

**From:** [Carroll, John \(BOS\)](#)  
**To:** [lpsf75@gmail.com](#); [CPC.Referrals](#); [Salmonson, Joel \(POL\)](#)  
**Cc:** [Alabanza, Analyn@ABC](#); [amarjit.tamber@abc.ca.gov](#); [Wong, Joanne \(POL\)](#); [Jonas, Stephen \(POL\)](#); [Donovan, Dominica \(BOS\)](#); [VanHouten, Ben \(ECN\)](#); [Crayton, Monique \(BOS\)](#); [Spycher, Dakota \(CPC\)](#)  
**Subject:** Liquor License Issuance - 523 Broadway Street - Paname - BOS File No. 240261  
**Date:** Monday, March 18, 2024 4:55:00 PM  
**Attachments:** [image001.png](#)

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Greetings,

The office of the Clerk of the Board has received a letter requesting public convenience or necessity findings for a liquor license issuance. I'm referring this matter to you for response via the following linked document:

[Referral Letter - Planning and Police Departments – March 18, 2024](#)

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

- [Board of Supervisors File No. 240261](#)

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 April of 2024.**

**I request the Planning Department's response before March 29, 2024. 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

BOARD of SUPERVISORS



City Hall  
1 Dr. Carlton B. Goodlett Place, Room 244  
San Francisco 94102-4689  
Tel. No. (415) 554-5184  
Fax No. (415) 554-5163  
TDD/TTY No. (415) 554-5227

## LIQUOR LICENSE PUBLIC CONVENIENCE OR NECESSITY REFERRAL

TO: Planning Department  
Attn: \_\_\_\_\_  
Phone No. \_\_\_\_\_

DATE: March 18, 2024

AP Block/Lot Nos.: 0162/025

Zoning: \_\_\_\_\_

TO: Police Department  
Joel Salmonson  
Phone No. (415) 553-1115

Quad: \_\_\_\_\_

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

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Please submit your response within two weeks. The Public Safety and Neighborhood Services Committee will tentatively schedule the PC or N hearing for a regular meeting in April of 2024.

**PLEASE EMAIL YOUR RESPONSE by March 29, 2024, to:**  
John Carroll, Public Safety and Neighborhood Services Committee Clerk.  
[john.carroll@sfgov.org](mailto:john.carroll@sfgov.org) ~ (415) 554-4445

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**Applicant name:** Le Petit Paris 75 LLC

**Business name:** Paname

**Application address:** 523 Broadway Street

**Applicant contact info:** Liam K. Halliche  
415-936-3266  
[lppsf75@gmail.com](mailto:lppsf75@gmail.com)

**PLANNING REVIEW:**  Approval  Denial

Planning Staff Contact: \_\_\_\_\_  
(Please add comments on a trailing page.)

**POLICE REVIEW:**  Approval  Denial

(Please add comments in a trailing report.)

**Public Convenience or Necessity Determination for Le petit Paris 75 LLC DBA Paname sf**

Liam K. Halliche

Owner/Operator/manager

415 936 3266

[Lppsf75@gmail.com](mailto:Lppsf75@gmail.com)

Paname 523 Broadway San Francisco 94133

02/20/2024

To Office of the Clerk of the Board of Supervisors

I am writing to express support for the futur establishment called Paname in North beach, San Francisco and to make a determination regarding its classification as a Public Convenience or Necessity (PCN). The purpose of this determination is to assess the potential benefits the club would bring to the community.

Paname is the slang name of Paris in France. Everyone in France know Paris as "Paname" especially

Parisian like me. Paname is gonna be the big sister of the french bar/restaurant called le petit Paris 75

that I opened 4 years ago right before Covid which is located right next door at 515 Broadway. Paname

will be a bigger space and will be a hybrid club that will offer a diverse range of entertainment, including comedy shows, magic shows, drag shows, French cabaret show (similar to like Mouling rouge in Paris), live bands, and DJs. This establishment aims to serve the public convenience and necessity in both the neighborhood and citywide by fostering cultural enrichment, community engagement, and providing a unique entertainment experience.

**\*\*Security and Safety Protocols:\*\***

Paname will prioritize the safety of its patrons and neighbors by implementing robust security.

protocols. This includes hiring trained security personnel, monitoring the premises to deter any unwanted behavior, and collaborating with local law enforcement to address any safety concerns promptly.

At least 2 security guard will permanent be outside

1 checking ID and 2nd will monitor the line and the crowd waiting outside.

4 guard will be inside on each corner of the venue + 1 floating around inside and outside

**\*\*Community Engagement and Open Communication:\*\***

The club is committed to establishing open lines of communication with its neighbors to address any concerns proactively. Regular community meetings and feedback sessions will be organized to ensure that neighbors have a platform to express their opinions, allowing for a collaborative approach in addressing potential issues

**\*\*Soundproofing and Acoustic Measures:\*\***

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SAN FRANCISCO  
2024 MAR 18 PM 4:02  
BY QA

Paname is committed to implementing state-of-the-art soundproofing and acoustic measures within the establishment. This includes the installation of sound-absorbing materials, acoustic panels, and other technologies designed to contain sound within the club premises. These measures aim to create an immersive and vibrant atmosphere inside the club without causing any noise pollution outside.

The layout has been carefully designed to minimize sound spillage beyond the club

boundaries. The placement of speakers, sound systems, and designated entertainment areas has been optimized to focus sound energy inward, reducing the likelihood of noise reaching neighboring residences.

**\*\*Volume Monitoring and Control:\*\***

The club will employ advanced sound monitoring and control systems to ensure that noise levels are consistently within permissible limits. Trained staff will actively manage sound levels throughout events, adjusting as necessary to maintain compliance with local noise ordinances.

**\*\*Cultural Enrichment:\*\***

Paname contributes to the cultural diversity of San Francisco by showcasing various forms of entertainment. It becomes a hub for residents and visitors to experience and appreciate

French arts and performances, promoting cultural understanding and unity.

**\*\*Community Engagement:\*\***

The club provides a space for the local community to come together, enjoy diverse performances, and connect with fellow residents. This fosters a sense of belonging and community spirit, enhancing the overall well-being of the neighborhood.

**\*\*Economic Impact:\*\***

The venue stimulates the local economy by attracting patrons to the neighborhood, leading to increased foot traffic for nearby businesses, restaurants, and shops. This economic boost contributes to the overall vitality and sustainability of the community.

**\*\*Artistic Expression:\*\***

Supporting various forms of entertainment, Paname becomes a platform for emerging and established artists to showcase their talents. This not only enriches the artistic landscape of the city but also encourages the growth of the performing arts community.

**\*\*Tourism and Citywide Attraction:\*\***

Offering a unique blend of entertainment, Paname becomes a destination for both locals and tourists. This draws people from across the city, contributing to San Francisco's reputation as a vibrant and culturally rich metropolitan area.

In conclusion, Paname French Music Venue Club serves as a cultural anchor, promoting community engagement, economic growth, and artistic expression. Its diverse offerings cater to a wide audience, making it an essential contributor to the public convenience and necessity in both the neighborhood and citywide.

Considering these factors, it is reasonable to conclude that Paname would indeed serve as a Public

Convenience or Necessity, enriching the cultural and social fabric of San Francisco. I recommend favorable consideration for the establishment of Paname, recognizing its potential to enhance the overall quality of life in the community.

Sincerely, Liam

- The license type Applied for from-the ABC is : Type 90

- The license will be a new issuance

- The proposed business hours of operation;

the exact hours are TBD but on the ABC application is : 6am to 2am everyday

- the applicant filed in person at the local Office of the ABC on 02/20/2024

- Premises Posted : 02/12/2014

- Date of mailing to the neighbors : 02/15/2024

Liam K. Halliche

Owner/Operator/manager

Le petit Paris 75 LLC DBA Paname sf

A handwritten signature in black ink, appearing to read 'Liam K. Halliche', written over a horizontal line.

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

State of California

*Liam Halliche*  
*(415) 936-3266*

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

File Number: **656481**  
 Receipt Number: **2868483**  
 Geographical Code: **3800**  
 Copies Mailed Date: **February 9, 2024**  
 Issued Date:

DISTRICT SERVING LOCATION: **SAN FRANCISCO**  
 First Owner: **LE PETIT PARIS 75 LLC**  
 Name of Business: **PANAME**  
 Location of Business: **523 BROADWAY  
 SAN FRANCISCO, CA 94133-4506**  
 County: **SAN FRANCISCO**  
 Is Premises inside city limits: **Yes**      Census Tract: **0106.00**  
 Mailing Address:(If different from premises address) **515 BROADWAY  
 SAN FRANCISCO, CA 94133**  
 Type of license(s): **90**      Dropping Partner: Yes \_\_\_ No   
 Transferor's license/name:


<u>License Type</u>	<u>Transaction Type</u>	<u>Master</u>	<u>Secondary LT And Count</u>		
90 - On-Sale General Music Venue	ORI	Y			
<u>License Type</u>	<u>Transaction Description</u>	<u>Fee Code</u>	<u>Dup</u>	<u>Date</u>	<u>Fee</u>
Application Fee	ADD PRIMARY LICENSE TYPE	NA	0	02/09/24	\$18,635.00
90 - On-Sale General Music Ven	ANNUAL FEE	P40	0	02/09/24	\$1,450.00
Total					\$20,085.00

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: February 9, 2024

Applicant Name(s)

LE PETIT PARIS 75 LLC

BY   
 2024 FEB 15 AM 8:41  
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 BOARD OF SUPERVISORS  
 SAN FRANCISCO

**Introduction Form**

(by a Member of the Board of Supervisors or the Mayor)

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

- 1. For reference to Committee (Ordinance, Resolution, Motion or Charter Amendment)
- 2. Request for next printed agenda (For Adoption Without Committee Reference)  
*(Routine, non-controversial and/or commendatory matters only)*
- 3. Request for Hearing on a subject matter at Committee
- 4. Request for Letter beginning with "Supervisor \_\_\_\_\_ inquiries..."
- 5. City Attorney Request
- 6. Call File No. \_\_\_\_\_ from Committee.
- 7. Budget and Legislative Analyst Request (attached written Motion)
- 8. Substitute Legislation File No. \_\_\_\_\_
- 9. Reactivate File No. \_\_\_\_\_
- 10. Topic submitted for Mayoral Appearance before the Board on \_\_\_\_\_

The proposed legislation should be forwarded to the following (please check all appropriate boxes):

- Small Business Commission       Youth Commission       Ethics Commission
- Planning Commission       Building Inspection Commission       Human Resources Department

General Plan Referral sent to the Planning Department (proposed legislation subject to Charter 4.105 & Admin 2A.53):

- Yes       No

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

Sponsor(s):

Clerk of the Board

Subject:

Liquor License Issuance - 523 Broadway Street - Paname

Long Title or text listed:

Hearing to consider that the issuance of a Type-90 on-sale general music venue liquor license to Le Petit Paris 75 LLC, to do business as Paname located at 523 Broadway Street (District 3), will serve the public convenience or necessity of the City and County of San Francisco.

Signature of Sponsoring Supervisor:

*A. Olivero*

240261