

**LIQUOR LICENSE
PUBLIC CONVENIENCE OR
NECESSITY REFERRAL**

TO: Planning Department
Georgia Powell
Phone No. (415) 558-6371

DATE: February 20, 2019

TO: Police Department
Inspector Nelly Gordon
Phone No. (415) 837-7273

AP Block/Lot Nos.: 0313/008
Zoning: C-3-R Downtown Retail
Quad: NE Planning Team
Record No.: 2018-014450MIS 2019-002109MIS

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 April of 2019.

PLEASE EMAIL YOUR RESPONSE BY: March 1, 2019, to John Carroll, Public Safety and Neighborhood Services Committee Clerk.

john.carroll@sfgov.org - Phone No: 554-4445

Applicant name: 1and8 Inc.

Business name: Museum of Ice Cream

Application address: 1 Grant Avenue
San Francisco, CA 94108

Applicant contact info: Jemma Jorel Lester
ABC License Company
337 17th Street #101
Oakland, CA 94612
510-788-5881
jemma@abclicensecompany.com

PLANNING REVIEW: Approval Denial

Planning Staff Contact: Seema Adina

Please print review comments on a trailing page.

POLICE REVIEW: Approval Denial

Please print review comments in a trailing report.



Clerk of the Board, Mr. John Carroll
San Francisco Board of Supervisors
1 Dr. Carlton B. Goodlett Place, Room 244
San Francisco, CA 94102

February 5, 2019

**Re: 1and8 Inc. dba Museum of Ice Cream (MOIC), Liquor License "PCN" Request at:
1 Grant Avenue, San Francisco, CA 94108**
Mailing address: c/o ABC License Co., 337 - 17th St. Suite 101, Oakland, CA 94612
Phone: (510) 788-5881 ext. 2 / email: Jemma@ABCLicensecompany.com

Original Type 42 - On-Sale Beer & Wine Public Premises

To the Clerk of the Board,

I am writing on behalf of my client, 1and8 Inc. The purpose of this letter is to respectfully request to be placed on the Board's calendar for Public Convenience and Necessity approval with regard to our Original Type 42 - On-Sale Beer & Wine Public Premises license. Our client is leasing and operating as Museum of Ice Cream (MOIC) in an historic building at 1 Grant Avenue and wishes to utilize the mezzanine as a beer and wine bar for adult patrons. My client has a thriving business celebrating the whim and joy of ice cream in an incredibly popular interactive museum that began as a pop-up. The ticket demand has been so high that the team was able to secure a permanent lease in the landmark former bank building at 1 Grant Avenue.

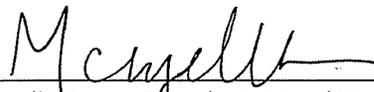
This neighborhood is thriving with business, yet there are none like this one within the City of San Francisco. My client caters to the residents and tourists who come to enjoy San Francisco and all the variety and special experiences we have to offer. MOIC has been hailed one of the great family destinations in the country; MOIC is a female-owned business with an 80% female audience made of up millennials and moms. MOIC is going to be a critical sophisticated destination for the Bay Area and international women to enjoy their ice cream and drinks. Changes to the mezzanine are limited due to the historic preservation and health requirements, so building out a restaurant kitchen is not possible here. But it is very clearly delineated to prevent minors from coming upstairs and will be fully staffed and monitored when open.

Hours of operation will be 11:00am - 12:00am Sun - Weds and we're asking for 1:00am Thurs - Sat for the occasional special event- although most days the business will likely close before midnight. My client will monitor the surrounding area to ensure the safety of the business and customers at all times and maintain a lawful business. The spirit of the Museum of Ice Cream is safe and happy, and my client will ensure customers feel the same when they come and go from the proposed mezzanine beer & wine bar.

Our application is on file with Dept. of ABC as of 2/4/2019 [#42-603203] and has been posted on February 5, 2019. We seek the SF Board of Supervisor's affirmative ruling that our application serves the public convenience and necessity of our City. Please let me know at your earliest convenience our hearing date and time. Thank you for your time.



Jemma Jorel Lester, Representative



Maryellis Bunn, President / 1and8 Inc.

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BOARD OF SUPERVISORS
SAN FRANCISCO
2019 FEB -8 PM 4:45

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

State of California

M. Seema Adina Hester,
 Consultant, ABC
 Science Company
 (510) 788-5881
 X2

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

File Number: 603203
 Receipt Number: 2552288
 Geographical Code: 3800
 Copies Mailed Date: February 4, 2019
 Issued Date:

DISTRICT SERVING LOCATION: SAN FRANCISCO
 First Owner: 1AND8 INC WHICH WILL DO BUSINESS IN CALIFORNIA AS
 MUSEUM OF ICE CREAM
 Name of Business: MUSEUM OF ICE CREAM
 Location of Business: 1 GRANT AVE
 MEZZANINE LEVEL
 SAN FRANCISCO, CA 94108-5801
 County: SAN FRANCISCO

Is Premise inside city limits? Yes Census Tract 0117.00

Mailing Address:
 (If different from premises address)

Type of license(s): 42

Transferor's license/name: Dropping Partner: Yes No

License Type	Transaction Type	Fee Type	Master	Dup	Date	Fee
42 - On-Sale Beer And Wint	ANNUAL FEE	NA	Y	0	02/04/19	\$303.00
42 - On-Sale Beer And Wint	ORIGINAL FEES	NA	Y	0	02/04/19	\$300.00
Total						\$603.00

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
 Explain any "Yes" answer to the above questions on an attachment which shall be deemed part of this application.

Applicant agrees (a) that any manager employed in an on-sale licensed premises will have all the qualifications of a licensee, and (b) that he will not violate or cause or permit to be violated any of the provisions of the Alcoholic Beverage Control Act.

STATE OF CALIFORNIA County of SAN FRANCISCO Date: February 4, 2019

Under penalty of perjury, each person whose signature appears below, certifies and says: (1) He is an applicant, or one of the applicants, or an executive officer of the applicant corporation, named in the foregoing application, duly authorized to make this application on its behalf; (2) that he has read the foregoing and knows the contents thereof and that each of the above statements therein made are true; (3) that no person other than the applicant or applicants has any direct or indirect interest in the applicant or applicant's business to be conducted under the license(s) for which this application is made; (4) that the transfer application or proposed transfer is not made to satisfy the payment of a loan or to fulfill an agreement entered into more than ninety (90) days preceding the day on which the transfer application is filed with the Department or to gain or establish a preference to or for any creditor or transferor or to defraud or injure any creditor of transferor; (5) that the transfer application may be withdrawn by either the applicant or the licensee with no resulting liability to the Department.

Effective July 1, 2012, Revenue and Taxation Code Section 7057; authorizes the State Board of Equalization and the Franchise Tax Board to share taxpayer information with Department of Alcoholic Beverage Control. The Department may suspend, revoke, and refuse to issue a license if the licensee's name appears in the 500 largest tax delinquencies list. (Business and Professions Code Section 494.5.)

Applicant Name(s)

Applicant Signature(s)

1AND8 INC WHICH WILL DO BUSINESS IN CALIFORNIA AS MUSEUM OF ICE CREAM

RECEIVED
 BOARD OF SUPERVISORS
 SAN FRANCISCO
 2019 FEB - 7
 PM 3:15

Recommend approval; Type 42. Recommend approval of Type 42 ABC license in conjunction with Bar use, principally permitted in the C-3-R Zoning District per Planning Code Section 210.2. Applicant informed that DPH Restaurant referral must be obtained

-Seema Adina

