

From: [Carroll, John \(BOS\)](#)
To: [CPC.Referrals](#); [Salmonson, Joel \(POL\)](#); [David Villa-Lobos](#); [david.villalobossf@yahoo.com](#)
Cc: [Alabanza, Analyn@ABC](#); [amarjit.tamber@abc.ca.gov](#); [Wong, Joanne \(POL\)](#); [Jonas, Stephen \(POL\)](#); [Donovan, Dominica \(BOS\)](#); [Oropeza, Edgar \(CPC\)](#); [Chung Hagen, Sheila \(BOS\)](#); [Prager, Jackie \(BOS\)](#); [Ferrigno, Jennifer \(BOS\)](#); [Herrera, Ana \(BOS\)](#)
Subject: Liquor License Issuance - 2389 Mission Street - Bruno"s - BOS File No. 240046
Date: Monday, January 22, 2024 10:18:00 AM
Attachments: [image001.png](#)

Greetings,

The office of the Clerk of the Board has received a letter requesting public convenience or necessity findings for a liquor license issuance. I'm referring this matter to you for response via the following linked document:

[Referral Letter - Planning and Police Departments – January 22, 2024](#)

You may review the entire matter on our [Legislative Research Center](#) by following the link below:

-

[Board of Supervisors File No. 240046](#)

After receiving review from the Planning and Police Departments, the Public Safety and Neighborhood Services Committee may hear and consider public convenience or necessity findings for the application, to be forwarded to the California Department of Alcoholic Beverage Control for consideration in the license matter.

The Public Safety and Neighborhood Services Committee will tentatively schedule this hearing for a regular meeting in February of 2024.

I request the Planning Department's response before February 2, 2024. Please confirm receipt of this message.

You may review the fact sheet for public convenience or necessity requests from the San Francisco Board of Supervisors via the following link:

[Liquor License Public Convenience or Necessity Request](#)

Thanks for the review.

John Carroll
Assistant Clerk

Board of Supervisors
San Francisco City Hall, Room 244
San Francisco, CA 94102
(415)554-4445



Click [here](#) to complete a Board of Supervisors Customer Service Satisfaction form.

BOARD of SUPERVISORS



City Hall
1 Dr. Carlton B. Goodlett Place, Room 244
San Francisco 94102-4689
Tel. No. (415) 554-5184
Fax No. (415) 554-5163
TDD/TTY No. (415) 554-5227

LIQUOR LICENSE PUBLIC CONVENIENCE OR NECESSITY REFERRAL

TO: Planning Department
Attn: _____
Phone No. _____

DATE: January 22, 2024

AP Block/Lot Nos.: 3595/070

Zoning: Mission NCT 55-X

Quad: _____

Record No.: _____

TO: Police Department
Joel Salmonson
Phone No. (415) 553-1115

Please submit your response within two weeks. The Public Safety and Neighborhood Services Committee will tentatively schedule the PC or N hearing for a regular meeting in February 2024.

PLEASE EMAIL YOUR RESPONSE by February 2, 2024, to:

John Carroll, Public Safety and Neighborhood Services Committee Clerk.

john.carroll@sfgov.org ~ (415) 554-4445

Applicant name: Bruno's Management LLC

Business name: Bruno's

Application address: 2389 Mission Street

Applicant contact info: David Villa Lobos
415-559-6627
david_villalobos@sbcglobal.net
david.villalobosSF@yahoo.com

PLANNING REVIEW: ☐ Approval ☐ Denial

Planning Staff Contact: _____
(Please add comments on a trailing page.)

POLICE REVIEW: ☐ Approval ☐ Denial

(Please add comments in a trailing report.)

Attn: San Francisco Board of Supervisors
1 Dr. Carlton B. Goodlett Place Room 244
San Francisco, Ca. 94102

Re: Bruno's Bar
2389 Mission St.
San Francisco, Ca. 94110
(Type 90 Music Venue Liquor License)

Dear Honorable San Francisco Board of Supervisors,

Bruno's Bar has been a Mission district entertainment destination for decades. It's been nominated for a legacy business designation and is currently going through the application and approval process.

A Type 90 liquor license was suggested by the District Supervisor's office and OEWD as a way to save Bruno's from permanently closing. Bruno's had been operating with a type 47 liquor license; however, a type 47 was determined to be an inappropriate license for Bruno's. And because of the Mission RUD a new type 48 would not be permissible.

This is a business worth saving, but that can only be achieved with a type 90 license.

Extensive outreach has been performed, and with overwhelming support from the community, District Supervisor, Mayor's office of Economic Workforce Development.

It's our hope that you will support our application.

Proposed hours of operation 5:pm to 2:am Monday through Sunday.

Respectfully




David Villa-Lobos, Liquor license application consultant.

CLA CONSULTING

(415) 559.6627

david_villalobos@sbcglobal.net

david.villalobosSF@yahoo.com

RECEIVED
BOARD OF SUPERVISORS
SAN FRANCISCO
2024 JAN 16 AM 9:54
BY 

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 <i>Brund's Management LLC</i> | | | 3. LICENSE TYPE <i>90</i> | | |
| 2. PREMISES ADDRESS (Street number and name, city, zip code) <i>2389 Mission St., San Francisco, CA 94110</i> | | | | | |
| 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 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 checked="" type="checkbox"/> Other - describe: <i>On Sale General Music Venue</i> | | | | | |
| 5. COUNTY POPULATION <i>875,010</i> | | 6. TOTAL NUMBER OF LICENSES IN COUNTY <input type="checkbox"/> On-Sale <input type="checkbox"/> Off-Sale | | 7. RATIO OF LICENSES TO POPULATION IN COUNTY <i>293</i> <input checked="" type="checkbox"/> On-Sale <input type="checkbox"/> Off-Sale | |
| 8. CENSUS TRACT NUMBER <i>208.01</i> | | 9. NO. OF LICENSES ALLOWED IN CENSUS TRACT <i>12</i> <input checked="" type="checkbox"/> On-Sale <input type="checkbox"/> Off-Sale | | 10. NO. OF LICENSES EXISTING IN CENSUS TRACT <i>38</i> <input checked="" type="checkbox"/> On-Sale <input type="checkbox"/> 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?) <input checked="" type="checkbox"/> Yes, the number of existing licenses exceeds the number allowed <input type="checkbox"/> No, the number of existing licenses is lower than the number allowed | | | | | |
| 12. DOES LAW ENFORCEMENT AGENCY MAINTAIN CRIME STATISTICS? <input checked="" type="checkbox"/> Yes (Go to Item #13) <input type="checkbox"/> No (Go to Item #20) | | | | | |
| 13. CRIME REPORTING DISTRICT NUMBER <i>433</i> | | 14. TOTAL NUMBER OF REPORTING DISTRICTS <i>654</i> | | 15. TOTAL NUMBER OF OFFENSES IN ALL REPORTING DISTRICTS <i>54,049</i> | |
| 16. AVERAGE NO. OF OFFENSES PER DISTRICT <i>82.69</i> | | 17. 120% OF AVERAGE NUMBER OF OFFENSES <i>99.16</i> | | 18. TOTAL NUMBER OF OFFENSES IN REPORTING DISTRICT <i>243</i> | |
| 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) <input checked="" type="checkbox"/> Yes, the total number of offenses in the reporting district equals or exceeds the total number in item #17 <input type="checkbox"/> 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) | | | | | |
| <input type="checkbox"/> a. If "No" is checked in both item #11 and item #19, <u>Section 23958.4 B&P does not apply</u> 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. | | | | | |
| <input type="checkbox"/> 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 <u>applicant to complete Section 2</u> and bring the completed form to ABC when filing the application or as soon as possible thereafter. | | | | | |
| <input checked="" type="checkbox"/> 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 <u>applicant to take this form to the local governing body, or its designated subordinate officer or body to have them complete Section 3</u> . 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)

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.

22 APPENDANT SIGNATURE

23 DATE SIGNED

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?

1000

Yes

No

100

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

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

26 CITY,COUNTY OFFICIAL NAME

27 CITY/COUNTY OFFICIAL TITLE

28 CITY/COUNTY OFFICIAL PHONE NUMBER

29 CITY/COUNTY OFFICIAL SIGNATURE

30 DATE SIGNED

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

State of California

Richard Howard

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

File Number: **654814**
Receipt Number: **2853583**
Geographical Code: **3800**
Copies Mailed Date: **December 1, 2023**
Issued Date:

(415) 948-3839

DISTRICT SERVING LOCATION: SAN FRANCISCO

First Owner: BRUNO'S MANAGEMENT LLC
Name of Business: BRUNO'S
Location of Business: 2389 MISSION ST
SAN FRANCISCO, CA 94110-1813

County: SAN FRANCISCO

Is Premises inside city limits: Yes **Census Tract: 0208.01**

Mailing Address:(If different from premises address) 765 MARKET ST
#34H
SAN FRANCISCO, CA 94103-2040

Type of license(s): 90 **Dropping Partner: Yes ☐ No ☒**

Transferor's license/name:

| <u>License Type</u> | <u>Transaction Type</u> | <u>Master</u> | <u>Secondary LT And Count</u> | | |
|----------------------------------|--------------------------------|-----------------|-------------------------------|-------------|-------------|
| 90 - On-Sale General Music Venue | ORI | Y | | | |
| <u>License Type</u> | <u>Transaction Description</u> | <u>Fee Code</u> | <u>Dup</u> | <u>Date</u> | <u>Fee</u> |
| Application Fee | ADD PRIMARY LICENSE TYPE | NA | 0 | 12/01/23 | \$17,335.00 |
| 90 - On-Sale General Music Ven | ANNUAL FEE | P40 | 0 | 12/01/23 | \$1,355.00 |
| Total | | | | | \$18,690.00 |

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

STATE OF CALIFORNIA **County of SAN FRANCISCO**

Date: November 30, 2023

Applicant Name(s)

BRUNO'S MANAGEMENT LLC

RECEIVED
BOARD OF SUPERVISORS
SAN FRANCISCO
2023 DEC -6 PM 3:54
BY _____

Introduction Form

(by a Member of the Board of Supervisors or the Mayor)

I hereby submit the following item for introduction (select only one):

- ☐ 1. For reference to Committee (Ordinance, Resolution, Motion or Charter Amendment)
- ☐ 2. Request for next printed agenda (For Adoption Without Committee Reference)
(Routine, non-controversial and/or commendatory matters only)
- ☐ 3. Request for Hearing on a subject matter at Committee
- ☐ 4. Request for Letter beginning with "Supervisor _____ inquiries..."
- ☐ 5. City Attorney Request
- ☐ 6. Call File No. _____ from Committee.
- ☐ 7. Budget and Legislative Analyst Request (attached written Motion)
- ☐ 8. Substitute Legislation File No. _____
- ☐ 9. Reactivate File No. _____
- ☐ 10. Topic submitted for Mayoral Appearance before the Board on _____

The proposed legislation should be forwarded to the following (please check all appropriate boxes):

- ☐ Small Business Commission ☐ Youth Commission ☐ Ethics Commission
- ☐ Planning Commission ☐ Building Inspection Commission ☐ Human Resources Department

General Plan Referral sent to the Planning Department (proposed legislation subject to Charter 4.105 & Admin 2A.53):

- ☐ Yes ☐ No

(Note: For Imperative Agenda items (a Resolution not on the printed agenda), use the Imperative Agenda Form.)

Sponsor(s):

Clerk of the Board

Subject:

Liquor License Issuance - 2389 Mission Street - Bruno's

Long Title or text listed:

Hearing to consider that the issuance of a Type-90 on-sale general music venue liquor license to Bruno's Management LLC, to do business as Bruno's located at 2389 Mission Street (District 9), will serve the public convenience or necessity of the City and County of San Francisco.

Signature of Sponsoring Supervisor:

