

1 [Liquor License - 34 Mason Street]

2  
3 **Resolution determining that the issuance of Type 42 on-sale beer and wine**  
4 **license to Mark E. Rennie for Good Oel, Inc., dba The Beer Café, located at**  
5 **34 Mason Street (District 6), will serve the public convenience and necessity of**  
6 **the City and County of San Francisco, in accordance with California Business**  
7 **and Professions Code, Section 23958.4, and recommending that the California**  
8 **Department of Alcoholic Beverage Control impose conditions on the issuance of**  
9 **the license.**

10  
11 WHEREAS, Mark E. Rennie is seeking the issuance of a Type 42 on-sale beer  
12 and wine license for Good Oel, Inc., dba The Beer Hall, located at 34 Mason Street;  
13 and,

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

16 WHEREAS, The Police Department has filed one (1) protests and sixteen (16)  
17 letters of support with the Department of Alcoholic Beverage Control under California  
18 Business and Professions Code, Section 24013, and recommends that the Department  
19 of Alcoholic Beverage Control issue the liquor license with conditions; and

20 WHEREAS, The conditions recommended by the Police Department are the  
21 following: 1) Sales of alcoholic beverages shall be permitted between the hours of  
22 11:00 a.m. and 12:00 a.m. Sunday through Wednesday and 11:00 a.m. until 2:00 a.m.  
23 on Thursday through Saturday and the following National Holidays: New Year's Eve,  
24 Christmas Eve, Thanksgiving Eve, Fourth of July, and the Sunday before Labor Day  
25 and Memorial Day; 2) There shall be no live entertainment, dancing, DJ's, or third party

1 promoters allowed on the premises; 3) This license shall not be exchanged for an On-  
2 Sale General alcohol license; 4) No noise shall be audible beyond the area under the  
3 control of the license; 5) Loitering (defined as "to stand idly about; linger aimlessly  
4 without lawful business") is prohibited on any sidewalks or property adjacent to the  
5 licensed premises under the control of the licensee as depicted on the ABC-257; 6) No  
6 person under the age of 21 shall sell or deliver alcoholic beverages; 7) All sales and  
7 service staff (within 90 days of hire) shall complete the ABC LEAD class in responsible  
8 beverage service. A copy of the certificates shall be kept on premises and shall be  
9 presented to law enforcement upon request; 8) The business shall be conducted, at all  
10 times, in a manner that will allow them to be easily identifiable as employees by law  
11 enforcement. Employee clothing shall prominently feature the name of the business; 9)  
12 The sale of alcoholic beverages for off-sale consumption is strictly prohibited; 10) The  
13 licensee shall provide a minimum of one (1) security personnel on the exterior of the  
14 premises. The interior shall also be staffed appropriately in order to control patrons and  
15 prevent disturbances in and near the premises. Special events should be staffed at a  
16 ratio of one (1) security guard per 75 patrons. Further, licensee agrees to honor  
17 requests of law enforcement if additional security becomes necessary; 11) There shall  
18 be no advertising signs of any kind on or visible from the exterior promoting or indicating  
19 the availability of alcoholic beverages; and 12) The petitioner shall utilize electronic  
20 surveillance and recording equipment that is able to view the outside of the premises,  
21 including all entrances and exits, and that is actively monitored and recorded. This  
22 electronic surveillance shall be utilized during operating hours. Said electronic recording  
23 shall be kept at least 30 days and shall be made available to the Department and Police  
24 Department upon demand; now, therefore, be it

1           RESOLVED, That in accordance with California Business and Professions Code,  
2 Section 23958.4, the Board of Supervisors of the City and County of San Francisco  
3 hereby determines for the foregoing reasons that the issuance of a Type 42 on-sale  
4 beer and wine license to Mark E. Rennie for Good Oel, Inc., dba The Beer Hall, located  
5 at 34 Mason Street, will serve the public convenience or necessity of the City and  
6 County of San Francisco; and, be it

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



City and County of San Francisco  
**Tails**  
**Resolution**

City Hall  
1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102-4689

**File Number:** 121159

**Date Passed:** April 02, 2013

Resolution determining that the issuance of Type 42 on-sale beer and wine license to Mark E. Rennie for Good Oel, Inc., dba The Beer Cafe, located at 34 Mason Street (District 6), will serve the public convenience and necessity of the City and County of San Francisco, in accordance with California Business and Professions Code, Section 23958.4, and recommending that the California Department of Alcoholic Beverage Control impose conditions on the issuance of the license.

March 21, 2013 Neighborhood Services and Safety Committee - PREPARED IN COMMITTEE AS A RESOLUTION

March 21, 2013 Neighborhood Services and Safety Committee - RECOMMENDED

April 02, 2013 Board of Supervisors - ADOPTED

Ayes: 10 - Avalos, Breed, Campos, Chiu, Cohen, Farrell, Kim, Mar, Tang and Yee

Noes: 1 - Wiener

File No. 121159

I hereby certify that the foregoing  
Resolution was ADOPTED on 4/2/2013 by  
the Board of Supervisors of the City and  
County of San Francisco.

Angela Calvillo  
Clerk of the Board

  
Mayor

Date Approved