



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 Rafael Mandelman
Supervisor Catherine Stefani
Supervisor Shamman Walton

From: Lt. Georgia Sawyer #1565⁸⁷
Officer in Charge
ALU/Permits Unit 415-553-9550

Date: October 15, 2020

Subject: P.C.N. Investigation Regarding: Electrocelt Promotions Inc.
DBA: Swig
553-561 Geary St.
San Francisco, CA. 94102

Electrocelt Promotions Inc., on behalf of Swig, has filed an application with the California Department of Alcoholic Beverage Control seeking a Type 48 (On-Sale General Public Premises) & a Type 47 (On-Sale General Eating Place) license to be located at 553-561 Geary St. (located between Jones St. and Taylor St).

Hours of Operation:

10am - 2am 7 days a week.

Digest:

Swig would like to operate a bar and restaurant operation located at 553-561 Geary. If approved, this license will allow Swig to sell On-Sale Beer, Wine & Distilled Spirits.

Letters of Protest

0

Letters of Support

0

Police Calls for Service:

From June 2019 to June 2020

13 calls for service

Police Reports:

From June 2019 to June 2020

7 police reports

San Francisco Plot Information:

This premise is located in Plot: **164**

A High Crime area is defined as **107** or more police reports in a plot for the year of **2019**.

This plot had **397** police reports for **2019**, which is **290 more** than the **Citywide “High Crime”** average

State Census Tract Information:

This premise is located in Census Tract: **123.02**
Population for this tract is: **3,073**

On-sale license authorized by census tract: **10**
Active on-sale licenses: 120 with 0 pending

Off-sale licenses authorized by census tract: **2**
Active off-sale licenses: 22 with 0 pending

Departmental Recommendation:

Points of consideration: **0**

No opposition from **Central Station**.

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

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

ALU Recommendation: **Approval with following conditions:**

**Conditions for Type 48- On-Sale General Public Premises & Type 47 On-Sale
General Eating place**

1. Sales, service and consumption of alcoholic beverages shall be permitted only between the hours of 10:00 a.m. and 2:00 a.m. each day of the week.
2. No noise shall be audible at any nearby residence.
3. Petitioner(s) shall actively monitor the area under their control in an effort to prevent the loitering of persons on any property adjacent to the licensed premises as depicted on ABC-253.
4. The sale of alcoholic beverages for consumption off the premises is prohibited.

The above listed conditions were signed by the applicant on 10/10/2020.

**BEFORE THE
DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL
OF THE STATE OF CALIFORNIA**

IN THE MATTER OF THE APPLICATION OF

ELECTROCELT PROMOTIONS INC
SWIG
553-561 GEARY ST
SAN FRANCISCO, CA 94102

} FILE 48-617131

} REG.

} PETITION FOR CONDITIONAL
} LICENSE

For Issuance of an On-Sale General Public Premises -
License

Under the Alcoholic Beverage Control Act

WHEREAS, petitioner(s) has/have filed an application for the issuance of the above-referred-to license(s) for the above-mentioned premises; and,

WHEREAS, pursuant to Section 23958 of the Business and Professions Code, the Department may deny an application for a license where issuance would result in or add to an undue concentration of licenses; and,

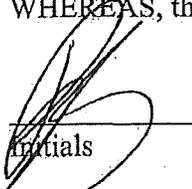
WHEREAS, the proposed premises are located in a crime reporting district that has a 20% greater number of reported crimes, as defined in subdivision (c) of Section 23958.4 of the Business and Professions Code, than the average number of reported crimes as determined from all crime reporting districts within the jurisdiction of the local law enforcement agency; and,

WHEREAS, the proposed premises are located in Census Tract #0123.02 where there presently exists an undue concentration of licenses as defined by Section 23958.4 of the Business and Professions Code; and

WHEREAS, the proposed premises are located within the immediate vicinity of a church to wit: Christian Science Church and Glide Memorial United Methodist Church, and issuance of the applied-for license without the below-described conditions would interfere with the normal operation of said facility and constitute grounds for the denial of the application under the provisions of Section 23789 of the Business and Professions Code; and

WHEREAS, pursuant to Section 23958 of the Business and Professions Code, the Department may deny an application for a license where issuance would tend to create or aggravate a law enforcement problem; and,

WHEREAS, the proposed premises is located within the immediate vicinity of a residential area; and,


Initials

WHEREAS, the proposed premises and/or parking lot, operated in conjunction therewith, are located within 100 feet of residences(s), and issuance of the applied-for license without the below-described conditions would interfere with the quiet enjoyment of the property by nearby residents and constitute grounds for the denial of the application under the provisions of Rule 61.4, of Chapter 1, Title 4, of the California Code of Regulations; and,

WHEREAS, the issuance of an unrestricted license would be contrary to public welfare and morals;

NOW, THEREFORE, the undersigned petitioner(s) do/does hereby petition for a conditional license as follows, to-wit:

- 1 Sales, service and consumption of alcoholic beverages shall be permitted only between the hours of 10:00 a.m. and 2: 00 a.m. each day of the week.
- 2 No noise shall be audible at any nearby residents and consideration points.
- 3 Petitioner(s) shall actively monitor the area under their control in an effort to prevent the loitering of persons on any property adjacent to the licensed premises as depicted on the most recently certified ABC-253.
- 4 The sale of alcoholic beverages for consumption off the premises is prohibited.

This petition for conditional license is made pursuant to the provisions of Sections 23800 through 23805 of the Business and Professions Code and will be carried forward in any transfer at the applicant-premises.

Petitioner(s) agree(s) to retain a copy of this petition on the premises at all times and will be prepared to produce it immediately upon the request of any peace officer.

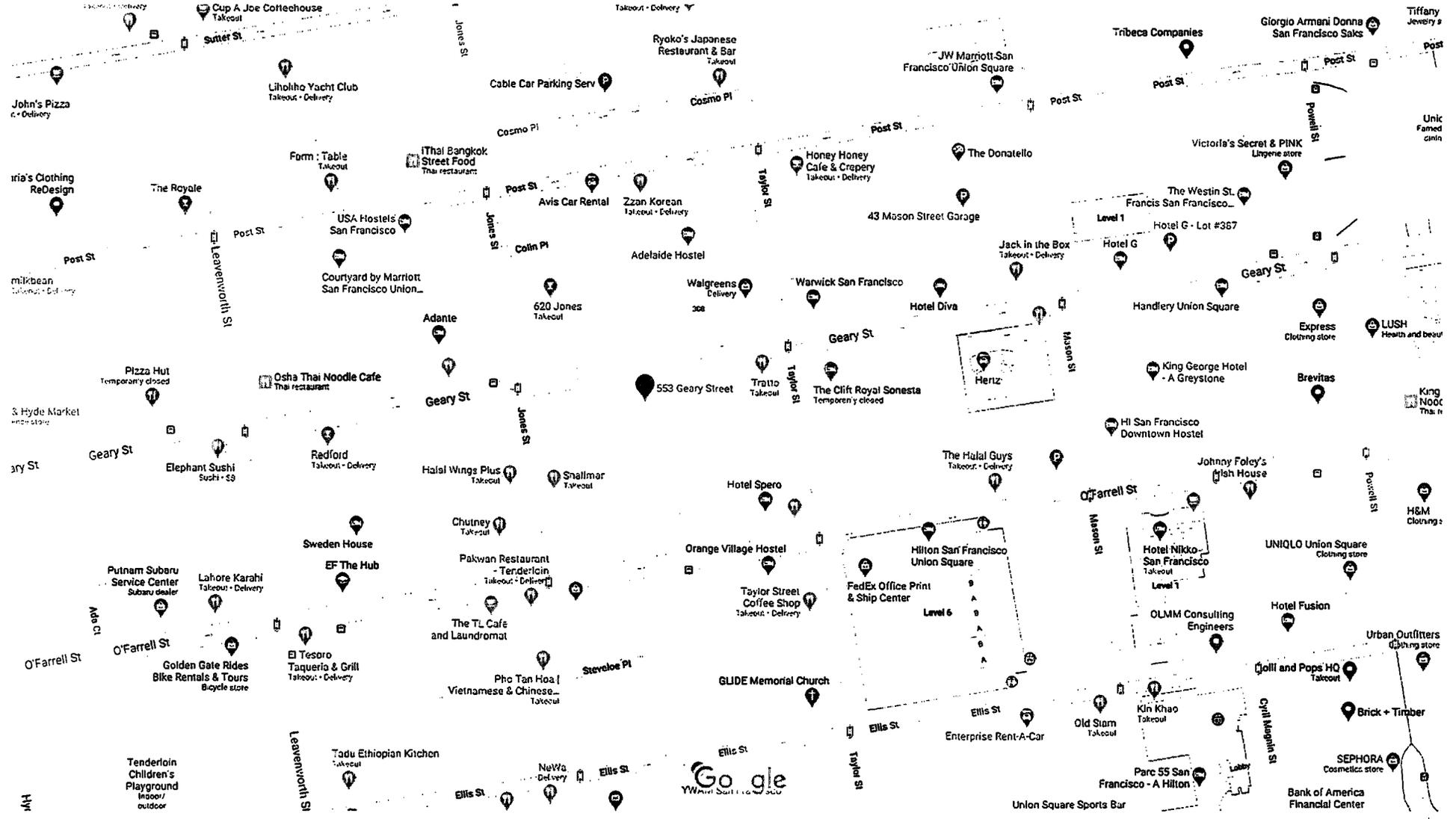
The petitioner(s) understand(s) that any violation of the foregoing condition(s) shall be grounds for the suspension or revocation of the license(s).

DATED THIS 10TH DAY OF OCTOBER, 2020.

[Signature]
Applicant/Petitioner

Applicant/Petitioner

553 Geary St



Map data ©2020 Google 100 ft

6/10



