

**BOARD of SUPERVISORS**



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

November 20, 2020

AnalyN Alabanza  
California Department of Alcoholic Beverage Control  
33 New Montgomery St., Suite 1230  
San Francisco, CA 94105

**Subject: Board File No. 200971 - Liquor License Transfer - 553-561 Geary Street - Swig**

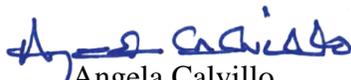
Dear Ms. Alabanza:

The attached is a Resolution from the San Francisco Board of Supervisors making a determination 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, will serve the public convenience or necessity for the City and County of San Francisco. Resolution No. 521-20 was adopted by the Board of Supervisors on November 3, 2020.

The Department of Alcohol Beverage Control is receiving this correspondence in accordance with California Business and Professions Code, Section 23958.4, affirming that the San Francisco Board of Supervisors recommends the California Department of Alcoholic Beverage Control impose conditions on the issuance of the license.

If you have any questions, please contact John Carroll, Assistant Clerk, at (415) 554-4445.

Sincerely,

  
Angela Calvillo  
Clerk of the Board

jec:em:ams

c: Georgia Sawyer, Police Department  
Rose Meyer, Department of Alcoholic Beverage Control  
Brian Sheehy, Electrocelt Promotions Inc.

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

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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.**

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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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City and County of San Francisco  
Tails  
Resolution

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

File Number: 200971

Date Passed: November 03, 2020

Resolution determining 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; and requesting that the California Department of Alcoholic Beverage Control impose conditions on the issuance of the license.

October 22, 2020 Public Safety and Neighborhood Services Committee - PREPARED IN COMMITTEE AS A RESOLUTION

October 22, 2020 Public Safety and Neighborhood Services Committee - RECOMMENDED

November 03, 2020 Board of Supervisors - ADOPTED

Ayes: 11 - Fewer, Haney, Mandelman, Mar, Peskin, Preston, Ronen, Safai, Stefani, Walton and Yee

File No. 200971

I hereby certify that the foregoing Resolution was ADOPTED on 11/3/2020 by the Board of Supervisors of the City and County of San Francisco.

Angela Calvillo  
Clerk of the Board

London N. Breed  
Mayor

Date Approved