

**From:** [Carroll, John \(BOS\)](#)  
**To:** [Salmonson, Joel \(POL\)](#); [Wong, Joanne \(POL\)](#); [Jonas, Stephen \(POL\)](#); "Jemma Jorel Lester"  
**Cc:** "[Alabanza, Analyn@ABC](#)"; "[amarjit.tamber@abc.ca.gov](#)"; [Donovan, Dominica \(BOS\)](#); [VanHouten, Ben \(ECN\)](#); [Crayton, Monique \(BOS\)](#); [Oropeza, Edgar \(CPC\)](#); [CPC.Referrals](#); [Herrera, Ana \(BOS\)](#); [Ferrigno, Jennifer \(BOS\)](#); [Prager, Jackie \(BOS\)](#); [Chung Hagen, Sheila \(BOS\)](#)  
**Subject:** RE: Liquor License Issuance - 2965 Mission Street - Endgames Improv - BOS File No. 240250  
**Date:** Tuesday, March 26, 2024 2:43:00 PM  
**Attachments:** [image001.png](#)

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Good afternoon,

The Planning Department has completed their review of the subject application, and has forwarded their recommendation for approval. For your convenience, I have the review available from the link below:

[Planning Dept. Response - Received March 19, 2024](#)

The matter is now awaiting review by the Police Department's ALU.

After receiving review from the Police Department, the Public Safety and Neighborhood Services Committee may hear and consider public convenience or necessity findings for the application, to be forwarded to the California Department of Alcoholic Beverage Control for their consideration in the license matter.

**The Public Safety and Neighborhood Services Committee will tentatively schedule this hearing for the regular meeting of April 25, 2024.**

I invite you to review the entire matter on our [Legislative Research Center](#) by following the link below:

[Board of Supervisors File No. 240250](#)

Thanks for the review.

**John Carroll**  
**Assistant Clerk**

Board of Supervisors  
San Francisco City Hall, Room 244  
San Francisco, CA 94102  
(415)554-4445



Click [here](#) to complete a Board of Supervisors Customer Service Satisfaction form.

The [Legislative Research Center](#) provides 24-hour access to Board of Supervisors legislation and archived matters since August 1998.

***Disclosures:** Personal information that is provided in communications to the Board of Supervisors is subject to disclosure under the California Public Records Act and the San Francisco Sunshine Ordinance. Personal information provided will not be redacted. Members of*

BOARD of SUPERVISORS



City Hall  
1 Dr. Carlton B. Goodlett Place, Room 244  
San Francisco 94102-4689  
Tel. No. (415) 554-5184  
Fax No. (415) 554-5163  
TDD/TTY No. (415) 554-5227

## LIQUOR LICENSE PUBLIC CONVENIENCE OR NECESSITY REFERRAL

**TO:** Planning Department  
Attn: Edgar Oropeza  
Phone No. edgar.oropeza@sfgov.org

**DATE:** March 18, 2024

**AP Block/Lot Nos.:** 6528/023A  
**Zoning:** Mission NCT Mission Alcohol Restricted  
**Quad:** D 9 / 10  
**Record No.:** \_\_\_\_\_

**TO:** Police Department  
Joel Salmonson  
Phone No. (415) 553-1115

Please submit your response within two weeks. The Public Safety and Neighborhood Services Committee will tentatively schedule the PC or N hearing for a regular meeting in April of 2024.

**PLEASE EMAIL YOUR RESPONSE by March 29, 2024, to:**  
John Carroll, Public Safety and Neighborhood Services Committee Clerk.  
[john.carroll@sfgov.org](mailto:john.carroll@sfgov.org) ~ (415) 554-4445

**Applicant name:** Endgames Improv, LLC

**Business name:** Endgames Improv

**Application address:** 2965 Mission Street

**Applicant contact info:** Jemma Jorel Lester  
[jemma@properpourco.com](mailto:jemma@properpourco.com)  
PROPER POUR CO.  
(845) 389-3958 direct  
2440 16TH ST #137  
SAN FRANCISCO, CA 94103-4211

**PLANNING REVIEW:**  Approval  Denial  
Edgar Oropeza

Planning Staff Contact: \_\_\_\_\_  
(Please add comments on a trailing page.)

**POLICE REVIEW:**  Approval  Denial  
(Please add comments in a trailing report.)

**From:** [Oropeza, Edgar \(CPC\)](#)  
**To:** [Carroll, John \(BOS\)](#)  
**Subject:** Re: Liquor License Issuance - 2965 Mission Street - Endgames Improv - BOS File No. 240250  
**Date:** Tuesday, March 19, 2024 5:04:13 PM  
**Attachments:** [image001.png](#)  
[Planning Approval Letter 2965 Mission Street \(ID 1417972\).pdf](#)  
[PCN Referral 2965 Mission St.pdf](#)

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Approved, Type 90 for 2965 Mission Street per newly adopted planning code legislation - Citywide Expansion of Allowable Commercial, Restaurant, and Retail Uses - No. 249-23 **amending section 102 and 249.60**

**Relevant Planning Code Amendments:**

**SEC 102. Entertainment, Nighttime.** A Retail Entertainment, Arts and Recreation Use that includes dance halls, discotheques, nightclubs, private clubs, and other similar evening oriented entertainment activities which require dance hall keeper police permits or Place of Entertainment police permits, as defined in Section 1060 of the Police Code, which are not limited to non-amplified live entertainment, including Restaurants and Bars which present such activities. Nighttime Entertainment uses do not include any Arts Activity, any theater performance space which does not serve alcoholic beverages during performances, or any temporary uses permitted pursuant to Sections 205 through 205.5 of this Code. This use is also subject to the controls in Section 202.11. Nighttime Entertainment uses are subject to the Entertainment Commission's Good Neighbor Policy. The use may include a non-profit theater with ABC license Type 64 and a music entertainment facility) with ABC license Type 90.

**SEC. 249.60. MISSION ALCOHOLIC BEVERAGE SPECIAL USE DISTRICT.**

**(E) Music Entertainment Facility. A music entertainment facility" with a California Department of Alcoholic Beverage Control (ABC) Type 90 license shall be permitted to serve alcoholic beverages in this SUD.**

*For better response times, email communication is best.*

**Edgar Oropeza, Planner III**

**D 9 - D10**

San Francisco Planning

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

Direct:628-652-7416| [sfplanning.org](http://sfplanning.org)

San Francisco Property Information Map: <https://sfplanninggis.org/pim/>



## PLANNING APPROVAL LETTER

**Date:** 2/1/2024  
**Planning Record No.** 2024-000919PRL  
**Building Permit Application No.** N/A Approved Planning Letter from PIC

**Project Address:** 2965 Mission St  
**Zoning:** NCT Mission Street District  
40-X / 65-B Height and Bulk District  
Mission Alcohol Restricted Special Use District

**Block/Lot:** 6528 / 023A  
**Project Sponsor:** Julie Johnson C/O D&M Architecture  
1A Gate 5 Rode  
Sausalito Ca, 94965

**Staff Contact:** Edgar Oropeza  
edgar.oropeza@sfgov.org | 628-652-7416

### Project Description

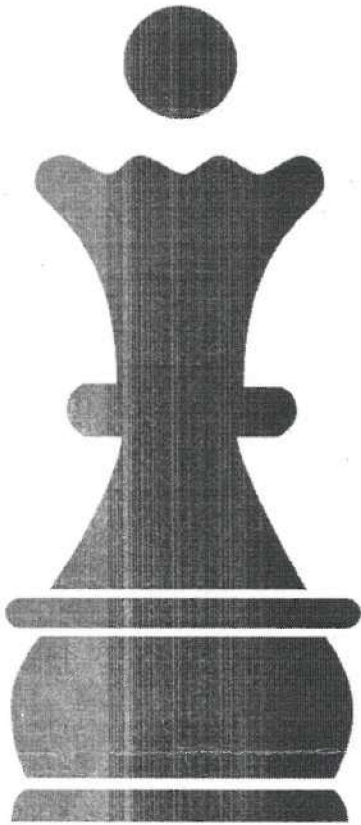
The project proposes the addition of a Nighttime entertainment use to the existing arts activity use dba, End Games Improv. No construction is proposed for the addition of this Planning Code Use. **DBI to determine if this is an occupancy change.**

Per Section 102 - Entertainment, Nighttime. A Retail Entertainment, Arts and Recreation Use that includes dance halls, discotheques, nightclubs, private clubs, and other similar evening-oriented entertainment activities which require dance hall keeper police permits or Place of Entertainment police permits, as defined in Section 1060 of the Police Code, which are not limited to non-amplified live entertainment, including Restaurants and Bars which present such activities. Nighttime Entertainment uses do not include any Arts Activity, any theater performance space which does not serve alcoholic beverages during performances, or any temporary uses permitted pursuant to Sections 205 through 205.5 of this Code. This use is also subject to the controls in Section 202.11. Nighttime Entertainment uses are subject to the Entertainment Commission's Good Neighbor Policy

(Amended by Ord. 111-21; Ord. 70-23; see Sec. 102 history note.)

## Project Approval

The Department has determined that the project complies with the objective standards of the Planning Code and has concluded its design review of the project. On [February 1, 2024] the Project was determined to be exempt from the California Environmental Quality Act, (“CEQA”) as a **Class 1 - Existing Facilities** under CEQA Guidelines Section **CEQA Guidelines section 15301) Interior and exterior alterations, additions under 10,000 sq. ft.**, as described in the determination associated with this Planning Record Number.



# ENDGAMES IMPROV, LLC

RE: Endgames Improv, LLC  
2965 Mission St  
San Francisco, CA 94110  
Type 90 ABC License (New License)  
Application Filed 2/21/2024  
Public Notice of Filed Application 2/22/24

RECEIVED  
BOARD OF SUPERVISORS  
SAN FRANCISCO  
2024 MAR 14 AM 9:29  
BY \_\_\_\_\_

To the San Francisco Board of Supervisors, Clerk of the Board:

The purpose of this letter is to respectfully request to be placed on the Board's PSNS Subcommittee calendar for Public Convenience and Necessity review for our Type 90 ABC license.

Endgames Improv has operated in San Francisco for more than thirteen years; we are a training center and live entertainment venue. With the recent closure of The Exit Theater, Stage Werx, PianoFight, Amado's, and almost every other small theater requiring donations to stay open, theaters need every lifeline we can get.

Endgames stands out as one of the few arts organizations focused on permanent spaces without needing donations or catering to a wealthy clientele. We also have 100% financial aid for classes and to my knowledge have not turned anyone down who sincerely requested.

The premise is underutilized at the moment, as we are not a competitive venue for talent to perform without the option of alcohol in the evening. We are uniquely set up to develop new talent based right here in San Francisco, but we need a proper nightlife environment to be able to keep them as they become more polished.

Department of Alcoholic Beverage Control  
**APPLICATION FOR ALCOHOLIC BEVERAGE LICENSE**  
 ABC 211 (6-99)

State of California  
*Jemma Lester*

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

File Number: **656694** (845) 389-3918  
 Receipt Number: **2870655**  
 Geographical Code: **3800**  
 Copies Mailed Date: **February 20, 2024**  
 Issued Date:

DISTRICT SERVING LOCATION: **SAN FRANCISCO**

First Owner: **ENDGAMES IMPROV, LLC**  
 Name of Business: **ENDGAMES IMPROV**  
 Location of Business: **2965 MISSION ST  
 SAN FRANCISCO, CA 94110-3917**

County: **SAN FRANCISCO**  
 Is Premises inside city limits: **Yes** Census Tract: **0209.00**

Mailing Address:(If different from premises address)  
**2989 MISSION ST  
 SAN FRANCISCO, CA 94110-3917**

Type of license(s): **90** Dropping Partner: Yes  No

Transferor's license/name:

| <u>License Type</u>              | <u>Transaction Type</u>        | <u>Master</u>   | <u>Secondary LT And Count</u> |             |             |
|----------------------------------|--------------------------------|-----------------|-------------------------------|-------------|-------------|
| 90 - On-Sale General Music Venue | ORI                            | Y               |                               |             |             |
| <u>License Type</u>              | <u>Transaction Description</u> | <u>Fee Code</u> | <u>Dup</u>                    | <u>Date</u> | <u>Fee</u>  |
| Application Fee                  | ADD PRIMARY LICENSE TYPE       | NA              | 0                             | 02/20/24    | \$18,635.00 |
| Application Fee                  | FEDERAL FINGERPRINTS           | NA              | 2                             | 02/20/24    | \$48.00     |
| Application Fee                  | STATE FINGERPRINTS             | NA              | 2                             | 02/20/24    | \$78.00     |
| 90 - On-Sale General Music Ven   | ANNUAL FEE                     | P40             | 0                             | 02/20/24    | \$1,450.00  |
| Total                            |                                |                 |                               |             | \$20,211.00 |

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**

STATE OF CALIFORNIA County of SAN FRANCISCO Date: February 20, 2024

Applicant Name(s)

**ENDGAMES IMPROV, LLC**

RECEIVED  
 BOARD OF SUPERVISORS  
 SAN FRANCISCO  
 2024 FEB 26 AM 9:21  
 BY *[Signature]*