

File No. 121083

Committee Item No. 3

Board Item No. 27

COMMITTEE/BOARD OF SUPERVISORS

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Committee: Neighborhood Services and Safety Date 3/7/13

Board of Supervisors Meeting Date 3/19/13

Cmte Board

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- Budget and Legislative Analyst Report
- Legislative Analyst Report
- Youth Commission Report
- Introduction Form (for hearings)
- 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 (Use back side if additional space is needed)

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Completed by: Andrea Ausberry Date 2/28/13
 Completed by: Derek Evans Date 3/13/13

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

1 [Liquor License - 1 Polk Street]
2

3 **Resolution determining that the issuance of a Type 42 on-sale beer and wine**
4 **license to Andrew and Jennifer Hall for The Beer Hall, LLC, located at 1 Polk**
5 **Street (District 6), will serve the public convenience and necessity of the City and**
6 **County of San Francisco, in accordance with California Business and**
7 **Professions Code, Section 23958.4, and recommending that the California**
8 **Department of Alcoholic Beverage Control impose conditions on the issuance of**
9 **the license.**

10
11 WHEREAS, Andrew and Jennifer Hall are seeking the issuance of a Type 42 on-
12 sale beer and wine license for the Beer Hall, located at 1 Polk Street; and,

13 WHEREAS, The Planning Department has verified that the area is properly
14 zoned and recommends approval; and,

15 WHEREAS, The Police Department has filed ten (10) protests and twelve (12)
16 letters of support with the Department of Alcoholic Beverage Control under California
17 Business and Professions Code, Section 24013, and recommends that the Department
18 of Alcoholic Beverage Control issue the liquor license with conditions; and

19 WHEREAS, The conditions recommended by the Police Department are the
20 following: 1) Sales, service and consumption of alcoholic beverages shall be permitted
21 between the hours of 11:00 a.m. until 12:00 a.m. (midnight), Sunday through Thursday,
22 and 11:00 a.m. until 2:00 a.m. Friday and Saturday; 2) The petitioner(s) shall be
23 responsible for maintaining free of litter the area adjacent to the premises over which
24 they have control; 3) Loitering (defined as "to stand idly about; linger aimlessly without
25 lawful business") is prohibited on any sidewalks or property adjacent to the licensed

1 premises under the control of the licensee(s) as depicted on the ABC-257 dated
2 October 19, 2012; 4) Graffiti shall be removed from the premises and all parking lots
3 under the control of the licensee within 72 hours of application. If the graffiti occurs on a
4 Friday or weekend day, or on a holiday, the licensee shall remove the graffiti within 72
5 hours following the beginning of the next week day; 5) The exterior of the premises
6 shall be equipped with lighting of sufficient power to illuminate and make easily
7 discernible the appearance and conduct of all persons on or about the premises.
8 Additionally, the position of such lighting shall not disturb the normal privacy and use of
9 any neighboring residences; 6) No noise shall be audible beyond the area under the
10 control of the licensee as defined on the ABC-257; 7) The interior lighting maintained
11 therein shall be sufficient to make easily discernible the appearance and conduct of all
12 persons and patrons in that portion of the premises where alcoholic beverages are sold,
13 served, delivered or consumed; and 8) The petitioner shall utilize electronic
14 surveillance and recording equipment that is able to view the outside of the premises,
15 including all entrances and exits, and that is actively monitored and recorded. This
16 electronic surveillance shall be utilized during operating hours. Said electronic recording
17 shall be kept at least 30 days and shall be made available to the Department and Police
18 Department upon demand; now, therefore, be it

19 RESOLVED, That in accordance with California Business and Professions Code,
20 Section 23958.4, the Board of Supervisors of the City and County of San Francisco
21 hereby determines for the foregoing reasons that the issuance of a Type 42 on-sale
22 beer and wine license to Andrew and Jennifer Hall for the Beer Hall, located at 1 Polk
23 Street, will serve the public convenience or necessity of the City and County of San
24 Francisco; and, be it
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FURTHER RESOLVED, That the Board of Supervisors of the City and County of San Francisco hereby endorses and adopts the recommendations of the Police Department listed above, and recommends that the Department of Alcoholic Beverage Control issue the license with those conditions.



San Francisco Police Department
ABC Liaison Unit



Alcoholic Beverage License -
*Public Convenience and
Necessity Recommendation*

To: The San Francisco Board of Supervisors' Committee on City
Operations & Neighborhood Services

Supervisor David Campos
Supervisor Eric Mar
Supervisor Norman Yee

From: Inspector Nelly Gordon
ABC Liaison Unit (ALU) 553-1049

Date: February 21, 2013

Subject: P.C.N. Investigation Regarding:

DBA: The Beer Hall
1 Polk Street
Andrew Hall
415/509-5282

The Beer Hall, LLC. has filed an application with the California Department of Alcoholic Beverage Control (ABC) seeking a Type 42 (On-Sale Beer and Wine) for 1 Polk street (located on the north west side of Polk street).

It should be noted that during the application process, notification date for the 500' mailer was on October 15, 2012. The Notice to the Public was posted on October 15, 2012.

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 July 2011 to July 2012

60 Police calls

Police Reports: From July 2011 to July 2012

11

San Francisco Plot Information:

This premise is located in Plot **560**

The High Crime area is defined as 215 or more police reports in a plot.

This plot had **71** police incidents recorded for 2011.

Applicant premises is **not** located in a "High Crime" area.

State Census Tract Information:

This premise is located in Census Tract 0124.02

Population for this tract is: **3,974**

On-sale license authorized by census tract: **13**

Active on-sale licenses: **39**

Off-sale licenses authorized by census tract: **4**

Active off-sale licenses: **11**

Applicant premise is currently located in an "undue concentration" area.

Letters of Protest:

10 recorded with the California Department of Alcoholic Beverage Control, (ABC).

Letters of Support:

12 recorded with the California Department of Alcoholic Beverage Control, (ABC).

Departmental Recommendation:

No opposition from **Northern Police Station**

ALU recommends approval. The following conditions have been recommended to the California Department of Alcoholic Beverage Control, (ABC):

1. Sales, service and consumption of alcoholic beverages shall be permitted between the hours of 11:00 a.m. until 12:00 a.m. (Midnight), Sunday through Thursday, and 11:00 a.m. until 2:00 a.m. Friday and Saturday.
2. The petitioner(s) shall be responsible for maintaining free of litter the area adjacent to the premises over which they have control.

3. 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(s) as depicted on the ABC-257 dated 10-19-12.
4. Graffiti shall be removed from the premises and all parking lots under the control of the licensee within 72 hours of application. If the graffiti occurs on a Friday or weekend day, or on a holiday, the licensee shall remove the graffiti within 72 hours following the beginning of the next week day.
5. 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.
6. No noise shall be audible beyond the area under the control of the licensee as defined on the ABC-257, dated _____.
7. The interior lighting maintained therein shall be sufficient to make easily discernable the appearance and conduct of all persons and patrons in that portion of the premises where alcoholic beverages are sold, served, delivered or consumed.
8. The petitioner shall utilize electronic surveillance and recording equipment that is able to view the outside of the premises, including all entrances and exits, and that is actively monitored and recorded. This electronic surveillance shall be utilized during operating hours. Said electronic recording shall be kept at least 30 days and shall be made available to the Department and Police Department upon demand.

Note: On 1/15/2013 Andrew Hall was contacted and agrees with recommended conditions.

Thank you

Evans, Derek

From: Richard.VanKoll@sfgov.org
Sent: Friday, March 08, 2013 1:22 PM
To: Evans, Derek
Subject: Re: Re: 1 Polk Street Liquor License

Please strike condition # 2 pertaining to:
The sale of alcoholic beverages for off-sale consumption is strictly prohibited.

Rich VanKoll
553-1938

-----"Evans, Derek" <derek.evans@sfgov.org> wrote: -----

To: "VanKoll, Richard" <richard.vankoll@sfgov.org>
From: "Evans, Derek" <derek.evans@sfgov.org>
Date: 03/08/2013 10:07AM
Cc: "Gordon, Nelly" <nelly.gordon@sfgov.org>, "Fong, Joseph" <joseph.fong@sfgov.org>
Subject: Re: 1 Polk Street Liquor License

Good morning,

Very interesting meeting yesterday
(http://sanfrancisco.granicus.com/MediaPlayer.php?view_id=164&clip_id=17001). My favorite part was 59:00
– 1:00:20.

Could you please send an updated PCN report for 1 Polk Street, including the amendment made by the ALU to the conditions.

Thank you,

Derek K. Evans
Assistant Committee Clerk
Board of Supervisors
1 Dr. Carlton B. Goodlett Place, City Hall, Room 244
San Francisco, CA 94102
Phone: (415) 554-7702 | Fax: (415) 554-5163
derek.evans@sfgov.org | www.sfbos.org

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<http://www.sfbos.org/index.aspx?page=104>



San Francisco Police Department
ABC Liaison Unit



Alcoholic Beverage License -
Public Convenience and
Necessity Recommendation

To: The San Francisco Board of Supervisors' Committee on City
Operations & Neighborhood Services

Supervisor David Campos
Supervisor Eric Mar
Supervisor Norman Yee

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Police Calls for Service: From July 2011 to July 2012

60 Police calls

Police Reports: From July 2011 to July 2012

11

San Francisco Plot Information:

*Superseded 3/7/13
Condition #2 stricken by ALU*

This premise is located in Plot 560

The High Crime area is defined as 215 or more police reports in a plot.

This plot had 71 police incidents recorded for 2011.

Applicant premises is **not** located in a "High Crime" area.

State Census Tract Information:

This premise is located in Census Tract 0124.02

Population for this tract is: 3,974

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Note: On 1/15/2013 Andrew Hall was contacted and agrees with recommended conditions.

Thank you

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Call No	Report No	Received Date	Received Time	Priority	Call Type	Unit ID	Disposition	Location
121090107		04/18/2012	01:01:46	A	240DV	3E13E	HAN	1 POLK ST
121032746		04/12/2012	18:06:01	B	488	3E11D	GOA	1 POLK ST
121031113	120289966	04/12/2012	10:28:03	C	488	3E3A	HAN	1 POLK ST
120972289		04/06/2012	16:44:52	B	910		CANC	1 POLK ST
120791103		03/19/2012	10:49:38	C	000			1 POLK ST
120780580		03/18/2012	02:49:01	B	418	3E13E	UTL	1 POLK ST
120720416		03/12/2012	05:48:37	B	915	3J72	ND	1-BLK POLK ST
120581428	120163207	02/27/2012	12:45:13	C	459	3E2C	REP	1 POLK ST
120533695		02/22/2012	21:44:42	C	212	3E12E	HAN	1 POLK ST
120532705		02/22/2012	16:47:03	A	910	3E12D	HAN	1 POLK ST
120392241		02/08/2012	15:12:15	B	1036	3E12D	HAN	1 POLK ST
120390232		02/08/2012	02:22:03	B	910	3E14E	HAN	1 POLK ST
120383514		02/07/2012	23:15:47	B	910	3E11D	HAN	1 POLK ST
120352653	120098319	02/04/2012	18:21:22	B	470	3D00	REP	1 POLK ST
120331397		02/02/2012	12:10:40	B	811	3E3C	CAN	1 POLK ST
120291998		01/29/2012	15:17:40	C	409	3P40B	NOM	1 POLK ST
120040370		01/04/2012	05:54:28	B	915	3J72	HAN	1-BLK POLK ST
120033061		01/03/2012	20:30:18	C	415	3E12E	NOM	1 POLK ST
120020468		01/02/2012	06:18:32	B	915	3J72	ADV	1-BLK POLK ST
113653288		12/31/2011	22:39:51	C	415	3E12E	HAN	1 POLK ST
113373035		12/03/2011	20:44:51	C	917	3B91	CIT	1-BLK POLK ST
113343877		11/30/2011	23:49:55	C	7I	3E11E	HAN	1 POLK ST
113320530	110954759	11/28/2011	07:37:53	C	851	3E12A	REP	1 POLK ST
113300299		11/26/2011	01:58:51	I	518HR	2R03E	ADV	1 POLK ST
113100634		11/06/2011	07:25:39	B	915	3J72		1-BLK POLK ST
113060437		11/02/2011	07:02:06	C	7A	3E138		1 POLK ST

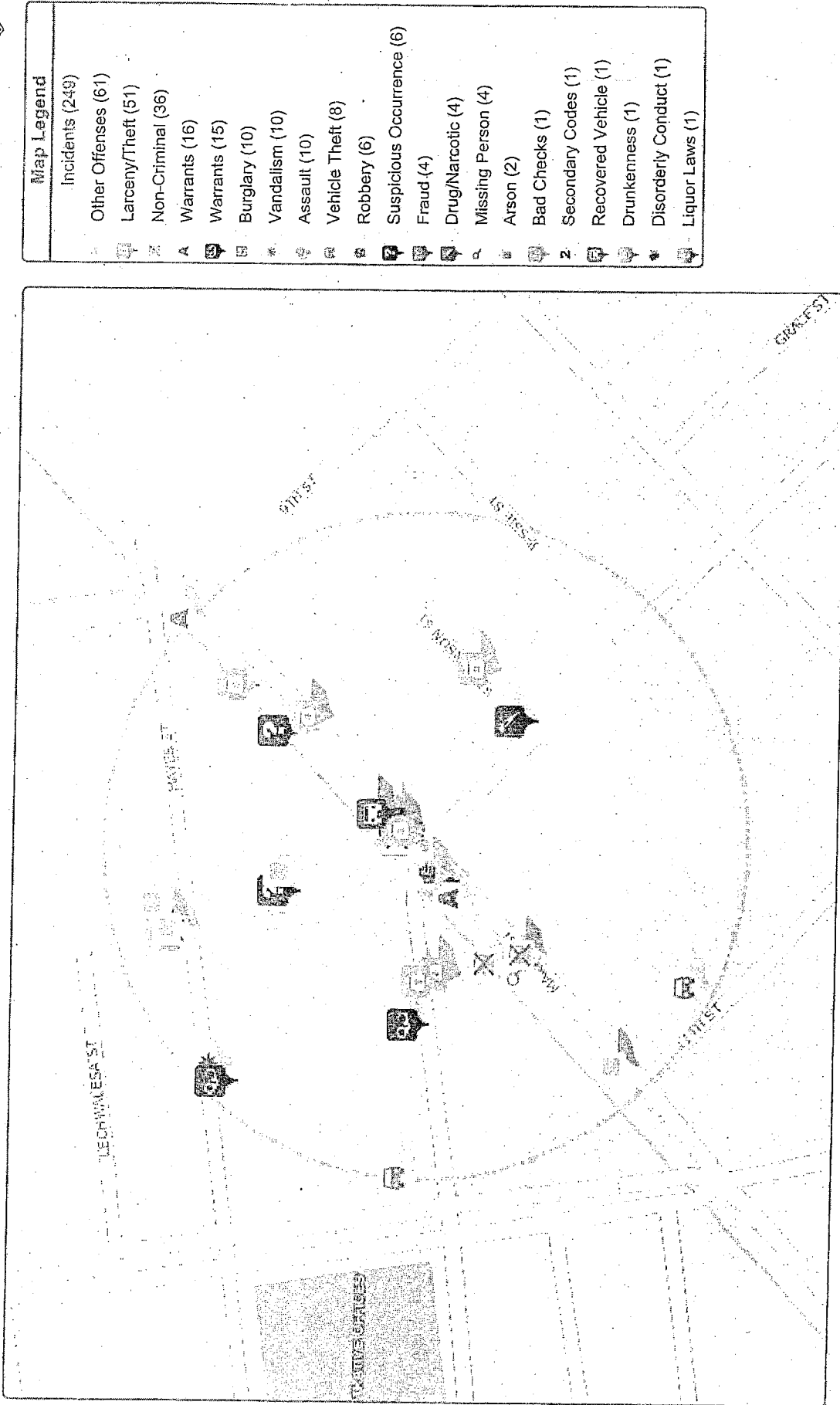
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Call No	Report No	Received Date	Received Time	Priority	Call Type	Unit ID	Disposition	Location
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122760574		10/02/2012	06:38:40	C	917	3J72	HAN	1-BLK POLK ST
122680636		09/24/2012	08:16:15	C	903	3J72	HAN	1-BLK POLK ST
122623130		09/18/2012	22:19:01	B	917	3E7E	GOA	1 POLK ST
122601485		09/16/2012	13:18:01	C	601	3E12D	ADV	1 POLK ST
122600905		09/16/2012	09:26:18	B	601		DUP	1 POLK ST
122600874		09/16/2012	09:08:17	B	601	3E12A	GOA	1 POLK ST
122550468		09/11/2012	07:17:51	B	915	3B	HAN	1-BLK POLK ST
122511393		09/07/2012	12:14:10	C	71	3X70		1 POLK ST
122483334	120709055	09/04/2012	21:40:42	C	459	3E12E	REP	1 POLK ST
122441882		08/31/2012	14:15:54	C	601	3E43B	GOA	1 POLK ST
122382908		08/25/2012	19:28:53	C	601	3E12E	HAN	1 POLK ST
122381822		08/25/2012	14:20:40	B	800	3E48	GOA	1 POLK ST
122340426	120664885	08/21/2012	06:36:03	B	915	3J72	CIT	1-BLK POLK ST
122320220	120658888	08/19/2012	01:13:08	A	801	3E13E	REP	1 POLK ST
122261165		08/13/2012	10:42:55	C	1030		CANC	1 POLK ST
122240420	120635438	08/11/2012	03:24:27	B	240	3E12E	REP	1 POLK ST
122111961		07/29/2012	16:17:43	B	418	3E12D	CAN	1 POLK ST
122090181		07/27/2012	01:49:16	C	585	3E13E	ADV	1 POLK ST
122050788		07/23/2012	09:25:39	B	586	3E5A	NOM	1 POLK ST
122012357		07/19/2012	16:38:26	C	917	3E43B	ADV	1-BLK POLK ST
121952323		07/13/2012	16:52:16	C	470	3E12D	HAN	1 POLK ST
121773547		06/25/2012	22:22:54	B	800	3E12E	UTL	1 POLK ST
121773392	120501061	06/25/2012	21:40:12	A	800	3E12E	REP	1 POLK ST
121773110		06/25/2012	19:35:49	A	800	3E2D	HAN	1 POLK ST
121752903		06/23/2012	18:49:01	C	100V	3E13D	GOA	1 POLK ST
121732068		06/21/2012	15:23:12	C	917	3J50	HAN	1-BLK POLK ST
121681153		06/16/2012	11:07:06	C	601			1 POLK ST
121581364		06/06/2012	12:47:06	C	915	3E70	GOA	1 POLK ST
121541412		06/02/2012	12:31:59	C	915	3E12A	GOA	1 POLK ST
121510430		05/30/2012	06:26:46	B	418DV	3E12A	ND	1 POLK ST
121312728		05/10/2012	18:28:22	C	488	3E12D	GOA	1 POLK ST
121271545		05/06/2012	12:45:43	B	601	3E11A	HAN	1 POLK ST
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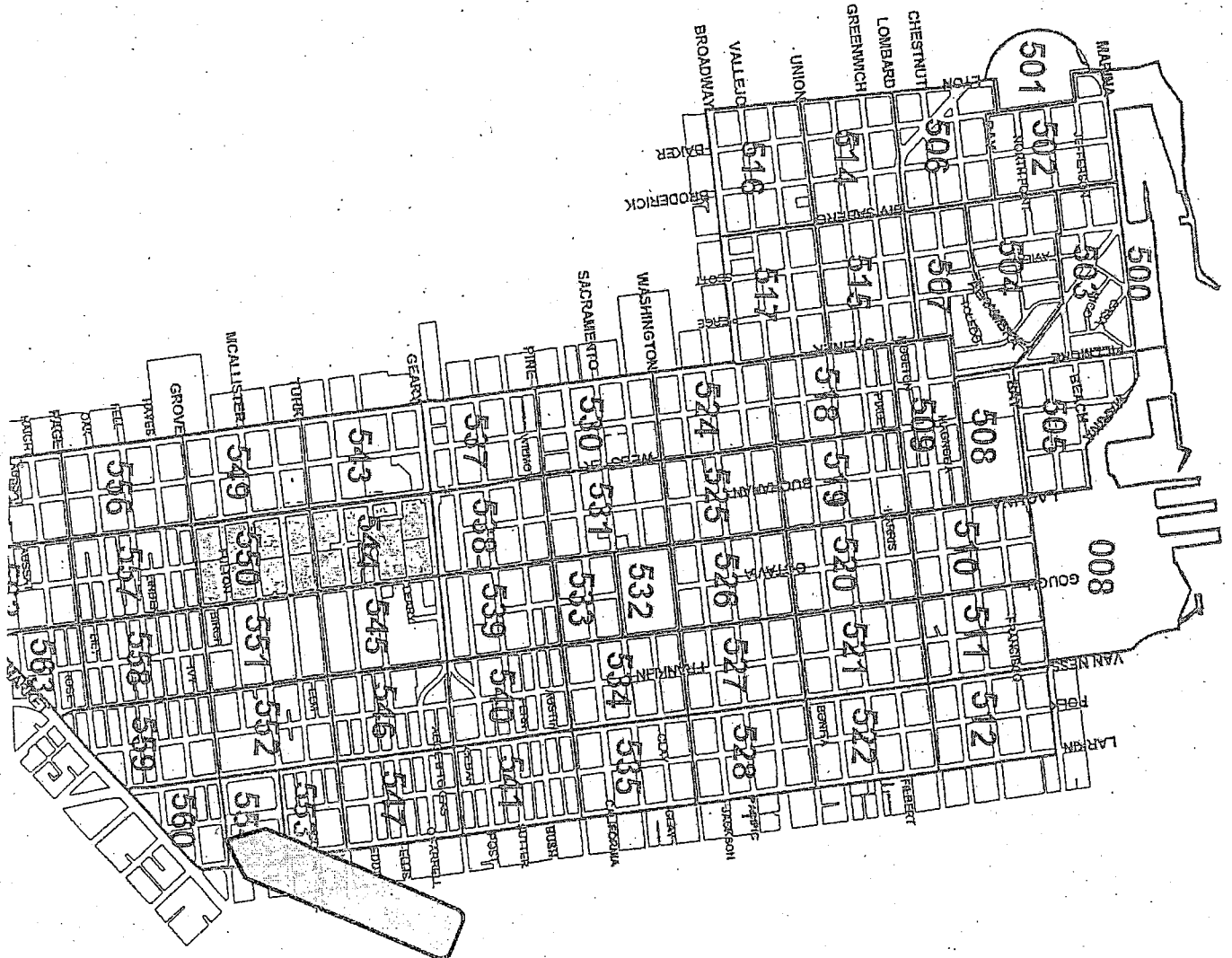
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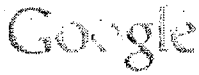
1 polk st
500 Feet



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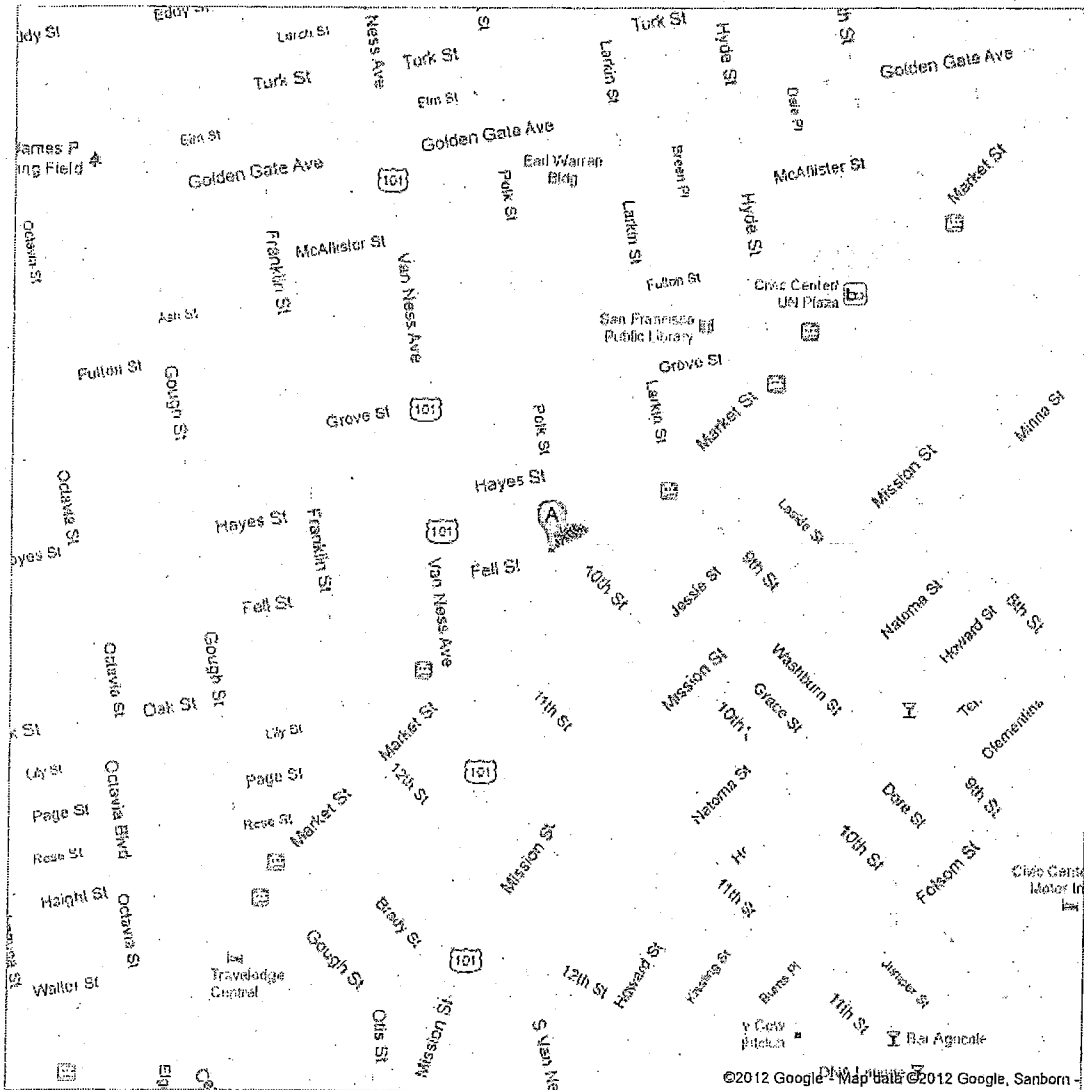
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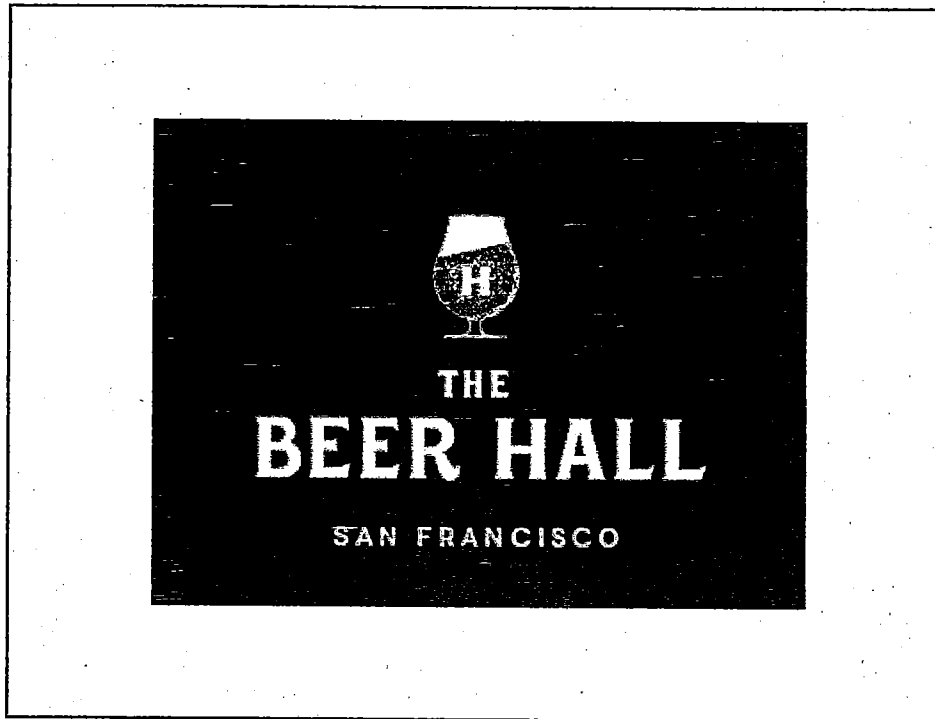


Address 1 Polk St
San Francisco, CA 94102

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Craft Beer & Wine Bar

- ½ Tasting Bar
- ½ Retail Shop

SF examples;

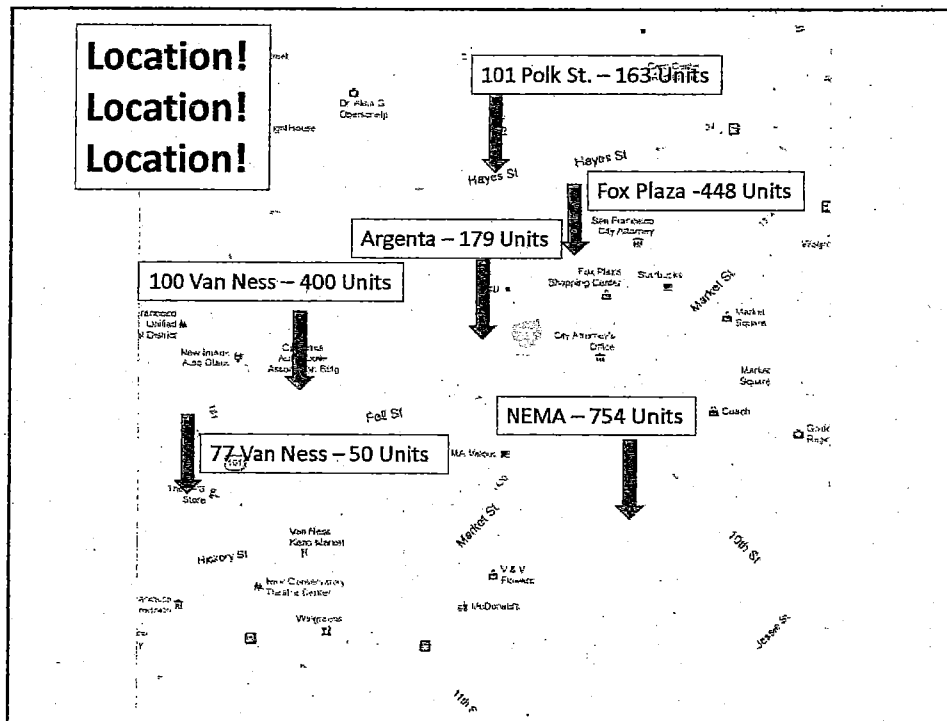
Blanc et Rouge

City Beer Store

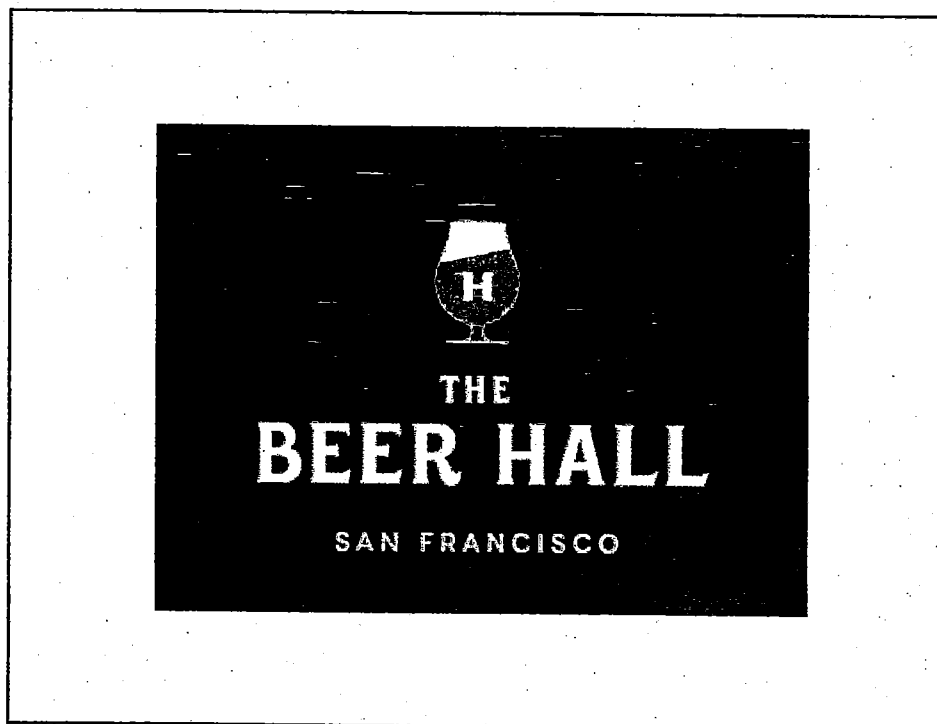
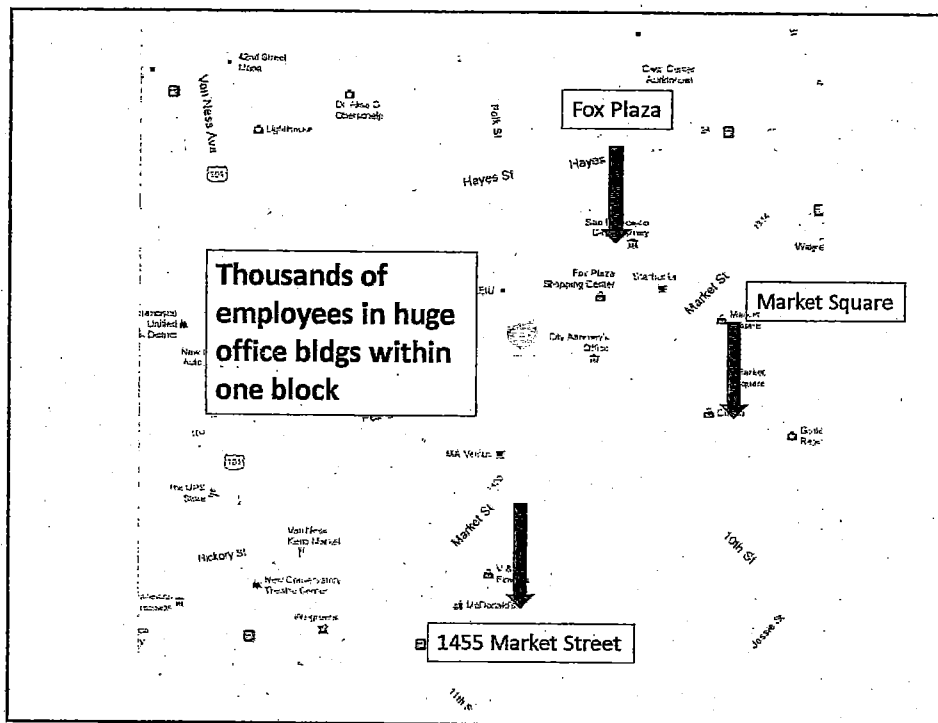
Inner Fog

A Unique Addition to the Neighborhood

- First SF Bar to focus primarily on craft beer and secondarily on wine.
- First upscale beer and wine bar in Mid-Market/Civic Center Area.
- Only location in area to provide off-sale of craft beer & wine.


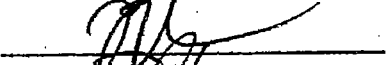

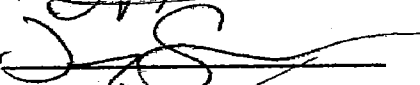

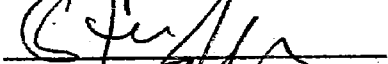



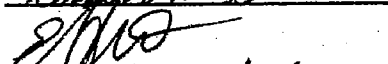






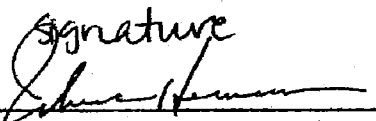
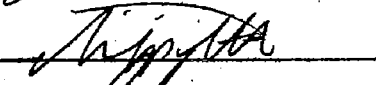

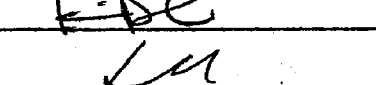
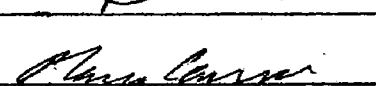

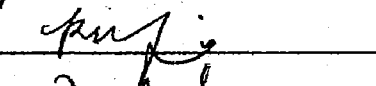
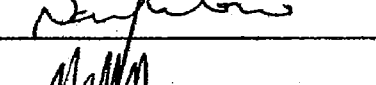
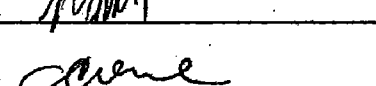
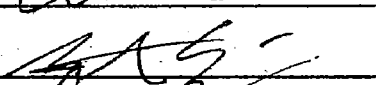
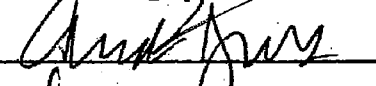
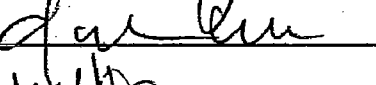
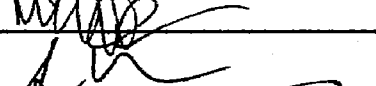
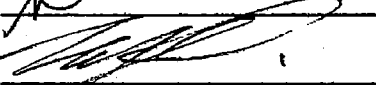
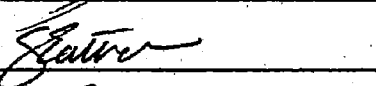
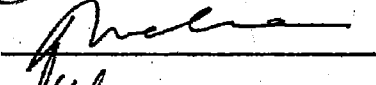
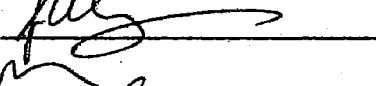
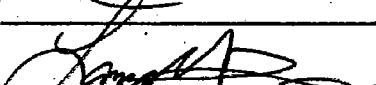
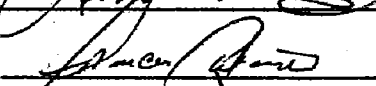
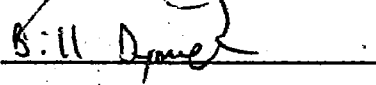


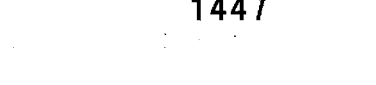

**Location!
Location!
Location!**



The Argenta Supports The Beer Hall

We are signing this petition to show support for The Beer Hall moving into our building. This neighborhood is in need of an upscale beer & wine establishment to serve the growing population of residents and professionals. This area is also in need for retail of craft beer and wine. There is nowhere in this neighborhood to currently go to purchase those items for home consumption. Please grant The Beer Hall their license as soon as possible. Their addition to the neighborhood is a step in the right direction.

Name	Signature	Email
leighann letta		leighann.letta@bhres.com
Tamara Cruz		tamara.m.cruz@me.com
Wendy Ralston		wr8195@att.com
JEREMY SPRAGUE		jeromysprague@gmail.com
ASHWIN DANDekar		ashwin.dandekar@gmail.com
Steve Jackson		stvjackson@gmail.com
John Wilms		john.wilms@gmail.com
Ramo Naidu		ramonaidu@gmail.com
Norma Dally	Norma Dally	norma.dally@gmail.com
Brian Dally	Brian Dally	brian.dally@gmail.com
KENNETH M. GORDON		KMGORDONATSF@SBCGLOBAL.NET
Emmanuelle Hotel		emmanuellehotel@hotmail.com
LOUIS MOTER		INFO@LESSLOSS.COM
* KRISTIE LAMOUR		Kristie.lamour@yahoo.com
* Reza Afshar		grafshar@gmail.com
Ⓞ LARRY SMITH Template for letter		Ldjcsmith@gmail.com

Name	Signature	Email
Roberto Hernandez		rherman@SFTNSF.COM
PHILIPP HERTEL		philiphertel@google.com
Joe Callahan		callahan5jc@hotmail
TAVIS DANCIC		TAVISD@GMAIL.COM
Jorge Reyes		jrey15@gmail.com
Mary Camper		maryCAMPER@gmail.com
Michelle Gibson		travlnurs81@yahoo.com
Rebecca Arafiles		arafiles@gmail.com
Namhee Koo		eehmanale@gmail.com
Matthew Wylie		MWylie@gmail.com
CHRIS O'BANKS		CCOBANKS@YAHOO.COM
Antonio Gonzalez		antonio.octaviani@gmail.com
ANDREW VYROS		BIFF@WAKFFLEHEAD.COM
Jack Carlson		jcarlson3@gmail.com
Matthew Chandler		absolutmath8@gmail.com
HIRAKA KHAN		hirack@gmail.com
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SIRAN EATHORNE		sbeatnome@gmail.com
Melissa Vega		design@melissavega.com
Andrew Molynoux		amolynoux@rocketmail.com
Paul Rucker		rucker77@gmail.com
Lance Turcato		lturcato@me.com
Frances Catania		FrancesCatania@yahoo.com
Bill Dwyer		bdwyerster@gmail.com

Name	Signature	Email
S. KNIGHT - ZIPPO		S.KNIGHT@DUNEUSA.C hollywood.zippe@gmail.com
(Zynga) David Giamano		dgiamano@gmail.com
Robert Montgomery		Caster712@gmail.com
NICOLE PACHA		NICOLEPACHA@gmail.com
Jonathan Wood		jwsre@dilect.us
Jill Unikel		jwsre@dilect.us
Raheema Hemraj		hemrajr@hotmail.com
Natalie Wade		nataliewade49@msn.com
Aza Olival		azaolival@gmail.com
Karina Raimundo		Karina.pupio@gmail.com
Kyle Hagin		Kylehagin@gmail.com
Alex Wencan		Alex.WENCAN@gmail.com
Blake Wallace		blakewallace@me.com
Mévis Mousbé		Mousbe@bcglobal.net
Cécile Conway		Property is here @hotmail.com UK
Lauren Van Horn		laureanh@fb.com
Mark Van K		MVanK@msn.com
MARLON LAYNE		MARLON925@YAHOO.COM
Michel Groulx		(415) 558-1604
MIKE WHITESIDE		MIKEWHITESIDE@ME.COM
Ben DelVento		benefits.net
JIMMY DOUGHERTY		jindo@yahoo.com

leighannletta

leighb

leighannlett@gmail.com

Handwriting practice lines consisting of three columns of horizontal lines.

Evans, Derek

From: Peter Hart [Peter.Hart@hilton.com]
Sent: Thursday, March 07, 2013 8:29 AM
To: Evans, Derek
Cc: jenwonghall@gmail.com
Subject: I Support The Beer Hall

Dear Supervisors,

I am voicing my support of The Beer Hall (1 Polk Street) and their ability to serve alcohol and sell alcohol to go. I believe The Beer Hall will serve the public convenience and necessity of the City and County of San Francisco.

I have lived and worked in San Francisco for six years. I am an executive manager at the Hilton San Francisco Union Square; the largest hotel in the city and bordering the Tenderloin district. Due to our proximity to the Tenderloin and Market street, my colleagues and I are thrilled about the Mid-Market development plans and the positive impact to our business and our community. An upscale craft beer and wine establishment like The Beer Hall would be a welcome addition to the neighborhood. The Beer Hall will attract sophisticated professionals with disposable income who, at the moment, are forced to leave the neighborhood if they wish to enjoy a high-quality, unique beer. The Beer Hall will also be a tourist draw. Overseeing the Concierge and Guest Services in the hotel, I am amazed about the increasing volume of inquires our team receives where to go for craft beer (it's not just about local wine anymore!). And often sending a guest to the Height or Mission districts is not feasible.

On a more personal note, I live on Larkin street and commute through the civic center area. As a craft beer lover, I know The Beer Hall will be a great addition to Polk street and a frequent stop of mine. Further, you could not ask for better owners to be a part of this challenged neighborhood's rebirth. I grew up with Andrew, literally attending kindergarten through college with him. Andrew and Jen are an incredible couple. They are driven, responsible, generous, and loving. The Beer Hall is just the type of business and family we should be welcoming to the community.

Sincerely,

Peter Hart

PETER B. HART | Director - Rooms Division

HILTON SAN FRANCISCO UNION SQUARE
t: +1 415-202-7088 | f: +1 415-202-7798
333 O'Farrell Street | San Francisco CA 94102 | US
sanfrancisco.hilton.com

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Evans, Derek

From: Kristie [kristielamour@yahoo.com]
Sent: Thursday, March 07, 2013 9:48 AM
To: Evans, Derek
Subject: Re: Argenta beer hall

Hello,

I am currently a resident at Argenta . I fully support and am excited for the opening the beer hall in our building . As a single female I feel quite unsafe at times walking around the area because of the lack of business and the crime. I feel the more new businesses that come in to the neighborhood will help attract a working crowd ,bring better higher quality of foot traffic and make civic center more of a very much needed neighborhood .

Thank you,
Kristie Lamour
1 Polk 1406
Sf ca 94102
415 497 1000

Evans, Derek

From: Sandra Forrester [sforrester80@gmail.com]
Sent: Thursday, March 07, 2013 9:27 AM
To: Evans, Derek
Cc: Jennifer Hall
Subject: I support the Beer Hall

Dear Supervisors,

I am voicing my support of The Beer Hall (1 Polk Street) and their ability to serve alcohol and sell alcohol to go. I believe The Beer Hall will serve the public convenience and necessity of the City and County of San Francisco.

I have lived in San Francisco for close to 10 years and I have witnessed many great changes San Francisco has undergone. I am particularly impressed with the growth in Mid-Market. With so much growth in both industry and upscale living, it only seems fit that an upscale craft beer and wine establishment like The Beer Hall be part of this great neighborhood. The Beer Hall will attract sophisticated professionals with disposable income who, at the moment, are forced to leave the neighborhood if they wish to enjoy a high-quality beverage.

What I think is most important is the need for a high-quality craft beers and wine to go store/outlet. The Beer Hall should be allowed to fill this gap in the market. Many of The Beer Hall's customers will want to purchase bottles of beer and wine to enjoy at home, and I it would be great if these customers could stay in the neighborhood to do so.

I have known Jen and Drew for over 10 years and can speak to their incredible work ethic and sense of community. They will truly develop a business model that will reflect and enhance the aesthetic of both the neighborhood and the city in general. As young professionals themselves, they know their customer's needs, as well as value what they will provide to their community. I could not think of two better suited people to operate the Beer Hall with a sense of great responsibility and passion for their craft and their community.

Sincerely,
Sandra Forrester

Evans, Derek

From: Katie Monahan [katie@kmonahan.com]
Sent: Thursday, March 07, 2013 9:26 AM
To: Evans, Derek
Cc: Jennifer Hall
Subject: I Support The Beer Hall

Dear Supervisors,

I am voicing my support of The Beer Hall (1 Polk Street) and their ability to serve alcohol and sell alcohol to go. I believe The Beer Hall will serve the public convenience and necessity of the City and County of San Francisco.

I have lived in SF for 5 years and I have witnessed many changes the city has undergone. The rapid growth in Mid-Market is particularly impressive. It seems like every tech company is moving their offices there. An upscale craft beer and wine establishment like The Beer Hall would be a perfect addition to the neighborhood. The Beer Hall will attract sophisticated professionals with disposable income who, at the moment, are forced to leave the neighborhood if they wish to enjoy a high-quality beverage.

There is also a lack of stores in the mid-Market area to buy high-quality craft beers and wine to go. The Beer Hall should be allowed to fill this gap in the market. Many of The Beer Hall's customers will want to purchase bottles of beer and wine to enjoy at home, and I don't think there is a good reason to force these customers to leave the neighborhood to do so.

I have known Jen and Drew for over a year now and have seen firsthand their dedication to making The Beer Hall a reality. They will strive to make their business a destination for professionals and residents in mid-Market area. They both have extensive experience working in a small business environment and will use that experience, along with their many years of living in San Francisco, to make The Beer Hall a prosperous and beneficial business in San Francisco.

Sincerely,
Katie Monahan
San Francisco, CA

Evans, Derek

From: Schuster, Simon [Simon.Schuster@ucsf.edu]
Sent: Thursday, March 07, 2013 9:22 AM
To: Evans, Derek
Subject: I Support The Beer Hall

Importance: High

Dear Supervisors,

I am voicing my support of The Beer Hall (1 Polk Street) and their ability to serve alcohol and sell alcohol to go. I believe The Beer Hall will serve the public convenience and necessity of the City and County of San Francisco.

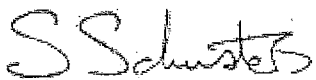
I have lived in SF for 10 years and I have witnessed many changes the city has undergone. The rapid growth in Mid-Market is particularly impressive. It seems like every tech company is moving their offices there. An upscale craft beer and wine establishment like The Beer Hall would be a perfect addition to the neighborhood keeping those who live and work there in the area and contributing financially to the area. In addition, The Beer Hall will attract sophisticated professionals with that disposable income who, at the moment, are forced to leave the neighborhood if they wish to enjoy a high-quality beverage.

There is also a lack of stores in the mid-Market area to buy *high-quality craft beers* and wine to go. The Beer Hall should be allowed to fill this gap in the market. Many of The Beer Hall's customers will want to purchase bottles of beer or wine that cannot be found at the local corner liquor stores or super markets and so, like a fine wine, people like to purchase and enjoy them at home and I don't think there is a good reason to force these customers to search elsewhere outside of the neighborhood to do so.

I have known Jen and Drew for a number of years and they have always been committed to improving the quality of life in San Francisco for all, holding charitable events for a children's charity located in SF to name but one. They are a committed husband wife team with many years of development experience and I know this venture will not only be their success but a success for San Francisco and be a gateway for many other businesses into the area.

Sincerely,

Simon



Simon Schuster, MBA
Project Manager

Office of Ethics & Compliance
Clinical Enterprise Compliance Program
University of California, San Francisco
3333 California Street, Suite 216, Box 1350
San Francisco, CA. 94118 - 1350

Tel: (415) 502 2790
Fax: (415) 502 4020

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Evans, Derek

From: marc@pintopinion.com
Sent: Thursday, March 07, 2013 9:20 AM
To: Evans, Derek
Cc: jenwonghall@gmail.com
Subject: I support The Beer Hall

Dear Supervisors,

I am voicing my support of The Beer Hall (1 Polk Street) and their ability to serve alcohol and sell alcohol to go. I believe The Beer Hall will serve the public convenience and necessity of the City and County of San Francisco.

I have lived in SF for 6 years and I have witnessed many changes the city has undergone. The rapid growth in Mid-Market is particularly impressive. It seems like every tech company is moving their offices there and my small business is also looking at space in the neighborhood. It would be great to have a place to go after the work day instead of heading out of Mid-Market.

There is also a lack of stores in the mid-Market area to buy high-quality craft beers and wine to go. The Beer Hall should be allowed to fill this gap in the market. Many of The Beer Hall's customers will want to purchase bottles of beer and wine to enjoy at home, and I don't think there is a good reason to force these customers to leave the neighborhood to do so.

I have known Jen and Drew for a over a year now as we share a fondness for craft beer and supporting the City. We met at San Francisco Beer Week.

As a small business owner and a San Francisco Beer Blogger, The Beer Hall has my support and I hope yours as well.

Sincerely,
Marc Apple
Pint Opinion Beer Blog
San Francisco, CA

Evans, Derek

From: Chaloeicheep, Charles [Charles.Chaloeicheep@wspfk.com]
Sent: Tuesday, March 05, 2013 10:35 PM
To: Evans, Derek
Cc: Jennifer Hall (jenwonghall@gmail.com)
Subject: I Support The Beer Hall

Derek Evans and SF Supervisors,

I am writing to let you know that I support The Beer Hall at 1 Polk St and their ability to serve alcohol and sell alcohol to go. The Beer Hall will be an incredible place that not only improves the immediate neighborhood but also provides a convenience and necessity to the City and County of San Francisco.

I was born at UC San Francisco and grew up in the bay area. I now live and work in San Francisco. My company and I focus on sustainable development and I have been involved in numerous Mid-Market revitalization projects. I am excited by these new developments in the Mid-Market area and know that The Beer Hall will play an important part. As a young professional who commutes through the area, I look forward to being able to stop in the neighborhood to taste wine or pick up a craft beer for dinner with my wife at home (recommended by Drew and Jennifer Hall of course). Currently there is a lack of stores in the mid-Market area that provide an opportunity purchase high-quality craft beers and wine to go. The Beer Hall should be allowed to fill this gap.

I have known Jen and Drew for over 15 years. They are a hardworking, fun, and caring family who understand the value of friendship and community. Most importantly they have a vision for their business that goes beyond monetary success. They truly want to provide a service to their customers, whether they are local residents or visitors from out of town. I truly believe that they want their business to educate and bring us all closer together.

Respectfully,

Charles Chaloeicheep, PE
Associate

405 Howard Street
Suite 500
San Francisco CA 94105

T. +1 415 3983833
D. +1 415 4025804

E. charles.chaloeicheep@wspfk.com
W. built-ecology.com



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Evans, Derek

From: Brittany Ballard [brittany.ballard@gmail.com]
Sent: Wednesday, March 06, 2013 10:23 AM
To: Evans, Derek; jenwonghall@gmail.com
Subject: I Support The Beer Hall

Dear Supervisors,



I am voicing my support of The Beer Hall (1 Polk Street) and their ability to serve alcohol and sell alcohol to go. I believe The Beer Hall will serve the public convenience and necessity of the City and County of San Francisco.

I have lived in SF for 10 years and I have witnessed many changes the city has undergone. The rapid growth in Mid-Market is particularly impressive. It seems like every tech company is moving their offices there. I also have several friends living in the luxury apartment buildings nearby. An upscale craft beer and wine establishment like The Beer Hall would be a perfect addition to the neighborhood. The Beer Hall will attract sophisticated professionals with disposable income who, at the moment, are forced to leave the neighborhood if they wish to enjoy a high-quality beverage.

There is also a lack of stores in the mid-Market area to buy high-quality craft beers and wine to go. The Beer Hall should be allowed to fill this gap in the market. Many of The Beer Hall's customers will want to purchase bottles of beer and wine to enjoy at home, and I don't think there is a good reason to force these customers to leave the neighborhood to do so.

I have known Jen and Drew since college and they have always been committed to each other and to community building. They are great people, great friends, responsible hosts of parties and events and they know everyone in the city, it seems! I can easily envision them running a small business together - a family business, run for the people of the neighborhood, by the people of the neighborhood. The time and energy they've invested thus far proves they are willing to do what it takes to make this a successful enterprise for all involved. There should be no question that this business will succeed if given a chance. I am in full and total support of The Beer Hall.

Sincerely,

--
Brittany Ballard
THE AMERICAN DREAM
310.488.6062
littleplowfilms.com
Kill Them With Content

Evans, Derek

From: Anna Symes [symesanna@yahoo.com]
Sent: Tuesday, March 05, 2013 3:19 PM
To: Evans, Derek
Subject: Support for The Beer Hall

Dear Supervisors,

I am so pleased to write this email in support of The Beer Hall (1 Polk Street) and their plans to serve alcohol on the premises and sell alcohol to go. I believe The Beer Hall will be an amazing addition to our fair city.

I have lived in SF for 6 years, and my husband has been here for 18 years. We live in the adjacent Nob Hill neighborhood and love our adopted home very much. As active members of our community and neighborhood association, we understand the need to limit the proliferation of questionable establishments that might attract a seedier element.

However, I can assure you that The Beer Hall is not of this ilk and in fact will improve the general caliber of the area. Jen and Drew plan to create an upscale space that serves the growing population of professionals working nearby. In addition, by allowing them to sell high-quality craft beers and wine to go, The Beer Hall will be able to service the many businesses and residents that are moving to the area.

It's places like The Beer Hall that help revitalize previously troubled areas like the Mid-Market neighborhood, and it's vital that we support them to the best of our ability. Please give them a chance to help make another San Francisco neighborhood great.

Sincerely,
Anna Wolf
t: 415-531-5669
1456 Jackson St
San Francisco, CA 94109

Evans, Derek

From: Maya Grey [mayakgrey@gmail.com]
Sent: Wednesday, March 06, 2013 12:52 PM
To: Evans, Derek
Cc: Jennifer Hall
Subject: I Support The Beer Hall

Dear Supervisors,

This message is in support of The Beer Hall (located at 1 Polk Street) and their desire to serve alcohol and sell alcohol to go. The Beer Hall will bring much needed resources (e.g. money, supervision, a clean environment, etc.) to the mid-Market area and will enhance the City and County of San Francisco.

Since moving to SF almost a decade ago, I've witnessed the many changes that the city has undergone. The rapid growth in mid-Market is particularly impressive and it seems as though many companies are now seeing the great potential of the area.

I have several friends who live and work in mid-Market and right now, they have to leave the area if they want to enjoy a high-quality beverage. An upscale craft beer and wine establishment like The Beer Hall would be a perfect addition to the neighborhood and would prevent resources from leaving the community.

There is also a lack of stores in the mid-Market area to buy high-quality craft beers and wine to go. The Beer Hall should be allowed to fill this gap in the market. Many of The Beer Hall's customers will want to purchase bottles of beer and wine to enjoy at home, and there's no good reason to force them to leave the neighborhood to do so.

I have known Jen and Drew for 15 years and have always been impressed by their dedication to the community. As young parents and professionals, they are committed to providing a safe and enjoyable experience to their patrons. Please grant them a license to serve and sell alcohol to go.

Sincerely,
Maya Grey



Evans, Derek

From: William Dickenson [bill@artoftradems.com]
Sent: Wednesday, March 06, 2013 1:59 PM
To: Evans, Derek
Cc: Jennifer Hall
Subject: Support of The Beer Hall located at 1 Polk Street.

Honorable Supervisors & City Staff:

I am in support of the new business know as The Beer Hall located at 1 Polk Street. My grandfather had 6 candy stores located in San Francisco in 1920's - 1940's. He created 1. Jobs 2. Sales tax 3. Services and products to the neighborhoods he was located in. This is what the Hall's are doing with their venture. They have developed a thoughtful business plan to create a gathering place for residents, friends, family and visitors. They have created a plan to educate, serve, and allow guests to taste and go. The plan is focused on serving the community with the highest level of integrity. Much like a library where you can learn, in this case learn about beverages and how they are made. This allows people to come sit down and try new things that they can then purchase (sales tax) and take to go.

Again, I support the plan they have presented to the respective agencies for approval to include the on/off sale of beer and wine. This is a very important business decision;

1. It will maximize the sales tax per square foot.
2. It will add foot traffic to the area that is needed to keep it safe.
3. It will add a new amenity to the neighborhood to include the building it is housed.

The mid-Market are needs stewardship and the Hall's are the operators that would take care of their piece of the neighborhood.

Please join me and support the next new business coming to San Francisco.

Respectfully,
-Bill

--

William (Bill) Dickenson
(415) 744-4016 office
Hayes Valley Resident
San Francisco, CA

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Evans, Derek

From: Lisa Brokaw [brokaw@htlawoffices.com]
Sent: Wednesday, March 06, 2013 2:08 PM
To: Evans, Derek
Cc: jenwonghall@gmail.com
Subject: In Support of The Beer Hall

Dear Supervisors,

I am writing in support of The Beer Hall, located at 1 Polk Street, and in particular its ability to serve alcohol and sell alcohol to go. I believe The Beer Hall will provide a great service to the public of San Francisco and fill a noticeable need in the Mid-Market region.

I have lived in San Francisco for the last 10 years and am highly familiar with the Mid-Market region having been a student at UC Hastings for three years (one of which I lived at the UC Hastings housing on McAllister Street) and now as an attorney with many hearings and appearances at the Courthouse located at Polk and McAllister. I have watched as this area has changed and grown over the years and continue to see improvement as companies move their offices to the area, luxury apartment complexes are developed, and new restaurants and stores open. An upscale craft beer and wine establishment like The Beer Hall would be a perfect addition to the neighborhood.

While the area has seen many improvements, there is a lack of stores in the area to buy high quality craft beers and wine to go. A number of run of the mill liquor stores exist nearby but these hardly meet the needs of local residents and professionals looking for an upscale place to buy high quality beer and wine to enjoy with friends/coworkers in the area or to take home. If local professionals/law students with disposable income want to find a place that serves high quality beer and wine at a comfortable and clean location to enjoy onsite or to go, they have to leave the neighborhood to find a place to do so. The Beer Hall should be allowed to fill this gap in the market and provide exactly the type of store that is needed in the area.

Many of The Beer Hall's customers will want to purchase bottles of beer and wine to enjoy at home because there is nowhere else in the neighborhood that sells high quality craft beers and wine. It is exactly the type of store that is needed to fill the current void in the area for a nice store where one can purchase quality beer and wine. Given how much the area has improved in so many ways, it makes little sense not to fill this current void with The Beer Hall and give local residents and professionals yet another reason to socialize in and frequent the area.

I am confident that The Beer Hall will successfully fill the current void in the area and provide exactly the type of atmosphere and upscale products that professionals like me are looking for. I have known Jen and Drew for 15 years and all that I know about both their character and their previous success in business makes the success of The Beer Hall inevitable. They are responsible, motivated, and take pride in their work. They are extremely conscientious and will no doubt go to great efforts to ensure that they are accommodating the needs of their customers and the community alike. On top of all of that, they have excellent taste, so I am positive that The Beer Hall will be exactly the type of place that my friends and I would want to frequent after work/Court to enjoy drinks and buy good beer and wine to take home.

Sincerely,

Lisa Brokaw

Evans, Derek

From: CommunityLeadershipAlliance [admin@communityleadershipalliance.net]
Sent: Wednesday, March 06, 2013 3:18 PM
To: Mar, Eric (BOS); Campos, David; Yee, Norman (BOS); Frias, David; VanKoll, Richard; McEachern, Greg; Lee, Esther (BOS); Mormino, Matthias; Lim, Victor; Lauterborn, Peter; Evans, Derek
Subject: Attn: City Operations-Neighborhood Service Committee/Re: PCN Hearing of 3/7/13

Dear/Honorable San Francisco City Official,

Our organization wishes to inform you that it is in full support of Andrew and Jennifer Hall's business plan for a wine-beer tasting/retail off sale establishment proposed for: Number 1 Polk Street.

These business owners have performed extensive community outreach to our organization's membership, have proven themselves to be honest and responsible, and committed to the community they hope to conduct business.

It is our belief that this proposed business for Number 1 Polk Street will be conducive to all of its contiguous neighbors, and that it will eventually contribute in a positive way to the economic revitalization the Market-Polk street corridors.

We urge you to support this business proposal with your official approval. If you have any questions please do not hesitate in contacting us.

Sincerely
David J. Villa-Lobos, Executive Director
www.communityleadershipalliance.net
415-921-4192

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Evans, Derek

From: Geoff Pierce [shafruz@yahoo.com]
Sent: Wednesday, March 06, 2013 3:51 PM
To: Evans, Derek
Subject: IN SUPPORT OF: The Beer Hall

Dear Supervisors,

On behalf of Jen and Andrew Hall I humbly request your attention as it pertains to the permitting issues associated with a new establishment, The Beer Hall located at 1 Polk Street. I believe The Beer Hall will serve the public convenience and provides a necessary service to the City and County of San Francisco, especially as it pertains to this neighborhood. The ability of The Beer Hall to serve and to sell alcohol on a "to-go" basis is critically important for their business venture to succeed. It is my firm belief that this establishment, and these individuals in particular, should be allowed to strive forward toward their goal of introducing an innovative and up-scale business to this neighborhood. By so doing the city would only help to further its own ideals to continually improve the urban landscape for its inhabitants.

I have lived in SF for 13 years, grew up in Marin and have personally been witness to so many changes the city has undergone over time. In recent years the redevelopment of the Market and Financial District has been profound and in my opinion, the mid-Market community needs and deserves the same effort targeted at its revitalization. The lack of places in the mid-Market area that are available to buy high-quality craft beers and wine "to-go" simply drives all such customers to other neighborhoods. The Beer Hall should be allowed to fill this gap in the market as I am confident that it's presence would only further expand the critical mass driving outward from the downtown neighborhoods.

The Beer Hall will inevitably attract urban professionals with disposable income who currently are forced to leave the neighborhood in order to imbibe in a high-quality beverage. An upscale craft beer and wine establishment like The Beer Hall would be a perfect addition to the mid-Market neighborhood and would attract further investment in the area from a small business perspective.

I am a homeowner in San Francisco and have personally known the Halls for over 10 years; they are a vibrant young couple with an amazing baby daughter. They are incredibly driven to see this venture succeed and represent exactly the types of people that San Francisco has endeavored to attract since my parents moved to this amazing city back in the 70's. It is my sincere hope that the Board Of Supervisors can see past the overabundance of nearby convenience liquor stores (i.e. overabundance of "to-go" alcohol permits) in the neighborhood and will, in turn, recognize the opportunity and vision that these intelligent business mavens have for this neighborhood and the San Francisco community at-large; in so doing I have no doubt that their permit will be granted by your esteemed panel.

Unfortunately, I am out of town this week, otherwise I would have surely shown my support in person at the public hearing this afternoon. I thank you in advance for your consideration of my letter to you.

Sincerely,

Geoff Pierce
(415) 250-1896 - please don't hesitate to call me

Evans, Derek

From: Sydney Mannion [yogabella@yahoo.com]
Sent: Wednesday, March 06, 2013 6:45 PM
To: Evans, Derek; jenwonghall@gmail.com
Subject: I support The Beer Hall

Dear Supervisors,

I am voicing my support of The Beer Hall (1 Polk Street) and their ability to serve alcohol and sell alcohol to go. I believe The Beer Hall will serve the public convenience and necessity of the City and County of San Francisco.

I have lived in SF for 10 years and I have witnessed many changes the city has undergone. The rapid growth in Mid-Market is particularly impressive. It seems like every tech company is moving their offices there. I also have several friends living in the luxury apartment buildings nearby. An upscale craft beer and wine establishment like The Beer Hall would be a perfect addition to the neighborhood. The Beer Hall will attract sophisticated professionals with disposable income who, at the moment, are forced to leave the neighborhood if they wish to enjoy a high-quality beverage.

There is also a lack of stores in the mid-Market area to buy high-quality craft beers and wine to go. The Beer Hall should be allowed to fill this gap in the market. Many of The Beer Hall's customers will want to purchase bottles of beer and wine to enjoy at home, and I don't think there is a good reason to force these customers to leave the neighborhood to do so.

I have known Jen and Drew for several years and they are some of the kindest and most responsible people I have ever know. They are incredibly thoughtful and generous and I would welcome this addition to S.F. I am excited for them and I completely support their Beer Hall.

Sincerely,
Sydney Mannion

Evans, Derek

From: Megan Lewis [meganmlewis@gmail.com]
Sent: Wednesday, March 06, 2013 7:14 PM
To: Evans, Derek
Cc: Jennifer Hall
Subject: I Support the Beer Hall

Dear Supervisors,

I am writing to voice my support of The Beer Hall (1 Polk Street) and their ability to serve alcohol and sell alcohol to go. I believe The Beer Hall will serve the public convenience and necessity of the City and County of San Francisco.

I have lived in SF for 7 years, and I have been amazed by the changes the city has undergone. The rapid growth in Mid-Market is particularly impressive, especially now that so many tech companies are moving into the area. I also have several friends living in the luxury apartment buildings nearby. An upscale craft beer and wine establishment like The Beer Hall would be a perfect addition to the neighborhood. The Beer Hall will attract sophisticated professionals, including those who live and work in the area, with disposable income. Right now, those people are forced to leave the neighborhood if they wish to enjoy a high-quality beverage.

There is also a lack of stores in the mid-Market area to buy high-quality craft beers and wine to go. The Beer Hall should be allowed to fill this gap in the market. Many of The Beer Hall's customers will want to purchase bottles of beer and wine to enjoy at home, and I don't think there is a good reason to force these customers to leave the neighborhood to do so.

I have known Jen and Drew for several years. They are responsible and involved members of this community. For example, Jen organizes a monthly group where young, professional women can meet and discuss various issues that are important to them. I believe that Jen and Drew will make fantastic small business owners and that The Beer Hall will be a welcome addition to the Mid-Market neighborhood.

Sincerely,

Megan Lewis
206-251-5119

Evans, Derek

From: Nathaniel Leeds [nathaniel@leeds-law.com]
Sent: Wednesday, March 06, 2013 9:44 PM
To: Evans, Derek
Subject: I Support The Beer Hall

Dear Supervisors,

I am voicing my support of The Beer Hall (1 Polk Street) and their ability to serve alcohol and sell alcohol to go. I believe The Beer Hall will serve the public convenience and necessity of the City and County of San Francisco.

I have lived in SF for 10 years and I have witnessed many changes the city has undergone. The rapid growth in Mid-Market is particularly impressive. It seems like every tech company is moving their offices there. I also have several friends living in the luxury apartment buildings nearby. An upscale craft beer and wine establishment like The Beer Hall would be a perfect addition to the neighborhood. The Beer Hall will attract sophisticated professionals with disposable income who, at the moment, are forced to leave the neighborhood if they wish to enjoy a high-quality beverage.

There is also a lack of stores in the mid-Market area to buy high-quality craft beers and wine to go. The Beer Hall should be allowed to fill this gap in the market. Many of The Beer Hall's customers will want to purchase bottles of beer and wine to enjoy at home, and I don't think there is a good reason to force these customers to leave the neighborhood to do so.

I have known Jen and Drew for several years and believe them to be serious, diligent, and tenacious -- hardly the type to let a business get neglected and run down.

Sincerely,

Nathaniel Leeds
Attorney at Law

Evans, Derek

From: Lynn [lmaloney13@gmail.com]
Sent: Wednesday, March 06, 2013 9:56 PM
To: Evans, Derek; Jennifer Hall
Subject: I Support The Beer Hall

Dear Supervisors

I am writing to voice my support of The Beer Hall (located at 1 Polk Street) and their ability to serve alcohol to go. I know that The Beer Hall will serve the public convenience and necessity of the City and County of San Francisco.

I have lived in SF for the past 8 years and I have witnessed the many changes that the city has undergone. The rapid growth in Mid-Market is particularly impressive and it seems like every tech company is moving their offices there. I have several friends living in luxury apartment buildings nearby as well. In my opinion an upscale craft beer and wine establishment like The Beer Hall would be a perfect addition to the neighborhood. The Beer Hall will attract sophisticated professionals who have a disposable income but at the moment are forced to leave their neighborhood to enjoy a high-quality beverage.

Over the past 8 years, while visiting friends in the mid-Market area I've noticed that there is a lack of stores that sell high-quality beers and wine to go. The Beer Hall should be allowed to fill this gap in the market. I know that many of The Beer Hall's customers will want to purchase bottles of wine and beer to enjoy at home and I don't think there is a good reason to make these customers leave the neighborhood to do so.

I've known Jen and Drew Hall for over fifteen years. I've always found them to be honest, hardworking, and responsible adults who have continuously given back to the community. I've been humbled by their dedication to the development of The Beer Hall and to ensuring that it is a successful craft beer and wine establishment. If given this opportunity I firmly believe that the Mid-Market business community and the community at large will benefit from this fine establishment.

Sincerely,

Lynn Maloney

Any questions please feel free to call me at 415-233-2032

Sent from my iPad

Evans, Derek

From: Amy Parker [amy@joyus.com]
Sent: Thursday, March 07, 2013 6:35 AM
To: Evans, Derek
Cc: Jennifer Hall
Subject: I Support The Beer Hall

Dear Supervisors,

I am voicing my overwhelming support of The Beer Hall (1 Polk Street) and their ability to serve alcohol and sell alcohol to go. I believe The Beer Hall will serve the public convenience and necessity of the City and County of San Francisco.

I have lived in SF for 16 years and I have witnessed many changes the city has undergone. The rapid growth in Mid-Market is particularly impressive, My husband and I have considered a city apartment in the area and my company is evaluating space right there, as we have a number of clients already located and thriving in Mid-Market. A chic and upscale establishment like The Beer Hall would be a perfect addition to an evolving neighborhood. They will no doubt attract a sophisticated, professional group with high disposable income, who at the moment have no options within this neighborhood to enjoy a high-quality beverage.

There are so few stores in the mid-Market area to buy high-quality craft beers and wine to go. The Beer Hall should be allowed to fill this gap in the market. Many of The Beer Hall's customers will want to purchase bottles of beer and wine to enjoy at home, and I don't think there is a good reason to force these customers to leave the neighborhood to do so.

I have known Jen and Drew for almost 9 year and worked with Jen for 8 years. She was a trusted colleague and has become a dear friend. Our families have traveled together and we've attended each other's weddings. They are an incredible couple who have passion and drive and integrity as individuals and business people. They are professional to a fault and I am thrilled to see them realize their vision with The Beer Hall. I cannot think of two better people to own and run an establishment such as The Beer Hall, nor can I think of any better representatives and evangelists for the evolving Mid-Market Neighborhood. I have no doubt they will have a positive impact on the area for many years to come and will become a solid pillar of that community.

Sincerely,

Amy Parker

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Amy Parker
Director, Business Development
Mobile (415) 987 2200
JOYUS.com

Evans, Derek

From: Larry smith [ldjcsmith@gmail.com]
Sent: Thursday, March 07, 2013 7:36 AM
To: Evans, Derek; jen@thebeerhallsf.com>
Subject: Support

Dear Supervisors,

I am voicing my support of The Beer Hall (1 Polk Street) and their ability to serve alcohol and sell alcohol to go. I believe The Beer Hall will serve the public convenience and necessity of the City and County of San Francisco, and most importantly my immediate neighborhood.

I've been a resident at The Argenta for 1 year, and The Beer Hall opening on our ground floor has been the best news for our building. An upscale craft beer and wine establishment like The Beer Hall would be a perfect addition to our resident community. My neighbors and I often go out for drinks and we are forced to leave the neighborhood if we wish to enjoy a high-quality beverage. Now we have a place right in our own apartment building and I can feel good about supporting a local small business in my community.

I'm also thrilled to be able to have a sophisticated store to purchase all kinds of new craft beer to pair with my meals at home. There are no stores in the area and I would love to see The Beer Hall fill this void. The convenience of being able to purchase craft beer and wine to go from The Beer Hall would be a huge perk of living at The Argenta for me.

Sincerely,
Larry Smith
1 Polk St
Unit 1905
Sent from my iPad

Evans, Derek

From: Chowning Poppler [acpoppler@gmail.com]
Sent: Thursday, March 07, 2013 7:42 AM
To: Evans, Derek; jenwonghall@gmail.com
Subject: I Support The Beer Hall

Dear Supervisors,

I am voicing my enthusiastic support of The Beer Hall (1 Polk Street) and its ability to serve alcohol and sell alcohol to go. I believe The Beer Hall will serve the public convenience and necessity of the City and County of San Francisco.

I have worked in S.F. for 2 years and I have witnessed many changes the city has undergone. The rapid growth in Mid-Market is particularly impressive. It seems like every tech company is moving their offices there. I also have several friends living in the luxury apartment buildings nearby. An upscale craft beer and wine establishment like The Beer Hall would be a perfect addition to the neighborhood. The Beer Hall will attract sophisticated professionals with disposable income who, at the moment, are forced to leave the neighborhood if they wish to enjoy a high-quality beverage.

There is also a lack of stores in the mid-Market area to buy high-quality craft beers and wine to go. The Beer Hall should be allowed to fill this gap in the market. Many of The Beer Hall's customers will want to purchase bottles of beer and wine to enjoy at home, and there is not a good reason to force these customers to leave the neighborhood to do so.

Jen and Drew are entrepreneurial and sociable. They are the perfect people to bring quality craft beer to the Mid-Market neighborhood, and create a space for the community to gather. In this hi-tech city, The Beer Hall will be the ideal place to unplug from the virtual and connect in the real world.

Sincerely,
Chowning Poppler, Esq.

Evans, Derek

From: Said Adelekan [said@fatsoulsrecords.com]
Sent: Thursday, March 07, 2013 7:50 AM
To: Evans, Derek
Cc: jenwonghall@gmail.com
Subject: I Support The Beer Hall

Dear Supervisors:

I am voicing my support of The Beer Hall (1 Polk Street) and their ability to serve and sell alcohol to go. I believe The Beer Hall will serve the public convenience and necessity of the City and County of San Francisco.

I have lived in SF for 23 years now. As vital member of the music and entertainment community, I have witnessed many changes the city has undergone. The rapid growth in Mid-Market is particularly impressive. It seems like every tech company is moving their offices there. I also have several friends and associates living in the luxury apartment buildings nearby. I strongly believe that an upscale craft beer and wine establishment like The Beer Hall would be a perfect addition to the neighborhood. The Beer Hall will attract sophisticated professionals with impeccable taste and disposable income who, at the moment, are forced to leave the neighborhood in order to enjoy a high-quality beverage.

At the moment, there is also a lack of stores in the mid-Market area to buy high-quality craft beers and wine to go. The Beer Hall should be allowed to fill this gap in the market. With the selection of beverages The Beer Hall plans to offer, I am quite confident that many of their customers will want to purchase bottles of beer and wine to enjoy at home. I don't think there is a good reason to force their patrons to leave the neighborhood to do so. There is no doubt in my mind that The Beer Hall will help to revitalize the area.

I have known Jen and Drew in a variety of capacities for a good 8 years now. They both are very friendly, organized, efficient and extremely dedicated. Jen has shown a commitment to the community through her recent work with Splendora. Likewise, Drew has contributed his service to the city as an engineer. I highly support their endeavor and believe that their establishment will be a great asset to the area.

Sincerely,

Founder / Ceo
Fatsouls Records
912 Cole Street, #366
San Francisco, CA 94117
Tel: 415 - 637 - 0108
Fax: 707 - 782 - 0299
www.fatsoulsrecords.com
said@fatsoulsrecords.com

Evans, Derek

From: Nika Rogers [nika.rogers@gmail.com]
Sent: Thursday, March 07, 2013 8:31 AM
To: Evans, Derek; jenwonghall@gmail.com
Subject: Support Letter for the Beer Hall

Dear Supervisors,

I am voicing my support of The Beer Hall located at 1 Polk Street and their ability to serve alcohol and sell alcohol to go. I believe The Beer Hall will serve the public convenience and necessity of the City and County of San Francisco. Unfortunately I cannot be there in person today so I am sending this letter to show my support for my friends Jen and Drew and their craft beer and wine establishment.

I have lived in SF for over 6 years and have witnessed many changes the city has undergone. The rapid growth in Mid-Market and Civic Center area where I work is particularly impressive. It seems like every tech company is moving their offices there and many new small businesses and restaurants have popped up in the last few years. I also have several friends living in the luxury apartment buildings nearby. An upscale craft beer and wine establishment like The Beer Hall would be a perfect addition to the neighborhood. The Beer Hall will attract sophisticated professionals with disposable income who, at the moment, are forced to leave the neighborhood if they wish to enjoy a high-quality beverage.

There is also a lack of stores in the mid-Market area to buy high-quality craft beers and wine to go. The Beer Hall should be allowed to fill this gap in the market. Many of The Beer Hall's customers will want to purchase bottles of beer and wine to enjoy at home, and I don't think there is a good reason to force these customers to leave the neighborhood to do so.

I have known Jen and Drew for over 13 years and am positive that their entrepreneurialism will make the Beer Hall a staple in the Mid-Market neighborhood, a place where young professionals like myself can gather with friends after work without having to go too far. I pride myself on supporting local businesses in San Francisco, especially ones in upcoming neighborhoods like the Mid-Market area, so I look forward to supporting the Beer Hall once it is established.

Sincerely,
Nika Rogers

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Nika L. Rogers

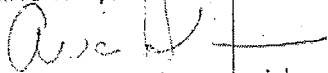
To ALU/ABC:

I am voicing my support for The Beer Hall at 1 Polk Street. When I heard that an upscale craft beer & wine bar was opening on the ground floor of The Argenta I couldn't have been happier. I am a huge craft beer aficionado and there is no place nearby that offers any decent selection for purchase to go. I live in the area and walk everywhere so having a specialty store like this in my neighborhood is a huge perk and knowing that I will be supporting a small business is extremely important to me.

Currently the neighborhood has nothing like this around and The Beer Hall will not only bring together the local workers and residents in the community but it will elevate the neighborhood and surrounding areas, which is exactly what the city has been trying to achieve with Mid-Market. We need The Beer Hall here!

Please help me help support small, local businesses like The Beer Hall before mass brands and retailers storm the community.

Sincerely,



Amanda Halper, resident
207 Gough #38
San Francisco, CA 94102



February 22, 2013

Dear ALU/ABC,

I am writing in support of a new small business venture - The Beer Hall at The Argenta, 1 Polk Street. We are thrilled to see an upscale establishment join the neighborhood. Not only will The Beer Hall assist in elevating the changing neighborhood but it will create a much needed community gathering place for local professionals and residents to mingle. The retail shop also fills a void as there are no stores in the area to purchase specialty beer and wine.

As you know, Mid-Market's local economy is growing. The city has enticed many large corporations & start-ups to join the neighborhood. Now it is time to support the small businesses coming into the neighborhood that will enhance the community even further. The Beer Hall will provide local jobs and help the money that is earned by these large companies to be spent in the local economy.

I have gotten to know Andrew & Jennifer Hall through their community outreach. They have shown a commitment to work with the local community and improve this blossoming Mid-Market neighborhood. They have lived in San Francisco for 8 years and are excited to open their first small business here. They are turning their passion into a brick and mortar business and we support them in the effort.

Please do Mid-Market a favor and let The Beer Hall proudly open its doors.

Sincerely,

A handwritten signature in cursive script that reads "Gail Gilman".

Gail Gilman
Executive Director

Central Office
20 Jones Street, Suite 200
San Francisco, CA 94102
p 415 852 5300 | f 415 749 2791
www.chp-sf.org

To Whom It May Concern,

As someone who works and spends the majority of my waking hours in the Civic Center/Mid-Market area, I want to express my strong support for the opening of The Beer Hall at the corner of Market, Polk and Fell. A neighborhood pub and beer store would be a great asset to this fast-growing community.

My coworkers and I often go out for drinks after work, and we are usually forced to go all the way to Market & Church to find a bar that is comfortable for a large group and serves quality beer. In my experience, there is substantial demand for something like The Beer Hall in this neighborhood, and that demand is only going to grow with the addition of thousands of new workers and residents in the area over the next few years. For an area with such a large number of workers, and a growing number of residents, the Civic Center/Mid-Market area has a surprising lack of pubs and neighborhood gathering places.

Given that thousands of new residents will be moving into the Mid-Market area over the next few years, it is also important The Beer Hall sell its high-quality drinks to-go. Developers in the Mid-Market area are targeting young, well-paid professionals to live in their buildings—exactly the kind of people who appreciate being able to buy quality beer in a comfortable environment from people, like owners of The Beer Hall, who know their beer.

I don't think The Beer Hall will cause disruption to the community—because of its central, transit-rich location, people will walk there or take public transit, so it won't add traffic. And because it will cater mostly to an office-worker happy-hour crowd, there won't be loud music or partying late into the night. I hope The Beer Hall gets approval and opens soon—the neighborhood will be much improved as a result.

Thanks for your time,

Hank Willson

hanksf@gmail.com

To whom it may concern,

I write in support of The Beer Hall's application for a permit to serve alcohol and to sell alcohol to go.

I have been working in the Civic Center area for the last four years, and I am very familiar with the neighborhood and the local businesses. In my opinion, an upscale craft beer and wine establishment like the Beer Hall would be a perfect addition to the neighborhood. As the City pushes to revitalize the mid-Market area, this is exactly the sort of business that the City should be encouraging to open. The Beer Hall will attract sophisticated professionals with disposable income who, at the moment, are forced to leave the neighborhood after work if they wish to enjoy a high-quality beverage.

There is also a dearth of places in the mid-market area to buy high-quality craft beers and wine to go. In fact, I don't know of any right now. In my opinion, the Beer Hall should be allowed to fill this gap in the market. Many of the Beer Hall's customers will want to purchase bottles of beer and wine to enjoy at home, and I don't think there is a good reason to force these customers to leave the neighborhood to do so.

Further, I have known the proprietors of the Beer Hall for more than ten years. Jen and Drew Hall are both exceptionally responsible individuals with the highest ethical standards. The neighborhood is fortunate to have people of their caliber willing to take a chance and open a business.

Please do not hesitate to call or email me if I can be of further assistance.

Regards,

Joshua S. White
(415) 602-6584
joshsethwhite@yahoo.com

document1

Nika Rogers
1126 Florida Street
San Francisco, CA 94110

December 12, 2012

To Whom It May Concern:

I am writing this letter to support the establishment of the proposed Beer Hall, a craft beer and wine bar, to be located on the corner of Polk and Market Street.

For the past five years I have worked in the Civic Center neighborhood. Although I have observed many changes to the area for the better, the neighborhood still lacks a diverse selection of upscale bars and restaurants for locals and area workers to frequent. If my colleagues and I would like to socialize after work, we must venture to another neighborhood like Hayes Valley or Fillmore. For that reason, I believe the Civic Center area would benefit greatly from having an upscale craft beer and wine bar located in the neighborhood. The Beer Hall would be an ideal establishment to fill this void by providing a casual, yet sophisticated atmosphere for me and my colleagues to enjoy a bite, drink, and socialize outside of work.

I am also excited about the aspect of tasting new beers and being able to purchase them to bring home. There are no wine/beer shops in the area so this is another reason why I think The Beer Hall will be a fantastic addition to the neighborhood. I pride myself on supporting local businesses in San Francisco and look forward to supporting The Beer Hall once it is established.

In closing, I am confident that The Beer Hall craft beer and wine bar will be an asset to the Civic Center community by providing an upscale yet casual meeting place for Civic Center workers and locals alike to enjoy.

Sincerely,

Nika Rogers

Subject: Fw: Fwd: Yes, please
From: Andrew Hall (ahall1313@yahoo.com)
To: mrdrewhall@gmail.com;
Date: Friday, February 15, 2013 3:28 PM

From: Lori Sartori <lori@onekingslane.com>
Date: February 14, 2013, 3:13:37 PM PST
To: jenwonghall@gmail.com
Subject: Yes, please

Dear ALU/ABC:

I am writing this letter on behalf of *The Beer Hall*. I feel that the Civic Center/Tenderloin/Mid-Market area of San Francisco is in DESPERATE need of a nice civilized place for co-workers and friends to meet. I am a manager at One Kings Lane and I take my team out from time to time as a "thank you" for all their hard work. Other than the *Hot Spot* (which is not ideal for a professional environment) there is nothing in the immediate area without having to spend time walking somewhere. I feel that it is important to keep these outings near public transportation as many of my employees do not live within walking distance so, to ask them to go into Hayes Valley is unfair even though that is what we have been doing. While I love Hayes Valley, I would much prefer to spend money on business expenses in the neighborhood where we work, to give back to the community in a way.

To support this future venture I have gone so far as to post the upcoming beer establishment on our office and building intranet and have received nothing but excited replies! This area is beyond suitable for something like *The Beer Hall*! Clean, professional, stylish, comfortable, geographically desirable and so on. In our building alone we have One Kings Lane, Yammer and the all-important Twitter which are all very happy to see some new entertainment spots move into the surrounding blocks. We have an in-house Culture Committee that is trying to source a place to have our happy hours as we are all getting tired of staying at work just to socialize. We are also hoping that we will be able to have *The Beer Hall* regularly curate kegs for our Keg-O-Rator in our office each month as well as wine for any parties we have on-site.

So, why wouldn't you want to keep the money people are spending to relax after work in the neighborhood? Seems logical to me.

In addition to working in the area, many of us also live in the area and have no place to meet up with our friends, so many condos and nowhere to go. Again, I refuse to go to the *Hot Spot* even though I have had my Hep B and C shots. Or, if I want to stop somewhere and pick up some nice beer or wine on my way home I am forced to go into a bodega where I can only get 40 oz. cans of Old Milwaukee or a bottle of Martini and Rossi.

If we are indeed going to clean up the Mid-Market area then we need to allow new and legitimate businesses to come in and thrive.

Sincerely,

Lori Sartori
Concierge
ONE KINGS LANE

1355 Market Street, Suite 400
San Francisco, CA 94103
P: (415) 489-9802
855-SHOP OKL (746-7655)

www.onekinestore.com



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San Francisco Symphony

Roberto Lombardi
San Francisco Public Library

James McCrea
State of California

Janan New
San Francisco Apartment
Association

Sam Smith
San Francisco Conservatory
of Music

Patricia Unterman
Hayes Street Grill

Tim Vrabel
Emerald Fund

Past Chair
David Harrison
Patson Companies

Donald W. Savoie
Executive Director

234 Van Ness Avenue
Suite 1
San Francisco, CA 94102
P: (415) 626-1819
F: (415) 626-4029
info@sfciviccenter.org
www.sfciviccenter.org

October 29, 2012

Jennifer and Andrew Hall
The Beer Hall
1 Polk Street
San Francisco, CA 94102

Dear Jennifer and Andrew:

On behalf of the Civic Center Community Benefit District (CBD), I want to welcome you and the Beer Hall to the neighborhood. I am excited that you will be opening what I know will be a very popular beer and wine bar at 1 Polk Street.

The goal of the CBD is to improve coordination and communication around the management, image, safety, beautification and cleanliness of the greater Civic Center area for the benefit of patrons, residents, employees, merchants, property owners and other visitors within the district.

Activating the ground floor of residential or office towers creates multiple benefits to the neighborhood. Your establishment will be a wonderful addition to the area for residents and area workers.

Congratulations and good luck.

A handwritten signature in dark ink, appearing to read 'Donald W. Savoie', is written in a cursive style.

Donald W. Savoie, Executive Director
Civic Center Community Benefit District

Subject: Re: New business
 From: Jane.Kim@sfgov.org (Jane.Kim@sfgov.org)
 To: ahall1313@yahoo.com;
 Cc: Sunny.Angulo@sfgov.org; oocexp@aol.com; savoie@sfciviccenter.org;
 Date: Thursday, October 18, 2012 5:23 PM

Hi Andrew,

Thank you for taking the time to email me. I am very excited about the concept of a craft beer and wine business in the Civic Center area, particularly at the Agents. Sunny Angulo, our legislative aide who works with small businesses applying for liquor licenses in our District is out today and tomorrow, but I have cc'd her above so that she can contact you on Monday.

I have also cc'd Henry Karnilowicz, President of the South of Market Business Association. While 1 Polk Street is technically just north of Market, I think this would be the best association to get in touch with. It's a group of businesses in the area.

Finally, I would check out the Civic Center Community Benefit District as your business falls within their boundary lines. It would be good to get to know tDonald Savoie, their Executive Director.

Here is a link to their website:

<http://sfciviccenter.org/>

Jane

Board of Supervisors, District 6
 1 Dr. Carlton B. Goodlett Place, Room 282
 San Francisco, CA 94102
 415.554.7970 | jane.kim@sfgov.org

For office hours and other information about our district and office, go to www.sfbos.org/kim.
 Follow me on Facebook: <http://www.facebook.com/JaneKimForSupervisor>

From: <ahall1313@yahoo.com>
 To: <jane.kim@sfgov.org>
 Date: 10/17/2012 10:11 AM
 Subject: New business

To: jane.kim@sfgov.org
 Email: ahall1313@yahoo.com
 NAME: Andrew Hall
 PHONE: 415 509 5282



Jennifer Hall <jenwonghall@gmail.com>

The Beer Hall

Josh White <joshsethwhite@yahoo.com>
Reply-To: Josh White <joshsethwhite@yahoo.com>
To: "jenwonghall@gmail.com" <jenwonghall@gmail.com>

Tue, Nov 20, 2012 at 9:59 AM

To whom it may concern,

I write in support of The Beer Hall's application for a permit to serve alcohol.

I have been working in the Civic Center area for the last four years, and I am very familiar with the neighborhood and the local businesses. In my opinion, an upscale craft beer and wine establishment like the Beer Hall would be a perfect addition to the neighborhood. As the City pushes to revitalize the mid-Market area, this is exactly the sort of business that the City should be encouraging to open. The Beer Hall will attract sophisticated professionals with disposable income who, at the moment, are forced to leave the neighborhood after work if they wish to enjoy a high-quality beverage.

Further, I have known the proprietors of the Beer Hall for more than ten years. Jen and Drew Hall are both exceptionally responsible individuals with the highest ethical standards. The neighborhood is fortunate to have people of their caliber willing to take a chance and open a business.

Please do not hesitate to call or email me if I can be of further assistance.

Regards,

Joshua S. White
(415) 602-6584



The Beer Hall

Hank Willson <hanksf@gmail.com>
To: Jennifer Hall <jenwonghall@gmail.com>

Tue, Nov 27, 2012 at 2:21 PM

Hi Jen,

Hope all's well! Here's an email you can use for the ABC folks. Hope it's not too late! Let me know if you need a different format. Best, Hank.

As someone who works and spends the majority of my waking hours in the Civic Center/Mid-Market area, I want to express my strong support for the opening of The Beer Hall at the corner of Market, Polk and Fell. A neighborhood pub and beer store would be a great asset to this fast-growing community. My coworkers and I often go out for drinks after work, and we are usually forced to go all the way to Market & Church to find a bar that is comfortable for a large group and serves quality beer. In my experience, there is substantial demand for something like The Beer Hall in this neighborhood, and that demand is only going to grow with the addition of thousands of new workers and residents in the area over the next few years. For an area with such a large number of workers, and a growing number of residents, the Civic Center/Mid-Market area has a surprising lack of pubs and neighborhood gathering places. I don't think The Beer Hall will cause disruption to the community--because of its central, transit-rich location, people will walk there or take public transit, so it won't add traffic. And because it will cater mostly to an office-worker happy-hour crowd, there won't be loud music or partying late into the night. I hope The Beer Hall gets approval and opens soon--the neighborhood will be much improved as a result.

Thanks for your time,
Hank Willson
hanksf@gmail.com

RECEIVED

DEC 14 2012

Dept of Alcoholic Beverage Control
San Francisco

somba South of Market Business Association

1167 Mission Street, 2nd Floor • San Francisco, CA 94103 • www.sfsomba.org
Phone: 415.553.4433 x 115 • Fax: 415.553.4434 • e-mail: info@sfsomba.com

9 November 2012

Mr. & Mrs. Andrew Hall
1 Polk Street
San Francisco

Re:
The Beer Hall
1 Polk Street
San Francisco

To Whom It may Concern

I am writing in support of granting of a liquor license for the referenced beer and wine bar.

The Mid Market part of San Francisco is in dire need of stores such as this. The Beer Hall will be a boutique shop selling fine wines and handcrafted beers. With the imminent completion of the renovation of the Twitter building, in addition to multiple buildings going up, we can expect to see more foot traffic and a demand for a variety of stores and eating establishments.

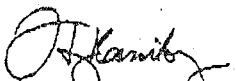
There is no such store as the The Beer Hall in the immediate vicinity and it really will contribute to the revitalization of Mid Market.

SomBa supports the granting of a liquor license to the The Beer Hall, which will attract professionals from Twitter, Square, Dolby, Civic Center and the arts..

Although this is a new venture for Andrew and Jenifer Hall I am confident that with their enthusiasm and determination this store will be a success and a wonderful addition to the neighborhood.

Please do not hesitate to contact me if you have any questions.

Sincerely,


Henry Karnilowicz
President

RECEIVED

DEC 14 2012

Dept of Alcoholic Beverage Control
SAN FRANCISCO



1 Polk Street
San Francisco, CA 94102
(415) 621-4000

February 22, 2013

Dear ABC/ALU,

I am writing in support of The Beer Hall.

As Community Director at The Argenta, one of my main responsibilities is to keep the residents happy. When we notified our residents that an upscale beer and wine cafe was moving into the ground floor, they were extremely excited. The Beer Hall will be a huge asset to our building and resident culture. Residents have voiced excitement of finally having a nice place to relax while enjoying a craft beer and many say they are looking forward to bringing their clients in to discuss business over a glass of wine. My staff and I are already planning on hosting our monthly resident meetings there. The excitement for the business is palpable in our building community.

Additionally, not only do I work for The Argenta, but I'm also a resident. I am thrilled to finally have somewhere upscale to unwind after work and on the weekends, and it's a major perk that The Beer Hall will be selling bottles to go. There are no stores nearby to purchase craft beer or wine. The Beer Hall's location is convenient not only for the residents living at The Argenta, but for the residents living in the surrounding buildings as well. Before we'd have to walk through the Tenderloin or cross into Hayes Valley to find a decent bottle shop. Finally there will be one in our neighborhood, and lucky for me, just downstairs from my home. This type of establishment is a much needed addition to the rapidly growing community.

This is really a dream come true for the residents and workers in the area and a sign that the revitalization of the area is progressing. The Argenta Team fully supports The Beer Hall moving in and we hope it can happen as soon as possible. Please feel free to contact me for more information. Thank you!

Respectfully,

Marlon Layug
Community Director
Argenta
(415) 621-4000
Marlon.Layug@bhres.com

Nika Rogers
1126 Florida Street
San Francisco, CA 94110

PROTEST TRANSMITTAL

TO: Headquarters Hearing and Legal

FROM: DISTRICT Office 24: SAN FRANCISCO District/Branch Office

ATTACHED

Protest

Protest Withdrawal

FILE NUMBER

42-526860

APPLICANT NAME(S) (First, Middle, Last)

BEER HALL LLC THE

DBA

BEER HALL THE

ADDRESS

1 POLK ST, SAN FRANCISCO, CA 94102-5203

LICENSE TYPE

COPIES MAILED DATE

October 11, 2012

POSTING DATE

10/15/2012

IS A 500' NOTIFICATION REQUIRED FOR THIS APPLICATION

Yes

No

IF YES, 500'

NOTIFICATION DATE

10/15/2012

DATE PROTEST OR PROTEST WITHDRAWAL RECEIVED IN DISTRICT OFFICE

11/07/12

INVESTIGATOR/LICENSING REPRESENTATIVE NAME

Risel Melodias

DATE

November 8, 2012

COMMENTS

ABC-510-B (10/08)

PROTEST AGAINST ALCOHOLIC BEVERAGE LICENSE APPLICATION

- Please refer to Form ABC-510, Instructions for Protesting an Alcoholic Beverage License Application, before completing and submitting your protest. The ABC-510 can be found at www.abc.ca.gov.
- Please print legibly or type. Incomplete and/or illegible information will cause the protest to be rejected.
- You will be notified by letter regarding a hearing on your protest. You will need to attend the hearing to testify and/or present evidence to support your protest.
- A copy of this completed form, ABC-510-A, will be provided to the applicant.

I hereby protest the issuance of a license under the Alcoholic Beverage Control Act to:

THE BEER HALL LLC

(Name(s) of Applicant(s))

For premises at:

1 POLK ST SF CA 94102

(Exact address of proposed premises)

RECEIVED
NOV 07 2012
Dept. of Alcoholic Beverage Control
SAN FRANCISCO

on the grounds that:

- 1) UNDUE CONCENTRATION B&P CODE § 23958.4
- 2) HIGH CRIME B&P CODE § 23958.4 (c)
- 3) ~~DEF~~ DEFINITION OF HIGH CRIME B&P CODE § 23958.4 (c)(1)

CONDITIONS FOR APPROVAL

- 1) NO OFF-SALE OF BEER OR WINE ALLOWED.
- 2) NO COIN OPERATED OR MECHANICAL DEVICES OR POOL TABLES ALLOWED.
- 3) NO LIVE ENTERTAINMENT OR D.J. ENTERTAINMENT ALLOWED.
- 4) NO AFTER HOURS PERMIT ALLOWED
- 5) A SF HEALTH CODE § 1004 NO SMOKING SIGN ON FRONT DOOR.
- 6) A NO LOTTERY SIGN SHALL BE POSTED ON FRONT DOOR.

Check here if additional sheets attached

I, MARUS J PHILLIPS PUBLIC SAFETY CHAIR, declare under penalty of perjury:

PRINT (Name of Protestor)

(1) That I am the protestant herein; (2) That I have read the above protest and know the contents thereof; and (3) That the same is true of my own knowledge except as to those matters which are therein stated on information and belief, and as to those matters I believe to be true.

PROTESTANT'S SIGNATURE

Marus J Phillips

SIGNED AT (City and state)

SAN FRANCISCO CALIFORNIA

PROTESTANT'S TELEPHONE NUMBER (Optional)

415 674 1935

DATE SIGNED

3 NOV 2012

PROTESTANT'S ADDRESS (Street number and name, city, state, zip code)

230 EDY ST #1206 SAN FRANCISCO, CA 94102-6526

ABC-510-A (10/07)

CC: SFPD - 424 & 50 BRYAN'S
SFPD - NORTHERN STATION

PROTEST TRANSMITTAL

TO: Headquarters Hearing and Legal

FROM: DISTRICT Office 24: SAN FRANCISCO District/Branch Office

ATTACHED

Protest

Protest Withdrawal

FILE NUMBER

42-526860

APPLICANT NAME(S) (First, Middle, Last)

BEER HALL LLC THE

DBA

BEER HALL THE

ADDRESS

1 POLK ST, SAN FRANCISCO, CA 94102-5203

LICENSE TYPE

COPIES MAILED DATE

October 11, 2012

POSTING DATE

10/15/2012

IS A 500' NOTIFICATION REQUIRED FOR THIS APPLICATION

Yes

No

IF YES, 500'

NOTIFICATION DATE

10/15/2012

DATE PROTEST OR PROTEST WITHDRAWAL RECEIVED IN DISTRICT OFFICE

11/07/12

INVESTIGATOR/LICENSING REPRESENTATIVE NAME

Risel Melodias

DATE

November 13, 2012

COMMENTS

ABC-510-B (10/08)

Department of Alcoholic Beverage Control

PROTEST AGAINST ALCOHOLIC BEVERAGE LICENSE APPLICATION

- Please refer to Form ABC-510, Instructions for Protesting an Alcoholic Beverage License Application, before completing and submitting your protest. The ABC-510 can be found at www.abc.ca.gov.
- Please print legibly or type. Incomplete and/or illegible information will cause the protest to be rejected.
- You will be notified by letter regarding a hearing on your protest. You will need to attend the hearing to testify and/or present evidence to support your protest.
- A copy of your valid protest, including your name and address, will be provided to the applicant as a public record and a right of discovery for a protest hearing.

I hereby protest the issuance of a license under the Alcoholic Beverage Control Act to:

The Beer Hall LLC

(Name(s) of Applicant(s))

For premises at:

1 Polk Street San Francisco CA 94102

(Exact address of proposed premises)

on the grounds that:

- 1) The premises is located inside a residential building with another residential building across the street and one next to it. The normal operation of the licensed premises would interfere with the quiet enjoyment of their property by the residents of the area. (Dept's. Rule 61.4, found in tit. 4, Cal. Code Regs.) This establishment will be less than 10 feet away from the closest residents' apartment. That is very close for beer and wine distribution to take place. There is a bar across the street and a huge music venue half a block away that already bring a lot of noise to the area. Allowing to sell beer and wine inside a residential building will disrupt peace and quiet of a place we like to call home.
- 2) Security is the next issue. Since this establishment will be located inside our building, it will be almost impossible to stop people from coming into the building. There are numerous exits and entrances that allow for easy access without being noticed. There is a very inviting lobby with comfortable white couches that will attract bar visitors as well. With numerous people on staff and a security guard it is hard enough to keep people out that have no business at our apartment building. We would prefer to keep our elevator rides safe, as well as walking to the garage with our children. Civic Center is a high crime area, this establishment would attract people with drinking problems and add to the current high drug traffic.
- 3) The applicant did not disclose anything about parking policy of patrons of The Beer Hall. It is an issue because there is no available parking inside our apartment building garage. At the same time the garage is very inviting and easily accessible. Garage safety is a concern, any resident can be followed into the garage by car or foot after 8 pm and have access to expensive cars as well as the apartment building. Street entrance of the beer hall will be 10 feet away from the garage gate. Beer hall patrons will be able to witness how easy it is to access the garage illegally while inside the establishment (it's that close). This will bring unease and scare to residents, especially ones with previous trauma of assault in this dangerous neighborhood. These issues and concerns were not addressed to the applicant due to lack of contact information.

NOV 13 2012

Dept. of Alcoholic Beverage Control
San Francisco

Check here if additional sheets attached

I, Aaron Shepard

PRINT (Name of Protestor)

, declare under penalty of perjury:

(1) That I am the protestant herein; (2) That I have read the above protest and know the contents thereof; and (3) That the same is true of my own knowledge except as to those matters which are therein stated on information and belief, and as to those matters I believe to be true.

PROTESTANT'S SIGNATURE

SIGNED AT (City and state)

San Francisco CA

PROTESTANT'S TELEPHONE NUMBER (Optional)

DATE SIGNED

11/12/12

PROTESTANT'S ADDRESS (Street number and name, city, state, zip code)

1 Polk Street #1607 San Francisco CA 94102

ABC-510-A (07/08)

Applicant Name: The Beer Hall LLC

License / File No.: _____

DATE MUST BE RECEIVED BY: _____

STATE OF CALIFORNIA
DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL
PROTESTANT'S / COMPLAINANT'S DECLARATION


I, Aaron Shepard, declare
PRINT YOUR NAME

under penalty of perjury.

That I am the Protestant / Complainant herein; that I have read my previously-submitted protest/complaint and know the contents thereof; that the same is true of my knowledge except to those matters which are therein stated on information and belief and as to those matters I believe them to be true.

EXECUTED on 11/12/12, at
(MONTH-DAY-YEAR)

San Francisco, California
(City)

Signature: 

Full Address: 1 Polk Street #1607
San Francisco CA 94102

Phone No. (non-public & optional): _____

Notice to Protestant / Complainant:

- This verification constitutes a personal oath and must, therefore, be signed by each individual verifying the protest.
- A copy of your valid protest (including your name and address) will be provided to the applicant as a public record and pursuant to applicant's discovery rights.

NOV 18 2012

Department of Alcoholic Beverage Control

23 New Montgomery St Suite #1230

SF CA 94105

RECEIVED

NOV 13 2012

Department of Alcoholic Beverage Control

Applicant Name: THE BEER HALL, LLC

License / File No.: _____

DATE MUST BE RECEIVED BY: _____

STATE OF CALIFORNIA
DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL

PROTESTANT'S / COMPLAINANT'S DECLARATION

I, ERIC SHIFLER, declare
PRINT YOUR NAME

under penalty of perjury.

That I am the Protestant / Complainant herein; that I have read my previously-submitted protest/complaint and know the contents thereof; that the same is true of my knowledge except to those matters which are therein stated on information and belief and as to those matters I believe them to be true.

EXECUTED on 10/30/12, at
(MONTH-DAY-YEAR)

SAN FRANCISCO, California
(CITY)

Signature: *Eric Shifler*
Full Address: 1390 MARKET STREET APT. 2912
SAN FRANCISCO, CA 94102

Phone No. (non-public & optional): _____

Notice to Protestant / Complainant:

- This verification constitutes a personal oath and must, therefore, be signed by each individual verifying the protest.
- A copy of your valid protest (including your name and address) will be provided to the applicant as a public record and pursuant to applicant's discovery rights.

RECEIVED

NOV 13 2012

Dept of Alcoholic Beverage Control
CALIFORNIA

PROTEST AGAINST ALCOHOLIC BEVERAGE LICENSE APPLICATION

- Please refer to Form ABC-510, Instructions for Protesting an Alcoholic Beverage License Application, before completing and submitting your protest. The ABC-510 can be found at www.abc.ca.gov.
- Please print legibly or type. Incomplete and/or illegible information will cause the protest to be rejected.
- You will be notified by letter regarding a hearing on your protest. You will need to attend the hearing to testify and/or present evidence to support your protest.
- A copy of your valid protest, including your name and address, will be provided to the applicant as a public record and a right of discovery for a protest hearing.

I hereby protest the issuance of a license under the Alcoholic Beverage Control Act to:

THE BEER HALL, LLC

(Name(s) of Applicant(s))

For premises at:

1 POLK STREET STREET SAN FRANCISCO, CA 94102-5203

(Exact address of proposed premises)

on the grounds that:

Issuance of alcohol license is problematic in terms of interference with comfortable enjoyment of life or property by an entire community or neighborhood.

Interference includes:

- Verbal or physical harassment of patrons or passersby.
- Littering.
- Public urination and indecent exposure.

RECEIVED
 NOV 13 2012
 Dept of Alcoholic Beverage Control

Check here if additional sheets attached

I, Eric Shifler, declare under penalty of perjury:

PRINT (Name of Protestant)

(1) That I am the protestant herein; (2) That I have read the above protest and know the contents thereof; and (3) That the same is true of my own knowledge except as to those matters which are therein stated on information and belief, and as to those matters I believe to be true.

PROTESTANT'S SIGNATURE

PROTESTANT'S TELEPHONE NUMBER (Optional)

SIGNED AT (city and state)

San Francisco, California

DATE SIGNED

10/30/12

PROTESTANT'S ADDRESS (street number and name, city, state, zip code)

1390 Market Street Apt.# 2912 San Francisco, CA 94102

ABC-510-A (07/08)

Applicant Name: THE BEER HALL, LLC

License / File No.: _____

DATE MUST BE RECEIVED BY: _____

STATE OF CALIFORNIA
DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL

PROTESTANT'S / COMPLAINANT'S DECLARATION

I, SUNIL MODI, declare
PRINT YOUR NAME

under penalty of perjury.

That I am the Protestant / Complainant herein; that I have read my previously-submitted protest/complaint and know the contents thereof; that the same is true of my knowledge except to those matters which are therein stated on information and belief and as to those matters I believe them to be true.

EXECUTED on 11-9-12, at
(MONTH-DAY-YEAR)

SAN FRANCISCO, California
(CITY)

Signature: 

Full Address: 1390 MARKET STREET APT. #1709
SAN FRANCISCO, CA 94102

Phone No. (non-public & optional): 415-506-9056

Notice to Protestant / Complainant:

- This verification constitutes a personal oath and must, therefore, be signed by each individual verifying the protest.
- A copy of your valid protest (including your name and address) will be provided to the applicant as a public record and pursuant to applicant's discovery rights.

ABC-128 (Rev. April 2010)

RECEIVED
NOV 13 2012
Department of Alcoholic Beverage Control

PROTEST AGAINST ALCOHOLIC BEVERAGE LICENSE APPLICATION

- Please refer to Form ABC-510, Instructions for Protesting an Alcoholic Beverage License Application, before completing and submitting your protest. The ABC-510 can be found at www.abc.ca.gov.
- Please print legibly or type. Incomplete and/or illegible information will cause the protest to be rejected.
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- A copy of your valid protest, including your name and address, will be provided to the applicant as a public record and a right of discovery for a protest hearing.

I hereby protest the issuance of a license under the Alcoholic Beverage Control Act to:

THE BEER HALL, LLC

(Name(s) of Applicant(s))

For premises at:

1 POLK STREET STREET SAN FRANCISCO, CA 94102-5203

(Exact address of proposed premises)

on the grounds that:

The issuance of type 42 - On Sale Beer and Wine Public Premises License is located in close proximity of residences and additional sales of alcoholic beverages will adversely affect the common good of preserving peace, public health, public safety, and the quiet enjoyment of property (CA Penal Code § 370).

According to the publication I received from Dept. Alcoholic Beverage Control, the applicants' type of business is noted as "Bar/Tavern" with entertainment who's hours are decided by the business owner.

The close proximity to residences will adversely affect the common good of quiet enjoyment, public health, and public safety for the following reasons:

- A) Create a policing problem or aggravate an existing policing problem.
- B) Exacerbate the nuisance of transients, loitering, disturbance of peace, i.e., noise level, offensive to the senses, an increase of crime activities, i.e., public drunkenness, and litter.
- C) Affect public health and safety by increasing public defecation and urination.

Check here if additional sheets attached

I, Sunil Modi, declare under penalty of perjury:

(PRINT (Name of Protestant))

(1) That I am the protestant herein; (2) That I have read the above protest and know the contents thereof; and (3) That the same is true of my own knowledge except as to those matters which are therein stated on information and belief, and as to those matters I believe to be true.

PROTESTANT'S SIGNATURE

SIGNED AT (City and state)

SAN FRANCISCO, CALIFORNIA

PROTESTANT'S ADDRESS (Street number and name, city, state, zip code)

1390 MARKET STREET APT, #1709 SAN FRANCISCO, CA 94102

PROTESTANT'S TELEPHONE NUMBER (Optional)

415-506-9056

DATE SIGNED

11-9-12

Division of Alcoholic Beverage Control

NOV 13 2012

RECEIVED

Applicant Name: The Beer Hall, LLC.

License / File No.: _____

DATE MUST BE RECEIVED BY: _____

STATE OF CALIFORNIA
DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL

PROTESTANT'S / COMPLAINANT'S DECLARATION

I, William Ballantyne, declare
PRINT YOUR NAME

under penalty of perjury.

That I am the Protestant / Complainant herein; that I have read my previously-submitted protest/complaint and know the contents thereof; that the same is true of my knowledge except to those matters which are therein stated on information and belief and as to those matters I believe them to be true.

EXECUTED on 11/10/2012, at
(MONTH-DAY-YEAR)

San Francisco, California
(City)

Signature: W Ballantyne

Full Address: 1 Polk Street Apt. #1005

San Francisco, CA 94102

Phone No. (non-public & optional): 276-338-8445

Notice to Protestant / Complainant:

- This verification constitutes a personal oath and must, therefore, be signed by each individual verifying the protest.
- A copy of your valid protest (including your name and address) will be provided to the applicant as a public record and pursuant to applicant's discovery rights.

ABC-128 (Rev. April 2010)

RECEIVED
NOV 13 2012
Office of Alcoholic Beverage Control
San Francisco, California

PROTEST AGAINST ALCOHOLIC BEVERAGE LICENSE APPLICATION

- Please refer to Form ABC-510, Instructions for Protesting an Alcoholic Beverage License Application, before completing and submitting your protest. The ABC-510 can be found at www.abc.ca.gov.
- Please print legibly or type. Incomplete and/or illegible information will cause the protest to be rejected.
- You will be notified by letter regarding a hearing on your protest. You will need to attend the hearing to testify and/or present evidence to support your protest.
- A copy of your valid protest, including your name and address, will be provided to the applicant as a public record and a right of discovery for a protest hearing.

I hereby protest the issuance of a license under the Alcoholic Beverage Control Act to:

The Beer Hall, LLC.

(Name(s) of Applicant(s))

For premises at:

1 Polk Street San Francisco, CA 94102-5203

(Exact address of proposed premises)

on the grounds that:

Issuance of alcoholic license would result in or add to an undue concentration of licenses.

This neighborhood is saturated with array of retail alcoholic beverage establishments within 500 ft. or less, i.e., Chinese restaurant, wine/beer bar, and full bar. There is no question that the excessive accessibility and convenient for alcoholic beverages are prevalent in this neighborhood. There are no positive attributes in licensing additional alcohol establishment for the neighborhood; it will worsen the effort in preserving peace, public health, and safety.

Revitalizing /redeveloping the neighborhood should not constitute in additional sales of alcohol.

DEPT OF ALCOHOLIC BEVERAGE CONTROL
 2700 SPANISH BLVD
 SAN FRANCISCO, CA 94103
 NOV 13 2012
 RECEIVED

Check here if additional sheets attached

I, William Ballantyne, declare under penalty of perjury:

PRINT (Name of Protestant)

(1) That I am the protestant herein; (2) That I have read the above protest and know the contents thereof; and (3) That the same is true of my own knowledge except as to those matters which are therein stated on information and belief, and as to those matters I believe to be true.

PROTESTANT'S SIGNATURE

W. Ballantyne

PROTESTANT'S TELEPHONE NUMBER (Optional)

2063268335

SIGNED AT (City and state)

San Francisco, California

DATE SIGNED

11/10/2012

PROTESTANT'S ADDRESS (Street number and name, city, state, zip code)

1 Polk Street Apt: #1005 San Francisco, CA 94102

ABC-510-A (07/08)

Applicant Name: THE BEER HALL, LLC

License / File No.: _____

DATE MUST BE RECEIVED BY: _____

STATE OF CALIFORNIA
DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL
PROTESTANT'S / COMPLAINANT'S DECLARATION

I, RONALD MOORE, declare
PRINT YOUR NAME
under penalty of perjury.

That I am the Protestant / Complainant herein; that I have read my previously-submitted protest/complaint and know the contents thereof; that the same is true of my knowledge except to those matters which are therein stated on information and belief and as to those matters I believe them to be true.

EXECUTED on 11-13-12, at
(MONTH-DAY-YEAR)
SAN FRANCISCO, California
(City)

Signature: Ronald Moore
Full Address: 1390 MARKET STREET APT. #1620
SAN FRANCISCO, CA 94102
Phone No. (non-public & optional): 415-864-7831

Notice to Protestant / Complainant:

- This verification constitutes a personal oath and must, therefore, be signed by each individual verifying the protest.
- A copy of your valid protest (including your name and address) will be provided to the applicant as a public record and pursuant to applicant's discovery rights.

RECEIVED

NOV 13 2012

PROTEST AGAINST ALCOHOLIC BEVERAGE LICENSE APPLICATION

- Please refer to Form ABC-510, Instructions for Protesting an Alcoholic Beverage License Application, before completing and submitting your protest. The ABC-510 can be found at www.abc.ca.gov.
- Please print legibly or type. Incomplete and/or illegible information will cause the protest to be rejected.
- You will be notified by letter regarding a hearing on your protest. You will need to attend the hearing to testify and/or present evidence to support your protest.
- A copy of your valid protest, including your name and address, will be provided to the applicant as a public record and a right of discovery for a protest hearing.

I hereby protest the issuance of a license under the Alcoholic Beverage Control Act to:

The Beer Hall, LLC.

(Name(s) of Applicant(s))

For premises at:

1 Polk Street San Francisco, CA 94102

(Exact address of proposed premises)

on the grounds that:

Issuance of additional Alcohol license would create more nuisances for the neighborhood.

I am a resident of 1390 Market Street Apt. #1620 for over 15+ years and have experienced the neighborhood's fair share of nuisances. I want the opportunity to enjoy my retirement years in peace without the nuisance of dirty streets (from foul odor of urine and vomit), harassments of drunken passabycer, and loitering of patrons in front of Bar/Tavern.

RECEIVED

NOV 13 2012

Department of Alcoholic Beverage Control

Check here if additional sheets attached

Ronald Moore

, declare under penalty of perjury:

PRINT (Name of Protestor)

(1) That I am the protestant herein; (2) That I have read the above protest and know the contents thereof; and (3) That the same is true of my own knowledge except as to those matters which are therein stated on information and belief, and as to those matters I believe to be true.

PROTESTANT'S SIGNATURE

PROTESTANT'S TELEPHONE NUMBER (Optional)

415-864-7831

SIGNED AT (City and state)

San Francisco, California

DATE SIGNED

11/13/12

PROTESTANT'S ADDRESS (Street number and name, city, state, zip code)

1390 Market Street Apt #1620 San Francisco, CA 94102

ABC-510-A (07/08)

Applicant Name: THE BEER HALL, LLC

License / File No.: _____

DATE MUST BE RECEIVED BY: _____

STATE OF CALIFORNIA
DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL
PROTESTANT'S / COMPLAINANT'S DECLARATION

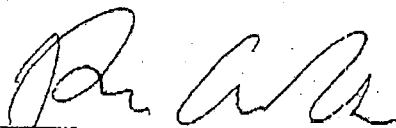
I, PETER KARL SCHULLER, declare
PRINT YOUR NAME

under penalty of perjury.

That I am the Protestant / Complainant herein; that I have read my previously-submitted protest/complaint and know the contents thereof; that the same is true of my knowledge except to those matters which are therein stated on information and belief and as to those matters I believe them to be true.

EXECUTED on 11-12-2012, at
(MONTH-DAY-YEAR)

SAN FRANCISCO, California
(City)

Signature: 

Full Address: 1390 MARKET STREET APT. # 2212
SAN FRANCISCO, CA 94102

Phone No. (non-public & optional): 415-935-0137

Notice to Protestant / Complainant:

- This verification constitutes a personal oath and must, therefore, be signed by each individual verifying the protest.
- A copy of your valid protest (including your name and address) will be provided to the applicant as a public record and pursuant to applicant's discovery rights.

RECEIVED

ABC-128 (Rev. April 2010)

NOV 12 2012

PROTEST AGAINST ALCOHOLIC BEVERAGE LICENSE APPLICATION

- Please refer to Form ABC-510, Instructions for Protesting an Alcoholic Beverage License Application, before completing and submitting your protest. The ABC-510 can be found at www.abc.ca.gov.
- Please print legibly or type. Incomplete and/or illegible information will cause the protest to be rejected.
- You will be notified by letter regarding a hearing on your protest. You will need to attend the hearing to testify and/or present evidence to support your protest.
- A copy of your valid protest, including your name and address, will be provided to the applicant as a public record and a right of discovery for a protest hearing.

I hereby protest the issuance of a license under the Alcoholic Beverage Control Act to:

THE BEER HALL, LLC

(Name(s) of Applicant(s))

For premises at:

1 POLK STREET STREET SAN FRANCISCO, CA 94102-5203

(Exact address of proposed premises)

on the grounds that:

Licensing the premises would exacerbate public nuisance (CA Penal Code § 370) and or adversely affect public health, which are contrary to revitalizing the neighborhood.

The 1 Polk and 1400 block of Market Street neighborhood have seen its fair share of public nuisance of defecation, urination, loitering, physical /verbal harassments from intoxicated patrons /people, and other crime activities. The issuance of alcoholic license will intensify the unsanitary problem of public health (defecation, urination, and littering) and public nuisance (loitering, physical and verbal harassment from intoxicated patrons/people).

RECEIVED

NOV 13 2012

DEPT OF ALCOHOLIC BEVERAGE CONTROL
SAN FRANCISCO

Check here if additional sheets attached

I, PETER KARL SCHULLER

PRINT (Name of Protestor)

, declare under penalty of perjury:

(1) That I am the protestant herein; (2) That I have read the above protest and know the contents thereof; and (3) That the same is true of my own knowledge except as to those matters which are therein stated on information and belief, and as to those matters I believe to be true.

PROTESTANT'S SIGNATURE:

SIGNED AT (City and state)

SAN FRANCISCO, CALIFORNIA

PROTESTANT'S ADDRESS (Street number and name, city, state, zip code)

1390 MARKET STREET APT. #2212 SAN FRANCISCO, CA 94102

PROTESTANT'S TELEPHONE NUMBER (Optional)

415-935-0137

DATE SIGNED

11/12/2012

ABC-510-A (07/08)

Applicant Name: THE BEER HALL

License / File No.: _____

DATE MUST BE RECEIVED BY: _____

STATE OF CALIFORNIA
DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL

PROTESTANT'S / COMPLAINANT'S DECLARATION

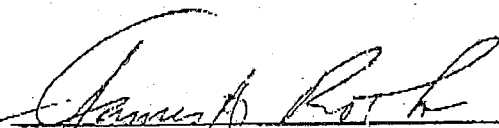
I, James A. Roth, declare
PRINT YOUR NAME

under penalty of perjury.

That I am the Protestant / Complainant herein; that I have read my previously-submitted protest/complaint and know the contents thereof; that the same is true of my knowledge except to those matters which are therein stated on information and belief and as to those matters I believe them to be true.

EXECUTED on 10/25/2012, at
(MONTH-DAY-YEAR)

San Francisco, California
(City)

Signature: 

Full Address: 55 Polk Street Apt. 207
San Francisco, CA 94102

Phone No. (non-public & optional): 415-255-8255

Notice to Protestant / Complainant:

- This verification constitutes a personal oath and must, therefore, be signed by each individual verifying the protest.
- A copy of your valid protest (including your name and address) will be provided to the applicant as a public record and pursuant to applicant's discovery rights.

RECEIVED

NOV 13 2012

PROTEST AGAINST ALCOHOLIC BEVERAGE LICENSE APPLICATION

- Please refer to Form ABC-510, Instructions for Protesting an Alcoholic Beverage License Application, before completing and submitting your protest. The ABC-510 can be found at www.abc.ca.gov.
- Please print legibly or type. Incomplete and/or illegible information will cause the protest to be rejected.
- You will be notified by letter regarding a hearing on your protest. You will need to attend the hearing to testify and/or present evidence to support your protest.
- A copy of your valid protest, including your name and address, will be provided to the applicant as a public record and a right of discovery for a protest hearing.

I hereby protest the issuance of a license under the Alcoholic Beverage Control Act to:

THE BEER HALL, LLC.

(Name(s) of Applicant(s))

For premises at:

1 POLK STREET SAN FRANCISCO, CA 94102

(Exact address of proposed premises)

on the grounds that:

Issuance of alcoholic license to this premise would increase public nuisance within the immediate neighborhood. Please note that the applicant type of business is a Bar/Tavern that is directly located next to two massage parlor establishments and those two combinations equates to deterioration of the neighborhood. As a nearby residence, I would like to preserve the neighborhood from additional public nuisance that are offensive to the senses such as increase of crime activities, loitering, and foul odor from unsanitized defecation.

RECEIVED

NOV 13 2012

Dept of Alcoholic Beverage Control
San Francisco

Check here if additional sheets attached

I, JAMES A. ROTH

PRINT (Name of Protestant)

, declare under penalty of perjury:

(1) That I am the protestant herein; (2) That I have read the above protest and know the contents thereof; and (3) That the same is true of my own knowledge except as to those matters which are therein stated on information and belief, and as to those matters I believe to be true.

PROTESTANT'S SIGNATURE

SIGNER AT (City and state)

SAN FRANCISCO, CALIFORNIA

PROTESTANT'S ADDRESS (Street number and name, city, state, zip code)

55 POLK STREET APR. #207 SAN FRANCISCO, CA 94102

PROTESTANT'S TELEPHONE NUMBER (Optional)

415-255-8255

DATE SIGNED

November 8, 2012

ABC-510-A (07/08)

Applicant Name: The Beer Hall, LLC

License / File No.: _____

DATE MUST BE RECEIVED BY: _____

STATE OF CALIFORNIA
DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL

PROTESTANT'S / COMPLAINANT'S DECLARATION

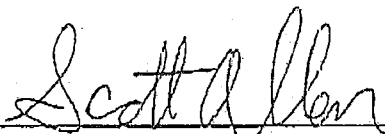
I, Scott Allen, declare
PRINT YOUR NAME

under penalty of perjury.

That I am the Protestant / Complainant herein; that I have read my previously-submitted protest/complaint and know the contents thereof; that the same is true of my knowledge except to those matters which are therein stated on information and belief and as to those matters I believe them to be true.

EXECUTED on 11-12-2012, at
(MONTH-DAY-YEAR)

San Francisco, California
(CITY)

Signature: 
Full Address: 1412 Market Street #233
San Francisco, CA 94102

Phone No. (non-public & optional): _____

Notice to Protestant / Complainant:

- This verification constitutes a personal oath and must, therefore, be signed by each individual verifying the protest.
- A copy of your valid protest (including your name and address) will be provided to the applicant as a public record and pursuant to applicant's discovery rights.

RECEIVED

NOV 13 2012

0119470

PROTEST AGAINST ALCOHOLIC BEVERAGE LICENSE APPLICATION

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- You will be notified by letter regarding a hearing on your protest. You will need to attend the hearing to testify and/or present evidence to support your protest.
- A copy of your valid protest, including your name and address, will be provided to the applicant as a public record and a right of discovery for a protest hearing.

I hereby protest the issuance of a license under the Alcoholic Beverage Control Act to:

The Beer Hall, LLC.

(Name(s) of Applicant(s))

For premises at:

1 Polk Street San Francisco, CA 94102

(Exact address of proposed premises)

on the grounds that:

The premise is located within the immediate vicinity of residential/dormitory living (Golden Gate Hall) for nearby education centers. Additional sales of alcoholic beverages will adversely affect peaceful enjoyment of dorm living (Dept's Rule 61.4, found in tit. 4, Cal. Code Regs.) by exacerbating public nuisances. The need for protecting and nurturing responsible dormitory living means controlling and limiting the accessibility and convenient of alcohol establishments. Students have the rights not to be bombard by alcohol establishments within their neighborhood. In addition to the to the concentration of alcohol establishments, there are nuisance factors that include, but limited to noise pollution, trash, and foul odor from human waste, all of which are offensive to the senses.

Check here if additional sheets attached

I, Scott Allen, declare under penalty of perjury:
PRINT (Name of Protestant)

(1) That I am the protestant herein; (2) That I have read the above protest and know the contents thereof; and (3) That the same is true of my own knowledge except as to those matters which are therein stated on information and belief, and as to those matters I believe to be true.

PROTESTANT'S SIGNATURE

PROTESTANT'S TELEPHONE NUMBER (Optional)

~~415~~ 831-737-8074

SIGNED AT (City and state)

San Francisco, California

DATE SIGNED

11/12/12

PROTESTANT'S ADDRESS (Street number and name, city, state, zip code)

1412 Market Street #233 San Francisco, CA 94102

NOV 13 2012

Applicant Name: THE BEER HALL

License / File No.: _____

DATE MUST BE RECEIVED BY: _____

STATE OF CALIFORNIA
DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL

PROTESTANT'S / COMPLAINANT'S DECLARATION

I, TSAAN LUM, declare
PRINT YOUR NAME

under penalty of perjury.

That I am the Protestant / Complainant herein; that I have read my previously-submitted protest/complaint and know the contents thereof; that the same is true of my knowledge except to those matters which are therein stated on information and belief and as to those matters I believe them to be true.

EXECUTED on 11-6-12, at
(MONTH-DAY-YEAR)

SAN FRANCISCO, California
(CITY)

Signature: _____

Full Address: _____

1414 MARKET STREET

SAN FRANCISCO, CA 94102

Phone No. (non-public & optional): _____

415-699-8948

Notice to Protestant / Complainant:

- This verification constitutes a personal oath and must, therefore, be signed by each individual verifying the protest.
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PROTEST AGAINST ALCOHOLIC BEVERAGE LICENSE APPLICATION

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- You will be notified by letter regarding a hearing on your protest. You will need to attend the hearing to testify and/or present evidence to support your protest.
- A copy of your valid protest, including your name and address, will be provided to the applicant as a public record and a right of discovery for a protest hearing.

I hereby protest the issuance of a license under the Alcoholic Beverage Control Act to:

THE BEER HALL, LLC.

(Name(s) of Applicant(s))

For premises at:

1 POLK STREET SAN FRANCISCO, CA 94102

(Exact address of proposed premises)

on the grounds that:

Issuance of alcohol license to the premises would aggravate an existing police problem. Southern Station has a large number of incidents and /or service calls in comparison to the nine others stations. Please see attached CompStat.

It is in the best interest of the neighborhood that every effort is taken to minimize incidents and/or service calls. Risking the minimal peace that this neighbor has is not in the best interest for residents and business owners alike.

Check here if additional sheets attached

I, TSAAN LUM, declare under penalty of perjury:

PRINT (Name of Protester)

(1) That I am the protestant herein; (2) That I have read the above protest and know the contents thereof; and (3) That the same is true of my own knowledge except as to those matters which are therein stated on information and belief, and as to those matters I believe to be true.

PROTESTANT'S SIGNATURE

PROTESTANT'S TELEPHONE NUMBER (Optional)

415-699-8948

SIGNED AT (City and state)

SAN FRANCISCO, CALIFORNIA

DATE SIGNED

11-6-12

PROTESTANT'S ADDRESS (street number and name, city, state, zip code)

1414 MARKET STREET SAN FRANCISCO, CA 94102

RECEIVED

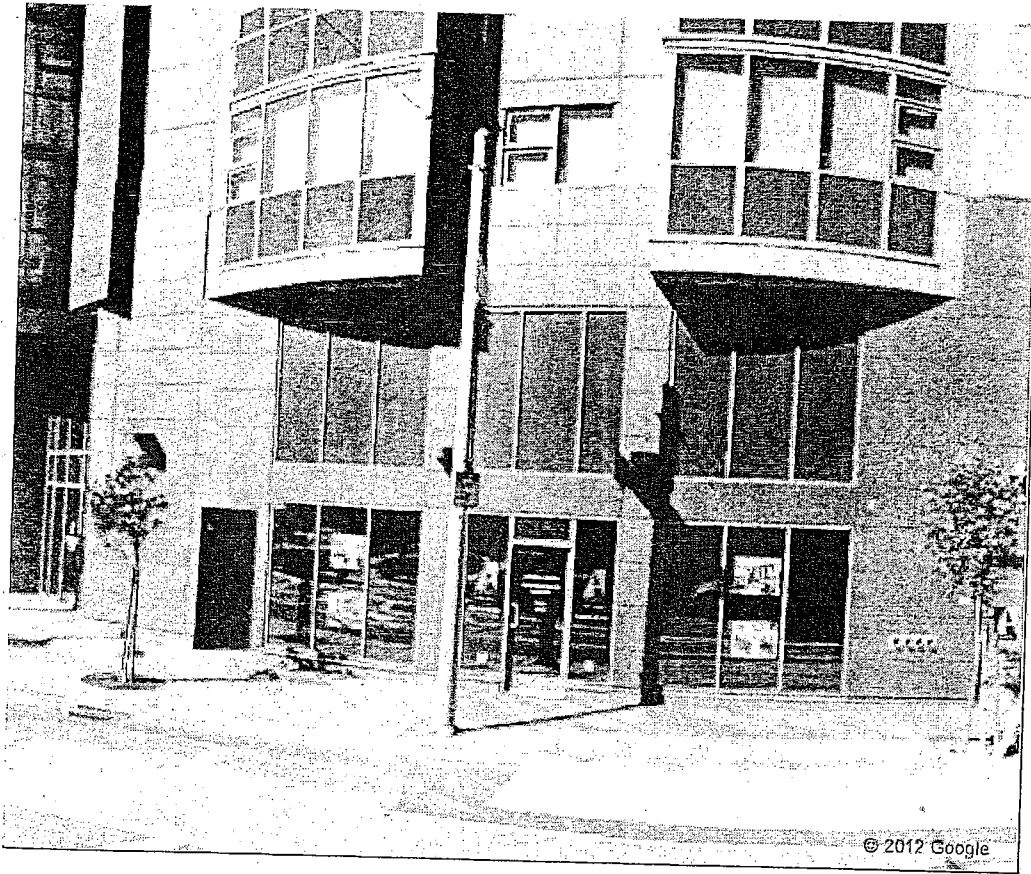
ABC-510-A (07/08)

NOV 13 2012

Google

Address 27 San Francisco Bicycle Route 25

Address is approximate



© 2012 Google

DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL
**PUBLIC NOTICE OF APPLICATION
TO SELL ALCOHOLIC BEVERAGES**

APPLICANT: **THE BEER HALL, L.C.**

TYPE OF LICENSE: **42 - On Site Beer, Wine, Public Premises**

BUSINESS NAME: **The Beer Hall**

ADDRESS OF PREMISES: **1 Park St., San Francisco, CA 94102**

APPLICANT USE THIS FOR: **CITY LICENSE**

BEVERAGE TO BE SOLD: BEER, WINE, AND LIQUOR

AS A MEMBER OF THE STATE OF CALIFORNIA, THE APPLICANT HAS BEEN ADVISED BY THE DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL THAT THE APPLICANT'S APPLICATION IS SUBJECT TO THE DEPARTMENT'S POLICY AND REGULATIONS. THE APPLICANT'S APPLICATION IS SUBJECT TO THE DEPARTMENT'S POLICY AND REGULATIONS. THE APPLICANT'S APPLICATION IS SUBJECT TO THE DEPARTMENT'S POLICY AND REGULATIONS.

APPLICANT USE THIS FOR: **CITY LICENSE**

BEVERAGE TO BE SOLD: **BEER, WINE, AND LIQUOR**

PREPARED BY: **STATE OF CALIFORNIA**

PREPARED BY: **STATE OF CALIFORNIA**

PREPARED BY: **STATE OF CALIFORNIA**

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PREPARED BY: **STATE OF CALIFORNIA**

PREPARED BY: **STATE OF CALIFORNIA**

PCN Request

Attn: Derek Evans
Clerk of the Board
SF Board of Supervisors
1 Dr. Carlton B. Goodlett Place, Room 244
San Francisco, CA 94102
October 30, 2012

Hi Derek,

The Beer Hall is a craft beer & wine bar and retail shop in The Argenta at 1 Polk St. Our business was born out of our passion for craft beer and our desire to share this passion with others. The Beer Hall aims to create an inviting atmosphere for local residents and workers to unwind, engage in conversation and discover new beers. In addition to our curated selection of craft beer & wine, we will also offer select lunch items and small bites in the evening.

We are excited to be a part of the Mid-Market revitalization. We are a small business that is activating what has been a vacant corridor for the past 60 years. Large businesses are starting to move into the area adding thousands of new workers (i.e., Twitter, One Kings Lane, Dolby, Square), massive residential projects already exist with even more being planned (Fox Plaza, Argenta, AAA bldg. renovation, 10th & market) and there is a lack of service oriented small businesses in the area to support this growing population. We are providing a public convenience and necessity as a gathering space for the growing number of residents and workers in this new up-and-coming neighborhood.

We have reached out to Supervisor Jane Kim, the Civic Center Community Benefit District, SOMBA, and the local residents. All have given us positive feedback and are excited for us to join the community (please see attached letter from the CCCBD). We hope you are excited for us to join the neighborhood as well!

Sincerely,



Andrew & Jennifer Hall
Owners of The Beer Hall
415.509.5282

The Beer Hall
1 Polk Street, SF 94102
Mailing Address:
523 14th Ave, SF 94118
License: 42
Hours of Operation: Daily 11am-midnight



Board of Directors

Chair
Bill Whitfield
Shorenstein Realty Services

Vice Chair
Anthony Boas
San Francisco Honda

Treasurer
John Updike
San Francisco Real Estate

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Jennifer Norris
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and Performing Arts Center

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San Francisco Public Library

James McCrea
State of California

Janan New
San Francisco Apartment
Association

Sam Smith
San Francisco Conservatory
of Music

Patricia Unterman
Hayes Street Grill

Tim Vrabel
Emerald Fund

Past Chair
David Harrison
Patson Companies

Donald W. Savoie
Executive Director

234 Van Ness Avenue
Suite 1
San Francisco, CA 94102
P: (415) 626-1819
F: (415) 626-4029
info@sfciviccenter.org
www.sfciviccenter.org

October 29, 2012

Jennifer and Andrew Hall
The Beer Hall
1 Polk Street
San Francisco, CA 94102

Dear Jennifer and Andrew:

On behalf of the Civic Center Community Benefit District (CBD), I want to welcome you and the Beer Hall to the neighborhood. I am excited that you will be opening what I know will be a very popular beer and wine bar at 1 Polk Street.

The goal of the CBD is to improve coordination and communication around the management, image, safety, beautification and cleanliness of the greater Civic Center area for the benefit of patrons, residents, employees, merchants, property owners and other visitors within the district.

Activating the ground floor of residential or office towers creates multiple benefits to the neighborhood. Your establishment will be a wonderful addition to the area for residents and area workers.

Congratulations and good luck.

A handwritten signature in black ink that reads "Donald W. Savoie". The signature is written in a cursive, slightly slanted style.

Donald W. Savoie, Executive Director
Civic Center Community Benefit District

INFORMATION AND INSTRUCTIONS -

SECTION 23958.4 B&P

- 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

Beer Hall LLC The

2. PREMISES ADDRESS (Street number and name, city, zip code)

1 Polk St., San Francisco, CA 94102

3. LICENSE TYPE

42

4. TYPE OF BUSINESS

- Full Service Restaurant
- Deli or Specialty Restaurant
- Cafe/Coffee Shop
- Bed & Breakfast:
- Wine only
- All
- Hofbrau/Cafeteria
- Comedy Club
- Brew Pub
- Theater
- Cocktail Lounge
- Night Club
- Tavern: Beer
- Tavern: Beer & Wine
- Private Club
- Veterans Club
- Fraternal Club
- Wine Tasting Room

- Supermarket
- Liquor Store
- Drug/Variety Store
- Other - describe:
- Membership Store
- Department Store
- Florist/Gift Shop
- Service Station
- Convenience Market
- Convenience Market w/Gasoline
- Swap Meet/Flea Market
- Drive-in Dairy

5. COUNTY POPULATION

812,820

6. TOTAL NUMBER OF LICENSES IN COUNTY

284

- On-Sale
- Off-Sale

7. RATIO OF LICENSES TO POPULATION IN COUNTY

- On-Sale
- Off-Sale

US TRACT NUMBER

0124.02

9. NO. OF LICENSES ALLOWED IN CENSUS TRACT

13

- On-Sale
- Off-Sale

10. NO. OF LICENSES EXISTING IN CENSUS TRACT

24

- On-Sale
- Off-Sale

1. 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

3x publication

2. DOES LAW ENFORCEMENT AGENCY MAINTAIN CRIME STATISTICS?

- Yes (Go to Item #13)
- No (Go to Item #20)

3. CRIME REPORTING DISTRICT NUMBER

560

14. TOTAL NUMBER OF REPORTING DISTRICTS

654

15. TOTAL NUMBER OF OFFENSES IN ALL REPORTING DISTRICTS

117,571

5. AVERAGE NO. OF OFFENSES PER DISTRICT

179

17. 120% OF AVERAGE NUMBER OF OFFENSES

214.8

18. TOTAL NUMBER OF OFFENSES IN REPORTING DISTRICT

227

9. 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

1. 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.

(PACK)

Board of Supervisors

Governing Body/Designated Subordinate Name:

OR DEPARTMENT USE ONLY

PREPARED BY (Name of Department Employee)

AD 10/11/12 1515

LIQUOR LICENSE REVIEW

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

File: 121083

TO: Police Department
Inspector Kenneth Stocker
Fax No.: 553-1463

DATE: November 5, 2012

This item is tentatively scheduled to be heard in four to six weeks.
PLEASE EMAIL YOUR RESPONSE BY: December 20, 2012, to Derek Evans,
Clerk, City Operations and Neighborhood Services Committee.
Derek.Evans@sfgov.org - Fax No: 554-7714

Applicant Name: Andrew and Jennifer Hall
and Business Name: The Beer Hall (1 Polk Street)

Applicant Address: 523 14th Avenue
San Francisco, CA 94118
and Phone No. (415) 509-5282

PLANNING COMMENTS: Approval Denial

POLICE COMMENTS: Approval Denial