

File No. 220625

Committee Item No. 3

Board Item No. 45

## COMMITTEE/BOARD OF SUPERVISORS

### AGENDA PACKET CONTENTS LIST

Comm: Public Safety & Neighborhood Services

Date: July 8, 2022

Board of Supervisors Meeting:

Date: July 26, 2022

#### Cmte Board

- Motion
- Resolution
- Ordinance
- Legislative Digest
- Budget and Legislative Analyst Report
- Youth Commission Report
- Introduction Form
- Department/Agency Cover Letter and/or Report
- MOU
- Grant Information Form
- Grant Budget
- Subcontract Budget
- Contract/Agreement
- Form 126 – Ethics Commission
- Award Letter
- Application
- Public Correspondence

#### OTHER

- PCN Request 05/06/22
- PCN Referral 05/13/22
- PLN Recommendation 05/26/22
- SFPD Recommendation 07/07/22
- \_\_\_\_\_

Prepared by: Jessica Perkinson

Date: July 14, 2022

Prepared by: Jessica Perkinson

Date: July 18, 2022

1 [Liquor License - 500 Jefferson Street - South End Rowing Club]

2

3 **Resolution determining that the issuance of a Type-51 non-profit club on-sale**  
4 **beer, wine, and distilled spirits liquor license South End Rowing Club, located at**  
5 **500 Jefferson Street (District 2), will serve the public convenience or necessity of**  
6 **the City and County of San Francisco, in accordance with California Business**  
7 **and Professions Code, Section 23958.4.**

8

9 WHEREAS, South End Rowing Club., is seeking the issuance of a Type-51 non-  
10 profit club on-sale beer, wine, and distilled spirits liquor license to do business as South  
11 End Rowing Club, located at 500 Jefferson Street (District 2), and

12 WHEREAS, The Planning Department has verified that the area is properly  
13 zoned and recommends approval; and

14 WHEREAS, The Police Department has filed zero protests and zero letters of  
15 support with the Department of Alcoholic Beverage Control under California Business  
16 and Professions Code, Section 24013, and recommends that the Department of  
17 Alcoholic Beverage Control issue the liquor license with no conditions; now, therefore,  
18 be it

19 RESOLVED, That in accordance with California Business and Professions Code,  
20 Section 23958.4, the Board of Supervisors of the City and County of San Francisco  
21 hereby determines that seeking the issuance of a Type-51 non-profit club on-sale beer,  
22 wine, and distilled spirits liquor license to South End Rowing Club, located at 500  
23 Jefferson Street (District 2), will serve the public convenience or necessity of the City  
24 and County of San Francisco.

25



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 Gordon Mar**  
**Supervisor Catherine Stefani**  
**Supervisor Myrna Melgar**

**From:** Lt. Steve Jonas #79  
Officer in Charge  
ALU/Permits Unit 415-553-9550

**Date:** July 7, 2022

**Subject:** P.C.N. Investigation Regarding: South End Rowing Club  
DBA: South End Rowing Club  
500 Jefferson St.  
San Francisco, CA. 94109

South End Rowing Club has filed an application with the California Department of Alcoholic Beverage Control seeking a Type 51 (Club) license to be located at 500 Jefferson St. (located between Hyde St. and Larkin St.)

**Hours of Operation:**

6:00 pm to 11:00 pm each day of the week.

**Digest:**

South End Rowing Club would like to operate a private club at 500 Jefferson St. If approved, this license will allow them to sell Beer, Wine and Distilled Spirits.

**Letters of Protest**

0

**Letters of Support**

0

**Police Calls for Service:**

From April 2021 to April 2022

**17 calls for service**

**Police Reports:**

From April 2021 to April 2022

**4 police reports**

**San Francisco Plot Information:**

This premise is located in Plot: **100**

A High Crime area is defined as **96** or more police reports in a plot for the year of **2021**.

This plot had 562 police reports for **2021**, which is 466 **higher** than the **Citywide** "**High Crime**" average

**State Census Tract Information:**

This premise is located in Census Tract: **102.02**

Population for this tract is: **2,074**

On-sale license authorized by census tract: **7**

Active on-sale licenses: 33 with 0 pending

Off-sale licenses authorized by census tract: **1**

Active off-sale licenses: 12 with 0 pending

**Departmental Recommendation:**

Points of consideration: **0**

No opposition from **Central Station**.

Applicant premise **is** located in a “**High Crime**” area.

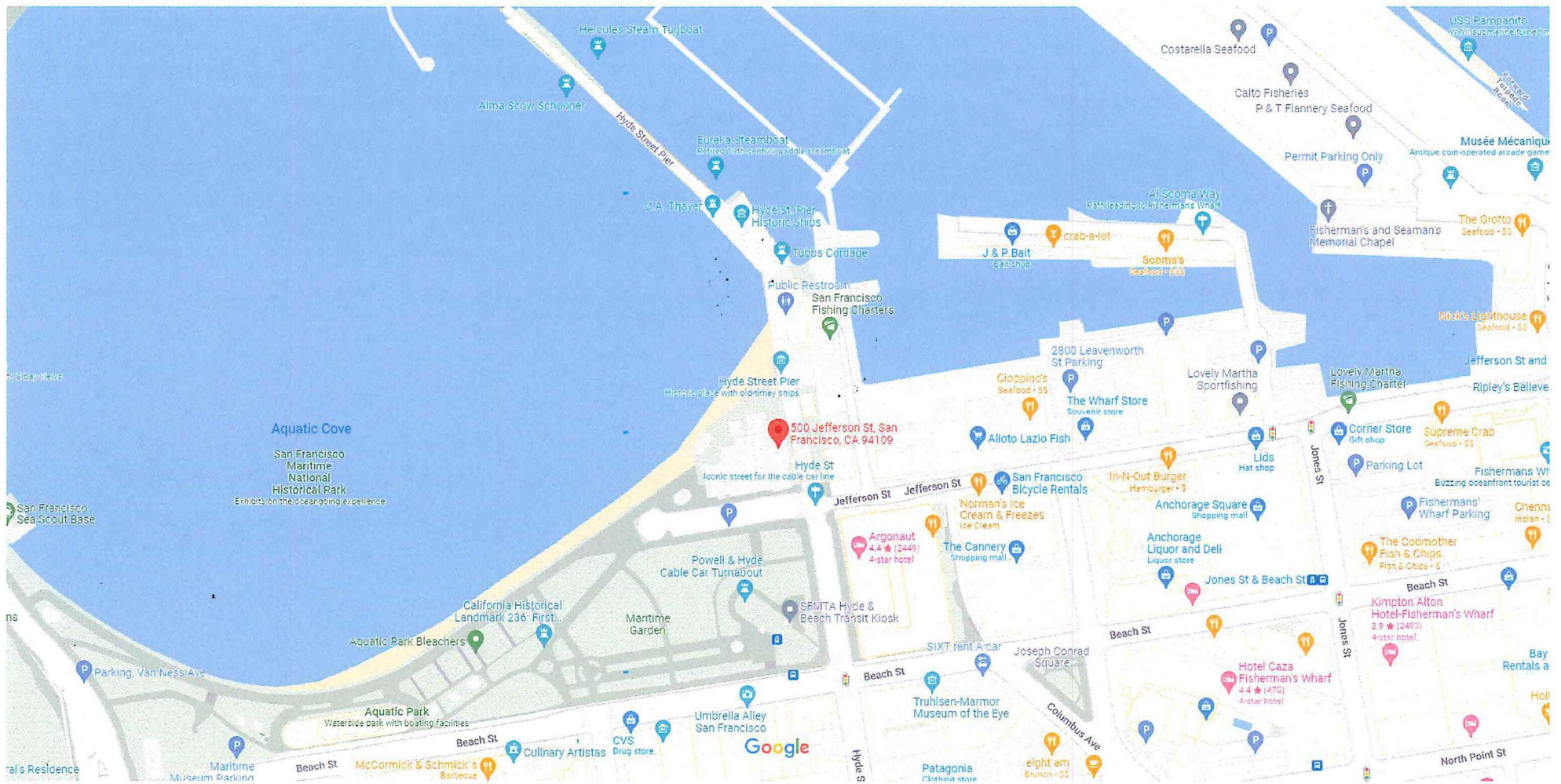
Applicant premise **is** located in a “**High Concentration**” area.

**0** - Protest.

**0** - Support

ALU Recommendation: **Approval with no conditions.**

500 Jefferson St



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: Nicholas Foster  
Phone No. 628-652-7330

**DATE:** May 23, 2022

**AP Block/Lot Nos.:** 0405 / 004  
**Zoning:** P - Public

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

**Quad:** NE  
**Record No.:** 2022-005342MIS

---

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 July 24, 2022.

**PLEASE EMAIL YOUR RESPONSE by July 1, 2022, to:**  
Alisa Somera, Public Safety and Neighborhood Services Committee Clerk.  
[alisa.somera@sfgov.org](mailto:alisa.somera@sfgov.org) ~ (415) 554-7711

---

**Applicant name:** South End Rowing Club

**Business name:** South End Rowing Club

**Application address:** 500 Jefferson Street  
San Francisco, CA 94109

**Applicant contact info:** Josh Sale  
[jsale@tril.com](mailto:jsale@tril.com) ~ (415) 847-3357

**PLANNING REVIEW:**  Approval  Denial

Planning Staff Contact: Nicholas Foster  
(Please add comments on a trailing page.)

---

**POLICE REVIEW:**  Approval  Denial  
(Please add comments in a trailing report.)

## **Foster, Nicholas (CPC)**

---

Approval of an ABC Type 51 License associated with an accessory nonpublic use (Private Community Facility) within the P Zoning District is principally permitted, pursuant to Planning Code Section 211.1.

**Nicholas Foster, AICP, LEED GA, Senior Planner  
Northeast Team, Current Planning Division**

San Francisco Planning

49 South Van Ness Avenue, Suite 1400, San Francisco, CA 94103

Direct: 628.652.7330 | [www.sfplanning.org](http://www.sfplanning.org)

[San Francisco Property Information Map](#)





RECEIVED  
Office of the Clerk of the Board  
Board of Supervisors  
5/20/2022 @ 2:34 p.m.

May 11, 2022

Alisa Somera  
Legislative Deputy Director  
San Francisco Board of Supervisors  
1 Dr. Carlton B. Goodlett Place, Room 244  
San Francisco, CA 94102

Dear Alisa,

We hereby request a Public Convenience or Necessity Determination from San Francisco in support of our permanent type 51 license.

1. Applicant's name and contact information, including a daytime phone number and email address:  
South End Rowing Club  
(415) 776-7372  
[office@serc.com](mailto:office@serc.com)

For the purposes of this PC and N, the point of contact is Josh Sale (415) 847-3357 [jsale@tril.com](mailto:jsale@tril.com)

2. The name and address for the applicant's business:  
South End Rowing Club  
500 Jefferson St, San Francisco, CA 94109
3. The applicant's mailing address (if different from the above):  
N/A
4. The license type the applicant is seeking from the California Department of Alcoholic Beverage Control, and whether the license will be a new issuance or a transfer of an existing license:  
The South End Rowing Club is applying for a new, permanent, type 51 license.
5. The proposed business hours of operation:  
The South End Rowing Club has been in existence since 1873. It is a private sports club for adults operating under a lease from the City of San Francisco. The club serves to advance its four sports (rowing, swimming, handball and running). The club is open to its members 7 days a week from 5:00am until midnight and is open to members of the public on Tuesday, Thursday and Saturday from 9:00am to 6:00pm.

Alcohol is only served in conjunction with club events such as holiday parties, every other Friday club social hour and following organized rowing, swimming and handball events plus infrequent rentals for weddings, memorials, etc.

6. When and how the applicant filed the application for the liquor license with the California Department of Alcoholic Beverage Control:  
Our application was hand delivered to the ABC office on New Montgomery Street on April 14, 2022.
  
7. When and how the applicant completed the noticing requirements for the liquor license, pursuant to state law:  
A poster was placed on the front door of the club on April 23, 2022. There are no residences within 500' of the club to notice.
  
8. An explanation for how the license will serve the public convenience or necessity in the neighborhood and city-wide:  
As mentioned above, this adult sports club has been in existence since 1873. Part of the club's traditions involve the incidental consumption of alcoholic beverages following club sporting events. The social fabric of the club is also enhanced via social hours that occur every other Friday after work. The sporting events and social hours are open to club members and their guests and not the general public.

Club tradition also includes the celebration of certain occasions of the annual calendar (St Patrick's Day, Gay Pride, Winter Holidays, etc). Alcohol is typically served at those events.

Before COVID, we rented the club out approximately 3 to 5 times per year for weddings, memorials and the like. It would be common for these rentals to include an alcoholic toast.

Under no circumstances is alcohol served at the club taken off premise.

In conclusion, this permanent ABC license will allow us to carry on the many long standing traditions of the club.

Thank you for your consideration.

A handwritten signature in black ink, appearing to read 'Frances Hegeler', with a long, wavy horizontal line extending to the right.

Frances Hegeler  
President, South End Rowing Club

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:** May 23, 2022

**AP Block/Lot Nos.:** 0405 / 004  
**Zoning:** P - Public

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

**Quad:** \_\_\_\_\_  
**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 July 24, 2022.

**PLEASE EMAIL YOUR RESPONSE by July 1, 2022, to:**

Alisa Somera, Public Safety and Neighborhood Services Committee Clerk.

[alisa.somera@sfgov.org](mailto:alisa.somera@sfgov.org) ~ (415) 554-7711

---

**Applicant name:** South End Rowing Club

**Business name:** South End Rowing Club

**Application address:** 500 Jefferson Street  
San Francisco, CA 94109

**Applicant contact info:** Josh Sale  
[jsale@tril.com](mailto:jsale@tril.com) ~ (415) 847-3357

**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.)



RECEIVED  
Office of the Clerk of the Board  
Board of Supervisors  
5/20/2022 @ 2:34 p.m.

May 11, 2022

Alisa Somera  
Legislative Deputy Director  
San Francisco Board of Supervisors  
1 Dr. Carlton B. Goodlett Place, Room 244  
San Francisco, CA 94102

Dear Alisa,

We hereby request a Public Convenience or Necessity Determination from San Francisco in support of our permanent type 51 license.

1. Applicant's name and contact information, including a daytime phone number and email address:  
South End Rowing Club  
(415) 776-7372  
[office@serc.com](mailto:office@serc.com)

For the purposes of this PC and N, the point of contact is Josh Sale (415) 847-3357 [jsale@tril.com](mailto:jsale@tril.com)

2. The name and address for the applicant's business:  
South End Rowing Club  
500 Jefferson St, San Francisco, CA 94109
3. The applicant's mailing address (if different from the above):  
N/A
4. The license type the applicant is seeking from the California Department of Alcoholic Beverage Control, and whether the license will be a new issuance or a transfer of an existing license:  
The South End Rowing Club is applying for a new, permanent, type 51 license.
5. The proposed business hours of operation:  
The South End Rowing Club has been in existence since 1873. It is a private sports club for adults operating under a lease from the City of San Francisco. The club serves to advance its four sports (rowing, swimming, handball and running). The club is open to its members 7 days a week from 5:00am until midnight and is open to members of the public on Tuesday, Thursday and Saturday from 9:00am to 6:00pm.

Alcohol is only served in conjunction with club events such as holiday parties, every other Friday club social hour and following organized rowing, swimming and handball events plus infrequent rentals for weddings, memorials, etc.

6. When and how the applicant filed the application for the liquor license with the California Department of Alcoholic Beverage Control:  
Our application was hand delivered to the ABC office on New Montgomery Street on April 14, 2022.
  
7. When and how the applicant completed the noticing requirements for the liquor license, pursuant to state law:  
A poster was placed on the front door of the club on April 23, 2022. There are no residences within 500' of the club to notice.
  
8. An explanation for how the license will serve the public convenience or necessity in the neighborhood and city-wide:  
As mentioned above, this adult sports club has been in existence since 1873. Part of the club's traditions involve the incidental consumption of alcoholic beverages following club sporting events. The social fabric of the club is also enhanced via social hours that occur every other Friday after work. The sporting events and social hours are open to club members and their guests and not the general public.

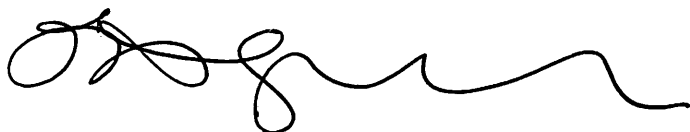
Club tradition also includes the celebration of certain occasions of the annual calendar (St Patrick's Day, Gay Pride, Winter Holidays, etc). Alcohol is typically served at those events.

Before COVID, we rented the club out approximately 3 to 5 times per year for weddings, memorials and the like. It would be common for these rentals to include an alcoholic toast.

Under no circumstances is alcohol served at the club taken off premise.

In conclusion, this permanent ABC license will allow us to carry on the many long standing traditions of the club.

Thank you for your consideration.

A handwritten signature in black ink, appearing to read 'Frances Hegeler', with a long, wavy horizontal line extending to the right.

Frances Hegeler  
President, South End Rowing Club