

**LIQUOR LICENSE  
PUBLIC CONVENIENCE OR  
NECESSITY REFERRAL**

**TO:** Planning Department  
Phone No. (415) 558-6371

**DATE:** November 19, 2019

**TO:** Police Department  
Inspector Nelly Gordon  
Phone No. (415) 837-7273

**AP Block/Lot Nos.:** 3707/051  
**Zoning:** C-3-O, 120-X  
**Quad:** NE Planning Team  
**Record No.:** 2019-022309MIS

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Please submit your response within three weeks; the Public Safety and Neighborhood Services Committee will tentatively schedule the PC or N hearing for a regular meeting in January of 2020.

**PLEASE EMAIL YOUR RESPONSE BY:** November 27, 2019, to John Carroll,  
Public Safety and Neighborhood Services Committee Clerk.

**john.carroll@sfgov.org - Phone No: 554-4445**

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**Applicant name:** Future Beverage Inc.

**Business name:** Cask

**Application address:** 685 Market Street, Suite B  
San Francisco, CA 94103

**Applicant contact info:** Brian Sheehy  
415-713-8182  
brian@futurebars.com

**PLANNING REVIEW:**  Approval  Denial

**Planning Staff Contact:** CAROLYN FAHEY

**Please print review comments on a trailing page.**

**POLICE REVIEW:**  Approval  Denial

**Please print review comments in a trailing report.**



RECEIVED  
BOARD OF SUPERVISORS  
SAN FRANCISCO

2019 NOV 18 PM 3:47

BY

John Carroll,

Assistant Clerk, San Francisco Board of Supervisors

1 Dr. Carlton B. Goodlett Place, Room 244, San Francisco, CA 94102

Re: Liquor License "PCN" Request, Type 21, Pending License 611512, 685 Market St, San Francisco, CA 94103

November 4, 2019

To the Clerk of the Board,

The purpose of this letter is to respectfully request to be placed on the Board's calendar for Public Convenience and Necessity approval with regard to our Type 21 license transfer within District 6. We have enjoyed ten great years with Cask, our premium spirits, beer and wine store, in this wonderful neighborhood. However, change is upon us, and we are planning to move around the corner from our current home at the Hearst Building to the historic Monadnock Building at 685 Market Street. The reason for the relocation of the business is due to the pending conversion of the Hearst Building to a boutique hotel which was recently granted planning approval. The current Hearst Building location of Cask would become the lobby of the proposed new hotel.

We are excited with the possibility of keeping Cask in the neighborhood, pending approval of our ABC License Transfer. The proposed new location is the space formerly occupied by "Jeffrey's Toys", which has been shuttered for four years. Here, we would offer a new Cask store with its' fine range of beverage. Our colleagues employed at Cask would move with us to the new location, if approved. We are hoping that our neighbors, and our customers will also follow us around the corner. Cask has served as a convenient location for the purchase of fine beverage. Because the location we are proposing to relocate to was not formerly licensed by the ABC, we are required to seek your approval as the governing body.

On Thursday, October 24<sup>th</sup>, we held an "Open House" at the new location to inform our neighbors of our plans. Additionally, as part of the ABC License transfer process, and residents within 500 feet of the building were also notified by mail of our proposals. We have also completed outreach to the Alliance for a Better District 6, and we made a presentation to the Yerba Buena Community Benefit District on November 7<sup>th</sup>. We also updated our plans with building

management of our neighbors across the street at the Ritz-Carlton Residences. We have received multiple letters of support from residents of this Ritz-Carlton, as well as many additional neighborhood residents.

We seek the Board of Supervisor's affirmative ruling that our application serves the public convenience and necessity of our City.

Please contact me for scheduling our hearing date. I can be reached at 415-713-8182 or via email:  
brian@futurebars.com

Thank you for your consideration of this request.

Sincerely,

A handwritten signature in black ink that reads "Brian Sheehy". The signature is fluid and cursive, with a long horizontal flourish extending to the right.

Brian Sheehy

Owner/The Lark Bar

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

State of California

*Brian Steady*  
 (415) 713-8182

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

File Number: 611512  
 Receipt Number: 2601950  
 Geographical Code: 3800  
 Copies Mailed Date: September 30, 2019  
 Issued Date:

DISTRICT SERVING LOCATION: SAN FRANCISCO

First Owner: **FUTURE BEVERAGE INC**  
 Name of Business: **CASK**  
 Location of Business: **685 MARKET ST  
 STE B  
 SAN FRANCISCO, CA 94103-4200**

County: **SAN FRANCISCO**

Is Premises inside city limits? **Yes** Census Tract: **0615.00**

Mailing Address:(If different from premises address)

Type of license(s): **21, 86** Dropping Partner: Yes  No

Transferor's license/name: **460917 / FUTURE BEVERAGE INC**

License Type	Transaction Type	Master	Secondary LT And Count		
21 - Off-Sale General	PRM	Y			
86 - Instructional Tasting License	PRM	Y			

License Type	Transaction Description	Fee Code	Dup	Date	Fee
Application Fee	PREMISES TO PREMISES TRF	NA	0	09/30/19	\$780.00
Total					\$780.00

Have you ever been convicted of a felony? **No**  
 Have you ever violated any provisions of the Alcoholic Beverage Control Act, or regulations of the Department pertaining to the Act? **No**

STATE OF CALIFORNIA County of **SAN FRANCISCO** Date: **September 30, 2019**

Applicant Name(s)  
**FUTURE BEVERAGE INC**

Recommend approval; Establish Bar as Retail Sales and Service Use (dba Cask) as principally permitted in the C-3-0 Zoning District per Planning Code Section 210.2.

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 BOARD OF SUPERVISORS  
 SAN FRANCISCO  
 2019 OCT -4 PM 3:41  
 BY *[Signature]*

Dept. Carolyn Fahey  
*[Signature]* 02082019  
 Approved Planning Dept. Carolyn Fahey