




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 Catherine Stefani**  
**Supervisor Matt Dorsey**  
**Supervisor Joel Engardio**

**From:** Lt. Stephen Jonas #79   
Officer in Charge  
ALU/Permits Unit 415-553-9550

**Date:** July 17, 2024

**Subject:** P.C.N. Investigation Regarding: First Owner: Talldoor Entertainment, LLC.  
DBA: Reverb  
2801 Leavenworth St. Unit J32  
San Francisco CA. 94117  
ABC File # 90-658290

Talldoor Entertainment., operating as “Reverb”, has filed an application with the California Department of Alcoholic Beverage Control seeking a Type 90 (On Sale General Music Venue) license to be located at 2801 Leavenworth St. (located between Beach St. and Jefferson St.)

**Hours of Operation:**

9am to 2am each day of the week.

**Digest:**

“Talldoor Entertainment LLC.” would like to operate a Live Entertainment Venue to be located at 2801 Leavenworth St. If approved, this license will allow them to sell Wine, Beer, and Distilled Spirits.

**Letters of Protest**

0

**Letters of Support**

0

**Police Calls for Service:**

From April 23, 2023 to April 23 ,2024

**8 calls for service**

**Police Reports:**

From April 23, 2023 to April 23, 2024

**4 police reports**

**San Francisco Plot Information:**

This premise is located in Plot: **100**

A High Crime area is defined as **103** or more police reports in a plot for the year of **2023**.

This plot had 398 police reports for **2023**, which is 295 **Higher** than the **Citywide** **“High Crime”** average.

**State Census Tract Information:**

This premise is located in Census Tract: **102.02**

Population for this tract is: **2,000**

On-sale license authorized by census tract: **7**

Active on-sale licenses: 26 with 0 pending

Off-sale licenses authorized by census tract: **1**

Active off-sale licenses: 7 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.

**0** - Protest.

**0** - Support

ALU Recommendation: **Approval with the condition:**

1. 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 ABC-253.
2. The petitioner(s) shall be responsible for maintaining free of litter the area adjacent to the premises over which they have control, as depicted on ABC-253.
3. (1) Except as provided in Condition 2 below, no noise shall be audible beyond the area under the control of the licensee. (SF district office only).  
  
(2) Any noise caused by entertainment or amplified sound that is subject to the provisions of an active Entertainment Permit issued by the San Francisco Entertainment Commission shall be authorized in accordance with the limits established by that Entertainment Permit, including any limitation on hours during which entertainment or amplified sound is permitted. A violation of the entertainment or amplified sound noise conditions of the Entertainment Permit, as determined by the San Francisco Entertainment Commission (or any successor agency), shall be deemed to be a violation of this Condition. Any noise that is not subject to, or is beyond the scope of, the Entertainment Permit shall be subject to Condition 1 above.  
“Entertainment Permit” means any of the following: a Just Add Music permit, a Limited Live Performance permit, a Place of Entertainment permit, a Fixed Place

Amplified Sound permit, or any similar such permit issued by the San Francisco Entertainment Commission. (SF district office only)

4. At any time, the premise is providing live entertainment, the petitioner(s) shall have two (2) uniformed security guard(s) on the premises and shall maintain order therein to prevent any activity which would interfere with the quiet enjoyment of their nearby residents, or the surrounding community. The uniform security guards must be licensed by the State of California Department of Consumer Affairs.

