

File No. 170848

Committee Item No. 4

Board Item No. \_\_\_\_\_

## COMMITTEE/BOARD OF SUPERVISORS

### AGENDA PACKET CONTENTS LIST

Comm: Public Safety & Neighborhood Services

Date: October 11, 2017

Board of Supervisors Meeting:

Date: \_\_\_\_\_

#### Cmte Board

- |                                     |                          |  |
|-------------------------------------|--------------------------|--|
| <input type="checkbox"/>            | <input type="checkbox"/> | Motion                                       |
| <input type="checkbox"/>            | <input type="checkbox"/> | Resolution                                   |
| <input type="checkbox"/>            | <input type="checkbox"/> | Ordinance                                    |
| <input type="checkbox"/>            | <input type="checkbox"/> | Legislative Digest                           |
| <input type="checkbox"/>            | <input type="checkbox"/> | Budget and Legislative Analyst Report        |
| <input type="checkbox"/>            | <input type="checkbox"/> | Youth Commission Report                      |
| <input type="checkbox"/>            | <input type="checkbox"/> | Introduction Form                            |
| <input type="checkbox"/>            | <input type="checkbox"/> | Department/Agency Cover Letter and/or Report |
| <input type="checkbox"/>            | <input type="checkbox"/> | MOU  |
| <input type="checkbox"/>            | <input type="checkbox"/> | Grant Information Form                       |
| <input type="checkbox"/>            | <input type="checkbox"/> | Grant Budget                                 |
| <input type="checkbox"/>            | <input type="checkbox"/> | Subcontract Budget                           |
| <input type="checkbox"/>            | <input type="checkbox"/> | Contract/Agreement                           |
| <input type="checkbox"/>            | <input type="checkbox"/> | Form 126 – Ethics Commission                 |
| <input type="checkbox"/>            | <input type="checkbox"/> | Award Letter                                 |
| <input type="checkbox"/>            | <input type="checkbox"/> | Application                                  |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Public Correspondence                        |

#### OTHER

**(Click the text below for a direct link to the document)**

- |                                     |                          |  |
|-------------------------------------|--------------------------|--|
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | <u>Police Department Recommendation - September 6, 2017</u>        |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | <u>Planning Department Approval - July 26, 2017</u>                |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | <u>PC or N Referral - July 21, 2017</u>                            |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | <u>Applicant's PC or N Request Letter - Received July 21, 2017</u> |
| <input type="checkbox"/>            | <input type="checkbox"/> | _____  |

Prepared by: John Carroll

Date: October 6, 2017

Prepared by: \_\_\_\_\_

Date: \_\_\_\_\_

## Carroll, John (BOS)

---

**From:** Carroll, John (BOS)  
**Sent:** Thursday, September 07, 2017 10:29 AM  
**To:** Morales, Carolina (BOS); Barnes, Bill (BOS); Pagoulatos, Nick (BOS)  
**Cc:** Gordon, Nelly (POL); Dinh, Dawn (POL); George, Gigi (POL); Hepner, Lee (BOS); 'Angulo, Sunny (sunny.angulo@sfgov.org)'; Rubenstein, Beth (BOS)  
**Subject:** Liquor License PC or N - 150 Kearny Street - BevMo!  
**Categories:** 170848

Good morning,

The Police Department has completed their review of the subject application, and has forwarded their recommendation for approval with conditions. For your convenience, I have their review available from the link below:

[Police Department Response - September 6, 2017](#)

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

[Board of Supervisors File No. 170848](#)

Thanks for the review.

**John Carroll**

**Assistant Clerk**

Board of Supervisors

San Francisco City Hall, Room 244

San Francisco, CA 94102

(415)554-4445 - Direct | (415)554-5163 - Fax

[john.carroll@sfgov.org](mailto:john.carroll@sfgov.org) | [bos.legislation@sfgov.org](mailto:bos.legislation@sfgov.org)



Click [here](#) to complete a Board of Supervisors Customer Service Satisfaction form.

The [Legislative Research Center](#) provides 24-hour access to Board of Supervisors legislation and archived matters since August 1998.

*Disclosures: Personal information that is provided in communications to the Board of Supervisors is subject to disclosure under the California Public Records Act and the San Francisco Sunshine Ordinance. Personal information provided will not be redacted. Members of the public are not required to provide personal identifying information when they communicate with the Board of Supervisors and its committees. All written or oral communications that members of the public submit to the Clerk's Office regarding pending legislation or hearings will be made available to all members of the public for inspection and copying. The Clerk's Office does not redact any information from these submissions. This means that personal information—including names, phone numbers, addresses and similar information that a member of the public elects to submit to the Board and its committees—may appear on the Board of Supervisors website or in other public documents that members of the public may inspect or copy.*




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 Hillary Ronen**  
**Supervisor Jeff Sheehy**  
**Supervisor Sandra Lee Fewer**

**From:** A/C Lieutenant Nelly Gordon   
Officer in Charge  
ABC Liaison Unit (ALU) 415-837-7273

**Date:** September 06, 2017

**Subject:** P.C.N. Investigation Regarding: Beverages & More, INC  
DBA: BevMo  
150 Kearny Street  
San Francisco, CA. 94108  
Liz Darrington  
(925) 609-6153

Ms. Liz Darrington on behalf of BevMo has filed an application with the California Department of Alcoholic Beverage Control seeking a -Type 21 (Off-Sale General), Type 42 (On-Sale Beer and Wine) and Type 86 (Instructional Tasting License) at 150 Kearny Street, (located between Sutter Street and Post Street.).

Hours of Operation:

7:00 am to 12:00 am daily.

**Digest:**

BevMo is a large retailer which will be located at 150 Kearny Street in San Francisco in the Central Station district. BevMo has several stores in the San Francisco area. If approved, this license will allow BevMo to sell Off-Sale Beer, Wine and Distilled Spirits, and conduct On-Sale Beer and Wine and Instructional Tastings.

**Letters of Protest:**

**20- Valid Protest**

**Letters of Support:**

**0-Valid Support**

**Police Calls for Service:**

From October 2015 to October 2016

**4 call for service**

**Police Reports:**

From October 2015 to October 2016

**0 police report**

**San Francisco Plot Information:**

This premise is located in Plot: **170**

A High Crime area is defined as **106** or more police reports in a plot for the year of **2015**.

This plot had **218** police reports for **2015**, which is **112** more than the **Citywide "High Crime"** average.

**State Census Tract Information:**

This premise is located in Census Tract: **117.00**

Population for this tract is: **1,783**

On-sale license authorized by census tract: **6**

Active on-sale licenses: 112 with **0** pending

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

Active off-sale licenses: 19 with 0 pending

**Departmental Recommendation:**

Points of consideration: **0**

No opposition from **Central District**

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

Applicant premise is located in an “**undue concentration**” area.

**20-** Record of protest.

**0** - Record of support.

ALU Recommendation: **Approval with following conditions**

1. Sales of alcoholic beverages shall be permitted between the hours of 7:00 am to 12:00 am each day of the week .
2. No distilled spirits shall be sold in bottles or containers smaller than 200 ml.
3. The sales of beer or malt beverages in quantities of 40oz, or similar size containers is prohibited.
4. No pre-package beer or malt beverages shall be sold as single unit

❖ **It should be noted that the Applicant agrees with the above recommended condition.**

End

## Carroll, John (BOS)

---

**From:** Carroll, John (BOS)  
**Sent:** Monday, August 28, 2017 9:37 AM  
**To:** Ronen, Hillary; Sheehy, Jeff (BOS); Fewer, Sandra (BOS)  
**Cc:** 'Calvillo, Angela (angela.calvillo@sfgov.org)'; Somera, Alisa (BOS); Morales, Carolina (BOS); (carolyn.goossen@sfgov.org); Allbee, Nate; Barnes, Bill (BOS); Hamilton, Megan (BOS); Jones, Justin (BOS); Boilard, Chelsea (BOS); Pagoulatos, Nick (BOS); Yu, Angelina (BOS); 'Angulo, Sunny (sunny.angulo@sfgov.org)'; 'arabgrocersassn@gmail.com'; 'manna.moe@gmail.com'  
**Subject:** RE: Opposition to File # 170848 - Liquor License - 150 Kearny Street - BevMo!  
**Categories:** 170848

Greetings:

The office of the Clerk of the Board of Supervisors has received four comment letters from the Arab Grocers Association concerning the consideration of findings of public convenience or necessity for a liquor license transfer at 150 Kearny Street. Please find the comment letters linked together below:

[Comment Letters - August 28, 2017](#)


The letters are now added to the public file for the matter.

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

[Board of Supervisors File No. 170848](#)

Regards,

**John Carroll**  
**Assistant Clerk**  
Board of Supervisors  
San Francisco City Hall, Room 244  
San Francisco, CA 94102  
(415)554-4445 - Direct | (415)554-5163 - Fax  
[john.carroll@sfgov.org](mailto:john.carroll@sfgov.org) | [bos.legislation@sfgov.org](mailto:bos.legislation@sfgov.org)

 Click [here](#) to complete a Board of Supervisors Customer Service Satisfaction form.

The [Legislative Research Center](#) provides 24-hour access to Board of Supervisors legislation and archived matters since August 1998.

*Disclosures: Personal information that is provided in communications to the Board of Supervisors is subject to disclosure under the California Public Records Act and the San Francisco Sunshine Ordinance. Personal information provided will not be redacted. Members of the public are not required to provide personal identifying information when they communicate with the Board of Supervisors and its committees. All written or oral communications that members of the public submit to the Clerk's Office regarding pending legislation or hearings will be made available to all members of the public for inspection and copying. The Clerk's Office does not redact any information from these submissions. This means that personal information—including names, phone numbers, addresses and similar information that a member of the public elects to submit to the Board and its committees—may appear on the Board of Supervisors website or in other public documents that members of the public may inspect or copy.*

**Carroll, John (BOS)**

---

**From:** Arab Grocers Association <arabgrocersassn@gmail.com>  
**Sent:** Saturday, August 26, 2017 11:47 AM  
**To:** Sheehy, Jeff (BOS)  
**Cc:** Carroll, John (BOS); Barnes, Bill (BOS)  
**Subject:** Opposition to File # 170848 - Liquor License - 150 Kearny Street - BevMo!  
**Attachments:** Opposition to File 170848 - AAGA.docx

**Categories:** 170848

Letter in Opposition to Bevmo Liquor License.

Sincerely,

The Arab American Grocers Association



Arab American Grocers Association (AAGA)  
200 Valencia St, San Francisco, CA 94103

Supervisor Jeff Sheehy  
City Hall, 1 Dr. Carlton B. Goodlett Place, Room 244  
San Francisco  
CA 94102

Re: Opposition to File # 170848 – BevMo, Liquor License at 150 Kearny Street

August 22, 2017

Dear Supervisor Sheehy,

Bevmo (Beverages & More, Inc), is proposing to transfer a full liquor store license from the Outer Sunset District to Downtown San Francisco. Bevmo has also applied for an on-sale beer & wine bar license, and a full alcohol tasting license at the proposed location of 150 Kearny Street. On behalf of the Arab Grocers Association I would like to register with you our opposition to this project and these license applications. We are concerned that this “big box” deep discount retail nature of Bevmo will cause further detrimental harm to our many downtown local independent retailers.

This area of Kearny Street is already afflicted by homelessness, severe traffic congestion and an undue concentration of ABC licenses. This location proposed by Bevmo is considered a high crime district in San Francisco according to the San Francisco Police Department. This is a high-crime area, so the addition of a large “big box” discount liquor store such as Bevmo has the potential for causing more crimes. The issuance of this license would most likely aggravate the law enforcement problems already prevalent in the area.

Because of this over concentration of bars and liquor store options in this area, there is no need for yet another alcohol purveyor. A few blocks away there are two Target stores, and a Trader Joes which generally offer the same discounted products as a Bevmo. There is no Public Convenience or Necessity being served.

Please consider our opposition to this application. The area is already over-concentrated with liquor licenses, there is no Public Convenience being served, and there is no necessity for another liquor retailer in this neighborhood. The denial of this application would certainly serve to protect the public welfare and would demonstrate support of small independent grocers whom have been serving this district for generations.

Sincerely,  
The Arab American Grocers Association



**Carroll, John (BOS)**

---

**From:** Arab Grocers Association <arabgrocersassn@gmail.com>  
**Sent:** Saturday, August 26, 2017 11:53 AM  
**To:** Ronen, Hillary  
**Cc:** Morales, Carolina (BOS); Carroll, John (BOS)  
**Subject:** Opposition to File # 170848 - Liquor License - 150 Kearny Street - BevMo!  
**Attachments:** Opposition to File 170848 - AAGA.docx

**Categories:** 170848

Letter in Opposition to File # 170848

Sincerely,

The Arab American Grocers Association



Arab American Grocers Association (AAGA)  
200 Valencia St, San Francisco, CA 94103

Supervisor Hillary Ronen  
City Hall, 1 Dr. Carlton B. Goodlett Place, Room 244  
San Francisco CA 94102

Re: Opposition to File # 170848 – BevMo, Liquor License at 150 Kearny Street

August 22, 2017

Dear Supervisor Ronen,

Bevmo (Beverages & More, Inc), is proposing to transfer a full liquor store license from the Outer Sunset District to Downtown San Francisco. Bevmo has also applied for an on-sale beer & wine bar license, and a full alcohol tasting license at the proposed location of 150 Kearny Street. On behalf of the Arab Grocers Association I would like to register with you our opposition to this project and these license applications. We are concerned that this “big box” deep discount retail nature of Bevmo will cause further detrimental harm to our many downtown local independent retailers.

This area of Kearny Street is already afflicted by homelessness, severe traffic congestion and an undue concentration of ABC licenses. This location proposed by Bevmo is considered a high crime district in San Francisco according to the San Francisco Police Department. This is a high-crime area, so the addition of a large “big box” discount liquor store such as Bevmo has the potential for causing more crimes. The issuance of this license would most likely aggravate the law enforcement problems already prevalent in the area.

Because of this over concentration of bars and liquor store options in this area, there is no need for yet another alcohol purveyor. A few blocks away there are two Target stores, and a Trader Joes which generally offer the same discounted products as a Bevmo. There is no Public Convenience or Necessity being served.

Please consider our opposition to this application. The area is already over-concentrated with liquor licenses, there is no Public Convenience being served, and there is no necessity for another liquor retailer in this neighborhood. The denial of this application would certainly serve to protect the public welfare and would demonstrate support of small independent grocers whom have been serving this district for generations.

Sincerely,  
The Arab American Grocers Association

**Carroll, John (BOS)**

---

**From:** Arab Grocers Association <arabgrocersassn@gmail.com>  
**Sent:** Saturday, August 26, 2017 11:55 AM  
**To:** Fewer, Sandra (BOS)  
**Cc:** Pagoulatos, Nick (BOS); Carroll, John (BOS)  
**Subject:** Opposition to File # 170848 - Liquor License - 150 Kearny Street - BevMo!  
**Attachments:** Opposition to File 170848 - AAGA.docx

**Categories:** 170848

Letter in Opposition to File # 170848

Sincerely,

The Arab American Grocers Association



Arab American Grocers Association (AAGA)  
200 Valencia St, San Francisco, CA 94103

Supervisor Sandra Fewer  
City Hall, 1 Dr. Carlton B. Goodlett Place, Room 244  
San Francisco CA 94102

Re: Opposition to File # 170848 – BevMo, Liquor License at 150 Kearny Street

August 22, 2017

Dear Supervisor Fewer,

Bevmo (Beverages & More, Inc), is proposing to transfer a full liquor store license from the Outer Sunset District to Downtown San Francisco. Bevmo has also applied for an on-sale beer & wine bar license, and a full alcohol tasting license at the proposed location of 150 Kearny Street. On behalf of the Arab Grocers Association I would like to register with you our opposition to this project and these license applications. We are concerned that this “big box” deep discount retail nature of Bevmo will cause further detrimental harm to our many downtown local independent retailers.

This area of Kearny Street is already afflicted by homelessness, severe traffic congestion and an undue concentration of ABC licenses. This location proposed by Bevmo is considered a high crime district in San Francisco according to the San Francisco Police Department. This is a high-crime area, so the addition of a large “big box” discount liquor store such as Bevmo has the potential for causing more crimes. The issuance of this license would most likely aggravate the law enforcement problems already prevalent in the area.

Because of this over concentration of bars and liquor store options in this area, there is no need for yet another alcohol purveyor. A few blocks away there are two Target stores, and a Trader Joes which generally offer the same discounted products as a Bevmo. There is no Public Convenience or Necessity being served.

Please consider our opposition to this application. The area is already over-concentrated with liquor licenses, there is no Public Convenience being served, and there is no necessity for another liquor retailer in this neighborhood. The denial of this application would certainly serve to protect the public welfare and would demonstrate support of small independent grocers whom have been serving this district for generations.

Sincerely,  
The Arab American Grocers Association

**Carroll, John (BOS)**

---

**From:** Arab Grocers Association <arabgrocersassn@gmail.com>  
**Sent:** Saturday, August 26, 2017 11:59 AM  
**To:** Peskin, Aaron (BOS)  
**Cc:** Angulo, Sunny (BOS); Carroll, John (BOS); mannaa.moe@gmail.com  
**Subject:** Opposition to File # 170848 - Liquor License - 150 Kearny Street - BevMo!  
**Attachments:** Opposition to File 170848 - AAGA.docx

**Categories:** 170848

Letter in Opposition to File # 170848

Sincerely,

The Arab American Grocers Association



Arab American Grocers Association (AAGA)  
200 Valencia St, San Francisco, CA 94103

Supervisor Aaron Peskin  
City Hall, 1 Dr. Carlton B. Goodlett Place, Room 244  
San Francisco CA 94102

Re: Opposition to File # 170848 – BevMo, Liquor License at 150 Kearny Street

August 22, 2017

Dear Supervisor Peskin,

Bevmo (Beverages & More, Inc), is proposing to transfer a full liquor store license from the Outer Sunset District to Downtown San Francisco. Bevmo has also applied for an on-sale beer & wine bar license, and a full alcohol tasting license at the proposed location of 150 Kearny Street. On behalf of the Arab Grocers Association I would like to register with you our opposition to this project and these license applications. We are concerned that this “big box” deep discount retail nature of Bevmo will cause further detrimental harm to our many downtown local independent retailers.

This area of Kearny Street is already afflicted by homelessness, severe traffic congestion and an undue concentration of ABC licenses. This location proposed by Bevmo is considered a high crime district in San Francisco according to the San Francisco Police Department. This is a high-crime area, so the addition of a large “big box” discount liquor store such as Bevmo has the potential for causing more crimes. The issuance of this license would most likely aggravate the law enforcement problems already prevalent in the area.

Because of this over concentration of bars and liquor store options in this area, there is no need for yet another alcohol purveyor. A few blocks away there are two Target stores, and a Trader Joes which generally offer the same discounted products as a Bevmo. There is no Public Convenience or Necessity being served.

Please consider our opposition to this application. The area is already over-concentrated with liquor licenses, there is no Public Convenience being served, and there is no necessity for another liquor retailer in this neighborhood. The denial of this application would certainly serve to protect the public welfare and would demonstrate support of small independent grocers whom have been serving this district for generations.

Sincerely,  
The Arab American Grocers Association

## Carroll, John (BOS)

---

**From:** Carroll, John (BOS)  
**Sent:** Friday, August 25, 2017 3:21 PM  
**To:** Rudy Corpuz Jr.  
**Subject:** FW: Re: Opposition to BevMo File #170848


**Categories:** 170848

Good afternoon, Mr. Corpuz,

I forgot to copy you on the below message. My apologies. The matter is now forwarded to the members of the Public Safety and Neighborhood Services Committee.

Regards,

**John Carroll**  
**Assistant Clerk**  
Board of Supervisors  
San Francisco City Hall, Room 244  
San Francisco, CA 94102  
(415)554-4445 - Direct | (415)554-5163 - Fax  
[john.carroll@sfgov.org](mailto:john.carroll@sfgov.org) | [bos.legislation@sfgov.org](mailto:bos.legislation@sfgov.org)

 Click [here](#) to complete a Board of Supervisors Customer Service Satisfaction form.

The [Legislative Research Center](#) provides 24-hour access to Board of Supervisors legislation and archived matters since August 1998.

*Disclosures: Personal information that is provided in communications to the Board of Supervisors is subject to disclosure under the California Public Records Act and the San Francisco Sunshine Ordinance. Personal information provided will not be redacted. Members of the public are not required to provide personal identifying information when they communicate with the Board of Supervisors and its committees. All written or oral communications that members of the public submit to the Clerk's Office regarding pending legislation or hearings will be made available to all members of the public for inspection and copying. The Clerk's Office does not redact any information from these submissions. This means that personal information—including names, phone numbers, addresses and similar information that a member of the public elects to submit to the Board and its committees—may appear on the Board of Supervisors website or in other public documents that members of the public may inspect or copy.*

**From:** Carroll, John (BOS)  
**Sent:** Friday, August 25, 2017 3:19 PM  
**To:** Ronen, Hillary <[hillary.ronen@sfgov.org](mailto:hillary.ronen@sfgov.org)>; Sheehy, Jeff (BOS) <[jeff.sheehy@sfgov.org](mailto:jeff.sheehy@sfgov.org)>; Fewer, Sandra (BOS) <[sandra.fewer@sfgov.org](mailto:sandra.fewer@sfgov.org)>  
**Cc:** 'Calvillo, Angela ([angela.calvillo@sfgov.org](mailto:angela.calvillo@sfgov.org))' <[angela.calvillo@sfgov.org](mailto:angela.calvillo@sfgov.org)>; Somera, Alisa (BOS) <[alisa.somera@sfgov.org](mailto:alisa.somera@sfgov.org)>; Morales, Carolina (BOS) <[Carolina.Morales@sfgov.org](mailto:Carolina.Morales@sfgov.org)>; ([carolyn.goossen@sfgov.org](mailto:carolyn.goossen@sfgov.org)) <[carolyn.goossen@sfgov.org](mailto:carolyn.goossen@sfgov.org)>; Allbee, Nate <[nate.allbee@sfgov.org](mailto:nate.allbee@sfgov.org)>; Barnes, Bill (BOS) <[bill.barnes@sfgov.org](mailto:bill.barnes@sfgov.org)>; Hamilton, Megan (BOS) <[megan.hamilton@sfgov.org](mailto:megan.hamilton@sfgov.org)>; Jones, Justin (BOS) <[justin.jones@sfgov.org](mailto:justin.jones@sfgov.org)>; Boilard, Chelsea (BOS) <[chelsea.boilard@sfgov.org](mailto:chelsea.boilard@sfgov.org)>; Pagoulatos, Nick (BOS) <[nick.pagoulatos@sfgov.org](mailto:nick.pagoulatos@sfgov.org)>; Yu, Angelina (BOS) <[Angelina.Yu@sfgov.org](mailto:Angelina.Yu@sfgov.org)>; 'Angulo, Sunny ([sunny.angulo@sfgov.org](mailto:sunny.angulo@sfgov.org))' <[sunny.angulo@sfgov.org](mailto:sunny.angulo@sfgov.org)>  
**Subject:** Re: Opposition to BevMo File #170848

Greetings:

The office of the Clerk of the Board of Supervisors has received three comment letters from Rudy Corpuz, Jr., on behalf of United Playaz, concerning the consideration of findings of public convenience or necessity for a liquor license transfer at 150 Kearny Street. Please find the comment letters linked together below:

[Comment Letters - August 25, 2017](#)

The letters are now added to the public file for the matter.

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

[Board of Supervisors File No. 170848](#)

Regards,

**John Carroll**

**Assistant Clerk**

Board of Supervisors

San Francisco City Hall, Room 244

San Francisco, CA 94102

(415)554-4445 - Direct | (415)554-5163 - Fax

[john.carroll@sfgov.org](mailto:john.carroll@sfgov.org) | [bos.legislation@sfgov.org](mailto:bos.legislation@sfgov.org)



Click [here](#) to complete a Board of Supervisors Customer Service Satisfaction form.

The [Legislative Research Center](#) provides 24-hour access to Board of Supervisors legislation and archived matters since August 1998.

*Disclosures: Personal information that is provided in communications to the Board of Supervisors is subject to disclosure under the California Public Records Act and the San Francisco Sunshine Ordinance. Personal information provided will not be redacted. Members of the public are not required to provide personal identifying information when they communicate with the Board of Supervisors and its committees. All written or oral communications that members of the public submit to the Clerk's Office regarding pending legislation or hearings will be made available to all members of the public for inspection and copying. The Clerk's Office does not redact any information from these submissions. This means that personal information—including names, phone numbers, addresses and similar information that a member of the public elects to submit to the Board and its committees—may appear on the Board of Supervisors website or in other public documents that members of the public may inspect or copy.*



**Carroll, John (BOS)**

---

**From:** Rudy Corpuz Jr. <up94life@yahoo.com>  
**Sent:** Friday, August 25, 2017 2:25 PM  
**To:** Ronen, Hillary  
**Cc:** Morales, Carolina (BOS); Carroll, John (BOS)  
**Subject:** Opposition to BevMo File#170848  
**Attachments:** bevmo opposition ronon.pdf

**Categories:** 170848

Dear Supervisor Ronen,

I hope you are well! Attached please find a letter of opposition to BevMo's File #170848. Please feel free to contact me if you have any questions or require additional information.

In peace,

Rudy



# UNITED • PLAYAZ

1038 Howard Street · San Francisco, CA 94103

[www.unitedplayaz.org](http://www.unitedplayaz.org)

---

Supervisor Hillary Ronen  
City Hall, 1 Dr. Carlton B. Goodlett Place, Room 244  
San Francisco, CA 94102

August 25, 2017

Dear Supervisor Ronen,

I am writing to you in opposition to Bevmo File #170848, ABC Liquor Licenses, 150 Kearny St. The "big box" discount liquor store, Bevmo, which already has a giant store on Van Ness, is trying to move into an area which is already served by bars as well as liquor, beer and wine stores. This particular applicant wants a Type 42 on-site bar beer and wine license, a Type 21 off-sale liquor license that was previously located out near Ocean Beach, and a free drinks Type 86 Instructional Tasting License. The attempted transfer of the license from so far outside the district to the downtown area, which is already over-concentrated with alcohol licenses, is just not acceptable. Their proposed location is just a block away from the Stanford Hotel, which is a formerly homeless home for veterans operated by Swords to Ploughshares. In my opinion, this is a dreadful idea. Imagine the appeal of the Bevmo 5-cent wine sale to many of its' residents already troubled by alcohol abuse and addiction?

For more than twenty years, United Playaz has provided Soma, Tenderloin and Downtown area youth with after school activities and workshops, keeping them off the streets. From academic enrichment, violence prevention, after school programs, community and crisis response services, case management, workforce developments, events and workshops, United Playaz has reached many youth and adults and has been a vital resource in the neighborhood. I am proud of the community and broad support network we have built around the United Playaz and the welcome reception it has received among so many officials in the City. As part of our mission, we do our best to monitor the neighborhoods we serve and try to ensure that the neighborhoods we operate in are safe and promote positive, healthy behaviors. This particular space could be better utilized, and I am writing today to protest the use of this space as a bar and a liquor store offering free tastings of alcohol every day.

Please consider my opposition to this license application. The area is already over-concentrated with alcohol licenses, there is no Public Convenience being served, and there is absolutely no Necessity for another liquor retailer to move from a different part of the city to this neighborhood that is oversaturated.

Sincerely,

A handwritten signature in black ink that reads "Rudy Corpuz Jr." with a stylized flourish at the end.

Rudy Corpuz Jr.  
Founder and Executive Director of United Playaz

## **Carroll, John (BOS)**

---

**From:** Angulo, Sunny (BOS)  
**Sent:** Friday, August 25, 2017 2:34 PM  
**To:** Rudy Corpuz Jr.; Peskin, Aaron (BOS)  
**Cc:** Carroll, John (BOS)  
**Subject:** Re: Opposition to BevMo File #170848

**Categories:** 170848

Thanks, Rudy.

Sunny

Sent from my T-Mobile 4G LTE Device

----- Original message -----

**From:** "Rudy Corpuz Jr." <up94life@yahoo.com>  
**Date:** 8/25/17 2:31 PM (GMT-08:00)  
**To:** "Peskin, Aaron (BOS)" <aaron.peskin@sfgov.org>  
**Cc:** "Angulo, Sunny (BOS)" <sunny.angulo@sfgov.org>, "Carroll, John (BOS)" <john.carroll@sfgov.org>  
**Subject:** Opposition to BevMo File #170848

Dear Supervisor Peskin,

I hope you are well! Attached please find a letter of opposition to BevMo's File #170848. Please feel free to contact me if you have any questions or require additional information.

In peace,

Rudy



# UNITED • PLAYAZ

1038 Howard Street · San Francisco, CA 94103

[www.unitedplayaz.org](http://www.unitedplayaz.org)

Supervisor Aaron Peskin  
City Hall, 1 Dr. Carlton B. Goodlett Place, Room 244  
San Francisco, CA 94102

August 25, 2017

Dear Supervisor Peskin,

I am writing to you in opposition to Bevmo File #170848, ABC Liquor Licenses, 150 Kearny St. The "big box" discount liquor store, Bevmo, which already has a giant store on Van Ness, is trying to move into an area which is already served by bars as well as liquor, beer and wine stores. This particular applicant wants a Type 42 on-site bar beer and wine license, a Type 21 off-sale liquor license that was previously located out near Ocean Beach, and a free drinks Type 86 Instructional Tasting License. The attempted transfer of the license from so far outside the district to the downtown area, which is already over-concentrated with alcohol licenses, is just not acceptable. Their proposed location is just a block away from the Stanford Hotel, which is a formerly homeless home for veterans operated by Swords to Ploughshares. In my opinion, this is a dreadful idea. Imagine the appeal of the Bevmo 5-cent wine sale to many of its' residents already troubled by alcohol abuse and addiction?

For more than twenty years, United Playaz has provided Soma, Tenderloin and Downtown area youth with after school activities and workshops, keeping them off the streets. From academic enrichment, violence prevention, after school programs, community and crisis response services, case management, workforce developments, events and workshops, United Playaz has reached many youth and adults and has been a vital resource in the neighborhood. I am proud of the community and broad support network we have built around the United Playaz and the welcome reception it has received among so many officials in the City. As part of our mission, we do our best to monitor the neighborhoods we serve and try to ensure that the neighborhoods we operate in are safe and promote positive, healthy behaviors. This particular space could be better utilized, and I am writing today to protest the use of this space as a bar and a liquor store offering free tastings of alcohol every day.

Please consider my opposition to this license application. The area is already over-concentrated with alcohol licenses, there is no Public Convenience being served, and there is absolutely no Necessity for another liquor retailer to move from a different part of the city to this neighborhood that is oversaturated.

Sincerely,

A handwritten signature in black ink that reads "Rudy Corpuz Jr." with a stylized flourish at the end.

Rudy Corpuz Jr.  
Founder and Executive Director of United Playaz

**Carroll, John (BOS)**

---

**From:** Rudy Corpuz Jr. <up94life@yahoo.com>  
**Sent:** Friday, August 25, 2017 2:30 PM  
**To:** Sheehy, Jeff (BOS)  
**Cc:** Barnes, Bill (BOS); Carroll, John (BOS)  
**Subject:** Opposition to BevMo File #170848  
**Attachments:** bevmo opposition sheehy.pdf

**Categories:** 170848

Dear Supervisor Sheehy,

I hope you are well! Attached please find a letter of opposition to BevMo's File #170848. Please feel free to contact me if you have any questions or require additional information.

In peace,

Rudy



# UNITED • PLAYAZ

1038 Howard Street • San Francisco, CA 94103

[www.unitedplayaz.org](http://www.unitedplayaz.org)

---

Supervisor Jeff Sheehy  
City Hall, 1 Dr. Carlton B. Goodlett Place, Room 244  
San Francisco, CA 94102

August 25, 2017

Dear Supervisor Sheehy,

I am writing to you in opposition to Bevmo File #170848, ABC Liquor Licenses, 150 Kearny St. The "big box" discount liquor store, Bevmo, which already has a giant store on Van Ness, is trying to move into an area which is already served by bars as well as liquor, beer and wine stores. This particular applicant wants a Type 42 on-site bar beer and wine license, a Type 21 off-sale liquor license that was previously located out near Ocean Beach, and a free drinks Type 86 Instructional Tasting License. The attempted transfer of the license from so far outside the district to the downtown area, which is already over-concentrated with alcohol licenses, is just not acceptable. Their proposed location is just a block away from the Stanford Hotel, which is a formerly homeless home for veterans operated by Swords to Ploughshares. In my opinion, this is a dreadful idea. Imagine the appeal of the Bevmo 5-cent wine sale to many of its' residents already troubled by alcohol abuse and addiction?

For more than twenty years, United Playaz has provided Soma, Tenderloin and Downtown area youth with after school activities and workshops, keeping them off the streets. From academic enrichment, violence prevention, after school programs, community and crisis response services, case management, workforce developments, events and workshops, United Playaz has reached many youth and adults and has been a vital resource in the neighborhood. I am proud of the community and broad support network we have built around the United Playaz and the welcome reception it has received among so many officials in the City. As part of our mission, we do our best to monitor the neighborhoods we serve and try to ensure that the neighborhoods we operate in are safe and promote positive, healthy behaviors. This particular space could be better utilized, and I am writing today to protest the use of this space as a bar and a liquor store offering free tastings of alcohol every day.

Please consider my opposition to this license application. The area is already over-concentrated with alcohol licenses, there is no Public Convenience being served, and there is absolutely no Necessity for another liquor retailer to move from a different part of the city to this neighborhood that is oversaturated.

Sincerely,

A handwritten signature in black ink that reads "Rudy Corpuz Jr." with a stylized flourish at the end.

Rudy Corpuz Jr.  
Founder and Executive Director of United Playaz

**Carroll, John (BOS)**

---

**From:** Rudy Corpuz Jr. <up94life@yahoo.com>  
**Sent:** Friday, August 25, 2017 2:29 PM  
**To:** Fewer, Sandra (BOS)  
**Cc:** Pagoulatos, Nick (BOS); Carroll, John (BOS)  
**Subject:** Opposition to BevMo File #170848  
**Attachments:** bevmo opposition fewer.pdf

**Categories:** 170848

Dear Supervisor Fewer,

I hope you are well! Attached please find a letter of opposition to BevMo's File #170848. Please feel free to contact me if you have any questions or require additional information.

In peace,

Rudy



# UNITED • PLAYAZ

1038 Howard Street • San Francisco, CA 94103

[www.unitedplayaz.org](http://www.unitedplayaz.org)

---

Supervisor Sandra Fewer  
City Hall, 1 Dr. Carlton B. Goodlett Place, Room 244  
San Francisco, CA 94102

August 25, 2017

Dear Supervisor Fewer,

I am writing to you in opposition to Bevmo File #170848, ABC Liquor Licenses, 150 Kearny St. The "big box" discount liquor store, Bevmo, which already has a giant store on Van Ness, is trying to move into an area which is already served by bars as well as liquor, beer and wine stores. This particular applicant wants a Type 42 on-site bar beer and wine license, a Type 21 off-sale liquor license that was previously located out near Ocean Beach, and a free drinks Type 86 Instructional Tasting License. The attempted transfer of the license from so far outside the district to the downtown area, which is already over-concentrated with alcohol licenses, is just not acceptable. Their proposed location is just a block away from the Stanford Hotel, which is a formerly homeless home for veterans operated by Swords to Ploughshares. In my opinion, this is a dreadful idea. Imagine the appeal of the Bevmo 5-cent wine sale to many of its' residents already troubled by alcohol abuse and addiction?

For more than twenty years, United Playaz has provided Soma, Tenderloin and Downtown area youth with after school activities and workshops, keeping them off the streets. From academic enrichment, violence prevention, after school programs, community and crisis response services, case management, workforce developments, events and workshops, United Playaz has reached many youth and adults and has been a vital resource in the neighborhood. I am proud of the community and broad support network we have built around the United Playaz and the welcome reception it has received among so many officials in the City. As part of our mission, we do our best to monitor the neighborhoods we serve and try to ensure that the neighborhoods we operate in are safe and promote positive, healthy behaviors. This particular space could be better utilized, and I am writing today to protest the use of this space as a bar and a liquor store offering free tastings of alcohol every day.

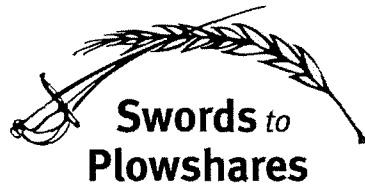
Please consider my opposition to this license application. The area is already over-concentrated with alcohol licenses, there is no Public Convenience being served, and there is absolutely no Necessity for another liquor retailer to move from a different part of the city to this neighborhood that is oversaturated.

Sincerely,

A handwritten signature in black ink that reads "Rudy Corpuz Jr." with a stylized flourish at the end.

Rudy Corpuz Jr.  
Founder and Executive Director of United Playaz





VETS HELPING VETS SINCE 1974

August 9, 2017

Honorable Aaron Peskin  
City Hall  
1 Dr. Carlton B. Goodlett Place, Room 244  
San Francisco, CA 94102

Re: Opposition to File # 170848 - Liquor License - 150 Kearny Street - BevMo

Dear Supervisor,

Swords to Plowshares wishes to rescind our opposition to BevMo opening a store at 150 Kearny Street in San Francisco. A letter stating our opposition was sent to Supervisors Peskin and Kim, the State Department of Alcohol Beverage Control and the San Francisco Police Department on December 20, 2016, copy attached.

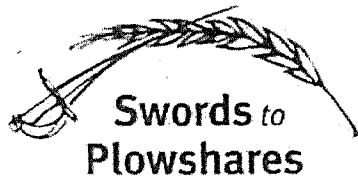
Since that time we have met with representatives of BevMo to discuss the reasons for our opposition. During that meeting BevMo assured us that they would not sell single-serving spirits at this outlet and that they would take other proactive steps that would be supportive in addressing our concerns regarding access to low cost alcohol at their establishment, including not selling alcohol to intoxicated individuals. Given that there are other liquor stores in the near vicinity that are not proactive in these ways, we have decided that our opposition to a business willing to take these steps is not appropriate.

Therefore, Swords to Plowshares wishes to rescind our letter of opposition.

Sincerely,

A handwritten signature in black ink, appearing to read "Leon Winston", written in a cursive style.

Leon Winston  
Chief Operating Officer



VETS HELPING VETS SINCE 1974

December 20, 2016

Dept of Alcoholic Beverage Control  
Attn: Justin Gebb, District Director  
33 New Montgomery Street, suite 1230  
San Francisco, CA 94105

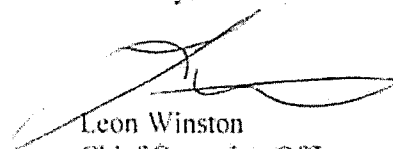
Re: Beverages & More "Bev Mo" application for off sale license at 150 Kearny Street,  
San Francisco

Dear Director Gebb:

Swords to Plowshares operates the Stanford Hotel at 250 Kearny Street, San Francisco. Since 2014, the Stanford has been home to 131 veterans, all of whom are formerly chronically homeless and disabled. Many of these men and women struggle with substance abuse and alcoholism. Placing a low-cost alcohol emporium within a block of the hotel will certainly make it much easier for residents to acquire quantities of alcohol in a neighborhood that already has many liquor licenses, and will make our job of supporting these veterans in making healthy choices in their lives that much more difficult.

We strongly oppose this site for low-cost quantity alcohol sales and ask that you not move forward with an off-sale license for Bev Mo at 150 Kearny Street.

Sincerely,



Leon Winston  
Chief Operating Officer

CC: Aaron Peskin, SF Board of Supervisors  
Jane Kim, SF Board of Supervisors  
Lieutenant Falzon, SF Police Dept.

Supervisor Aaron Peskin  
City Hall  
1 Dr. Carlton B. Goodlett Place, Room 244  
San Francisco, CA 94102

SUBJECT: Opposition to File #17848 – Liquor License – 150 Kearny Street – BevMo!

Supervisor Peskin,

I am the Chief Executive Director of Community Housing Partnership as the Community Housing Partnership which was founded over 20 years ago to help homeless people secure housing and become self-sufficient. We have a robust portfolio of over 1,000 housing units in the City with 300 more in the pipeline. Community Housing Partnership seeks to create environments where not only our residents will thrive but where all those in need can move towards their goals.

When I heard of a BevMo application for 150 Kearny, which is less than a block from The Stanford, a SRO building for formerly homeless veterans, I felt compelled to express my concerns. BevMo generally offers its customers alcohol at lower prices. The availability of cheap alcohol is an existing concern especially in these areas of high concentration; this would intensify a concern and create a number of issues for the neighborhood and for individuals trying to work their way out of homelessness and possibly alcoholism. A large outlet of cheap alcohol in this particular neighborhood which has many other alcohol stores already does not serve the public convenience and is clearly a bad idea for the community.

Please do not allow this application to move forward.

Sincerely,



Gail Gilman, Chief Executive Director of Community Housing Partnership

CC: Sunny Angulo

LIQUOR LICENSE REVIEW

RECEIVED



JUL 21 2017

CITY & COUNTY OF S.F.  
DEPARTMENT OF  
NEIGHBORHOOD SERVICES  
File: 170848

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

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

DATE: July 21, 2017

Block/Lot: 0292/009  
Zoning: C-3-0  
Quad: NE

Record # 2017-009430 MIS

Please submit your response in four to six weeks for the matter to be heard.  
**PLEASE EMAIL YOUR RESPONSE BY:** September 1, 2017, to John Carroll,  
Public Safety and Neighborhood Services Committee Clerk.  
[john.carroll@sfgov.org](mailto:john.carroll@sfgov.org) - Fax No: 554-5163

**Applicant Name:**  
**Business Name:** Beverages & More, Inc.

**Application Address:** 150 Kearny Street  
San Francisco, CA 94108

**and contact info:** Contact: Liz Darrington  
Beverages & More, Inc.  
1401 Willow Pass Road  
Concord, CA 94520  
(925) 609-6153  
[darrington1@bevmo.com](mailto:darrington1@bevmo.com)

**PLANNING COMMENTS:**  Approval  Denial

ABC license types 21, 42, & 86 are permitted with Retail Sales  
& service use in the C-3-0 zoning District, pursuant to  
PC Section 210.2.

**POLICE COMMENTS:**  Approval  Denial

NICHOLAS GASTER

415-575-9167  
7/26/17

# BevMo!

1401 Willow Pass Rd, Suite 900 • Concord, California 94520 • T 925.609.6153 • F 925.798.7150 • www.bevmo.com

VIA FEDERAL EXPRESS

July 20, 2017

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

**RE: Request for "Public Convenience and Necessity" (PCN) Resolution  
150 Kearny St., San Francisco, CA 94108**

Dear Clerk of the Board,

Beverages & More, Inc. ("BevMo!") recently submitted an application to the California Department of Alcoholic Beverage Control ("ABC") for three liquor licenses (detailed below) required to operate a 4,850 square foot retail store at the above referenced premise. BevMo!'s use at this particular location is a permitted use; therefore, no conditional use permit is required from city planning. However, there is an overconcentration of on- and off-sale licenses in the census tract, triggering the requirement for a PCN from the San Francisco Board of Supervisors. This letter provides basic applicant information, as well as information about how BevMo! operates its stores. The ABC PCN form is also enclosed.

## Applicant Information

**Contact Information:** Liz Darrington, 925-609-6153, darringtonl@bevmo.com

**Business Name:** Beverages & More, Inc. (BevMo!)

**Mailing Address:** 1401 Willow Pass Road, Suite 900, Concord, CA 94520

**License Types Applied for:** Type 21, Type 42, Type 86

-Type 21 transferring from 3645 Lawton Street, San Francisco, CA

-Type 21 transferring to 150 Kearny Street, San Francisco, CA

-Type 42 and 86 are original licenses, not transferred.

### **Hours of Operation:**

-Maximum Hours of Operation (per SFPD approved ABC Petition for Conditional License): Sunday-Saturday 7am-12am

-Regular Hours of Operation: Sundays 9am-8pm

Monday-Thursday 9am-9pm

Saturday & Friday 9am-10pm

RECEIVED  
BOARD OF SUPERVISORS  
SAN FRANCISCO  
2017 JUL 21 AM 10:48  
BY [Signature]

# BevMo!

1401 Willow Pass Rd, Suite 900 • Concord, California 94520 • T 925.609.6153 • F 925.798.7150 • www.bevmo.com

## Summary of Business and Operations

### About BevMo!

BevMo! is the largest specialty retailer of wine in California and was awarded Retailer of the Year in 2006 by Wine Enthusiast, and in 2009 was awarded the Market Watch Leader Award for management. BevMo! offers a convenient and unique store for local residents to browse an extensive inventory of wine, spirits, beer, gourmet food and related items such as glassware and other wine accessories, which are not easily found elsewhere. A typical BevMo! store offers over 3,000 wines (1,000 from California), 1,200 specialty spirits, 600 beers (including a large selection of "craft" and imported beers), and over 2,000 "& More" products (cheese, party accessories, caviar, etc.).

### License Types

In addition to a license Type 21 for the off-premises sale of alcoholic beverages, BevMo! requires a license Type 42 (On-Sale Beer and Wine, Public Premises) for educational beer and wine tastings and a Type 86 (Educational Tasting License) for spirits tastings. BevMo! operates the tasting program in a manner consistent with educating the customer—it is not intended to be a bar or lounge atmosphere. Sample sizes (1oz samples of beer and wine, and a maximum of three ¼ oz samples of spirits samples per customer) and tasting hours are limited.

### Responsible Corporate Policies

BevMo! is a responsible retailer with several policies designed to limit adverse impact to the communities in which stores are located, including:

- 1) Limited hours of operation, as noted above.
- 2) Cigarettes, products of abuse (e.g. 40oz malt liquors and low-priced screw-top fortified wines), lottery tickets, and pornographic material will not be sold.
- 3) BevMo! does not allow pay telephones, video/pinball games on the premises.
- 4) BevMo! posts and maintains professional quality signs which state "No Loitering", "No public drinking of alcoholic beverages", "Stop you must be 21 to enter unless accompanied by an adult."
- 5) Anyone who appears to be under the age 40 is carded. ID scanning equipment is used at every register. In addition, BevMo! utilizes a third party vendor which "secret" shops every store each month to ensure employees are following company policies.
- 6) BevMo! does not employ anyone under the age of 21 and we do not allow minors to enter the store unless they are accompanied by a parent or guardian.

### Serving Public Convenience or Necessity

Approval of a PCN for this location would allow BevMo! to open in a neighborhood that is not currently served by a retailer like BevMo!.

# BevMo!

1401 Willow Pass Rd, Suite 900 • Concord, California 94520 • T 925.609.6153 • F 925.798.7150 • www.bevmo.com

## Off-Sale Licensees

Of the nineteen (19) off-sale licenses in this census tract, twelve (12) are Type 21 licenses (allowing for the sale of beer, wine and spirits for off-premise consumption). Of these twelve (12), ten (10) are either no longer open (e.g., Moza Easy Shop), not currently offering alcoholic beverages for sell (e.g., Macy's) or operate a store with a significantly different business model (e.g., Hyatt, which operates a small snack gift shop with some alcoholic beverages; Sam's Cable Car, which is actually a bar or lounge and holds an on-premise bar license; The Whisky Shop, a shop specializing only in whisky products; and, several small bodega or deli-type establishments which do not carry a large selection or higher end items; and Target, which limits its alcohol selection to just 5% of the retail square footage). None of these retailers offer the same level of delivery service or the breadth of selection that BevMo! will offer. Furthermore, with the exception of The Whisky Shop (which holds a Type 86 for educational whisky tastings), none of these licensees hold a Type 42 license and none hold the Type 42/Type 86 license combination. Therefore, BevMo! would be the only off-sale retailer that also offers educational beer, wine and spirits tastings for its customers.

## On-Sale

There are 112 on-sale licensees in this census tract. None of these licensees hold a Type 42 license, the others are bar and/or restaurant licenses. Therefore, BevMo! would be the only licensee in this census tract with a beer and wine public premise license. Furthermore, BevMo! utilizes this license to conduct educational beer and wine tastings (hosted either by trained BevMo! staff or in conjunction with a supplier) and, as noted above, these tastings are limited and the license will not be operated in the same manner as a bar or lounge.

In conclusion, BevMo!'s breadth of selection, delivery service, and educational tastings, sets BevMo! apart from the other retailers in this census tract and will provide a convenience to consumers in the area that does not currently exist. We, therefore, respectfully request approval of this application for a determination of Public Convenience or Necessity.

If you have any questions, please feel free to contact me at the number or email address listed below.

Sincerely,



Liz Darrington

Assistant General Counsel, BevMo!

925-609-6153

darringtonl@bevmo.com

**INFORMATION AND INSTRUCTIONS -**

**SECTION 23958.4 B&P**

- Instructions This form is to be used for all applications for original issuance or premises to premises transfer of licenses.
- Part 1 is to be completed by an ABC employee, given to applicant with pre-application package, with copy retained in holding file or applicant's district file.
  - Part 2 is to be completed by the applicant, and returned to ABC.
  - Part 3 is to be completed by the local governing body or its designated subordinate officer or body, and returned to ABC.

**PART 1 - TO BE COMPLETED BY ABC**

1. APPLICANT'S NAME

Beverage & More, Inc.

2. PREMISES ADDRESS (Street number and name, city, zip code)

150 Kearny St., San Francisco CA 94108-4802

3. LICENSE TYPE

21

4. TYPE OF BUSINESS

- |   |  |  |  |
|---|--|--|--|
| <input type="checkbox"/> Full Service Restaurant      | <input type="checkbox"/> Hofbrau/Cafeteria | <input type="checkbox"/> Cocktail Lounge     | <input type="checkbox"/> Private Club      |
| <input type="checkbox"/> Deli or Specialty Restaurant | <input type="checkbox"/> Comedy Club       | <input type="checkbox"/> Night Club          | <input type="checkbox"/> Veterans Club     |
| <input type="checkbox"/> Cafe/Coffee Shop             | <input type="checkbox"/> Brew Pub          | <input type="checkbox"/> Tavern: Beer        | <input type="checkbox"/> Fraternal Club    |
| <input type="checkbox"/> Bed & Breakfast:             | <input type="checkbox"/> Theater           | <input type="checkbox"/> Tavern: Beer & Wine | <input type="checkbox"/> Wine Tasting Room |
| <input type="checkbox"/> Wine only                    | <input type="checkbox"/> All               |  |  |
- 
- |   |  |  |  |
|---|--|--|--|
| <input type="checkbox"/> Supermarket        | <input type="checkbox"/> Membership Store  | <input type="checkbox"/> Service Station               | <input type="checkbox"/> Swap Meet/Flea Market |
| <input type="checkbox"/> Liquor Store       | <input type="checkbox"/> Department Store  | <input type="checkbox"/> Convenience Market            | <input type="checkbox"/> Drive-in Dairy        |
| <input type="checkbox"/> Drug/Variety Store | <input type="checkbox"/> Florist/Gift Shop | <input type="checkbox"/> Convenience Market w/Gasoline |  |
| <input type="checkbox"/> Other - describe:  |  |  |  |

5. COUNTY POPULATION

866,583

6. TOTAL NUMBER OF LICENSES IN COUNTY

On-Sale  Off-Sale

1086

7. RATIO OF LICENSES TO POPULATION IN COUNTY

On-Sale  Off-Sale

8. CENSUS TRACT NUMBER

117

9. NO. OF LICENSES ALLOWED IN CENSUS TRACT

On-Sale  Off-Sale

21

10. NO. OF LICENSES EXISTING IN CENSUS TRACT

On-Sale  Off-Sale

11. IS THE ABOVE CENSUS TRACT OVERCONCENTRATED WITH LICENSES? (i.e., does the ratio of licenses to population in the census tract exceed the ratio of licenses to population for the entire county?)

- Yes, the number of existing licenses exceeds the number allowed
- No, the number of existing licenses is lower than the number allowed

12. DOES LAW ENFORCEMENT AGENCY MAINTAIN CRIME STATISTICS?

- Yes (Go to Item #13)  No (Go to Item #20)

13. CRIME REPORTING DISTRICT NUMBER

170

14. TOTAL NUMBER OF REPORTING DISTRICTS

653

15. TOTAL NUMBER OF OFFENSES IN ALL REPORTING DISTRICTS

53,160

16. AVERAGE NO. OF OFFENSES PER DISTRICT

81

17. 120% OF AVERAGE NUMBER OF OFFENSES

97

18. TOTAL NUMBER OF OFFENSES IN REPORTING DISTRICT

188

19. IS THE PREMISES LOCATED IN A HIGH CRIME REPORTING DISTRICT? (i.e., has a 20% greater number of reported crimes than the average number of reported crimes as determined from all crime reporting districts within the jurisdiction of the local law enforcement agency)

- Yes, the total number of offenses in the reporting district equals or exceeds the total number in item #17
- No, the total number of offenses in the reporting district is lower than the total number in item #17

20. CHECK THE BOX THAT APPLIES (check only one box)

- a. If "No" is checked in both item #11 and item #19, Section 23958.4 B&P does not apply to this application, and no additional information will be needed on this issue. Advise the applicant to bring this completed form to ABC when filing the application.
- b. If "Yes" is checked in either item #11 or item #19, and the applicant is applying for a non-retail license, a retail bona fide public eating place license, a retail license issued for a hotel, motel or other lodging establishment as defined in Section 25503.16(b) B&P, or a retail license issued in conjunction with a beer manufacturer's license, or winegrower's license, advise the applicant to complete Section 2 and bring the completed form to ABC when filing the application or as soon as possible thereafter.
- c. If "Yes" is checked in either item #11 or item #19, and the applicant is applying for an off-sale beer and wine license, an off-sale general license, an on-sale beer license, an on-sale beer and wine (public premises) license, or an on-sale general (public premises) license, advise the applicant to take this form to the local governing body, or its designated subordinate officer or body to have them complete Section 3. The completed form will need to be provided to ABC in order to process the application.

Governing Body/Designated Subordinate Name: Board of Supervisors

**FOR DEPARTMENT USE ONLY**

PREPARED BY (Name of Department Employee)





**INFORMATION AND INSTRUCTIONS -**

**SECTION 23958.4 B&P**

Instructions This form is to be used for all applications for original issuance or premises to premises transfer of licenses.

- Part 1 is to be completed by an ABC employee, given to applicant with pre-application package, with copy retained in holding file or applicant's district file.
- Part 2 is to be completed by the applicant, and returned to ABC.
- Part 3 is to be completed by the local governing body or its designated subordinate officer or body, and returned to ABC.

**PART 1 - TO BE COMPLETED BY ABC**

1. APPLICANT'S NAME

Beverage & More, Inc.

2. PREMISES ADDRESS (Street number and name, city, zip code)

150 Kearny St., San Francisco CA 94108-4802

3. LICENSE TYPE

42

4. TYPE OF BUSINESS

- |   |  |  |  |
|---|--|--|--|
| <input type="checkbox"/> Full Service Restaurant                | <input type="checkbox"/> Hofbrau/Cafeteria | <input type="checkbox"/> Cocktail Lounge               | <input type="checkbox"/> Private Club          |
| <input type="checkbox"/> Deli or Specialty Restaurant           | <input type="checkbox"/> Comedy Club       | <input type="checkbox"/> Night Club                    | <input type="checkbox"/> Veterans Club         |
| <input type="checkbox"/> Cafe/Coffee Shop                       | <input type="checkbox"/> Brew Pub          | <input type="checkbox"/> Tavern: Beer                  | <input type="checkbox"/> Fraternal Club        |
| <input type="checkbox"/> Bed & Breakfast:                       | <input type="checkbox"/> Theater           | <input type="checkbox"/> Tavern: Beer & Wine           | <input type="checkbox"/> Wine Tasting Room     |
| <input type="checkbox"/> Wine only <input type="checkbox"/> All |  |  |  |
| <input type="checkbox"/> Supermarket                            | <input type="checkbox"/> Membership Store  | <input type="checkbox"/> Service Station               | <input type="checkbox"/> Swap Meet/Flea Market |
| <input type="checkbox"/> Liquor Store                           | <input type="checkbox"/> Department Store  | <input type="checkbox"/> Convenience Market            | <input type="checkbox"/> Drive-in Dairy        |
| <input type="checkbox"/> Drug/Variety Store                     | <input type="checkbox"/> Florist/Gift Shop | <input type="checkbox"/> Convenience Market w/Gasoline |  |
| <input type="checkbox"/> Other - describe:                      |  |  |  |

5. COUNTY POPULATION

866,583

6. TOTAL NUMBER OF LICENSES IN COUNTY

On-Sale  Off-Sale

279

7. RATIO OF LICENSES TO POPULATION IN COUNTY

On-Sale  Off-Sale

8. CENSUS TRACT NUMBER

117

9. NO. OF LICENSES ALLOWED IN CENSUS TRACT

6  On-Sale  Off-Sale

131

10. NO. OF LICENSES EXISTING IN CENSUS TRACT

On-Sale  Off-Sale

11. IS THE ABOVE CENSUS TRACT OVERCONCENTRATED WITH LICENSES? (i.e., does the ratio of licenses to population in the census tract exceed the ratio of licenses to population for the entire county?)

- Yes, the number of existing licenses exceeds the number allowed  
 No, the number of existing licenses is lower than the number allowed

12. DOES LAW ENFORCEMENT AGENCY MAINTAIN CRIME STATISTICS?

- Yes (Go to Item #13)  No (Go to Item #20)

13. CRIME REPORTING DISTRICT NUMBER

170

14. TOTAL NUMBER OF REPORTING DISTRICTS

653

15. TOTAL NUMBER OF OFFENSES IN ALL REPORTING DISTRICTS

53,160

16. AVERAGE NO. OF OFFENSES PER DISTRICT

81

17. 120% OF AVERAGE NUMBER OF OFFENSES

97

18. TOTAL NUMBER OF OFFENSES IN REPORTING DISTRICT

188

19. IS THE PREMISES LOCATED IN A HIGH CRIME REPORTING DISTRICT? (i.e., has a 20% greater number of reported crimes than the average number of reported crimes as determined from all crime reporting districts within the jurisdiction of the local law enforcement agency)

- Yes, the total number of offenses in the reporting district equals or exceeds the total number in item #17  
 No, the total number of offenses in the reporting district is lower than the total number in item #17

20. CHECK THE BOX THAT APPLIES (check only one box)

- a. If "No" is checked in both item #11 and item #19, Section 23958.4 B&P does not apply to this application, and no additional information will be needed on this issue. Advise the applicant to bring this completed form to ABC when filing the application.
- b. If "Yes" is checked in either item #11 or item #19, and the applicant is applying for a non-retail license, a retail bona fide public eating place license, a retail license issued for a hotel, motel or other lodging establishment as defined in Section 25503.16(b) B&P, or a retail license issued in conjunction with a beer manufacturer's license, or winegrower's license, advise the applicant to complete Section 2 and bring the completed form to ABC when filing the application or as soon as possible thereafter.
- c. If "Yes" is checked in either item #11 or item #19, and the applicant is applying for an off-sale beer and wine license, an off-sale general license, an on-sale beer license, an on-sale beer and wine (public premises) license, or an on-sale general (public premises) license, advise the applicant to take this form to the local governing body, or its designated subordinate officer or body to have them complete Section 3. The completed form will need to be provided to ABC in order to process the application.

Governing Body/Designated Subordinate Name: Board of Supervisors

**FOR DEPARTMENT USE ONLY**

PREPARED BY (Name of Department Employee)



## **Carroll, John (BOS)**

---

**From:** Carroll, John (BOS)  
**Sent:** Friday, July 21, 2017 1:25 PM  
**To:** Rodgers, AnMarie; Powell, Georgia (CPC); Gordon, Nelly (POL)  
**Cc:** Hepner, Lee (BOS); 'Angulo, Sunny (sunny.angulo@sfgov.org)'; Rubenstein, Beth (BOS); 'darrington1@bevmo.com'  
**Subject:** Liquor License PC or N Referral - 150 Kearny Street - BevMo!

Good afternoon,

The office of the Clerk of the Board has received a letter requesting Public Convenience or Necessity recommendations for a liquor license issuance. This matter is being referred to you for response via the following linked document:

[Referral Letter to Planning and Police Departments](#)


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

[Board of Supervisors File No. 170848](#)

**I request the department's response before September 1, 2017.**

Thanks for the review.

**John Carroll**  
**Assistant Clerk**  
Board of Supervisors  
San Francisco City Hall, Room 244  
San Francisco, CA 94102  
(415)554-4445 - Direct | (415)554-5163 - Fax  
[john.carroll@sfgov.org](mailto:john.carroll@sfgov.org) | [bos.legislation@sfgov.org](mailto:bos.legislation@sfgov.org)

 Click [here](#) to complete a Board of Supervisors Customer Service Satisfaction form.

The [Legislative Research Center](#) provides 24-hour access to Board of Supervisors legislation and archived matters since August 1998.

*Disclosures: Personal information that is provided in communications to the Board of Supervisors is subject to disclosure under the California Public Records Act and the San Francisco Sunshine Ordinance. Personal information provided will not be redacted. Members of the public are not required to provide personal identifying information when they communicate with the Board of Supervisors and its committees. All written or oral communications that members of the public submit to the Clerk's Office regarding pending legislation or hearings will be made available to all members of the public for inspection and copying. The Clerk's Office does not redact any information from these submissions. This means that personal information—including names, phone numbers, addresses and similar information that a member of the public elects to submit to the Board and its committees—may appear on the Board of Supervisors website or in other public documents that members of the public may inspect or copy.*

# LIQUOR LICENSE REVIEW

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

**File:** 170848

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

**DATE:** July 21, 2017

---

Please submit your response in four to six weeks for the matter to be heard.  
**PLEASE EMAIL YOUR RESPONSE BY:** September 1, 2017, to John Carroll,  
Public Safety and Neighborhood Services Committee Clerk.  
[john.carroll@sfgov.org](mailto:john.carroll@sfgov.org) - Fax No: 554-5163

---

**Applicant Name:**  
**Business Name:** Beverages & More, Inc.

**Application Address:** 150 Kearny Street  
San Francisco, CA 94108

**and contact info:** Contact: Liz Darrington  
Beverages & More, Inc.  
1401 Willow Pass Road  
Concord, CA 94520  
(925) 609-6153  
[darrington1@bevmo.com](mailto:darrington1@bevmo.com)

**PLANNING COMMENTS:**  Approval  Denial

**POLICE COMMENTS:**  Approval  Denial

# BevMo!

1401 Willow Pass Rd, Suite 900 • Concord, California 94520 • T 925.609.6153 • F 925.798.7150 • www.bevmo.com

VIA FEDERAL EXPRESS

July 20, 2017

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

**RE: Request for "Public Convenience and Necessity" (PCN) Resolution  
150 Kearny St., San Francisco, CA 94108**

Dear Clerk of the Board,

Beverages & More, Inc. ("BevMo!") recently submitted an application to the California Department of Alcoholic Beverage Control ("ABC") for three liquor licenses (detailed below) required to operate a 4,850 square foot retail store at the above referenced premise. BevMo!'s use at this particular location is a permitted use; therefore, no conditional use permit is required from city planning. However, there is an overconcentration of on- and off-sale licenses in the census tract, triggering the requirement for a PCN from the San Francisco Board of Supervisors. This letter provides basic applicant information, as well as information about how BevMo! operates its stores. The ABC PCN form is also enclosed.

Applicant Information

**Contact Information:** Liz Darrington, 925-609-6153, darringtonl@bevmo.com

**Business Name:** Beverages & More, Inc. (BevMo!)

**Mailing Address:** 1401 Willow Pass Road, Suite 900, Concord, CA 94520

**License Types Applied for:** Type 21, Type 42, Type 86

-Type 21 transferring from 3645 Lawton Street, San Francisco, CA

-Type 21 transferring to 150 Kearny Street, San Francisco, CA

-Type 42 and 86 are original licenses, not transferred.

**Hours of Operation:**

-Maximum Hours of Operation (per SFPD approved ABC Petition for Conditional License): Sunday-Saturday 7am-12am

-Regular Hours of Operation: Sundays 9am-8pm

Monday-Thursday 9am-9pm

Saturday & Friday 9am-10pm

2017 JUL 21 AM 10:48  
BOARD OF SUPERVISORS  
SAN FRANCISCO

# BevMo!

1401 Willow Pass Rd, Suite 900 • Concord, California 94520 • T 925.609.6153 • F 925.798.7150 • www.bevmo.com

## Summary of Business and Operations

### About BevMo!

BevMo! is the largest specialty retailer of wine in California and was awarded Retailer of the Year in 2006 by Wine Enthusiast, and in 2009 was awarded the Market Watch Leader Award for management. BevMo! offers a convenient and unique store for local residents to browse an extensive inventory of wine, spirits, beer, gourmet food and related items such as glassware and other wine accessories, which are not easily found elsewhere. A typical BevMo! store offers over 3,000 wines (1,000 from California), 1,200 specialty spirits, 600 beers (including a large selection of “craft” and imported beers), and over 2,000 “& More” products (cheese, party accessories, caviar, etc.).

### License Types

In addition to a license Type 21 for the off-premises sale of alcoholic beverages, BevMo! requires a license Type 42 (On-Sale Beer and Wine, Public Premises) for educational beer and wine tastings and a Type 86 (Educational Tasting License) for spirits tastings. BevMo! operates the tasting program in a manner consistent with educating the customer—it is not intended to be a bar or lounge atmosphere. Sample sizes (1oz samples of beer and wine, and a maximum of three ¼ oz samples of spirits samples per customer) and tasting hours are limited.

### Responsible Corporate Policies

BevMo! is a responsible retailer with several policies designed to limit adverse impact to the communities in which stores are located, including:

- 1) Limited hours of operation, as noted above.
- 2) Cigarettes, products of abuse (e.g. 40oz malt liquors and low-priced screw-top fortified wines), lottery tickets, and pornographic material will not be sold.
- 3) BevMo! does not allow pay telephones, video/pinball games on the premises.
- 4) BevMo! posts and maintains professional quality signs which state “No Loitering”, “No public drinking of alcoholic beverages”, “Stop you must be 21 to enter unless accompanied by an adult.”
- 5) Anyone who appears to be under the age 40 is carded. ID scanning equipment is used at every register. In addition, BevMo! utilizes a third party vendor which “secret” shops every store each month to ensure employees are following company policies.
- 6) BevMo! does not employ anyone under the age of 21 and we do not allow minors to enter the store unless they are accompanied by a parent or guardian.

### Serving Public Convenience or Necessity

Approval of a PCN for this location would allow BevMo! to open in a neighborhood that is not currently served by a retailer like BevMo!.

# BevMo!

1401 Willow Pass Rd, Suite 900 • Concord, California 94520 • T 925.609.6153 • F 925.798.7150 • www.bevmo.com

## Off-Sale Licensees

Of the nineteen (19) off-sale licenses in this census tract, twelve (12) are Type 21 licenses (allowing for the sale of beer, wine and spirits for off-premise consumption). Of these twelve (12), ten (10) are either no longer open (e.g., Moza Easy Shop), not currently offering alcoholic beverages for sell (e.g., Macy's) or operate a store with a significantly different business model (e.g., Hyatt, which operates a small snack gift shop with some alcoholic beverages; Sam's Cable Car, which is actually a bar or lounge and holds an on-premise bar license; The Whisky Shop, a shop specializing only in whisky products; and, several small bodega or deli-type establishments which do not carry a large selection or higher end items; and Target, which limits its alcohol selection to just 5% of the retail square footage). None of these retailers offer the same level of delivery service or the breadth of selection that BevMo! will offer. Furthermore, with the exception of The Whisky Shop (which holds a Type 86 for educational whisky tastings), none of these licensees hold a Type 42 license and none hold the Type 42/Type 86 license combination. Therefore, BevMo! would be the only off-sale retailer that also offers educational beer, wine and spirits tastings for its customers.

## On-Sale

There are 112 on-sale licensees in this census tract. None of these licensees hold a Type 42 license, the others are bar and/or restaurant licenses. Therefore, BevMo! would be the only licensee in this census tract with a beer and wine public premise license. Furthermore, BevMo! utilizes this license to conduct educational beer and wine tastings (hosted either by trained BevMo! staff or in conjunction with a supplier) and, as noted above, these tastings are limited and the license will not be operated in the same manner as a bar or lounge.

In conclusion, BevMo!'s breadth of selection, delivery service, and educational tastings, sets BevMo! apart from the other retailers in this census tract and will provide a convenience to consumers in the area that does not currently exist. We, therefore, respectfully request approval of this application for a determination of Public Convenience or Necessity.

If you have any questions, please feel free to contact me at the number or email address listed below.

Sincerely,



Liz Darrington

Assistant General Counsel, BevMo!

925-609-6153

darringtonl@bevmo.com



**INFORMATION AND INSTRUCTIONS -**

**SECTION 23958.4 B&P**

Instructions This form is to be used for all applications for original issuance or premises to premises transfer of licenses.

- Part 1 is to be completed by an ABC employee, given to applicant with pre-application package, with copy retained in holding file or applicant's district file.
- Part 2 is to be completed by the applicant, and returned to ABC.
- Part 3 is to be completed by the local governing body or its designated subordinate officer or body, and returned to ABC.

**PART 1 - TO BE COMPLETED BY ABC**

1. APPLICANT'S NAME <b>Beverage &amp; More, Inc.</b>		
2. PREMISES ADDRESS (Street number and name, city, zip code) <b>150 Kearny St., San Francisco CA 94108-4802</b>		3. LICENSE TYPE <b>21</b>
4. TYPE OF BUSINESS		
<input type="checkbox"/> Full Service Restaurant	<input type="checkbox"/> Hofbrau/Cafeteria	<input type="checkbox"/> Cocktail Lounge
<input type="checkbox"/> Deli or Specialty Restaurant	<input type="checkbox"/> Comedy Club	<input type="checkbox"/> Night Club
<input type="checkbox"/> Cafe/Coffee Shop	<input type="checkbox"/> Brew Pub	<input type="checkbox"/> Tavern: Beer
<input type="checkbox"/> Bed & Breakfast:	<input type="checkbox"/> Theater	<input type="checkbox"/> Tavern: Beer & Wine
<input type="checkbox"/> Wine only	<input type="checkbox"/> All	<input type="checkbox"/> Private Club
<input type="checkbox"/> Supermarket	<input type="checkbox"/> Membership Store	<input type="checkbox"/> Service Station
<input type="checkbox"/> Liquor Store	<input type="checkbox"/> Department Store	<input type="checkbox"/> Convenience Market
<input type="checkbox"/> Drug/Variety Store	<input type="checkbox"/> Florist/Gift Shop	<input type="checkbox"/> Convenience Market w/Gasoline
<input type="checkbox"/> Other - describe:		<input type="checkbox"/> Swap Meet/Flea Market
<input type="checkbox"/> Drive-in Dairy		
5. COUNTY POPULATION <b>866,583</b>	6. TOTAL NUMBER OF LICENSES IN COUNTY <input type="checkbox"/> On-Sale <input type="checkbox"/> Off-Sale	7. RATIO OF LICENSES TO POPULATION IN COUNTY <b>1086</b> <input type="checkbox"/> On-Sale <input checked="" type="checkbox"/> Off-Sale
8. CENSUS TRACT NUMBER <b>117</b>	9. NO. OF LICENSES ALLOWED IN CENSUS TRACT <input type="checkbox"/> On-Sale <input checked="" type="checkbox"/> Off-Sale	10. NO. OF LICENSES EXISTING IN CENSUS TRACT <b>21</b> <input type="checkbox"/> On-Sale <input checked="" type="checkbox"/> Off-Sale
11. IS THE ABOVE CENSUS TRACT OVERCONCENTRATED WITH LICENSES? (i.e., does the ratio of licenses to population in the census tract exceed the ratio of licenses to population for the entire county?) <input checked="" type="checkbox"/> Yes, the number of existing licenses exceeds the number allowed <input type="checkbox"/> No, the number of existing licenses is lower than the number allowed		
12. DOES LAW ENFORCEMENT AGENCY MAINTAIN CRIME STATISTICS? <input checked="" type="checkbox"/> Yes (Go to Item #13) <input type="checkbox"/> No (Go to Item #20)		
13. CRIME REPORTING DISTRICT NUMBER <b>170</b>	14. TOTAL NUMBER OF REPORTING DISTRICTS <b>653</b>	15. TOTAL NUMBER OF OFFENSES IN ALL REPORTING DISTRICTS <b>53,160</b>
16. AVERAGE NO. OF OFFENSES PER DISTRICT <b>81</b>	17. 120% OF AVERAGE NUMBER OF OFFENSES <b>97</b>	18. TOTAL NUMBER OF OFFENSES IN REPORTING DISTRICT <b>188</b>
19. IS THE PREMISES LOCATED IN A HIGH CRIME REPORTING DISTRICT? (i.e., has a 20% greater number of reported crimes than the average number of reported crimes as determined from all crime reporting districts within the jurisdiction of the local law enforcement agency) <input checked="" type="checkbox"/> Yes, the total number of offenses in the reporting district equals or exceeds the total number in item #17 <input type="checkbox"/> No, the total number of offenses in the reporting district is lower than the total number in item #17		
20. CHECK THE BOX THAT APPLIES (check only one box)		
<input type="checkbox"/> a. If "No" is checked in both item #11 and item #19, Section 23958.4 B&P does not apply to this application, and no additional information will be needed on this issue. Advise the applicant to bring this completed form to ABC when filing the application.		
<input type="checkbox"/> b. If "Yes" is checked in either item #11 or item #19, and the applicant is applying for a non-retail license, a retail bona fide public eating place license, a retail license issued for a hotel, motel or other lodging establishment as defined in Section 25503.16(b) B&P, or a retail license issued in conjunction with a beer manufacturer's license, or winegrower's license, advise the applicant to complete Section 2 and bring the completed form to ABC when filing the application or as soon as possible thereafter.		
<input checked="" type="checkbox"/> c. If "Yes" is checked in either item #11 or item #19, and the applicant is applying for an off-sale beer and wine license, an off-sale general license, an on-sale beer license, an on-sale beer and wine (public premises) license, or an on-sale general (public premises) license, advise the applicant to take this form to the local governing body, or its designated subordinate officer or body to have them complete Section 3. The completed form will need to be provided to ABC in order to process the application.		

Governing Body/Designated Subordinate Name: **Board of Supervisors**

**FOR DEPARTMENT USE ONLY**

PREPARED BY (Name of Department Employee)

**PART 2 - TO BE COMPLETED BY THE APPLICANT (If box #20b is checked)**

21. Based on the information on the reverse, the Department may approve your application if you can show that public convenience or necessity would be served by the issuance of the license. Please describe below the reasons why issuance of another license is justified in this area. You may attach a separate sheet or additional documentation, if desired. Do *not* proceed to Part 3.

*(Lined area for providing reasons for license issuance)*

22. APPLICANT SIGNATURE

23. DATE SIGNED

**PART 3 - TO BE COMPLETED BY LOCAL OFFICIALS (If box #20c is checked)**

The applicant named on the reverse is applying for a license to sell alcoholic beverages at a premises where undue concentration exists (i.e., an over-concentration of licenses and/or a higher than average crime rate as defined in Section 23958.4 of the Business and Professions Code). Sections 23958 and 23958.4 of the Business and Professions Code requires the Department to deny the application unless the local governing body of the area in which the applicant premises are located, or its designated subordinate officer or body, determines within 90 days of notification of a completed application that public convenience or necessity would be served by the issuance. Please complete items #24 to #30 below and certify or affix an official seal, or attach a copy of the Council or Board resolution or a signed letter on official letterhead stating whether or not the issuance of the applied for license would serve as a public convenience or necessity.

24. WILL PUBLIC CONVENIENCE OR NECESSITY BE SERVED BY ISSUANCE OF THIS ALCOHOLIC BEVERAGE LICENSE?

Yes

No

See Attached (i.e., letter, resolution, etc.)

See Attached (i.e., letter, resolution, etc.)

25. ADDITIONAL COMMENTS, IF DESIRED (may include reasons for approval or denial of public convenience or necessity):

*(Lined area for additional comments)*

26. CITY/COUNTY OFFICIAL NAME

27. CITY/COUNTY OFFICIAL TITLE

28. CITY/COUNTY OFFICIAL PHONE NUMBER

29. CITY/COUNTY OFFICIAL SIGNATURE

30. DATE SIGNED

**INFORMATION AND INSTRUCTIONS -**

**SECTION 23958.4 B&P**

Instructions This form is to be used for all applications for original issuance or premises to premises transfer of licenses.

- Part 1 is to be completed by an ABC employee, given to applicant with pre-application package, with copy retained in holding file or applicant's district file.
- Part 2 is to be completed by the applicant, and returned to ABC.
- Part 3 is to be completed by the local governing body or its designated subordinate officer or body, and returned to ABC.

**PART 1 - TO BE COMPLETED BY ABC**

1. APPLICANT'S NAME

Beverage & More, Inc.

2. PREMISES ADDRESS (Street number and name, city, zip code)

150 Kearny St., San Francisco CA 94108-4802

3. LICENSE TYPE

42

4. TYPE OF BUSINESS

- |   |  |  |  |
|---|--|--|--|
| <input type="checkbox"/> Full Service Restaurant      | <input type="checkbox"/> Hofbrau/Cafeteria | <input type="checkbox"/> Cocktail Lounge     | <input type="checkbox"/> Private Club      |
| <input type="checkbox"/> Deli or Specialty Restaurant | <input type="checkbox"/> Comedy Club       | <input type="checkbox"/> Night Club          | <input type="checkbox"/> Veterans Club     |
| <input type="checkbox"/> Cafe/Coffee Shop             | <input type="checkbox"/> Brew Pub          | <input type="checkbox"/> Tavern: Beer        | <input type="checkbox"/> Fraternal Club    |
| <input type="checkbox"/> Bed & Breakfast:             | <input type="checkbox"/> Theater           | <input type="checkbox"/> Tavern: Beer & Wine | <input type="checkbox"/> Wine Tasting Room |
| <input type="checkbox"/> Wine only                    | <input type="checkbox"/> All               |  |  |

- |   |  |  |  |
|---|--|--|--|
| <input type="checkbox"/> Supermarket        | <input type="checkbox"/> Membership Store  | <input type="checkbox"/> Service Station               | <input type="checkbox"/> Swap Meet/Flea Market |
| <input type="checkbox"/> Liquor Store       | <input type="checkbox"/> Department Store  | <input type="checkbox"/> Convenience Market            | <input type="checkbox"/> Drive-in Dairy        |
| <input type="checkbox"/> Drug/Variety Store | <input type="checkbox"/> Florist/Gift Shop | <input type="checkbox"/> Convenience Market w/Gasoline |  |
| <input type="checkbox"/> Other - describe:  |  |  |  |

5. COUNTY POPULATION

866,583

6. TOTAL NUMBER OF LICENSES IN COUNTY

On-Sale  Off-Sale

7. RATIO OF LICENSES TO POPULATION IN COUNTY

279  On-Sale  Off-Sale

8. CENSUS TRACT NUMBER

117

9. NO. OF LICENSES ALLOWED IN CENSUS TRACT

6  On-Sale  Off-Sale

10. NO. OF LICENSES EXISTING IN CENSUS TRACT

131  On-Sale  Off-Sale

11. IS THE ABOVE CENSUS TRACT OVERCONCENTRATED WITH LICENSES? (i.e., does the ratio of licenses to population in the census tract exceed the ratio of licenses to population for the entire county?)

- Yes, the number of existing licenses exceeds the number allowed
- No, the number of existing licenses is lower than the number allowed

12. DOES LAW ENFORCEMENT AGENCY MAINTAIN CRIME STATISTICS?

- Yes (Go to Item #13)  No (Go to Item #20)

13. CRIME REPORTING DISTRICT NUMBER

170

14. TOTAL NUMBER OF REPORTING DISTRICTS

653

15. TOTAL NUMBER OF OFFENSES IN ALL REPORTING DISTRICTS

53,160

16. AVERAGE NO. OF OFFENSES PER DISTRICT

81

17. 120% OF AVERAGE NUMBER OF OFFENSES

97

18. TOTAL NUMBER OF OFFENSES IN REPORTING DISTRICT

188

19. IS THE PREMISES LOCATED IN A HIGH CRIME REPORTING DISTRICT? (i.e., has a 20% greater number of reported crimes than the average number of reported crimes as determined from all crime reporting districts within the jurisdiction of the local law enforcement agency)

- Yes, the total number of offenses in the reporting district equals or exceeds the total number in item #17
- No, the total number of offenses in the reporting district is lower than the total number in item #17

20. CHECK THE BOX THAT APPLIES (check only one box)

- a. If "No" is checked in both item #11 and item #19, Section 23958.4 B&P does not apply to this application, and no additional information will be needed on this issue. Advise the applicant to bring this completed form to ABC when filing the application.
- b. If "Yes" is checked in either item #11 or item #19, and the applicant is applying for a non-retail license, a retail bona fide public eating place license, a retail license issued for a hotel, motel or other lodging establishment as defined in Section 25503.16(b) B&P, or a retail license issued in conjunction with a beer manufacturer's license, or winegrower's license, advise the applicant to complete Section 2 and bring the completed form to ABC when filing the application or as soon as possible thereafter.
- c. If "Yes" is checked in either item #11 or item #19, and the applicant is applying for an off-sale beer and wine license, an off-sale general license, an on-sale beer license, an on-sale beer and wine (public premises) license, or an on-sale general (public premises) license, advise the applicant to take this form to the local governing body, or its designated subordinate officer or body to have them complete Section 3. The completed form will need to be provided to ABC in order to process the application.

Governing Body/Designated Subordinate Name: Board of Supervisors

**FOR DEPARTMENT USE ONLY**

PREPARED BY (Name of Department Employee)

**PART 2 - TO BE COMPLETED BY THE APPLICANT (If box #20b is checked)**

21. Based on the information on the reverse, the Department may approve your application if you can show that public convenience or necessity would be served by the issuance of the license. Please describe below the reasons why issuance of another license is justified in this area. You may attach a separate sheet or additional documentation, if desired. Do *not* proceed to Part 3.

---

---

---

---

---

---

---

---

---

---

22. APPLICANT SIGNATURE

23. DATE SIGNED

**PART 3 - TO BE COMPLETED BY LOCAL OFFICIALS (If box #20c is checked)**

The applicant named on the reverse is applying for a license to sell alcoholic beverages at a premises where undue concentration exists (i.e., an over-concentration of licenses and/or a higher than average crime rate as defined in Section 23958.4 of the Business and Professions Code). Sections 23958 and 23958.4 of the Business and Professions Code requires the Department to deny the application unless the local governing body of the area in which the applicant premises are located, or its designated subordinate officer or body, determines within 90 days of notification of a completed application that public convenience or necessity would be served by the issuance. Please complete items #24 to #30 below and certify or affix an official seal, or attach a copy of the Council or Board resolution or a signed letter on official letterhead stating whether or not the issuance of the applied for license would serve as a public convenience or necessity.

24. WILL PUBLIC CONVENIENCE OR NECESSITY BE SERVED BY ISSUANCE OF THIS ALCOHOLIC BEVERAGE LICENSE?

Yes                       No                       See Attached (i.e., letter, resolution, etc.)

25. ADDITIONAL COMMENTS, IF DESIRED (may include reasons for approval or denial of public convenience or necessity):

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

26. CITY/COUNTY OFFICIAL NAME

27. CITY/COUNTY OFFICIAL TITLE

28. CITY/COUNTY OFFICIAL PHONE NUMBER

29. CITY/COUNTY OFFICIAL SIGNATURE

30. DATE SIGNED

# BevMo!

1401 Willow Pass Rd, Suite 900 • Concord, California 94520 • T 925.609.6153 • F 925.798.7150 • www.bevmo.com

VIA FEDERAL EXPRESS

July 20, 2017

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

**RE: Request for "Public Convenience and Necessity" (PCN) Resolution  
150 Kearny St., San Francisco, CA 94108**

Dear Clerk of the Board,

Beverages & More, Inc. ("BevMo!") recently submitted an application to the California Department of Alcoholic Beverage Control ("ABC") for three liquor licenses (detailed below) required to operate a 4,850 square foot retail store at the above referenced premise. BevMo!'s use at this particular location is a permitted use; therefore, no conditional use permit is required from city planning. However, there is an overconcentration of on- and off-sale licenses in the census tract, triggering the requirement for a PCN from the San Francisco Board of Supervisors. This letter provides basic applicant information, as well as information about how BevMo! operates its stores. The ABC PCN form is also enclosed.

Applicant Information

**Contact Information:** Liz Darrington, 925-609-6153, darringtonl@bevmo.com

**Business Name:** Beverages & More, Inc. (BevMo!)

**Mailing Address:** 1401 Willow Pass Road, Suite 900, Concord, CA 94520

**License Types Applied for:** Type 21, Type 42, Type 86

-Type 21 transferring from 3645 Lawton Street, San Francisco, CA

-Type 21 transferring to 150 Kearny Street, San Francisco, CA

-Type 42 and 86 are original licenses, not transferred.

**Hours of Operation:**

-Maximum Hours of Operation (per SFPD approved ABC Petition for Conditional License): Sunday-Saturday 7am-12am

-Regular Hours of Operation: Sundays 9am-8pm

Monday-Thursday 9am-9pm

Saturday & Friday 9am-10pm

2017 JUL 21 AM 10:48  
BOARD OF SUPERVISORS  
SAN FRANCISCO

# BevMo!

1401 Willow Pass Rd, Suite 900 • Concord, California 94520 • T 925.609.6153 • F 925.798.7150 • www.bevmo.com

## Summary of Business and Operations

### About BevMo!

BevMo! is the largest specialty retailer of wine in California and was awarded Retailer of the Year in 2006 by Wine Enthusiast, and in 2009 was awarded the Market Watch Leader Award for management. BevMo! offers a convenient and unique store for local residents to browse an extensive inventory of wine, spirits, beer, gourmet food and related items such as glassware and other wine accessories, which are not easily found elsewhere. A typical BevMo! store offers over 3,000 wines (1,000 from California), 1,200 specialty spirits, 600 beers (including a large selection of “craft” and imported beers), and over 2,000 “& More” products (cheese, party accessories, caviar, etc.).

### License Types

In addition to a license Type 21 for the off-premises sale of alcoholic beverages, BevMo! requires a license Type 42 (On-Sale Beer and Wine, Public Premises) for educational beer and wine tastings and a Type 86 (Educational Tasting License) for spirits tastings. BevMo! operates the tasting program in a manner consistent with educating the customer—it is not intended to be a bar or lounge atmosphere. Sample sizes (1oz samples of beer and wine, and a maximum of three ¼ oz samples of spirits samples per customer) and tasting hours are limited.

### Responsible Corporate Policies

BevMo! is a responsible retailer with several policies designed to limit adverse impact to the communities in which stores are located, including:

- 1) Limited hours of operation, as noted above.
- 2) Cigarettes, products of abuse (e.g. 40oz malt liquors and low-priced screw-top fortified wines), lottery tickets, and pornographic material will not be sold.
- 3) BevMo! does not allow pay telephones, video/pinball games on the premises.
- 4) BevMo! posts and maintains professional quality signs which state “No Loitering”, “No public drinking of alcoholic beverages”, “Stop you must be 21 to enter unless accompanied by an adult.”
- 5) Anyone who appears to be under the age 40 is carded. ID scanning equipment is used at every register. In addition, BevMo! utilizes a third party vendor which “secret” shops every store each month to ensure employees are following company policies.
- 6) BevMo! does not employ anyone under the age of 21 and we do not allow minors to enter the store unless they are accompanied by a parent or guardian.

### Serving Public Convenience or Necessity

Approval of a PCN for this location would allow BevMo! to open in a neighborhood that is not currently served by a retailer like BevMo!.

# BevMo!

1401 Willow Pass Rd, Suite 900 • Concord, California 94520 • T 925.609.6153 • F 925.798.7150 • www.bevmo.com

## Off-Sale Licensees

Of the nineteen (19) off-sale licenses in this census tract, twelve (12) are Type 21 licenses (allowing for the sale of beer, wine and spirits for off-premise consumption). Of these twelve (12), ten (10) are either no longer open (e.g., Moza Easy Shop), not currently offering alcoholic beverages for sell (e.g., Macy's) or operate a store with a significantly different business model (e.g., Hyatt, which operates a small snack gift shop with some alcoholic beverages; Sam's Cable Car, which is actually a bar or lounge and holds an on-premise bar license; The Whisky Shop, a shop specializing only in whisky products; and, several small bodega or deli-type establishments which do not carry a large selection or higher end items; and Target, which limits its alcohol selection to just 5% of the retail square footage). None of these retailers offer the same level of delivery service or the breadth of selection that BevMo! will offer. Furthermore, with the exception of The Whisky Shop (which holds a Type 86 for educational whisky tastings), none of these licensees hold a Type 42 license and none hold the Type 42/Type 86 license combination. Therefore, BevMo! would be the only off-sale retailer that also offers educational beer, wine and spirits tastings for its customers.

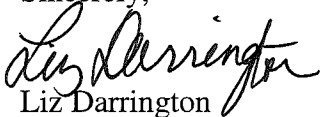
## On-Sale

There are 112 on-sale licensees in this census tract. None of these licensees hold a Type 42 license, the others are bar and/or restaurant licenses. Therefore, BevMo! would be the only licensee in this census tract with a beer and wine public premise license. Furthermore, BevMo! utilizes this license to conduct educational beer and wine tastings (hosted either by trained BevMo! staff or in conjunction with a supplier) and, as noted above, these tastings are limited and the license will not be operated in the same manner as a bar or lounge.

In conclusion, BevMo!'s breadth of selection, delivery service, and educational tastings, sets BevMo! apart from the other retailers in this census tract and will provide a convenience to consumers in the area that does not currently exist. We, therefore, respectfully request approval of this application for a determination of Public Convenience or Necessity.

If you have any questions, please feel free to contact me at the number or email address listed below.

Sincerely,



Liz Darrington  
Assistant General Counsel, BevMo!  
925-609-6153  
darringtonl@bevmo.com

**INFORMATION AND INSTRUCTIONS -**

**SECTION 23958.4 B&P**

Instructions This form is to be used for all applications for original issuance or premises to premises transfer of licenses.

- Part 1 is to be completed by an ABC employee, given to applicant with pre-application package, with copy retained in holding file or applicant's district file.
- Part 2 is to be completed by the applicant, and returned to ABC.
- Part 3 is to be completed by the local governing body or its designated subordinate officer or body, and returned to ABC.

**PART 1 - TO BE COMPLETED BY ABC**

1. APPLICANT'S NAME

Beverage & More, Inc.

2. PREMISES ADDRESS (Street number and name, city, zip code)

150 Kearny St., San Francisco CA 94108-4802

3. LICENSE TYPE

21

4. TYPE OF BUSINESS

- |   |  |  |  |
|---|--|--|--|
| <input type="checkbox"/> Full Service Restaurant      | <input type="checkbox"/> Hofbrau/Cafeteria | <input type="checkbox"/> Cocktail Lounge     | <input type="checkbox"/> Private Club      |
| <input type="checkbox"/> Deli or Specialty Restaurant | <input type="checkbox"/> Comedy Club       | <input type="checkbox"/> Night Club          | <input type="checkbox"/> Veterans Club     |
| <input type="checkbox"/> Cafe/Coffee Shop             | <input type="checkbox"/> Brew Pub          | <input type="checkbox"/> Tavern: Beer        | <input type="checkbox"/> Fraternal Club    |
| <input type="checkbox"/> Bed & Breakfast:             | <input type="checkbox"/> Theater           | <input type="checkbox"/> Tavern: Beer & Wine | <input type="checkbox"/> Wine Tasting Room |
| <input type="checkbox"/> Wine only                    | <input type="checkbox"/> All               |  |  |

- |   |  |  |  |
|---|--|--|--|
| <input type="checkbox"/> Supermarket        | <input type="checkbox"/> Membership Store  | <input type="checkbox"/> Service Station               | <input type="checkbox"/> Swap Meet/Flea Market |
| <input type="checkbox"/> Liquor Store       | <input type="checkbox"/> Department Store  | <input type="checkbox"/> Convenience Market            | <input type="checkbox"/> Drive-in Dairy        |
| <input type="checkbox"/> Drug/Variety Store | <input type="checkbox"/> Florist/Gift Shop | <input type="checkbox"/> Convenience Market w/Gasoline |  |
| <input type="checkbox"/> Other - describe:  |  |  |  |

5. COUNTY POPULATION

866,583

6. TOTAL NUMBER OF LICENSES IN COUNTY

On-Sale  Off-Sale 1086  On-Sale  Off-Sale

7. RATIO OF LICENSES TO POPULATION IN COUNTY

8. CENSUS TRACT NUMBER

117

9. NO. OF LICENSES ALLOWED IN CENSUS TRACT

1

On-Sale  Off-Sale 21  On-Sale  Off-Sale

10. NO. OF LICENSES EXISTING IN CENSUS TRACT

11. IS THE ABOVE CENSUS TRACT OVERCONCENTRATED WITH LICENSES? (i.e., does the ratio of licenses to population in the census tract exceed the ratio of licenses to population for the entire county?)

Yes, the number of existing licenses exceeds the number allowed

No, the number of existing licenses is lower than the number allowed

12. DOES LAW ENFORCEMENT AGENCY MAINTAIN CRIME STATISTICS?

Yes (Go to Item #13)  No (Go to Item #20)

13. CRIME REPORTING DISTRICT NUMBER

170

14. TOTAL NUMBER OF REPORTING DISTRICTS

653

15. TOTAL NUMBER OF OFFENSES IN ALL REPORTING DISTRICTS

53,160

16. AVERAGE NO. OF OFFENSES PER DISTRICT

81

17. 120% OF AVERAGE NUMBER OF OFFENSES

97

18. TOTAL NUMBER OF OFFENSES IN REPORTING DISTRICT

188

19. IS THE PREMISES LOCATED IN A HIGH CRIME REPORTING DISTRICT? (i.e., has a 20% greater number of reported crimes than the average number of reported crimes as determined from all crime reporting districts within the jurisdiction of the local law enforcement agency)

Yes, the total number of offenses in the reporting district equals or exceeds the total number in item #17

No, the total number of offenses in the reporting district is lower than the total number in item #17

20. CHECK THE BOX THAT APPLIES (check only one box)

a. If "No" is checked in both item #11 and item #19, Section 23958.4 B&P does not apply to this application, and no additional information will be needed on this issue. Advise the applicant to bring this completed form to ABC when filing the application.

b. If "Yes" is checked in either item #11 or item #19, and the applicant is applying for a non-retail license, a retail bona fide public eating place license, a retail license issued for a hotel, motel or other lodging establishment as defined in Section 25503.16(b) B&P, or a retail license issued in conjunction with a beer manufacturer's license, or winegrower's license, advise the applicant to complete Section 2 and bring the completed form to ABC when filing the application or as soon as possible thereafter.

c. If "Yes" is checked in either item #11 or item #19, and the applicant is applying for an off-sale beer and wine license, an off-sale general license, an on-sale beer license, an on-sale beer and wine (public premises) license, or an on-sale general (public premises) license, advise the applicant to take this form to the local governing body, or its designated subordinate officer or body to have them complete Section 3. The completed form will need to be provided to ABC in order to process the application.

Governing Body/Designated Subordinate Name: Board of Supervisors

**FOR DEPARTMENT USE ONLY**

PREPARED BY (Name of Department Employee)



---

**PART 2 - TO BE COMPLETED BY THE APPLICANT (If box #20b is checked)**

---

21. Based on the information on the reverse, the Department may approve your application if you can show that public convenience or necessity would be served by the issuance of the license. Please describe below the reasons why issuance of another license is justified in this area. You may attach a separate sheet or additional documentation, if desired. Do *not* proceed to Part 3.

---

---

---

---

---

---

---

---

---

---

---

---

22. APPLICANT SIGNATURE

23. DATE SIGNED

---

**PART 3 - TO BE COMPLETED BY LOCAL OFFICIALS (If box #20c is checked)**

---

The applicant named on the reverse is applying for a license to sell alcoholic beverages at a premises where undue concentration exists (i.e., an over-concentration of licenses and/or a higher than average crime rate as defined in Section 23958.4 of the Business and Professions Code). Sections 23958 and 23958.4 of the Business and Professions Code requires the Department to deny the application unless the local governing body of the area in which the applicant premises are located, or its designated subordinate officer or body, determines within 90 days of notification of a completed application that public convenience or necessity would be served by the issuance. Please complete items #24 to #30 below and certify or affix an official seal, or attach a copy of the Council or Board resolution or a signed letter on official letterhead stating whether or not the issuance of the applied for license would serve as a public convenience or necessity.

24. WILL PUBLIC CONVENIENCE OR NECESSITY BE SERVED BY ISSUANCE OF THIS ALCOHOLIC BEVERAGE LICENSE?

Yes                       No                       See Attached (i.e., letter, resolution, etc.)

25. ADDITIONAL COMMENTS, IF DESIRED (may include reasons for approval or denial of public convenience or necessity):

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

26. CITY/COUNTY OFFICIAL NAME

27. CITY/COUNTY OFFICIAL TITLE

28. CITY/COUNTY OFFICIAL PHONE NUMBER

29. CITY/COUNTY OFFICIAL SIGNATURE

30. DATE SIGNED

**INFORMATION AND INSTRUCTIONS -**

**SECTION 23958.4 B&P**

Instructions This form is to be used for all applications for original issuance or premises to premises transfer of licenses.

- Part 1 is to be completed by an ABC employee, given to applicant with pre-application package, with copy retained in holding file or applicant's district file.
- Part 2 is to be completed by the applicant, and returned to ABC.
- Part 3 is to be completed by the local governing body or its designated subordinate officer or body, and returned to ABC.

**PART 1 - TO BE COMPLETED BY ABC**

1. APPLICANT'S NAME

Beverage & More, Inc.

2. PREMISES ADDRESS (Street number and name, city, zip code)

150 Kearny St., San Francisco CA 94108-4802

3. LICENSE TYPE

42

4. TYPE OF BUSINESS

- |   |  |  |  |
|---|--|--|--|
| <input type="checkbox"/> Full Service Restaurant      | <input type="checkbox"/> Hofbrau/Cafeteria | <input type="checkbox"/> Cocktail Lounge     | <input type="checkbox"/> Private Club      |
| <input type="checkbox"/> Deli or Specialty Restaurant | <input type="checkbox"/> Comedy Club       | <input type="checkbox"/> Night Club          | <input type="checkbox"/> Veterans Club     |
| <input type="checkbox"/> Cafe/Coffee Shop             | <input type="checkbox"/> Brew Pub          | <input type="checkbox"/> Tavern: Beer        | <input type="checkbox"/> Fraternal Club    |
| <input type="checkbox"/> Bed & Breakfast:             | <input type="checkbox"/> Theater           | <input type="checkbox"/> Tavern: Beer & Wine | <input type="checkbox"/> Wine Tasting Room |
| <input type="checkbox"/> Wine only                    | <input type="checkbox"/> All               |  |  |

- |   |  |  |  |
|---|--|--|--|
| <input type="checkbox"/> Supermarket        | <input type="checkbox"/> Membership Store  | <input type="checkbox"/> Service Station               | <input type="checkbox"/> Swap Meet/Flea Market |
| <input type="checkbox"/> Liquor Store       | <input type="checkbox"/> Department Store  | <input type="checkbox"/> Convenience Market            | <input type="checkbox"/> Drive-in Dairy        |
| <input type="checkbox"/> Drug/Variety Store | <input type="checkbox"/> Florist/Gift Shop | <input type="checkbox"/> Convenience Market w/Gasoline |  |
| <input type="checkbox"/> Other - describe:  |  |  |  |

5. COUNTY POPULATION

866,583

6. TOTAL NUMBER OF LICENSES IN COUNTY

On-Sale  Off-Sale

7. RATIO OF LICENSES TO POPULATION IN COUNTY

279  On-Sale  Off-Sale

8. CENSUS TRACT NUMBER

117

9. NO. OF LICENSES ALLOWED IN CENSUS TRACT

6  On-Sale  Off-Sale

10. NO. OF LICENSES EXISTING IN CENSUS TRACT

131  On-Sale  Off-Sale

11. IS THE ABOVE CENSUS TRACT OVERCONCENTRATED WITH LICENSES? (i.e., does the ratio of licenses to population in the census tract exceed the ratio of licenses to population for the entire county?)

- Yes, the number of existing licenses exceeds the number allowed
- No, the number of existing licenses is lower than the number allowed

12. DOES LAW ENFORCEMENT AGENCY MAINTAIN CRIME STATISTICS?

- Yes (Go to Item #13)  No (Go to Item #20)

13. CRIME REPORTING DISTRICT NUMBER

170

14. TOTAL NUMBER OF REPORTING DISTRICTS

653

15. TOTAL NUMBER OF OFFENSES IN ALL REPORTING DISTRICTS

53,160

16. AVERAGE NO. OF OFFENSES PER DISTRICT

81

17. 120% OF AVERAGE NUMBER OF OFFENSES

97

18. TOTAL NUMBER OF OFFENSES IN REPORTING DISTRICT

188

19. IS THE PREMISES LOCATED IN A HIGH CRIME REPORTING DISTRICT? (i.e., has a 20% greater number of reported crimes than the average number of reported crimes as determined from all crime reporting districts within the jurisdiction of the local law enforcement agency)

- Yes, the total number of offenses in the reporting district equals or exceeds the total number in item #17
- No, the total number of offenses in the reporting district is lower than the total number in item #17

20. CHECK THE BOX THAT APPLIES (check only one box)

- a. If "No" is checked in both item #11 *and* item #19, *Section 23958.4 B&P does not apply* to this application, and no additional information will be needed on this issue. Advise the applicant to bring this completed form to ABC when filing the application.
- b. If "Yes" is checked in either item #11 *or* item #19, *and* the applicant is applying for a non-retail license, a retail bona fide public eating place license, a retail license issued for a hotel, motel or other lodging establishment as defined in Section 25503.16(b) B&P, or a retail license issued in conjunction with a beer manufacturer's license, or winegrower's license, advise the *applicant to complete Section 2* and bring the completed form to ABC when filing the application or as soon as possible thereafter.
- c. If "Yes" is checked in either item #11 *or* item #19, *and* the applicant is applying for an off-sale beer and wine license, an off-sale general license, an on-sale beer license, an on-sale beer and wine (public premises) license, or an on-sale general (public premises) license, advise the *applicant to take this form to the local governing body, or its designated subordinate officer or body to have them complete Section 3*. The completed form will need to be provided to ABC in order to process the application.

Governing Body/Designated Subordinate Name: Board of Supervisors

**FOR DEPARTMENT USE ONLY**

PREPARED BY (Name of Department Employee)

**PART 2 - TO BE COMPLETED BY THE APPLICANT (If box #20b is checked)**

21. Based on the information on the reverse, the Department may approve your application if you can show that public convenience or necessity would be served by the issuance of the license. Please describe below the reasons why issuance of another license is justified in this area. You may attach a separate sheet or additional documentation, if desired. Do *not* proceed to Part 3.

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

22. APPLICANT SIGNATURE

23. DATE SIGNED

**PART 3 - TO BE COMPLETED BY LOCAL OFFICIALS (If box #20c is checked)**

The applicant named on the reverse is applying for a license to sell alcoholic beverages at a premises where undue concentration exists (i.e., an over-concentration of licenses and/or a higher than average crime rate as defined in Section 23958.4 of the Business and Professions Code). Sections 23958 and 23958.4 of the Business and Professions Code requires the Department to deny the application unless the local governing body of the area in which the applicant premises are located, or its designated subordinate officer or body, determines within 90 days of notification of a completed application that public convenience or necessity would be served by the issuance. Please complete items #24 to #30 below and certify or affix an official seal, or attach a copy of the Council or Board resolution or a signed letter on official letterhead stating whether or not the issuance of the applied for license would serve as a public convenience or necessity.

24. WILL PUBLIC CONVENIENCE OR NECESSITY BE SERVED BY ISSUANCE OF THIS ALCOHOLIC BEVERAGE LICENSE?

Yes                       No                       See Attached (i.e., letter, resolution, etc.)

25. ADDITIONAL COMMENTS, IF DESIRED (may include reasons for approval or denial of public convenience or necessity):

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

26. CITY/COUNTY OFFICIAL NAME

27. CITY/COUNTY OFFICIAL TITLE

28. CITY/COUNTY OFFICIAL PHONE NUMBER

29. CITY/COUNTY OFFICIAL SIGNATURE

30. DATE SIGNED