

LIQUOR LICENSE REVIEW

TO: Planning Department
AnMarie Rodgers/CTYPLN/SFGOV
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Fax No.: (415) 558-6409

File: 160138

TO: Police Department
Inspector Nelly Gordon
Phone: (415) 837-7273

DATE: February 19, 2016

This item is tentatively scheduled to be heard in four to six weeks.

PLEASE EMAIL YOUR RESPONSE BY: March 30, 2016, to Erica Major, Public Safety and Neighborhood Services Committee Clerk.

Erica.Major@sfgov.org - Fax No: 554-7771

Applicant Name: Burgers 355, LLC
and Business Name: Brass Tacks
(488 Hayes Street)

Applicant Address: Anthony Healy London
San Francisco, CA 94102
and Phone No. (415) 981-4500

PLANNING COMMENTS: Approval Denial

POLICE COMMENTS: Approval Denial

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BY ELB

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February 9, 2016

Angela Calvillo
Clerk of the Board
San Francisco Board of Supervisors
1 Dr. Carlton B. Goodlett Place, Room 244
San Francisco, CA 94102

Re: Burgers 355, LLC dba Brass Tacks
California ABC Liquor License Transfer
488 Hayes Street, San Francisco, CA 94102-4309
Public Convenience and Necessity Determination Request
*ABC Type 48 License—On-Sale General Public Premises
Premise to Premise Transfer (Expansion) from 488 Hayes SF CA 94102 to
488 Hayes Street SF CA 94102*

Dear Ms. Cavillo:

This office represents Burgers 355, LLC dba Brass Tacks. My clients presently own a bar and lounge located at 488 Hayes Street in San Francisco and the adjacent Flippers Burgers located at 482 Hayes. My client has applied to the California Department of Alcoholic Beverage Control (ABC) to expand the premises of their current On-Sale General Public Premises license [Type 48] to their Flippers Burgers premises in the same building. The new expanded Brass Tacks will operate under the current address, namely 488 Hayes Street, San Francisco. The Flippers Burgers location has operated as a restaurant with a Type 41 ABC license since at least 2002.

My clients wish to expand their current bar and lounge business into this expanded premise. The managing partners, Anthony Healy London, Joshua McAdam and Matthew Conway have been in the bar and restaurant business for many years and are skilled operators. They are committed to providing an excellent experience for their patrons and will strive to make the Hayes Valley area safer and crime free. Foremost, they are and will continue to be Good Neighbors.

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Brass Tacks has been operating at 488 Hayes for nearly 3 years and has been fully embraced by neighborhood. They have developed strong relationships with many of the other neighborhood businesses, have a strong record of neighborhood safety, and have been quick to respond to any and all concerns from the community regarding their business.

Brass Tacks owners are active members of the HVNA and the Hayes Valley Merchant Association. As a neighborhood partner, they have hosted countless charitable gatherings including events for Leukemia Lymphoma Society, The March of Dimes, Aids life cycle, Daniel Webster Elementary, The Humane Society, and others. The current premise is only about 700 sq feet. This has led folks in the neighborhood to remark and complain that the space is too small and gets too busy to hold proper community gatherings. The idea behind the expansion into next door is too allow for larger groups to have more space to hold community events, neighborhood gatherings and charitable fundraisers. In short, the new space will accommodate for larger groups without jeopardizing Brass Tacks as a comfortable neighborhood bar.

The managing partners strive to create a simple, down to earth neighborhood bar which continues to serve long time Hayes Valley residents as well as appealing to new comers, i.e., technology workers and others being drawn to this dynamic and centrally located area. In the last 3 years, they have developed a loyal clientele that includes young professionals, new and longtime neighborhood residents, Hayes Valley shoppers, patrons of Davies, Bill Graham and SF Jazz enjoying a pre or post show drink, and bar and restaurant industry workers. Brass Tacks is currently the only neighborhood bar in Hayes Valley that is open 7 days a week, and the additional square footage will allow them to better serve the neighborhood as it continues to grow and evolve.

As part of its commitment to ensure that operations in this expanded floor plan do not disturb its neighbors, Brass Tacks will add additional sound mitigation measures to the building, on top of the extensive sound proofing work done previously. Brass Tacks management has demonstrated this commitment consistently. For example, despite installing 2 layers of Quiet Rock dry wall in the ceiling, the upstairs neighbor was experiencing vibrations due to noise from the bar. Brass Tacks' response was to (1) immediately lower the volume of the sound system so that it could not exceed a reasonable level, (2) spend in excess of \$15,000 on the installation of a sound proof ceiling and (3) put all the speakers on noise dampeners to limit any vibrations. They also promptly respond to the upstairs neighbors if they are experiencing any noise issues by immediately instructing staff to lower the music and to close the door.

The approved expansion will allow Brass Tacks to offer more of what we they are known for: providing fresh, seasonal cocktails plus local craft beer and wine in a clean, relaxed environment. Brass Tacks will continue to provide jobs in the service industry that support and

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enhance opportunity for local residents and support local businesses in the Hayes Valley neighborhood. The approval by the Board of Supervisors of this ABC license would not have any detrimental effect on the surrounding neighborhood or the City of San Francisco. The clientele of this operation fits well into the existing neighborhood and poses no public safety problems. This expanded business venture will also provide additional job opportunities to the community.

For the reasons outlined above, applicant Burgers 355, LLC dba Brass Tacks respectfully requests that this letter be forwarded to the Public Safety & Neighborhood Services Committee of the Board and that this Committee and the full Board of Supervisors make a determination under California Business and Professions Code Section 23958.4 that the public need or convenience would be served by the transfer (expansion) of the liquor license to Burgers 355, LLC dba Brass tacks at 488 Hayes Street, San Francisco.

Thank you for your consideration of this request.

Yours truly,



Mark E. Rennie

MER/mb

Cc: Anthony Healy-London, Burgers355, LLC
Lt. David Falzon, Officer-in-Charge SFDPA ALU