



San Francisco Police Department  
**ABC Liaison Unit**



Alcoholic Beverage License -  
*Public Convenience or  
Necessity Recommendation*

**To:** The San Francisco Board of Supervisors' Committee on Neighborhood  
Services and Safety

**Supervisor David Campos**  
**Supervisor Eric Mar**  
**Supervisor Norman Yee**

**From:** Lieutenant Dave Falzon  
ABC Liaison Unit (ALU) 553-1049

**Date:** March 10, 2014

**Subject:** P.C.N. Investigation Regarding: Electric Resistance Society, LLC  
DBA: Monarch  
101-6th Street  
San Francisco, CA 94102  
(415) 279-8150

Mr. Tadd Cortell, on behalf of Monarch, has applied for a Type 48 (On-Sale General Public Premises) transfer for the premises located at 101-6th Street, in the South of Market District of San Francisco. This is not an actual transfer or relocation of the business, but merely an expansion. Monarch is adding approximately 400' feet to an adjacent space that became available to their premises. Monarch is currently conditioned by PCN file #100834 passed by resolution # 447-10 dated September 21, 2010. None of the current operating conditions will change or be removed.

It should be noted that during the application process, notification date for the 500' mailer was on March 19, 2014. The Notice to the Public was posted on March 17, 2014.

**Police Calls for Service:** From March 2013 to March 2014

**1 Police calls**

**Police Reports:** From March 2013 to March 2014

**5 Reports**

**San Francisco Plot Information:**

This premise is located in Plot **222**

A High Crime area is defined as **99** or more police reports in a plot for the year of 2013.

This plot had **408** police reports recorded for 2013.

Applicant's premises **is** located in a "**High Crime**" area.

**State Census Tract Information:**

This premise is located in Census Tract **176.01**

Population for this tract is: **7,630**

On-sale license authorized by census tract: **26**

Active on-sale licenses: **74**

Off-sale licenses authorized by census tract: **7**

Active off-sale licenses: **8**

Applicant's premise **is currently** located in an "**undue concentrated**" area.

**Letters of Protest:**

**None recorded** with the California Department of Alcoholic Beverage Control, (ABC).

**Letters of Support:**

**None recorded** with the California Department of Alcoholic Beverage Control, (ABC).

**Departmental Recommendation:**

ALU recommends approval.

1 [Liquor License Transfer, 101 – 6th Street]

2

3 **Resolution determining that the premise to premise transfer of a Type 48 on-sale**  
4 **general public premises liquor license from 101 - 6th Street to expansion of**  
5 **public occupancy into basement storage at 101 - 6th Street (District 6), to Mark E.**  
6 **Rennie for Playbar, Inc., dba The Room, will serve the public convenience or**  
7 **necessity of the people of the City and County of San Francisco, in accordance**  
8 **with Section 23958.4 of the California Business and Professions Code, with**  
9 **conditions.**

10

11 WHEREAS, Mark E. Rennie is seeking a transfer of a Type 48 on-sale general  
12 public premises liquor license from 101 - 6th Street to expansion of public occupancy  
13 into basement storage at 101 - 6th Street for Playbar, Inc., dba The Room; and,

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

16 WHEREAS, The Police Department recommends that the liquor license  
17 application be approved with conditions; now, therefore, be it

18 RESOLVED, That in accordance with Section 23958.4 of the California Business  
19 and Professions Code, the Board of Supervisors of the City and County of San  
20 Francisco hereby determines for the foregoing reasons that the transfer of a Type 48  
21 on-sale general public premises liquor license from 101 - 6th Street to expansion of  
22 public occupancy into basement storage at 101 - 6th Street to Mark E. Rennie for 1  
23 Playbar, Inc., dba The Room, will serve the public convenience or necessity of the  
24 people of the City and County of San Francisco.

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1           Conditions: (1) The sales, service, and consumption of alcoholic beverages  
2 shall be permitted only between the hours of 2:00 p.m. and 2:00 a.m. each day of the  
3 week on the main (ground) floor. The lower floor (basement level) shall permit the  
4 sales, service, and consumption of alcoholic beverages Sunday through Wednesday  
5 2:00 p.m. to 1:00 a.m. and 2:00 p.m. to 1:45 a.m. Thursday, Friday, and Saturday. The  
6 lower floor (basement level) may sell, service, and allow consumption of alcoholic  
7 beverages from 2:00 p.m. to 2:00 a.m. on New Year's Eve, Christmas Eve,  
8 Thanksgiving Eve, the Fourth of July, and the Sunday before Labor Day and Memorial  
9 Day only. (2) No noise shall be audible beyond the area under control of the licensee.  
10 (3) The sales, service and consumption of alcoholic beverages shall remain within the  
11 confines of the area depicted on the ABC form 257. (4) The sale of alcoholic  
12 beverages for consumption off the premises is strictly prohibited. (5) Petitioner shall  
13 not permit its patrons or the general public to loiter or congregate on the sidewalks  
14 adjacent to the licensed premises. The orderly standing of patrons in line to enter the  
15 premises shall not be considered loitering or unlawfully congregating. (6) Petitioner  
16 shall not make structural changes in the premises interior without prior written approval  
17 from the Department.

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City and County of San Francisco  
**Tails**  
**Resolution**

City Hall  
1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102-4689

**File Number:** 100834

**Date Passed:** September 21, 2010

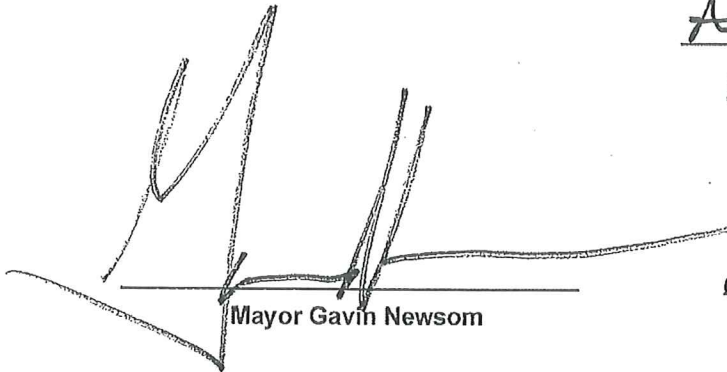
Resolution determining that the premise to premise transfer of a Type 48 on-sale general public premises liquor license from 101-6th Street to expansion of public occupancy into basement storage at 101-6th Street (District 6), to Mark E. Rennie for Playbar, Inc., dba The Room, will serve the public convenience or necessity of the people of the City and County of San Francisco, in accordance with Section 23958.4 of the California Business and Professions Code, with conditions.

September 21, 2010 Board of Supervisors - ADOPTED

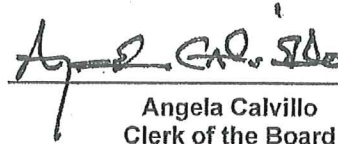
Ayes: 10 - Alioto-Pier, Avalos, Chiu, Chu, Daly, Dufty, Elsbernd, Mar, Maxwell and Mirkarimi  
Excused: 1 - Campos

File No. 100834

I hereby certify that the foregoing  
Resolution was ADOPTED on 9/21/2010 by  
the Board of Supervisors of the City and  
County of San Francisco.

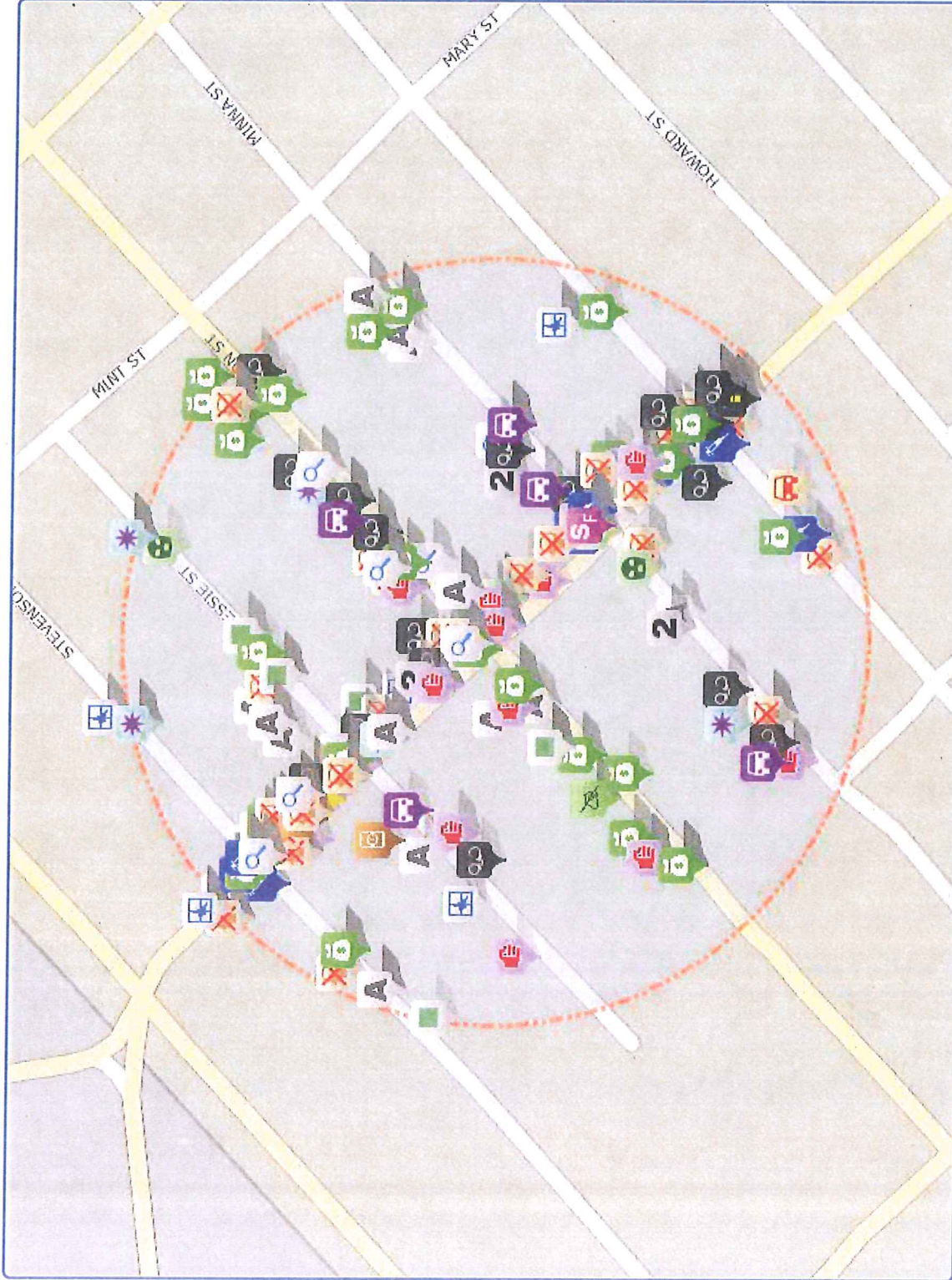


Mayor Gavin Newsom



Angela Calvillo  
Clerk of the Board

September 28, 2010  
Date Approved



Map Legend

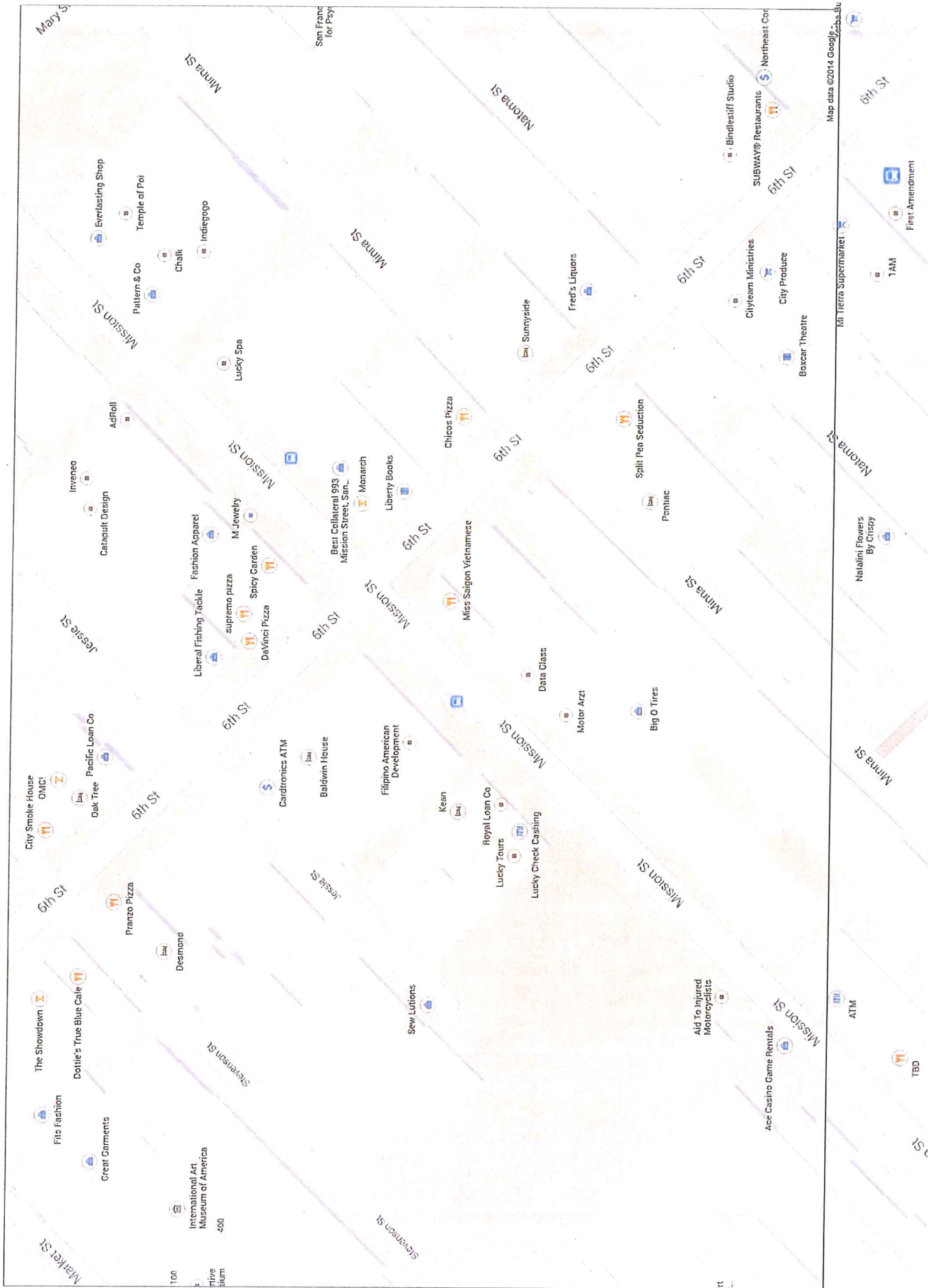
	Incidents (1967)
	Drug/Narcotic (283)
	Non-Criminal (259)
	Other Offenses (247)
	Warrants (230)
	Warrants (217)
	Larceny/Theft (182)
	Assault (159)
	Drunkenness (69)
	Vandalism (50)
	Missing Person (40)
	Robbery (40)
	Suspicious Occurrence (28)
	Burglary (24)
	Weapon Laws (23)
	Fraud (18)
	Forgery/Counterfeiting (15)
	Secondary Codes (14)
	Vehicle Theft (13)
	Liquor Laws (9)
	Trespassing (8)
	Arson (7)
	Kidnapping (7)
	Sex Offenses, Forcible (6)
	Recovered Vehicle (6)
	D.U.I. (3)
	Suicide (2)
	Disorderly Conduct (2)
	Homicide (2)
	Prostitution (2)
	Embezzlement (1)
	CrimeView Server

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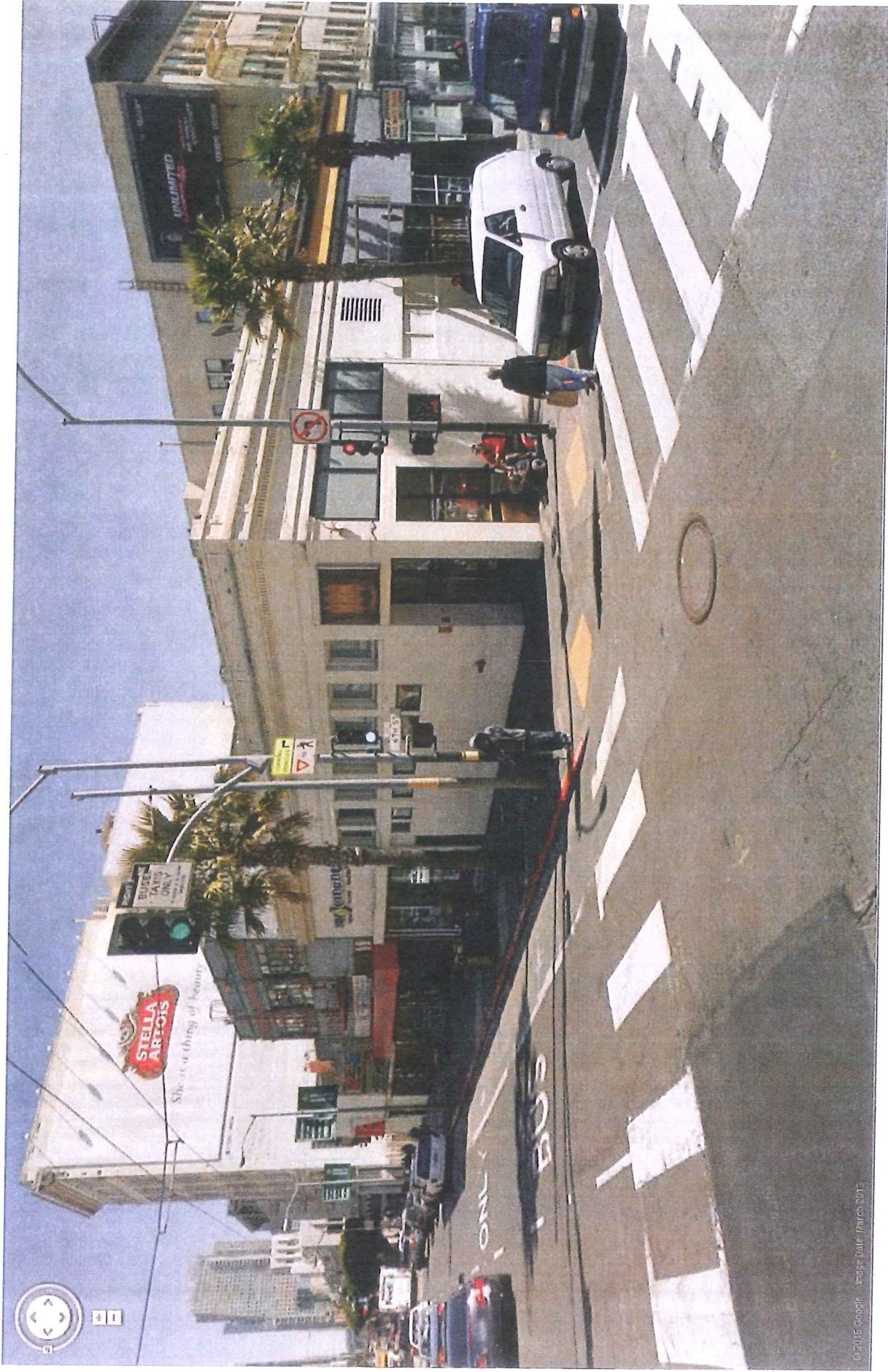


To see all the details that are visible on the screen, use the "Print" link next to the map.





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