

File No. 200971

Committee Item No. 1

Board Item No. 12

COMMITTEE/BOARD OF SUPERVISORS

AGENDA PACKET CONTENTS LIST

Comm: Public Safety & Neighborhood Services

Date: October 22, 2020

Board of Supervisors Meeting:

Date: November 3, 2020

Cmte Board

- | | | |
|--------------------------|-------------------------------------|--|
| <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"/> | Youth Commission Report |
| <input type="checkbox"/> | <input type="checkbox"/> | Introduction Form |
| <input type="checkbox"/> | <input 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 type="checkbox"/> | <input type="checkbox"/> | Application |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Public Correspondence |

OTHER

- | | | |
|-------------------------------------|-------------------------------------|--|
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <u>Police Department Response – October 15, 2020</u> |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <u>Planning Department Response – September 11, 2020</u> |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <u>Referral – August 26, 2020</u> |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <u>PC or N Request Letter – August 18, 2020</u> |
| <input type="checkbox"/> | <input type="checkbox"/> | <u>_____</u> |

Prepared by: John Carroll

Date: October 15, 2020

Prepared by: John Carroll

Date: October 30, 2020

1 [Liquor License Transfer - 553-561 Geary Street - Swig]

2

3 **Resolution determining that the transfer of a Type-48 on-sale general public**
4 **premises liquor license to Electrocelt Promotions Inc., doing business as Swig**
5 **at 553-561 Geary Street (District 6), will serve the public convenience or necessity**
6 **of the City and County of San Francisco; and requesting that the California**
7 **Department of Alcoholic Beverage Control impose conditions on the issuance of**
8 **the license.**

9

10 WHEREAS, Electrocelt Promotions Inc., is seeking the transfer of a Type-48 on-
11 sale general public premises liquor license to do business as Swig, located at 553-561
12 Geary Street (District 6); and

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

15 WHEREAS, The Police Department has filed zero protests and zero letters of
16 support with the Department of Alcoholic Beverage Control under California Business
17 and Professions Code, Section 24013, and recommends that the Department of
18 Alcoholic Beverage Control issue the liquor license with conditions; and

19 WHEREAS, The conditions recommended by the Police Department are the
20 following: 1) Sales, service and consumption of alcoholic beverages shall be permitted
21 only between the hours of 10:00 a.m. and 2:00 a.m. each day of the week; 2) No noise
22 shall be audible at any nearby residence; 3) Petitioner(s) shall actively monitor the area
23 under their control in an effort to prevent the loitering of persons on any property
24 adjacent to the licensed premises as depicted on ABC-253; and 4) The sale of alcoholic
25 beverages for consumption off the premises is prohibited; now, therefore, be it

1 RESOLVED, That in accordance with California Business and Professions Code,
2 Section 23958.4, the Board of Supervisors of the City and County of San Francisco
3 hereby determines that transfer of a Type-48 on-sale general public premises liquor
4 license to Electrocelt Promotions Inc., doing business as Swig, located at 553-561
5 Geary Street, will serve the public convenience or necessity of the City and County of
6 San Francisco; and, be it

7 FURTHER RESOLVED, That the Board of Supervisors of the City and County of
8 San Francisco hereby endorses and adopts the recommendations of the Police
9 Department listed above and recommends that the Department of Alcoholic Beverage
10 Control issue the license with those conditions.

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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 #1565, 87
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.

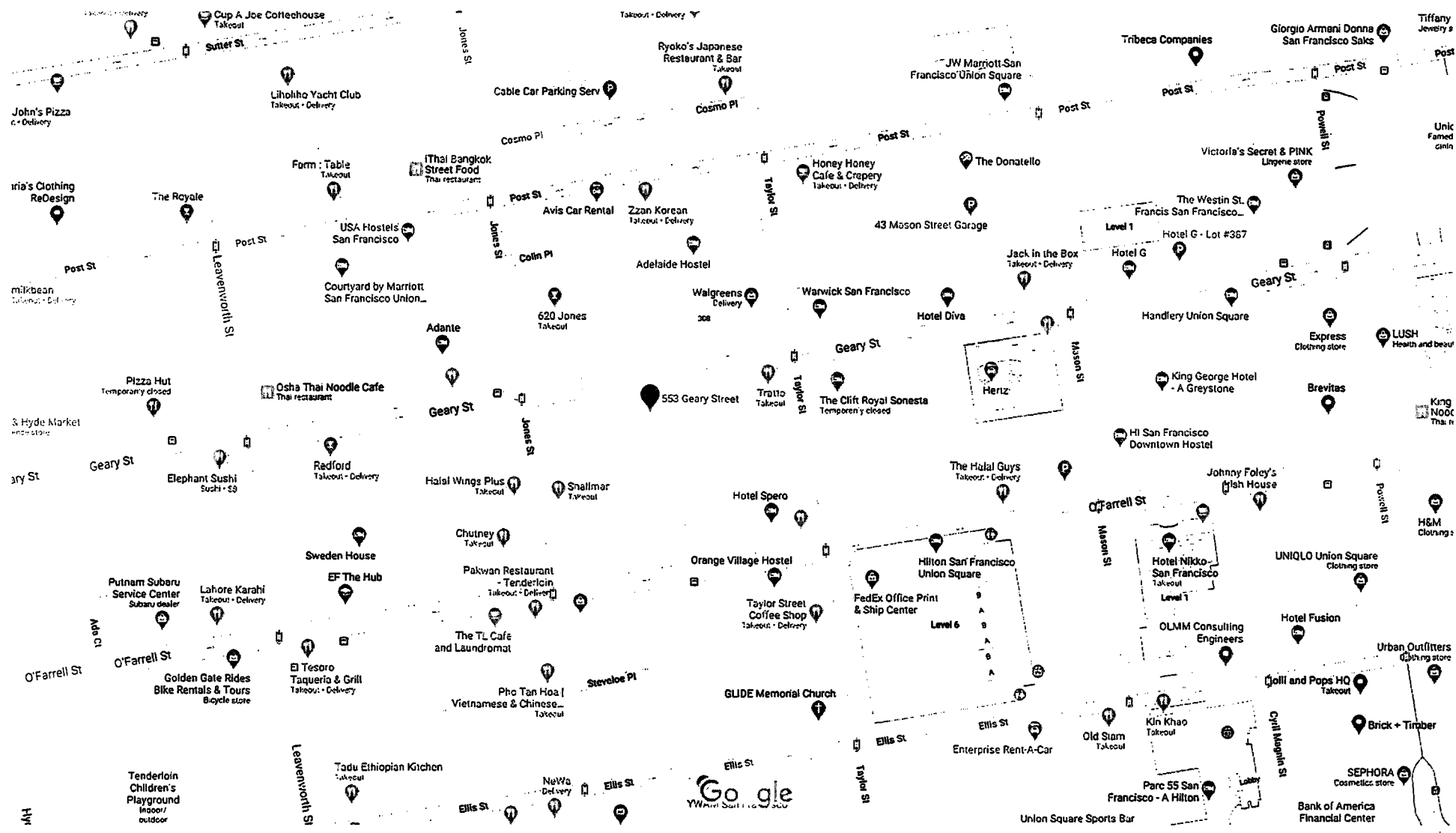
The petitioner(s) understand(s) that any violation of the foregoing condition(s) shall be grounds for the suspension or revocation of the license(s).

DATED THIS 10TH DAY OF OCTOBER, 2020.

[Signature]
Applicant/Petitioner

Applicant/Petitioner

553 Geary St



Map data ©2020 Google 100 ft

6/10





**LIQUOR LICENSE
PUBLIC CONVENIENCE OR
NECESSITY REFERRAL**

TO: Planning Department
Phone No. (415) 558-6371

DATE: August 26, 2020
AP Block/Lot Nos.: 0317/020

TO: Police Department
Inspector Georgia Sawyer
Phone No. (415) 553-9550

Zoning: RC-4
Quad: NE Planning Team
Record No.: _____

Please submit your response within three weeks; the Public Safety and Neighborhood Services Committee will tentatively schedule the PC or N hearing for a regular meeting in October of 2020.

PLEASE EMAIL YOUR RESPONSE BY: September 11, 2020, to John Carroll, Public Safety and Neighborhood Services Committee Clerk.
john.carroll@sfgov.org - Phone No: 554-4445

Applicant name: Electrocelt Promotions, Inc.

Business name: Swig

Application address: 553-561 Geary Street
San Francisco, CA 94102

Applicant contact info: Brian Sheehy
415-713-8182
brian@futurebars.com

PLANNING REVIEW: Approval Denial

Planning Staff Contact: _____

Please print review comments on a trailing page.

POLICE REVIEW: Approval Denial

Please print review comments in a trailing report.

From: [Botn, Kurt \(CPC\)](#)
To: [Carroll, John \(BOS\)](#)
Cc: [Langlie, Michelle \(CPC\)](#)
Subject: FW: Liquor License Transfer - 553-561 Geary Street - Swig
Date: Friday, September 11, 2020 11:06:40 AM
Attachments: [image001.png](#)
[553-561 Geary St.pdf](#)

Hi John,

Please see the attached referral. Comments are below.

Recommend approval type 48 (On Sale - General) retail sales and service use permitted on the ground floor in the RC-4 zoning District per PC Section 209.3.

Best,

Kurt Botn, Senior Planner
Flex-Team/Current Planning Division
San Francisco Planning

PLEASE NOTE MY NEW ADDRESS AND PHONE NUMBER AS OF AUGUST 17:

49 South Van Ness Avenue, Suite 1400, San Francisco, CA 94103

Direct: 628.652.7311 | www.sfplanning.org

[San Francisco Property Information Map](#)

IN ORDER FOR US TO MOVE, OUR OFFICE WILL BE CLOSED WITH NO ACCESS TO PHONES OR E-MAIL ON THURSDAY, AUGUST 13 and FRIDAY, AUGUST 14. WE APPRECIATE YOUR PATIENCE.

Due to COVID-19, San Francisco Planning is not providing any in-person services, but we are operating remotely. Our staff are [available by e-mail](#), and the Planning and Historic Preservation Commissions are convening remotely. The public is [encouraged to participate](#). Find more information on our services [here](#).

From: Langlie, Michelle (CPC) <michelle.langlie@sfgov.org>
Sent: Friday, September 11, 2020 10:03 AM
To: Botn, Kurt (CPC) <kurt.botn@sfgov.org>
Subject: FW: Liquor License Transfer - 553-561 Geary Street - Swig

FYI

Michelle M. Langlie (she/her/hers)
Senior Preservation Planner | PIC Specialist
Northeast Team | Current Planning
San Francisco Planning
49 South Van Ness Avenue, Suite 1400, San Francisco, CA 94103
Direct: 628.652.7410 | General Inquiries: pic@sfgov.org | www.sfplanning.org
[San Francisco Property Information Map](#)

Due to COVID-19, San Francisco Planning is not providing any in-person services, but we are operating remotely. Our staff are [available by e-mail](#), and



RECEIVED
BOARD OF SUPERVISORS
SAN FRANCISCO

2020 AUG 18 AM 9:46

BY 

SWIG LOUNGE & CAFE

August 3, 2020

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

Re: Electrocelt Promotions, Inc. dba Swig Lounge and Swig Café
California ABC Liquor License Transfer
553-561 Geary St., San Francisco, CA 94102

Public Convenience and Necessity Determination Request

*ABC Type 48 License—On-Sale General Public Premises
Premise to Premise Transfer from 561 Geary Street to 553-561 Geary
St., SF CA 94102 [expansion of public occupancy into adjacent cafe].*

Dear Ms. Calvillo:

This office represents Electrocelt Promotions Inc. (“Electrocelt”) dba **Swig Lounge and Swig Café**. My clients have applied to the California Department of Alcoholic Beverage Control (ABC) for a premise to premise transfer of their On-Sale General Public Premises license. This premise to premise transfer is to allow applicant to operate and sell alcohol beverages to the public in an adjacent café located in the same two-unit single-story building. This adjacent café, Olympic Café, is owned by applicant Electrocelt. Many decades ago, the two storefronts were one large restaurant and lounge, and there is presently a (sealed) doorway between the two spaces. My client’s presently have a type-41 beer and wine ABC license on the Olympic Café portion of the premises.

The expanded premise is located downtown near the Union Square shopping/ theater districts and has had a Type-40/ 41 and Type 48 license for over 35 years. Our Café serves traditional American breakfast and lunch and our customers range between early morning workers and local residents to foreign tourists and daytime shoppers. It is our intention to maintain the café with full meal service on the café side of the business. Technically, if this requested expansion is approved, the ABC will issue a Type-48 license to the current lounge area of the premises with a duplicate Type-47 (bonafide eating place license) to the Café portion of the building.

There are surrounding residences within 100 ft. of the café. The area is densely populated. Our location has been a full-service restaurant and has served the community

553- 553 Geary Street San Francisco, California 94102



well for many years. This request is to allow the expansion of Electrocelt's ABC Type-48 license privilege to allow the of selling of alcoholic beverages to the public in the Café portion or the premises. The existing Type-41 license will be canceled if the expansion is approved by this Board, and ABC.

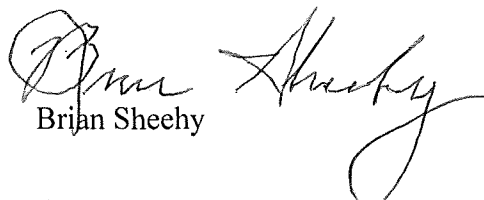
The area is properly zoned [RC-4] for this type of license and we do not foresee any problems with the San Francisco Police Department approving this change in the ABC license, with conditions. We have the support for this application from many of our neighbors, and are open to the imposition of conditions, if necessary, to this license. This restaurant is one of the few 'old school' cafés offering this type of food and beverages in the area, which means that the elderly do not have to travel as far to get a great glass of wine and a relaxing bite to eat. We will benefit many residents who might otherwise have to travel to another neighborhood for a similar experience. Our establishment also serves tourists with an all-American diner experience.

This café is locally owned, and thus revenue and taxes will stay in the community. An ABC license will also maintain jobs for local residents. This ABC license will allow us to remain open and we believe will sustain the pedestrian traffic to the café which keeps more eyes on the street and makes the neighborhood safer. There is no similar neighborhood café within several blocks,

The expanded Swig Café and Swig Lounge will give back to the community. Our hospitality group owns several bars, included Local Edition and Bourbon and Branch. We have always raised money for charities and intend to donate food and monies to several charities including National Night Out, Irish Immigration Pastoral Center, and The Community Housing Partnership. Allowing this license to issue to this location, in accordance with § 23958.4 of the California Business and Professions code, will allow the residents and tourists from the surrounding neighborhood to have a quality meal with the choice of draft beer, a glass of wine or a cocktail. . It will be a much-appreciated feature to our menu. Approval of this license will definitely serve the public convenience and necessity of our neighbors and of the people of the City and County of San Francisco, California.

Thank you in advance for your consideration of this request.

Yours Truly,


Brian Sheehy

553- 553 Geary Street San Francisco, California 94102

From: [Michael Nulty](#)
To: [Carroll, John \(BOS\)](#)
Subject: 10-22-20 Public Safety Committee Public Comment
Date: Friday, October 23, 2020 8:08:59 AM
Attachments: [3-PartyFoodServices_NOMBA.pdf](#)
[LatinxCommunity_COVID_MN.pdf](#)
[TheSwigType48.pdf](#)

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Michael Nulty

P.O. Box 420782
San Francisco, CA 94142-0782
(415) 339-8327 - Direct
(415) 339-8779 - Alliance for a Better District 6
(415) 339-8683 - Central City Democrats
(415) 937-1289 - North of Market Business Association
(415) 820-1412 - Tenderloin Futures Collaborative
<http://abd6.cfsites.org/>

Michael Nulty
P.O. Box 420846
San Francisco, Ca 94142

10/22/20

Board of Supervisors Land Use Committee

The Swig-Public comment

My name is **Michael Nulty**, I am a community organizer and Executive Director of the Alliance for a Better. We review Land Use issues and Public Safety issues.

We did a site visit of **the Swig** businesses

We talked directly to the Brian Sheehy to hear what the plans are for the Type 48 license.

I reached out to our community partners and members to get their feedback during COVID. We were able to come to consensus of our recommendation.

I was directed by my fellow board members to make an approval recommendation that the Swig will serve the convenience and necessity of the public.

The **Alliance for a Better District 6** has a good relationship with Future Bards since their first bar opening on 6th Street. We have collaborated on various community issues like:

- Improving transit lines
- Public Safety
- Night Life entertain
- Permits and Development plans

The Alliance For A Better District 6 is in full support of the Swig's Type 48 request for approval of their request from both ABC and the San Francisco Board of Supervisors

Also I am providing a personal endorsement as a 45 year community organizer/leader with the affiliations of over 130 causes and served on 21 Board of Directors in San Francisco.

In Solidarity,

Michael Nulty
Community Leader
Native San Franciscan

From: [Michael Nulty](#)
To: [Carroll, John \(BOS\)](#)
Subject: Support for the Swig
Date: Thursday, October 22, 2020 9:57:52 AM

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Michael Nulty

P.O. Box 420846

San Francisco, Ca 94142

10/22/20

Board of Supervisors Land Use Committee

My name is Michael Nulty, I am a community organizer and Executive Director of the Alliance for a better. We receive Land Use issues and Public Safety issues.

We did a sight visit of the Swig business

We talked directly to the Brian Sheehy to hear what the plans are for the Type 48 license.

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that the Swig will serve the convenience and necessity of the public.

The Alliance for a Better District 6 has had a good relationship with Future Bards since their first bar opening on 6th Street. We have collaborated on various community issues like:

Improving transit lines

Public Safety

Night Life entertain

Permits and Development plans

The Alliance For A Better District 6 are in full support of the Swig's Type 48 request for approval of the their request from both ABC and the San Francisco Board of Supervisors

Also I am a proving a personal endorsement as a 45 year community organizer/leader with the affiliations of over 130 causes and 21 Board of Directors affiliations in San Francisco.

In Solidarity,

Michael Nulty

Community Leader

Native San Franciscan

Michael Nulty

P.O. Box 420782

San Francisco, CA 94142-0782

(415) 339-8327 - Direct

(415) 339-8779 - Alliance for a Better District 6

(415) 339-8683 - Central City Democrats

(415) 937-1289 - North of Market Business Association

(415) 820-1412 - Tenderloin Futures Collaborative

<http://abd6.cfsites.org/>

From: northofmarketplanningcoalition@yahoo.com
To: [Carroll, John \(BOS\)](#)
Subject: NOMPC support of a license that serves the community needs Swig
Date: Wednesday, October 21, 2020 5:32:14 PM
Attachments: [NOMPCofficialendorsement_Swig.pdf](#)

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Mr. Carroll please add our organizational letter support to the file.

Susan Bryan
Board Member
NOMPC, Inc.

North of Market Planning Coalition, Inc.
P.O. Box 426693
San Francisco, CA 94142-6693
northofmarketplanningcoalition@yahoo.com

October 20, 2020

Public Safety & Neighborhood Services
c/o City Hall
San Francisco, CA 94102

Re: Swig 533 Geary Street & The Olympic Cafe New Liquor License Type 48

Dear Pubic Safety and Neighborhood Safety Committee Members and Clerk:

The North of Market Planning Committee, Inc. was established to help deal with land use issues with in the North of Market are and we established the Tenderloin 2000 plan and other documents through a community planning process. NOMPC was established in 1999 and over the years our board members have engaged community issues around public safety, community building, and economic justice. NOMPC is in full support of we are writing to support of Swig application for a type 48 liquor license at 533 & 561 Geary Street, San Francisco, CA. The operator's representatives of Swig have talked with the community about their proposed business plans, and are already apart of the vibrant community.

The Olympic Cafe formerly King Louie's is the local breakfast/lunch cafes in San Francisco that serves big, hearty breakfasts and lunches at reasonable prices. And the new owners are experience and responsible business operators.

And the Swig Bar has been a long standing establishment that have served the needs of the lower nob hill residents and tourist for the union square communities.

North of Market Planing Coalition in full support of their request for a Type 48 liquor licenses as they become a welcomed addition to the Union Square area. We are aware of their proactive responses to make San Francisco a safer place for residents, patrons, and tourists.

Please place this letter in the projects file and share with the the full board. If there are any question about this letter please contact us.

Sincerely,



Susan Bryan
Board Member
North of Market Planing Coalition

From: [TAC](#)
To: [Carroll, John \(BOS\)](#)
Subject: Fw: A letter o Support for Swig Bar on Geary Street
Date: Wednesday, October 21, 2020 5:20:06 PM
Attachments: [RadogoULetterofSupport.pdf](#)

John: forgo to attach the letter!

Tenant Associations Coalition of San Francisco

P.O. Box 420846;
San Francisco, CA 94142-0846
415-339-8327 Voice / 415-820-1565 Fax
<http://15thanniversarytac.blogspot.com/>
<http://tenantassociationscoalition.blogspot.com/>
<http://groups.yahoo.com/group/TenantAssociationsCoalition/>
Serving San Francisco since September, 1997

----- Forwarded Message -----

From: Carroll, John (BOS) <john.carroll@sfgov.org>
To: TAC <tac_s_f@yahoo.com>
Sent: Wednesday, October 21, 2020, 05:08:45 PM PDT
Subject: RE: A letter o Support for Swig Bar on Geary Street

Thank you.

I'm adding your letters to the file and distributing to the PSNS membership.

John Carroll

From: TAC <tac_s_f@yahoo.com>
Sent: Wednesday, October 21, 2020 4:41 PM
To: Carroll, John (BOS) <john.carroll@sfgov.org>
Subject: A letter o Support for Swig Bar on Geary Street

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

John Carroll:

Enclosed is a letter of support for the Swig Bar on Geary Street which is on the

committees agenda on 10/22/20

TAC members

Tenant Associations Coalition of San Francisco

P.O. Box 420846;

San Francisco, CA 94142-0846

415-339-8327 Voice / 415-820-1565 Fax

<http://15thanniversarytac.blogspot.com/>

<http://tenantassociationscoalition.blogspot.com/>

<http://groups.yahoo.com/group/TenantAssociationsCoalition/>

Serving San Francisco since September, 1997

Radogo Uluinadave

566 Jones Street, #606
San Francisco, CA 94102

October 20, 2020

Public Safety & Neighborhood Services
City Hall
San Francisco, CA 94102

Re: Swig 533 & 561 Geary Street joint applications for a Type 48

Dear Public Safety & Neighborhood Services and Committee Secretary

I would personally like to support my neighborhood business the Swig bar and the Olympic Cafe. I have attended functions at the Swig and I have eaten under the previous owners of King Louie's restaurant, now The Olympic Cafe. I would love to have breakfasts at the restaurant since I do not have a kitchen at my place.

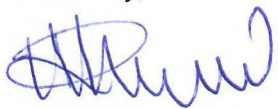
Swig's representative has talked with community members about their proposed business plans, and they are already apart of the neighborhood and they have proven to be a responsible businesses operators by already networking with a handful night time industry partners in San Francisco.

The Olympic Cafe is one of the last of the local breakfast/lunch cafes in San Francisco and serves big, hearty breakfasts and lunches at reasonable prices. And the new owners are experience business business operators

I am in support of their request for a Type 48 liquor licenses as they become a welcomed addition to the Union Square area and Lower nob hill area. I am aware of their proactive responses to making my neighborhood safer place for residents, patrons, and tourists. Just seeing that they provide a security guards in front of the bars one guard on Geary Street and two guards on Jones Street show me the commitment to the neighbors and the the patrons alike.

Please approve the permit and forward the requested with recommendation to the full board.
Thank you.

Sincerely,



Radogo Uluinadave

From: [NorthofMarket BusinessAssociation](#)
To: [Carroll, John \(BOS\)](#)
Subject: Fwd: The Swig Support for Type 48 License
Date: Wednesday, October 21, 2020 5:12:58 PM
Attachments: [NOMBASupportLetter10-20-20.doc](#)

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----- Forwarded message -----

From: **NorthofMarket BusinessAssociation** <northofmarketbusinesses@gmail.com>
Date: Wed, Oct 21, 2020 at 5:06 PM
Subject: The Swig Support for Type 48 License
To: <John.Carroll@sfgov.org>

Please add the support letter to the Board packet and let this become our public comment in this matter.

North of Market Business Association

P.O. Box 420846; San Francisco, CA 94142-0846
(415) 937-1289 Phone (415) 820-1565-Fax
nomba@att.net

October 20, 2020

Public Safety & Neighborhood Services Committee
City Hall
San Francisco, CA 94102

Re: Swig 533 Geary Street & The Olympic Cafe Type 48 Liquor License request

Dear Public Safety and Land Use Committee of SF Board of Supervisors members:

The North of Market Businesses Association (NOMBA) was established 13 years ago, we are writing to support of Swig application for a type 48 liquor license at 533 & 561 Geary Street, San Francisco, CA 94102. The operator's representatives of Swig have talked with community members about their proposed business plans, and are already apart of the community and have proven to be a responsible businesses operators by already networking with a handful night time industry partners and tourist industry in San Francisco. The operators of Swig have been very active in with fellow business owners. Brian Sheehy is on the Tenderloin Police Station CAC.

The Olympic Cafe is one of the last local breakfast/lunch cafes in San Francisco and serves big, hearty breakfasts and lunches at reasonable prices especially to local residents and tourists alike who do not have access to kitchens. And operates as a is adjoining business to the Swig in the same building on Geary Street. The Swig Bar has been a long-standing establishment that have served the needs of the lower nob hill residents and tourists for the union square area. The Swig continues to interact with the community like helping the 27 bus line, and getting public bathroom in the TL, the Geary BRT and is within the boundaries of the Union Square BID.

NOMPA is in full support of their request for a Type 48 liquor licenses as they become a welcomed addition to the Union Square area. We are aware of their proactive responses to make San Francisco a safer place for residents, patrons, and tourists.

If there are any questions about this letter please contact us.

Sincerely,

Karim Rantis
Co-Founder
North of Market Business Association

From: [86 Dwellers](#)
To: [Carroll, John \(BOS\)](#)
Subject: Attached is letter support for Swig Bar
Date: Wednesday, October 21, 2020 5:05:35 PM
Attachments: [86Dwellerstype 48 for Swig 10-21-2020.odt](#)

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200971 [Liquor License Transfer - 553-561 Geary Street - Swig] Hearing to consider that the transfer of a Type-48 on-sale general public premises liquor license to Electrocelt Promotions Inc., doing business as Swig at 553-561 Geary Street (District 6), will serve the public convenience or necessity of the City and County of San Francisco. (Public Safety and Neighborhood Services Committee)

86 Dwellers

P.O. Box 421949
San Francisco, CA 94142

October 20, 2020

Public Safety & Neighborhood Services
City Hall
San Francisco, CA 94102

Re: Swig 533 & 561 Geary Street joint applications for a Type 48

Dear Public Safety & Neighborhood Services and Committee Secretary

86 Dwellers would personally like to support my neighborhood business the Swig bar and the Olympic Cafe. We have attend functions at the Swig and we have eaten under the previous owners of King Louie's restaurant, now The Olympic Cafe. We would love to have breakfasts at the restaurant since many nearby residents and hotel guest do not have a kitchen in their place.

Swig's representative has talked with community members about their proposed business plans, and they are already apart of the neighborhood and have proven to be a responsible businesses operators by already networking with a handful night time industry partners in San Francisco.

86 Dwellers are in support of the Swig and King Louie's of their request for a Type 48 liquor licenses as they become a welcomed addition to the Union Square area and Lower nob hill area. I am aware of their proactive responses to making my neighborhood safer place for residents, patrons, and tourists. Just seeing that they provide a security guards in front of the bars on Geary and two bars on Jones show me the commitment to the neighbors and the the patrons alike. And there other involvement in the community.

Please approve the permit and forward the request with recommendation to the full board.
Thank you.

Sincerely,

Executive Committee

From: [TAC](#)
To: [Carroll, John \(BOS\)](#)
Subject: A letter o Support for Swig Bar on Geary Street
Date: Wednesday, October 21, 2020 4:43:38 PM

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John Carroll:

Enclosed is a letter of support for the Swig Bar on Geary Street which is on the committees agenda on 10/22/20

TAC members

Tenant Associations Coalition of San Francisco

P.O. Box 420846;

San Francisco, CA 94142-0846

415-339-8327 Voice / 415-820-1565 Fax

<http://15thanniversarytac.blogspot.com/>

<http://tenantassociationscoalition.blogspot.com/>

<http://groups.yahoo.com/group/TenantAssociationsCoalition/>

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From: [Michael Nulty](#)
To: [Carroll, John \(BOS\)](#)
Subject: Letters of support for The Swig on the Agenda 10/22/20
Date: Wednesday, October 21, 2020 4:35:19 PM
Attachments: [ABD6_SwigSuortLetter.pdf](#)
[NextDoor.comTenderloinsupporting_communityPartner_Swig.pdf](#)

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John Carroll:

Attached are two letters of support. Please place these letters into the file for the Board of Supervisors

Michael Nulty

P.O. Box 420782

San Francisco, CA 94142-0782

(415) 339-8327 - Direct

(415) 339-8779 - Alliance for a Better District 6

(415) 339-8683 - Central City Democrats

(415) 937-1289 - North of Market Business Association

(415) 820-1412 - Tenderloin Futures Collaborative

<http://abd6.cfsites.org/>



**Alliance for a Better District 6
P.O. Box 420782
San Francisco, CA 94142-0782**

October 20, 2020

Public Safety & Neighborhood Services
City Hall
San Francisco, CA 94102

Re: Swig 533 Geary Street & The Olympic Cafe Liquor License Request

Dear Public Safety & Neighborhood Services and Secretary

We the **Alliance for a Better District 6** is writing to support the **Swig's** request for a Type 48 liquor license at 533 & 561 Geary Street, SF, CA 94102 marks the gateway of the Tenderloin neighborhood and **Veteran's Alley**. The operator's representatives of Swig have talked with community members about their future business plans, and are already apart of the fabric of our community with proven history of responsible businesses operators by networking with a handful night time industry partners and community at large in San Francisco.

The **Olympic Cafe** is one of the last of the local breakfast/lunch cafes in San Francisco and provides big, hearty breakfasts and lunches at reasonable prices to both tourists and residents who do not have access to kitchens. Also the Swig Bar has been a long standing establishment that have served the needs of the lower nob hill residents and tourist for the union square area. The Swig has offer their space for community fundraisers.

The **Alliance for a Better District 6** is in full support of their request for a Type 48 liquor licenses as they become a welcomed addition to the Union Square area. The community needs to have an active businesses operators in this location. That is why we support the Swig to be able to operate 7 days a week on the fact that other businesses are open until then and their staff will be able to handle the anticipated patrons.

Sincerely,

Michael Nulty
Executive Director
Alliance for a Better District 6



October 20, 2020

San Francisco Board of Supervisors Public Safety & Neighborhood Services
c/o City Hall
San Francisco, CA 94102

Swig 533 Geary Street & The Olympic Cafe New Liquor License Type 48

Dear Public Safety and Neighborhood Safety Committee Members and Committee Clerk:

Nextdoor.com/Tenderloin is proud to write a letter of support for the Swig's request of a Type 48 liquor license which will serve the convenience of the community.

The Nextdoor.com/Tenderloin was established to serve as a way to network with the residents and other community stakeholders after the lost of Central City Extra the community neighborhood newspaper. 9 years ago community members volunteer their time to serve as moderators we have four moderators and currently 2,371 subscribers.

The Swig is the perfect kind of community partner it has hosted many community functions at their facilities and works closely with the nearby community with issues surrounding public safety, transportation, community development and many other community issues as they arise, The Swig management team has talked with the community at large about their proposed business plans, and are already apart of the vibrant community. The Olympic Cafe has provided reasonable priced menu for the community at large to enjoy.

Please place our letter of support in the projects file and share with the the full board of supervisors. If there are any question about this letter please contact us.

Sincerely,

S. L. Conley
Founding Moderator