

BOARD of SUPERVISORS



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LIQUOR LICENSE PUBLIC CONVENIENCE OR NECESSITY REFERRAL

TO: Planning Department
Attn: _____
Phone No. _____

DATE: May 13, 2024

AP Block/Lot Nos.: 0307/008
Zoning: C-3-G - Downtown-General
Quad: _____
Record No.: _____

TO: Police Department
Andrew Froines
Phone No. (415) 837-7254

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 June of 2024.

PLEASE EMAIL YOUR RESPONSE by May 24, 2024, to:
Monique Crayton, Public Safety and Neighborhood Services Committee Clerk.
monique.crayton@sfgov.org ~ (415) 554-7750

Applicant name: AH&GLCC LLC
Business name: AUGUST HALL
Application address: 420 MASON STREET
Applicant contact info: Scott Murphy
scott@augusthallsf.com
415-559-1145

Nathan Valentine
415-713-3439

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.)



San Francisco Planning

49 South Van Ness Avenue, Suite 1400
San Francisco, CA 94103
628.652.7600
www.sfplanning.org

5/17/2024

Assistant Clerk of the Board of Supervisors
City Hall
1 Dr. Carlton B. Goodlett Place, Room 244
San Francisco, CA 94102

Re: BOS referral - Liquor License Public Convenience or Necessity Referral for August Hall – 420 Mason St., Planning Department Files No. 2024-004316MIS

To Whom It May Concern:

The Planning Department is recommending approval of the attached ABC Type 90 (On Sale General Music Venue) at 420 Mason Street (concert venue dba August Hall) in association with the continuation of Entertainment, Arts and Recreation Use which is principally permitted in C-3-G.

If you have any questions related to Planning's evaluation, please contact me at honora.montano@sfgov.org.

Sincerely,

Honora Montano

**Honora Montano (she/her), Planner
District 3, Current Planning Division**

San Francisco Planning
49 South Van Ness Avenue, Suite 1400, San Francisco, CA 94103
Direct: 628.652.7402 | General Inquiries: pic@sfgov.org | www.sfplanning.org
[San Francisco Property Information Map](#) | [San Francisco Permit Center](#)

RECEIVED
BOARD OF SUPERVISORS
SAN FRANCISCO

REQUEST FOR DETERMINATION OF PUBLIC CONVENIENCE
OR NECESSITY

2024 MAY 18 AM 10:43

BY 

May 6, 2024

John Carroll
San Francisco Board of Supervisors
1 Dr. Carlton B. Goodlett Place, City Hall, Room 244
San Francisco, CA 94102-4689

Dear John,

AH & GLCC, LLC is submitting the enclosed letter for our type 90 liquor license application. We are submitting as a new application while retaining our existing type 47 liquor license under a premises reduction of our restaurant, known as Fifth Arrow. Hours of operation are 6am-2am daily. The application was filed with the California Department of Alcoholic Beverage Control in April of 2024 and all noticing requirements were sent on May 6, 2024.

August Hall & Fifth Arrow, located at 420/430 Mason St in downtown San Francisco, is a truly unique project. The building, owned by the Native Sons of the Golden West, was rebuilt in 1911 after the tragic 1906 earthquake and subsequent fire that devastated much of San Francisco. Once rebuilt, the ground floor venue housed various theater brands including the Stage Door Theater, the Regency III, and a nightclub called Ruby Skye. Below the theater space at 430 Mason St was a well-known speakeasy in the 1930's called Café Dans that was only accessible by a street level slide.

In 2015, the same team preparing this letter planned the renovation of both 420 and 430 Mason St with a bold concept in mind – a state of the art concert & events venue along with a gaming parlor, restaurant, and bar with a full kitchen and 3 bowling lanes. Considering the building is over 100 years old, it required a complete rehabilitation of the infrastructure including electrical, plumbing, hvac, not to mention the design, bowling lanes, ADA compliance, sound, and lighting system we put in place. We opened on May 5, 2018 and in our first year in operation, the venue won the SF Weekly award for best new venue.

As Bay Area Natives, the ownership group takes pride in serving the local clientele and providing enjoyment to those who visit the Bay Area. 420/430 Mason St has been a music venue and gathering space for over 100 years, serves a clear need in the neighborhood, and is an important component of the revitalization of downtown San Francisco which is still recovering from the covid 19 pandemic. We hope that this letter satisfies your request of how this license will serve the public convenience or necessity in the neighborhood and city-wide.

If you have any questions, please do not hesitate to contact us. Thank you for your time and consideration.

Sincerely,

Scott Murphy

Scott Murphy
AH & GLCC, LLC
420 Mason St.
San Francisco, CA 94102
scott@augusthallsf.com
415-559-1145

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

State of California

NATHAN VALENTINE

415 713 3439

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

File Number: **657871**
 Receipt Number: **2881675**
 Geographical Code: **3800**
 Copies Mailed Date: **April 4, 2024**
 Issued Date:

DISTRICT SERVING LOCATION: **SAN FRANCISCO**

First Owner: **AH & GLCC LLC**
 Name of Business: **AUGUST HALL**
 Location of Business: **420 MASON ST
 SAN FRANCISCO, CA 94102-1706**

County **SAN FRANCISCO**

Is Premises inside city limits **Yes** Census Tract: **0123.02**

Mailing Address:(If different from premises address)

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	04/04/24	\$18,635.00
90 - On-Sale General Music Ven	ANNUAL FEE	P40	0	04/04/24	\$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: April 4, 2024

Applicant Name(s)

AH & GLCC LLC

Recommend approval of ABC Type 90 in association with continuation of Entertainment Arts and Recreation Use (concert venue dba August Hall) which is principally permitted in C-3-G. Honora Monano SF Planning honora.monano@sfgov.org

Honora Montano

BY *[Signature]*
 2024 APR 12 AM 8:44
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 BOARD OF SUPERVISORS
 SAN FRANCISCO