

HARLAN PLACE BY CAFÉ DE LA PRESSE
334 GRANT AVENUE
SAN FRANCISCO, CA 94108

RECEIVED
BOARD OF SUPERVISORS
SAN FRANCISCO

2017 JUN 29 PM 2:49

June 27, 2017

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

RE: Liquor License Public Convenience and Necessity Request
 Harlan Place, 334 Grant Avenue
 Laurent Manrique, Managing Member
 Daytime phone number: 415.310.8596

Rouge et Blanc Wine Bar is changing its name to Harlan Place by Café de la Presse, and will remain in the same location at 334 Grant Avenue, with the same ownership. In addition, these owners also own and operate Café de la Presse, located next door at 352 Grant Avenue (at the corner of Bush Street). A remodel of the space has been completed including the addition of ADA compliant bathrooms.

The hours of operation will be Monday through Sunday:
 7:00AM – 3:00PM Coffee, Pastry, and Lunch
 3:00PM – 9:30PM Wine Bar, Small Plate Finger Food

We have applied for a Type 42 Beer and Wine License with the ABC on June 14, 2017. As required by the ABC, a mailing has been sent to those businesses and residences located within the designated area. ABC notices have been posted on the premises as required.

We believe the license serves the public convenience and necessity both in the neighborhood and citywide for the following reasons.

How will Issuance of the license will enhance the quality of life in the area of the premises ?

Harlan Place by Café de la Presse (previously known as Rouge et Blanc) is an expansion space of Café de la Presse. The expansion space was opened ten years ago and has been a fixture in the Chinatown and Union Square neighborhoods. Café de la Presse, at the corner of Bush and Grant, is owned by Presse, LLC. Harlan Place by Café de la Presse, is located at the corner of Grant Avenue and Harlan Alley. The spaces are connected by a common kitchen, common employees, the same wine list and similar food. Café de la Presse, opened over 25 years ago, is tremendously popular and has been a fixture in the neighborhood since it opened. Given the restaurant's popularity, Harlan Place by Café de la Presse was opened ten years ago to provide quiet dining and drinking options to the restaurant's patrons. Because both locations are located at the corner, patrons eating outside can actually see each other thus creating and overall presence on Grant Avenue. Over the past decade, both the bar and restaurant have hosted numerous cultural and community events, and has contributed to the popularity of the area among locals and tourists alike. Harlan Place by Café de la Presse had outdoor seating on Grant Avenue, and the plan is to extend the outdoor seating into Harlan Alley, which will develop the alley to create an outdoor experience for the patrons that would contribute to public safety and health in the surrounding community. Both the Café and Harlan by Café de la Presse have contributed to the economic development in the area, and have created hundreds of jobs over the years.

It should be noted that many of the employees of Café de la Presse will also be the same people at Harlan Place as the management oversees both operations. In addition, the landlord owns both spaces and is very excited about the changes we are making.

Re: Harlan Place, 334 Grant Avenue

How will issuance of the applied-for license ensure the quiet enjoyment of the area residents' properties?

Presse, LLC (which owns and operates both Harlan Place by Café de la Presse and Café de la Presse) do not anticipate any disturbance to the area's residents with the issuance of the liquor license, as there haven't been any issues over the past decade with Harlan Place by Café de la Presse or with its parent restaurant, Café de la Presse. The neighborhood itself does not have many (if any) residential properties located nearby. Also by expanding the business into the alley it will create a better commercial use of the alley, which right now is not used.

How will license issuance serve the community surrounding the applicant premises?

Harlan Place by Café de la Presse, as well as its parent restaurant, Café de la Presse, have created jobs in the neighborhood, increased foot traffic to the area, hosted numerous cultural and community events, supported local businesses, and, of course, serves some of the best French cuisine available in the city to both tourists and locals. Beyond the cultural and economic benefits, Harlan Place by Café de la Presse and Café de la Presse provide to the surrounding neighborhoods, Harlan Place by Café de la Presse intends to convert the unused alleyway into an outdoor seating area. The alleyway is currently filled with trash and is not maintained. The addition of outdoor seating should help increase foot traffic to the surrounding businesses and help maintain public cleanliness in the area.

How will the premises operation not enhance crime within a high crime or police problem area?

The planned conversion of the alleyway into outdoor seating will remove the trash from the alleyway contributing to the overall beautification of the neighborhood, provide additional lighting at night and encourage foot traffic in the area, all of which would enhance public safety in the surrounding areas.

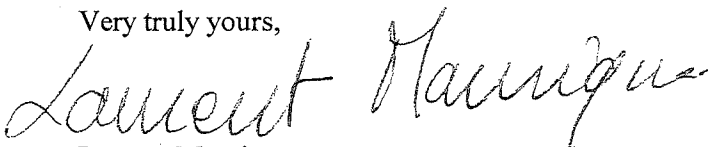
What fiscal benefit will the community experience as a result of the issuance of the applied-for license?

Harlan Place by Café de la Presse and Café de la Presse have created and continue to create jobs in the community. In addition the remodeling costs will add to the tax basis providing a large tax base for the city. The popularity of Café de la Presse and the wine bar by extension for cultural and community events benefits the surrounding businesses by encouraging foot traffic and patronage. Harlan Place supports local vineyards, growers and producers.

Should you have questions or require additional information please contact me directly at my daytime phone number 415.310.8596.

Thank you for your consideration.

Very truly yours,



Laurent Manrique
Managing Member

APPLICATION FOR ALCOHOLIC BEVERAGE LICENSE(S)

ABC 211 (6/99)

Laurent Manrique
(415) 310-8596

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

File Number: **582412**
Receipt Number: **2434918**
Geographical Code: **3800**
Copies Mailed Date: **June 13, 2017**
Issued Date:

2017 JUN 15 PM 2:29

DISTRICT SERVING LOCATION: **SAN FRANCISCO**

First Owner: **PRESSE LLC**
Name of Business: **HARLAN PLACE**
Location of Business: **334 GRANT AVE
SAN FRANCISCO, CA 94108**
County: **SAN FRANCISCO**

Is Premise inside city limits? **Yes** Census Tract **0117.00**

Mailing Address:
(If different from premises address)

Type of license(s): **42**

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

License Type	Transaction Type	Fee Type	Master	Dup	Date	Fee
42 - On-Sale Beer And Wine	ANNUAL FEE	NA	Y	0	06/13/17	\$261.00
42 - On-Sale Beer And Wine	ORIGINAL FEES	NA	Y	0	06/13/17	\$300.00
Total						\$561.00

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**

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: **June 13, 2017**

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

PRESSE LLC

INFORMATION AND INSTRUCTIONS -

SECTION 23958.4 B&P

30430 OF 577 23958.4
2017 JUN 15 PM 2:20

- Instructions This form is to be used for all applications for original issuance or premises to premises transfer of licenses.
- Part 1 is to be completed by an ABC employee, given to applicant with pre-application package, with copy retained in holding file or applicant's district file.
 - Part 2 is to be completed by the applicant, and returned to ABC.
 - Part 3 is to be completed by the local governing body or its designated subordinate officer or body, and returned to ABC.

PART 1 - TO BE COMPLETED BY ABC

1. APPLICANT'S NAME Presse LLC

2. PREMISES ADDRESS (Street number and name, city, zip code) 334 Grant Ave., San Francisco, CA 94108

3. LICENSE TYPE 42

4. TYPE OF BUSINESS
- | | | | |
|---|--|---|--|
| <input type="checkbox"/> Full Service Restaurant | <input type="checkbox"/> Hofbrau/Cafeteria | <input type="checkbox"/> Cocktail Lounge | <input type="checkbox"/> Private Club |
| <input type="checkbox"/> Deli or Specialty Restaurant | <input type="checkbox"/> Comedy Club | <input type="checkbox"/> Night Club | <input type="checkbox"/> Veterans Club |
| <input type="checkbox"/> Cafe/Coffee Shop | <input type="checkbox"/> Brew Pub | <input type="checkbox"/> Tavern: Beer | <input type="checkbox"/> Fraternal Club |
| <input type="checkbox"/> Bed & Breakfast: | <input type="checkbox"/> Theater | <input checked="" type="checkbox"/> Tavern: Beer & Wine | <input type="checkbox"/> Wine Tasting Room |
| <input type="checkbox"/> Wine only | <input type="checkbox"/> All | | |
-
- | | | | |
|---|--|--|--|
| <input type="checkbox"/> Supermarket | <input type="checkbox"/> Membership Store | <input type="checkbox"/> Service Station | <input type="checkbox"/> Swap Meet/Flea Market |
| <input type="checkbox"/> Liquor Store | <input type="checkbox"/> Department Store | <input type="checkbox"/> Convenience Market | <input type="checkbox"/> Drive-in Dairy |
| <input type="checkbox"/> Drug/Variety Store | <input type="checkbox"/> Florist/Gift Shop | <input type="checkbox"/> Convenience Market w/Gasoline | |
| <input type="checkbox"/> Other - describe: | | | |

5. COUNTY POPULATION 806,583

6. TOTAL NUMBER OF LICENSES IN COUNTY
 On-Sale Off-Sale

7. RATIO OF LICENSES TO POPULATION IN COUNTY
279 On-Sale Off-Sale

8. CENSUS TRACT NUMBER 0117-10

9. NO. OF LICENSES ALLOWED IN CENSUS TRACT
6 On-Sale Off-Sale

10. NO. OF LICENSES EXISTING IN CENSUS TRACT
112 On-Sale Off-Sale

11. IS THE ABOVE CENSUS TRACT OVERCONCENTRATED WITH LICENSES? (i.e., does the ratio of licenses to population in the census tract exceed the ratio of licenses to population for the entire county?)
 Yes, the number of existing licenses exceeds the number allowed

No, the number of existing licenses is lower than the number allowed

12. DOES LAW ENFORCEMENT AGENCY MAINTAIN CRIME STATISTICS?
 Yes (Go to Item #13) No (Go to Item #20)

13. CRIME REPORTING DISTRICT NUMBER 100

14. TOTAL NUMBER OF REPORTING DISTRICTS 653

15. TOTAL NUMBER OF OFFENSES IN ALL REPORTING DISTRICTS
50,774

16. AVERAGE NO. OF OFFENSES PER DISTRICT 78

17. 120% OF AVERAGE NUMBER OF OFFENSES 93

18. TOTAL NUMBER OF OFFENSES IN REPORTING DISTRICT
238

19. IS THE PREMISES LOCATED IN A HIGH CRIME REPORTING DISTRICT? (i.e., has a 20% greater number of reported crimes than the average number of reported crimes as determined from all crime reporting districts within the jurisdiction of the local law enforcement agency)
 Yes, the total number of offenses in the reporting district equals or exceeds the total number in item #17

No, the total number of offenses in the reporting district is lower than the total number in item #17

20. CHECK THE BOX THAT APPLIES (check only one box)
- a. If "No" is checked in both item #11 and item #19, Section 23958.4 B&P does not apply to this application, and no additional information will be needed on this issue. Advise the applicant to bring this completed form to ABC when filing the application.
 - b. If "Yes" is checked in either item #11 or item #19, and the applicant is applying for a non-retail license, a retail bona fide public eating place license, a retail license issued for a hotel, motel or other lodging establishment as defined in Section 25503.16(b) B&P, or a retail license issued in conjunction with a beer manufacturer's license, or winegrower's license, advise the applicant to complete Section 2 and bring the completed form to ABC when filing the application or as soon as possible thereafter.
 - c. If "Yes" is checked in either item #11 or item #19, and the applicant is applying for an off-sale beer and wine license, an off-sale general license, an on-sale beer license, an on-sale beer and wine (public premises) license, or an on-sale general (public premises) license, advise the applicant to take this form to the local governing body, or its designated subordinate officer or body to have them complete Section 3. The completed form will need to be provided to ABC in order to process the application.

Board of Supervisors

Governing Body/Designated Subordinate Name:

FOR DEPARTMENT USE ONLY

PREPARED BY (Name of Department Employee)

