

File No. 230021

Committee Item No. 1

Board Item No. 18

## COMMITTEE/BOARD OF SUPERVISORS

### AGENDA PACKET CONTENTS LIST

Committee: Public Safety and Ngbh Services

Date: March 9, 2023

Board of Supervisors Meeting:

Date: March 21, 2023

#### Cmte Board

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|-------------------------------------|-------------------------------------|--|
| <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 checked="" type="checkbox"/> | <input checked="" 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 / DRAFT Mills Act 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 type="checkbox"/>            | Public Correspondence                        |

#### OTHER

- |                                     |                                     |   |
|-------------------------------------|-------------------------------------|---|
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <u>Police Department Report – March 3, 2023</u>                   |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <u>Planning Department Review – January 18, 2023</u>              |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <u>PC or N Referral to Planning and Police – January 13, 2023</u> |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <u>PC or N Request Letter – January 10, 2023</u>                  |
| <input type="checkbox"/>            | <input type="checkbox"/>            | _____   |
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| <input type="checkbox"/>            | <input type="checkbox"/>            | _____   |
| <input type="checkbox"/>            | <input type="checkbox"/>            | _____   |
| <input type="checkbox"/>            | <input type="checkbox"/>            | _____   |

Prepared by: John Carroll

Date: March 3, 2023

Prepared by: John Carroll

Date: March 17, 2023

Prepared by: \_\_\_\_\_

Date: \_\_\_\_\_

1 [Liquor License Issuance - 1198 Pacific Avenue - Dapper]

2

3 **Resolution determining that the issuance of a Type-20 off-sale beer and wine**  
4 **liquor license to Dapper Nob Hill LLC, to do business as Dapper located at 1198**  
5 **Pacific Avenue (District 3) will serve the public convenience or necessity of the**  
6 **City and County of San Francisco, in accordance with California Business and**  
7 **Professions Code, Section 23958.4; and requesting that the California Department**  
8 **of Alcoholic Beverage Control impose no additional conditions on the issuance**  
9 **of the license.**

10

11 WHEREAS, Dapper Nob Hill LLC, is seeking the issuance of a Type-20 off-sale  
12 beer and wine liquor license to do business as Dapper, located at 1198 Pacific Avenue  
13 (District 3); and

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

16 WHEREAS, The Police Department has filed zero protests and zero letters of  
17 support with the Department of Alcoholic Beverage Control under California Business  
18 and Professions Code, Section 24013, and recommends that the Department of  
19 Alcoholic Beverage Control issue the liquor license with no additional conditions; now,  
20 therefore, be it

21 RESOLVED, That in accordance with California Business and Professions Code,  
22 Section 23958.4, the Board of Supervisors of the City and County of San Francisco  
23 hereby determines that the issuance of a Type-20 off-sale beer and wine liquor license  
24 to Dapper Nob Hill LLC, to do business as Dapper located at 1198 Pacific Avenue, will

25

1 serve the public convenience or necessity of the City and County of San Francisco; and,  
2 be it

3 FURTHER RESOLVED, That the Board of Supervisors of the City and County of  
4 San Francisco hereby endorses and adopts the recommendations of the Police  
5 Department listed above and recommends that the Department of Alcoholic Beverage  
6 Control issue the license with no additional conditions.

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**From:** [Carroll, John \(BOS\)](#)  
**To:** [Jemma Lester; paola@abclicensecompany.com](#)  
**Cc:** [CPC.Referrals](#); [Spycher, Dakota \(CPC\)](#); [Alabanza, Analyn@ABC](#); [amarjit.tamber@abc.ca.gov](#); [Donovan, Dominica \(BOS\)](#); [Angulo, Sunny \(BOS\)](#); [Yan, Calvin \(BOS\)](#); [Souza, Sarah \(BOS\)](#); [Hsu, Melody \(BOS\)](#); [Salmonson, Joel \(POL\)](#); [Wong, Joanne \(POL\)](#); [Jonas, Stephen \(POL\)](#)  
**Subject:** RE: Liquor License Issuance - 1198 Pacific Avenue - Dapper  
**Date:** Friday, March 3, 2023 9:58:00 AM  
**Attachments:** [image001.png](#)

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Good morning,

The Police Department has completed their review of the subject public convenience or necessity request and has forwarded their recommendations. For your convenience, I have the review available from the link below:

[Police Department Response – March 3, 2023](#)

The Police Department's ALU is recommending approval with no additional conditions.

**The Public Safety and Neighborhood Services Committee will hold a hearing on this matter on March 9, 2023. The meeting will begin at 10 a.m., and this will be the first agenda item.**

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

[Board of Supervisors File No. 230021](#)

Thanks for the review.

**John Carroll**

**Assistant Clerk**

Board of Supervisors

San Francisco City Hall, Room 244

San Francisco, CA 94102

(415) 554-4445

**(VIRTUAL APPOINTMENTS)** To schedule a virtual meeting with me (on Microsoft Teams), please ask and I can answer your questions in real time.

*Due to the current COVID-19 health emergency and the Shelter in Place Order, the Office of the Clerk of the Board is working remotely while providing complete access to the legislative process and our services.*



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



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 Caterine Stefani**  
**Supervisor Marr Dorsey**  
**Supervisor Joel Engardio**

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

**Date:** March 3, 2023

**Subject:** P.C.N. Investigation Regarding: Dapper Nob Hill, LLC  
DBA: Dapper  
1198 Pacific Ave.  
San Francisco, CA. 94133

Dapper Nob Hill, LLC, has filed an application with the California Department of Alcoholic Beverage Control seeking a Type 20 (Off-Sale Beer & Wine Premise) license to be located at 1198 Pacific Ave. (located between Jones St. and Taylor St.)

**Hours of Operation:**

7:00 am to 9:30 pm each day.

**Digest:**

Dapper Nob Hill, LLC would like to operate a deli/restaurant to be located at 1198 Pacific Ave. If approved, this license will allow them to sell Beer and Wine.

**Letters of Protest**

0

**Letters of Support**

0

**Police Calls for Service:**

From December 2021 to December 2022

**0 calls for service**

**Police Reports:**

From December 2021 to December 2022

**0 police reports**

**San Francisco Plot Information:**

This premise is located in Plot: **136**

A High Crime area is defined as **96** or more police reports in a plot for the year of **2021**.

This plot had 112 police reports for **2021**, which is 16 **higher** than the Citywide “**High Crime**” average

**State Census Tract Information:**

This premise is located in Census Tract: **108.00**

Population for this tract is: **4,573**

On-sale license authorized by census tract: **15**

Active on-sale licenses: 51 with 0 pending

Off-sale licenses authorized by census tract: **4**

Active off-sale licenses: 20 with 0 pending

**Departmental Recommendation:**

Points of consideration: **0**

No opposition from **Central Station**.

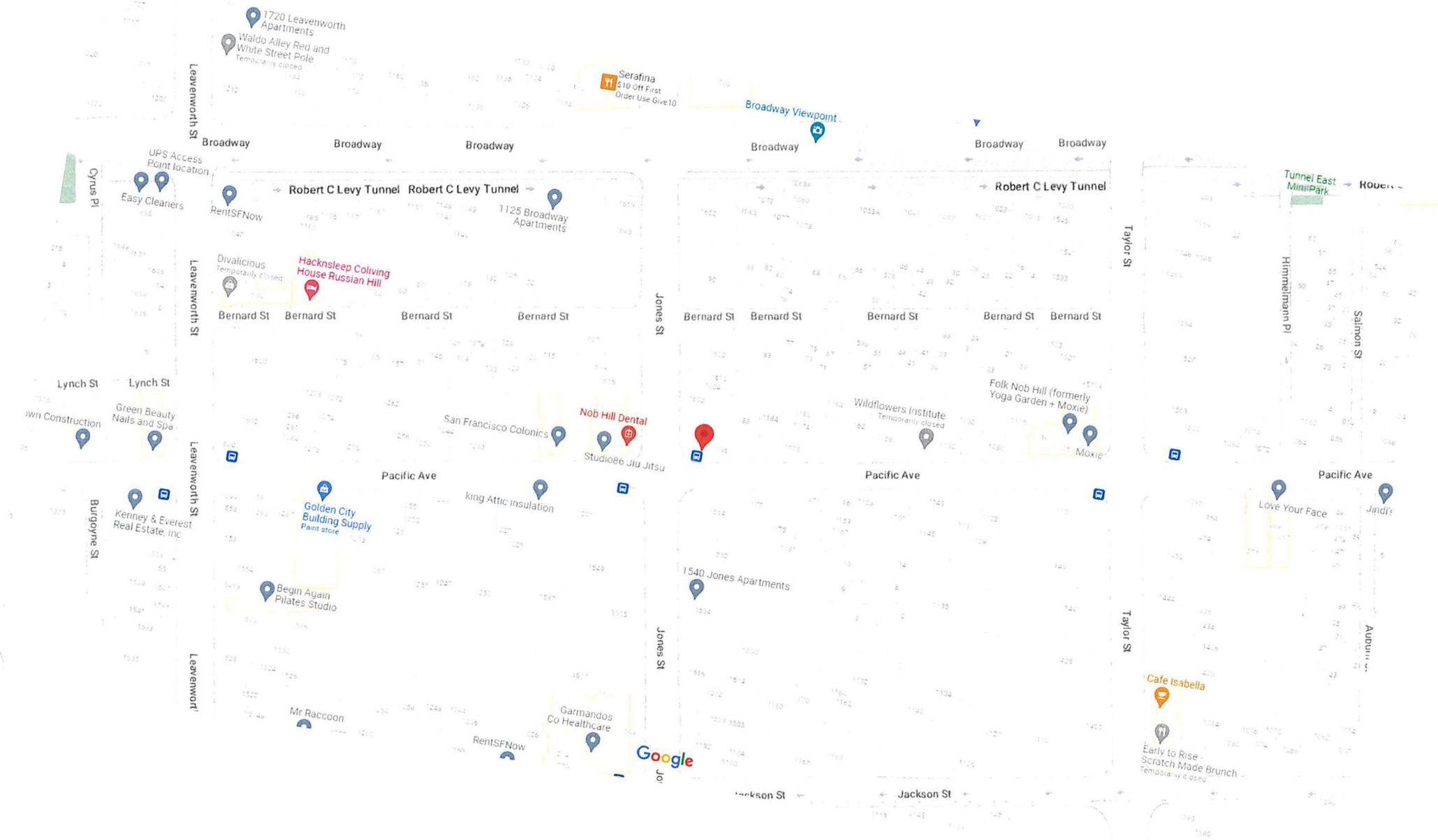
Applicant premise **is** located in a “**High Crime**” area.

Applicant premise **is** located in a “**High Concentration**” area.

**0** - Protest.

**0** - Support

ALU Recommendation: **Approval with no additional conditions.**



## Carroll, John (BOS)

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**From:** Carroll, John (BOS)  
**Sent:** Thursday, January 19, 2023 12:01 PM  
**To:** Salmonson, Joel (POL); Wong, Joanne (POL); Jonas, Stephen (POL)  
**Cc:** CPC.Referrals; Spycher, Dakota (CPC); Alabanza, Analyn@ABC; amarjit.tamber@abc.ca.gov; Donovan, Dominica (BOS); Angulo, Sunny (BOS); Yan, Calvin (BOS); Souza, Sarah (BOS); Hsu, Melody (BOS); paola@abclicensecompany.com; Jemma Lester  
**Subject:** RE: Liquor License Issuance - 1198 Pacific Avenue - Dapper  
**Categories:** 230021

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 18, 2023](#)

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 March of 2023.**

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

[Board of Supervisors File No. 230021](#)

Thanks for the review.

**John Carroll**  
**Assistant Clerk**  
Board of Supervisors  
San Francisco City Hall, Room 244  
San Francisco, CA 94102  
(415) 554-4445

**(VIRTUAL APPOINTMENTS)** To schedule a virtual meeting with me (on Microsoft Teams), please ask and I can answer your questions in real time.

*Due to the current COVID-19 health emergency and the Shelter in Place Order, the Office of the Clerk of the Board is working remotely while providing complete access to the legislative process and our services.*



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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: Dakota Spycher  
Phone No. (628) 652-7588

**DATE:** January 13, 2023

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

**AP Block/Lot Nos.:** 0157/021  
**Zoning:** Pacific Avenue NCD 40-X  
**Quad:** District 3 NE  
**Record No.:** 2022-011809MIS

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Please submit your response within three weeks. The Public Safety and Neighborhood Services Committee will tentatively schedule the PC or N hearing for the regular meeting of March 9, 2023.

**PLEASE EMAIL YOUR RESPONSE by February 3, 2023, to:**  
John Carroll, Public Safety and Neighborhood Services Committee Clerk.  
[john.carroll@sfgov.org](mailto:john.carroll@sfgov.org) ~ (415) 554-4445

---

**Applicant name:** Dapper Nob Hill LLC  
**Business name:** Dapper  
**Application address:** 1198 Pacific Avenue  
San Francisco, CA 94133

**Applicant contact info:** Paola Hurtado  
[paola@abclicensecompany.com](mailto:paola@abclicensecompany.com)  
510-788-5881 ext. 3  
Jemma Jorel Lester  
[jemma@abclicensecompany.com](mailto:jemma@abclicensecompany.com)  
510-788-5881 ext. 2

**PLANNING REVIEW:**  **Approval**  **Denial**  
Planning Staff Contact: Dakota Spycher, Dakota.Spycher@sfgov.org, (628) 652-7588  
(Please add comments on a trailing page.)

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



# San Francisco Planning

49 South Van Ness Avenue, Suite 1400  
San Francisco, CA 94103  
628.652.7600  
[www.sfplanning.org](http://www.sfplanning.org)

1/18/2023

Assistant Clerk of the Board of Supervisors  
City Hall  
1 Dr. Carlton B. Goodlett Place, Room 244  
San Francisco, CA 94102

Re: BOS referral - Liquor License Public Convenience or Necessity Referral for Dapper – 1198 Pacific Avenue  
Planning Department Files No. 2022-011809MIS

To Whom It May Concern:

The Planning Department is recommending approval of the attached ABC Type 20 (Off-Sale Beer & Wine) Licenses for a new General Grocery Store d.b.a. Dapper at 1198 Pacific Avenue. A General Grocery Store, as defined by Planning Code Section 102 is a Retail Sales and Service Use, which is principally permitted in the Pacific Avenue Neighborhood Commercial District per Planning Code Section 726.

If you have any questions related to Planning's evaluation, please contact me at 628-652-7588.

Sincerely,

*Dakota Spycher*

**Dakota Spycher, Assistant Planner**  
**District 3 | Current Planning Division**

San Francisco Planning Department  
49 South Van Ness Avenue, Suite 1400, San Francisco, CA 94103  
Direct: 628.652.7588 | [www.sfplanning.org](http://www.sfplanning.org)  
[San Francisco Property Information Map](#)

*Ms. Paula Hurtado*  
*consultant*

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

File Number: **644443**  
Receipt Number: **2765305**  
Geographical Code: **3800**  
Copies Mailed Date: **December 2, 2022**  
Issued Date:  
*(570) 788-5881x3*

DISTRICT SERVING LOCATION: **SAN FRANCISCO**

First Owner: **DAPPER NOB HILL LLC** 0157/021  
Name of Business: **DAPPER** Dist 3  
Location of Business: **1198 PACIFIC AVE** NCD  
**SAN FRANCISCO, CA 94133-4212** 2022-011809MIS

County: **SAN FRANCISCO**

Is Premises inside city limits? **Yes** Census Tract: **0108.00**

Mailing Address:(If different from premises address)

Type of license(s): **20** Dropping Partner: Yes  No

Transferor's license/name: **622842 / MATOURY, KANITHA**

<u>License Type</u>	<u>Transaction Type</u>	<u>Master</u>	<u>Secondary LT And Count</u>		
20 - Off-Sale Beer And Wine	PER/PRM	Y			
<u>License Type</u>	<u>Transaction Description</u>	<u>Fee Code</u>	<u>Dup</u>	<u>Date</u>	<u>Fee</u>
Application Fee	STATE FINGERPRINTS	NA	1	12/02/22	\$39.00
Application Fee	DBL TRF: PREMISES AND PERSON	NA	0	12/02/22	\$945.00
Application Fee	FEDERAL FINGERPRINTS	NA	1	12/02/22	\$24.00
20 - Off-Sale Beer And Wine	ANNUAL FEE	NA	0	12/02/22	\$415.00
Total					\$1,423.00

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: December 2, 2022

Applicant Name(s)

DAPPER NOB HILL LLC

Recommend Approval of ABC License Type 20 for Grocery, General, a Retail Sales and Service Use Principally Permitted in the Pacific Avenue Neighborhood Commercial NCD per PC Sec. 726. Area devoted to alcohol sales may not exceed 15% of the Occupied Floor Area of the establishment and shall operate with the specified conditions in Section 202.2(a)(1).

*Dakota Spycher*

Dakota.Spycher@sfgov.org (628) 652 -7588

## Dapper Nob Hill LLC

Dec 27, 2022

Alisa Somera, Legislative Deputy Director  
San Francisco Board of Supervisors  
1 Dr Carlton B. Goodlett Place  
City Hall, Room 244  
San Francisco, CA. 94102

Re: Liquor License "PCN" Request  
Type 20 Off Sale Beer & Wine, Pending License No: 20-644443  
1198 Pacific Avenue, San Francisco CA 94133

To the Clerk of the Board,

The purpose of this letter is to respectfully request to be placed on the Board's calendar for Public Convenience and Necessity approval with regard to our original Type 20 license. We are wishing to open a store and specialty deli physically located at 1198 Pacific Avenue, San Francisco in Nob Hill. We will sell beer and wine as a market, and also prepare to-go food items as a deli. We will provide a range of fine off-sale food and drink fitting local customer's preferences and needs.

The store is named Dapper Nob Hill. Dapper will not be your run of the mill corner store, ubiquitous to the city. Dapper will celebrate the traditional concept of a corner market – being accessible and selling staples. We will offer freshly made-to-order sandwiches, breakfast sandwiches, salads and avocado toast. We will also have a full-service espresso bar and drip coffee, and a streamlined selection of organic groceries, organic ice cream, organic frozen foods, healthy snacks and crackers, nontoxic cleaning products, laundry detergent, high-quality wine and beer, organic produce, and organic dairy. We will not be selling malt liquor of any sort, and will pride ourselves in carrying an extensive product line of wines.

We will be offering seven signature sandwiches – all made with house-made spreads, seasonal produce, and house-made pickles. We will offer five seasonal rotating salads, and four breakfast sandwich staples. The items offered at the deli will all be sourced from our great local purveyors and vendors. We plan to source bread from the Midwife + Baker, pastries from Neighbor Bakehouse, and coffee from Andytown Roasters in the Sunset. The meats will be sourced from Fra-Mani, Golden Gate Meats and Zoe's. The produce will be sourced from All Star organics, Brokaw Ranch, and Rojas Family Farms.

We feel most corner markets and delis in the city offer subpar commodity and heavily processed products. These run-of-the-mill corner stores tend to always be cluttered, selling sugary drinks and processed junk food. It's usually a disservice to the neighborhood; and we believe that, as operators, it is our responsibility to bring quality products and healthier options to a neighborhood. Not everyone has the luxury to go the supermarket every day. Our responsibility is to affect the fabric of our community and we won't take for granted how we can better the lives of our neighbors. Great neighborhoods like Russian and Nob Hill – where commercial storefronts are scarce – are prime examples of how important it is for an operator to be mindful of the products they sell in their market. Dapper is going to raise the bar on the perception of corner markets and become a neighborhood institution, where the neighbors will relish and be proud to say the shop is in their neighborhood.

1198 Pacific Avenue, San Francisco CA 94133

## Dapper Nob Hill LLC

The hours of operation will be 7 am to 9:30 pm Mon-Fri and 7:30 am to 10:00 pm Sat-Sun.

We seek the SF Board of Supervisor's affirmative ruling that our application serves the public convenience and necessity of our City. Please copy our ABC consultants Paola Hurtado & Jemma Jorel Lester on correspondence going forward.

Paola Horevicz Hurtado | [paola@abclicensecompany.com](mailto:paola@abclicensecompany.com) | 510-788-5881 ext. 3

Jemma Jorel Lester | [jemma@abclicensecompany.com](mailto:jemma@abclicensecompany.com) | 510-788-5881 ext. 2

Sincerely,



Linda Muhawieh, Manager  
Dapper Nob Hill LLC

# Dapper Nob Hill LLC

Dec 27, 2022

Alisa Somera, Legislative Deputy Director  
San Francisco Board of Supervisors  
1 Dr Carlton B. Goodlett Place  
City Hall, Room 244  
San Francisco, CA. 94102

Re: Liquor License "PCN" Request  
Original Type 42, Pending License No: 20-644443  
1198 Pacific Avenue, San Francisco CA 94133

To the Clerk of the Board,

The purpose of this letter is to respectfully request to be placed on the Board's calendar for Public Convenience and Necessity approval with regard to our original Type 20 license. We are wishing to open a store and specialty deli physically located at 1198 Pacific Avenue, San Francisco in Nob Hill. We will sell beer and wine as a market, and also prepare to-go food items as a deli. We will provide a range of fine off-sale food and drink fitting local customer's preferences and needs.

The store is named Dapper Nob Hill. Dapper will not be your run of the mill corner store, ubiquitous to the city. Dapper will celebrate the traditional concept of a corner market – being accessible and selling staples. We will offer freshly made-to-order sandwiches, breakfast sandwiches, salads and avocado toast. We will also have a full-service espresso bar and drip coffee, and a streamlined selection of organic groceries, organic ice cream, organic frozen foods, healthy snacks and crackers, nontoxic cleaning products, laundry detergent, high-quality wine and beer, organic produce, and organic dairy. We will not be selling malt liquor of any sort, and will pride ourselves in carrying an extensive product line of wines.

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We feel most corner markets and delis in the city offer subpar commodity and heavily processed products. These run-of-the-mill corner stores tend to always be cluttered, selling sugary drinks and processed junk food. It's usually a disservice to the neighborhood; and we believe that, as operators, it is our responsibility to bring quality products and healthier options to a neighborhood. Not everyone has the luxury to go the supermarket every day. Our responsibility is to affect the fabric of our community and we won't take for granted how we can better the lives of our neighbors. Great neighborhoods like Russian and Nob Hill – where commercial storefronts are scarce – are prime examples of how important it is for an operator to be mindful of the products they sell in their market. Dapper is going to raise the bar on the perception of corner markets and become a neighborhood institution, where the neighbors will relish and be proud to say the shop is in their neighborhood.

1198 Pacific Avenue, San Francisco CA 94133

RECEIVED  
BOARD OF SUPERVISORS  
SAN FRANCISCO  
2023 JAN 10 PM 4:17  
BY [Signature]

## Dapper Nob Hill LLC

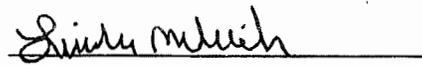
The hours of operation will be 7 am to 9:30 pm Mon-Fri and 7:30 am to 10:00 pm Sat-Sun.

We seek the SF Board of Supervisor's affirmative ruling that our application serves the public convenience and necessity of our City. Please copy our ABC consultants Paola Hurtado & Jemma Jorel Lester on correspondence going forward.

Paola Horevicz Hurtado | [paola@abclicensecompany.com](mailto:paola@abclicensecompany.com) | 510-788-5881 ext. 3

Jemma Jorel Lester | [jemma@abclicensecompany.com](mailto:jemma@abclicensecompany.com) | 510-788-5881 ext. 2

Sincerely,



Linda Muhawieh, Manager  
Dapper Nob Hill LLC

## **Carroll, John (BOS)**

---

**From:** Carroll, John (BOS)  
**Sent:** Friday, January 13, 2023 5:47 PM  
**To:** CPC.Referrals; Salmonson, Joel (POL)  
**Cc:** Alabanza, Analyn@ABC; amarjit.tamber@abc.ca.gov; Wong, Joanne (POL); Jonas, Stephen (POL); Angulo, Sunny (BOS); Yan, Calvin (BOS); Souza, Sarah (BOS); Hsu, Melody (BOS); Spycher, Dakota (CPC)  
**Subject:** Liquor License Issuance - 1198 Pacific Avenue - Dapper  
**Categories:** 230021

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 13, 2023](#)

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

[Board of Supervisors File No. 230021](#)

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 may tentatively schedule this hearing for a regular meeting in March of 2023.**

**I request the Planning Department's response before February 3, 2023. 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

**(VIRTUAL APPOINTMENTS)** To schedule a virtual meeting with me (on Microsoft Teams), please ask and I can answer your questions in real time.

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 13, 2023

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

**AP Block/Lot Nos.:** 0157/021  
**Zoning:** Pacific Avenue NCD 40-X  
**Quad:** District 3 NE  
**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 the regular meeting of March 9, 2023.

**PLEASE EMAIL YOUR RESPONSE by February 3, 2023, to:**  
John Carroll, Public Safety and Neighborhood Services Committee Clerk.  
[john.carroll@sfgov.org](mailto:john.carroll@sfgov.org) ~ (415) 554-4445

---

**Applicant name:** Dapper Nob Hill LLC  
**Business name:** **Dapper**  
**Application address:** 1198 Pacific Avenue  
San Francisco, CA 94133

**Applicant contact info:** Paola Hurtado  
[paola@abclicensecompany.com](mailto:paola@abclicensecompany.com)  
510-788-5881 ext. 3  
Jemma Jorel Lester  
[jemma@abclicensecompany.com](mailto:jemma@abclicensecompany.com)  
510-788-5881 ext. 2

**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.)

## Dapper Nob Hill LLC

Dec 27, 2022

Alisa Somera, Legislative Deputy Director  
San Francisco Board of Supervisors  
1 Dr Carlton B. Goodlett Place  
City Hall, Room 244  
San Francisco, CA. 94102

Re: Liquor License "PCN" Request  
Type 20 Off Sale Beer & Wine, Pending License No: 20-644443  
1198 Pacific Avenue, San Francisco CA 94133

To the Clerk of the Board,

The purpose of this letter is to respectfully request to be placed on the Board's calendar for Public Convenience and Necessity approval with regard to our original Type 20 license. We are wishing to open a store and specialty deli physically located at 1198 Pacific Avenue, San Francisco in Nob Hill. We will sell beer and wine as a market, and also prepare to-go food items as a deli. We will provide a range of fine off-sale food and drink fitting local customer's preferences and needs.

The store is named Dapper Nob Hill. Dapper will not be your run of the mill corner store, ubiquitous to the city. Dapper will celebrate the traditional concept of a corner market – being accessible and selling staples. We will offer freshly made-to-order sandwiches, breakfast sandwiches, salads and avocado toast. We will also have a full-service espresso bar and drip coffee, and a streamlined selection of organic groceries, organic ice cream, organic frozen foods, healthy snacks and crackers, nontoxic cleaning products, laundry detergent, high-quality wine and beer, organic produce, and organic dairy. We will not be selling malt liquor of any sort, and will pride ourselves in carrying an extensive product line of wines.

We will be offering seven signature sandwiches – all made with house-made spreads, seasonal produce, and house-made pickles. We will offer five seasonal rotating salads, and four breakfast sandwich staples. The items offered at the deli will all be sourced from our great local purveyors and vendors. We plan to source bread from the Midwife + Baker, pastries from Neighbor Bakehouse, and coffee from Andytown Roasters in the Sunset. The meats will be sourced from Fra-Mani, Golden Gate Meats and Zoe's. The produce will be sourced from All Star organics, Brokaw Ranch, and Rojas Family Farms.

We feel most corner markets and delis in the city offer subpar commodity and heavily processed products. These run-of-the-mill corner stores tend to always be cluttered, selling sugary drinks and processed junk food. It's usually a disservice to the neighborhood; and we believe that, as operators, it is our responsibility to bring quality products and healthier options to a neighborhood. Not everyone has the luxury to go the supermarket every day. Our responsibility is to affect the fabric of our community and we won't take for granted how we can better the lives of our neighbors. Great neighborhoods like Russian and Nob Hill – where commercial storefronts are scarce – are prime examples of how important it is for an operator to be mindful of the products they sell in their market. Dapper is going to raise the bar on the perception of corner markets and become a neighborhood institution, where the neighbors will relish and be proud to say the shop is in their neighborhood.

1198 Pacific Avenue, San Francisco CA 94133

## Dapper Nob Hill LLC

The hours of operation will be 7 am to 9:30 pm Mon-Fri and 7:30 am to 10:00 pm Sat-Sun.

We seek the SF Board of Supervisor's affirmative ruling that our application serves the public convenience and necessity of our City. Please copy our ABC consultants Paola Hurtado & Jemma Jorel Lester on correspondence going forward.

Paola Horevicz Hurtado | [paola@abclicensecompany.com](mailto:paola@abclicensecompany.com) | 510-788-5881 ext. 3

Jemma Jorel Lester | [jemma@abclicensecompany.com](mailto:jemma@abclicensecompany.com) | 510-788-5881 ext. 2

Sincerely,



Linda Muhawieh, Manager  
Dapper Nob Hill LLC

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San Francisco Board of Supervisors  
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1198 Pacific Avenue, San Francisco CA 94133

RECEIVED  
BOARD OF SUPERVISORS  
SAN FRANCISCO  
2023 JAN 10 PM 4:17  
BY [Signature]

## Dapper Nob Hill LLC

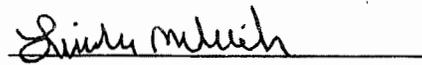
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Jemma Jorel Lester | [jemma@abclicensecompany.com](mailto:jemma@abclicensecompany.com) | 510-788-5881 ext. 2

Sincerely,



Linda Muhawieh, Manager  
Dapper Nob Hill LLC



CALIFORNIA DEPARTMENT OF

# Alcoholic Beverage Control

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**Report Date:** Friday, January 13, 2023

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## LICENSE INFORMATION

**License Number:** 644443 **Primary Owner:** DAPPER NOB HILL LLC

**Office of Application:** 24 - SAN FRANCISCO

## BUSINESS NAME

DAPPER

## BUSINESS ADDRESS

1198 PACIFIC AVE , SAN FRANCISCO, CA, 94133

**County:** SAN FRANCISCO **Census Tract:** 0108.00

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## LICENSEE INFORMATION

**Licensee:** DAPPER NOB HILL LLC

### Company Information

OFFICER: MUHAWIEH, LINDA TALAL (MANAGER)

MEMBER: MUHAWIEH, LINDA TALAL

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## LICENSE TYPES

Allow up to six weeks for expiration date updates after fee waiver or renewal fee

submittal.

## 20 - OFF-SALE BEER AND WINE

**License Type Status:** PENDING **Status Date:** 02-DEC-2022 **Term:** 12 Month(s)

**Original Issue Date:** **Expiration Date:** **Master:** Y **Duplicate:** **Fee Code:** P40

**Transfers:** From License Number: [20-622842](#)

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### OPERATING RESTRICTIONS:

No Operating Restrictions found

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### DISCIPLINARY ACTION:

No Active Disciplinary Action found

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### DISCIPLINARY HISTORY:

No Disciplinary History found.

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### HOLDS:

**Hold Type:** FORM 220 **Hold Date:** 02-DEC-2022

### ESCROWS:

No Escrow found

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

File Number: **644443**  
 Receipt Number: **2765305**  
 Geographical Code: **3800**  
 Copies Mailed Date: **December 2, 2022**  
 Issued Date:  
 (570) 788-5881x3

**DISTRICT SERVING LOCATION:** SAN FRANCISCO  
**First Owner:** **DAPPER NOB HILL LLC**  
**Name of Business:** **DAPPER**  
**Location of Business:** **1198 PACIFIC AVE**  
**SAN FRANCISCO, CA 94133-4212**  
**County:** **SAN FRANCISCO**  
**Is Premises inside city limits?** **Yes**  
**Mailing Address:** (If different from premises address)  
**Type of license(s):** **20**  
**Transferor's license/name:** **622842 / MATOURY, KANITHA**

Census Tract: **0108.00**

Dropping Partner: Yes  No

RECEIVED  
 BOARD OF SUPERVISORS  
 SAN FRANCISCO  
 2022 DEC -7 AM 9:07  
 BY *[Signature]*

License Type	Transaction Type	Master	Secondary LT And Count
20 - Off-Sale Beer And Wine	PER/PRM	Y	

License Type	Transaction Description	Fee Code	Dup	Date	Fee
Application Fee	STATE FINGERPRINTS	NA	1	12/02/22	\$39.00
Application Fee	DBL TRF: PREMISES AND PERSON	NA	0	12/02/22	\$945.00
Application Fee	FEDERAL FINGERPRINTS	NA	1	12/02/22	\$24.00
20 - Off-Sale Beer And Wine	ANNUAL FEE	NA	0	12/02/22	\$415.00
<b>Total</b>					<b>\$1,423.00</b>

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**

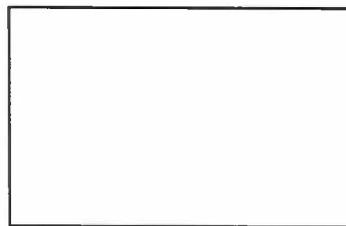
STATE OF CALIFORNIA County of SAN FRANCISCO Date: December 2, 2022

Applicant Name(s)

DAPPER NOB HILL LLC

## 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 - 1198 Pacific Avenue - Dapper

Long Title or text listed:

Hearing to consider that the issuance of a Type-20 off-sale beer and wine liquor license to Dapper Nob Hill LLC, to do business as Dapper located at 1198 Pacific Avenue (District 3) will serve the public convenience or necessity of the City and County of San Francisco.

Signature of Sponsoring Supervisor: 

230021