

File No. 191308

Committee Item No. 1

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

## COMMITTEE/BOARD OF SUPERVISORS

### AGENDA PACKET CONTENTS LIST

Comm: Public Safety & Neighborhood Services

Date: February 13, 2020

Board of Supervisors Meeting:

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

#### Cmte Board

- |                                     |                          |  |
|-------------------------------------|--------------------------|--|
| <input type="checkbox"/>            | <input type="checkbox"/> | Motion                                       |
| <input type="checkbox"/>            | <input type="checkbox"/> | Resolution                                   |
| <input type="checkbox"/>            | <input type="checkbox"/> | Ordinance                                    |
| <input type="checkbox"/>            | <input type="checkbox"/> | Legislative Digest                           |
| <input type="checkbox"/>            | <input type="checkbox"/> | Budget and Legislative Analyst Report        |
| <input type="checkbox"/>            | <input type="checkbox"/> | Youth Commission Report                      |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Introduction Form                            |
| <input type="checkbox"/>            | <input type="checkbox"/> | Department/Agency Cover Letter and/or Report |
| <input type="checkbox"/>            | <input type="checkbox"/> | MOU  |
| <input type="checkbox"/>            | <input type="checkbox"/> | Grant Information Form                       |
| <input type="checkbox"/>            | <input type="checkbox"/> | Grant Budget                                 |
| <input type="checkbox"/>            | <input type="checkbox"/> | Subcontract Budget                           |
| <input type="checkbox"/>            | <input type="checkbox"/> | Contract/Agreement                           |
| <input type="checkbox"/>            | <input type="checkbox"/> | Form 126 – Ethics Commission                 |
| <input type="checkbox"/>            | <input type="checkbox"/> | Award Letter                                 |
| <input type="checkbox"/>            | <input type="checkbox"/> | Application                                  |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Public Correspondence                        |

#### OTHER

- |                                     |                          |  |
|-------------------------------------|--------------------------|--|
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | <u>Police Department Response – January 16, 2020</u>   |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | <u>Planning Department Response – January 13, 2020</u> |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | <u>Referral – December 20, 2019</u>                    |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | <u>PC or N Request Letter – December 19, 2019</u>      |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | <u>Form ABC-211 – September 20, 2019</u>               |

Prepared by: John Carroll

Date: February 7, 2020

Prepared by: John Carroll

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

## **Carroll, John (BOS)**

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**From:** Carroll, John (BOS)  
**Sent:** Friday, January 17, 2020 9:51 AM  
**To:** 'Beth Aboulafia'; Mundy, Erin (BOS); 'Angulo, Sunny (sunny.angulo@sfgov.org)'; Hepner, Lee (BOS); Yan, Calvin (BOS)  
**Cc:** 'Meyer, Rose @ABC'; 'Gebb, Justin@ABC'; 'Bernardino, Joan@ABC'; Macchi, Patrick (POL); Salmonson, Joel (POL); Wong, Joanne (POL); Fahey, Carolyn (CPC); CPC.Referrals; Sawyer, Georgia (POL); Updegrave, Samantha (CPC)  
**Subject:** RE: Liquor License - One Ferry Building - Shack15  
**Categories:** 191308, 2020.01.23 - PSNS

Good morning,

The Police Department has completed their review of the subject public convenience or necessity request, and has forwarded their recommendations. For your convenience, I have the review available from the link below:

[Police Department Response – January 16, 2020](#)

The Police Department's ALU is recommending approval with the following conditions:

- 1) Sales, service and consumption of alcoholic beverages shall be permitted only between the hours of 7:00 a.m. and 12:00 a.m. (midnight) each day of the week; and
- 2) Petitioner(s) shall actively monitor the area under their control in an effort to prevent the loitering of persons on any property adjacent to the licensed premises as depicted on the most recently certified ABC-253.

**The Public Safety and Neighborhood Services Committee will hear this matter on January 23, 2020. The agenda is posted.**

[Public Safety and Neighborhood Services Committee – January 23, 2020 Agenda](#)


**Please let me know who to expect present during the hearing on January 23, 2020, to represent the applicant.**

I invite you to review the entire matter on our Legislative Research Center by following the link below:

[Board of Supervisors File No. 191308](#)

Thanks for the review.

**John Carroll**  
**Assistant Clerk**  
Board of Supervisors  
San Francisco City Hall, Room 244  
San Francisco, CA 94102  
(415) 554-4445

 Click [here](#) to complete a Board of Supervisors Customer Service Satisfaction form.

The [Legislative Research Center](#) provides 24-hour access to Board of Supervisors legislation and archived matters since August 1998.




San Francisco Police Department  
**ABC Liaison Unit**



Alcoholic Beverage License -  
*Public Convenience or  
Necessity Recommendation*

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

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

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

**Date:** January 16, 2020

**Subject:** P.C.N. Investigation Regarding: MG-SC, LLC, Snack 15, LLC  
DBA: Shack 15  
One Ferry Building Suite 201  
San Francisco, CA. 94111

MG-SC, LLC, Snack 15, LLC on behalf of Shack 15, has filed an application with the California Department of Alcoholic Beverage Control seeking a Type 57 (Special On-Sale General) license, to be located at One Ferry Building Suite 201.

**Hours of Operation:**

7:00 a.m. to 12:00 a.m. 7 days a week.

**Digest:**

Shack 15 would like to operate a members only social club and restaurant located at One Ferry Building Suite 201. If approved, this license will allow Shack 15 to sell On-Sale Beer, Wine and Distilled Spirits for members and guests only. It is not open to the general public.

**Letters of Protest**

0

**Letters of Support**

0

**Police Calls for Service:**

From September 2018 to September 2019

**0 calls for service**

**Police Reports:**

From September 2018 to September 2019

**0 police reports**

**San Francisco Plot Information:**

This premise is located in Plot: **216**

A High Crime area is defined as **101** or more police reports in a plot for the year of **2018**.

This plot had **269** police reports for **2018**, which is **168 more** than the **Citywide "High Crime"** average

**State Census Tract Information:**

This premise is located in Census Tract: **105**  
Population for this tract is: **2,685**

On-sale license authorized by census tract: **9**  
Active on-sale licenses: **118** with **0** pending

Off-sale licenses authorized by census tract: **2**  
Active off-sale licenses: **29** with **0** pending

**Departmental Recommendation:**

Points of consideration: **0**

No opposition from **Central Police Station**.

Applicant premise is located in a **"High Crime"** area.

Applicant premise is located in a **"High Concentration"** area.

ALU Recommendation: Approval with following conditions:

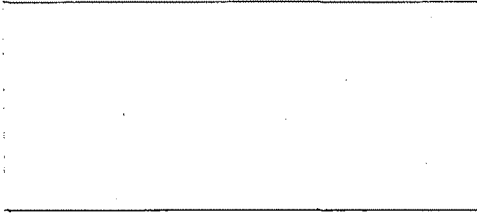
Conditions for type 57 – Special On-Sale General

1. Sales, service and consumption of alcoholic beverages shall be permitted only between the hours of 7:00 a.m. and 12:00 a.m. (midnight) each day of the week.
2. Petitioner(s) shall actively monitor the area under their control in an effort to prevent the loitering of persons on any property adjacent to the licensed premises as depicted on the most recently certified ABC-253.

It Should be noted that the applicant has agreed to signed the above listed conditions on December 13, 2019.



# Ferry Building



## Carroll, John (BOS)

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**From:** Carroll, John (BOS)  
**Sent:** Tuesday, January 14, 2020 11:05 AM  
**To:** Sawyer, Georgia (POL); 'Beth Aboulafia'; Updegrave, Samantha (CPC)  
**Cc:** 'Meyer, Rose @ABC'; 'Gebb, Justin@ABC'; 'Bernardino, Joan@ABC'; Macchi, Patrick (POL); Salmonson, Joel (POL); Wong, Joanne (POL); Mundy, Erin (BOS); 'Angulo, Sunny (sunny.angulo@sfgov.org)'; Hepner, Lee (BOS); Yan, Calvin (BOS); Fahey, Carolyn (CPC); CPC.Referrals  
**Subject:** RE: Liquor License - One Ferry Building - Shack15  
**Categories:** 191308

Good morning,

The Planning Department has completed their review of the subject application, and has forwarded their recommendation for approval. For your convenience, I have the review available from the link below:

[Planning Dept. Response - Received January 13, 2020](#)

The matter is now awaiting review by the Police Department's ALU.


After receiving review from the Police Department, the Public Safety and Neighborhood Services Committee may hear and consider public convenience or necessity findings for the application, to be forwarded to the California Department of Alcoholic Beverage Control for their consideration in the license matter.

I invite you to review the entire matter on our [Legislative Research Center](#) by following the link below:

[Board of Supervisors File No. 191308](#)

Thanks for the review.

**John Carroll**  
**Assistant Clerk**  
Board of Supervisors  
San Francisco City Hall, Room 244  
San Francisco, CA 94102  
(415) 554-4445

 Click [here](#) to complete a Board of Supervisors Customer Service Satisfaction form.

The [Legislative Research Center](#) provides 24-hour access to Board of Supervisors legislation and archived matters since August 1998.

*Disclosures: Personal information that is provided in communications to the Board of Supervisors is subject to disclosure under the California Public Records Act and the San Francisco Sunshine Ordinance. Personal information provided will not be redacted. Members of the public are not required to provide personal identifying information when they communicate with the Board of Supervisors and its committees. All written or oral communications that members of the public submit to the Clerk's Office regarding pending legislation or hearings will be made available to all members of the public for inspection and copying. The Clerk's Office does not redact any information from these submissions. This means that personal information—including names, phone numbers, addresses and similar information that a member of the public elects to submit to the Board and its committees—may appear on the Board of Supervisors website or in other public documents that members of the public may inspect or copy.*



**LIQUOR LICENSE  
PUBLIC CONVENIENCE OR  
NECESSITY REFERRAL**

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

**DATE:** December 20, 2019

**TO:** Police Department  
Inspector Georgia Sawyer  
Phone No. (415) 553-9550

**AP Block/Lot Nos.:** 9900/274  
**Zoning:** C-2  
**Quad:** NE Planning Team  
**Record No.:** 2019-023560

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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 February of 2020.

**PLEASE EMAIL YOUR RESPONSE BY:** January 10, 2020, to John Carroll, Public Safety and Neighborhood Services Committee Clerk.  
**john.carroll@sfgov.org - Phone No: 554-4445**

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**Applicant name:** MG-SC, LLC  
**Business name:** Shack15  
**Application address:** One Ferry Building, Suite 201  
San Francisco, CA 94111  
**Applicant contact info:** Beth Aboulafia  
Hinman and Carmichael, LLP  
415-713-8182  
Aboulafia@Beveragelaw.com

**PLANNING REVIEW:**  Approval  Denial

Planning Staff Contact: Samantha Updegrave 415.558.6621

**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 DEC 19 AM 9:55



260 CALIFORNIA STREET, SUITE 700 SAN FRANCISCO, CA 94111 TEL: 415.362.1215 FAX: 415.362.1494

December 13, 2019

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

Re: Request for Resolution of Public Convenience or Necessity  
MG-SC, LLC/Snack 15, LLC, dba Shack15  
One Ferry Building, Ste. 201, San Francisco, California 94111

Dear Ms. Calvillo:

MG-SC, LLC and Snack 15, LLC have applied to the Department of Alcoholic Beverage Control for a person-to-person, premises-to-premises transfer of a Type 47 license which, upon transfer, will be converted to a Type 57 Special On-Sale General license, for Shack15's new space in the Ferry Building. We are requesting a determination by the Board of Supervisors that public convenience or necessity will be served by issuance of the Type 57 license.

Shack15 will operate a new kind of social space dedicated to entrepreneurship, community, and big ideas. The brainchild of Jorn Lyseggen, founder and CEO of global media intelligence company Meltwater, and headquartered in San Francisco, Shack15's mission is to provide a unique platform for connecting entrepreneurial communities in the technology, software, and data science spaces. Through this sharing platform, Shack15 will serve as a hub for cross-disciplinary entrepreneurs, startup founders, and innovators from around the world to build the next generation of startups and products aimed at tackling issues at both the local and global level.

The premises will span approximately 46,000 square feet on the third floor of the Ferry Building and is primarily designed to support startups, founders, investors, and venture capitalists in their goals of technological innovation. Shack15 will create and curate specific programming with this objective in mind, including industry meet-ups, technical tutorials, conferences, roundtable discussions, hackathons, and the like. Complementing such professional offerings will be other programs designed to nourish and fulfill other aspects of the "life of the mind," including innovative art installations, music featurettes, group yoga practice, and other wellness-focused exercises.

A key component of Shack15's offering will be exceptional food and beverages, prepared and serviced by San Francisco's premier restaurant group The Mina Group, helmed by Michelin-starred Chef Michael Mina. The restaurant, bar, and cafe will offer Scandinavian-influenced cuisine inspired by the Nordic tradition of hunting and farming in harmony with the land. The menu will place emphasis on a variety of fresh seafood, fish, and produce from local suppliers, prepared using eco-forward cooking techniques to highlight the elegant simplicity of Scandinavian cuisine. A unique collection of beers, wines, and spirits will be selected by a Mina-trained bar team, who will offer handcrafted cocktails that reflect seasonality consistent with the Nordic tradition. Award-winning Norwegian barista Tim Wendelboe will also develop a one-of-a-kind coffee program to ensure that the Shack15's culinary offerings are unparalleled, from start to finish.

The premises is highly unique in that Shack15 will serve specialty Scandinavian-inspired cuisine in an upscale environment overlooking the San Francisco Bay that no other restaurant in the vicinity can match. Shack15 will offer varied priced meals for breakfast, lunch and dinner for its members and their guests who seek to enhance their professional and social gatherings with excellent seasonal fare served in an unprecedented Nordic-San Francisco setting. The proposed operations will be in

complete harmony with other commercial businesses located in the building and in the area. Beer, wine and spirits sales and service will be incidental to Shack15's operations, but will enhance the amenities that contribute to the unique platform we will be providing to foster local and global entrepreneurship. Shack15 will employ numerous local residents, including but not limited to individuals trained through the City and County of San Francisco's First Source Hiring Program, and the company's operations will contribute to the local economy and add to state and local tax revenues. Shack15 will abide by all laws, including those related to the sale and service of alcoholic beverages.

For the above reasons, we believe that the issuance of the Type 57 license to Shack15 will serve public convenience and necessity.

Sincerely,



Beth Aboulafia, Partner  
Hinman & Carmichael LLP

MG-SC, LLC/Snack 15, LLC



Ashraf Michael Mina, Manager



December 16, 2019

By Hand-Delivery

John Carroll  
Office of the Clerk of the Board  
San Francisco Board of Supervisors  
1 Dr. Carlton B. Goodlett Place, Room 244  
San Francisco, California 94102

Re: Request for Resolution of Public Convenience or Necessity  
MG-SC, LLC/Snack 15, LLC, dba Shack15  
One Ferry Building, Ste. 201, San Francisco, California 94111

Dear Mr. Carroll,

Enclosed please find a request for a resolution of public convenience or necessity on behalf MG-SC, LLC and Snack 15 LLC.

Sincerely,

A handwritten signature in cursive script that reads "Beth Aboulafia".

Beth Aboulafia, Partner  
Hinman & Carmichael LLP

Encl.

A vertical stamp on the right side of the page. The text reads "RECEIVED BOARD OF SUPERVISORS SAN FRANCISCO" and "2019 DEC 16 PM 3:35". To the left of the stamp is a handwritten mark that looks like a stylized "B" or a signature.

APPLICATION FOR ALCOHOLIC BEVERAGE LICENSE(S)  
ABC 211 (6/99)

*Karen Bodishbaugh*  
*(415) 362-1245*

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

File Number: 610075  
Receipt Number: 2597931  
Geographical Code: 3800  
Copies Mailed Date: September 17, 2019  
Issued Date:

DISTRICT SERVING LOCATION: SAN FRANCISCO

First Owner: MG-SC, LLC

Name of Business:

Location of Business: ONE FERRY BLDG  
STE 201  
SAN FRANCISCO, CA 94111-4289

County: SAN FRANCISCO

Is Premises inside city limits? Yes Census Tract: 0105.00

Mailing Address:(If different from premises address) 1 FERRY BLDG  
STE 201  
SAN FRANCISCO, CA 94111-4289

Type of license(s): 57 Dropping Partner: Yes  No

Transferor's license/name: 264069 / FRINGALE INC

<u>License Type</u>	<u>Transaction Type</u>	<u>Master</u>	<u>Secondary LT And Count</u>		
57 - Special On-Sale General	EXC/PER/PRM	Y			
<u>License Type</u>	<u>Transaction Description</u>	<u>Fee Code</u>	<u>Dup</u>	<u>Date</u>	<u>Fee</u>
Application Fee	LICENSE TYPE EXCHANGE	NA	0	09/17/19	\$100.00
Application Fee	DBL TRF: PREMISES AND PERSON	NA	0	09/17/19	\$1,250.00
Application Fee	STATE FINGERPRINTS	NA	2	09/17/19	\$78.00
Application Fee	FEDERAL FINGERPRINTS	NA	2	09/17/19	\$48.00
57 - Special On-Sale General	ANNUAL FEE	P40	0	09/17/19	\$1,010.00
Total					\$2,486.00

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 17, 2019

Applicant Name(s)

MG-SC, LLC

SNACK 15, LLC

RECEIVED  
BOARD OF SUPERVISORS  
SAN FRANCISCO  
2019 SEP 20 PM 3:35  
*pr*

**From:** Updegrave, Samantha (CPC)  
**To:** Carroll, John (BOS); CPC.Referrals  
**Subject:** RE: Liquor License - One Ferry Building - Shack15  
**Date:** Monday, January 13, 2020 3:52:04 PM  
**Attachments:** image001.png

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John,

I apologize for the delay. Planning recommends approval, and I'm processing the referral now.

I noticed is that the referral we approved from the Health Department for Shack15 does not include preparing food, and the menu sample provided doesn't match up with the narrative description provided with the PCN. I'll forward you the floor plan and menu from the health permit in case you find it useful.

Here's the language in our records if you need it: *Board of Supervisors (BOS); Public Convenience or Necessity - Recommend approval; Restaurant (dba Shack15) is principally permitted and allowed as an accessory use in the C-2/waterfront Zoning District per Planning Code Sections 210.1 and 240.*

**Samantha Updegrave, Senior Planner (she/her)**  
**Northeast Team, Current Planning Division**  
San Francisco Planning Department  
1650 Mission Street, Suite 400 San Francisco, CA 94103  
415.558.6612 | [www.sfplanning.org](http://www.sfplanning.org)  
[San Francisco Property Information Map](#)

**From:** Carroll, John (BOS) <[john.carroll@sfgov.org](mailto:john.carroll@sfgov.org)>  
**Sent:** Monday, January 13, 2020 3:31 PM  
**To:** CPC.Referrals <[CPC.Referrals@sfgov.org](mailto:CPC.Referrals@sfgov.org)>  
**Cc:** Updegrave, Samantha (CPC) <[samantha.updegrave@sfgov.org](mailto:samantha.updegrave@sfgov.org)>  
**Subject:** RE: Liquor License - One Ferry Building - Shack15

Please follow up today.

John Carroll

**From:** Carroll, John (BOS)  
**Sent:** Friday, January 10, 2020 4:34 PM  
**To:** CPC.Referrals <[CPC.Referrals@sfgov.org](mailto:CPC.Referrals@sfgov.org)>  
**Cc:** Updegrave, Samantha (CPC) <[samantha.updegrave@sfgov.org](mailto:samantha.updegrave@sfgov.org)>  
**Subject:** RE: Liquor License - One Ferry Building - Shack15

Please follow up to let me know when to expect this referral.

John Carroll

**From:** Updegrave, Samantha (CPC) <[samantha.updegrave@sfgov.org](mailto:samantha.updegrave@sfgov.org)>

**SANDWICHES** ON BAGUETTES 10.00

Heirloom Tomato Caprese  
Fresh-Pulled Mozzarella, Basil Pesto, Cherry Peppers

Roast Beef & Yellow Cheddar  
Horseradish, Wild Arugula, Mayonnaise

Roasted Turkey & Avocado  
Garlic Aioli, Fennel Salad, Gouda

**BREAKFAST SANDWICHES** 7.50

Egg & Bacon  
Butter biscuit, baked egg, white cheddar, bacon

Egg & Ham  
Butter biscuit, baked egg, white cheddar, smoked ham

Egg & Spinach  
Butter biscuit, baked egg, white cheddar, sautéed spinach

The consumption of raw or undercooked eggs, meat, poultry, seafood or shellfish may increase your risk of foodborne illness.

**MILK TEA**

Hong Kong Milk Tea (HOT OR COLD) 5.50  
assam black tea, milk

Masala Chai Milk Tea (HOT OR COLD) 6.25  
chai black tea, milk

Matcha Milk Tea (HOT OR COLD) 6.25  
ceremonial japanese matcha, milk

**ICED TEA** 16OZ 24OZ

Bergamot 5.50 6.50  
italian bergamot with a blend black teas

Crimson Berry 5.50 6.50  
elderberry, cranberry, hibiscus, rosehips

St. Tropez 5.50 6.50  
mango, pomegranate, tropical

Kyushu Matcha 6.50 7.25  
ceremonial japanese matcha

**SALADS** 7.00

Little Gem Caesar  
Aged-Parmesan, Dried Olive, Pickled Herbs

Grilled Cauliflower  
Fregola, Marcona Almonds, Preserved Lemon Vinaigrette

Add Grilled Chicken Breast +\$5.00

**SWEETS**

Assorted Pastries \$3.95 - \$7.00

Assorted Macarons \$2 EACH; 3:\$5 6:\$9 12:\$15

- Honey Lavender
- Chocolate Raspberry
- Strawberry Smoothie
- Chocolate Hazelnut
- Mixed Berry Violette
- Wedding Almond
- Crème Brulee
- Peanut Butter Cup
- White Chocolate
- Dark Chocolate
- Pistachio
- Rose Lychee

**FROZEN** 16OZ 24OZ

Caramel 6.25 7.25  
espresso, house-made caramel, ice cream base

Valrhona Mocha 6.25 7.25  
espresso, house-made mocha, ice cream base

Vanilla Bean 6.25 7.25  
espresso, house-made vanilla, ice cream base

Kyushu Matcha 6.75 7.25  
ceremonial japanese matcha, ice cream base

**HOT TEAS** 12OZ 16OZ

Various Selection 3.50 4.00

HERBAL - Peppermint, Chamomile,  
Chamomile Citrus

BLACK - Earl Grey, English Breakfast,  
Decaf Earl Grey

GREEN - Jasmine Pearls, Gen Mai Cha,  
Moroccan Mint

## COFFEE

12OZ 16OZ

Velvet Blend	4.00	5.00
Duomo Decaf	4.00	5.00
Walichu Wachu - Ethiopia	5.00	6.00
Finca El Apostol - Costa Rica	5.00	6.00

## COLD COFFEE

16OZ 24OZ

Draft Cold Brew	4.00	5.50
Nitro Cold Brew	4.50	6.00

## "PICK-ME-UP" PACKAGE TO-GO

Coffee, Pastries, & more fo your next meeting or gathering!!!

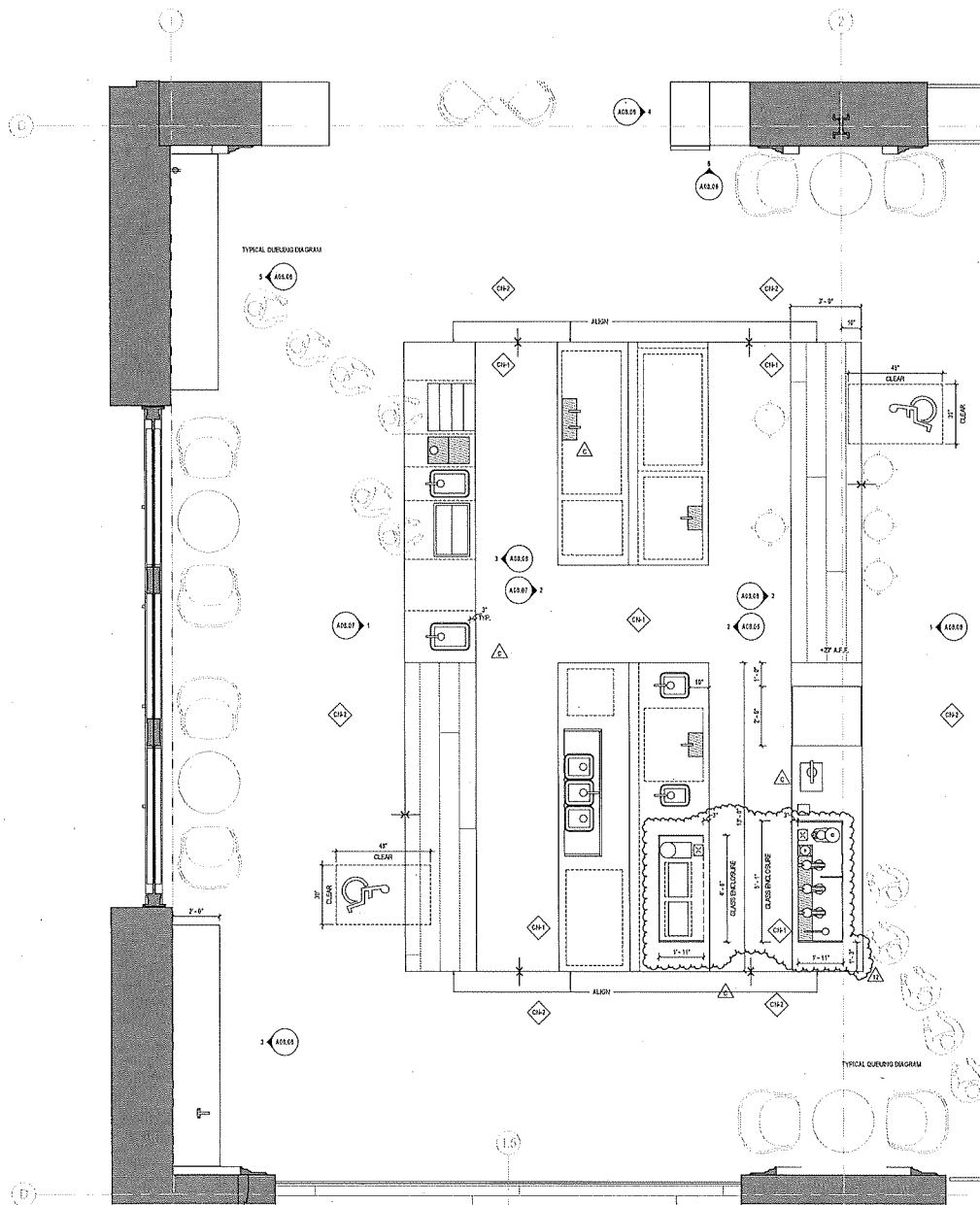
-Ask associate for details!

## ESPRESSO

Espresso	3.00
Decaf Espresso	3.00
Americano	3.25
Cappuccino	4.00
Café Latte (HOT OR COLD)	5.00
Vanilla Bean Latte (HOT OR COLD)	5.50
Valrhona Mocha (HOT OR COLD)	5.50
Salted Caramel Latte (HOT OR COLD)	5.50
Café Con Leche	6.00

Almond or Oat Milk +\$1.00





1 ENLARGED PLAN - LEVEL 03 - COFFEE BAR  
SCALE: 1/8" = 1'-0"

SHEET NOTES

GENERAL NOTES

- A. SEE AS SHEET SERIES FOR SYMBOLS, DIMENSIONS, GENERAL NOTES & TYPICAL SCHEDULES, LOCATIONS, HEIGHTS AND ASSEMBLIES.
- B. GO TO VERIFY LIMITS OF DEMOLITION SCOPE WITH NEW CONTRIBUTION SCOPE FROM TO CONSTRUCTION WORK.
- C. SEE CONSTRUCTION AND WINDOW DRAWINGS FOR RELATED SCOPE OF WORK AND ADDITIONAL INFORMATION. ARCHITECTURAL DRAWINGS TAKE PRECEDENCE ON LOCATION OF DEVICES.
- D. SEE NOTES FROM REFERENCED DRAWINGS FOR ADDITIONAL INFORMATION REGARDING SCOPE AND DESIGN INTENT.
- E. GO TO REVIEW NON-COMBUSTIBLE BACKING BY WALLS AS REQUIRED FOR WORKING TOILET AND OTHER ACCESSORIES AS SHOWN ON DRAWINGS.
- F. REFER TO FOOD SERVICE CONSULTANT DRAWINGS FOR EQUIPMENT LIST AND ASSOCIATED UTILITIES.
- G. ALL BAR HEIGHTS COMPLIANT FOR ADA SEATING.
- H. USE 1/2" CEILING GRID BACKER BEARDS AT ALL SHOWBAR PARTITIONS.

KEY PLAN



The Ferry Building  
One San Francisco Bay Trail, Suite 201  
San Francisco, California 94111

**Gensler**

45 Francis Street  
Suite 1000  
San Francisco, CA 94102  
United States

Tel: 415.433.3700  
Fax: 415.433.4559

Date	Description
07/24/2018	SCHEMATIC DEVELOPMENT
10/24/2018	ISSUE FOR PERMIT & BID
11/12/2018	DALLEY 1 - 11.12.2018
01/18/2019	ASSEMBLING
10/28/2019	DALLEY 1/19

Rev'd Signature

Project Name  
SHACK 15

Project Number  
01.3285.000

Description  
ENLARGED PLANS - COFFEE BAR

Scale  
As indicated

A07.08

## Carroll, John (BOS)

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**From:** Carroll, John (BOS)  
**Sent:** Friday, December 20, 2019 3:20 PM  
**To:** CPC.Referrals; Sawyer, Georgia (POL); Fahey, Carolyn (CPC)  
**Cc:** Meyer, Rose @ABC; Gebb, Justin@ABC; Bernandino, Joan@ABC; Macchi, Patrick (POL); Salmonson, Joel (POL); Wong, Joanne (POL); Mundy, Erin (BOS); 'Angulo, Sunny (sunny.angulo@sfgov.org)'; Hepner, Lee (BOS); Yan, Calvin (BOS); Beth Aboulafia  
**Subject:** Liquor License - One Ferry Building - Shack15  
**Categories:** 191308

Good afternoon,

The office of the Clerk of the Board has received a letter requesting public convenience or necessity findings for a liquor license. This matter is being referred to you for response via the following linked document:

[Referral Letter - Planning and Police Departments – December 20, 2019](#)

You may review the entire matter on our [Legislative Research Center](#) by following the link below:

[Board of Supervisors File No. 191308](#)

After receiving review from the Planning and Police Departments, the Public Safety and Neighborhood Services Committee may hear and consider public convenience or necessity findings for the application, to be forwarded to the California Department of Alcoholic Beverage Control for consideration in the license matter.

**The Public Safety and Neighborhood Services Committee will tentatively schedule this hearing for a regular meeting in February of 2019.**


**I request the Planning Department's response before January 10, 2020. Please confirm receipt of this message.**

You may review the fact sheet for public convenience or necessity requests from the San Francisco Board of Supervisors via the following link:

[Liquor License Public Convenience or Necessity Request](#)

Thanks for the review.

**John Carroll**  
**Assistant Clerk**  
Board of Supervisors  
San Francisco City Hall, Room 244  
San Francisco, CA 94102  
(415) 554-4445

 Click [here](#) to complete a Board of Supervisors Customer Service Satisfaction form.

The [Legislative Research Center](#) provides 24-hour access to Board of Supervisors legislation and archived matters since August 1998.

**LIQUOR LICENSE  
PUBLIC CONVENIENCE OR  
NECESSITY REFERRAL**

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

**DATE:** December 20, 2019

**TO:** Police Department  
Inspector Georgia Sawyer  
Phone No. (415) 553-9550

**AP Block/Lot Nos.:** 9900/274

**Zoning:** C-2

**Quad:** NE Planning Team

**Record No.:** \_\_\_\_\_

---

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 February of 2020.

**PLEASE EMAIL YOUR RESPONSE BY:** January 10, 2020, to John Carroll, Public Safety and Neighborhood Services Committee Clerk.

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

---

**Applicant name:** MG-SC, LLC

**Business name:** Shack15

**Application address:** One Ferry Building, Suite 201  
San Francisco, CA 94111

**Applicant contact info:** Beth Aboulafia  
Hinman and Carmichael, LLP  
415-713-8182  
Aboulafia@Beveragelaw.com

**PLANNING REVIEW:**     Approval     Denial

Planning Staff Contact: \_\_\_\_\_

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

**POLICE REVIEW:**     Approval     Denial

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

RECEIVED  
BOARD OF SUPERVISORS  
SAN FRANCISCO

2019 DEC 19 AM 9:56



December 13, 2019

BY \_\_\_\_\_  
Angela Calvillo  
Clerk of the Board  
San Francisco Board of Supervisors  
1 Dr. Carlton B. Goodlett Place, Room 244  
San Francisco, California 94102

Re: Request for Resolution of Public Convenience or Necessity  
MG-SC, LLC/Snack 15, LLC, dba Shack15  
One Ferry Building, Ste. 201, San Francisco, California 94111

Dear Ms. Calvillo:

MG-SC, LLC and Snack 15, LLC have applied to the Department of Alcoholic Beverage Control for a person-to-person, premises-to-premises transfer of a Type 47 license which, upon transfer, will be converted to a Type 57 Special On-Sale General license, for Shack15's new space in the Ferry Building. We are requesting a determination by the Board of Supervisors that public convenience or necessity will be served by issuance of the Type 57 license.

Shack15 will operate a new kind of social space dedicated to entrepreneurship, community, and big ideas. The brainchild of Jorn Lyseggen, founder and CEO of global media intelligence company Meltwater, and headquartered in San Francisco, Shack15's mission is to provide a unique platform for connecting entrepreneurial communities in the technology, software, and data science spaces. Through this sharing platform, Shack15 will serve as a hub for cross-disciplinary entrepreneurs, startup founders, and innovators from around the world to build the next generation of startups and products aimed at tackling issues at both the local and global level.

The premises will span approximately 46,000 square feet on the third floor of the Ferry Building and is primarily designed to support startups, founders, investors, and venture capitalists in their goals of technological innovation. Shack15 will create and curate specific programming with this objective in mind, including industry meet-ups, technical tutorials, conferences, roundtable discussions, hackathons, and the like. Complementing such professional offerings will be other programs designed to nourish and fulfill other aspects of the "life of the mind," including innovative art installations, music featurettes, group yoga practice, and other wellness-focused exercises.

A key component of Shack15's offering will be exceptional food and beverages, prepared and serviced by San Francisco's premier restaurant group The Mina Group, helmed by Michelin-starred Chef Michael Mina. The restaurant, bar, and cafe will offer Scandinavian-influenced cuisine inspired by the Nordic tradition of hunting and farming in harmony with the land. The menu will place emphasis on a variety of fresh seafood, fish, and produce from local suppliers, prepared using eco-forward cooking techniques to highlight the elegant simplicity of Scandinavian cuisine. A unique collection of beers, wines, and spirits will be selected by a Mina-trained bar team, who will offer handcrafted cocktails that reflect seasonality consistent with the Nordic tradition. Award-winning Norwegian barista Tim Wendelboe will also develop a one-of-a-kind coffee program to ensure that the Shack15's culinary offerings are unparalleled, from start to finish.

The premises is highly unique in that Shack15 will serve specialty Scandinavian-inspired cuisine in an upscale environment overlooking the San Francisco Bay that no other restaurant in the vicinity can match. Shack15 will offer varied priced meals for breakfast, lunch and dinner for its members and their guests who seek to enhance their professional and social gatherings with excellent seasonal fare served in an unprecedented Nordic-San Francisco setting. The proposed operations will be in

complete harmony with other commercial businesses located in the building and in the area. Beer, wine and spirits sales and service will be incidental to Shack15's operations, but will enhance the amenities that contribute to the unique platform we will be providing to foster local and global entrepreneurship. Shack15 will employ numerous local residents, including but not limited to individuals trained through the City and County of San Francisco's First Source Hiring Program, and the company's operations will contribute to the local economy and add to state and local tax revenues. Shack15 will abide by all laws, including those related to the sale and service of alcoholic beverages.

For the above reasons, we believe that the issuance of the Type 57 license to Shack15 will serve public convenience and necessity.

Sincerely,



Beth Aboulafia, Partner  
Hinman & Carmichael LLP

MG-SC, LLC/Snack 15, LLC



Ashraf Michael Mina, Manager



December 16, 2019

By Hand-Delivery

John Carroll  
Office of the Clerk of the Board  
San Francisco Board of Supervisors  
1 Dr. Carlton B. Goodlett Place, Room 244  
San Francisco, California 94102

Re: Request for Resolution of Public Convenience or Necessity  
MG-SC, LLC/Snack 15, LLC, dba Shack15  
One Ferry Building, Ste. 201, San Francisco, California 94111

Dear Mr. Carroll,

Enclosed please find a request for a resolution of public convenience or necessity on behalf MG-SC, LLC and Snack 15 LLC.

Sincerely,

*Beth Aboulafia*

Beth Aboulafia, Partner  
Hinman & Carmichael LLP

Encl.

RECEIVED  
BOARD OF SUPERVISORS  
SAN FRANCISCO  
2019 DEC 16 PM 3:38  
BY *B*

APPLICATION FOR ALCOHOLIC BEVERAGE LICENSE(S)

ABC 211 (6/99)

*Karen Bodishbaugh*

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

File Number: 610075  
Receipt Number: 2597931  
Geographical Code: 3800  
Copies Mailed Date: September 17, 2019  
Issued Date:

*(415) 362-1215*

DISTRICT SERVING LOCATION: SAN FRANCISCO

First Owner: MG-SC, LLC

Name of Business:

Location of Business: ONE FERRY BLDG  
STE 201  
SAN FRANCISCO, CA 94111-4289

County: SAN FRANCISCO

Is Premises inside city limits? Yes Census Tract: 0105.00

Mailing Address:(If different from premises address) 1 FERRY BLDG  
STE 201  
SAN FRANCISCO, CA 94111-4289

Type of license(s): 57 Dropping Partner: Yes  No

Transferor's license/name: 264069 / FRINGALE INC

License Type	Transaction Type	Master	Secondary LT And Count		
57 - Special On-Sale General	EXC/PER/PRM	Y			
License Type	Transaction Description	Fee Code	Dup	Date	Fee
Application Fee	LICENSE TYPE EXCHANGE	NA	0	09/17/19	\$100.00
Application Fee	DBL TRF: PREMISES AND PERSON	NA	0	09/17/19	\$1,250.00
Application Fee	STATE FINGERPRINTS	NA	2	09/17/19	\$78.00
Application Fee	FEDERAL FINGERPRINTS	NA	2	09/17/19	\$48.00
57 - Special On-Sale General	ANNUAL FEE	P40	0	09/17/19	\$1,010.00
Total					\$2,486.00

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 17, 2019

Applicant Name(s)

MG-SC, LLC

SNACK 15, LLC

RECEIVED  
BOARD OF SUPERVISORS  
SAN FRANCISCO  
2019 SEP 20 PM 3:35  
*[Signature]*

## Carroll, John (BOS)

---

**From:** Natasha Nissar <natasha@shack15.com>  
**Sent:** Thursday, February 6, 2020 2:05 PM  
**To:** Carroll, John (BOS)  
**Subject:** Re: Reference: ABC license # 610075 at the Ferry Building  
**Attachments:** Letter of Support from CUESA.docx  
**Categories:** 191308, 2020.02.13 - PSNS

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Hello

Attaching one more I left out, from CUESA.

Thank you!!

Natasha

On Thu, Feb 6, 2020 at 12:50 PM Natasha Nissar <[natasha@shack15.com](mailto:natasha@shack15.com)> wrote:

Dear Mr. Carroll

I hope this email finds you well!

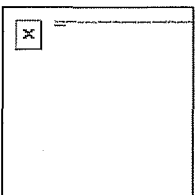
In this email, please find enclosed letters of support for our ABC license application # 610075 at the Ferry Building.

May I please request that these be included in the Public Safety and Neighborhood Services Committee packet for next Thursday's hearing?

The original copies of these letters are being delivered to your office today.

Thank you, and please let me know if you need any further information from me.

Best regards  
Natasha



Natasha Nissar  
Managing Director



February 6, 2020

San Francisco Board of Supervisors  
1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102  
RE: ABC License Transfer #610075 – Shack 15 at the Ferry Building

One Ferry Building, Suite 50  
San Francisco, CA 94111  
T/ 415.291.3276  
F/ 415.291.3275  
info@cuesa.org  
www.cuesa.org

Attention: Public Safety & Neighborhood Services Committee & Board of Supervisors  
cc: Supervisor Aaron Peskin

Dear Supervisors,

Over the past few months we've begun working to form a beneficial partnership with SHACK15, our new neighbors at the Ferry Building, which will work to support our shared goals. As a nonprofit organization dedicated growing thriving communicates through the power and joy of local food, and as a long term tenant of the Ferry Building, two factors are increasingly important to furthering our mission: Increased awareness among new visitors (who can become potential donors & volunteers) and growing a steadier stream of customers who will support the California farmers and SF-based food businesses that sell in our farmers markets.

Having SHACK15 as partners will certainly help us on both of these fronts.

- 1) SHACK15 have committed to purchasing farmers market produce whenever there's an event opportunity to help expose people to our farmer's market and our mission. This includes having print collateral for people to read and volunteers on-site to discuss. We are already planning to co-host a talk in their space, which would be open to the public, and would spread our values and increase awareness for our work.
- 2) SHACK15 has a business model that will bring thousands of bay area residents to the Ferry Building,

The events we've supported with produce have been open to the public and further collaborative talks would also be open to the public.

SHACK 15 has applied to the ABC for permission to serve alcoholic beverages in their space. We would like to confirm our support of this application. It is our view that the option for our shared guests to enjoy a glass of wine while attending a co-presented speaker talk or for their guests to be able to enjoy a beverage that might use Farmer's Market ingredients would only further attract the public to the Ferry Building, raising the profile of the Ferry Building overall enhance the experience for everyone.

Thank you for considering our support for this application by Shack 15.

Christine E. Farren,



Interim Executive Director, CUESA

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Shakirah Simley  
Dilan Urun

Interim Executive Director  
Christine Farren

## Carroll, John (BOS)

---

**From:** Natasha Nissar <natasha@shack15.com>  
**Sent:** Thursday, February 6, 2020 12:50 PM  
**To:** Carroll, John (BOS)  
**Subject:** Reference: ABC license # 610075 at the Ferry Building  
**Attachments:** Book passage.pdf; Exploratorium.pdf; Illuminate the arts - Ben Davis.pdf; Immersive Arts Alliance.pdf; Letter Of Support - Soraya Fouladi (1).pdf; UCSF.pdf  
**Categories:** 191308, 2020.02.13 - PSNS

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Dear Mr. Carroll

I hope this email finds you well!

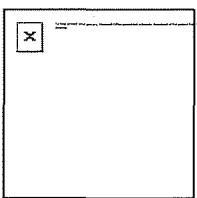
In this email, please find enclosed letters of support for our ABC license application # 610075 at the Ferry Building.

May I please request that these be included in the Public Safety and Neighborhood Services Committee packet for next Thursday's hearing?

The original copies of these letters are being delivered to your office today.

Thank you, and please let me know if you need any further information from me.

Best regards  
Natasha



Natasha Nissar  
Managing Director  
SHACK15  
[www.shack15.com](http://www.shack15.com)

San Francisco Board of Supervisors

1 Dr. Carlton B. Goodlett Place

San Francisco, CA 94102

RE: ABC License Transfer #610075 - Shack 15 at the Ferry Building

Attention: Public Safety & Neighborhood Services Committee & Board of Supervisors

cc: Supervisor Aaron Peskin

Dear Supervisors,

As a young, woman of color, early-stage hardware entrepreneur, I need no introduction to adversity nor bias. My California non-profit, Jara Worldwide, scales quality education to children in under-resourced communities through personal education devices we build. It has the potential to save millions of lives in under-resourced countries and disaster zones. Having designed my life to serve the mission of my organization, I am living and working in San Francisco for the sole purpose of finding the best talent and obtaining the best launch trajectory for our product. Often, I struggle. Shack15 has provided a community and environment for myself and my organization to get super-connected to the resources, talent, and network I need, in the context of an inclusive environment which genuinely supports an equitable and inclusive community.

The values are rare when found independently, and invaluable when found together. Already, in its short existence, I have observed, enjoyed, and contributed to a rich and multi-faceted community environment which I consider to be a hallmark of excellence. I have been donated a workspace by Shack15 in a show of support of the world-changing product we are building. I regularly invite guests from other under-represented communities into the space using day-passes or as part of special programming events. I continue to learn more about the Ferry Building's myriad of small businesses and bring friends and colleagues out to support these businesses. And by virtue of my involvement with the Shack15 community, I grow more deeply connected to the historic preservation and natural environment of San Francisco's Ferry Building and waterfront.

A community with a physical space that is focused on empowering minority-representing changemakers is very rare to find in San Francisco in recent days - as the Bay Area has grown and changes rapidly due to the technology boom. Shack15 has musicians, artists, impact entrepreneurs, and many more people, majority from underrepresented backgrounds, and this is the first space we have where we can feel empowered and supported to build a world where we can come together to solve world-changing issues like climate change and creating a more sustainable future.

I have learned that Shack15 has applied to the ABC for permission to serve alcoholic beverages in their space. I would like to confirm my support of this application. As an individual who does not even drink, and as the leader of my organization, I understand the value of serving alcoholic beverages during convenings such as non-profit galas, gallery-like gatherings in support of local under-represented artists, and so on. This change would surely enhance the visitor experience of all guests moving through the space, and add significant and obvious value to potential for further convergence of good people building worthwhile projects and ideas.

Thank you all for your impact, and thank you for considering my support for this application by Shack15.

Soraya Fouladi

Founder & CEO, Jara Worldwide

*Soraya Fouladi*

*01/31/2020*



**UCSF Benioff Children's Hospital**  
Oakland

UCSF Division of  
Pediatric Cardiology – East Bay

Providers

Lisa Arcilla, MD  
Kishor Avasarala, MD, FACC  
Nok Bose, MD, FACC  
Christopher Chyu, MD  
Gregg Helton, MD, FACC  
Jeeru Kaushik, MD  
Gregory Kurio, MD, FACC  
Kathleen Newkumet, MD, FACC  
Mitendra Patel, MD, FACC  
Howard Rosenfeld, MD, FACC

Cardiology Clinics

Oakland

44 52<sup>nd</sup> St.  
Oakland, CA 94609  
Tel: (510) 428-3380  
Fax: (510) 428-3381

Berkeley

2915 Telegraph Ave., Suite 101  
Berkeley, CA 94705  
Tel: (510) 428-3380

Brentwood

1181 Central Blvd., Suite B  
Brentwood, CA 94513  
Tel: (925) 979-3200

Fairfield

3030 Business Center Dr.  
Suite 380  
Fairfield, CA 94534  
Tel: (707) 863-9000

Greenbrae

1300 S. Eliseo Dr., Suite 204  
Greenbrae, CA 94904  
Tel: (510) 428-3380

Napa

3443 Villa Lane, Suite 2  
Napa, CA 94558  
Tel: (707) 863-9000

San Ramon

2303 Camino Ramon, Suite 175  
San Ramon, CA 94583  
Tel: (925) 979-3200

Sonoma

12791 Cabezut Rd.  
Sonoma, CA 95370  
Tel: (925) 979-3200

Walnut Creek

122 La Cas Via #120  
Walnut Creek, CA 94598  
Tel: (925) 979-3200

San Francisco Board of Supervisors

1 Dr. Carlton B. Goodlett Place

San Francisco, CA 94102

RE: ABC License Transfer #610075 – Shack 15 at the Ferry Building

Attention: Public Safety & Neighborhood Services Committee & Board of Supervisors      cc: Supervisor Aaron Peskin

Dear Supervisors,

As background, I am full Professor in Pediatrics at UCSF and Co-Director of the Division of Pediatric Cardiology at UCSF Medical Center Oakland. I have lived in San Francisco for the past 25 years and have raised two bright and involved girls here in the city. As a San Francisco “modern elder”, approaching my 7<sup>th</sup> decade, I am constantly in search of ways to remain relevant, engaged with current science, technology, community issues, and outreach, and share my hard earned wisdom with a new generation and with my community. I was introduced to Shack 15 through recent free of charge, publicly accessible events. In just the past 2 months I have been to 5 events including invited speakers, panel discussions, breath work, and “meet and greets”. Shack 15 has gone to great efforts to bring inspiring, challenging, and insightful speaker events to the waterfront and offer avenues for local community members and guests to share their voice and get involved.

The Shack 15 team has proved infectious in getting me involved and interested in new conversations about art, society, science, adversity, inclusion, and technology. While my wife and I could continue to attend these free events as non-members we have decided to join the Shack 15 group and see how we can grow and help others with their own growth.

It is my understanding that Shack 15 has applied to the ABC for permission to serve alcoholic beverages. I would like to confirm my support of this application. It is my view that the option for people to enjoy a cocktail while attending any such gathering would cement an already strong cultural offering, and serve to further enhance the experience of a visit to San Francisco’s historic Ferry Building. Thank you for considering my support for this application by Shack 15.

Howard Rosenfeld, MD

Co-Director, Division of Pediatric Cardiology, Benioff Children’s Hospital Oakland

Monday, Feb. 3, 2020

RE: ABC License Transfer #610075 – Shack 15 at the Ferry Building  
Attention: Public Safety & Neighborhood Services Committee & Board of Supervisors  
// cc: Supervisor Aaron Peskin

Dear Supervisors,

Over the past few months we've worked with the team from SHACK15 to form a partnership that will become an essential tool to our nonprofit's mission: bringing ambitious, immersive, transformative art to San Francisco, and making those events accessible to all the city.

As a new non-profit with a large mission of providing cutting edge art experiences to the public, we need to work with many community partners to make this happen. Shack 15 has been one of the earliest supporters. They have graciously made their space available for upcoming speaker events to raise our profile in SF. More than this, SHACK15 has generously offered their space as a venue for potential fundraiser events, which are crucial to our efforts to keep these immersive art experiences open to the public!

Additionally, we have explored and are continuing to explore possible exhibit opportunities in the space that would help keep our production costs low and allow for free public viewings of these expansive works. Holding these events in such an iconic and historic venue as the Ferry Building will make such a positive impact on all attendees of these events as well as on Ferry Building business in general. Our events will increase visitation to the Ferry Building and bring new visitors. That increased foot traffic would certainly transfer to increased sales and visibility to the businesses below as well as the Ferry Building over all.

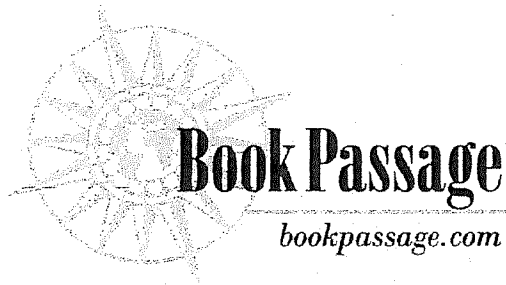
Shack 15 has applied to the ABC for permission to serve alcoholic beverages in their space. We would like to confirm our support of this application. It is our view that the option for our shared guests to enjoy a glass of wine while attending our speaker series or fundraisers would further enhance the experience for everyone and further activate and raise the profile of the Ferry Building overall. Thank you for considering our support for this application by Shack 15.

Clark Suprynowicz // Immersive Arts Alliance Founder



[clark@futurefires.com](mailto:clark@futurefires.com)

tel:510.473.5299



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51 Tamal Vista Blvd • Corte Madera, CA 94925 • 415.927.0960  
1 Ferry Building • San Francisco, CA 94111 • 415.835.1020

San Francisco Board of Supervisors  
1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102  
RE: ABC License Transfer #610075 – Shack 15 at the Ferry Building  
Attention: Public Safety & Neighborhood Services Committee & Board of Supervisors  
cc: Supervisor Aaron Peskin

January 31, 2020

Dear Supervisors,

Over the past few months we've worked with the team from SHACK15, our wonderful neighbors at the Ferry Building, to form a truly beneficial partnership that will certainly help our business and our customer experience. As an independent bookstore with a small space, we have very limited space for author gatherings and events in our own retail space and it typically requires us to move the entire store around. Shack 15 has graciously made their space available for many of our upcoming author and speaker events, which we anticipate to be very well attended and received both by authors, their publishers and our customers.

These events are free of charge to attend, and are open to the public. Holding these events in such an iconic and historic venue as the Ferry Building really makes such a positive impact on all attendees of these events. Our events consistently attract many new visitors to the Ferry Building, and the increased foot traffic to our store in line with these events helps us to maintain a sustainable small business. This partnership with SHACK15 will only increase those important attributes by allowing our store to remain open to the general public, safely increase capacity of speaking engagements due to increased space and attracting a different audience than who we might typically attract. It may also increase our profile with authors and publishers since it's such a unique space.

Shack 15 has applied to the ABC for permission to serve alcoholic beverages in their space. We would like to confirm our support of this application. It is our view that the option for our

shared guests and our speakers to enjoy a glass of wine while attending or participating in our speaker series would further enhance the experience for everyone and further activate and raise the profile of the Ferry Building; the upper areas of the Ferry Building during the evening hours in particular.

Thank you for considering our support for this application by Shack 15.

Sincerely

A handwritten signature in black ink, appearing to read "Elaine Petrocelli & Bill Petrocelli". The signature is written in a cursive, flowing style with a large initial 'E' and 'B'.

Elaine Petrocelli & Bill Petrocelli  
Owners  
Book Passage, Inc.



San Francisco Board of Supervisors

1 Dr. Carlton B. Goodlett Place

San Francisco, CA 94102

RE: ABC License Transfer #610075 – Shack 15 at the Ferry Building

Attention: Public Safety & Neighborhood Services Committee & Board of Supervisors  
cc: Supervisor Aaron Peskin

Dear Supervisors,

As you know, the Exploratorium plays a unique and privileged role in San Francisco's cultural landscape. From our home on Piers 15 and 17, we create engaging, inquiry-based experiences that transform learning worldwide. Important to furthering our non-profit mission are partnerships and collaborations with neighboring cultural establishments along the Embarcadero, around this innovative city, and beyond. Shack 15 represents a promising new relationship in our immediate vicinity.

Shack 15 seems to already have begun adding value to the cultural map of our city and to our waterfront through their initial programming and partnerships with local businesses and non-profits. On a recent visit with my leadership team, I was told that these include collaborations with CUESA, Book Passage, Open, and Untitled art fair, all of which were publicly accessible events helping to attract a variety of new guests to the Ferry Building area. My team and I look forward to future opportunities to potentially collaborate on programming between our neighboring establishments. In both our cases, geographic position is of great importance. The Exploratorium has become a favorite destination for creative culture and STEM learning in the city – consistently the #1 rated museum on Trip Advisor and similar lists. I have the sense that Shack 15 holds promise in becoming a cultural establishment of a different kind, further defining the diversity and quality of experience found on our vital waterfront.

It is my understanding that Shack 15 has applied to the ABC for permission to serve alcoholic beverages in their beautiful space. I would like to confirm my support of this application. I suspect that the option for adult guests to enjoy a beverage while attending their programming would further enhance their visitor experience and the activation of the upper areas of the Ferry Building during the evening hours in particular.

Thank you for all that you do, and for considering my neighborly support for this application by Shack 15.

Chris Flink

CEO & Sakurako and William Fisher Executive Director, The Exploratorium

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- Paul M. Cook
- William S. Fisher
- C. Richard Kramlich
- Sandra Otellini
- Peter C. Wendell

VISIT US ONLINE EXPLORATORIUM.EDU	VISIT OUR MUSEUM PIER 15, SAN FRANCISCO, CA 94111	TELEPHONE 415.528.4444
--------------------------------------	--	---------------------------



ILLUMINATE

January 31st, 2020

San Francisco Board of Supervisors  
1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102

RE: ABC License Transfer #610075 – Shack 15 at the Ferry Building  
Attention: Public Safety & Neighborhood Services Committee & Board of Supervisors  
cc: Supervisor Aaron Peskin

Dear Supervisors,

Illuminate's mission is to rally large groups of people together to create impossible works of public art that, through awe, free humanity's better nature. We are fortunate that in the short history of our nonprofit organization we have found a defining role in the cultural identity of San Francisco via The Bay Lights, and in Shack 15, we have found a generous and promising ally.

Since its inception Shack 15 has been astoundingly open and ready to support our organization. They have opened their space, and network, to facilitate meetings with key civic, community, and cultural leaders, and supported us in hosting a speaker series talk, designed to inspire a new generation of Berkeley Haas MBAs. Clearly, and of their own volition, Shack 15 has taken up the position of supporting our non-profit and its endeavors, and places obvious value on the historic preservation of their home in the Ferry Building and its surrounding environment. It is our belief that there is a bright future ahead of this new establishment, and one which has a significant role ahead of it in the continued emergence of San Francisco's local and global cultural identity.

We are aware that Shack 15 has applied to the ABC for permission to serve alcoholic beverages in their space. We would like to confirm our support of this application. We know intimately the value of offering our shared guests a glass of wine while engaging in meaningful discussions about the soulful future of our City. This license would further enhance the visitor experience of all guests moving through the space, and serve to provide a valuable foundation of hospitality in support of well-meaning initiatives like our own, and the activation of otherwise unseen areas of the Ferry Building during the evening hours in particular.

Thank you for considering our support for this application by Shack 15.

Sincerely,



Ben Davis  
Founder, President & CEO, Illuminate

Print Form

# Introduction Form

By a Member of the Board of Supervisors or the Mayor

Time stamp  
or meeting date

I hereby submit the following item for introduction (select only one):

- 1. For reference to Committee. (An Ordinance, Resolution, Motion, or Charter Amendment)
- 2. Request for next printed agenda Without Reference to Committee.
- 3. Request for hearing on a subject matter at Committee.
- 4. Request for letter beginning "Supervisor [ ] inquires"
- 5. City Attorney request.
- 6. Call File No. [ ] from Committee.
- 7. Budget Analyst request (attach written motion).
- 8. Substitute Legislation File No. [ ]
- 9. Reactivate File No. [ ]
- 10. Question(s) submitted for Mayoral Appearance before the BOS on [ ]

Please check the appropriate boxes. The proposed legislation should be forwarded to the following:

- Small Business Commission       Youth Commission       Ethics Commission
- Planning Commission       Building Inspection Commission

**Note: For the Imperative Agenda (a resolution not on the printed agenda), use a Imperative Form.**

**Sponsor(s):**

Clerk of the Board

**Subject:**

Liquor License - One Ferry Building - Shack15

**The text is listed below or attached:**

Hearing to consider that the issuance of a Type-57 special on-sale general beer, wine, and distilled spirits liquor license to MG-SC, LLC, doing business as Shack15, located at One Ferry Building, Suite 201 (District 3), will serve the public convenience or necessity of the City and County of San Francisco.

Signature of Sponsoring Supervisor: Alisa Gomerai

For Clerk's Use Only: