6863, [www.sf-planning.org](http://www.sf-planning.org)*

RECEIVED  
BOARD OF SUPERVISORS  
SAN FRANCISCO

2014 APR 24 PM 2:37

April 22, 2014

Dear Derek Evans:

I would like to request for a public convenience and necessity hearing for our new project located at 2200B Market Street. Please see list of key information below:

Business Name: TBD

Address: 2200B Market Street San Francisco, CA 94114

Mailing Address: 2124 Market Street San Francisco, CA 94114

License Type: Type 42 Beer/Wine (new license)

Business Hours: 3-2am M-Su

It is anticipated that well over 500 residential units will be built within a 3 mile radius. The neighborhood needs to offer more restaurants and nightlife to satisfy the demands of the growing community and to prevent overcapacity at the existing establishments. Over crowding will lead to deteriorating customer experiences in established businesses, which could hurt the neighborhood in the long run. With new businesses sprouting up, it will entice locals and tourists to come check out the new places as well as revisit the charm of existing establishments. New retail shops, coffee shops, etc. will bring new foot traffic in to the community allowing them to possibly discover places they have never visited before and will offer much-needed support to some already struggling retail businesses as well. Creating a comfortable array of choices will not only help support the current small business community, but create a renewed interest in the neighborhood. Business owners looking for prospective locations may want to bring their concepts to the neighborhood and rent out one of the many shuttered storefronts we now see throughout the Castro. An influx of cutting edge, inventive concepts in to the neighborhood will shed light on an area that has recently been out shined by other parts of San Francisco.

I look forward to hearing back from you and working together on the next steps. Please let me know if you have any questions.

Regards,



Tiffany Vergara Chung  
408-221-8283

## LIQUOR LICENSE REVIEW

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

**File:** 140464

**TO:** Police Department  
Lieutenant Edward Santos  
Officer Alberto Duarte  
Fax No.: 553-1463

**DATE:** May 1, 2014

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This item is tentatively scheduled to be heard in four to six weeks.

**PLEASE EMAIL YOUR RESPONSE BY:** May 23, 2014, to Derek Evans, Clerk,  
Neighborhood Services and Safety Committee.

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

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**Applicant Name:** Tiffny Vergara Chung  
**and Business Name:** Project 22  
(2200B Market Street)

**Applicant Address:** 2124 Market Street  
San Francisco, CA 94114  
**and Phone No.** (408) 221-8283

**PLANNING COMMENTS:**       Approval       Denial

**POLICE COMMENTS:**       Approval       Denial