



**San Francisco Police Department
Vice Crimes Division**

Alcoholic Beverage License

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

**Supervisor Carmen Chu
Supervisor John Avalos
Supervisor Sean Elsbernd**

From: Inspector Dave Falzon *[Signature]*
Vice Crimes Division 415/553-9369

Date: February 19, 2010

Subject: P.C.N. Investigation Regarding: Jim Howell
dba The Barrel Cellar, LLC
461 Pacific Avenue
408/836-5341

Mr. Jim Howell on behalf of The Barrel Cellar, LLC has filed an application with the California Department of Alcoholic Beverage Control seeking a Type 42 (On-Sale beer & wine public premises) license for 461 Pacific Avenue (located between Church Street and 15th Street).

Proposed Hours of Operation:

Sunday-Monday Closed
Tuesday - Thursday 11:00 p.m. – 11:00 p.m.
Friday - Saturday 11:00 a.m. – 12:00 midnight

Digest

If approved, this license will allow the applicant(s) to serve on-sale/off-sale beer and wine. No person under the age of 21 years shall enter or remain in this public premises.

02/19/2010

12:55

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NO.262

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Letters of Protest:

No record

Letters of Support:

No record

Police Calls for Service:

From November 2, 2009 to February 2, 2010

No Record

Police Reports:

From February 2, 2009 to February 2, 2010

No Record

San Francisco Plot Information:

This premise is located in Plot 140

605 Police Reports were recorded for this plot in 2009

This plot is 384 Police Report(s) over the citywide average (plus 20%) of 221 Police Reports.

State Census Tract Information:

This premise is located in Census Tract 0115

Population for this tract is: 759

On-sale license authorized by census tract: 3
Active on-sale licenses: 44 with 0 pendingOff-sale licenses authorized by census tract: 2
Active off-sale licenses: 2 with 0 pending**District Station Recommendation:**Central Police Station recommendation: *Approval w/conditions*

Vice Crime Division Recommendation:

Points of consideration:

APPROVAL w/conditions recommendation forwarded by **Central Police Station**.

Applicant premise is located in a "high crime" area.

Applicant premise is located in an "undue concentration" area.

No Record letters of protest.

No Record letters of support.

Vice Crimes Division concurs with the **APPROVAL w/conditions** recommendation forwarded by **Central Police Station**.

Proposed Conditions:

- 1) The sales, service and consumption of alcoholic shall be permitted between only between the hours of 11:00 a.m. to 10:00 p.m. daily.
- 2) No open and or resealed/re-corked containers of alcoholic beverages shall be removed from the premises.
- 3) No noise shall be audible beyond the area under the control of the licensee(s).
- 4) No wine shall be sold with an alcoholic content greater than 15% by volume except "Dinner Wines" which have been aged two years or more and maintained in corded bottles.
- 5) There shall be no consumption of alcoholic beverages on the sidewalk area in front of or adjacent to the premises.
- 6) Petitioner shall not make structural changes in the premises interior without prior written approval from the Department.
- 7) The interior lighting maintained therein shall be sufficient to make easily discernible the appearance and conduct of all persons and patrons in that portion of the premises where alcoholic beverages are sold, served, delivered or consumed.
- 8) The exterior of the premises shall be equipped with lighting of sufficient power to illuminate and make easily discernible the appearance and conduct of all persons on or about the premises. Additionally, the position of such lighting shall not disturb the normal privacy and use of any neighboring residences.

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