




San Francisco Police Department
ABC Liaison Unit



Alcoholic Beverage License -
*Public Convenience and
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 
Officer in Charge
ABC Liaison Unit (ALU) 415-553-1115

Date: February 7, 2017

Subject: P.C.N. Investigation Regarding: Verve Holdings, LLC
DBA: Verve
2358 Fillmore Street
Richard D. Warren

Mr. Richard Warren on behalf of Verve Holdings, LLC; DBA: Verve has filed an application with the California Department of Alcoholic Beverage Control seeking a -Type 21 (Off- Sale Beer, Wine and Distilled Spirit) License for 2358 Fillmore Street (located between Washington Street and Clay Street).

Hours of Operation:

7 Days a Week: 9:00 a.m.-11:00 p.m.

Digest:

Verve Holdings is wine store which will be located at 2358 Fillmore Street in the Northern district. Verve is transferring this license from 395 Geary Blvd in the Central district to the above address. Verve currently has a store in Manhattan, NY and this will be there first store in San Francisco Bay area. If approved, this license will allow Verve to sell Off-Sale Beer, Wine and Distilled Spirit.

Letters of Protest:

0 Valid Protest

Letters of Support:

0 Valid Support

Police Calls for Service:

From March 2016 to March 2017

0 calls for service

Police Reports:

From March 2016 to March 2017

0 police reports

San Francisco Plot Information:

This premise is located in Plot: **295**

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

This plot had **191** police incident for **2016**, which is **113** over the **Citywide “High Crime”** average.

State Census Tract Information:

This premise is located in Census Tract: **135.00**
Population for this tract is: **2,556**

On-sale license authorized by census tract: **9**
Active on-sale licenses: **11** with **0** pending

Off-sale licenses authorized by census tract: **2**
Active off-sale licenses: **8** with **0** pending

Departmental Recommendation:

Points of consideration: **6**

No opposition from **Northern Station**

Applicant premise **is** located in a “**High Crime**” area.

Applicant premise **is** located in an “**undue concentration**” area.

0 - Record of protest.

0 - Record of support.

ALU Recommendation: **Approval following conditions:**

1. Sales of alcoholic beverages shall be permitted between the hours of 9:00 am to 11:00 p.m.daily.
2. Graffiti shall be removed from the premises and all parking lots under the control of the licensee within 72 hours of application. If the graffiti occurs on a Friday or weekend day, or on a holiday, the licensee shall remove the graffiti with 72 hours following the beginning of the next week day.
3. Loitering (loitering is defined as “to stand idly about; linger aimlessly without lawful business”) is prohibited on any sidewalks or property adjacent to the licensed premises under the control of the licensee as depicted on the ABC-257.
4. The petitioner(s) shall be responsible for maintaining free of litter the area adjacent to the premises over which they have control, as depicted on the ABC-257.

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

Google Maps 2357 Fillmore St



Image capture: Nov 2016 © 2017 Google

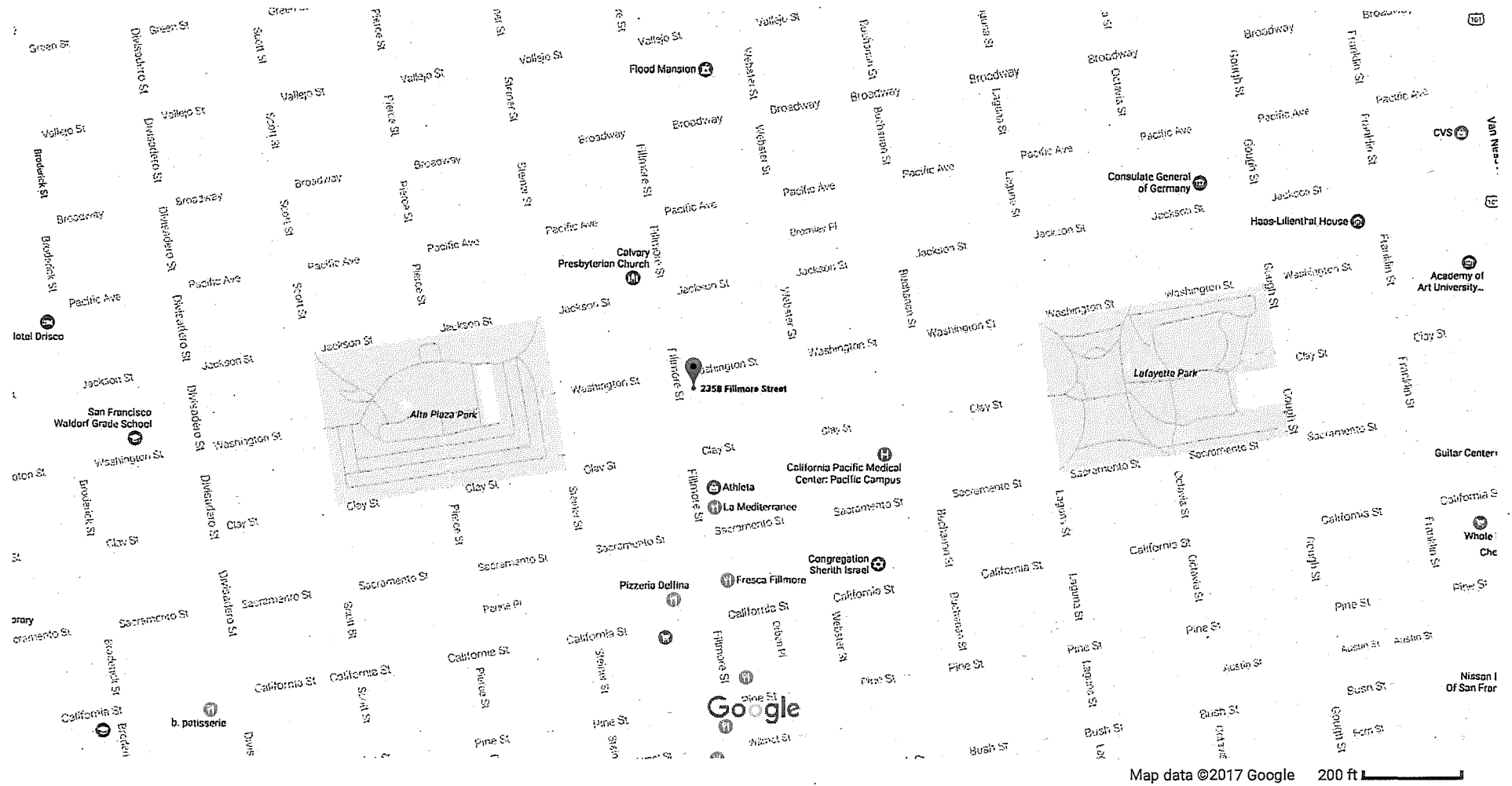
San Francisco, California

Street View - Nov 2016

Green St

Vallejo St

Google Maps 2358 Fillmore St



Map data ©2017 Google 200 ft