

BOARD of SUPERVISORS



City Hall  
1 Dr. Carlton B. Goodlett Place, Room 244  
San Francisco 94102-4689  
Tel. No. (415) 554-5184  
Fax No. (415) 554-5163  
TDD/TTY No. (415) 554-5227

## LIQUOR LICENSE PUBLIC CONVENIENCE OR NECESSITY REFERRAL

TO: Planning Department  
Attn: \_\_\_\_\_  
Phone No. \_\_\_\_\_

DATE: October 25, 2024  
AP Block/Lot Nos.: 3704/070  
Zoning: C-3-G - downtown-  
general - 120-X

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

Quad: \_\_\_\_\_  
Record No.: \_\_\_\_\_

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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 December of 2024.

**PLEASE EMAIL YOUR RESPONSE by November 6, 2024**, to:  
Monique Crayton, Public Safety and Neighborhood Services Committee Clerk.  
[monique.crayton@sfgov.org](mailto:monique.crayton@sfgov.org) ~ (415) 554-7750

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**Applicant name: VBA SF LLC**

**Business name: VITA BREVIS CLUB**

**Application address: 969 Market Street**

**Applicant contact info: Nick Colla**  
**415- 579-1412**  
**nick@collaray.com**

**PLANNING REVIEW:**  Approval  Denial

Planning Staff Contact:   
Elizabeth Mau  
(Please add comments on a trailing page.)

**POLICE REVIEW:**  Approval  Denial

(Please add comments in a trailing report.)

Recommend approval for an ABC Type 48 License for a Nighttime Entertainment Use (DBA Vita Brevis Club) principally permitted in a C-3-G Zoning District per Planning Code Section 210.2. Change of Use approved by Planning through 2024-005944PRL, BPA No. 202406275441 on 6/27/2024.

**From:** [Crayton, Monique \(BOS\)](#)  
**To:** [CPC.Referrals](#); [Froines, Andrew \(POL\)](#); [nick@collaray.com](mailto:nick@collaray.com)  
**Cc:** [Alabanza, Analyn@ABC](mailto:Alabanza_Analyn@ABC); [amarjit.tamber@abc.ca.gov](mailto:amarjit.tamber@abc.ca.gov); [Wong, Joanne \(POL\)](#); [Jonas, Stephen \(POL\)](#); [Logan, Sam \(BOS\)](#); [Dahl, Bryan \(BOS\)](#); [Ebadi, Mahanaz \(BOS\)](#); [Owen, David \(BOS\)](#); [Tam, Madison \(BOS\)](#)  
**Subject:** Liquor License Issuance - 969 Market Street - Vita Brevis Club - BOS File No. 241052  
**Date:** Friday, October 25, 2024 3:50:00 PM

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Greetings,

The office of the Clerk of the Board has received a letter requesting public convenience or necessity findings for a liquor license issuance. I'm referring this matter to you for response via the following linked document:

[Referral Letter - Planning and Police Departments – October 25, 2024](#)

You may review the entire matter on our [Legislative Research Center](#) by following the link below:

- Board of Supervisors [File No. 241052](#)

After receiving review from the Planning and Police Departments, the Public Safety and Neighborhood Services Committee may hear and consider public convenience or necessity findings for the application, to be forwarded to the California Department of Alcoholic Beverage Control for consideration in the license matter.

**The Public Safety and Neighborhood Services Committee will tentatively schedule this hearing for a regular meeting in December of 2024.**

**I request the Planning Department's response before November 6, 2024. Please confirm receipt of this message.**

You may review the fact sheet for public convenience or necessity requests from the San Francisco Board of Supervisors via the following link:

[Liquor License Public Convenience or Necessity Request](#)

Thanks for the review.

**Monique C. Crayton (she/her)**

*Assistant Clerk*

Board of Supervisors - Clerk's Office

1 Dr. Carlton B. Goodlett Place, Room 244

San Francisco, CA 94102

(415) 554-7750 | Fax: (415) 554-5163

[monique.crayton@sfgov.org](mailto:monique.crayton@sfgov.org) | [www.sfbos.org](http://www.sfbos.org)

**(VIRTUAL APPOINTMENTS)** To schedule a "virtual" meeting with me (on Microsoft Teams), please ask and I can answer your questions in real time.



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](mailto: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

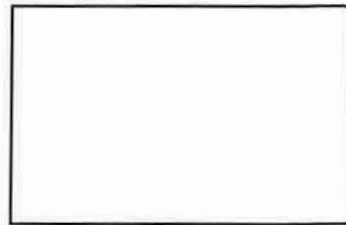
Applicant Name(s)

VBC SF LLC

RECEIVED BOARD OF SUPERVISORS SAN FRANCISCO 2024 AUG 12 AM 9:38

## Introduction Form

(by a Member of the Board of Supervisors or the Mayor)



I hereby submit the following item for introduction (select only one):

- 1. For reference to Committee (Ordinance, Resolution, Motion or Charter Amendment)
- 2. Request for next printed agenda (For Adoption Without Committee Reference)  
*(Routine, non-controversial and/or commendatory matters only)*
- 3. Request for Hearing on a subject matter at Committee
- 4. Request for Letter beginning with "Supervisor [ ] inquiries..."
- 5. City Attorney Request
- 6. Call File No. [ ] from Committee.
- 7. Budget and Legislative Analyst Request (attached written Motion)
- 8. Substitute Legislation File No. [ ]
- 9. Reactivate File No. [ ]
- 10. Topic submitted for Mayoral Appearance before the Board on [ ]

The proposed legislation should be forwarded to the following (please check all appropriate boxes):

- Small Business Commission     Youth Commission     Ethics Commission
- Planning Commission     Building Inspection Commission     Human Resources Department

General Plan Referral sent to the Planning Department (proposed legislation subject to Charter 4.105 & Admin 2A.53):

- Yes                       No

*(Note: For Imperative Agenda items (a Resolution not on the printed agenda), use the Imperative Agenda Form.)*

Sponsor(s):

Clerk of the Board

Subject:

Liquor License Issuance - 969 Market Street - Vita Brevis Club

Long Title or text listed:

Hearing to consider that the issuance of a Type-48 on-sale general public premises liquor license to VBC SF LLC, doing business as Vita Brevis Club, located at 969 Market Street (District 6), will serve the public convenience or necessity of the City and County of San Francisco.

241052

Signature of Sponsoring Supervisor: