

**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.:** \_\_\_\_\_

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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](mailto: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](mailto: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.**

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BOARD OF SUPERVISORS  
SAN FRANCISCO  
2019 DEC 19 AM 9:50



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 featurttes, 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 "RECEIVED BOARD OF SUPERVISORS SAN FRANCISCO" is oriented vertically. To the left of the stamp is a handwritten mark that looks like a stylized "B" or a signature. The date and time "2019 DEC 16 PM 3:38" are stamped vertically next to the main text.

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2019 DEC 16 PM 3:38

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

*Karen Bodishbaugh*  
*(415) 362-1215*

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

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

**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](#)

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**From:** Carroll, John (BOS) <[john.carroll@sfgov.org](mailto:john.carroll@sfgov.org)>  
**Sent:** Monday, January 13, 2020 3:31 PM  
**To:** [CPC.Referrals](mailto:CPC.Referrals@sfgov.org) <[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

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**From:** Carroll, John (BOS)  
**Sent:** Friday, January 10, 2020 4:34 PM  
**To:** [CPC.Referrals](mailto:CPC.Referrals@sfgov.org) <[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

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**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.

## 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

## 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

## 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!

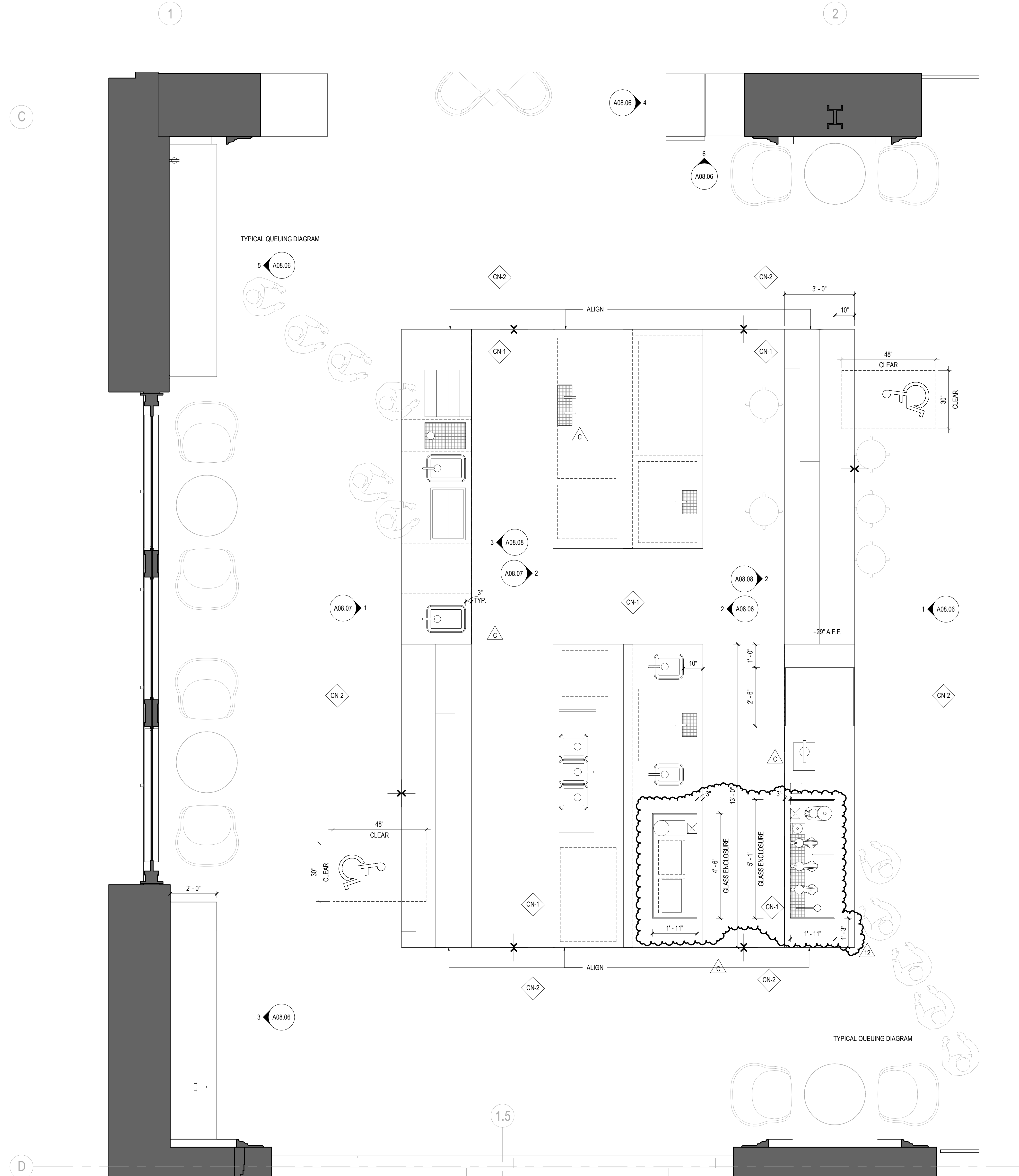
## ESPRESSO

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



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**1 ENLARGED PLAN - LEVEL 03 - COFFEE BAR**  
SCALE: 1/2" = 1'-0"

**SHEET NOTES**

**GENERAL NOTES**

- A. SEE A0 SHEET SERIES FOR SYMBOLS, ABBREVIATIONS, GENERAL NOTES & TYPICAL MOUNTING LOCATIONS, HEIGHTS AND ALIGNMENTS.
- B. GC TO VERIFY LIMITS OF DEMOLITION SCOPE WITH NEW CONSTRUCTION SCOPE PRIOR TO COMMENCING WORK.
- C. SEE CONSULTANT AND VENDOR DRAWINGS FOR RELATED SCOPE OF WORK AND ADDITIONAL INFORMATION. ARCHITECTURAL DRAWINGS TAKE PRECEDENCE ON LOCATION OF DEVICES.
- D. SEE NOTES FROM REFERENCED DRAWING FOR ADDITIONAL INFORMATION REGARDING SCOPE AND DESIGN INTENT.
- E. GC TO PROVIDE NON-COMBUSTIBLE BACKING IN WALLS AS REQUIRED FOR MOUNTING 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" CEMENTITIOUS BACKER BOARD AT ALL SHOWER PARTITIONS.

Date	Description
07.06.2018	SCHEMATIC DESIGN REV#2
10.04.2018	ISSUE FOR PERMIT & BID
11.12.2018	BULLETIN 1 - 11.12.2018
12.19.2018	ADDENDUM C
12.08.2019	BULLETIN 13

Seal / Signature

Project Name

**SHACK15**

Project Number

**01.3285.000**

Description

ENLARGED PLANS - COFFEE BAR

Scale

As indicated

**A07.08**

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

**Gensler**

45 Fremont Street Suite 1500 San Francisco, CA 94105 United States  
Tel: 415.433.3700 Fax: 415.836.4599