



NF  
2016

# LIQUOR LICENSE REVIEW

**TO:** Planning Department **File:** 160249  
AnMarie Rodgers/CTYPLN/SFGOV  
Georgia Powell/CTYPLN/SFGOV@SFGOV  
Fax No.: (415) 558-6409

**TO:** Police Department  
Inspector Nelly Gordon  
Phone: (415) 837-7273

Block/lot: 0311/013  
Zoning: C-3-0  
Quad: NE

**DATE:** March 15, 2016

Record # 2016-003463 MIS

This item is tentatively scheduled to be heard in four to six weeks.  
**PLEASE EMAIL YOUR RESPONSE BY:** April 20, 2016, to Erica Major, Public Safety and Neighborhood Services Committee Clerk.

**Erica.Major@sfgov.org - Fax No: 554-7771**

**Applicant Name:** M&M Group Assets Inc.  
DaDa Bar and Lounge  
**and Business Name:** (65 Post Street)  
**Applicant Address:** 65 Post Street  
San Francisco, CA 94104  
**and Phone No.** (415) 359-7506

**PLANNING COMMENTS:**  Approval  Denial

Approved; ABC Type 48 license is permitted w/ Retail Use in the C-30 District, pursuant to Code Section 210.2.

415-575-9167 3/28/16 Nicholas Foster

**POLICE COMMENTS:**  Approval  Denial

DaDa Bar and Lounge  
65 Post Street San Francisco CA 94104

TYPE 48 TRANSFER  
DADABAR@GMAIL.COM  
(415) 359-7500

## Proposed Business Plan

We are the owners of DaDa Gallery and Lounge and are excited about our relocation of DaDa Gallery and Lounge to the retail space at 65 Post Street, part of the Mechanic's Institute.

DaDa Gallery and Lounge currently operates out of ground floor commercial building on Second Street, between Market and Mission Streets in the South Financial District. We opened for business in June 2004. Our lease at 86 Second Street was for a 10-year term which expires in April 2016. Our primary reason for relocating is our desire for additional square footage. We have summarized our concept below:

1. **Full-service, type 48 (on-sale general drinking establishment).** Our primary concept is an after-work happy hour bar, with primary clientele originating from area offices. We regularly host small-office groups during late afternoon and early evening hours. Over 75% of our total sales volume is generated between 4pm and 8pm Monday through Friday.
2. **Modern art gallery with rotating monthly to quarterly art shows.** The owners and staff of DaDa curate our own art shows, and we have featured many local and regional artists over the years. We primarily show paintings and sculpture. Many of our artists are students at the local art colleges including the Art Institute and the Academy of Art. We have a permanent sculpture exhibit from one of the resident artists at the Crucible in West Oakland. We also are one of the host of the DeYoung Museum's college night program and host revolving student works. Every new art show begins with an "art opening" allowing guests to view the art and meet the artist. All of our works displayed are for sale.
3. **Private Venue.** DaDa currently hosts many private parties. Most of these originate from area offices and for a variety of reasons, usually office-related celebrations and birthdays or anniversaries. We currently can only host up to about 80 people so we do lose events when guest lists are over 100 people. In addition to private parties, we also host many after work or after-event meetings: Golden Gate University Law School and the Toastmaster's club host weekly and monthly get togethers at DaDa.
4. **Restaurant Pop up.** DaDa has a catering/restaurant pop up license which will plan to bring with us to our new location. Although no commercial cooking takes place, restaurants and caterers have brought in and served food to guests during the lunch hour or catered private parties. As part of our renovation plan (see below), we will create a back of house catering set up and prep area with prep sink and service stations to enable caterers enough area to set up food service. This accommodation is necessary and convenient to serve DaDa's many open and private functions.
5. **Entertainment / Promotions / Fund Raising Venue.** DaDa hosts fundraisers for HIV/AIDS and Leukemia research as well as events to support art programs including DeYoung's college night arts program and other art-related philanthropies, mostly which support emerging talent. We have also hosted a burlesque show to support a local arts program as well as a photography shows post Burning Man. We have an entertainment license (which is required to do any performance events including literary or poetry readings) and will seek to bring it to our new

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location. We think that will fit in well with Mechanic's Institute and we would absolutely love to support or host after events at DaDa.

**Who We Are:**

M & M Group Assets is a subchapter S Corporation incorporated in the State of California in February 2004. All outstanding shares of stock are owned by Michael Gouddou and Timothy Landregan (50% each). We opened our first bar, Gallery Lounge on Brannan in October 2004. We opened DaDa in June 2006. Both the Gallery Lounge and DaDa are art gallery/bar concepts. We opened a third concept, Buck Tavern, on Market Street in June of 2008. Buck Tavern was a full bar and casual restaurant. We sold both the Gallery Lounge and Buck Tavern in 2010. DaDa is the only location owned and operated by M&M Group as of now and no additional locations or new concepts are currently under consideration.

**Owner Bios:**

**Michael Gouddou.** Michael is an electrical engineer by trade, spending over 10 years in circuit design for railroads before "retiring" in 1999. He opened his first restaurant in Florida in 1994, and followed up with his first bar, Spark Bar, in Kansas City in 2000. He has over 15 years of experience in hospitality and is the general manager of DaDa. He is there nightly and can often be seen behind the bar. He has a bachelors and masters degree in electrical engineering from the University of Louisville.

**Timothy Landregan.** Timothy has over 20 years experience in commercial real estate. He started his career in retail real estate doing real estate strategy and expansion plans for Applebee's International and Gap Inc (Gap Outlet and Old Navy brands) before focusing fully on M&M group's bars in 2008. He currently is a Principal Real Property Appraiser for the San Francisco Assessor Recorder. He manages the accounting and financial matters of M&M Group. He has an MBA from University of Missouri.

**Proposed Renovation Plan and decor:**

The full details have yet to be fleshed out, pending initial drawings by our architect, but generally the focal point on the main level will be a long bar on the west wall. Stacked shelving will be along the back wall. The DaDa art movement originated in Europe around WWI so there is a historical feature that will come through in the bar's design (very dark stained woods with subtle lighting. We will bring three large chandeliers currently hanging at DaDa to the new location, as well as pendant lighting over the bar. Banquette seating and tables will be positioned along the east wall. Some of the wood on the east wall will be retained as wainscoting. The wood on the columns will also be retained. The floors will be hard wood with a dark stain. All the seating (stools, banquettes, etc) will be wood and leather. Most of the wood work on the east wall will be removed. The walls will be flat, smooth and unadorned to be used for revolving art work. Gallery lighting will be installed on the ceiling above. The drop ceiling will be retained and either painted dark or have new tiles installed. The drop ceiling is necessary for noise abatement.

The mezzanine will be set up as a lounge with upholstered banquettes along the wall, low cocktail tables and stools. A new drop ceiling will be installed (again, necessary for noise abatement). New carpeting will be installed. The room will be opened up (back conference room removed), and a small service bar will be on the west wall, adjacent to the existing restroom. The room in the light well will be back of house and not accessible by the bar's patrons.

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Dept of Alcoholic Beverage Control  
San Francisco

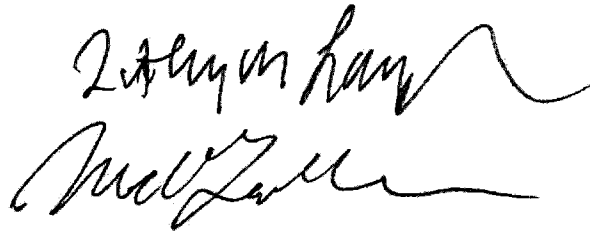
The main back of house liquor store room, keg storage and keg coolers, catering prep area and mop sink will be in the back of the main floor area under the existing mezzanine. New ADA-compliant restrooms will also be located under the mezzanine. We currently have no plans for the basement.

We have included photos of flyers of events that we have hosted in the past as well as some accolades and reviews we have received on the pages that follow. We think this will give you more idea of who we are and the type of establishment we operate.

We hope this quick summary provides a good overview of our concept and who we are. We are looking forward to your feedback and hopefully a long relationship that will last for years to come.

Respectfully,

Michael Gouddou and Timothy Landregan  
Dadasf.com

Two handwritten signatures in black ink. The top signature is more fluid and cursive, while the bottom one is more blocky and stylized.

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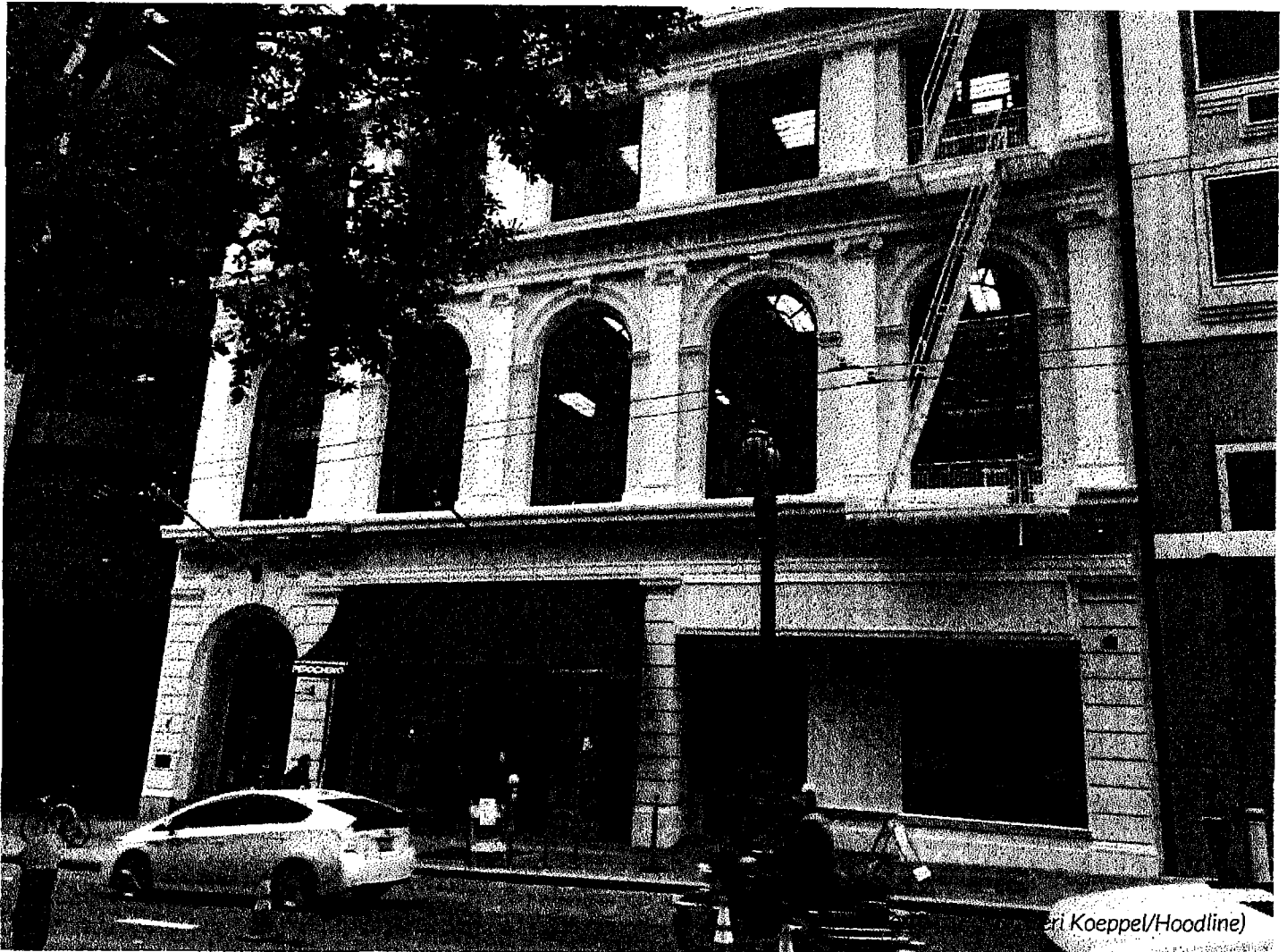


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San Francisco

# Popular FiDi Bar DaDa Moving, Tripling Its Size



Fri. March 11, 2016, 8:51am



**NICKIES**  
286 Haight Street

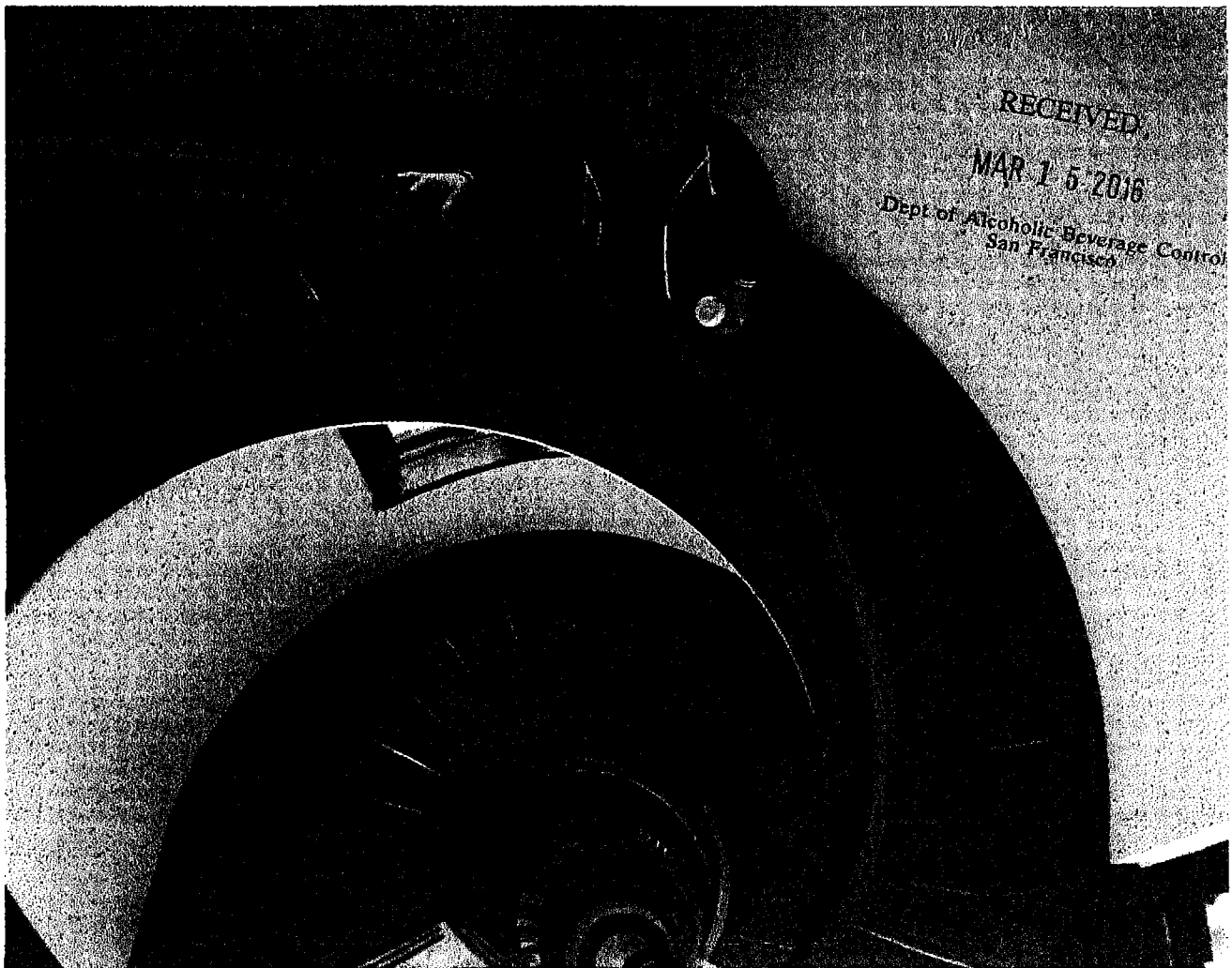
cocktails  
beer  
food  
music  
HD sports  
& more >>>

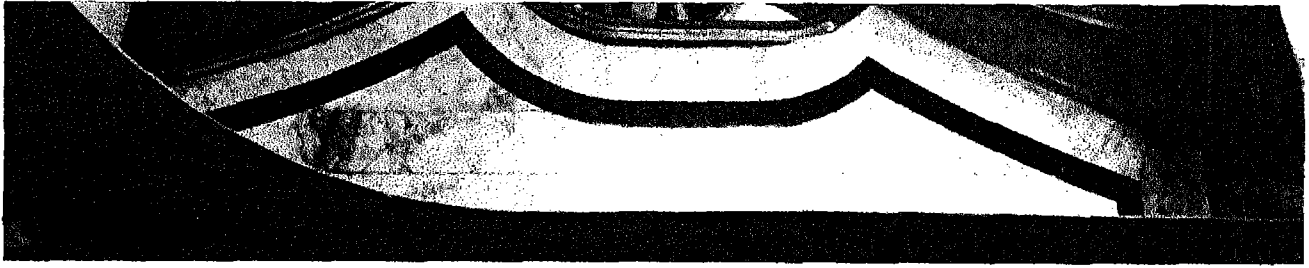
(ads/2/3/2)

The popular FiDi bar and gallery DaD (<http://www.dadasf.com/>), which has hosted exhibits and slung happy hour drinks for a decade at 86 Second St., is moving to 65 Post St. this summer, probably sometime between mid-July and August.

DaDa's new space is about 3,600 square feet—triple the size of its current location—and features a mezzanine, said Michael Gouddou, who owns DaDa with Timothy Landregan. "We're moving because it's a much bigger space," Gouddou said. "We're pretty much taking DaDa and moving the concept; the whole thing."

Though the move came in part because the bar's lease was up, he said they'd outgrown the old place and couldn't accommodate larger parties. "This'll be much better," he said.





*Michael Gouddou inside 65 Post St. 57 Post St. (Photo: Greg Upwall)*

Gouddou said DaDa will still serve up affordable happy hour drinks. But they're expanding hours to 8am–2am and will feature coffee and pastries in the morning, along with Irish coffees and other day-drinking specialties. They're also adding craft cocktails, like different types of Manhattans and old-fashioned. And if you want to work and sip, they'll have free wi-fi.

DaDa will continue to host art shows and fundraisers in conjunction with the student programs at the **De Young Museum** (<http://deyoung.famsf.org/>), and Gouddou said they're in talks with **City Lights Booksellers** (<http://www.citylights.com/>) to host quarterly literary events. They also plan to participate in City Lights' **Dada World Fair** (<http://www.dadaworldfair.net/#cover-page>), celebrating the 100th anniversary of Dada—a subversive, revolutionary and avant-garde art and poetry movement that grew out of a reaction to World War I. The event will run from November 1–13 this year.

DaDa is Gouddou's fourth bar in the city. He and Landregan first opened the Gallery Lounge at 510 Brannan St. in SoMa in 2004, then DaDa in 2006. In 2008, they opened Buck Tavern on Market and Gough, later selling it to former San Francisco Supervisor Chris Daly; they also sold the Gallery Lounge. Both bars are now closed; Gallery Lounge is now in business as Bar Basic.

DaDa's new space used to house a First National Bank, and before that, it was the Old Poodle Dog, which was **one of the city's oldest dining establishments** ([http://hoodline.com/2016/03/famous-fidi-restaurants-then-and-now?utm\\_source=story&utm\\_medium=web&utm\\_campaign=stories](http://hoodline.com/2016/03/famous-fidi-restaurants-then-and-now?utm_source=story&utm_medium=web&utm_campaign=stories)). Gouddou is excited that the new DaDa space is part of the building housing the **Mechanics**



**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

M&M Group Assets Inc.

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

65 Post St., San Francisco CA 94104-5002

3. LICENSE TYPE

48

4. TYPE OF BUSINESS

- |   |  |   |  |
|---|--|---|--|
| <input type="checkbox"/> Full Service Restaurant      | <input type="checkbox"/> Hofbrau/Cafeteria | <input checked="" 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 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

845,602

6. TOTAL NUMBER OF LICENSES IN COUNTY

275

On-Sale  Off-Sale

7. RATIO OF LICENSES TO POPULATION IN COUNTY

On-Sale  Off-Sale

8. CENSUS TRACT NUMBER

117

9. NO. OF LICENSES ALLOWED IN CENSUS TRACT

6

On-Sale  Off-Sale

10. NO. OF LICENSES EXISTING IN CENSUS TRACT

112

On-Sale  Off-Sale

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

12. DOES LAW ENFORCEMENT AGENCY MAINTAIN CRIME STATISTICS?

- Yes (Go to Item #13)  No (Go to Item #20)

13. CRIME REPORTING DISTRICT NUMBER

170

14. TOTAL NUMBER OF REPORTING DISTRICTS

653

15. TOTAL NUMBER OF OFFENSES IN ALL REPORTING DISTRICTS

53,160

16. AVERAGE NO. OF OFFENSES PER DISTRICT

81

17. 120% OF AVERAGE NUMBER OF OFFENSES

97

18. TOTAL NUMBER OF OFFENSES IN REPORTING DISTRICT

188

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

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: Board of Supervisors

**FOR DEPARTMENT USE ONLY**

PREPARED BY (Name of Department Employee)

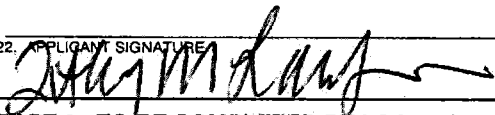
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**PART 2 - TO BE COMPLETED BY THE APPLICANT (If box #20b is checked)**

21. Based on the information on the reverse, the Department may approve your application if you can show that public convenience or necessity would be served by the issuance of the license. Please describe below the reasons why issuance of another license is justified in this area. You may attach a separate sheet or additional documentation, if desired. Do *not* proceed to Part 3.

*please see attached.*

22. APPLICANT SIGNATURE



23. DATE SIGNED

*3/15/16*

**PART 3 - TO BE COMPLETED BY LOCAL OFFICIALS (If box #20c is checked)**

The applicant named on the reverse is applying for a license to sell alcoholic beverages at a premises where undue concentration exists (i.e., an over-concentration of licenses and/or a higher than average crime rate as defined in Section 23958.4 of the Business and Professions Code). Sections 23958 and 23958.4 of the Business and Professions Code requires the Department to deny the application unless the local governing body of the area in which the applicant premises are located, or its designated subordinate officer or body, determines within 90 days of notification of a completed application that public convenience or necessity would be served by the issuance. Please complete items #24 to #30 below and certify or affix an official seal, or attach a copy of the Council or Board resolution or a signed letter on official letterhead stating whether or not the issuance of the applied for license would serve as a public convenience or necessity.

24. WILL PUBLIC CONVENIENCE OR NECESSITY BE SERVED BY ISSUANCE OF THIS ALCOHOLIC BEVERAGE LICENSE?

Yes

No

See Attached (i.e., letter, resolution, etc.)

25. ADDITIONAL COMMENTS, IF DESIRED (may include reasons for approval or denial of public convenience or necessity):

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Dept of Alcoholic Beverage Control  
San Francisco

26. CITY/COUNTY OFFICIAL NAME

27. CITY/COUNTY OFFICIAL TITLE

28. CITY/COUNTY OFFICIAL PHONE NUMBER

29. CITY/COUNTY OFFICIAL SIGNATURE

30. DATE SIGNED