

File No. 130067

Committee Item No. 3

Board Item No. 28

COMMITTEE/BOARD OF SUPERVISORS

AGENDA PACKET CONTENTS LIST

Committee: Neighborhood Services and Safety Date 4/4/13

Board of Supervisors Meeting Date 4/16/13

Cmte Board

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| <input type="checkbox"/> | <input type="checkbox"/> | Motion |
| <input type="checkbox"/> | <input checked="" 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"/> | Legislative Analyst Report |
| <input type="checkbox"/> | <input type="checkbox"/> | Youth Commission Report |
| <input type="checkbox"/> | <input type="checkbox"/> | Introduction Form (for hearings) |
| <input checked="" type="checkbox"/> | <input checked="" 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 checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Application |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Public Correspondence |

OTHER (Use back side if additional space is needed)

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Completed by: Derek Evans Date 3/29/13
 Completed by: Derek Evans Date 4/10/13

An asterisked item represents the cover sheet to a document that exceeds 25 pages.
 The complete document can be found in the file.

1 [Liquor License Transfer - 500 Laguna Street]

2
3 **Resolution determining that the transfer of a Type 21 off-sale general license from**
4 **201 Leland Avenue to 500 Laguna Street (District 5), to Krista Avery and Manuel**
5 **Bargiela for O Camino, dba Nosa Ria, will serve the public convenience or**
6 **necessity of the City and County of San Francisco, in accordance with California**
7 **Business and Professions Code, Section 23958.4, and recommending that the**
8 **California Department of Alcoholic Beverage Control impose conditions on the**
9 **issuance of the license.**

10
11 WHEREAS, Krista Avery and Manuel Bargiela are seeking the transfer of a Type
12 21 off-sale general license from 201 Leland Avenue to 500 Laguna Street for O Camino,
13 dba Nosa Ria; and,

14 WHEREAS, The Planning Department has verified that the area is properly
15 zoned and recommends approval; and,

16 WHEREAS, The Police Department has filed one (1) protest with the Department
17 of Alcoholic Beverage Control under California Business and Professions Code, Section
18 24013, and recommends that the Department of Alcoholic Beverage Control issue the
19 liquor license with conditions; and

20 WHEREAS, The conditions recommended by the Police Department are the
21 following: 1) Sales, service and consumption of alcoholic beverages shall be permitted
22 between the hours of 11:00 a.m. to 9:00 p.m. each day of the week; 2) No noise shall
23 be audible beyond the area under control of the licensee as depicted on ABC-257;
24 3) Loitering (defined as "to stand idly about; linger aimlessly without lawful business")
25 shall be prohibited on any sidewalks or property adjacent to the licensed premises

1 under the control of the licensee(s) as depicted on the ABC-257 dated October 19,
2 2012; 4) The exterior of the premises shall be equipped with lighting of sufficient power
3 to illuminate and make easily discernible the appearance and conduct of all persons on
4 or about the premises. Additionally, the position of such light shall not disturb the normal
5 privacy and use of any neighboring residences; 5) No person under the age of 21 shall
6 sell or deliver alcoholic beverages; 6) The sale of distilled spirits in sizes smaller than
7 200 ml shall be strictly prohibited; 7) No sales of malt liquors or ice beers; 8) Beer, malt
8 beverages, and wine coolers of 16oz. or less shall not be sold in single containers, and
9 must be sold in manufacturers pre-packaged multi-unit quantities; 9) No wine shall be
10 sold with an alcoholic content of greater than 15% by volume except for "Dinner Wines"
11 which have been aged two years or more; 10) Wine shall not be sold in bottles or
12 containers smaller than 750 ml; and 11) The petitioner shall utilize electronic
13 surveillance and recording equipment that is able to view the outside of the premises,
14 including all entrances and exits, and that is actively monitored and recorded. The
15 electronic surveillance shall be utilized during operating hours. Said electronic recording
16 shall be kept at least 30 days and shall be made available to the Department or Police
17 Department upon demand; now, therefore, be it

18 RESOLVED, That in accordance with California Business and Professions Code,
19 Section 23958.4, the Board of Supervisors of the City and County of San Francisco
20 hereby determines for the foregoing reasons that the transfer of a Type 21 off-sale
21 general license from 201 Leland Avenue to 500 Laguna Street to Krista Avery and
22 Manuel Bargiela for O Camino, dba Nosa Ria, will serve the public convenience or
23 necessity of the City and County of San Francisco; and, be it

24 FURTHER RESOLVED, That the Board of Supervisors of the City and County of
25 San Francisco hereby endorses and adopts Police Department recommendations one

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through 10, listed above, but does not endorse or adopt condition 11 (requiring electronic surveillance), and recommends that the Department of Alcoholic Beverage Control issue the license without condition 11.




San Francisco Police Department
ABC Liaison Unit



Alcoholic Beverage License -
Public Convenience or
Necessity Recommendation

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

Supervisor David Campos
Supervisor Eric Mar
Supervisor Norman Yee

From: Inspector Nelly Gordon 
ABC Liaison Unit (ALU) 553-1049

Date: March 27, 2013

Subject: P.C.N. Investigation Regarding:

DBA: Nosa Ria
500 Laguna Street
Jillian Yassim
310/893-1122

Nosa Ria has filed an application with the California Department of Alcoholic Beverage Control (ABC) seeking a Type 21 (Off-Sale General) for 500 Laguna street (located on the northeast corner of Laguna and Fell streets).

It should be noted that during the application process, notification date for the 500' mailer was on December 22, 2012. The Notice to the Public was posted on December 22, 2012.

For the purposes of this hearing, the California Department of Alcoholic Beverage Control (ABC) seeks a determination from the Board of Supervisors as to the approval or denial of this license.

Police Calls for Service: From December 2011 to December 2012

6 Police calls

Police Reports: From December 2011 to December 2012

1

San Francisco Plot Information:

This premise is located in Plot **558**

The High Crime area is defined as **86** or more police reports in a plot.

This plot had **163** police incidents recorded for 2012.

Applicant premises is located in a "High Crime" area.

State Census Tract Information:

This premise is located in Census Tract 0615.00

Population for this tract is: **2,541**

On-sale license authorized by census tract: **8**

Active on-sale licenses: **31**

Off-sale licenses authorized by census tract: **2**

Active off-sale licenses: **6**

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

Letters of Protest:

1 recorded with the California Department of Alcoholic Beverage Control, (ABC).

Letters of Support:

0 recorded with the California Department of Alcoholic Beverage Control, (ABC).

Departmental Recommendation:

ALU recommends approval. The following conditions have been recommended to the California Department of Alcoholic Beverage Control, (ABC):

1. Sales, service and consumption of alcoholic beverages shall be permitted between the hours of 11:00 am to 9:00 pm each day of the week.
2. No noise shall be audible beyond the area under control of the licensee as depicted on ABC-257, dated _____.

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(s) as depicted on the ABC-257 dated 10-19-12.
4. 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 light shall not disturb the normal privacy and use of any neighboring residences.
5. No person under the age of 21 shall sell or deliver alcoholic beverages.
6. The sale of distilled spirits in sizes smaller than 200 ml is strictly prohibited.
7. No sales of malt liquors or ice beers.
8. Beer, malt beverages, and wine coolers of 16oz. or less cannot be sold in single containers, and must be sold in manufacturers pre-packaged multi-unit quantities.
9. No wine shall be sold with an alcoholic content of greater than 15% by volume except for "Dinner Wines" which have been aged two years or more.
10. Wine shall not be sold in bottles or containers smaller than 750 ml.
11. The petitioner shall utilize electronic surveillance and recording equipment that is able to view the outside of the premises, including all entrances and exits, and that is actively monitored and recorded. The electronic surveillance shall be utilized during operating hours. Said electronic recording shall be kept at least 30 days and shall be made available to the Department or Police Department upon demand.

Note: On 3/20/2013 Jillian Yassim was contacted and stated that she agrees with the conditions.

Thank you



**California Department of Alcoholic
Beverage Control**
*License Query System Summary
as of 12/23/2012*

License Information
License Number: 528719
Primary Owner: O CAMINO
ABC Office of Application: 24 - SAN FRANCISCO
Business Name
Doing Business As: NOSA RIA
Business Address
Address: 500 LAGUNA ST Census Tract: 0162.00
City: SAN FRANCISCO County: SAN FRANCISCO
State: CA Zip Code: 94102
Licensee Information
Licensee: O CAMINO
Company Information
Officer: BARGIELA, MANUEL (DIRECTOR)
Officer: AVERY, KRISTA LEE (PRESIDENT)
Officer: BARGIELA, MANUEL (PRESIDENT)
Officer: AVERY, KRISTA LEE (SECRETARY-TREASURER)
Stock Holder: BARGIELA, MANUEL
License Types
1) License Type: 21 - OFF-SALE GENERAL
License Type Status: PENDING
Status Date: 19-DEC-2012 Term: 12 Month(s)
Original Issue Date: Expiration Date:
Master: Y Duplicate: 0 Fee Code: P40
License Type was Transferred On: FROM: 21-189015
Current Disciplinary Action
... No Active Disciplinary Action found ...
Disciplinary History
... No Disciplinary History found ...
Hold Information
Hold Date: 19-DEC-2012 Type: FORM 220
Escrow
... No Escrow found ...

--- End of Report ---

For a definition of codes, view our [glossary](#).



**California Department of Alcoholic
Beverage Control**
License Query System Summary
as of 12/23/2012

License Information
License Number: 189015
Primary Owner: KHARBANDA, SANJEEV
ABC Office of Application: 24 - SAN FRANCISCO
Business Name
... No Active DBA found ...
Business Address
Address: 201 LELAND AVE Census Tract: 0264.01
City: SAN FRANCISCO County: SAN FRANCISCO
State: CA Zip Code: 94134
Licensee Information
Licensee: KHARBANDA, SANJEEV
Licensee: KHARBANDA, SUNIL KUMAR
Licensee: KHARBANDA, PARVESH C
Licensee: KHARBANDA, SUMITRA
License Types
1) License Type: 21 - OFF-SALE GENERAL
License Type Status: ACTIVE
Status Date: 22-JUL-1986 Term: 12 Month(s)
Original Issue Date: 22-JUL-1986 Expiration Date: 31-MAY-2013
Master: Y Duplicate: 0 Fee Code: P40
Current Disciplinary Action
... No Active Disciplinary Action found ...
Disciplinary History
... No Disciplinary History found ...
Hold Information
... No Active Holds found ...
Escrow
... No Escrow found ...

--- End of Report ---

For a definition of codes, view our [glossary](#).

PROTEST AGAINST ALCOHOLIC BEVERAGE LICENSE APPLICATION

- 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:

O CAMINO

(Name(s) of Applicant(s))

For premises at:

500 LAGUNA ST SF CA 94102

(Exact address of proposed premises)

on the grounds that:

- 1) Undue concentration Business & Professional Code Section 23958.4
- 2) High crime Business & Professional Code Section 23958.4 (c)
- 3) Definition of High of high crime Business & Professional Code Section 23958.4 (c) (1)

Conditions For Approval

- A) Hours 9AM to 12AM - 7 Days a Week.
- B) No 32 oz. or 40 oz. bottles sold.
- C) No single shot spirits sold.
- D) No single 12 oz., 16 oz. cans or 12 oz. bottles sold.
- E) No malt liquor, no fortified wines sold.
- F) No spirit's less than 500ml sold.
- G) A San Francisco Health Code Section 1009 No Smoking sign shall be posted on door.
- H) A No loitering sign shall be posted on door.

Check here if additional sheets attached

I, Marvis J. Phillips, PUBLIC SAFETY CHIEF, declare under penalty of perjury:

PRINT (Name of Protestant)


ALLIANCE FOR A BETTER DISTO

(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 <u>Marvis J. Phillips</u>	PROTESTANT'S TELEPHONE NUMBER (Optional) <u>(415) 674-1935</u>
SIGNED AT (City and state) <u>SAN FRANCISCO, CALIFORNIA</u>	DATE SIGNED <u>2 JAN 2013</u>
PROTESTANT'S ADDRESS (Street number and name, city, state, zip code) <u>230 EDDY ST # 1206 SAN FRANCISCO, CA 94102-6526</u>	

ABC-510-A (07/08)

CC: SFPD - ALY 850 BRYANS ST
 CC: SFPD - NORTHERN STATION - ALCOHOL PERMIT OFFICER
 CC: FILE

export To  [New!](#)

Records 1 through 1 of 1


Call No	Report No	Received Date	Received Time	Priority	Call Type	Unit ID	Disposition	Location
<u>122390466</u>		08/26/2012	02:39:14	B	100A		CANC	500 LAGUNA ST

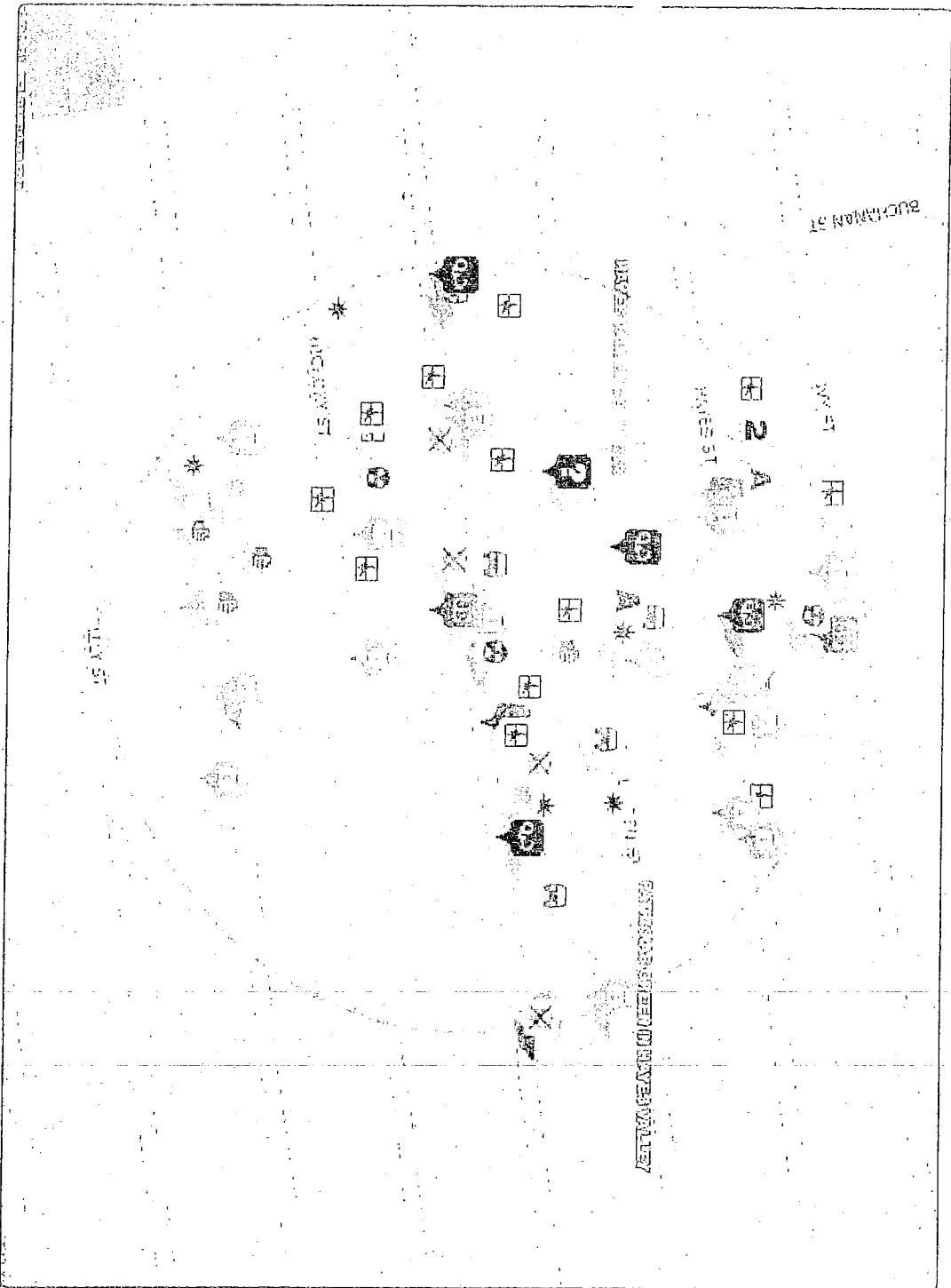
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Call No	Agency	Call Type	Disposition
Report No	Jurisdiction	Dispatch Area	# Prior Calls
Unit ID	Origin	Dept ID	Priority
Rep Area	Area	Sector	
Location 500 LAGUNA ST			Range
Apartment	City		
Entry Oper	Dispatch Oper		
From Date 01/05/2012	To Date 07/04/2012	From Time	To Time
Comments			
<input type="text"/> Search			

No hits found

500 Laguna St
500 Feet

San Francisco Police Department 



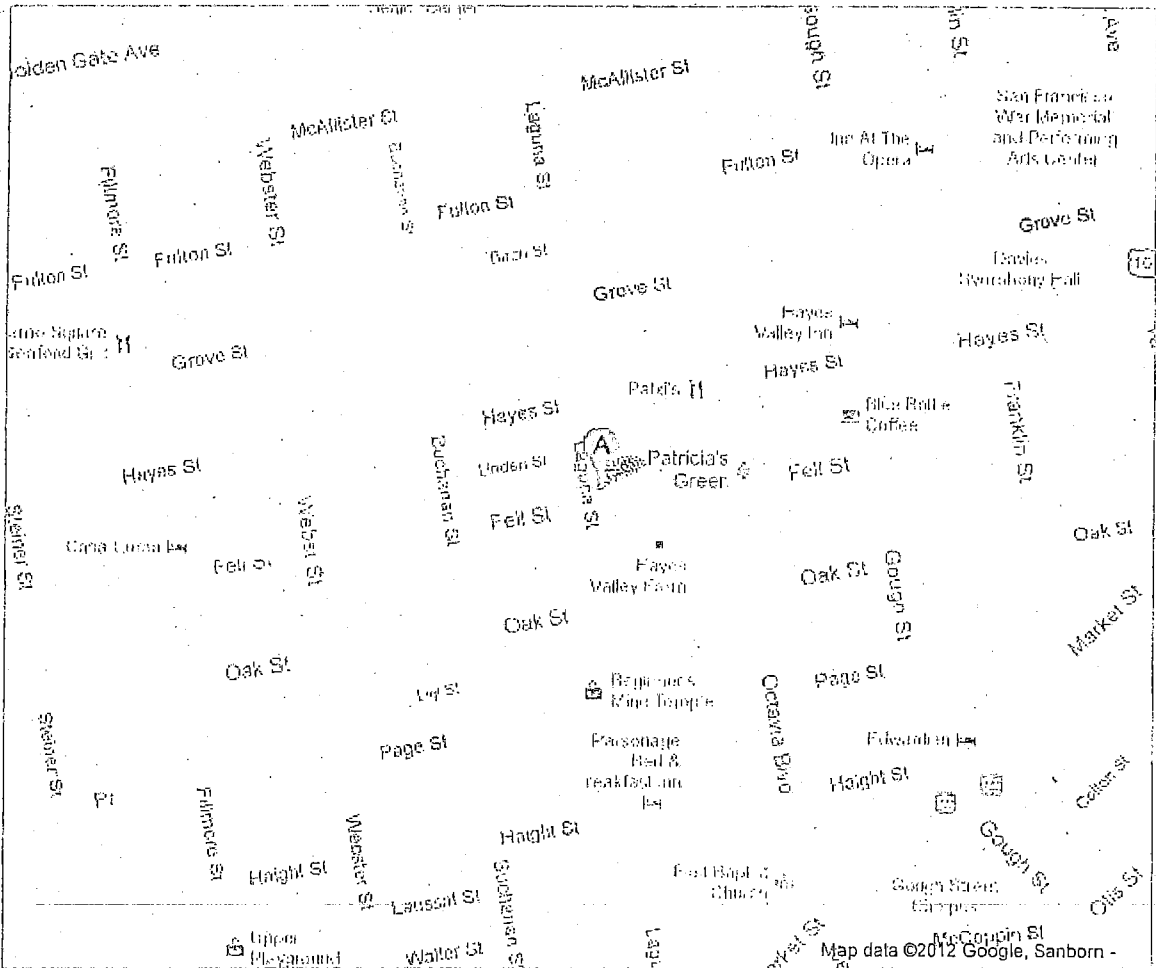
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	Larceny/Theft (45)
	Burglary (21)
	Other Offenses (13)
	Vandalism (13)
	Non-Criminal (13)
	Vehicle Theft (13)
	Warrants (10)
	Assault (9)
	Warrants (7)
	Missing Person (5)
	Robbery (4)
	Fraud (4)
	Suspicious Occurrence (3)
	Drug/Narcotic (2)
	Secondary Codes (2)
	Trespassing (1)
	Drunkenness (1)
	Forgery/Counterfeiting (1)

All representations on this map are distributed and transmitted "AS IS" without warranties of any kind, either expressed or implied including without limitation, warranties of title or implied warranties of merchantability or fitness for a particular purpose. In no event shall San Francisco Police Department become liable to users of these data for any loss or damages, consequential or otherwise, including but not limited to time, money, obligation to its users.

WARNING: This map does not meet the national map accuracy standards.

Google

To see all the details that are visible on the screen, use the "Print" link next to the map.



**PUBLIC NOTICE OF APPLICATION
TO SELL ALCOHOLIC BEVERAGES**

of the

K-1

10000 R/R

APPLICANT

NAME OF FIRM

LOCATION

ADDRESS

CITY AND STATE

DATE

FILE NO.

500 10000 R/R
10000 R/R
10000 R/R

LIQUOR LICENSE REVIEW

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

File: 130067

Block/Lot: 0818/016

Zoning: NCT

Quad: NE

MB # 1300120

TO: Police Department
Inspector Nelly Gordon
Inspector Joseph Fong
Fax No.: 553-1463

DATE: January 24, 2012

This item is tentatively scheduled to be heard in four to six weeks.
PLEASE EMAIL YOUR RESPONSE BY: February 7, 2012, to Derek Evans,
Clerk, City Operations and Neighborhood Services Committee.

Derek.Evans@sfgov.org - Fax No: 554-7714

Applicant Name: Krista Avery and Manuel Bergiela
and Business Name: O Camino, dba Nosa Ria
(500 Laguna Street)

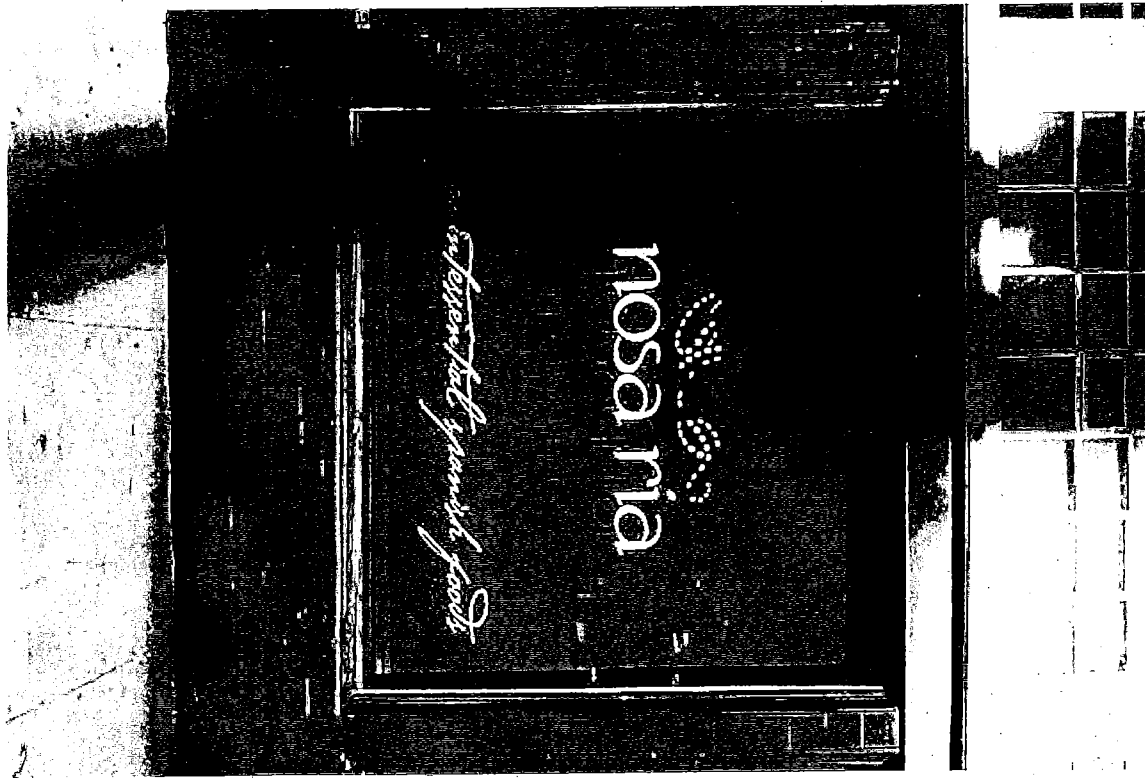
Applicant Address: 500 Laguna Street
San Francisco, CA 94102
and Phone No. (415) 425-1235

PLANNING COMMENTS: Approval Denial

Permitted per Section 790.102 (b) as defined as
a Specialty Groceries. *James Shamblay 2/1/13*

POLICE COMMENTS: Approval Denial

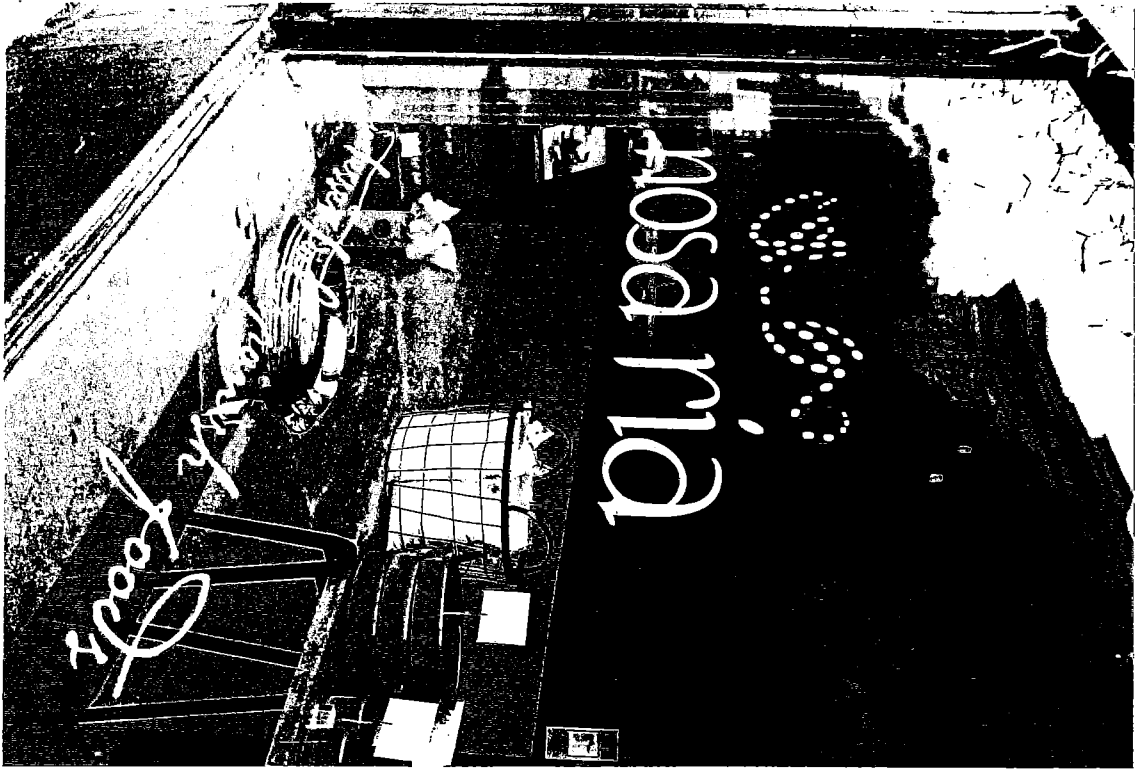
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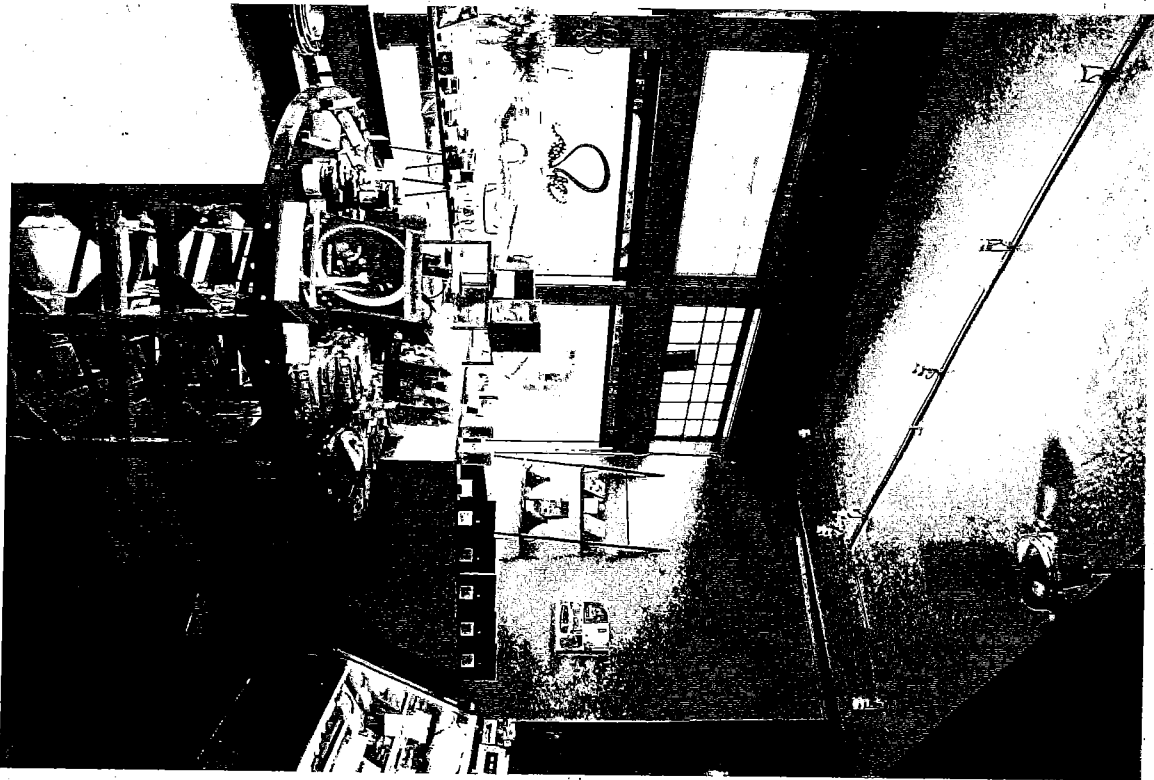
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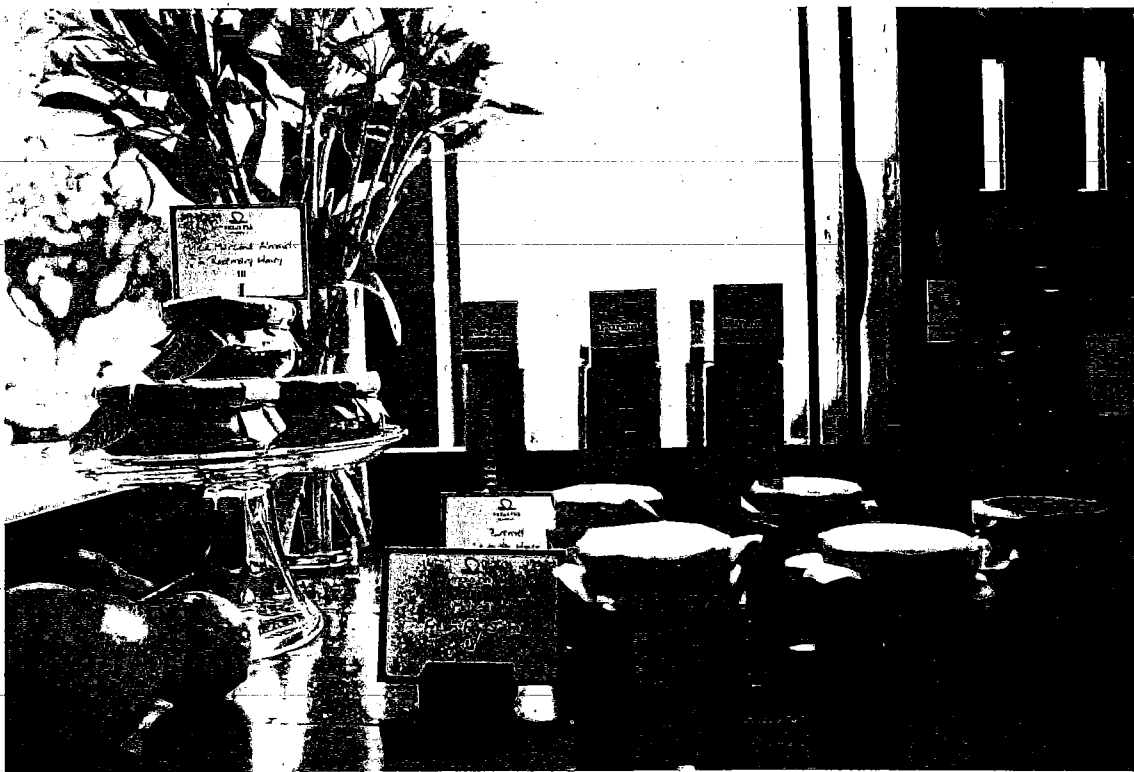
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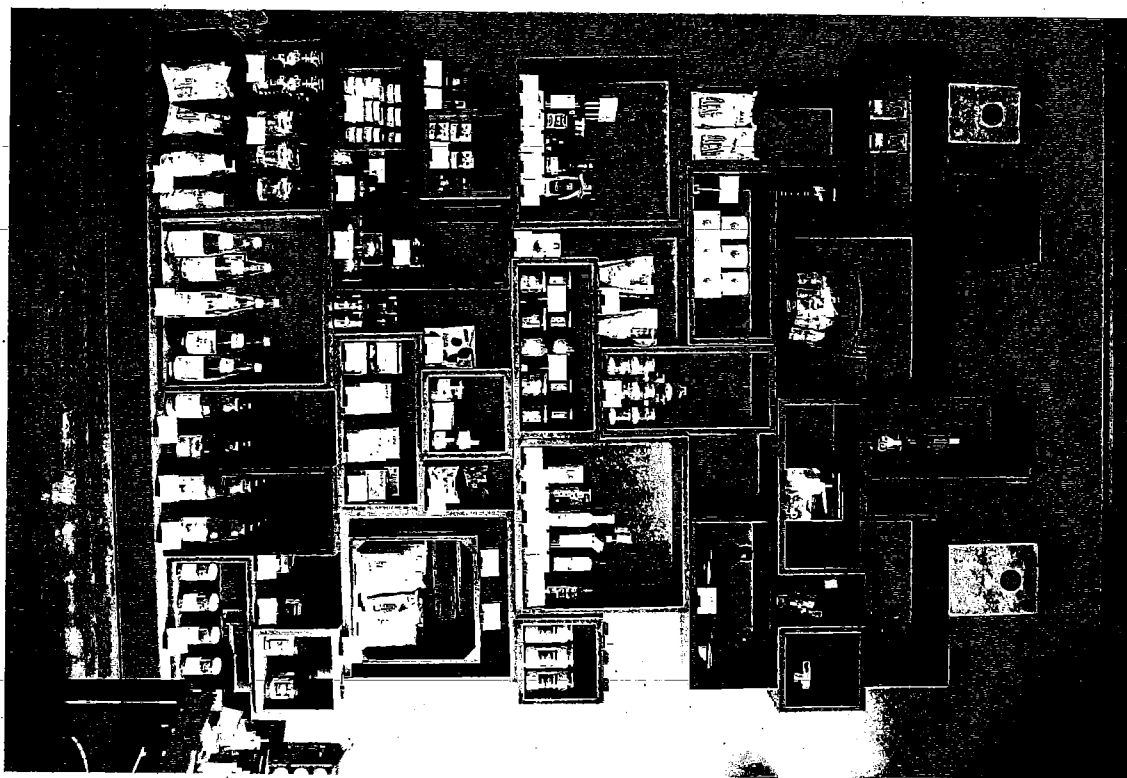
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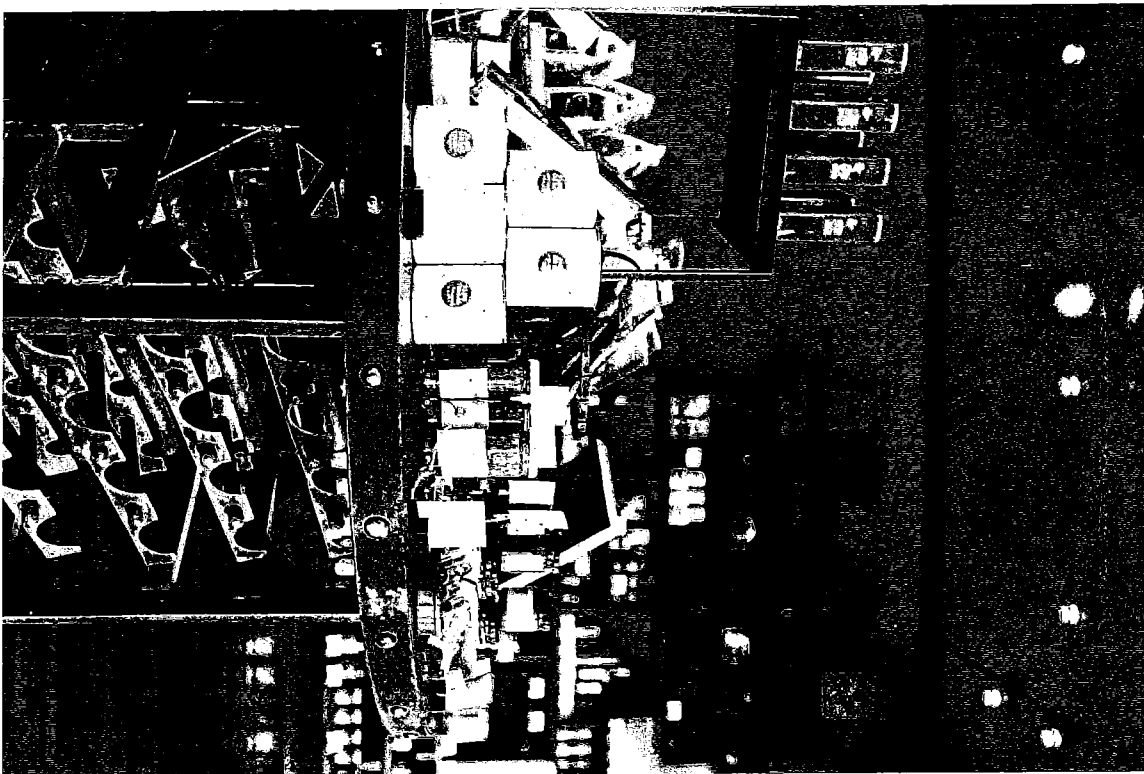
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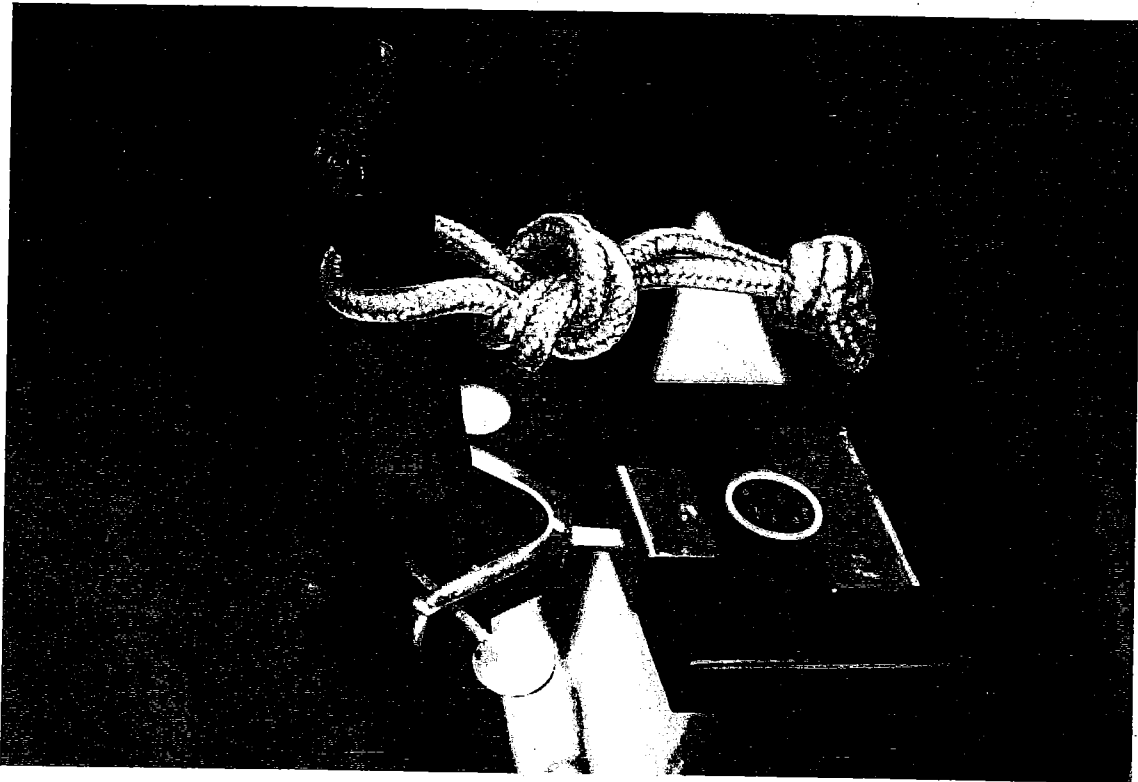
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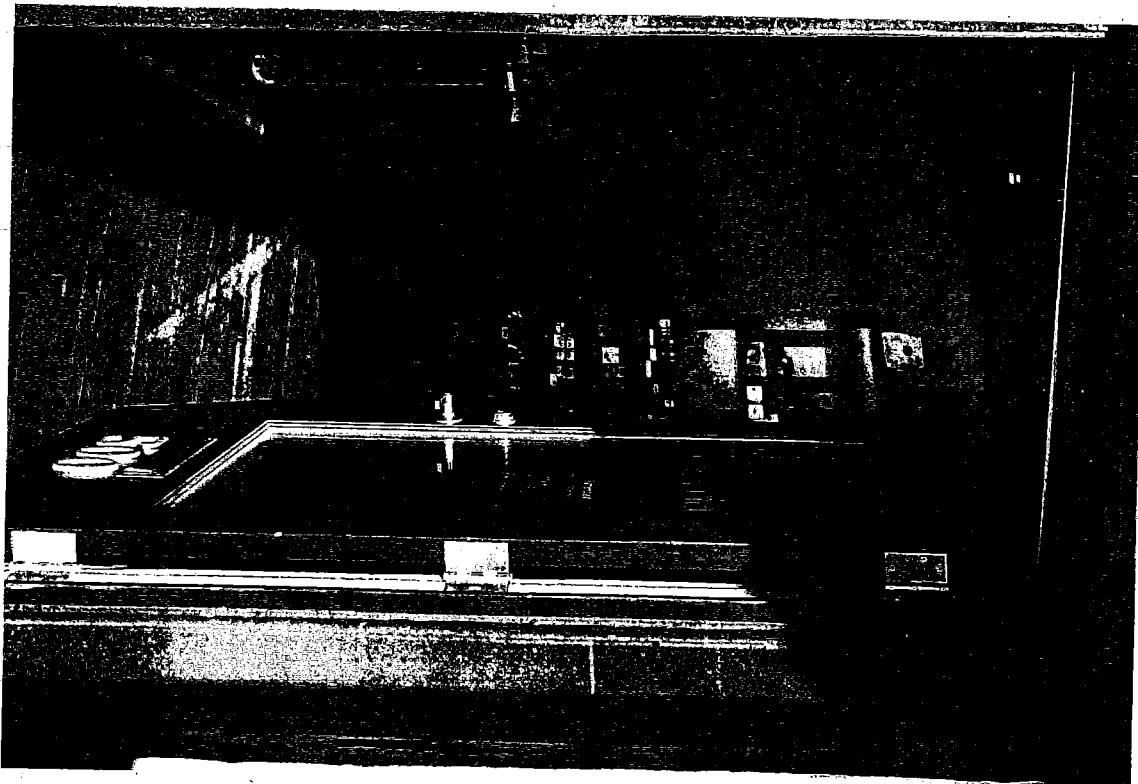
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March 1, 2013

Re: In Support of Nosa Ria's License to sell Alcoholic Beverages at 500 Laguna

From: Supervisor London Breed, District 5

To Whom It May Concern,

I support Nosa Ria Spanish Food Market's application for a liquor license. I also ask you to please accommodate their request for a provision allowing the sale of Spanish Sherry or similar specialty wines with alcohol contents higher than 15%. The availability of such rare wines contributes to the neighborhood's unique atmosphere and thus benefits the community.

Please contact my legislative aide Conor Johnston (conor.johnston@sfgov.org) if you have any questions on this matter.

Thank you.

London Breed
Supervisor, District 5
415-554-7630



Krista Avery
500 Laguna Street
San Francisco, CA 94102
Phone: 415-425-1235
E-Mail: krista@nosaria.com

March 11, 2013

Officer David Frias
San Francisco Police Department - Northern Station
1125 Fillmore Street
San Francisco, CA 94115

Dear Officer Frias:

My partner, Manuel, and I are the co-owners of Nosa Ría Market located at 500 Laguna Street in Hayes Valley. We have applied to the California Department of Alcoholic Beverage Control (ABC) for a Type-21 Off-Sale General License. This type of license authorizes the sale of beer, wine and spirits for consumption off the premises where sold.

Nosa Ría Market is a new specialty food store located in Hayes Valley. The store is a unique Spanish food shop, with a distinct offering that includes authentic, high-quality products sourced from Spain. The store offers an assortment of products including cured meats, fresh cheese, dry goods, canned and preserved foods, oils, vinegars, spices, sweets, as well as kitchenwares and cookbooks. We are looking to complement our selection of food items with a small, well-curated selection of Spanish wines, sherries and ciders in order to address the demand that our customers have expressed for hard to find Spanish products.

In mid-February, we received the draft conditions for the license from our ABC contact, Joan Bernardino. There are three conditions to which we would respectfully like to request a modification. I contacted Inspector Von Koll in order to discuss the modifications, and he suggested that firstly, I obtain community support for the license, and secondly, that I work with you to gain your support, as our Northern Station liaison.

I have obtained letters of support from the following community members:

- Russell Pritchard, President, Hayes Valley Merchants Association
- Larry Cronander, Chairman of Business Relations Committee, Hayes Valley Neighborhood Association
- London Breed, Supervisor District 5

Before discussing modifications to the conditions, it is important to set context of the alcoholic beverages that we envision selling. The alcoholic beverages will represent less than 10% of our inventory assortment. We plan to stock a very small assortment of *approximately* 10-15 alcoholic beverages such as:

- Three (3) types of white wine, generally less than 15% alcohol by volume.
- Three (3) types of red wine, generally less than 15% alcohol by volume.
- Two (2) types of sparkling wine, generally less than 15% alcohol by volume.

- Two (2) types of Sherry wine, generally 17% - 20% alcohol by volume.
- Two (2) types of cider, generally less than 7% alcohol by volume.

The price points for the beverages above will likely range from approximately \$25 - \$60 per bottle.

Regarding modification of three conditions, we would like to request the following:

- **Condition #1 -**

Currently states: "Sales of alcoholic beverages shall be permitted between the hours of 11:00 to 7:00 pm Tuesday through Sunday.

Given that there are some events during the year hosted by the Hayes Valley Merchant Association, such as the Annual Holiday Block Party in December, where merchants stay open until 9:00 pm, we would like to have the language of the condition modified to read:

Modified language requested: "Sales of alcoholic beverages shall be permitted between the hours of 11:00 to 9:00 pm Tuesday through Sunday.

- **Condition #10 -**

Currently states: "No wine shall be sold with an alcoholic content of greater than 15% by volume".

We would like to offer a wine that is a specialty of Spain called Jerez (or Sherry). This wine is a fortified wine, generally with alcoholic content between 17-20% by volume. Our letters of support specifically address that the sale of Sherry wine is an important factor for our store because it is a hard-to-find product that customers have expressed great interest in, which will bring customers to Hayes Valley.

Modification requested: We would like to have this condition removed.

- **Condition #12 -**

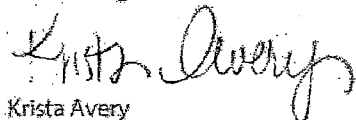
Currently states: "The petitioner shall utilize electronic surveillance and recording equipment that is able to view the outside of the premises, including all entrances and exits, and that is actively monitored and recorded. This electronic surveillance shall be utilized during operating hours. Said electronic recording shall be kept at least 30 days and shall be made available to the Department and Police Department upon demand."

We respect that electronic surveillance is viewed as an important safety measure; however, the installation expense is a significant financial burden for our small business and an inequitable request as our fellow merchants in the neighborhood who sell larger amounts of alcoholic beverages do not have such surveillance. Please note that there will be no signs, posters, or other items on doors or windows advertising that we sell alcoholic beverages.

Modification requested: We would like to have this condition removed.

If any of the requested modifications require negotiation, I am very open to engaging in conversations so that we can come to a compromise. Thank you for your consideration of this request.

Kindest Regards,



Krista Avery
Owner, Nosa Ria Market

Stephen Hartman, PhD

California
368 Hayes Street
San Francisco, CA 94102

415-694-2603
PSY 21929
TIN 297684769

New York
270 Lafayette Suite 1209
New York, NY 10012

stephen@eshartman.com
NYS license 012738
NPI 1447476908

RECEIVED
BOARD OF SUPERVISORS
SAN FRANCISCO

2013 MAR 13 PM 3:30

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

13 March 2013

Dear Ms Calvillo

I am writing to voice strong support for a petition that has been presented by Nosa Ria Market (O Camino DBA Nosa Ria, 500 Laguna Street, SF 94102) for a license to sell alcoholic beverages.

As a frequent traveller to Spain, a neighbor of Nosa Ria in Hayes Valley, and an aficionado of Spanish cuisine, I can assure you that Nosa Ria is unique as a purveyor of the finest Spanish products. There are very few markets outside of Spain that carry fine Spanish goods let alone products at the highest level selected by the lovely owners of Nosa Ria Market.

Nosa Ria is a tremendous boon to the community and to San Francisco. No one else offers culinary products that make it possible to assemble and/or produce a Spanish meal with quite the same authenticity and flare. One might find the stray ingredient here or there, but at Nosa Ria Market one can truly learn about Spanish cooking by having a fine assortment of the essential ingredients on hand.

That said, the ability to add a selection of Spanish wines and other alcoholic beverages will take Nosa Ria Market to an even higher level. It is simply not possible to find many of the most essential Spanish liqueurs, sherries and ciders that are used in cooking or to compliment a fine Spanish meal. Again, one can buy a Spanish wine here and there, but no one offers a comprehensive assortment of the tremendous variety of Spanish liqueurs that Nosa Ria Market proposes to offer. I imagine that a liquor license will put Nosa Ria firmly on the map of the finest markets in San Francisco. It will be a gem in Hayes Valley where an expanding commercial and residential community requires anchors like Nosa Ria to create the feeling of neighborhood. The owners of Nosa Ria Market are lovely people with a strong community spirit.

I strongly urge you to support Nosa Ria's application.



Stephen Hartman, PhD

March 7, 2013

Lawrence Cronander
Hayes Valley Neighborhood Association
1800 Market Street, PMB # 104
San Francisco, Ca 94102

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

Re: Nosa Ria Application

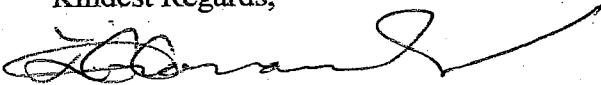
Dear Ms. Calvillo:

I am writing this letter to express support regarding the application for sale of alcoholic beverages for O Camino DBA Nosa Ria located at 500 Laguna Street, San Francisco, CA 94102. I am on the Board of the Hayes Valley Neighborhood Association and am the Chair of the Business Relations Committee of that Association. I am a long-time resident of Hayes Valley.

The Hayes Valley Neighborhood Association's Business Relations Committee supports the approval of Nosa Ria's license to sell alcoholic beverages because it will benefit Hayes Valley and the greater San Francisco community. Hayes Valley currently does not have a store offering an assortment of Spanish wines, sherries and ciders. These are products that cannot be found elsewhere in San Francisco or the greater Bay Area. By approving the license, Nosa Ria will be able offer these highly unique, hard-to-find products, which will bring San Franciscans and Bay Area residents to Hayes Valley for a local shopping experience.

Thank you for your consideration.

Kindest Regards,



Lawrence Cronander
Hayes Valley Neighborhood Association

cc: Office of London Breed, Supervisor District 5
Krista Avery

RECEIVED
BOARD OF SUPERVISORS
SAN FRANCISCO
2013 MAR 13 PM 3:31

Evans, Derek

From: zonal [zonalhayes@earthlink.net]
Sent: Friday, March 01, 2013 12:56 PM
To: angela.cavillo@sfgov.org; Evans, Derek
Cc: krista
Subject: letter of support, Nosa Ria ABC license
Attachments: Nosa Ria, letter of support.docx

dear clerk cavillo

attached is a letter of support for the license to sell alcoholic beverages : 0 Camino DBA Nosa Ria, 500 Laguna, SF , Ca 94102

I am the president of the hayes valley merchants ass., attached is our letter of full support for this license.

thanks
russell pritchard
owner, zonal home interiors

Zonal
568 Hayes Street, SF 94102
415.255.9307
www.zonalhome.com

File 130067
N SSC Clerk DE

Nosa Ria: Letter of Support, License to sell Alcoholic Beverages; O Camino, DBA
Nosa Ria, 500 Laguna , San Francisco, Ca. 94102

BOS-11

Cpage

To: Angela Calvillo, Clerk of the Board
San Francisco Board of Supervisors

From: Russell Pritchard
President, Hayes Valley Merchants Assn.

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BOARD OF SUPERVISORS
SAN FRANCISCO
MAR-4 PM 4:25
6

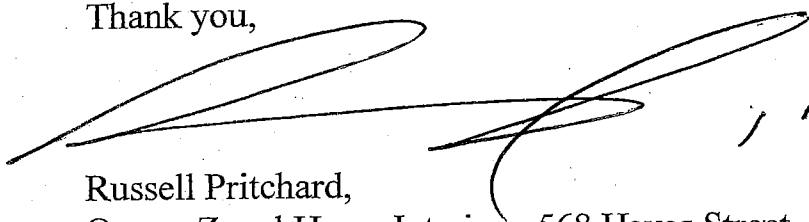
Dear Clerk Calvillo,

I wanted to let you know that our wonderful neighbor, Nosa Ria Spanish Food Market, has the full support of the Hayes Valley Merchants Assn., for their application for a license to sell alcoholic beverages. We understand that their license requires a special exception to sell specialty Sherries because of the alcohol content and we are in full support of this complete license.

Nosa Ria is such a wonderful addition to our neighborhood because of the very unique and specialized Spanish food and products which they offer. The addition of hard to find Spanish wines and sherries, will further add to the draw to our neighborhood for people seeking these fantastic products.

Also, for people who live in Hayes Valley, as I do, it is terrific to be able buy tasty treats from Spain. Nosa Ria is a great addition to our neighborhood and we are excited for their continued growth and success.

Thank you,



, March 01, 2013

Russell Pritchard,
Owner Zonal Home Interiors, 568 Hayes Street
President: Hayes Valley Merchants Assn.
415.255.9307



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BOARD OF SUPERVISORS
SAN FRANCISCO

2013 JAN 22 AM 9:56

DUG

quintessential spanish foods

Krista Avery
500 Laguna Street
San Francisco, CA 94102
Phone: 415-425-1235
E-Mail: krista@nosaria.com

January 16, 2013

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

Dear Ms. Calvillo:

My partner, Manuel, and I are the co-owners of Nosa Ría Market in Hayes Valley. We have applied to the California Department of Alcoholic Beverage Control (ABC) for a Type-21 Off-Sale General License. This type of license authorizes the sale of beer, wine and spirits for consumption off the premises where sold. Minors are allowed on the premises.

Nosa Ría Market is a new specialty food store located in Hayes Valley. We opened our doors at the end of August 2012, and we have enjoyed a very warm welcome from the neighborhood, residents and merchants alike. Our mission is to spread our passion for Spanish foods and wines by educating our customers about the flavors and culture of Spain and enriching people's lives through our specialty food store. The store is a unique Spanish food shop, with a distinct offering that includes authentic, high-quality products sourced solely from Spain. The store offers a well-rounded assortment of products including dry goods, canned and jarred foods, fresh cheeses, cured meats, and sweets. Nosa Ría Market also offers kitchenware, including ceramics, cookware and cookbooks. We are looking to complement our selection of food items with a small, well-curated selection of Spanish wines, sherries and ciders in order to address the demand that our customers have expressed for hard to find Spanish products for cooking and enjoying with foods.

Our products set us apart from other specialty food stores and grocery stores in San Francisco. Nosa Ría Market is the first and only specialty food store in San Francisco specializing in foods imported from Spain. People who shop with us know that we have a passion for good food and that we listen and respond to their requests and queries about their favorite products from Spain. We are sharing with our customers the quintessential foods of Spain that have been served on Spanish tables for thousands of years, but have been under-represented in the U.S. market and in San Francisco. Our customers are largely people who either live and/or work in the San Francisco area who are looking for unique, wholesome foods and wines, Sherries and ciders for preparing and enjoying meals at home, or for sharing with friends and family. Many of our customers live in Hayes Valley and simply walk a few blocks to shop with us; others live in one of San Francisco's diverse neighborhoods and ride their bike, take public transportation or drive to visit us. We also have many customers who live in the greater Bay Area, who make the trip to enjoy a day in The City. A large number of our customers have shown great interest, and have specifically requested, for us to sell Spanish

wines, sherries and ciders for cooking and to pair with meals that they are planning at home. Our goal is to offer customers a small selection of unique and hard-to-find Spanish wines, sherries and ciders that will enhance the authenticity and experience of their meals at home. These Spanish wines, sherries and ciders are products that customers cannot find elsewhere in San Francisco or the greater Bay Area. Offering these highly unique, hard-to-find products will bring San Franciscans and Bay Area residents to Hayes Valley for a local shopping experience.

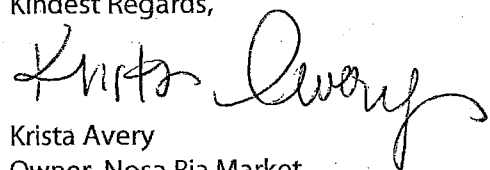
Nosa Ría is owned and operated by the founders Krista Avery and Manuel Bargiela, both long-time residents of San Francisco. The business is registered with the City and County of San Francisco as Doing Business As Nosa Ría. The parent company is O Camiño, an S Corporation registered in the State of California. Nosa Ría Market is located at 500 Laguna Street, San Francisco, CA 94102. We have approximately 500 square feet of retail space in a historic building at the corner of Laguna Street and Fell Street. Our business hours of operation are: Tuesday through Saturday, 11am – 7pm, Sunday, 11 am – 5pm, closed on Monday.

We are seeking approval by the Board of Supervisors for this double-transfer license (person-to-person and premise-to-premise). The transferors' address is: 201 Leland Avenue, San Francisco, CA 94134. Approval of the license transfer will allow for Nosa Ría Market to be an even greater asset to Hayes Valley and the San Francisco community. The approval by the board would not have any detrimental effect on the surrounding neighborhood or the city of San Francisco. We are committed to meaningful relationships with our customers, suppliers and the community. Although sales are essential for a profitable business, strong, meaningful, productive relationships are the cornerstone of our business. Our relationships are based on respect and courtesy.

We respectfully request that this letter be forwarded to the City Operations and Neighborhood Services Committee of the Board of Supervisors and that this Committee and the full Board of Supervisors make a determination that the public need or convenience would be served by the transfer of the Type-21 General License to O Camiño DBA Nosa Ría at 500 Laguna Street, San Francisco, CA 94102.

Thank you for your consideration of this request.

Kindest Regards,



Krista Avery
Owner, Nosa Ría Market

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

O Camino

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

500 Laguna St., San Francisco, CA 94102

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 checked="" 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

812,820

6. TOTAL NUMBER OF LICENSES IN COUNTY

980

7. RATIO OF LICENSES TO POPULATION IN COUNTY

SUS TRACT NUMBER

0162.00

9. NO. OF LICENSES ALLOWED IN CENSUS TRACT

2

10. NO. OF LICENSES EXISTING IN CENSUS TRACT

7

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

3x publication

12. DOES LAW ENFORCEMENT AGENCY MAINTAIN CRIME STATISTICS?

Yes (Go to Item #13)

No (Go to Item #20)

13. CRIME REPORTING DISTRICT NUMBER

558

14. TOTAL NUMBER OF REPORTING DISTRICTS

654

15. TOTAL NUMBER OF OFFENSES IN ALL REPORTING DISTRICTS

117,571

16. AVERAGE NO. OF OFFENSES PER DISTRICT

179

17. 120% OF AVERAGE NUMBER OF OFFENSES

214.8

18. TOTAL NUMBER OF OFFENSES IN REPORTING DISTRICT

250

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

PC or N required

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:

(Back) Board of Supervisors

FOR DEPARTMENT USE ONLY

PREPARED BY (Name of Department Employee)

Ad

1431

Department of Alcoholic Beverage Control
APPLICATION FOR ALCOHOLIC BEVERAGE LICENSE(S)
 ABC 211 (6/99)

State of California

Jillian Yassim

(310) 893-1122

TO: Department of Alcoholic Beverage Control
 33 NEW MONTGOMERY STREET
 SUITE 1230
 SAN FRANCISCO, CA 94105
 (415) 356-6500

File Number: 528719
 Receipt Number: 2148260
 Geographical Code: 3800
 Copies Mailed Date: December 19, 2012
 Issued Date:

DISTRICT SERVING LOCATION: SAN FRANCISCO

First Owner: **O CAMINO**
 Name of Business: **NOSA RIA**
 Location of Business: **500 LAGUNA ST
 SAN FRANCISCO, CA 94102-5014**

County: **SAN FRANCISCO**
 Is Premise inside city limits? **Yes** Census Tract **0162.00**

Mailing Address: **118 JOOST AVE
 SAN FRANCISCO, CA 94131-3232**
 (If different from premises address)

Type of license(s): **21**

Transferor's license/name: **189015 / KHARBANDA, SANJEEV** Dropping Partner: Yes No

License Type	Transaction Type	Fee Type	Master	Dup	Date	Fee
21 - Off-Sale General	PREMISE TO PREMISE TRANSFER	NA	Y	0	12/19/12	\$100.00
21 - Off-Sale General	PERSON-TO-PERSON TRANSFER	NA	Y	0	12/19/12	\$1,250.00
21 - Off-Sale General	ANNUAL FEE	NA	Y	0	12/19/12	\$582.00
NA	FEDERAL FINGERPRINTS	NA	N	2	12/19/12	\$48.00
NA	STATE FINGERPRINTS	NA	N	2	12/19/12	\$78.00
Total						\$2,058.00

Have you ever been convicted of a felony? **No**
 Have you ever violated any provisions of the Alcoholic Beverage Control Act, or regulations of the Department pertaining to the Act? **No**
 Explain any "Yes" answer to the above questions on an attachment which shall be deemed part of this application.

Applicant agrees (a) that any manager employed in an on-sale licensed premises will have all the qualifications of a licensee, and (b) that he will not violate or cause or permit to be violated any of the provisions of the Alcoholic Beverage Control Act.

STATE OF CALIFORNIA County of SAN FRANCISCO Date: December 19, 2012

Under penalty of perjury, each person whose signature appears below, certifies and says: (1) He is an applicant, or one of the applicants, or an executive officer of the applicant corporation, named in the foregoing application, duly authorized to make this application on its behalf; (2) that he has read the foregoing and knows the contents thereof and that each of the above statements therein made are true; (3) that no person other than the applicant or applicants has any direct or indirect interest in the applicant or applicant's business to be conducted under the license(s) for which this application is made; (4) that the transfer application or proposed transfer is not made to satisfy the payment of a loan or to fulfill an agreement entered into more than ninety (90) days preceding the day on which the transfer application is filed with the Department or to gain or establish a preference to or for any creditor or transferor or to defraud or injure any creditor of transferor; (5) that the transfer application may be withdrawn by either the applicant or the licensee with no resulting liability to the Department. Effective July 1, 2012, Revenue and Taxation Code Section 7057, authorizes the State Board of Equalization and the Franchise Tax Board to share taxpayer information with Department of Alcoholic Beverage Control. The Department may suspend, revoke, and refuse to issue a license if the licensee's name appears in the 500 largest tax delinquencies list. (Business and Professions Code Section 494.5.)

Applicant Name(s)

Applicant Signature(s)

O CAMINO

See 211 Signature Page

LIQUOR LICENSE REVIEW

TO: Planning Department **File:** 130067
AnMarie Rodgers/CTYPLN/SFGOV
Georgia Powell/CTYPLN/SFGOV@SFGOV
Fax No.: 558-6409

TO: Police Department
Inspector Nelly Gordon
Inspector Joseph Fong
Fax No.: 553-1463

DATE: January 24, 2012

This item is tentatively scheduled to be heard in four to six weeks.
PLEASE EMAIL YOUR RESPONSE BY: February 7, 2012, to Derek Evans,
Clerk, City Operations and Neighborhood Services Committee.
Derek.Evans@sfgov.org - Fax No: 554-7714

Applicant Name: Krista Avery and Manuel Bergiela
and Business Name: O Camino, dba Nosa Ria
(500 Laguna Street)

Applicant Address: 500 Laguna Street
San Francisco, CA 94102
and Phone No. (415) 425-1235

PLANNING COMMENTS: Approval Denial

POLICE COMMENTS: Approval Denial

