

File No. 170428

Committee Item No. 1

Board Item No. 30

COMMITTEE/BOARD OF SUPERVISORS

AGENDA PACKET CONTENTS LIST

Comm: Public Safety & Neighborhood Services
Board of Supervisors Meeting:

Date: July 12, 2017
Date: July 18, 2017

Cmte Board

- | | | |
|--------------------------|-------------------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | Motion |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Resolution |
| <input type="checkbox"/> | <input type="checkbox"/> | Ordinance |
| <input type="checkbox"/> | <input type="checkbox"/> | Legislative Digest |
| <input type="checkbox"/> | <input type="checkbox"/> | Budget and Legislative Analyst Report |
| <input type="checkbox"/> | <input type="checkbox"/> | Youth Commission Report |
| <input type="checkbox"/> | <input type="checkbox"/> | Introduction Form |
| <input type="checkbox"/> | <input type="checkbox"/> | Department/Agency Cover Letter and/or Report |
| <input type="checkbox"/> | <input type="checkbox"/> | MOU |
| <input type="checkbox"/> | <input type="checkbox"/> | Grant Information Form |
| <input type="checkbox"/> | <input type="checkbox"/> | Grant Budget |
| <input type="checkbox"/> | <input type="checkbox"/> | Subcontract Budget |
| <input type="checkbox"/> | <input type="checkbox"/> | Contract/Agreement |
| <input type="checkbox"/> | <input type="checkbox"/> | Form 126 – Ethics Commission |
| <input type="checkbox"/> | <input type="checkbox"/> | Award Letter |
| <input type="checkbox"/> | <input type="checkbox"/> | Application |
| <input type="checkbox"/> | <input type="checkbox"/> | Public Correspondence |

OTHER

- | | | |
|-------------------------------------|-------------------------------------|---|
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | <u>Good Eggs, Inc. Presentation - July 12, 2017</u> |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <u>Police Department Response - July 6, 2017</u> |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <u>Planning Department Response - May 8, 2017</u> |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <u>Referral Letter - April 17, 2017</u> |
| <input type="checkbox"/> | <input type="checkbox"/> | <u> </u> |

Prepared by: John Carroll
Prepared by: John Carroll

Date: July 6, 2017
Date: July 13, 2017

1 [Liquor License Transfer - 901 Rankin Street]

2
3 **Resolution determining that the transfer of a Type 21 off-sale general alcoholic**
4 **beverage license to Good Eggs, Inc., dba Good Eggs located at 901 Rankin Street**
5 **(District 10), will serve the public convenience or necessity of the City and County**
6 **of San Francisco, in accordance with California Business and Professions Code,**
7 **Section 23958.4; and recommending that the California Department of Alcoholic**
8 **Beverage Control impose conditions on the issuance of the license.**

9
10 WHEREAS, Good Eggs, Inc. is seeking of a Type 21 off-sale general license dba
11 Good Eggs located at 901 Rankin Street (District 10); 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 (0) protests and zero (0)
15 letters of support with the Department of Alcoholic Beverage Control under California
16 Business and Professions Code, Section 24013, and recommends that the Department
17 of Alcoholic Beverage Control issue the liquor license with conditions; and

18 WHEREAS, The conditions recommended by the Police Department are the
19 following: 1) Sales of alcoholic beverages shall be permitted between the hours of 6:00
20 a.m. and 12:00 a.m. each day of the week; and 2) No person under the age of 21 shall
21 deliver alcoholic beverages; now, therefore, be it

22 RESOLVED, That in accordance with California Business and Professions Code,
23 Section 23958.4, the Board of Supervisors of the City and County of San Francisco
24 hereby determines for the foregoing reasons that the transfer of a Type 21 off-sale
25 general license to Good Eggs, Inc., dba Good Eggs located at 901 Rankin Street

1 (District 10), will serve the public convenience or necessity of the City and County of
2 San Francisco; and, be it

3 FURTHER RESOLVED, That the Board of Supervisors of the City and County of
4 San Francisco hereby endorses and adopts the recommendations of the Police
5 Department listed above and recommends that the Department of Alcoholic Beverage
6 Control issue the license with those conditions.

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good
eggs



How It Works

Invite friends, get \$25

Shopping For Today Favorites Hi Haley

Recipes

Produce

Dairy

Meat

Fish

Meals

Deli

Snacks

Drinks

Bakery

Pantry

Kids

Reorder



You can add to your order for Today, 5-7pm until 1pm

Absurdly Fresh Groceries, Delivered

Peak Season



Lakeside Organic Gardens
Organic Broccolini

\$5.97 / lb

1 bunch **3⁴⁹**



Rancho Don Antonio
Organic Blackberries

\$0.63 / oz

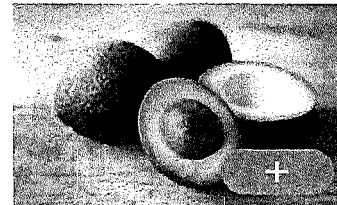
6oz **4⁹⁹**



Cliff McFarlin Organics
Organic Fuyu Persimmons

\$4.00 / lb

3lb **11⁹⁹**



Will's Avocados
Large Gwen Avocado

\$4.76 / lb

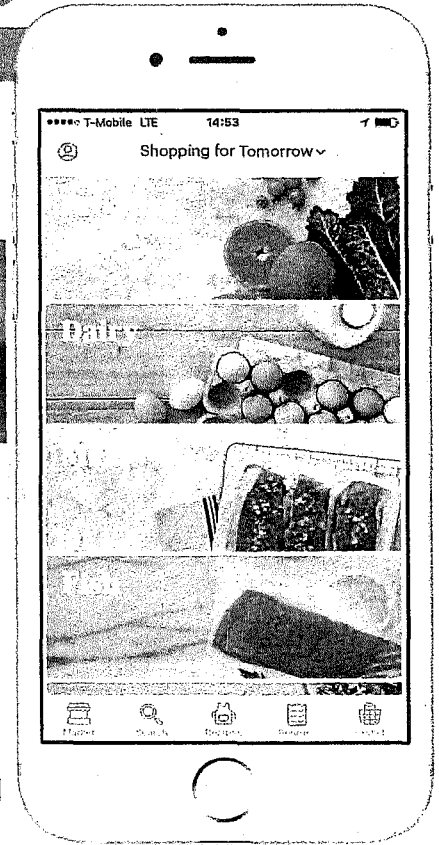
1 count **3⁹⁹**



One-Pan Pork Chops and Greens Dinner Bundle

A 30-minute, one-pan pork chop dinner with more flavor and less cleanup? Midweek magic.

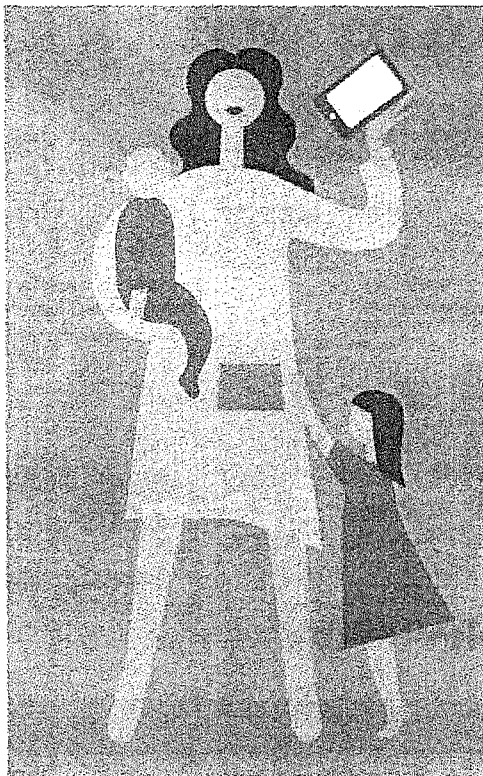
ORDER NOW



4559

The customer we serve is juggling work & family

4560



Marissa

Striving for control of her daily challenges and responsibilities. The goal: excel at home and in the office—and if she can carve out some time for herself, even better!

STATS

Age 37

Works in public relations at Kaiser

Lives in Bernal Heights, San Francisco

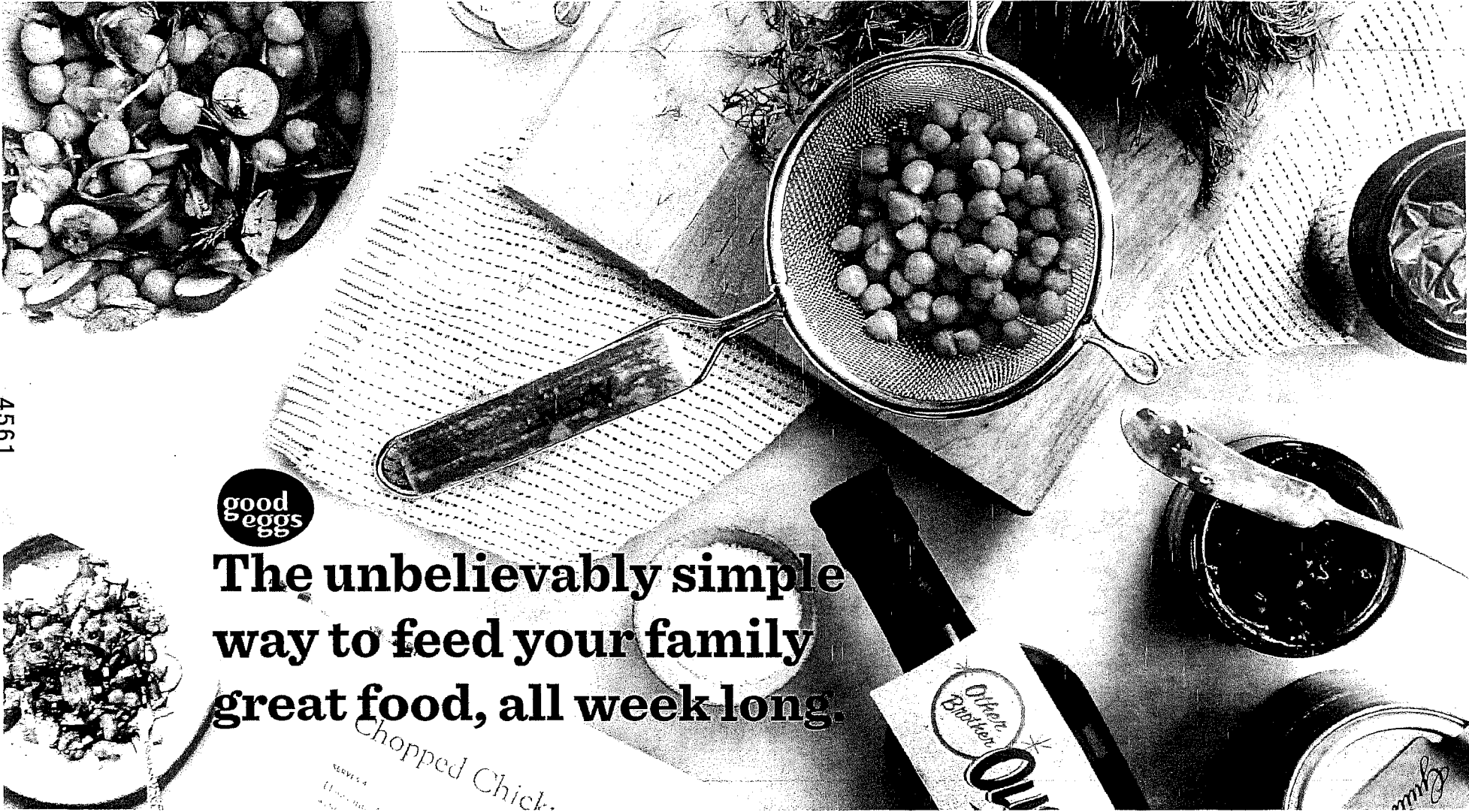
Lives with her partner of 8 years

Two kids, ages 1 and 4

OUR VALUE PROPOSITION

- Freshness
- Assortment
- Convenience
- Values
- Cooking





good
beggs

**The unbelievably simple
way to feed your family
great food, all week long.**

Chopped Chick.

4561

**80% local
supply chain**



We partner with hyper-local producers





**We're growing quickly & creating
good warehouse jobs.**

- 175+ team
- 55 people hired in June
- 21% team is from Bayview & directly surrounding area



Health care,
paid leave,
vacation for
everyone

Clear
opportunities
for growth

Equity in Good
Eggs



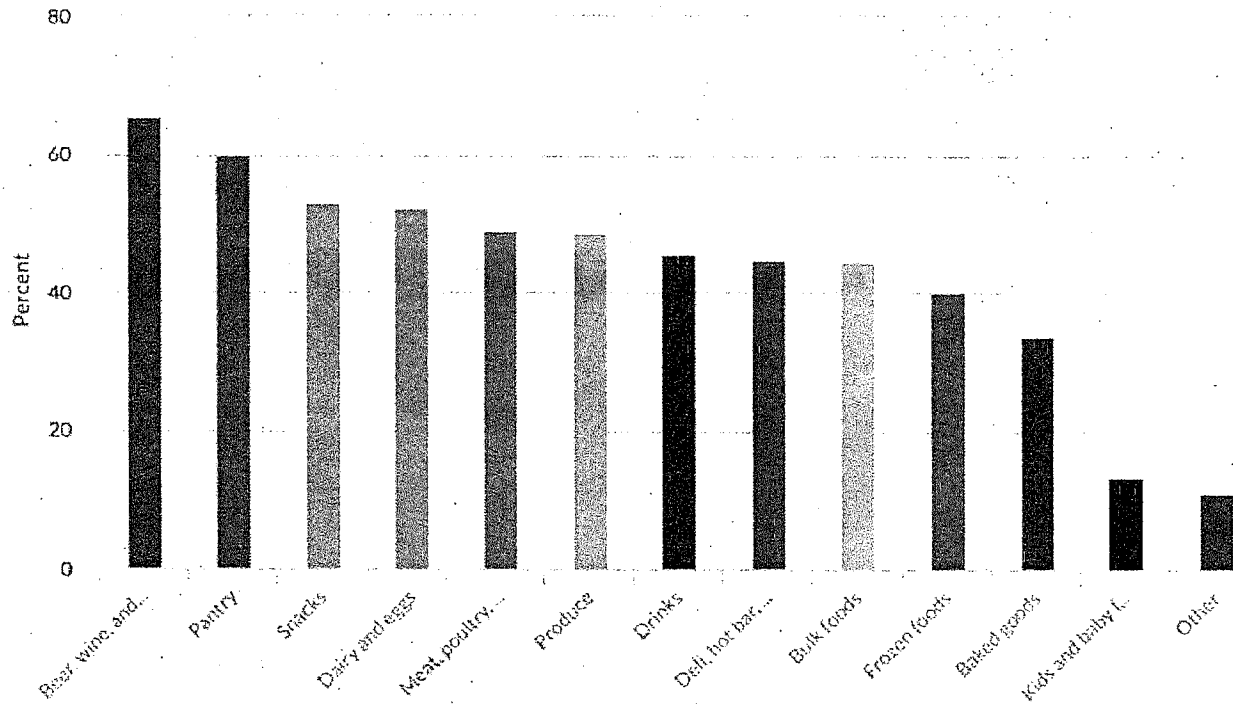
**Recently added 1000+ products to the market
but there is still one big gap...**



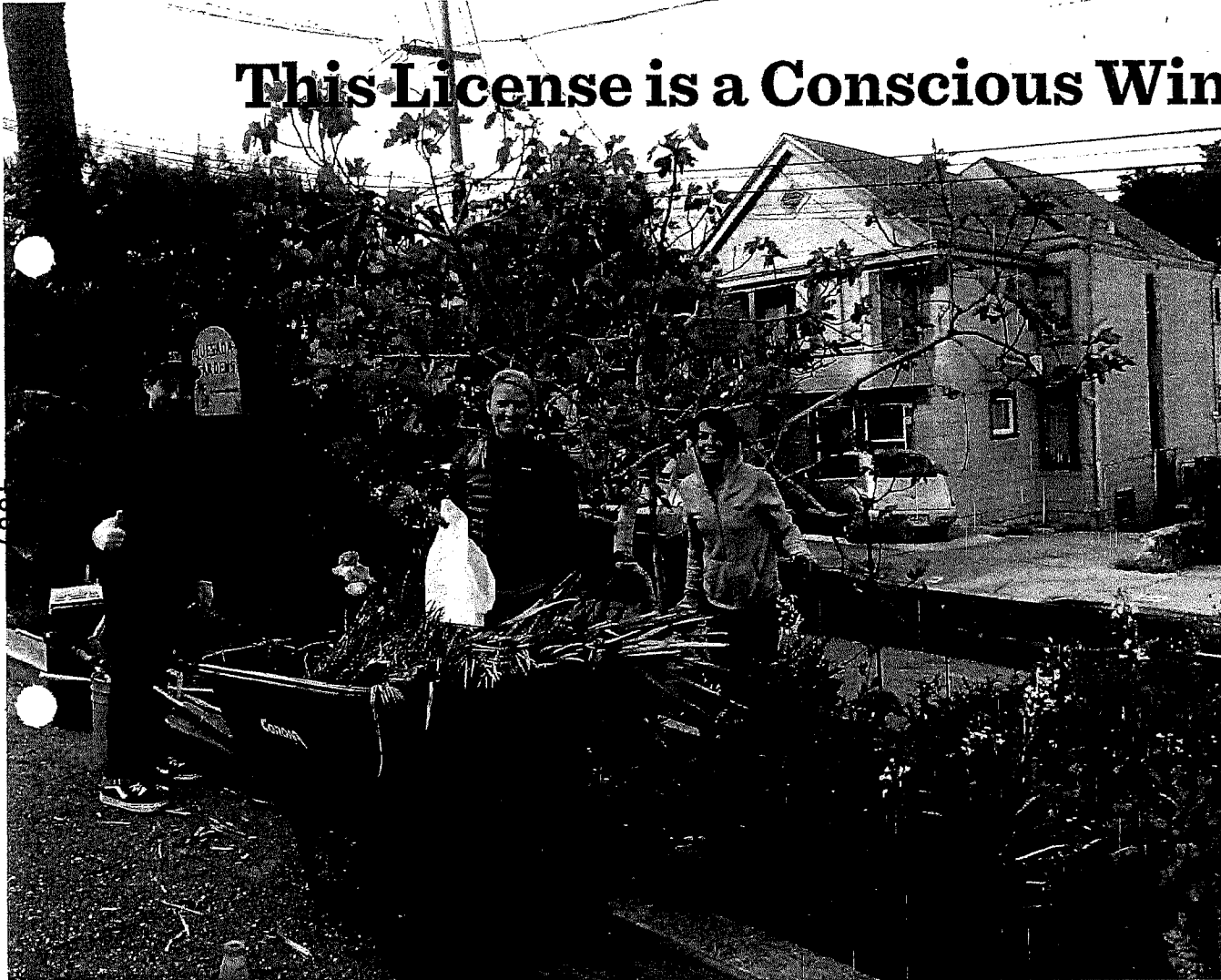
4565

Customers expect us to sell alcohol alongside their groceries

1. What kinds of products do you buy at stores other than Good Eggs?



This License is a Conscious Win-Win-Win



- Good for us
- Good for the community
- Good for our customers

Our Intended Product Assortment

Wine Led: everyday & special occasion wines

Craft Beer: Bay Area craft and micro breweries

Local Spirits: Small Bay Area distillers

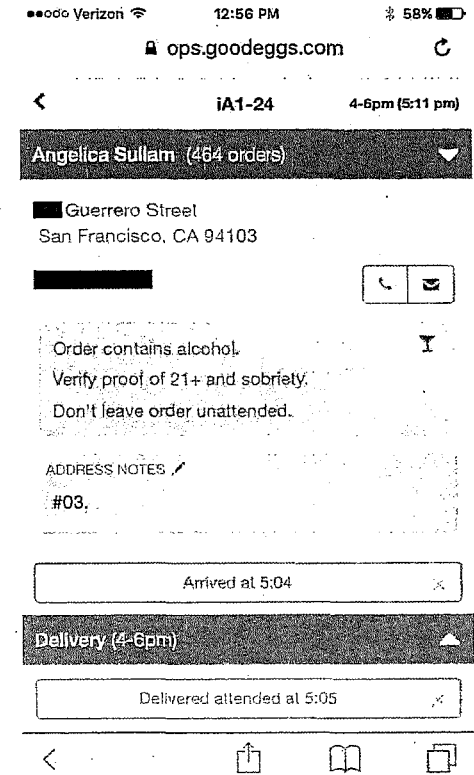
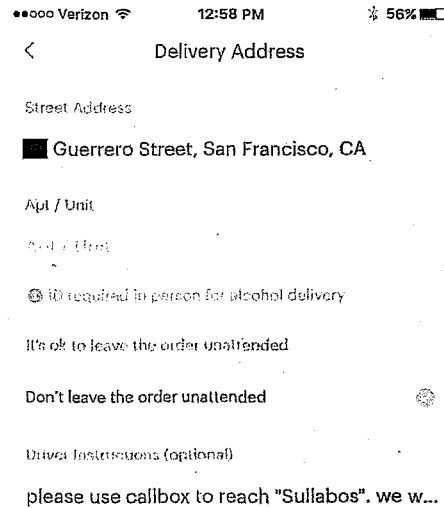
		
<p>Good Eggs Bundles White Summer Sangria Bundle</p>	<p>Broc Cellars Love Red (Red Blend)</p>	<p>Golden State Cider Bay Brut Hard Cider</p>
<p>5 servings 21⁹⁹</p>	<p>50.76 / 11.04</p>	<p>750 ml 19⁹⁹ 20.96 / 11.04</p>
		
<p>Quivira Wine Rosé</p>	<p>The San Francisco Mead Company Wildflower</p>	<p>Scribe Winery Carneros Pinot Noir</p>
<p>50.79 / 11.04</p>	<p>750 ml 19⁹⁹ 50.78 / 11.04</p>	<p>750 ml 39⁹⁹ 51.92 / 11.04</p>

4568

Rigorous protocols established to launch wine responsibly will extend to Type 21

Selling alcohol is a privilege, not a right. We take this responsibility seriously.

- All employees received Responsible Beverage Service Training
- Drivers delivering alcohol are 21+
- Customers must be home for delivery, must show valid 21+ ID and sobriety
- Our tools have more robust tracking and adherence to laws than a typical brick & mortar
- Limited retail store at 901 Rankin St



Extensive outreach and community engagement

Engaged with 8 community groups

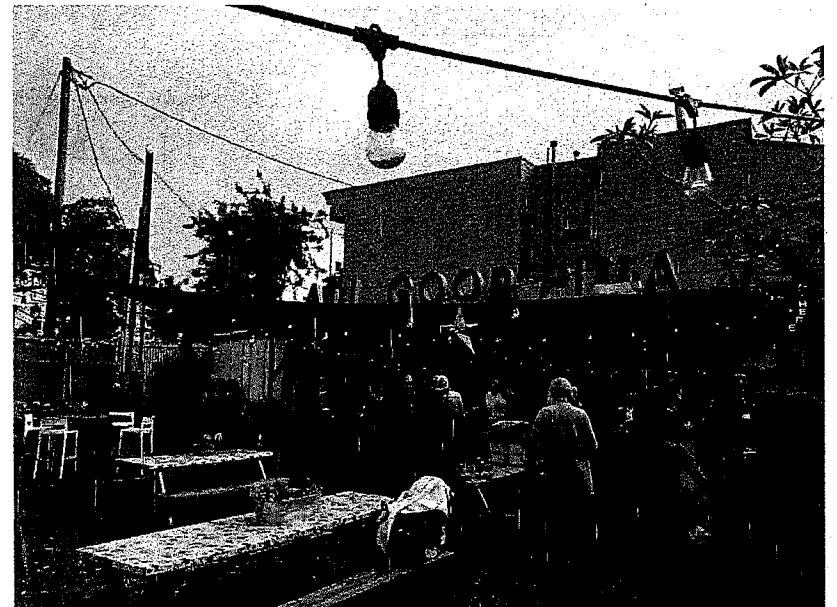
4 letters of support

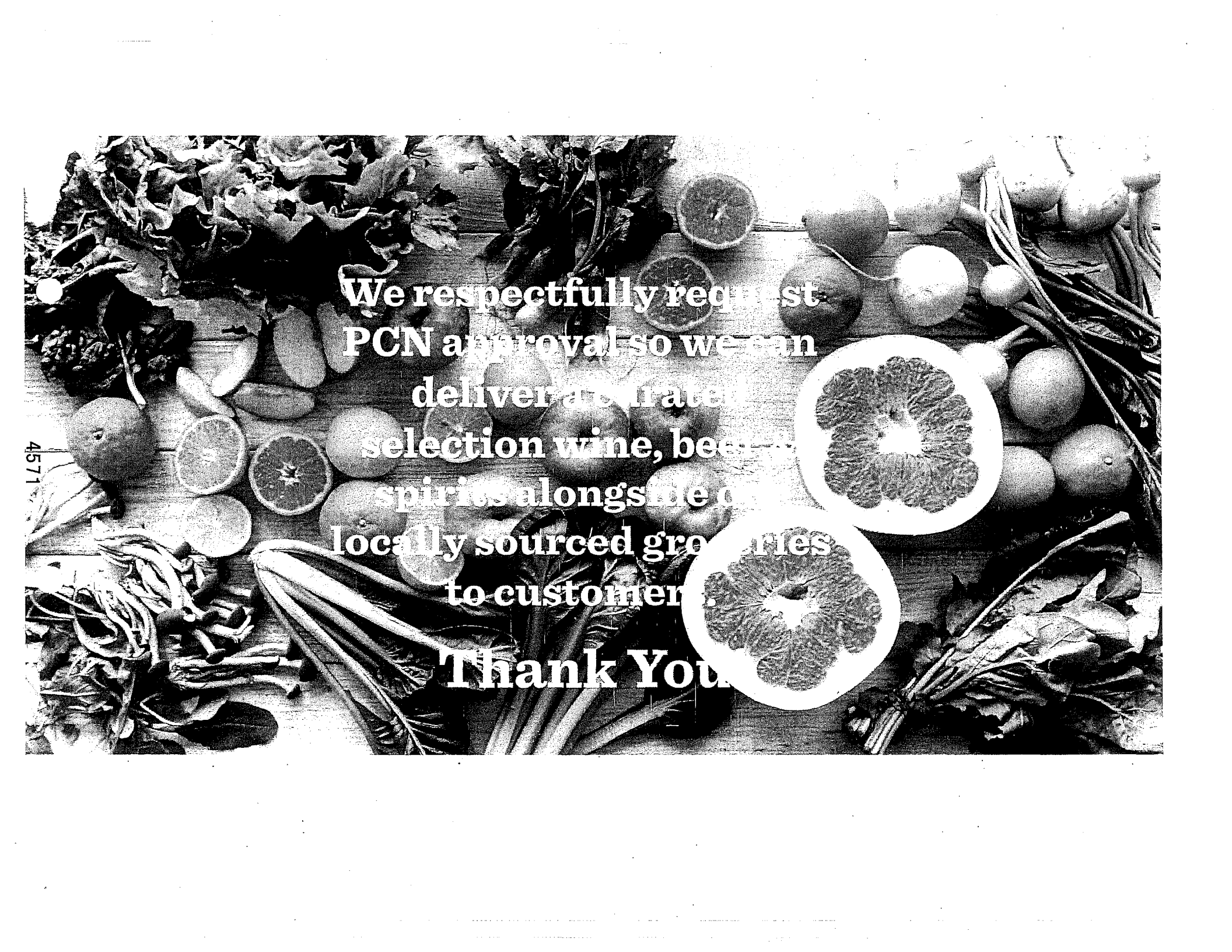
- Economic Development on Third
- BRITE
- Bayview Hill Neighborhood Association
- Laughing Monk Brewery

0 objections from the community

Actively working with community to be a true partner:

- We now offer free delivery in Bayview-Hunters Point
- We prioritize hiring from the neighborhood
- We added Bayview Producers to our marketplace
- We regularly participate in local events & volunteering
- We became a member of Merchants of Butchertown





**We respectfully request
PCN approval so we can
deliver a curated
selection wine, beer &
spirits alongside our
locally sourced groceries
to customers.**

Thank You



April 12th, 2017

Re: Request for Resolution of Public Convenience or Necessity

Dear Board of Supervisors:

On March 9, 2017, Good Eggs, Inc. Which Will Do Business in California as Good Eggs Technology, Inc. filed an application with the Department of Alcoholic Beverage Control for a Type 21, General Off-Sale License at 901 Rankin Street, San Francisco 94124. This license is a person-to-person, premise-to-premise transfer within District 10 (from Ralph's Grocery Company), so no additional license will be added to the district.

According to the census tract data, our district has an "undue" concentration of off-sale licenses under Section 23958.4 of the Business and Professions Code. We are requesting that the Board of Supervisors determine that the public convenience or necessity will be served by the issuance of this Type 21 license.

Good Eggs is an online grocer that delivers fresh, local, organic food directly to Bay Area customers, seven days a week. Our goal is to make it easy for busy people to eat well. Our customers expect and want to be able to buy alcoholic beverages along with their groceries, and to meet their needs and support our growth, we would like to add a curated selection of alcohol. In line with our mission to grow and sustain local food systems, our alcohol assortment will focus on local craft producers of wine, beer and spirits—including many Bayview producers such as Gratta Wines, Sequoia Sake and Laughing Monk Brewery.

Good Eggs anticipates that sales of alcoholic beverages will generate a minimum \$1 million in annual revenue. The storage and display of alcohol beverages would occupy 6% of the total floor area. This would allow us to continue to create great food jobs for people in Bayview and the surrounding area, where about 16% of our 140 person team resides.

We have reviewed our plans with many Bayview community groups and the San Francisco police, and they have both expressed their support for our alcohol license. While Good Eggs is not within the Third Street Restricted Use District, we want to respect the concerns this code highlights. The community has been an integral part in forming our training and retail plans. For example, all employees will sign the Clerk's Affidavit and team members conducting alcohol sales will receive Responsible Beverage Service training. We are, and will remain, a positive member of the community and are committed to serving our neighbors and visitors in a responsible manner.

For the reasons set forth above, we respectfully request that the Board of Supervisors make a finding that issuance of the Type 21 license to Good Eggs will serve the public convenience or necessity.

Should you have any questions or concerns, please contact me: bentley@goodeggs.com 415-483-7344.

Sincerely,

Bentley Hall
CEO



goodeggs.com | 415.483.7344
901 Rankin Street, San Francisco, CA 94124



March 21, 2017

RE: Good Eggs application for liquor licenses

Dear Supervisor Cohen,

EDoT is happy to support Good Eggs ask for two new liquor licenses. I have worked closely with Angelica and have attended many community meetings with her. They have demonstrated a commitment to outreach within our entire community.

Also, Good Eggs has committed to onboarding many producers here in Bayview such as; Yvonne's Southern Sweets, Feve Chocolates, Bayview Pasta, Gratta Wines, Laughing Monk, Seven Stills and more. In addition their marketing team will be featuring a campaign to highlight the many local producers here in Bayview.

We enthusiastically support Good Eggs and their consideration for two new liquor licenses.

Earl Shaddix

Executive Director, EDoT



BAYVIEW RESIDENTS IMPROVING THEIR ENVIRONMENT
<http://britesf.org> | info@brightsf.org

January 25, 2017

Re: Good Eggs' liquor license application

CC: Officer Ramirez, Permit Officer, SFPD District 10
Brittini Chicuata, Legislative Aide, Supervisor Cohen's Office
Ben Van Houten, Office of Economic and Workforce Development
Susan Ma, Office of Economic and Workforce Development
Una Carolan, Paralegal, Hinman & Carmichael LLP

To Whom It May Concern,

The neighborhood group, BRITE (Bayview Residents Improving Their Environment), a registered 501(c)4 nonprofit, represents over a thousand residents of Bayview/Hunters Point (BVHP).

For good reasons, our neighborhood fought for and won an additional layer of scrutiny on businesses that apply for the privilege of selling alcohol. Our neighborhood has seen loitering, tertiary sales of controlled substances, and petty crimes flourish in the vicinity of liquor stores. This additional scrutiny is an important tool for our community to maintain pragmatic economic growth.

In consideration of this, BRITE supports Good Eggs' applications for Type 21 and Type 85 licenses. We support Good Eggs in seeking these licenses not only because their continued success is good for our community, but also because none of the reasons for additional scrutiny on alcohol sales need to apply in this situation – Good Eggs is a digital business that delivers groceries to its customers, it is not a retail store. Given this, it's within the power of City officials to remove the implied mandate for in-person sales for Type 21 license holders imposed by Rule 27 and ABC Form 608. On-site sales is at odds with Good Eggs' business model, but they're willing to do it in order to better serve their customers, who are demanding alcoholic products with their grocery delivers. We ask for the City to grant their applications and provide an exclusion from the Type 21 implied mandate to have retail sales. Doing so would remove any potential for the adverse risks our additional layer of scrutiny was designed to mitigate.

Thank you for your consideration of this matter as we work together to catalyze positive change in our community. Maximizing the growth opportunities for a business that truly values local sourcing of employees (16% of their labor force lives in the neighborhood) as well as products (86% of their offerings are made within 250 miles of San Francisco), pays well above minimum wage, provides full benefits to employees on day one, and offers employment opportunities for low-skill workers.

Approving Good Eggs' request for a Type 21 license and exempting them from the mandate to sell on-site would be a win-win-win for San Francisco, Bayview/Hunter's Point, and Good Eggs.

Sincerely,
BRITE (Bayview Residents Improving Their Environment)
<http://britesf.org>



BAYVIEW HILL NEIGHBORHOOD ASSOCIATION

Mailing Address: 803 Meade Avenue, San Francisco, CA 94124 Phone: 415-468-9168

February 24, 2017

Supervisor Malia Cohen
1 Dr. Carlton B. Goodlett Place
City Hall, Room 244
San Francisco, Ca 94102-4689

Via Email: malia.cohen@sfgov.org

Dear Supervisor Cohen:

On behalf of the Bayview Hill Neighborhood Association (the Association) we are writing to express our support for a change to the San Francisco Planning Code section 249.62 Third Street Alcohol Restricted Use District that would allow Type 21 and Type 85 alcohol license applications.

As a community group, active since 1984 and incorporated as a California 501(c)3 non-profit organization in 1990, we are residents of the Southeast sector of San Francisco and represent residents/homeowners who live and work in the area from Williams/Van Dyke Avenues to the San Francisco County line and from the Bayshore Freeway to Candlestick Point. We are a growing community with relatively new development over the past ten years at the southernmost section of the City along northern slope of Candlestick Hill. We are all committed to making our neighborhood a safe, clean, and well-maintained place to live and raise our children. Our all-volunteer Association meets monthly to discuss neighborhood concerns and we provide an opportunity for city and other government agents, developers and other interested parties to meet directly with residents. Our mission is to combat neighborhood deterioration by being a concerned, informed and watchful group of residents that protect the wellbeing of our community through our united voice and actions.

On the evening of February 6th, Good Eggs CEO, Bentley Hall presented their project to the Association membership and fielded all the questions we had about the project and the facility as a whole. Good Eggs is an online grocer that delivers fresh, local, organic produce, meat and seafood and everyday staples to thousands of families in the Bay Area each week. They make it easy for customers to eat well and support the local economy. We covered a wide range of topics including hiring from within the community. The Good Eggs' project team was proactive in its outreach to our group, successfully addressed our inquiries and concerns, and have shown an interest in being an active member of the community. They listened to our suggestion of providing free delivery for orders over \$30 within the 94124 zip code. They also provided the Association with a contact person who can address any and all future concerns we may have about the project and ongoing operations.

As you well know, we strive to have equity in service levels that other areas in the City take for granted. Having a local food delivery service at no or modest cost will be a significant

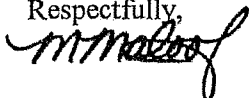
Page 1 of 2

improvement to our area. We support Good Eggs' alcohol license applications because their success benefits our community by growing sales for local businesses and creating good jobs. Currently 84% of sales go to food producers and farmers who are based within 250 miles of San Francisco - including multiple businesses in District 10. Good Eggs prioritizes hiring from within the Bayview community. Currently 16% of their team resides in Bayview and the surrounding area. They pay their employees above the minimum wage, cover 85% of health plans, and offer growth opportunities for low-skill workers. They are actively working with the neighborhood to identify opportunities to increase food access in Bayview and strengthen its community engagement, such as offering free delivery to Bayview residents and participating in neighborhood events. We are excited to work with a company that is genuinely invested in the community.

In 2011, our neighborhood came together to make Third Street an Alcohol Restricted Use District (§ 249.62). There was a high number of businesses sold alcohol and it had a negative impact on our community. Even though Good Eggs is outside of the Third Street Restricted Use District, they have proactively addressed concerns highlighted in this code. They found a Type 21 from within District 10 so that no additional alcohol licenses would be brought into the neighborhood. Good Eggs also reviewed the details of their brick and mortar store to make sure it addressed our concerns, such limiting the number of alcoholic beverages available for sale on site, minimally publicizing the retail store, and requiring Responsible Beverage Service training to employees. They have shown sensitivity and due diligence during the alcohol license application process.

Changes to the existing Alcohol Restrictions are critical to continuing to bring economic vitality to our area and to being an asset for tourism in San Francisco. We concluded that this is an important commercial venture for our community. We understand that this project proposal will be considered at an upcoming Planning Commission hearing. The Bayview Hill Neighborhood Association offers no objections to Good Eggs' and support their Type 21 and Type 85 alcohol license applications. Thank you in advance for your consideration.

Respectfully,



Marsha (Pendergrass) Maloof
President

CC: Mr. Ramirez, Permit Officer, SFPD District 10, BayviewStation.PermitOfficer@sfgov.org
Captain Vaswani, SFPD, District 10, SFPDBayviewStation@sfgov.org
Brittini Chicuata, Supervisor Cohen's Legislative Aide, brittini.chicuata@sfgov.org
Ben Van Houten, Office of Economic and Workforce Development, ben.vanhouten@sfgov.org
Susan Ma, Office of Economic and Workforce Development, susan.ma@sfgov.org
Jack Gallagher, Bayview Hunter's Point Citizen's Advisory Committee, jack.gallagher@sfgov.org
Una Carolan, Paralegal, Hinman & Carmichael LLP, ucarolan@beveragelaw.com
Angelica Sullam, Good Eggs, angelica@goodeggs.com
Members of the Bayview Hill Neighborhood Association Executive Board



Laughing Monk Brewing
1439 Egbert Ave. Unit A
San Francisco, CA 94124

February 25, 2017

Letter of Support for Good Eggs' Liquor License Application

I'm writing this letter on behalf of the team at Laughing Monk Brewing to support Good Eggs' Type 21 and Type 85 alcohol license applications.

Good Eggs is an online grocer that delivers fresh, local, organic produce, meat and seafood and everyday staples to thousands of families in the Bay Area each week. They make it easy for customers to eat well and support the local economy.

Their type 21 License request is for the purpose of offering online delivery. They plan to offer local breweries the opportunity to distribute beer through their online store, which will help me and other brewers expand our businesses and add more employees from the neighborhood.

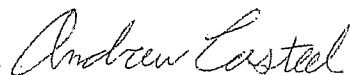
We support Good Eggs' alcohol license applications because their success benefits our community by growing sales for local businesses and creating good jobs. Currently 84% of sales go to food producers and farmers who are based within 250 miles of San Francisco - including multiple businesses in District 10. Good Eggs prioritizes hiring from within the Bayview community. Currently 16% of their team resides in Bayview and the surrounding area. They pay their employees above the minimum wage, cover 85% of health plans, and offer growth opportunities for low-skill workers. They are actively working with the neighborhood to identify opportunities to increase food access in Bayview and strengthen its community engagement, such as offering free delivery to Bayview residents and participating in neighborhood events. We are excited to work with a company that is genuinely invested in the community.

In 2011, our neighborhood came together to make Third Street an Alcohol Restricted Use District (§ 249.62). There was a high number of businesses sold alcohol and it had a negative impact on our community. Even though Good Eggs is outside of the Third Street Restricted Use District, they have proactively addressed concerns highlighted in this code. They found a Type 21 from within District 10 so that no additional alcohol licenses would be brought into the neighborhood. Good Eggs also reviewed the details of their brick and mortar store to make sure it addressed our concerns, such limiting the number of alcoholic beverages available for sale on site, minimally publicizing the retail store, and requiring Responsible Beverage Service training to employees. They have shown sensitivity and due diligence during the alcohol license application process.

Approving Good Eggs' Type 21 and Type 85 alcohol license applications will make their grocery service more convenient to customers, which will grow their business, and will have a direct positive impact on our community.

Thank you for your consideration.

Sincerely,



Andrew Casteel
Founder
Laughing Monk Brewing
650.533.8995
andrew@laughingmonkbrewing.com

RECEIVED

APR 17 2017

LIQUOR LICENSE REVIEW



CITY & COUNTY OF S.F.
PLANNING DEPARTMENT
NEIGHBORHOOD PLANNING

TO: Planning Department
AnMarie Rodgers/CTYPLN/SFGOV
Georgia Powell/CTYPLN/SFGOV@SFGOV
Fax No.: (415) 558-6409

File: 170428

Block/Lot: 5281/003
Zoning: PDR-2
Quad: SE
Reward # 2017-005010

TO: Police Department
Inspector Nelly Gordon
Phone: (415) 837-7273

DATE: April 17, 2017

MIS

Please submit your response in four to six weeks for the matter to be heard.
PLEASE EMAIL YOUR RESPONSE BY: May 17, 2017, to Erica Major, Public Safety and Neighborhood Services Committee Clerk.
Erica.Major@sfgov.org - Fax No: 554-7771

Applicant Name: Good Eggs, Inc.
and Business Name: Good Eggs
Applicant Address: 901 Rankin Street
San Francisco, CA 94124
and Phone No. (415) 483-7344

PLANNING COMMENTS: Approval Denial

me 5/5/17
Approved Planning Dept. Michael Christensen

POLICE COMMENTS: Approval Denial

**BEFORE THE
DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL
OF THE STATE OF CALIFORNIA**

IN THE MATTER OF THE APPLICATION OF

GOOD EGGS, INC.
GOOD EGGS
901 RANKIN ST
SAN FRANCISCO, CA 94124-1626

} FILE 21-579375

} REG.

} PETITION FOR CONDITIONAL
} LICENSE

For Issuance of an Off-Sale General - License

Under the Alcoholic Beverage Control Act

WHEREAS, petitioner(s) has/have filed an application for the issuance of the above-referred-to license(s) for the above-mentioned premises; and,

WHEREAS, pursuant to Section 23958 of the Business and Professions Code, the Department may deny an application for a license where issuance would result in or add to an undue concentration of licenses; and

Whereas, the proposed premises are located in Census Tract # 9809 where there presently exists an undue concentration of licenses as defined by Section 23958.4 of the Business and Professions Code; and,

WHEREAS, the issuance of an unrestricted license would be contrary to public welfare and morals;

NOW, THEREFORE, the undersigned petitioner(s) do/does hereby petition for a conditional license as follows, to-wit:

- 1 Sales of alcoholic beverages shall be permitted between the hours of 6:00 a.m. to 12:00 a.m. each day of the week.
- 2 No person under the age of 21 shall deliver alcoholic beverages.



Initials


ABC-172 (5/94)

This petition for conditional license is made pursuant to the provisions of Sections 23800 through 23805 of the Business and Professions Code and will be carried forward in any transfer at the applicant-premises.

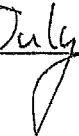
Petitioner(s) agree(s) to retain a copy of this petition on the premises at all times and will be prepared to produce it immediately upon the request of any peace officer.

The petitioner(s) understand(s) that any violation of the foregoing condition(s) shall be grounds for the suspension or revocation of the license(s).

DATED THIS 5 DAY OF July, 2017.



Applicant/Petitioner



Applicant/Petitioner



Angelica Sullam <angelica@goodeggs.com>

Update from Good Eggs

Chicuata, Brittni (BOS) <brittni.chicuata@sfgov.org>
To: Angelica Sullam <angelica@goodeggs.com>

Thu, May 4, 2017 at 5:11 AM

Hi Angelica,

Thank you for your update on outreach and the status of your license request. We do not have any outstanding questions about that at this time.

It's great that you all have done such a tremendous amount of outreach since our initial meeting. Thank you for hearing our concerns and for making a true effort to do more to engage the immediate neighborhood. Please let us know how we might help promote your free delivery program and if you'd like any additional support with hiring from the neighborhood.

The Supervisor wishes you continued success and growth. I will be in touch as soon as your license application is scheduled for its committee hearing.

Kind regards,

Brittni



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 Hillary Ronen
Supervisor Jeff Sheehy
Supervisor Sandra Lee Fewer

From: A/C Lieutenant Nelly Gordon **Sgt. G. George #992** *gag*
Officer in Charge **SFPD Ops Bur / A.L.U.**
ABC Liaison Unit (ALU) 415-837-7273

Date: July 5, 2017

Subject: P.C.N. Investigation Regarding: Good Eggs, LLC
DBA: The Good Eggs
901 Rankin Street
San Francisco, CA. 94124-1626
Bentley Hall
(415) 487-7433

Mr. Bentley Hall on behalf of Good Eggs has filed an application with the California Department of Alcoholic Beverage Control seeking a -Type 21 (Off-Sale General) License at 901 Rankin Street, (located between Jerrold Ave. and Newcomb Ave.).

Hours of Operation:

6:00 am to 12:00 am daily.

Digest:

Good Eggs is an online grocer located at 901 Rankin Street in San Francisco in the Bayview district. Good Eggs has been in business since 2011 and located at 901 Rankin Street since April 2015. If approved, this license will allow Good Eggs to sell Off-Sale Beer, Wine and Distilled Spirits.

Letters of Protest:

No Record

Letters of Support:

No Record

Police Calls for Service:

From March 2016 to March 2017

0 call for service

Police Reports:

From March 2016 to March 2017

0 police report

San Francisco Plot Information:

This premise is located in Plot: 330

A High Crime area is defined as 78 or more police reports in a plot for the year of 2016.

This plot had 14 police reports for 2016, which is 64 less than the Citywide "High Crime" average.

State Census Tract Information:

This premise is located in Census Tract: 9809.00

Population for this tract is: 350

On-sale license authorized by census tract: 1

Active on-sale licenses: 10 with 0 pending

Off-sale licenses authorized by census tract: 0

Active off-sale licenses: 11 with 0 pending

Departmental Recommendation:

Points of consideration: **0**

No opposition from **Bayview District**

Applicant premise is located in a "**Low Crime**" area.

Applicant premise is located in an "**undue concentration**" area.

0 - Record of protest.

0 - Record of support.

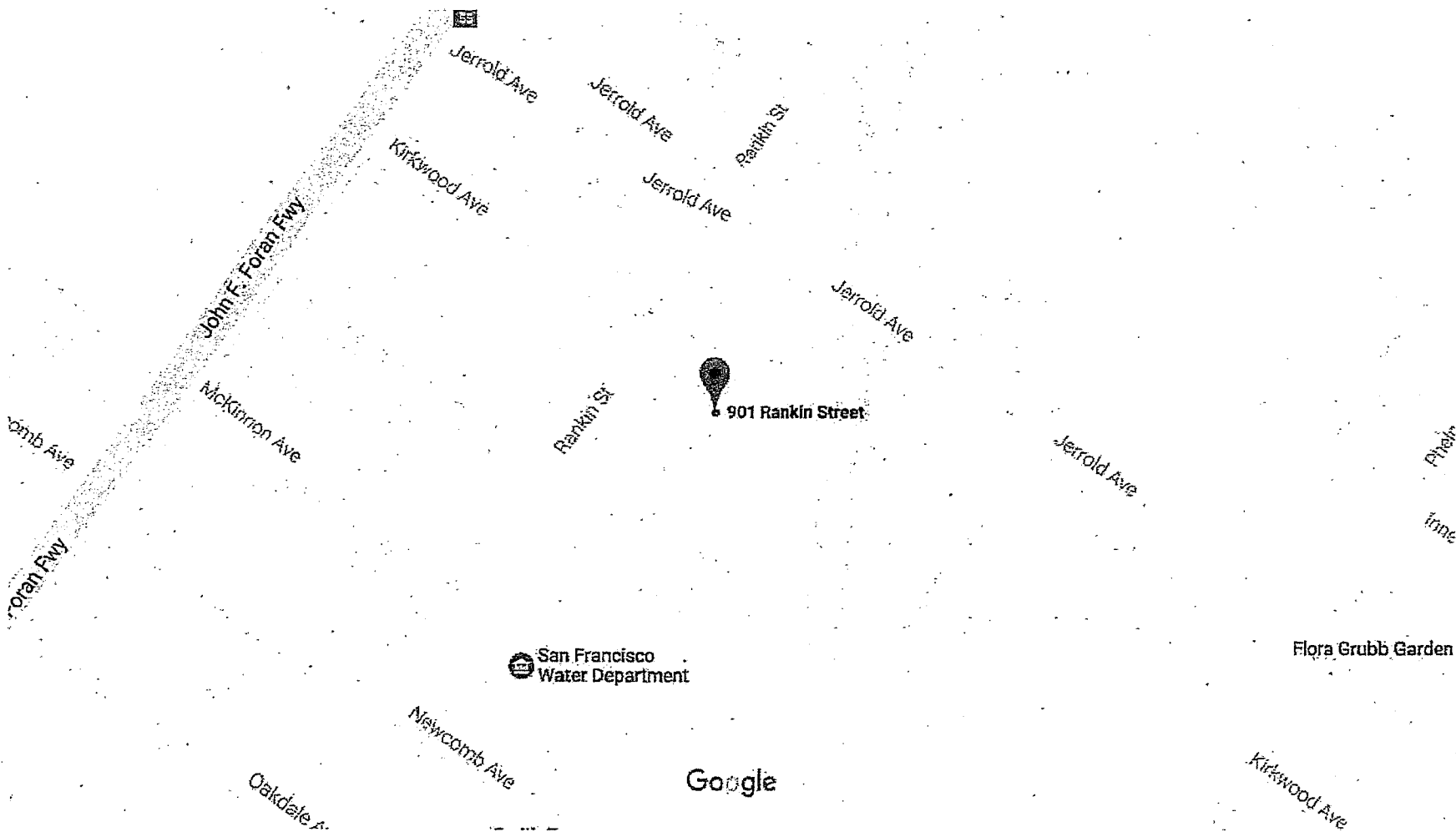
ALU Recommendation: **Approval with following conditions**

1. Sales of alcoholic beverages shall be permitted between the hours of 6:00 am to 12:00 am each day of the week.
2. No person under the age of 21 shall deliver alcoholic beverages

❖ **It should be noted that the Applicant agrees with the above recommended condition.**

End

4586



901 Rankin Street

San Francisco Water Department

Flora Grubb Garden

Google



4587

901 Rankin St

Google

Image capture: Nov 2016 © 2017 Google

San Francisco, California

Street View - Nov 2016

RECEIVED



APR 17 2017

LIQUOR LICENSE REVIEW

CITY & COUNTY OF S.F.
PLANNING DEPARTMENT
NEIGHBORHOOD PLANNING

TO: Planning Department
AnMarie Rodgers/CTYPLN/SFGOV
Georgia Powell/CTYPLN/SFGOV@SFGOV
Fax No.: (415) 558-6409

File: 170428

Block/Lot: 5281/003

Zoning: PDR-2

Quad: SE

Reward # 2017-00501C

TO: Police Department
Inspector Nelly Gordon
Phone: (415) 837-7273

DATE: April 17, 2017

MIS

Please submit your response in four to six weeks for the matter to be heard.
PLEASE EMAIL YOUR RESPONSE BY: May 17, 2017, to Erica Major, Public
Safety and Neighborhood Services Committee Clerk.

Erica.Major@sfgov.org - Fax No: 554-7771

Applicant Name: Good Eggs, Inc.
and Business Name: Good Eggs

Applicant Address: 901 Rankin Street
San Francisco, CA 94124
and Phone No. (415) 483-7344

PLANNING COMMENTS: Approval Denial

me 5/19/17
Approved Planning Dept. Michael Christensen

POLICE COMMENTS: Approval Denial

RECEIVED
BOARD OF SUPERVISORS
SAN FRANCISCO

2017 APR 14 PM 2:24

BY AK



April 12th, 2017

Re: Request for Resolution of Public Convenience or Necessity

Dear Board of Supervisors:

On March 9, 2017, Good Eggs, Inc. Which Will Do Business in California as Good Eggs Technology, Inc. filed an application with the Department of Alcoholic Beverage Control for a Type 21, General Off-Sale License at 901 Rankin Street, San Francisco 94124. This license is a person-to-person, premise-to-premise transfer within District 10 (from Ralph's Grocery Company), so no additional license will be added to the district.

According to the census tract data, our district has an "undue" concentration of off-sale licenses under Section 23958.4 of the Business and Professions Code. We are requesting that the Board of Supervisors determine that the public convenience or necessity will be served by the issuance of this Type 21 license.

Good Eggs is an online grocer that delivers fresh, local, organic food directly to Bay Area customers, seven days a week. Our goal is to make it easy for busy people to eat well. Our customers expect and want to be able to buy alcoholic beverages along with their groceries, and to meet their needs and support our growth, we would like to add a curated selection of alcohol. In line with our mission to grow and sustain local food systems, our alcohol assortment will focus on local craft producers of wine, beer and spirits—including many Bayview producers such as Gratta Wines, Sequoia Sake and Laughing Monk Brewery.

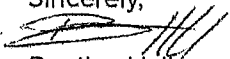
Good Eggs anticipates that sales of alcoholic beverages will generate a minimum \$1 million in annual revenue. The storage and display of alcohol beverages would occupy 6% of the total floor area. This would allow us to continue to create great food jobs for people in Bayview and the surrounding area, where about 16% of our 140 person team resides.

We have reviewed our plans with many Bayview community groups and the San Francisco police, and they have both expressed their support for our alcohol license. While Good Eggs is not within the Third Street Restricted Use District, we want to respect the concerns this code highlights. The community has been an integral part in forming our training and retail plans. For example, all employees will sign the Clerk's Affidavit and team members conducting alcohol sales will receive Responsible Beverage Service training. We are, and will remain, a positive member of the community and are committed to serving our neighbors and visitors in a responsible manner.

For the reasons set forth above, we respectfully request that the Board of Supervisors make a finding that issuance of the Type 21 license to Good Eggs will serve the public convenience or necessity.

Should you have any questions or concerns, please contact me: bentley@goodeggs.com 415-483-7433

Sincerely,


Bentley Hall
CEO

7344

MON-SUN = 10AM-9PM



goodeggs.com | 415.483.7433
901 Rankin Street, San Francisco, CA 94124

170478

LIQUOR LICENSE REVIEW

TO: Planning Department **File:** 170428
AnMarie Rodgers/CTYPLN/SFGOV
Georgia Powell/CTYPLN/SFGOV@SFGOV
Fax No.: (415) 558-6409

TO: Police Department
Inspector Nelly Gordon
Phone: (415) 837-7273

DATE: April 17, 2017

Please submit your response in four to six weeks for the matter to be heard.
PLEASE EMAIL YOUR RESPONSE BY: May 17, 2017, to Erica Major, Public
Safety and Neighborhood Services Committee Clerk.

Erica.Major@sfgov.org - Fax No: 554-7771

Applicant Name: Good Eggs, Inc.
and Business Name: Good Eggs

Applicant Address: 901 Rankin Street
San Francisco, CA 94124
and Phone No. (415) 483-7344

PLANNING COMMENTS: Approval Denial

POLICE COMMENTS: Approval Denial

Major, Erica (BOS)

From: Major, Erica (BOS)
Sent: Monday, April 17, 2017 9:30 AM
To: Rodgers, AnMarie (CPC); Powell, Georgia (CPC); Gordon, Nelly (POL)
Cc: Chicuata, Brittni (BOS); Chan, Yoyo (BOS); Kittler, Sophia (BOS)
Subject: LL REFERRAL (170428) Liquor License Transfer - 901 Rankin Street
Attachments: 170428 - 901 Rankin Street - Good Eggs.pdf

Greetings,

Attached is a Public Convenience or Necessity request for the above stated. Please review and provide your response by May 17, 2017.

ERICA MAJOR


Assistant Clerk

Board of Supervisors

1 Dr. Carlton B. Goodlett Place, City Hall, Room 244 San Francisco, CA 94102

Phone: (415) 554-4441 | Fax: (415) 554-5163

Erica.Major@sfgov.org | www.sfbos.org

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disclosures: Personal information that is provided in communications to the Board of Supervisors is subject to disclosure under the California Public Records Act and the San Francisco Sunshine Ordinance. Personal information provided will not be redacted. Members of the public are not required to provide personal identifying information when they communicate with the Board of Supervisors and its committees. All written or oral communications that members of the public submit to the Clerk's Office regarding pending legislation or hearings will be made available to all members of the public for inspection and copying. The Clerk's Office does not redact any information from these submissions. This means that personal information—including names, phone numbers, addresses and similar information that a member of the public elects to submit to the Board and its committees—may appear on the Board of Supervisors website or in other public documents that members of the public may inspect or copy.



**California Department of Alcoholic Beverage
Control**
*License Query System Summary
as of 4/13/2017*

License Information
License Number: 579375
Primary Owner: GOOD EGGS, INC.
ABC Office of Application: 24 - SAN FRANCISCO
Business Name
Doing Business As: GOOD EGGS
Business Address
Address: 901 RANKIN ST Census Tract: 9809.00
City: SAN FRANCISCO County: SAN FRANCISCO
State: CA Zip Code: 94124
Licensee Information
Licensee: GOOD EGGS, INC.
<i>Company Information</i>
OFFICER: HALL, BENTLEY HILAND (CHIEF EXECUTIVE OFFICER)
OFFICER: SALANT, ALON JAY (CHIEF FINANCIAL OFFICER)
OFFICER: HALL, BENTLEY HILAND (DIRECTOR)
OFFICER: SALANT, ALON JAY (DIRECTOR)
OFFICER: VASISHTH, VISHAL (DIRECTOR)
OFFICER: INDEX VENTURES VI (JERSEY), L.P. (LIMITED PARTNERSHIP)
STOCKHOLDER: INDEX VENTURES VI (JERSEY), L.P.
STOCKHOLDER: OBVIOUS VENTURES II L.P.
OFFICER: OBVIOUS VENTURES II L.P. (LIMITED PARTNERSHIP)
OFFICER: HALL, BENTLEY HILAND (PRESIDENT/SECRETARY)
License Types
1) License Type: 21 - OFF-SALE GENERAL
License Type Status: PENDING
Status Date: 09-MAR-2017 Term: 12 Month(s)

Original Issue Date:	Expiration Date:	
Master: Y	Duplicate: 0	Fee Code: P40
License Type was Transferred On:		FROM: <u>21-407197</u>
Current Disciplinary Action		
... <i>No Active Disciplinary Action found</i> ...		
Disciplinary History		
... <i>No Disciplinary History found</i> ...		
Hold Information		
Hold Date: 09-MAR-2017	Type: FORM 220	
Escrow		
Escrow: CALIFORNIA BUSINESS ESCROW, 1748 MAIN ST ESCALON, CALIFORNIA 95320		

--- End of Report ---

For a definition of codes, view our [glossary](#).

