



The Hearst Corporation

San Francisco Realities Division • 200 Hearst Building • 5 Third Street • San Francisco, California 94103 • 415/777-0600

March 24, 2015

Mr. Justin Gebb
San Francisco District Director
California ABC
33 New Montgomery Street – Suite 1230
San Francisco, CA 94105

SFPD-ALU

2015 MAY -4 P 12:43

Dear Mr. Gebb:

We write regarding our concern pertaining to the impending issuance of a permit to sell alcoholic beverages at a store located at 2 New Montgomery Street, Suite A.

It is disappointing to learn that in a neighborhood that is already struggling with issues related to alcohol and drug abuse, yet another location is on the verge of opening that is proposing to serve and sell alcohol to our already well-served local community. The result of being over-served leads directly to neighborhood vandalism, and attracts those who have personal problems with alcohol. In fact, Stevenson Street (directly behind the Palace Hotel) has a significant social problem with individuals affected by alcohol and drug abuse.

The neighborhood in the vicinity of 2 New Montgomery Street already has numerous existing outlets providing alcohol for on-site and/or off premises consumption. Indeed there are two businesses directly across the street from this New Montgomery location: the F & M Smoke Shop and the House Of Shields, that sell alcohol to the public. Several other locations in the immediate neighborhood come to mind that cover the spectrum of store quality that also serve alcohol to the public. A partial list includes Novela (Mission & Annie Street), Sammy's On Second (84 Second Street- one block away), AG Ferrari (688 Mission at Third Street), Zains (32 Third Street), Cask, (21 Third Street), Dave's Bar (29 Third Street) and Dean's Cigar Shop (715 Market Street).

Respectfully, we must protest the opening of this store in this location.
Please feel free to reach out to us with any questions.

Sincerely,

Brennan Zerbe
SF Real Estate Director
The Hearst Corporation

HEARST corporation

Brennan Zerbe
Director of Real Estate
San Francisco Realities

5 Third Street, Suite 200
San Francisco, CA 94103
T 415 777 7377
F 415 543 3490
bzerbe@hearst.com

HEARST corporation

SFPD-ALU

JUSTIN GEBB,
SAN FRANCISCO DISTRICT DIRECTOR, CALIFORNIA ABC
33 New Montgomery St., Suite 1230
San Francisco, CA 94105

2015 MAY -4 P 12:43

March 19, 2015

*Stephen T. Hearst
Vice President
and General Manager
Western Properties*

Dear Mr. Gebb,

It is my opinion that downtown San Francisco is over supplied with off-sale liquor stores and on-sale bars. Please consider the following points which outline the concerns re: allowing another liquor store to open at the area of New Montgomery and Market Street

OVER-CONCENTRATION OF LICENCES IN CENSUS TRACT 615.00 – With a total of 164 active alcoholic beverage control licenses in this census tract of the proposed license, there is a clear over-concentration of off-sale and on-sale liquor licenses in Downtown San Francisco. The ABC reporting system online shows that there are already more than 22 off-sale liquor licenses in this same census tract. High concentration of liquor licenses result in high concentrations of crime, especially after the hours of 7pm when most downtown professionals have departed from the area. Unfortunate homeless people suffering from drug and alcohol addiction live and congregate along Annie Street and Jessie Street, bordering on New Montgomery. Placing another alcohol outlet on their doorstep is not a good idea.

High Crime Area – Though this corner of the City has improved over the past few years, allowing another liquor store to open has the potential to attract all those problems that blight the mid-Market Street corridor. There is a concentration of high crime between New Montgomery and Seventh Street as a result of the alcohol and associated drug abuse in the area. Easy access to alcohol in a high crime area is a recipe for continued social problems and the aggressive cycle of crime.

Proximity of Existing Liquor Stores – The proposed liquor store at 2 New Montgomery Street is within a block of Dean's Fine Cigars and Liquors at 715 Market Street, Zain's Fine Wines and Spirits at 50 Third Street, another Type 21 off-sale liquor store called Cask at 17 Third Street. If this New Montgomery Street liquor store and beer/wine bar is approved, it will result in four off-sale liquor stores on the confines of one city block of downtown San Francisco.

Public Need and Convenience is currently, adequately fulfilled. The general public's need for the convenient purchase of beer, wine and spirits, regardless of price, regardless of whether the proposed store is "high-end" or "low-end", is already completely served at this part of the City. Convenience is actually maximized in this part of town due to the existence of the current Zain's Liquor Store around the corner on Third, in addition to Cask Store also on Third, F&M Smokes at 57 New Montgomery (across the street from this proposed application) and Dean's Fine Cigars and Liquors on Market at Third.


Thank you for taking these concerns into consideration. Please do not permit yet another liquor license to be introduced to this neighborhood.

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MAR 23 2015

Best Regards,

Dept of Alcoholic Beverage Control
San Francisco


Stephen T. Hearst

5 Third Street, Suite 200
San Francisco, CA 94103-3202
T 415 777 0600
F 415 543 6736
shearst@hearst.com

SFPD-ALU

2015 MAY -4 P 2:40

SAN FRANCISCO DISTRICT DIRECTOR,
Department of Alcoholic Beverage Control
33 New Montgomery St., Suite 1230
San Francisco, CA 94105

March 17, 2015

Dear District Director,

Please accept this letter as my protest against the issuance of an off sale and an on sale liquor license (#554827) at the Palace Hotel, 2 New Montgomery Street, San Francisco.

There are already too many ABC liquor licenses in Downtown San Francisco, especially in this part of town at New Montgomery and Market Street. The high concentration of liquor licenses contributes to the problems of alcoholism, inebriation, associated crimes and general social disorder.

For any residents such as me, or visitors to this part of the City there is already an abundance of conveniently located liquor stores and bars. There is no public need served or convenience satisfied by allowing yet another license to be added to this area even if it is presented as "top shelf".

The proposed location is also a high crime area. Allowing another alcohol retailer to open up at New Montgomery and Market has the potential to further add to the crime levels of theft, disorderly conduct, burglary and assault. The alleyway known as Jessie Street which borders this proposed liquor store is notorious as a high crime spot. The Southern Station Police Department is called to Jessie Street almost on a daily basis, so why would adding another liquor store on this street be a wise development?

Within a of block of the proposed location are the following highly priced liquor stores serving the neighborhood:

Dean's Fine Cigars on Market at Third; Cask Liquors on Third Street at Market; Zains Fine Wines and Spirits Third Street at Market; F and M Smokes on New Montgomery, across the street from the proposed location.

When it comes to bars, why do we need more when the House of Shields is across the street on New Montgomery, as well as a handful of bars inside the Palace Hotel, Dave's Bar on Third Street, Novella Bar within steps of this proposed location?

There is no need for another liquor store in this area as the Public Need and Convenience is well served. The applicants do not have any experience operating liquor licenses in San Francisco or California, so there is no track record, either positive or negative. If the applicants live out of State, there are obvious concerns about responsibility. I would request that you take my concerns into consideration and refuse to permit this new liquor store and bar to open at 2 New Montgomery Street. I have also shared my concerns with my District 6 Supervisor, Jane Kim, as well as with the Alcohol Liaison Unit of the San Francisco Police Department.

Sincerely,



Joseph Green
485 Ellis Street
San Francisco
CA 94102

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MAR 23 2015

Dept of Alcoholic Beverage Control
San Francisco

cc: District 6 Supervisor, Jane Kim;
Lt. Dave Falzon, Alcohol Liaison Unit, San Francisco Police Department

SFPD-ALU

2015 MAY -4 P 12:41

340 SAN FRANCISCO DISTRICT DIRECTOR, CALIFORNIA ABC
33 New Montgomery St., Suite 1230
San Francisco, CA 94105

Dear Mr. Gebb,

It is my opinion that downtown San Francisco is over supplied with off-sale liquor stores and on-sale bars. Please consider the following points which outline the concerns of allowing another liquor store to open at the area of New Montgomery and Market Street.

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The population has not significantly increased and with the current supply of liquor stores, the needs and convenience of the people and visitors of San Francisco are fulfilled. There are over 50 licenses already active in this census tract area. Alcoholic beverages at all price points are easily purchased in this particular area due to the oversupply of off-sale liquor store licenses in the area.

High Crime Area – Though this corner of the City has improved over the past few years, allowing another liquor store to open has the potential to attract all those problems that blight the mid-Market Street corridor. There is a concentration of high crime between New Montgomery and Seventh Street as a result of the alcohol abuse and associated drug abuse in the area. Easy access to alcohol in a high crime area is a recipe for continued social problems and the vicious cycle of crime.

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MAR 23 2015

Dept of Alcoholic Beverage Control
San Francisco

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Thank you for taking these concerns into consideration. Please forbid another liquor license to be introduced to this neighborhood.

Sincerely,

Kelly Huang
Kelly Huang
450 Sutter Street
S.F. CA 94108

SFPD-ALU

2015 MAY -4 P 12:50

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MAR 23 2015
Dept of Alcoholic Beverage Control
San Francisco

JB

SFPD-ALU

2015 MAY -4 P 12:42

JUSTIN GEBB,
SAN FRANCISCO DISTRICT DIRECTOR, CALIFORNIA ABC
33 New Montgomery St., Suite 1230
San Francisco, CA 94105

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MAR 24 2015

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Thank you for taking these concerns into consideration. Please forbid another liquor license to be introduced to this neighborhood.

Sincerely,



Barry John Walsh
1375 40th Ave
San Francisco
California
94122

SFPD-ALU

2015 MAY -4 P 12:51

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MAR 24 2015

Dept of Alcoholic Beverage Control
San Francisco

SFPD-ALU

2015 MAY -4 P 12:42

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33 New Montgomery St., Suite 1230
San Francisco, CA 94105

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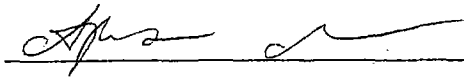
MAR 20 2015

Dept of Alcoholic Beverage Control
San Francisco

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Thank you for taking these concerns into consideration. Please forbid another liquor license to be introduced to this neighborhood.

Sincerely,



Aparada Nititham

174 19th Ave.

SF, CA 94121

SFPD-ALU

2015 MAY -4 P 12:51

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MAR 20 2015

Dept of Alcoholic Beverage Control
San Francisco

SFPD-ALU

2015 MAY -4 P 12:42

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33 New Montgomery St., Suite 1230
San Francisco, CA 94105

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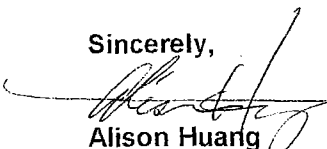
MAR 20 2015

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Thank you for taking these concerns into consideration. Please forbid another liquor license to be introduced to this neighborhood.

Sincerely,


Alison Hwang
1407 27th Ave
San Francisco CA 94122

SFPD-ALU

2015 MAY -4 P 12:51

Dept of Alcoholic Beverage Control
San Francisco

MAR 20 2015

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SFPD-ALU

2015 MAY -4 P 12:42

JUSTIN GEBB,
SAN FRANCISCO DISTRICT DIRECTOR, CALIFORNIA ABC
33 New Montgomery St., Suite 1230
San Francisco, CA 94105

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San Francisco

MAR 20 2015

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Thank you for taking these concerns into consideration. Please forbid another liquor license to be introduced to this neighborhood.

Sincerely,



Axel Ambrunn 2911 16th street 94103 San Francisco CA
312

2015 MAY -4 P 12:51

SFPD-ALU

Dept of Alcoholic Beverage Control
San Francisco

MAR 20 2015

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2015 MAY -4 P 12:42

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Thank you for taking these concerns into consideration. Please forbid another liquor license to be introduced to this neighborhood.

Sincerely,

Daniel J. Galvin

DANIEL J. GALVIN

825 BUSH ST APT 404, SAN FRANCISCO, CA

94108

SFPD-ALU

2015 MAY -4 P 12:51

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MAR 20 2015

Dept of Alcoholic Beverage Control
San Francisco

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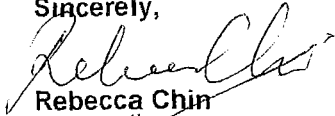
MAR 20 2015

Dept of Alcoholic Beverage Control
San Francisco

Public Need and Convenience is currently adequately fulfilled. The general public's need for the convenient purchase of beer, wine and spirits, regardless of price, regardless of whether the proposed store is "high-end" or "low-end", is already completely served at this part of the City. Convenience is actually maximized in this part of town due to the existence of the current Zain's Liquor Store around the corner on Third, in addition to Cask Store also on Third, F&M Smokes at 57 New Montgomery (across the street from this proposed application), and Dean's Fine Cigars and Liquors on Market at Third. There is no additional convenience served or need in the current marketplace of having another liquor outlet near these three stores.

Thank you for taking these concerns into consideration. Please forbid another liquor license to be introduced to this neighborhood.

Sincerely,



Rebecca Chin
1407 27th Ave
San Francisco CA 94122

2015 MAY -4 P 12:52

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MAR 20 2015

Dept of Alcoholic Beverage Control
San Francisco

SFPD-ALU

2015 MAY -4 P 12:42

JUSTIN GEBB,
SAN FRANCISCO DISTRICT DIRECTOR, CALIFORNIA ABC
33 New Montgomery St., Suite 1230
San Francisco, CA 94105

Dear Mr. Gebb,

It is my opinion that downtown San Francisco is over supplied with off-sale liquor stores and on-sale bars. Please consider the following points which outline the concerns of allowing another liquor store to open at the area of New Montgomery and Market Street.

OVER-CONCENTRATION OF LICENCES IN CENSUS TRACT 615.00 – With a total of 164 active alcoholic beverage control licenses in this census tract of the proposed license, there is a clear over-concentration of off-sale and on-sale liquor licenses in Downtown San Francisco. There has been no significant population increase to warrant the addition of another liquor shop or wine bar, and the ABC reporting system online shows that there are already more than 22 off-sale liquor licenses in this same census tract. High concentration of liquor licenses result in high concentrations of crime, especially after the hours of 7pm when most downtown professionals have departed from the area. Unfortunate homeless people suffering from drug and alcohol addiction live and congregate along Annie Street and Jessie Street, bordering on New Montgomery. Placing another alcohol outlet on their doorstep is a bad idea.

The population has not significantly increased and with the current supply of liquor stores, the needs and convenience of the people and visitors of San Francisco are fulfilled. There are over 50 licenses already active in this census tract area. Alcoholic beverages at all price points are easily purchased in this particular area due to the oversupply of off-sale liquor store licenses in the area.

High Crime Area – Though this corner of the City has improved over the past few years, allowing another liquor store to open has the potential to attract all those problems that blight the mid-Market Street corridor. There is a concentration of high crime between New Montgomery and Seventh Street as a result of the alcohol abuse and associated drug abuse in the area. Easy access to alcohol in a high crime area is a recipe for continued social problems and the vicious cycle of crime.

Proximity of Existing Liquor Stores – The proposed liquor store at 2 New Montgomery Street is within a block of Dean's Fine Cigars and Liquors at 715 Market Street, Zains Fine Wines and Spirits at 50 Third Street, and another Type 21 off-sale liquor store called Cask at 17 Third Street. If this New Montgomery Street liquor store and beer/wine bar is approved, it will result in 4 off-sale liquor stores on the confines of one city block of downtown San Francisco. This is too many with the long term possibility of this area reverting back to the blighted state of Mid Market in the future.

Dept of Alcoholic Beverage Control
San Francisco

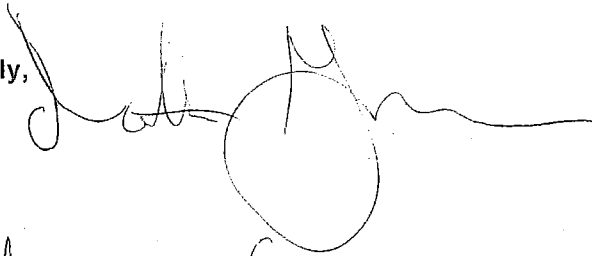
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Thank you for taking these concerns into consideration. Please forbid another liquor license to be introduced to this neighborhood.

Sincerely,



MATTHEW GROSS

742 CENTRAL AVE

SAN FRANCISCO, CA 94117

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Dept of Alcoholic Beverage Control
San Francisco

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2015 MAY -4 P 12:42

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SAN FRANCISCO DISTRICT DIRECTOR, CALIFORNIA ABC
33 New Montgomery St., Suite 1230
San Francisco, CA 94105

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RECEIVED


MAR 23 2015

Dept of Alcoholic Beverage Control
San Francisco

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Sincerely,


Yuming Wu Huang
1407 27th Ave
San Francisco CA 94122

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MAR 23 2015

Dept of Alcoholic Beverage Control
San Francisco