

From: [Carroll, John \(BOS\)](#)
To: [Salmonson, Joel \(POL\)](#); [Wong, Joanne \(POL\)](#); [Jonas, Stephen \(POL\)](#)
Cc: [Alabanza, Analyn@ABC](#); [amarjit.tamber@abc.ca.gov](#); [Donovan, Dominica \(BOS\)](#); [Chung Hagen, Sheila \(BOS\)](#); [Prager, Jackie \(BOS\)](#); [Ferrigno, Jennifer \(BOS\)](#); [Herrera, Ana \(BOS\)](#); [CPC.Referrals](#); [Oropeza, Edgar \(CPC\)](#); [David Villa-Lobos](#); [david.villalobosf@yahoo.com](#); [VanHouten, Ben \(ECN\)](#)
Subject: RE: Liquor License Issuance - 2389 Mission Street - Bruno"s - BOS File No. 240046
Date: Monday, January 22, 2024 3:06:00 PM
Attachments: [image001.png](#)

Good afternoon,

The Planning Department has completed their review of the subject application, and has forwarded their recommendation for approval. For your convenience, I have the review available from the link below:

[Planning Dept. Response - Received January 22, 2024](#)

The matter is now awaiting review by the Police Department's ALU.

After receiving review from the Police Department, 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 their consideration in the license matter.

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

I invite you to review the entire matter on our [Legislative Research Center](#) by following the link below:

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

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.

The [Legislative Research Center](#) provides 24-hour access to Board of Supervisors legislation and archived matters since August 1998.

***Disclosures:** Personal information that is provided in communications to the Board of Supervisors is subject to disclosure under the California Public Records Act and the San Francisco Sunshine Ordinance. Personal information provided will not be redacted. Members of the public are not required to provide personal identifying information when they communicate with the Board of Supervisors and its committees. All written or oral communications that members of the public submit to the Clerk's Office regarding pending legislation or*

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: Edgar Oropeza
Phone No. _____
edgar.oropeza@sfgov.org
TO: Police Department
Joel Salmonson
Phone No. (415) 553-1115

DATE: January 22, 2024
AP Block/Lot Nos.: 3595/070
Zoning: Mission NCT 55-X
Quad: D9 / 10
Record No.: _____

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
Edgar Oropeza

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

POLICE REVIEW: Approval Denial
(Please add comments in a trailing report.)

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:

DISTRICT SERVING LOCATION: **SAN FRANCISCO** 3595/070
 First Owner: **BRUNO'S MANAGEMENT LLC** Dist 9
 Name of Business: **BRUNO'S** NCT
 Location of Business: **2389 MISSION ST** 2023-011117MIS
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

Pert ZA interpretation regarding proposed type 90s in the geography of the Mission RUSD-

a type 90s can be approved for existing establishments that already have another license (Type 47, 48, etc.) without impacting their established land uses (i.e., Nighttime Entertainment, General Entertainment, Restaurant, Bar, etc.).

E. Orpeza

12/12/2023

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 *Bruno's Management LLC*

2. PREMISES ADDRESS (Street number and name, city, zip code) *2389 Mission St., San Francisco, CA 94110*

3. LICENSE TYPE *90*

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/Cn Shop	<input type="checkbox"/> Convenience Market w/Gasoline	
<input checked="" type="checkbox"/> Other - describe: <i>On Sale General Music Venue</i>			

5. COUNTY POPULATION *875,010*

6. TOTAL NUMBER OF LICENSES IN COUNTY On-Sale Off-Sale

7. RATIO OF LICENSES TO POPULATION IN COUNTY *293* On-Sale Off-Sale

8. CENSUS TRACT NUMBER *208.01*

9. NO. OF LICENSES ALLOWED IN CENSUS TRACT *12* On-Sale Off-Sale

10. NO. OF LICENSES EXISTING IN CENSUS TRACT *38* 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 *433*

14. TOTAL NUMBER OF REPORTING DISTRICTS *654*

15. TOTAL NUMBER OF OFFENSES IN ALL REPORTING DISTRICTS *54,049*

16. AVERAGE NO. OF OFFENSES PER DISTRICT *82.69*

17. 120% OF AVERAGE NUMBER OF OFFENSES *99.16*

18. TOTAL NUMBER OF OFFENSES IN REPORTING DISTRICT *243*

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)

mt

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** *(415) 948-3839*
 Receipt Number: **2853583**
 Geographical Code: **3800**
 Copies Mailed Date: **December 1, 2023**
 Issued Date:

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 Location of Business: **2389 MISSION ST
 SAN FRANCISCO, CA 94110-1813**

County: **SAN FRANCISCO**
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STATE OF CALIFORNIA County of SAN FRANCISCO Date: November 30, 2023

Applicant Name(s)

BRUNO'S MANAGEMENT LLC

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

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:


f