




San Francisco Police Department
ABC Liaison Unit

Alcoholic Beverage License -
*Public Convenience and
Necessity Recommendation*

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

Supervisor Avalos
Supervisor Mar
Supervisor Elsbernd

From: Inspector Dave Falzon 
Officer in Charge
ABC Liaison Unit (ALU) 553-1049

Date: May 20, 2011

Subject: P.C.N. Investigation Regarding: D&H Sustainable Jewelers
2323 Market Street
Ms. Linsay Danneil
831/214-9833

Ms. Linsay Danneil on behalf of D&H Sustainable Jewelers has filed an application with the California Department of Alcoholic Beverage Control seeking a Type 42 (On-Sale Beer & Wine Pubic Premises) license for 2323 Market Street (located between Noe Street and Castro Street).

Hours of Operation:

Sunday	11:00 a.m. to 5:00 p.m.
Daily	11:00 a.m. to 8:00 p.m.

Digest:

If approved, this license will allow the applicant to sell on-sale beer and wine. This premises will primarily operate as a sustainable jewelry store with incidental pairings of wineries their products and jewelry. A specific area and limited area of the premises will be licensed as this license only allows those 21 years of age and older to enter.

Letters of Protest:

1

Letters of Support:

No Record

Police Calls for Service:

From May 2010 to May 2011

4

Police Reports:

From May 2010 to May 2011

2

San Francisco Plot Information:

This premise is located in Plot **402**

189 Police Reports were recorded for this plot in *2010*

This plot is **32** Police Report(s) under the citywide average (plus 20%) of 221 Police Reports.

State Census Tract Information:

This premise is located in Census Tract **0203**

Population for this tract is: **5513**

On-sale license authorized by census tract: **10**

Active on-sale licenses: **29** with **1** pending

Off-sale licenses authorized by census tract: **4**

Active off-sale licenses: **6** with **0** pending

Departmental Recommendation:

Points of consideration:

No opposition from **Mission Station**

Applicant premise **is not** located in a “high crime” area.

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

1 of protest.

No Record of support.

ALU Recommendation: **Approval with Conditions**

1. Sales, service, and consumption of alcoholic beverages shall be permitted only between the hours of 11:00 a.m. - 10:00 p.m. daily.
2. No noise shall be auditable beyond the area under the control of the licensee.
3. Loitering (loitering is defined as “to stand idly about; linger aimlessly without lawful business”) is prohibited on any sidewalks or property adjacent to the licensed premises under the control of the licensee.
4. 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.
5. No person under the age of 21 shall sell or deliver alcoholic beverages.
6. No more than 5% of the square footage of the premise will be used for the on-sale services, consumption and display of alcoholic beverages.
7. Petitioner shall not make structural changes in the premises interior without prior written approval from the Department.
8. The sale of alcoholic beverages for off-sale is strictly prohibited.
9. The sales and service of alcoholic beverages shall be incidental to the premises primary business the sales of jewelry.

end.

Department of Alcoholic Beverage Control
**PROTEST AGAINST ALCOHOLIC
BEVERAGE LICENSE APPLICATION**

Attn: Insp. Gordon

State of California

- Please refer to Form ABC-510, Instructions for Protesting an Alcoholic Beverage License Application, before completing and submitting your protest. The ABC-510 can be found at www.abc.ca.gov.
- Please print legibly or type. Incomplete and/or illegible information will cause the protest to be rejected.
- You will be notified by letter regarding a hearing on your protest. You will need to attend the hearing to testify and/or present evidence to support your protest.
- A copy of your valid protest, including your name and address, will be provided to the applicant as a public record and a right of discovery for a protest hearing.

I hereby protest the issuance of a license under the Alcoholic Beverage Control Act to:

D & H SUSTAINABLE JEWELERS (DAVENE & HISSIOS LLC)
(Name(s) of Applicant(s))

For premises at:

2323 MARKET ST. SAN FRANCISCO, CA 94114
(Exact address of proposed premises)

on the grounds that:

THE UPPER MARKET NEIGHBORHOOD HAS BEEN
INUNDATED WITH BEER, WINE AND OTHER ALCOHOLIC
VENDING ESTABLISHMENTS. OVER THE PAST SEVERAL
YEARS THE NEIGHBORHOOD HAS CHANGED DRAMATICALLY
FOR THE WORSE WITH THE NOISE AND PARKING PROBLEMS

Check here if additional sheets attached

I, CARLINE GIORNANO
PRINT (Name of Protestant)

, declare under penalty of perjury:

(1) That I am the protestant herein; (2) That I have read the above protest and know the contents thereof; and (3) That the same is true of my own knowledge except as to those matters which are therein stated on information and belief, and as to those matters I believe to be true.

PROTESTANT'S SIGNATURE
CARLINE GIORNANO

PROTESTANT'S TELEPHONE NUMBER (Optional)
415-626-5176

SIGNED AT (City and state)
SAN FRANCISCO, CA.

DATE SIGNED
DEC. 28, 2010.

PROTESTANT'S ADDRESS (Street number and name, city, state, zip code)
3671 MIWA ST. #5, SAN FRANCISCO, CA 94114

ABC-510-A (07/08)

RECEIVED

JAN 08 2011

FROM: PT00TIUA ISN: 1 ITIME: 05/20/2011 10:39:15
TO: PP00TIUZ OSN: 0 OTIME: 05/20/2011 10:39:15

Original Message

FROM: ECADWEB ISN: 01659 DATE: 05/20/11 TIME: 10:39:03 ADMIN MSG
TO: PT00TIUA OSN: 00001 DATE: 05/20/11 TIME: 10:39:13

EVENT HISTORY SUMMARY

PRIOR EVENTS AT LOCATION

	ENTRY	CLOSE	PRI	TYPE	UNIT	DISPO	LOCATION
#0285	04/19/11 03:39	04:43	B	459	3D109	REP	2323 MARKET ST,SF
#0383	03/11/11 02:23	03:07	B	594	3D11E	REP	2323 MARKET ST,SF

TOTAL NUMBER OF RECORDS: 2

export To  **New!**

Records **1** through **4** of **4**

Call No	Report No	Received Date	Received Time	Priority	Call Type	Unit ID	Disposition	Location
111090285	110316961	04/19/2011	03:38:18	B	459	3D109	REP	2323 MARKET ST
110700383	110204190	03/11/2011	02:21:54	B	594	3D11E	REP	2323 MARKET ST
103270317		11/23/2010	04:07:15	C	917		CANC	2323 MARKET ST
103073958		11/03/2010	23:40:03	B	100A	3D18D	PAS	2323 MARKET ST

End of document

MISSION DISTRICT

Reporting Plots & Major Streets

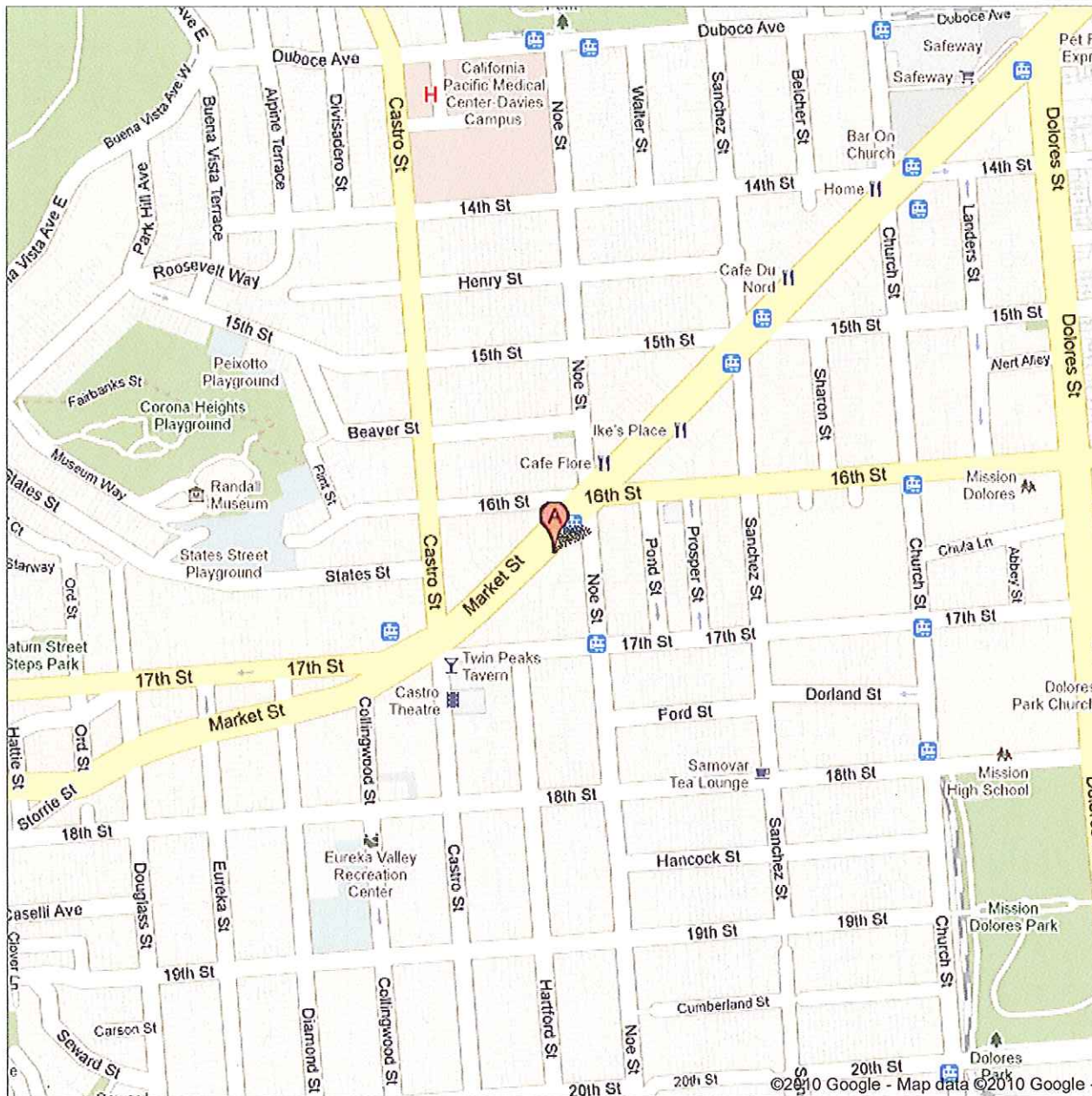




Address 2323 Market St
San Francisco, CA 94114


Get Google Maps on your phone

Text the word "GMAPS" to 466453







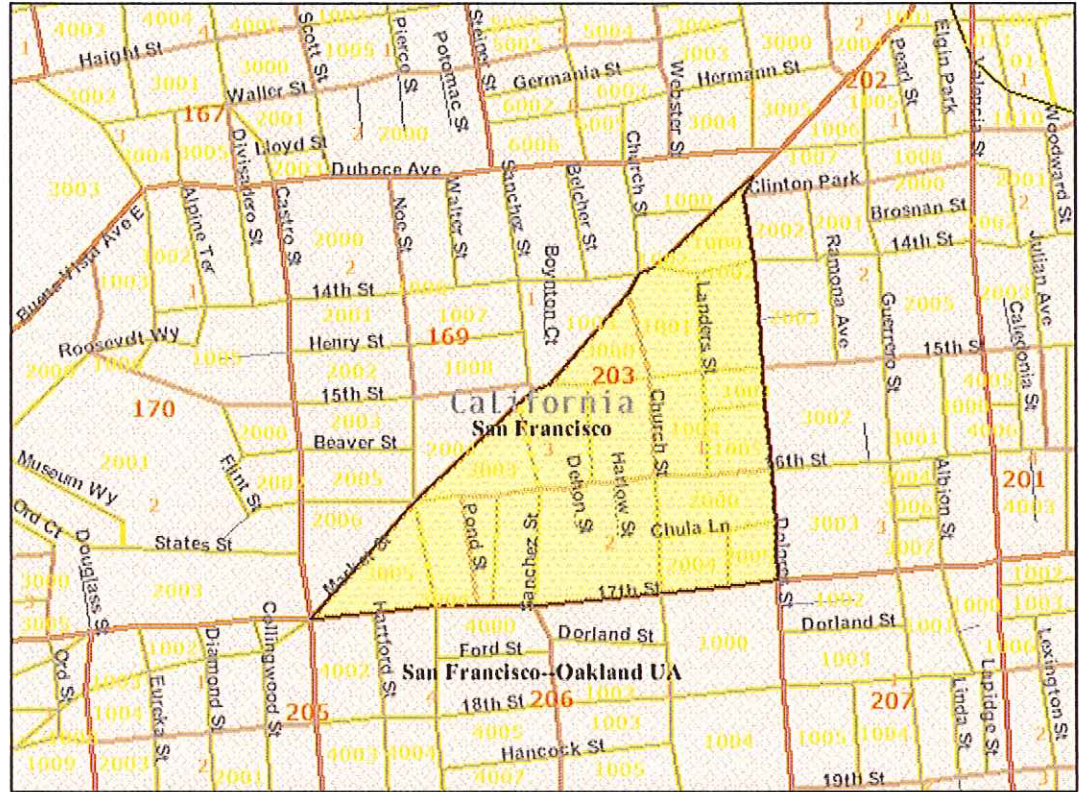
Census Tract 203, San Francisco County, California

Boundaries

-  State
-  '00 County
-  '00 Census Tract
-  '00 Block Group
-  '00 Block
-  '00 Place
-  '00 Urban Area
-  '00 Urban Area

Features

-  Major Road
-  Street
-  Stream/Waterbody
-  Stream/Waterbody



1.1 mile across

Close



Address **2397 Market Street**

Address is approximate

Save trees. Go green!

Download Google Maps on your phone at google.com/gmm

