

File No. 100913

Committee Item No. 1

Board Item No. 3

**COMMITTEE/BOARD OF SUPERVISORS
AGENDA PACKET CONTENTS LIST**

Committee: **City Operations & Neighborhood
Services Committee**

Date 4/11/11

Board of Supervisors Meeting

Date 4/19/11

LIQUOR LICENSE HEARING

Cmte Board

- | | | |
|-------------------------------------|-------------------------------------|----------------------------|
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Applicant's Letter |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Police Department Report |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Planning Department Report |
| <input type="checkbox"/> | <input type="checkbox"/> | Clerk's Correspondence |
| <input type="checkbox"/> | <input type="checkbox"/> | Public Correspondence |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Resolution |
| <input type="checkbox"/> | <input type="checkbox"/> | Other |

- _____
- _____
- _____
- _____
- _____
- _____

Completed by Gail Johnson

Date 4/7/11

Completed by *[Signature]*

Date 4/13/11

1 [Liquor License – 620 Treat Avenue]

2
3 **Resolution determining that the issuance of a Type 75 on-sale general brew-pub**
4 **liquor license to Anthony LaVia for Southern Pacific Brewing, LLC, located at 620**
5 **Treat Avenue (District 9), will serve the public convenience or necessity of the**
6 **people of the City and County of San Francisco, in accordance with Section**
7 **23958.4 of the California Business and Professions Code, with conditions.**

8
9 WHEREAS, Anthony LaVia is seeking the issuance of a Type 75 on-sale general
10 brew-pub liquor license for Southern Pacific Brewing, LLC, located at 620 Treat Avenue;
11 and,

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

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

16 RESOLVED, That in accordance with Section 23958.4 of the California Business
17 and Professions Code, the Board of Supervisors of the City and County of San
18 Francisco hereby determines for the foregoing reasons that the issuance of a Type 75
19 on-sale general brew-pub liquor license at 620 Treat Avenue, to Anthony LaVia for
20 Southern Pacific Brewing, LLC, will serve the public convenience and necessity of the
21 people of the City and County of San Francisco.

22 Conditions: (1) Sales, service and consumption of alcoholic beverages in the enclosed
23 dining room shall be until 10:00 a.m. and 12 midnight Sunday to Wednesday, and 10:00
24 a.m. to 2:00 a.m. Thursday to Saturday. (2) Sales, service and consumption of
25 alcoholic beverages in the opened patio shall be until 10 a.m. and 10 p.m. from Sunday

1 to Wednesday and 10 a.m. to 12 midnight on Thursday to Saturday. (3) The monthly
2 gross sales of alcoholic beverages shall not exceed the gross sales of food during the
3 same period. The licensee shall at all times maintain records which reflect separately
4 the gross sales of food and the gross sale of alcoholic beverages of the licensed
5 business. Said records shall be kept no less frequently than on a monthly basis and
6 shall be made available to the Department on demand. (4) Full and complete meals
7 must be served whenever the privileges of the license are being exercised. (5) 75% of
8 the premises floor space shall be designed and used for food consumption and must
9 possess the necessary tables, chairs, utensils and condiment dispensers with which to
10 serve meals to the public. (6) The sale of alcoholic beverages for off-sale consumption
11 is limited to 10:00 a.m. to 10:00 p.m. daily, to containers of no less than 1 (one) gallon in
12 size, which must be sealed at time of sale, i.e. shrink-wrapped, wax-sealed, etc. (7)
13 Noise ("noise is defined as any raucous sound that is produced in such a manner or to
14 such a degree as to disturb the peace, quiet, and comfort of persons in the
15 neighborhood") shall not be audible beyond the area under the control of the licensee
16 as depicted on ABC-257. (8) No person under the age of twenty-one (21) shall sell,
17 furnish, or deliver alcoholic beverages. (9) Loitering (loitering is defined as "to stand idly
18 about; linger aimlessly without lawful business") is prohibited on any sidewalks or
19 property adjacent to the licensed premises under the control of the licensee as depicted
20 on the ABC-257. (10) The petitioner(s) shall be responsible for maintaining free of litter
21 the area adjacent to the premises over which they have control. (11) Graffiti shall be
22 removed from the premises and all parking lots under the control of the licensee within
23 72 hours of application. If the graffiti occurs on a Friday or weekend day, or on a
24 holiday, the licensee shall remove the graffiti with 72 hours following the beginning of
25 the next weekday. (12) The exterior of the premises shall be equipped with lighting of

1 sufficient power to illuminate and make easily discernible the appearance and conduct
2 of all persons on or about the premises. Additionally, the position of such lighting shall
3 not disturb the normal privacy and use of any neighboring residences. (13) At no time
4 shall the licensee allow a third party promoter to have any control over the marketing,
5 management, operation, or staffing of this business.

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File # 100913

Southern Pacific Brewing LLC requests a PCN letter from the Board of Supervisors for our 75-Brewpub license application with ABC at 620 Treat Ave, SF. We feel our request for PCN letter should be approved as our project will provide multiple benefits to both the Mission District and City/County of San Francisco:

- Our establishment will provide locally made artisanal ales for both the Mission and the City, as part of a Bay Area movement towards locally-made and sustainable food & beverage sources.
- Our restaurant will serve lunch and dinner meals with quality local ingredients, and do so with lower price points in order to make these meals available to all classes of San Franciscans, especially Mission District residents
- Our patio will provide something San Francisco is seriously lacking in— places to eat and drink outdoors and enjoy the sun!
- We will provide jobs in the service industry that will support and enhance opportunity for local residents and support local initiatives like paid healthcare, employee leave, and a living wage
- We will also provide jobs in the Production/Distribution industry for our brewing operations employees, in accordance with the Eastern Neighborhoods Plan
- Both our retail and wholesale operations will contribute sales, excise, payroll and property taxes to the City in these times of budget cuts and deficits
- We intend to utilize the City's Green Building program for solar panels, insulation, and waste-reduction improvements once the program is fully established
- Our build-out will employ San Francisco contractors and builders only, putting the building and trades industry to work and keeping our dollars in the City
- We will be the pioneers of the Mission's brewing industry revival- getting our neighborhood back to the days when major breweries like Rainier, Hamm's, Lucky Lager, Milwaukee's Best and others provided local pride, blue collar jobs, and a healthy tax base for the City.

We hope that for the reasons listed above, our request for a PCN letter will be approved and we can bring the brewing industry back to the Mission and the City.

Thank you

Anthony LaVia, Member

Southern Pacific Brewing, LLC

415-200-6150

Mail: 1350 Dolores St, SF 94110

RECEIVED
BOARD OF SUPERVISORS
SAN FRANCISCO
2010 JUN 24 PM 2:38
BY *[Signature]*




San Francisco Police Department
ABC Liaison Unit

Alcoholic Beverage License -
*Public Convenience and
Necessity Determination*

To: The San Francisco Board of Supervisors' Committee on City Operations
& Neighborhood Services

Supervisor Avalos
Supervisor Mar
Supervisor Elsbernd

From: Inspector Dave Falzon 
Officer in Charge
ABC Liaison Unit (ALU) 553-1049

Date: April 8, 2011

Subject: P.C.N. Investigation Regarding: Mr. Anthony LaVia
Southern Pacific Brewing, LLC
620 Treat Avenue

Mr. Anthony LaVia on behalf of Southern Pacific Brewing, LLC has filed an application with the California Department of Alcoholic Beverage Control seeking a Type 23 (Small Beer Manufacture) and Type 75 (On-Sale General Brew Pub) licenses for 620 Treat Avenue (located between 19th Street and 20th Street).

Hours of Operation:

Sunday-Wednesday	10:00 a.m. – 12 Midnight
Thursday-Saturday	10:00 a.m. – 2:00 a.m.

Digest:

If approved, these licenses will allow the applicant to sell on-sale beer, wine and distilled spirits. These licenses have a food service requirement and those under the age of 21 are allowed in the premises.

Letters of Protest:

No Record

Letters of Support:

No Record

Police Calls for Service:

From April 2010 to April 2011

No Record

Police Reports:

From April 2010 to April 2011

No Record

San Francisco Plot Information:

This premise is located in Plot 434

654 Police Reports were recorded for this plot in 2009

This plot is 213 Police Report(s) *over* the citywide average (plus 20%) of 221 Police Reports.

State Census Tract Information:

This premise is located in Census Tract 228.01

Population for this tract is: 4676

On-sale license authorized by census tract: 15

Active on-sale licenses: 18 with 1 pending

Off-sale licenses authorized by census tract: 5

Active off-sale licenses: 6 with 0 pending

Departmental Recommendation:

Points of consideration:

No Opposition from Mission Station

Applicant premise is not located in a "high crime" area.

Applicant premise is located in an "undue concentration" area.

No Record of protest.

No Record of support.

Applicant supports conditions.

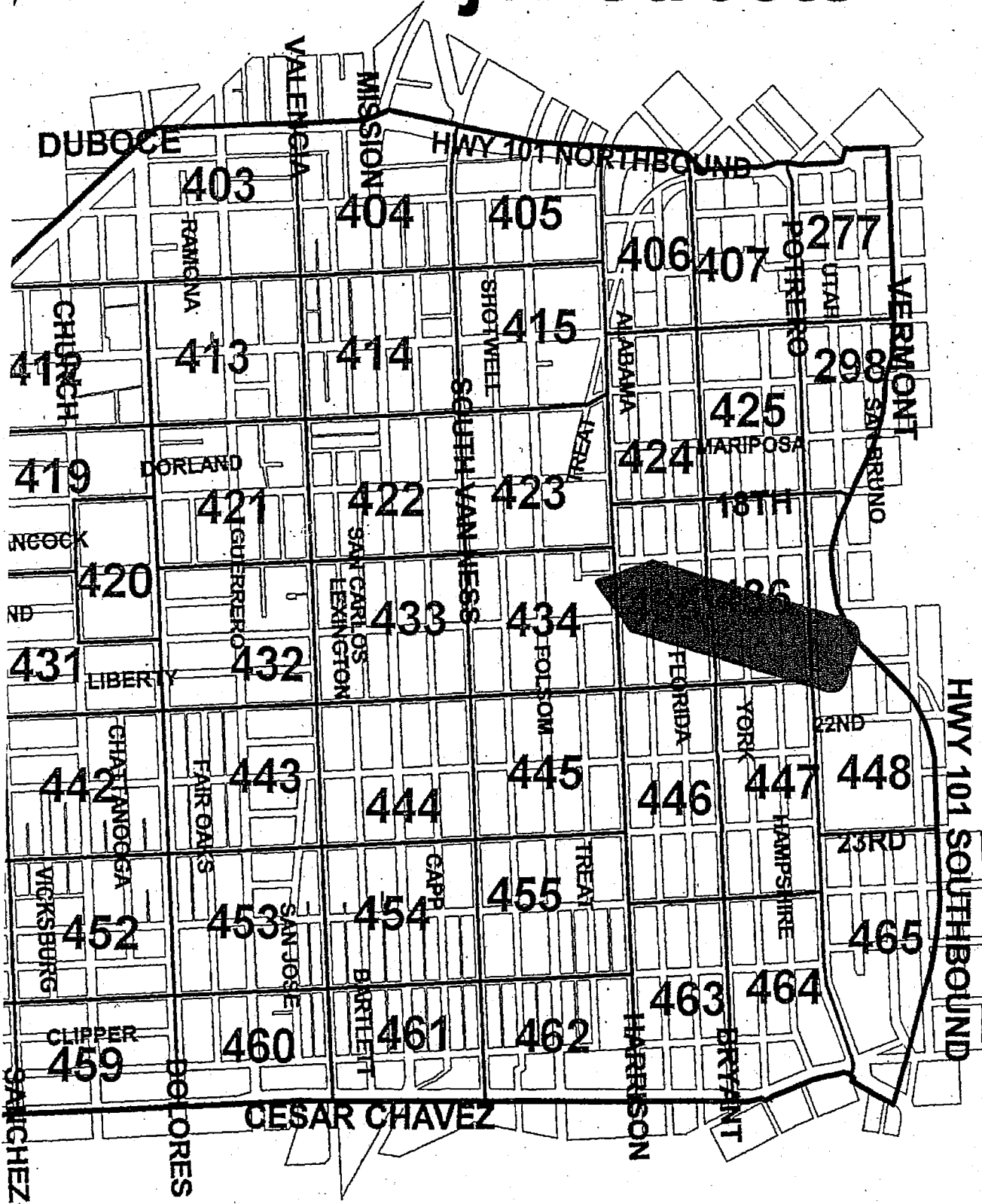
ALU Recommendation: Approval with Conditions

1. Sales, service and consumption of alcoholic beverages in the enclosed dining room shall be until 10:00 a.m. and 12 midnight Sunday to Wednesday, and 10:00 a.m. to 2:00 a.m. Thursday to Saturday.
2. Sales, service and consumption of alcoholic beverages in the opened patio shall be until 10 a.m. and 10 p.m. from Sunday to Wednesday and 10 a.m. to 12 midnight on Thursday to Saturday.
3. The monthly gross sales of alcoholic beverages shall not exceed the gross sales of food during the same period. The licensee shall at all times maintain records which reflect separately the gross sales of food and the gross sale of alcoholic beverages of the licensed business. Said records shall be kept no less frequently than on a monthly basis and shall be made available to the Department on demand.
4. Full and complete meals must be served whenever the privileges of the license are being exercised.
5. 75% of the premises floor space shall be designed and used for food consumption and must possess the necessary tables, chairs, utensils and condiment dispensers with which to serve meals to the public.

6. The sale of alcoholic beverages for off-sale consumption is limited to 10:00 a.m. to 10:00 p.m. daily, to containers of no less than 1 (one) gallon in size, which must be sealed at time of sale, i.e. shrink-wrapped, wax-sealed, etc.
 7. Noise ("noise is defined as any raucous sound that is produced in such a manner or to such a degree as to disturb the peace, quiet, and comfort of persons in the neighborhood") shall not be audible beyond the area under the control of the licensee as depicted on ABC-257, dated _____.
 8. No person under the age of twenty-one (21) shall sell, furnish, or deliver alcoholic beverages.
 9. Loitering (loitering is defined as "to stand idly about; linger aimlessly without lawful business") is prohibited on any sidewalks or property adjacent to the licensed premises under the control of the licensee as depicted on the ABC-257, dated _____.
 10. The petitioner(s) shall be responsible for maintaining free of litter the area adjacent to the premises over which they have control.
 11. Graffiti shall be removed from the premises and all parking lots under the control of the licensee within 72 hours of application. If the graffiti occurs on a Friday or weekend day, or on a holiday, the licensee shall remove the graffiti within 72 hours following the beginning of the next weekday.
 12. The exterior of the premises shall be equipped with lighting of sufficient power to illuminate and make easily discernible the appearance and conduct of all persons on or about the premises. Additionally, the position of such lighting shall not disturb the normal privacy and use of any neighboring residences.
 13. At no time shall the licensee allow a third party promoter to have any control over the marketing, management, operation, or staffing of this business.
- end.

MISSION DISTRICT

Plots & Major Streets



LIQUOR LICENSE REVIEW

RECEIVED

TO: Planning Department **File: 100913**
AnMarie Rodgers/CTYPLN/SFGOV.
Georgia Powell/CTYPLN/SFGOV@SFGOV.
Janice Shambra
Fax No: 558-6409

TO: Inspector Dave Falzon
Ken Stocker
Police Department
Fax No: 970-3088

MB# 1000731

DATE: July 14, 2010

This item is scheduled to be heard at a meeting on August 9, 2010. PLEASE E-MAIL YOUR RESPONSE BY: July 30, 2010 Victor Young, Clerk of City Operations and Neighborhood Services Committee.
Fax No: 554-7714 / victor.young@sfgov.org

SE

Applicant Name: Anthony LaVia
and Business Name: Southern Pacific Brewing, LLC
Applicant Address: 620 Treat Ave
and Phone No. 415-200-6150

*Zoning Umu
Block/Lot 3593 036*

PLANNING COMMENTS: Approval Denial

*Said use - liquor license type 75 (Brewpub) - Full Service
Restaurant use established per Building Permit Application
No. 2010/0305/4693. No DR request.*

POLICE COMMENTS: Approval Denial

