

File No. 11074

Committee Item No. 2

Board Item No. 5

**COMMITTEE/BOARD OF SUPERVISORS
AGENDA PACKET CONTENTS LIST**

Committee: **City Operations & Neighborhood Services Committee** Date 12/5/11

Board of Supervisors Meeting Date 12/13/11

LIQUOR LICENSE HEARING

Cmte Board

- | | | |
|-------------------------------------|-------------------------------------|----------------------------|
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Applicant's Letter |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Police Department Report |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Planning Department Report |
| <input type="checkbox"/> | <input type="checkbox"/> | Clerk's Correspondence |
| <input type="checkbox"/> | <input type="checkbox"/> | Public Correspondence |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Resolution |
| <input type="checkbox"/> | <input type="checkbox"/> | Other |

- _____
- _____
- _____
- _____
- _____
- _____

Completed by Gail Johnson Date 12/1/11

Completed by Hg Date 12/7/11

1 [Liquor License, 691 Market Street]

2
3 **Resolution determining that the issuance of a Type 48 on-sale general public**
4 **premises liquor license to Brian Sheehy for Edition San Francisco, located at 691**
5 **Market Street (District 6), will serve the public convenience or necessity of the**
6 **people of the City and County of San Francisco, in accordance with Section**
7 **23958.4 of the California Business and Professions Code, with conditions.**

8
9 WHEREAS, Brian Sheehy is seeking the issuance of a Type 48 on-sale general
10 public premises liquor license for Edition San Francisco, located at 691 Market Street;
11 and,

12 WHEREAS, The Planning Department has verified that the area is properly
13 zoned and recommends approval; and,

14 WHEREAS, The Police Department recommends that the liquor license
15 application be approved with conditions; now, therefore, be it

16 RESOLVED, That in accordance with Section 23958.4 of the California Business
17 and Professions Code, the Board of Supervisors of the City and County of San
18 Francisco hereby determines for the foregoing reasons that the issuance of a Type 48
19 on-sale general public premises liquor license at 691 Market Street, to Brian Sheehy for
20 Edition San Francisco, will serve the public convenience and necessity of the people of
21 the City and County of San Francisco.

22 Conditions: (1) Sales, service and consumption of alcoholic beverages shall be until
23 11:00 a.m. and 2:00 a.m. daily. (2) The sale of alcoholic beverages for off-sale
24 consumption is strictly prohibited. (3) No person under the age of twenty-one (21) shall
25 sell, furnish, or deliver alcoholic beverages. (4) At anytime the licensee(s) utilizes a

1 third party promoter at this premises the licensee shall maintain control of the
2 management, operation, and staffing of the business, and shall approve all marketing
3 materials. (5) No noise shall be audible beyond the area under the control of the
4 licensee as depicted on ABC-257.

5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25

September 21, 2011

Re: Destination Bars LLC
691 Market St.
San Francisco, CA 94105

S.F. Board of Supervisors
401 Van Ness Ave., Room 308
S.F., CA 94102

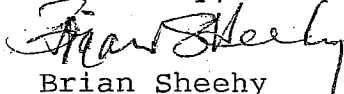
Dear Deputy Clerk:

I applied for an on-sale general public premises license (type 48) with ABC on 8-3-11. I notified you of the application on the same date.

Since I have not heard from you, I am following up on the status of the public convenience and necessity hearing.

I can be reached at 415-713-8182. My mailing address is 12069 Broadway Terrace, Oakland, CA 94611

Sincerely,


Brian Sheehy
Managing Member

RECEIVED
BOARD OF SUPERVISORS
SAN FRANCISCO
2011 SEP 23 PM 3:11
AK



San Francisco Police Department
ABC Liaison Unit



Alcoholic Beverage License -
*Public Convenience and
Necessity Recommendation*

To: The San Francisco Board of Supervisors' Committee on City Operations
& Neighborhood Services

**Supervisor Avalos
Supervisor Mar
Supervisor Elsbernd**

From: Inspector Joe Fong
ABC Liaison Unit (ALU) 553-1049

Date: November 29, 2011

Subject: P.C.N. Investigation Regarding: Destination Bars LLC
Edition San Francisco
691 Market Street
Mr. Brian Sheehy
(415) 713-8182

RECEIVED
BOARD OF SUPERVISORS
SAN FRANCISCO
2011 DEC - 1 PM 1:16

Mr. Brian Sheehy on behalf of Destination Bars LLC., has filed an application with the California Department of Alcoholic Beverage Control seeking for a person-to person (Existing license, new owner) and Premise to Premise transfer (Existing license, new location) of an ABC license, License -Type 48 (On-Sale General Public Premises/Bar) Address: 691 Market Street cross of 3rd Street.

Hours of Operation:

Daily: 4 pm to 2 am (with option to open at 11 am on occasions)

Digest:

The original type-48 license is being transfer from 940 Sutter Street, Plush Room York Hotel to this location.

If approved, this license will allow the applicant to serve on-sale beer, wine and distilled spirits at its current location. The premises will be restricted to those 21 years of age and older and it will have an off-sale privilege.

Letters of Protest:

None

Letters of Support:

None

Police Calls for Service:

From August 2010 to August 2011

No record

Police Reports:

From August 2010 to August 2011

No record

San Francisco Plot Information:

This premise is located in Plot **212**

1067 Police Reports were recorded for this plot in *2010*

This plot is **852** Police Report(s) over the citywide average (plus 20%) of 215 Police Reports.

State Census Tract Information:

This premise is located in Census Tract **176.02**

Population for this tract is: **534**

On-sale license authorized by census tract: **2**

Active on-sale licenses: **71 with 2 pending**

Off-sale licenses authorized by census tract: **1**

Active off-sale licenses: **7 with 1 pending**

Departmental Recommendation:

Points of consideration:

No opposition from **Southern Station**

Applicant premise **IS** located in a "high crime" area.

An applicant premise **IS** located in an "undue concentration" area.


No - Record of protest.

No - Record of support.

ALU Recommendation: **Approval w/conditions**

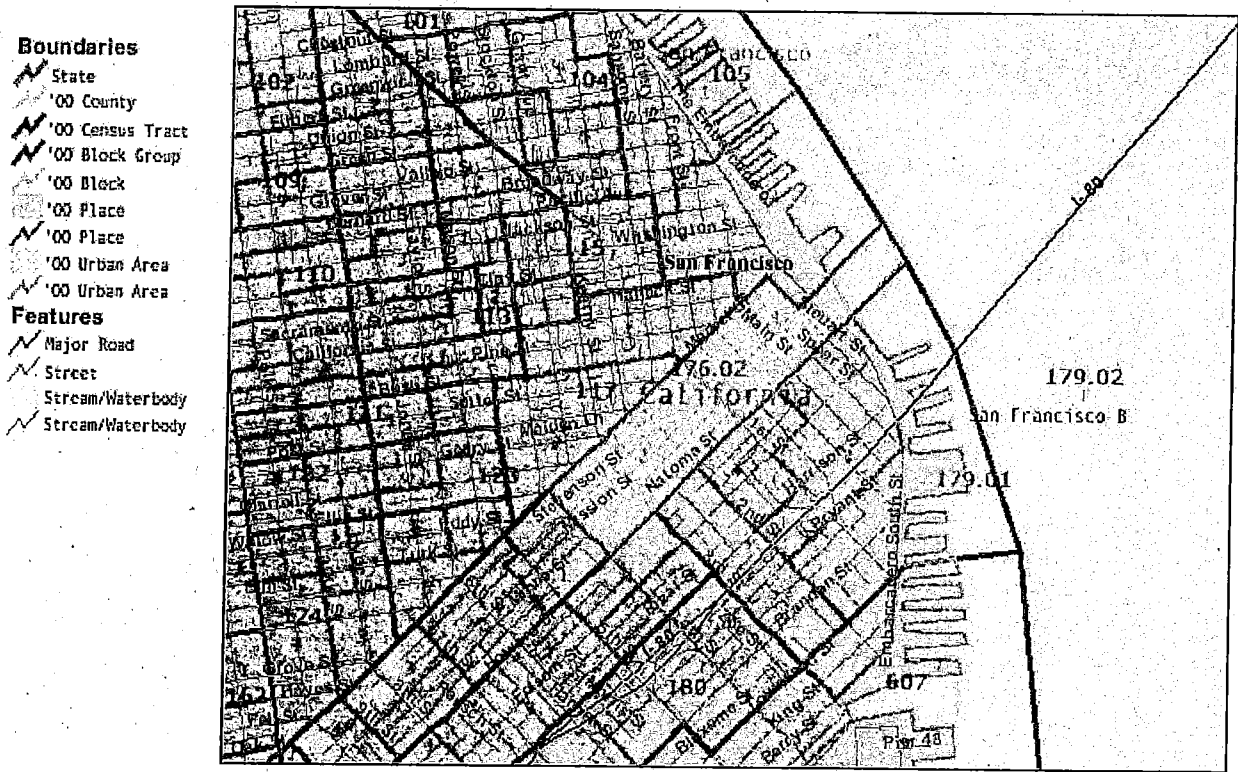
1. Sales, service and consumption of alcoholic beverages shall be until 11:00 a.m. and 2:00 a.m. daily.
2. The sale of alcoholic beverages for off-sale consumption is strictly prohibited.
3. No person under the age of twenty-one (21) shall sell, furnish, or deliver alcoholic beverages.
4. At anytime the licensee(s) utilizes a third party promoter at this premises the licensee shall maintain control of the management, operation, and staffing of the business, and shall approve all marketing materials.
5. No noise shall be audible beyond the area under the control of the licensee as depicted on ABC-257, dated _____.

end.

Call No	Agency	Call Type	Disposition
Report No	Jurisdiction	Dispatch Area	# Prior Calls
Unit ID	Origin	Dept ID	Priority
Rep. Area	Area	Sector	
Location 691 MARKET			Range
Apartment	City		
Entry Oper	Dispatch Oper		
From Date 03/01/2011	To Date 08/31/2011	From Time	To Time
Comments			
 Search			

No hits found

Census Tract 176.02, San Francisco County, California

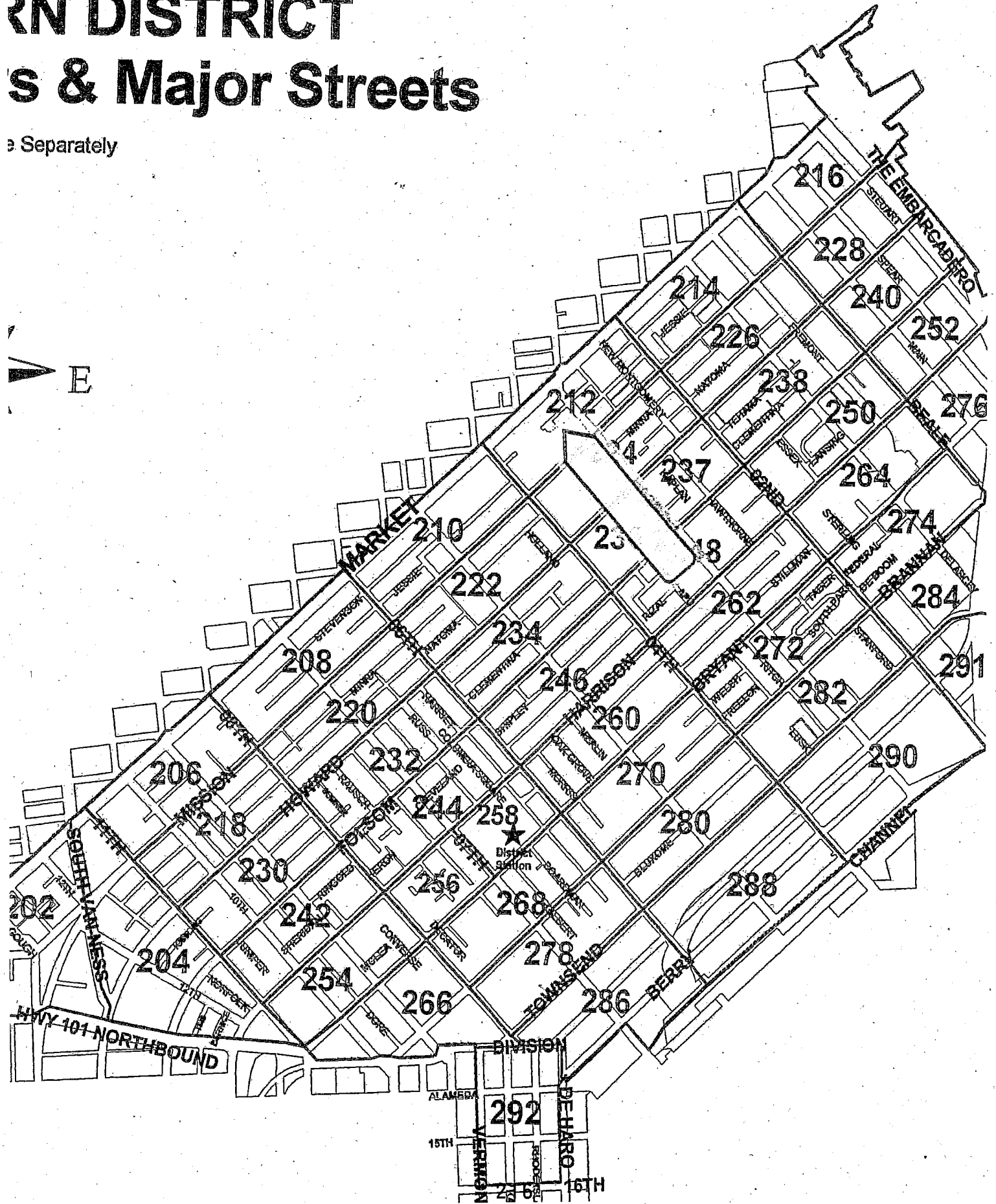


2.8 miles across

Close

ERN DISTRICT s & Major Streets

e Separately



DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL

PUBLIC NOTICE OF APPLICATION TO SELL ALCOHOLIC BEVERAGES

APPLICANT: DESTINATION BARS LLC
 TYPE OF LICENSE: 44 GENERAL PUBLIC PREMISES
 BUSINESS NAME: EDITION
 ADDRESS OF PREMISES: 29 MARKET ST, SAN FRANCISCO, CA 94105
 APPLICANT HAS FILED FOR: NEW LICENSE (PREMISES TRANSFER/PER TO PER)
 CHANGE IN LICENSE PRIVILEGES

IF A VERIFIED PROTEST IS TO BE MADE AGAINST THIS APPLICATION, IT MUST BE RECEIVED BY ANY OFFICE OF THE DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL, DEPARTMENTAL HEADQUARTERS, 3927 LENNA DRIVE, SUITE 100, SACRAMENTO 95834, WITHIN 30 DAYS OF DATE POSTED. PROTESTS MUST BE VERIFIED. FURTHER INFORMATION REGARDING THIS APPLICATION AND VERIFICATION FORMS MAY BE OBTAINED AT

SAN FRANCISCO A.B.C. DIST. OFF.
 70 STEVE STREET, SUITE 1500
 SAN FRANCISCO, CA 94105
 415-398-6500

WARNING
 08/30/2011


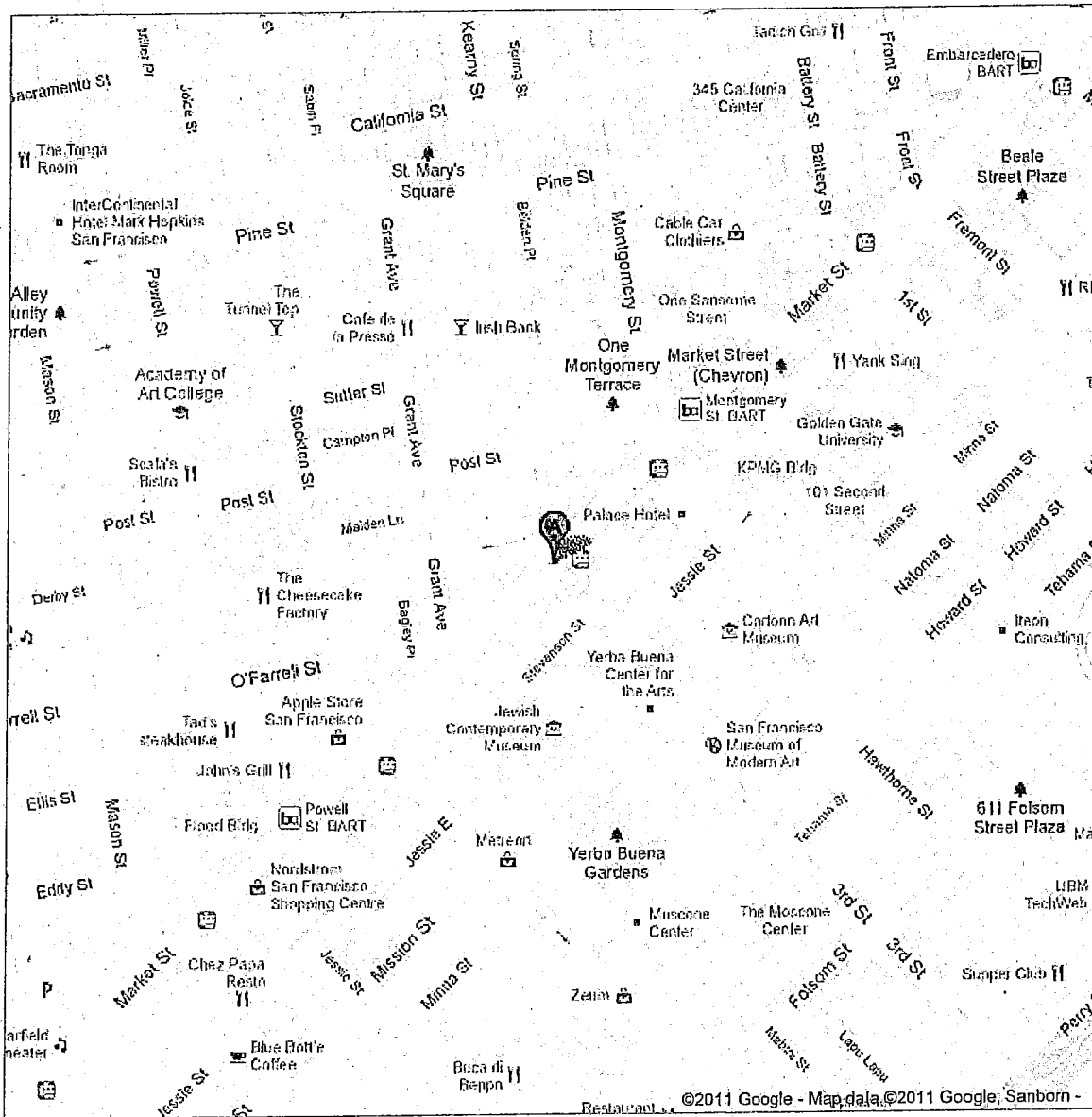
THEY ARE NOT (YET) ALREADY LICENSED TO SELL ALCOHOLIC BEVERAGES.



Google maps

Address 691 Market St
San Francisco, CA 94103

Get Google Maps on your phone
Text the word "GMAPS" to 466453

File 111074

August 3, 2011

Re: Destination Bars, LLC
691 Market Street
San Francisco, CA94105

RECEIVED
BOARD OF SUPERVISORS
SAN FRANCISCO
2011 OCT -5 AM 11:39

San Francisco Board of Supervisors
City Operations & Neighborhood Services Committee
Board of Supervisors
c/o Gail F. Johnson
City Hall, Room 244
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102

Dear Clerk Johnson,

The Department of Alcoholic Beverage Control requires the local governing body to make a public convenience and necessity determination.

An application for an on-sale general public premises license (TYPE 48) was filed on August 3, 2011.

We are experienced premium cocktail bar owners in San Francisco. Along with my partners we currently operate Swig Bar (561 Geary St), Bourbon & Branch (501 Jones St), Rickhouse Bar (246 Kearny St) and the 441 Club (441 Jones St).

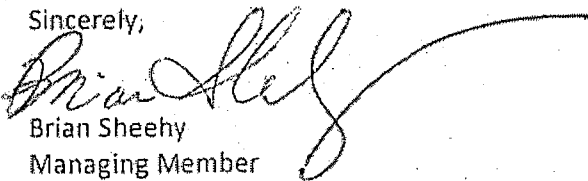
We are planning to open "Edition San Francisco" at 691 Market Street in the basement level of the historic Hearst Building. This location was previously licensed by the Department of Alcoholic Beverage Control.

With this premium cocktail establishment, we would cater to Moscone Center convention visitors, hotel guests of the St. Regis Hotel, Marriott Marquis San Francisco, Westin Market Street, Four Seasons Hotel, W Hotel, Palace Hotel and the Ritz Carlton Residences. We would also cater to people employed in the downtown area as well as residents of our neighborhood.

The requested permitted hours of operation are from 11am-2am although we plan to be normally open for business from 4pm-2am.

Thank you for your consideration.

Sincerely,


Brian Sheehy
Managing Member

Nov. 18. 2011 9:59AM

No. 0291 P. 1/1

LIQUOR LICENSE REVIEW

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

File: 111074

Blocklet: 3707/057

Zoning: C-3-0

Quad: NE

MS # 1101922

TO: Inspector Dave Falzon
 Police Department
 Fax No.: 553-1463

DATE: October 13, 2011

This item is scheduled to be heard at a meeting on December 12, 2011.
PLEASE EMAIL YOUR RESPONSE BY: December 8, 2011, to Gail Johnson,
 Clerk, City Operations and Neighborhood Services Committee.
Gail.Johnson@sfgov.org - Fax No: 554-7714

Applicant Name: Brian Sheehy
 and Business Name: Edition San Francisco (691 Market Street)

Applicant Address: 12069 Broadway Terrace
 Oakland, CA 94611
 and Phone No. (415) 713-8182

PLANNING COMMENTS: Approval Denial

permitted per Planning Code Section 218(b)

[Signature]
 Rick Crawford 11/16/11

POLICE COMMENTS: Approval Denial