



250 COLUMBUS AVE, STE #200
SAN FRANCISCO, CA 94133

Friday, October 18, 2024

Clerk of the Board
San Francisco Board of Supervisors
1 Dr. Carlton B. Goodlett Place, Rm 244
San Francisco, California 94103

**Re: VBC SF LLC - Liquor License "PCN" Request, Type 48, Pending License 661061,
969 Market Street, San Francisco, California 94103**

To the Clerk of the Board:

The purpose of this letter is to respectfully request VBC SF LLC, doing business as the Vita Brevis Club ("Licensee") be placed on the Board's Calendar for Public Convenience and Necessity ("PCN") approval for the issuance of a California Department of Alcoholic Beverage Control ("ABC") Type 48 liquor license (the "License") at 969 Market Street (the "Premises").

The Licensee acquired the License, which was previously located at 5051 Mission Street, San Francisco, with the intention of transferring the License to the Premises for the purpose of operating a cocktail lounge with an art gallery theme that will feature emerging local artists. The Premises, which was most recently an art gallery, had been vacant throughout the majority of the pandemic.

The issuance of the License at the Premises will serve a public convenience and necessity to San Francisco, and especially the Mid-Market Street area, because it will not only activate an underutilized space on the Market Street corridor, but the business will generate much needed job opportunities for the service industry and will also promote local up and coming artists. While the Licensee seeks authorization to open from 6:00 a.m. to 2:00 a.m. so that it will have flexibility to host special events, normal business hours would range from 11:00 a.m. to 11:00 p.m. on Monday through Thursday and 11:00 a.m. to 2:00 a.m. on Friday through Sunday. By operating during evening hours, the issuance of the License will provide some much needed storefront activation during nonbusiness hours on the Market Street corridor.

As such, the Licensee seeks the Board of Supervisors' affirmative ruling that its application serves a public convenience and necessity to our City. Please contact me to schedule a hearing date. I can be reached at 415-579-1412 or via email at nick@collaray.com. Thank you in advance for your time and consideration.

Very Truly Yours,

Nick Colla
Colla & Ray LLP
Attorneys for VBC SF LLC

RECEIVED
BOARD OF SUPERVISORS
SAN FRANCISCO
2024 OCT 23 AM 9:30
BY [Signature]

APPLICATION FOR ALCOHOLIC BEVERAGE LICENSE

ABC 211 (6/99)

Matthew Kemball

415 494 9769

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

File Number: 661061
Receipt Number: 2920461
Geographical Code: 3800
Copies Mailed Date: August 5, 2024
Issued Date:

303

DISTRICT SERVING LOCATION: SAN FRANCISCO

First Owner: VBC SF LLC
Name of Business: VITA BREVIS CLUB
Location of Business: 969 MARKET ST
SAN FRANCISCO, CA 94103-1701

County SAN FRANCISCO

Is Premises inside city limits Yes Census Tract: 0176.01

Mailing Address:(If different from premises address) 660 4TH ST #323
SAN FRANCISCO, CA 94103

Type of license(s): 48 Dropping Partner: Yes No

Transferor's license/name: 31119 / GRAND LODGE OF CALIFORNIA ORDER SON

Table with 4 columns: License Type, Transaction Type, Master, Secondary LT And Count. Row 1: 48 - On-Sale General Public Premises, EXC/PER/PRM, Y

Table with 6 columns: License Type, Transaction Description, Fee Code, Dup, Date, Fee. Rows include Application Fee (FEDERAL FINGERPRINTS, STATE FINGERPRINTS, LICENSE TYPE EXCHANGE, DBL TRF: PREMISES AND PERSON) and 48 - On-Sale General Public Pre ANNUAL FEE. Total Fee: \$3,103.00

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: August 5, 2024

Applicant Name(s)

VBC SF LLC

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