

File No. 200971

Committee Item No. 1

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

## COMMITTEE/BOARD OF SUPERVISORS

### AGENDA PACKET CONTENTS LIST

Comm: Public Safety & Neighborhood Services

Date: October 22, 2020

Board of Supervisors Meeting:

Date: \_\_\_\_\_

#### Cmte Board

- Motion
- Resolution
- Ordinance
- Legislative Digest
- Budget and Legislative Analyst Report
- Youth Commission Report
- Introduction Form
- Department/Agency Cover Letter and/or Report
- MOU
- Grant Information Form
- Grant Budget
- Subcontract Budget
- Contract/Agreement
- Form 126 – Ethics Commission
- Award Letter
- Application
- Public Correspondence

#### OTHER

- Police Department Response – October 15, 2020
- Planning Department Response – September 11, 2020
- Referral – August 26, 2020
- PC or N Request Letter – August 18, 2020
- \_\_\_\_\_

Prepared by: John Carroll

Date: October 15, 2020

Prepared by: John Carroll

Date: \_\_\_\_\_



San Francisco Police Department  
**ABC Liaison Unit**



Alcoholic Beverage License -  
*Public Convenience or  
Necessity Recommendation*

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

**Supervisor Rafael Mandelman**  
**Supervisor Catherine Stefani**  
**Supervisor Shamman Walton**

**From:** Lt. Georgia Sawyer #1565, 87  
Officer in Charge  
ALU/Permits Unit 415-553-9550

**Date:** October 15, 2020

**Subject:** P.C.N. Investigation Regarding: Electrocelt Promotions Inc.  
DBA: Swig  
553-561 Geary St.  
San Francisco, CA. 94102

Electrocelt Promotions Inc., on behalf of Swig, has filed an application with the California Department of Alcoholic Beverage Control seeking a Type 48 (On-Sale General Public Premises) & a Type 47 (On-Sale General Eating Place) license to be located at 553-561 Geary St. (located between Jones St. and Taylor St).

**Hours of Operation:**

10am - 2am 7 days a week.

**Digest:**

Swig would like to operate a bar and restaurant operation located at 553-561 Geary. If approved, this license will allow Swig to sell On-Sale Beer, Wine & Distilled Spirits.

**Letters of Protest**

0

**Letters of Support**

0

**Police Calls for Service:**

From June 2019 to June 2020

**13 calls for service**

**Police Reports:**

From June 2019 to June 2020

**7 police reports**

**San Francisco Plot Information:**

This premise is located in Plot: **164**

A High Crime area is defined as **107** or more police reports in a plot for the year of **2019**.

This plot had **397** police reports for **2019**, which is **290 more** than the **Citywide “High Crime”** average

**State Census Tract Information:**

This premise is located in Census Tract: **123.02**  
Population for this tract is: **3,073**

On-sale license authorized by census tract: **10**  
Active on-sale licenses: 120 with 0 pending

Off-sale licenses authorized by census tract: **2**  
Active off-sale licenses: 22 with 0 pending

**Departmental Recommendation:**

Points of consideration: **0**

No opposition from **Central Station**.

Applicant premise **is** located in a **“High Crime”** area.

Applicant premise **is** located in a **“High Concentration”** area.

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

**Conditions for Type 48- On-Sale General Public Premises & Type 47 On-Sale  
General Eating place**

1. Sales, service and consumption of alcoholic beverages shall be permitted only between the hours of 10:00 a.m. and 2:00 a.m. each day of the week.
2. No noise shall be audible at any nearby residence.
3. Petitioner(s) shall actively monitor the area under their control in an effort to prevent the loitering of persons on any property adjacent to the licensed premises as depicted on ABC-253.
4. The sale of alcoholic beverages for consumption off the premises is prohibited.

The above listed conditions were signed by the applicant on 10/10/2020.

**BEFORE THE  
DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL  
OF THE STATE OF CALIFORNIA**

IN THE MATTER OF THE APPLICATION OF

ELECTROCELT PROMOTIONS INC  
SWIG  
553-561 GEARY ST  
SAN FRANCISCO, CA 94102

} FILE 48-617131

} REG.

} **PETITION FOR CONDITIONAL**  
} **LICENSE**

For Issuance of an On-Sale General Public Premises -  
License

Under the Alcoholic Beverage Control Act

WHEREAS, petitioner(s) has/have filed an application for the issuance of the above-referred-to license(s) for the above-mentioned premises; and,

WHEREAS, pursuant to Section 23958 of the Business and Professions Code, the Department may deny an application for a license where issuance would result in or add to an undue concentration of licenses; and,

WHEREAS, the proposed premises are located in a crime reporting district that has a 20% greater number of reported crimes, as defined in subdivision (c) of Section 23958.4 of the Business and Professions Code, than the average number of reported crimes as determined from all crime reporting districts within the jurisdiction of the local law enforcement agency; and,

WHEREAS, the proposed premises are located in Census Tract #0123.02 where there presently exists an undue concentration of licenses as defined by Section 23958.4 of the Business and Professions Code; and

WHEREAS, the proposed premises are located within the immediate vicinity of a church to wit: Christian Science Church and Glide Memorial United Methodist Church, and issuance of the applied-for license without the below-described conditions would interfere with the normal operation of said facility and constitute grounds for the denial of the application under the provisions of Section 23789 of the Business and Professions Code; and

WHEREAS, pursuant to Section 23958 of the Business and Professions Code, the Department may deny an application for a license where issuance would tend to create or aggravate a law enforcement problem; and,

WHEREAS, the proposed premises is located within the immediate vicinity of a residential area; and,

  
Initials

WHEREAS, the proposed premises and/or parking lot, operated in conjunction therewith, are located within 100 feet of residences(s), and issuance of the applied-for license without the below-described conditions would interfere with the quiet enjoyment of the property by nearby residents and constitute grounds for the denial of the application under the provisions of Rule 61.4, of Chapter 1, Title 4, of the California Code of Regulations; and,

WHEREAS, the issuance of an unrestricted license would be contrary to public welfare and morals;

NOW, THEREFORE, the undersigned petitioner(s) do/does hereby petition for a conditional license as follows, to-wit:

- 1 Sales, service and consumption of alcoholic beverages shall be permitted only between the hours of 10:00 a.m. and 2: 00 a.m. each day of the week.
- 2 No noise shall be audible at any nearby residents and consideration points.
- 3 Petitioner(s) shall actively monitor the area under their control in an effort to prevent the loitering of persons on any property adjacent to the licensed premises as depicted on the most recently certified ABC-253.
- 4 The sale of alcoholic beverages for consumption off the premises is prohibited.

This petition for conditional license is made pursuant to the provisions of Sections 23800 through 23805 of the Business and Professions Code and will be carried forward in any transfer at the applicant-premises.

Petitioner(s) agree(s) to retain a copy of this petition on the premises at all times and will be prepared to produce it immediately upon the request of any peace officer.

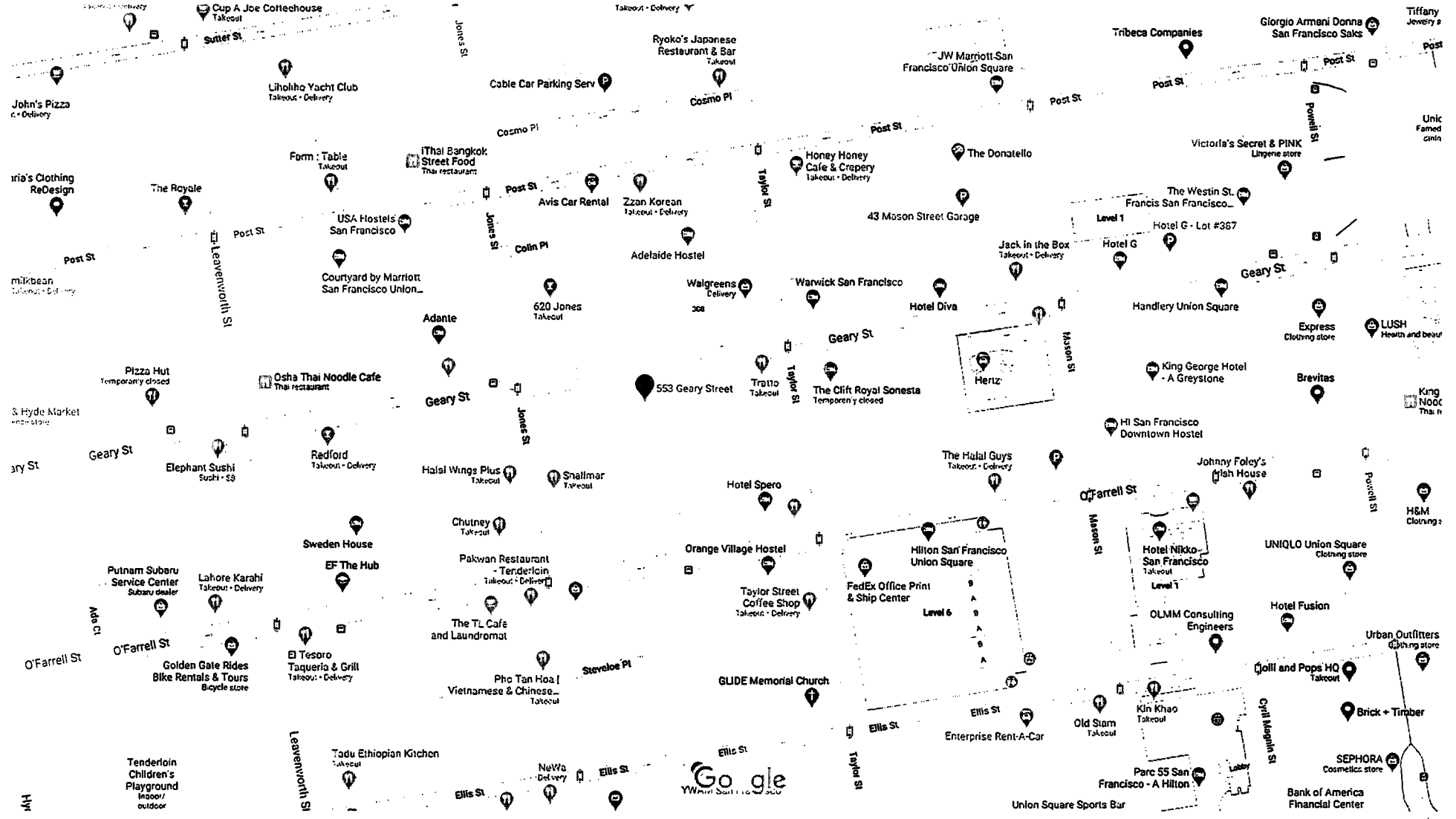
The petitioner(s) understand(s) that any violation of the foregoing condition(s) shall be grounds for the suspension or revocation of the license(s).

DATED THIS 10<sup>TH</sup> DAY OF OCTOBER, 2020.

[Signature]  
Applicant/Petitioner

\_\_\_\_\_  
Applicant/Petitioner

# 553 Geary St



Map data ©2020 Google 100 ft

6/10







**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.:** \_\_\_\_\_

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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](mailto:john.carroll@sfgov.org) - Phone No: 554-4445

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**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](mailto: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](#)

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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](http://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](#).

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**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](mailto:pic@sfgov.org) | [www.sfplanning.org](http://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**

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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.

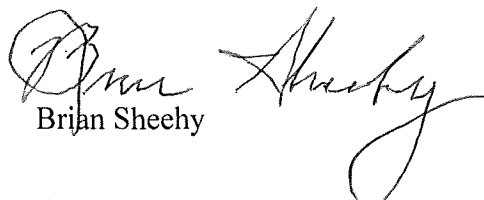
The area is properly zoned [RC-4] for this type of license and we do not foresee any problems with the San Francisco Police Department approving this change in the ABC license, with conditions. We have the support for this application from many of our neighbors, and are open to the imposition of conditions, 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