




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: Future Beverage Inc.
DBA: Cask
685 Market St Suite B
San Francisco, CA. 94103

Future Beverage, on behalf of Cask, has filed an application with the California Department of Alcoholic Beverage Control seeking a Type 21 (Off-Sale General) license and Type 86 (Instructional Tasting) License to be located at 685 Market St Suite B (located between 3rd St and New Montgomery St.).

Hours of Operation:

8:00 a.m. to 11:00 p.m. 7 days a week.

Digest:

Cask would like to operate a retail store located at 685 Market St Suite B. If approved, this license will allow Cask to sell Off-Sale Beer, Wine and Distilled Spirits.

Letters of Protest

0

Letters of Support

5

Police Calls for Service:

From September 2018 to September 2019

46 calls for service

Police Reports:

From September 2018 to September 2019

7 police reports

San Francisco Plot Information:

This premise is located in Plot: **212**

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

This plot had **646** police reports for **2018**, which is **545 more** than the **Citywide “High Crime”** average

State Census Tract Information:

This premise is located in Census Tract: **615**

Population for this tract is: **11,502**

On-sale license authorized by census tract: **40**

Active on-sale licenses: 232 with 0 pending

Off-sale licenses authorized by census tract: **10**

Active off-sale licenses: 26 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.

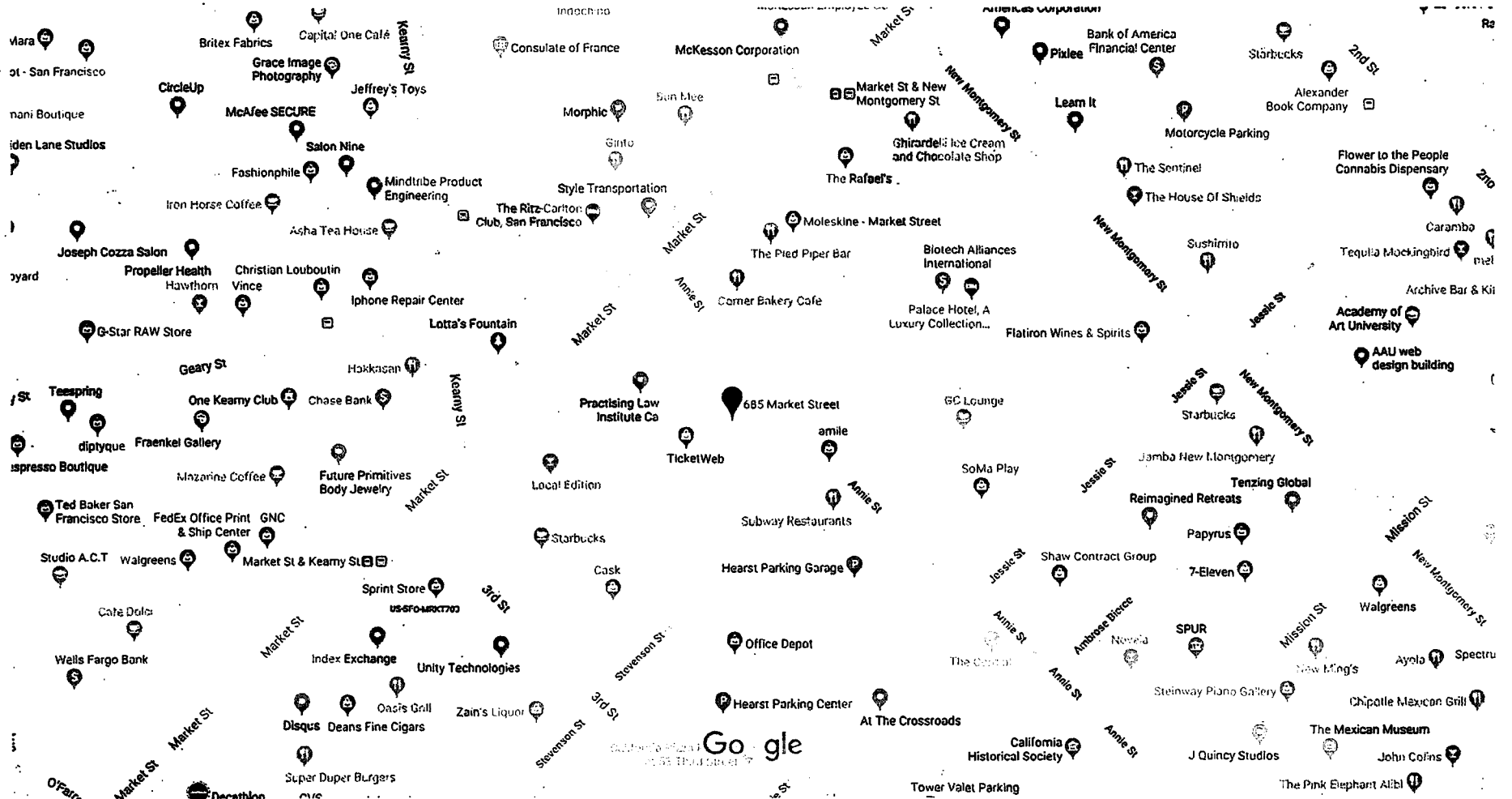
ALU Recommendation: **Approval with following conditions:**

Conditions for Type 21, 86- Off Sale General

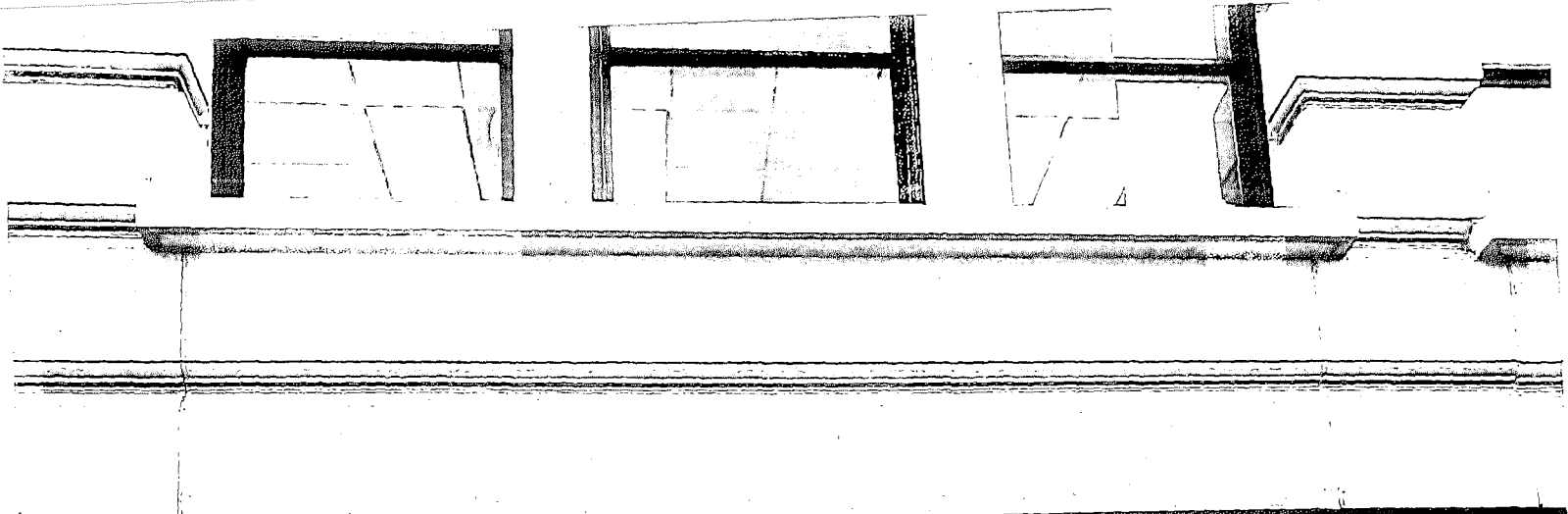
1. Sales and service of alcoholic beverages shall be permitted only between the hours of 8:00 a.m. and 11:00 p.m. each day of the week.
2. Petitioner shall actively monitor the area under their control in an effort to prevent the loitering of persons on any property adjacent to the licensed premises.

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

Google Maps 685 Market St



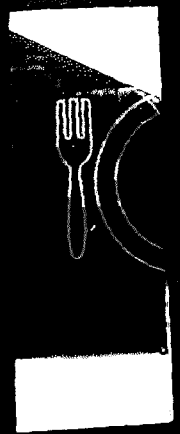
Map data ©2019 Google 50 ft



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CBRE Brookfield



PLATE, FORK & KNIFE
TO NEW ALCOHOL BEVERAGES
OTHER TERMS OF APPLICATION
TO SELL ALCOHOL BEVERAGES

685
MARKET



685
MARKET STREET



To: Department of Alcoholic Beverage Control
33 New Montgomery St, Suite 1230
San Francisco, CA 94105

From: David Norris
205 9th ST, #25
San Francisco, CA 94103

Re: Cask License Transfer, 685 Market Street San Francisco

Date: 10/03/2019

RECEIVED

NOV 04 2019

Dept of Alcoholic Beverage Control
San Francisco

Dear ABC Representative,

As a long time resident of San Francisco and of the SOMA neighborhood, I am writing to confirm my support of this application for the relocation of the Cask Store from 17 Third Street around the corner to 685 Market Street. In the ten years that Cask has operated in the neighborhood they have proven to be very responsible operators. They obviously take very seriously the responsibilities of holding a liquor license.

While there is no shortage of liquor stores in the City, there are very few which specialize in the peculiar range of premium beverages offered at Cask Store. Their staff are very knowledgeable of their products, and of course, are always friendly in their service. The store offers a great service and convenience to the people living and visiting the City. It would be a real loss if such a great store was to vanish from the neighborhood.

Please accept my vote of confidence and support in permitting Cask to move around the corner and onto Market Street.

Sincerely,



David Norris

EDWARD T. HANLEY
690 Market St, Unit 1602
San Francisco, CA 94104
Tel 415-312-9455

AT

To: Department of Alcoholic Beverage Control
33 New Montgomery St, Suite 1230
San Francisco, CA 94105

From: Ed Hanley
690 Market St. #1602
San Francisco, CA 94104

Re: Cask License Transfer, 685 Market Street San Francisco

Date: 10/09/2019

Dear ABC Representative:

I am an 18 year resident of San Francisco. Since 2013, I have owned a unit, and lived full-time, at The Ritz Carlton Club and Residences located directly across from the proposed new location.

I am writing to confirm my support of this application for the relocation of the Cask Store from 17 Third Street to 685 Market Street. In my six years in the neighborhood, Cask has proven to be very responsible operators. They obviously take very seriously the responsibilities of holding a liquor license.

While there is no shortage of liquor stores in the City, there are very few which specialize in the peculiar range of premium beverages offered at Cask Store. Their staff are very knowledgeable of their products, and of course, are always friendly in their service. The store offers a great service and convenience to the people living and visiting the City. It would be a real loss if such a great store was to vanish from the neighborhood.

Please accept my letter of support in permitting Cask to move around the corner and onto Market Street.

Very truly yours,


Ed Hanley

RECEIVED

OCT 29 2019

Dept of Alcoholic Beverage Control
San Francisco

To: Department of Alcoholic Beverage Control
33 New Montgomery St, Suite 1230
San Francisco, CA 94105

AT

From: William Amaral
690 Market St. #1602
San Francisco, CA 94104

Re: Cask License Transfer, 685 Market Street San Francisco

Date: 10/09/2019

Dear ABC Representative,

RECEIVED

OCT 23 2019

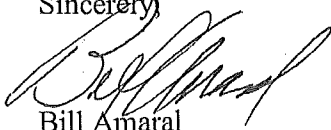
Dept. of Alcoholic Beverage Control
San Francisco, CA

As a long time resident of San Francisco at the Ritz Carlton Residences located directly across from the proposed new location, I am writing to confirm my support of this application for the relocation of the Cask Store from 17 Third Street around the corner to 685 Market Street. In the ten years that Cask has operated in the neighborhood they have proven to be very responsible operators. They obviously take very seriously the responsibilities of holding a liquor license.

While there is no shortage of liquor stores in the City, there are very few which specialize in the peculiar range of premium beverages offered at Cask Store. Their staff are very knowledgeable of their products, and of course, are always friendly in their service. The store offers a great service and convenience to the people living and visiting the City. It would be a real loss if such a great store was to vanish from the neighborhood.

Please accept my letter of support in permitting Cask to move around the corner and onto Market Street.

Sincerely,


Bill Amaral

AO

To: Department of Alcoholic Beverage Control
33 New Montgomery St, Suite 1230
San Francisco, CA 94105

From: Leonard Schlemm
3133 24th Street
San Francisco, CA 94110

Re: Cask License Transfer, 685 Market Street San Francisco

Date: 10/21/2019

Dear ABC Representative,

As a long time resident of San Francisco and, in the past, of the SOMA neighborhood, I am writing to confirm my support of this application for the relocation of the Cask Store from 17 Third Street around the corner to 685 Market Street. In the ten years that Cask has operated in the neighborhood they have proven to be very responsible operators. They obviously take very seriously the responsibilities of holding a liquor license.

While there is no shortage of liquor stores in the City, there are very few which specialize in the peculiar range of premium beverages offered at Cask Store. Their staff are very knowledgeable of their products, and of course, are always friendly in their service. The store offers a great service and convenience to the people living and visiting the City. It would be a real loss if such a great store was to vanish from the neighborhood.

Please accept my vote of confidence and support in permitting Cask to move around the corner and onto Market Street.

Sincerely,

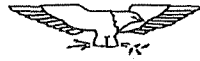
Leonard Schlemm

DocuSigned by:
Leonard Schlemm Jr
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RECEIVED

OCT 28 2019

Dept of Alcoholic Beverage Control
San Francisco



The Hearst Corporation

San Francisco Realities Division • 200 Hearst Building • 5 Third Street • San Francisco, California 94103 • 415/777-0600

To: Department of Alcoholic Beverage Control
33 New Montgomery St, Suite 1230
San Francisco, CA 94105

October 24, 2019

JS

From: Brennan Zerbe
Hearst Corporation; 5 Third Street
San Francisco, CA 94103

RECEIVED

OCT 28 2019

Dept of Alcoholic Beverage Control
SAN FRANCISCO

Re: Cask License Transfer, 685 Market Street San Francisco

Dear ABC Representative,

We write to express our support for the relocation of the store known as Cask on Third Street from the Hearst Building to the Monadnock Building, located in the building directly adjacent to ours.

From the start, the store has been a wonderful addition to the neighborhood. Their lease with us commenced in 2009 and during the 10 years since that opening, we have received zero complaints from the neighborhood or Hearst Building tenants about the store, its activity, or the well trained personnel who make it the delightful place it is. In addition to providing a colorful and intelligent selection of hard to find beverages, the staff takes an active interest in keeping the sidewalks clean and clear of any debris and papers from neighboring businesses such as Subway, for example. They draw an attractive group of customers to the store, which serves to activate and secure what can sometimes be a troubling neighborhood in the City.

Their relocation to the Monadnock Building will serve to revitalize the distinctly troubled area of North Annie Street by activating a long-vacant storefront (5 years I believe) and bringing life to an otherwise unsavory spot.

This is exactly the type of activity and small business entrepreneurship that we need to encourage in San Francisco. It would be a loss to our neighborhood if this business, Cask, was not able to relocate to the Monadnock Building, a change made necessary by the conversion of the Hearst Building to a boutique hotel.

We strongly support this relocation and respectfully ask that you accept our letter of support in permitting Cask to move around the corner and onto Market Street.

Sincerely,

Mr. Brennan Zerbe
SF Realities Director

The Hearst Corporation