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2017 JUN -8 PM 1:56

BY _____



4/28/2017

Attn: California Alcoholic Beverage Control
33 New Montgomery Street, Ste. 1233
San Francisco, CA. 94102

Re: Type 42 Application [*Proposed Hours of Operation:12:PM-2:AM*]
930 Geary Street. dba: Amsterdam Café
San Francisco, CA. 94102

Attn: California Alcoholic Beverage Control, San Francisco Board of
Supervisors, and San Francisco Police Department ABC Liaison Unit-

The purpose of this letter is to convey to you the background behind our request for a Type 42 beer and wine license. Our business – Amsterdam Café – was forced to move from its space directly across the street due to a substantial increase in rent. The long awaited return of this San Francisco legacy business - Amsterdam Café, will once again be offering specialty high-end local craft beers and regional wines. Our aim and hope is to provide a modern, comfortable space which will facilitate community engagement and involvement through special events, community meetings and exhibitions by local artists.

Having the ability to again offer Amsterdam Cafe's local craft beers and regional wines will help us create a New Amsterdam Café space that neighborhood residents and visitors will find inviting, calming and comfortable. Our staff will be carefully selected for beverage service experience and knowledge as well as their dedication to providing our guests with gracious and courteous service.

We wholeheartedly believe that the Amsterdam Cafe's return to Geary Street with a Type 42 liquor license will serve as a Public Convenience and Necessity for both locals as well as visitors to the city of San Francisco.

Respectfully,



Mohammad Awadalla, Applicant/Owner
415.678.9490/mohammadawadalla@yahoo.com

David Villa-Lobos, CLA Consulting
415.921.4192/Admin@CommunityLeadershipAlliance.net
P.O. Box 642201-San Francisco-CA.-94164

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 *Amsterdam Cafe LLC*

2. PREMISES ADDRESS (Street number and name, city, zip code) *930 Geary St., San Francisco, CA 94109*

3. LICENSE TYPE *42*

4. TYPE OF BUSINESS

<input type="checkbox"/> Full Service Restaurant	<input type="checkbox"/> Hofbrau/Cafeteria	<input type="checkbox"/> Cocktail Lounge	<input type="checkbox"/> Private Club
<input type="checkbox"/> Deli or Specialty Restaurant	<input type="checkbox"/> Comedy Club	<input type="checkbox"/> Night Club	<input type="checkbox"/> Veterans Club
<input type="checkbox"/> Cafe/Coffee Shop	<input type="checkbox"/> Brew Pub	<input type="checkbox"/> Tavern: Beer	<input type="checkbox"/> Fraternal Club
<input type="checkbox"/> Bed & Breakfast:	<input type="checkbox"/> Theater	<input checked="" type="checkbox"/> Tavern: Beer & Wine	<input type="checkbox"/> Wine Tasting Room
<input type="checkbox"/> Wine only	<input type="checkbox"/> All		

<input type="checkbox"/> Supermarket	<input type="checkbox"/> Membership Store	<input type="checkbox"/> Service Station	<input type="checkbox"/> Swap Meet/Flea Market
<input type="checkbox"/> Liquor Store	<input type="checkbox"/> Department Store	<input type="checkbox"/> Convenience Market	<input type="checkbox"/> Drive-in Dairy
<input type="checkbox"/> Drug/Variety Store	<input type="checkbox"/> Florist/Gift Shop	<input type="checkbox"/> Convenience Market w/Gasoline	
<input type="checkbox"/> Other - describe:			

5. COUNTY POPULATION *866,583*

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

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

8. CENSUS TRACT NUMBER *0122.02*

9. NO. OF LICENSES ALLOWED IN CENSUS TRACT *10* On-Sale Off-Sale

10. NO. OF LICENSES EXISTING IN CENSUS TRACT *12* On-Sale Off-Sale

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

Yes, the number of existing licenses exceeds the number allowed

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

12. DOES LAW ENFORCEMENT AGENCY MAINTAIN CRIME STATISTICS?

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

13. CRIME REPORTING DISTRICT NUMBER *547*

14. TOTAL NUMBER OF REPORTING DISTRICTS *653*

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

16. AVERAGE NO. OF OFFENSES PER DISTRICT *78*

17. 120% OF AVERAGE NUMBER OF OFFENSES *93*

18. TOTAL NUMBER OF OFFENSES IN REPORTING DISTRICT *605*

19. IS THE PREMISES LOCATED IN A HIGH CRIME REPORTING DISTRICT? (i.e., has a 20% greater number of reported crimes than the average number of reported crimes as determined from all crime reporting districts within the jurisdiction of the local law enforcement agency)

Yes, the total number of offenses in the reporting district equals or exceeds the total number in item #17

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

20. CHECK THE BOX THAT APPLIES (check only one box)

a. If "No" is checked in both item #11 and item #19, Section 23958.4 B&P does not apply to this application, and no additional information will be needed on this issue. Advise the applicant to bring this completed form to ABC when filing the application.

b. If "Yes" is checked in either item #11 or item #19, and the applicant is applying for a non-retail license, a retail bona fide public eating place license, a retail license issued for a hotel, motel or other lodging establishment as defined in Section 25503.16(b) B&P, or a retail license issued in conjunction with a beer manufacturer's license, or winegrower's license, advise the applicant to complete Section 2 and bring the completed form to ABC when filing the application or as soon as possible thereafter.

c. If "Yes" is checked in either item #11 or item #19, and the applicant is applying for an off-sale beer and wine license, an off-sale general license, an on-sale beer license, an on-sale beer and wine (public premises) license, or an on-sale general (public premises) license, advise the applicant to take this form to the local governing body, or its designated subordinate officer or body to have them complete Section 3. The completed form will need to be provided to ABC in order to process the application.

Governing Body/Designated Subordinate Name: *Board of Supervisors*

FOR DEPARTMENT USE ONLY

PREPARED BY (Name of Department Employee)

