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**Subject:** RE: Liquor License Issuance - 2389 Mission Street - Bruno"s - BOS File No. 240046  
**Date:** Thursday, February 1, 2024 10:29:00 AM  
**Attachments:** [image001.png](#)

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Greetings,

The Police Department has completed their review of the subject public convenience or necessity request and has forwarded their recommendations. For your convenience, I have the review available from the link below:

[Police Department Response – February 1, 2024](#)

The Police Department's ALU is recommending approval with the following conditions:

- 1) Except as provided in Condition 2 below, no noise shall be audible beyond the area under the control of the licensee. (SF district office only);
- 2) Any noise caused by entertainment or amplified sound that is subject to the provisions of an active Entertainment Permit issued by the San Francisco Entertainment Commission shall be authorized in accordance with the limits established by that Entertainment Permit, including any limitation on hours during which entertainment or amplified sound is permitted. A violation of the entertainment or amplified sound noise conditions of the Entertainment Permit, as determined by the San Francisco Entertainment Commission (or any successor agency), shall be deemed to be a violation of this Condition. Any noise that is not subject to, or is beyond the scope of, the Entertainment Permit shall be subject to Condition 1 above. "Entertainment Permit" means any of the following: a Just Add Music permit, a Limited Live Performance permit, a Place of Entertainment permit, a Fixed Place Amplified Sound permit, or any similar such permit issued by the San Francisco Entertainment Commission. (SF district office only); and
- 3) Petitioner(s) shall actively monitor the area under their control in an effort to prevent the loitering of persons on any property adjacent to the licensed premises as depicted on ABC-253.

**The Public Safety and Neighborhood Services Committee will tentatively schedule this hearing at 10 am on Thursday, February 8, 2024. Please confirm availability**

I invite you to review the entire matter on our [Legislative Research Center](#) by following the link below:

[Board of Supervisors File No. 240046](#)



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 Catherine Stefani**  
**Supervisor Matt Dorsey**  
**Supervisor Joel Engardio**

**From:** Lt. Steve Jonas #79  
Officer in Charge  
ALU/Permits Unit 415-553-9550

**Date:** February 1, 2024

**Subject:** P.C.N. Investigation Regarding: Bruno's Management, LLC  
DBA: Bruno's  
2389 Mission St.  
San Francisco CA. 94110

Bruno's Management LLC, has filed an application with the California Department of Alcoholic Beverage Control seeking a Type 90 (On-Sale General Music Venue) license to be located at 2389 Mission St. (located between 19th St. and 20th St.)

**Hours of Operation:**

5:00pm to 2:00m Monday through Sunday.

**Digest:**

Bruno's Management LLC would like to operate a Music Venue to be located at 2389 Mission St. If approved, this license will allow them to sell Beer, Wine and distilled Spirits.

**Letters of Protest**

0

**Letters of Support**

0

**Police Calls for Service:**

From December 2022 to December 2023

**1 call for service**

**Police Reports:**

From December 2022 to December 2023

**0 police reports**

**San Francisco Plot Information:**

This premise is located in Plot: **433**

A High Crime area is defined as **109** or more police reports in a plot for the year of **2022**.

This plot had 291 police reports for **2022**, which is 182 **higher** than the **Citywide “High Crime”** average.

**State Census Tract Information:**

This premise is located in Census Tract: **208.01**

Population for this tract is: **3,618**

On-sale license authorized by census tract: **12**

Active on-sale licenses: 39 with 0 pending

Off-sale licenses authorized by census tract: **3**

Active off-sale licenses: 6 with 0 pending

**Departmental Recommendation:**

Points of consideration: **1**

No opposition from **Mission Station**.

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

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

**0** - Protest.

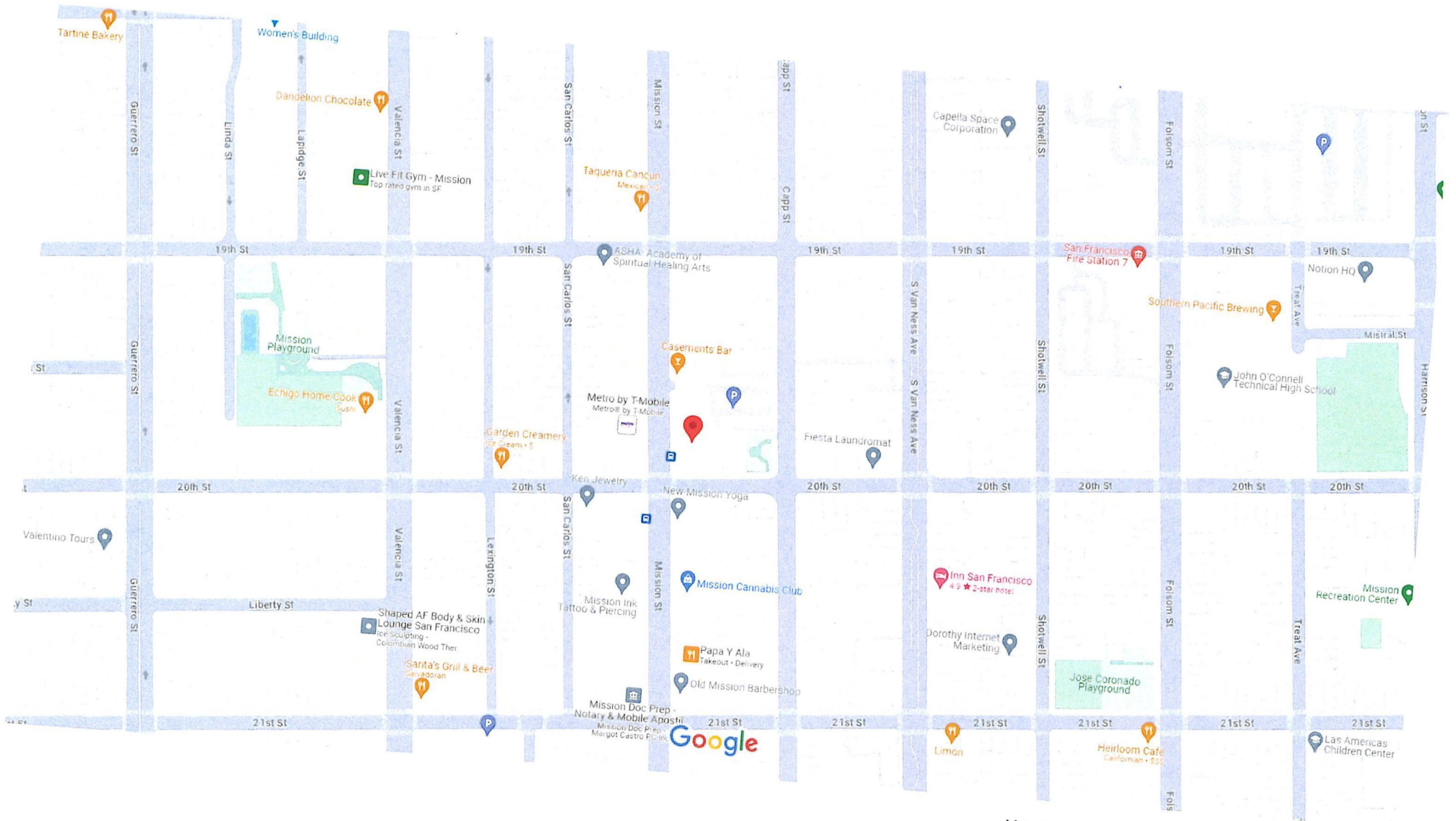
**0** - Support

ALU Recommendation: **Approval with the following conditions:**

1. (1) Except as provided in Condition 2 below, no noise shall be audible beyond the area under the control of the licensee. (SF district office only).
  
2. (2) Any noise caused by entertainment or amplified sound that is subject to the provisions of an active Entertainment Permit issued by the San Francisco Entertainment Commission shall be authorized in accordance with the limits established by that Entertainment Permit, including any limitation on hours during which entertainment or amplified sound is permitted. A violation of the entertainment or amplified sound noise conditions of the Entertainment Permit, as determined by the San Francisco Entertainment Commission (or any successor agency), shall be deemed to be a violation of this Condition. Any noise that is not subject to, or is beyond the scope of, the Entertainment Permit shall be subject to Condition 1 above.  
“Entertainment Permit” means any of the following: a Just Add Music permit, a Limited Live Performance permit, a Place of Entertainment permit, a Fixed Place Amplified Sound permit, or any similar such permit issued by the San Francisco Entertainment Commission. (SF district office only)
  
3. Petitioner(s) shall actively monitor the area under their control in an effort to prevent the loitering of persons on any property adjacent to the licensed premises as depicted on ABC-253.

4. Between the hours of (4:00 pm and 2:00 am) or at any time the premises are providing entertainment, the petitioner(s) shall provide at least one (1) uniformed security guard(s) on the premises and shall maintain order therein and prevent any activity which would interfere with the quiet enjoyment of their property by nearby residents or the surrounding community. The licensed uniform security guard must be licensed by the State of California, Department of Consumer Affairs.

Google Maps 2389 Mission St



Map data ©2024 Google 200 ft