

File No. 151267 Committee Item No. 3
 Board Item No. 19

COMMITTEE/BOARD OF SUPERVISORS
 AGENDA PACKET CONTENTS LIST

Committee: Public Safety and Neighborhood Services Date March 10, 2016

Board of Supervisors Meeting Date March 27, 2016
 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 type="checkbox"/> | <input type="checkbox"/> | Introduction Form |
| <input checked="" type="checkbox"/> | <input checked="" 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/Agreement |
| <input type="checkbox"/> | <input type="checkbox"/> | Form 126 – Ethics Commission |
| <input type="checkbox"/> | <input type="checkbox"/> | Award Letter |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Application (PCN) |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Public Correspondence |

OTHER (Use back side if additional space is needed)

- | | | |
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| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <u>LL REFERRAL - 12.11.2015</u> |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <u>PLANNING RESPONSE - 01.21.2016</u> |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <u>POLICE RESPONSE - 03.03.2016</u> |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | <u>GRAY AREA PPT - 03.10.2016</u> |
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Completed by: Erica Major Date March 4, 2016
 Completed by: JAM Date 3/19/2016

1 [Liquor License - 2665 Mission Street]

2
3 **Resolution determining that the issuance of a Type 64 general theatre license to**
4 **Gray Area Foundation for the Arts, dba Gray Area, located at 2665 Mission Street**
5 **(District 9), will serve the public convenience or necessity of City and County of**
6 **San Francisco in accordance with California Business and Professions Code,**
7 **Section 23958.4, and recommending that the California Department of Alcoholic**
8 **Beverage Control impose conditions on the issuance of the license.**

9
10 WHEREAS, The Gray Area Foundation for the Arts is seeking the issuance of a
11 Type 64 general theatre license for Gray Area Foundation for the Arts, dba Gray Area
12 located at 2665 Mission Street (District 9); 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 (0) protests with the
16 Department of Alcoholic Beverage Control under California Business and Professions
17 Code, Section 24013, and recommends that the Department of Alcoholic Beverage
18 Control issue the liquor license with conditions; and

19 WHEREAS, The conditions recommended by the Police Department are the
20 following: 1) the sale of alcoholic beverages for consumption off the premises is strictly
21 prohibited; 2) alcoholic beverages shall be served in containers clearly distinguishable
22 from non-alcoholic beverage containers; 3) the sale of alcoholic beverages shall be
23 limited to no more than two beverages per person per sale; 4) sales, services, and
24 consumption of alcoholic beverages shall be exclusive to the first floor only; and 5) an
25 employee or security guard shall be assigned the responsibility of ensuring all alcoholic

1 beverages remain inside the permitted area whenever the privileges of the ABC license
2 are being exercised; now, therefore, be it

3 RESOLVED, That in accordance with California Business and Professions Code,
4 Section 23958.4, the Board of Supervisors of the City and County of San Francisco
5 hereby determines that the issuance of a Type 64 general theatre license to 2665
6 Mission Street (District 9), to the Gray Area Foundation for the Arts for The Grand
7 Theater, dba Gray Area, will serve the public convenience or necessity of the City and
8 County of San Francisco; and, be it

9 FURTHER RESOLVED, That the Board of Supervisors of the City and County of
10 San Francisco hereby endorses and adopts the recommendations of the Police
11 Department listed above and recommends that the Department of Alcoholic Beverage
12 Control issue the license with those conditions.

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San Francisco Police Department
ABC Liaison Unit



Alcoholic Beverage License -
*Public Convenience and
Necessity Recommendation.*

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

Supervisor Jane Kim
Supervisor John Avalos
Supervisor David Campos

From: Lieutenant Dave Falzon
Officer in Charge
ABC Liaison Unit (ALU) 415-837-7576

Date: March 3, 2016

Subject: P.C.N. Investigation Regarding: Gray Area Foundation For The Arts
DBA: Gray Area
2665 Mission Street, SF, 94110-3101
Seabrook Gobbins

Mr. Seabrook Gobbins on behalf of Gray Area Foundation for The Arts has filed an application with the California Department of Alcoholic Beverage Control seeking a -Type 64 (Special On-Sale General) License for 2665 Mission Street (located between 22nd Street and 23rd Street).

Hours of Operation:

Sunday thru Wednesday: 12:00pm until 12:00am
Thursday thru Saturday: 12:00pm until 2:00am

Digest:

Gray Area Foundation for The Arts is seeking to start a new theatre at 2665 Mission Street in San Francisco. Gray Area has been this business for 10 years and is relocating from the Tenderloin District. Gray Area is a non-profit theater that will also have an educational program. If approved, this license will allow Gray Area to sell on-sale Beer, Wine and Distilled Spirits in the theatre.

Letters of Protest:

No Record

Letters of Support:

No Record

Police Calls for Service:

From March 2014 to March 2015

16 calls for service

Police Reports:

From March 2014 to March 2015

2 police reports- Theft Reports

San Francisco Plot Information:

This premise is located in Plot 444

A High Crime area is defined as 98 or more police reports in a plot for the year of 2014.

This plot had 209 police reports for 2014, which is 111 over the Citywide "High Crime" average.

State Census Tract Information:

This premise is located in Census Tract: 209.00
Population for this tract is: 4,372

On-sale license authorized by census tract: 15
Active on-sale licenses: 48 with 0 pending

Off-sale licenses authorized by census tract: 4
Active off-sale licenses: 9 with 0 pending

Departmental Recommendation:

Points of consideration: 3

No opposition from Mission Station

Applicant premise is located in a "High Crime" area.

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

0 - Record of protest.

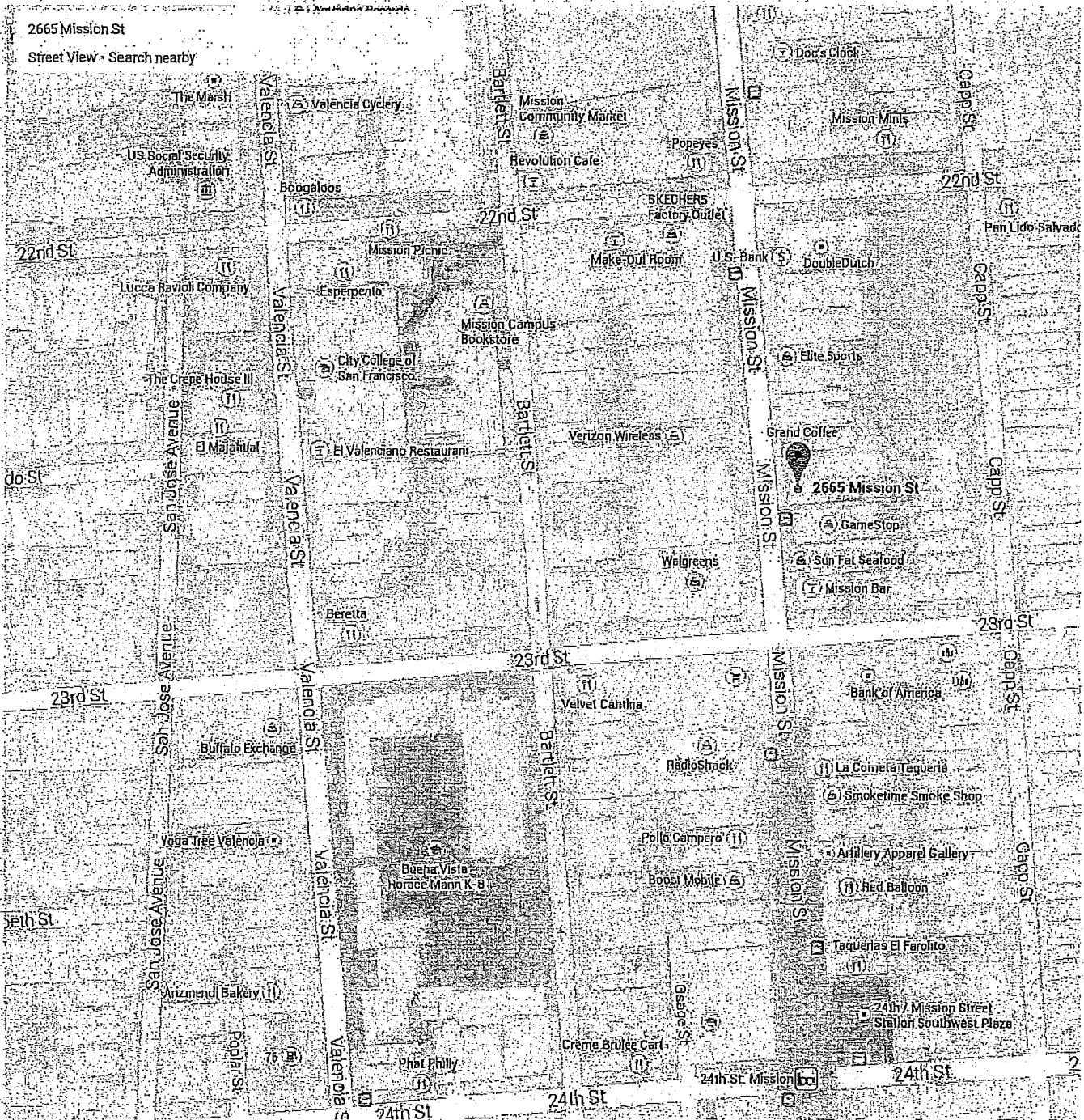
0 - Record of support.

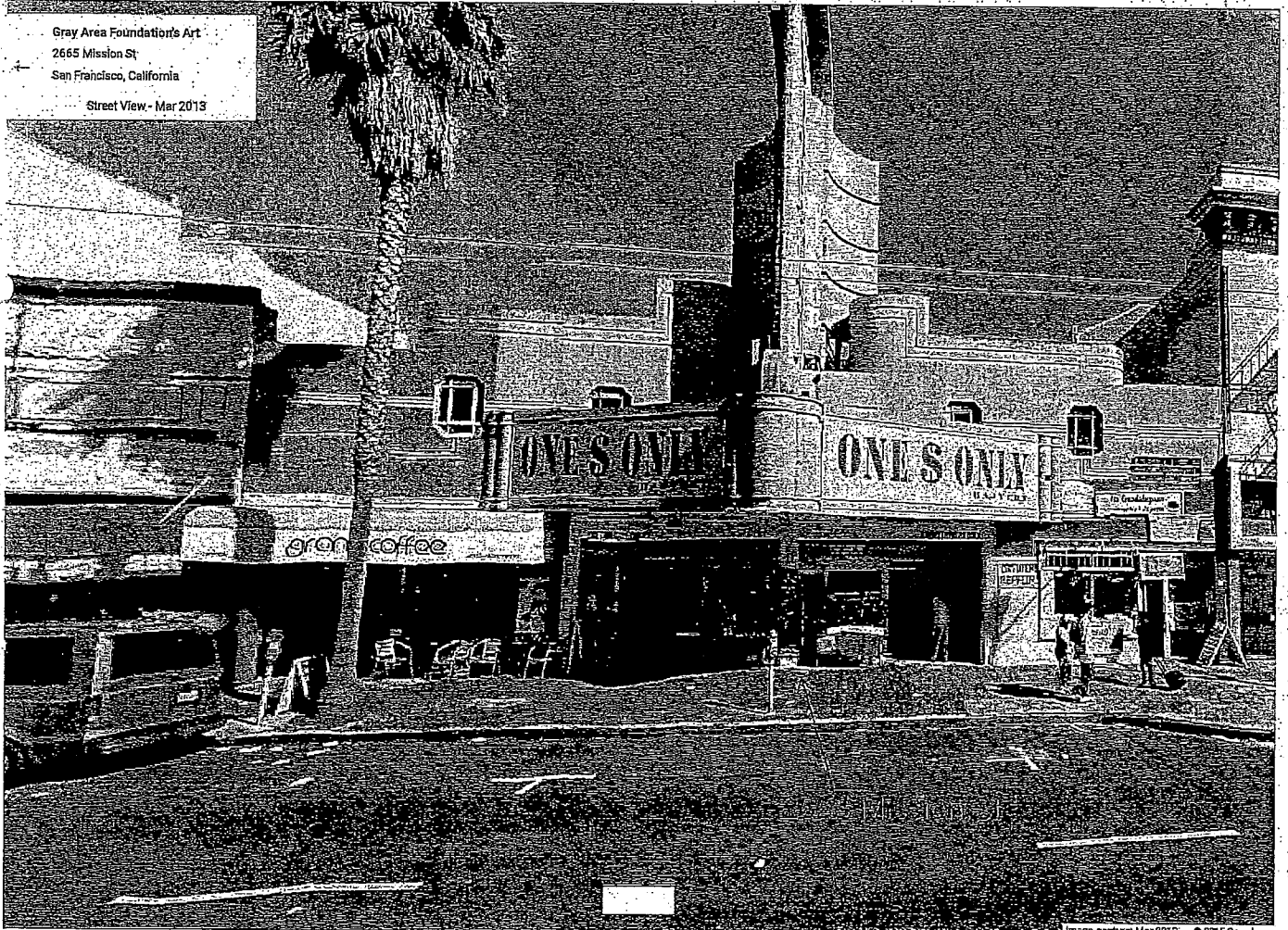
ALU Recommendation: Approval with the following conditions

Conditions for Type 64 (Special On-Sale General Theatre)

1. The sale of alcoholic beverages for consumption off the premises is strictly prohibited.
2. Alcoholic beverages shall be served in containers clearly distinguishable from non-alcoholic beverage containers.
3. The sale of alcoholic beverages shall be limited to no more than 2 beverages per person per sale.
4. Sales, service and consumption of alcoholic beverages shall be exclusive to the first floor only.
5. An employee or security guard shall be assigned the responsibility of ensuring all alcoholic beverages remain inside the permitted area whenever the privileges of the ABC license are being exercised.

End





LIQUOR LICENSE REVIEW

TO: Planning Department
AnMarie Rodgers/CTYPLN/SFGOV
Georgia Powell/CTYPLN/SFGOV@SFGOV
Fax No.: (415) 558-6409

File: 151267

TO: Police Department
Inspector Nelly Gordon
Phone: (415) 837-7273

Block/lot: 3637/023
Zoning: NCT
Quadr: 8E

DATE: December 11, 2015

Reword #2016-000829 MIS

This item is tentatively scheduled to be heard in four to six weeks.

PLEASE EMAIL YOUR RESPONSE BY: January 15, 2016, to Erica Major,
Public Safety and Neighborhood Services Committee Clerk.

Erica.Major@sfgov.org - Fax No: (415) 554-5163

Applicant Name: Gray Area Foundation for the Arts
and Business Name: The Grand Theater dba Gray Area
(2665 Mission Street)

Applicant Address: 2665 Mission Street
San Francisco, CA 94110
and Phone No. (415) 843-1423

PLANNING COMMENTS: Approval Denial

Recommend approval. ABC license type 64 for a non-profit theater (d.b.a. Gray Area) which is principally permitted in the Mission Street NCT per Planning Code Section 736.48. A Non-Profit Theater is permitted to serve alcoholic beverages in the Mission Alcohol Special Use District per 249.60 of the Planning Code. *[Signature]* 1/20/16

POLICE COMMENTS: Approval Denial

[Signature]
JONATHAN DESALVO



Mission Cultural Center FOR LATINO ARTS

A Unique Cultural Experience!

151267
SUBMITTED PRESENTED
3/16/16

Dear City of San Francisco,

I write on behalf of the Mission Cultural Center for Latino Arts aka MCCLA in support of Gray Area Foundation for the Arts and their efforts to Revive The Grand Theater.

The MCCLA promotes, preserves, and develops Latino cultural values through art. We improve the quality of life by making art accessible to people in the community. Artists are the teachers, philosophers, and healers of our times. We support Latino inter-cultural and trans-cultural development, including the struggle and ways of the indigenous people of the Americas. The MCCLA and its programs are accessible in location, physical structure, cost, and language, rules of participation, timing of events, interpretation and education. We reach out to families, our elders, our youth, and Latino Artists. We are open to new ideas and art forms. Differing ideas are respected and debate is encouraged. We welcome all Latino arts, including but not limited to: architecture, crafts, dance, drama, drawing, graphics, literature, music, painting, poetry, and sculpture. We also look forward in cooperating with Gray Area Foundation for the Arts.

Gray Area is now located close to us in the Mission District and we are thrilled to have them as a community resource. Since Gray Area moved into the building we have seen a dramatic change in the aesthetic of the Theater and are looking forward to their opening.

We hope the City of San Francisco, supports their efforts to present groundbreaking media artworks in performance and exhibition formats. Gray Area's events are an important interface for artists and audiences to engage with one another.

Please support their work to invest in San Francisco culture and reactivate the Grand Theater.

Sincerely,

Leticia Paez
Arts Education/Outreach Coordinator
(415) 643-2787
outreach@missionculturalcenter.org



Dear City of San Francisco,

I write on behalf of Artillery AG in support of Gray Area Foundation for the Arts and their efforts to Revive The Grand Theater.

Artillery AG is a space in which strong, organic relationships between artists and designers will flourish, while showcasing fresh art and design. We want to create a bridge for individuals outside the art and design world, who might otherwise be reluctant to interact with people in this field, to experience and benefit from products and services created by artists and designers.

Gray Area is now located close to us in the Mission District and we are thrilled to have them as a community resource. Since Gray Area moved into the building we have seen a dramatic change in the aesthetic of the Theater and are looking forward to their opening.

We hope the City of San Francisco, supports their efforts to present groundbreaking media artworks in performance and exhibition formats. Gray Area's events are an important interface for artists and audiences to engage with one another.

Please support their work to invest in San Francisco culture and reactivate the Grand Theater.

Sincerely,
Alexa Treviño
Co-Owner
Artillery AG

03 / 07 / 2015

Dear City of San Francisco,

I write on behalf of the Community Arts Stabilization Trust (CAST) in support of Gray Area Foundation for the Arts and its efforts to revive the Grand Theater.

CAST creates and develops affordable workspace for artists and arts organizations in San Francisco. With public and philanthropic support, CAST has purchased within two years two buildings in Central Market, slated to remain as contemporary cultural centers serving an estimated 95,000 people yearly, and directs, in collaboration with Northern California Community Loan Fund, the city-funded \$2 million Nonprofit Displacement Mitigation Program for arts. Gray Area is one of the initial Nonprofit Displacement Mitigation fund awardees.

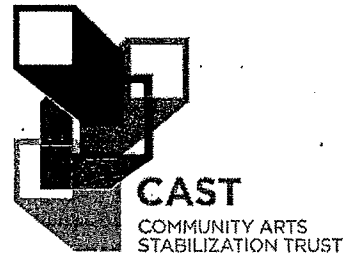
Gray Area Foundation for the Arts is known for its entrepreneurial spirit and quick execution of ideas at the intersection of arts, high tech and public engagement. It is in this spirit that CAST can envision the development of an exciting forum for diverse public engagement and the potential for expanding Gray Area's relationship as a new, good neighbor in its new home in the Mission District.

We hope the City of San Francisco will support the aim of Gray Area Foundation for the Arts to present groundbreaking media artworks in performance and exhibition formats in its new home, the Grand Theater.

With kind regards,



Moy Eng
Executive Director
Community Arts Stabilization Trust



70 Otis Street
San Francisco, CA 94103
e: info@cast-sf.org
t: @CAST_SF

www.cast-sf.org

the marsh

a BREEDING GROUND
for NEW PERFORMANCE

April 5, 2015

Dear City of San Francisco:

I write on behalf of The Marsh in support of Gray Area Foundation for the Arts and their efforts to revive The Grand Theater.

The Marsh, now in its 25th Anniversary year, develops new performance. It encourages and supports all stages of this development by providing artists with an intimate performance venue and an environment that encourages experimentation by giving audiences a place in which to see work on the cutting edge of creativity.

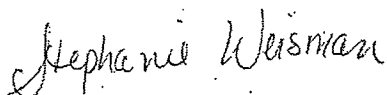
Since 1990, The Marsh has been a cultural anchor for the Mission District of San Francisco, earning its reputation as a community-based arts organization through its youth programs (both onsite and in SFUSD schools), developing work series and premiere performances.

Gray Area is now located close to us in the Mission District and we are thrilled to have them as a community resource. Since Gray Area moved into the building we have seen a dramatic change in the aesthetic of their theater facility and are looking forward to their opening.

We encourage the City of San Francisco, to support their efforts to present groundbreaking media artworks in performance and exhibition formats. Gray Area's events are an important interface for artists and audiences to engage with one another.

Please support their work to invest in San Francisco culture and reactivate the Grand Theater.

Sincerely,



Stephanie A. Weisman
Artistic Executive Director/Founder



Dear City of San Francisco,

I write on behalf of Sama Group in support of Gray Area Foundation for the Arts and their efforts to Revive The Grand Theater.

Sama Group is a collection of non-profit social enterprises with a common mission to use technology to level the playing field for low-income people. We've moved over 25,000 people above the poverty line in East Africa, Asia, and the US through our innovative workforce development and healthcare programs, Samasource, SamaUSA, and Samahope. We're based at 16th and Mission and are a strong part of the community, with over 80 employees and a donor base of over 10,000 people.

Gray Area is now located close to us in the Mission District and we are thrilled to have them as a community resource. Since Gray Area moved into the building we have seen a dramatic change in the aesthetic of the Theater and are looking forward to their opening.

We hope the City of San Francisco, supports their efforts to present groundbreaking media artworks in performance and exhibition formats. Gray Area's events are an important interface for artists and audiences to engage with one another.

Please support their work to invest in San Francisco culture and reactivate the Grand Theater.

Sincerely,

A handwritten signature in cursive script that reads "Leila Chirayath Janah".

Leila Janah
Founder and CEO, Sama Group

39 Mesa Street Suite 110
The Presidio
San Francisco CA 94129
Phone 415-561-5000
Fax 415-440-1760
sffs.org

SAN FRANCISCO **FILMSOCIETY.**

Dear BOS Public Safety Committee,

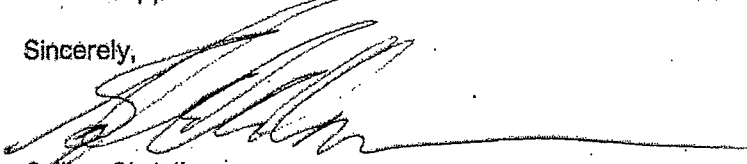
I am writing on behalf of the San Francisco Film Society in support of Gray Area Foundation for the Arts and their efforts to revive The Grand Theater.

Gray Area's work to activate the Grand Theater as a community resource is an incredible investment and opportunity for the Mission District and San Francisco. To sustain an arts organization and to allow it to serve its community, liquor permits are a necessary income stream and public convenience.

We hope the City of San Francisco supports their efforts to present groundbreaking media artworks in performance and exhibition formats. Gray Area's events are an important interface for artists and audiences to engage with one another, and we are looking forward to working with them to grow the Mission's vital and vibrant arts community.

Please support their work to invest in San Francisco culture and reactivate the Grand Theater.

Sincerely,



Gyllian Christiansen
SFFS Director of Operations

Stamen

Dear City of San Francisco,

I write on behalf of Stamen Design in support of Gray Area Foundation for the Arts and their efforts to Revive The Grand Theater.

Stamen is a data visualization design studio, and we have collaborated with Gray Area many times since opening our doors in 2001. Our mission is to bring utility and delight to data sets for the web and beyond, and we often need and want to engage with our community via talks, workshops, and other activities. Gray Area at the Grand Theater literally holds space for these kinds of activities, supporting all of us in San Francisco who work at the intersection of art, design and technology.

Gray Area is now located close to us in the Mission District and we are thrilled to have them as a community resource. Since Gray Area moved into the building we have seen a dramatic change in the aesthetic of the Theater and are looking forward to their opening.

We hope the City of San Francisco, supports their efforts to present groundbreaking media artworks in performance and exhibition formats. Gray Area's events are an important interface for artists and audiences to engage with one another.

Please support their work to invest in San Francisco culture and reactivate the Grand Theater.

Sincerely,



Eric Rodenbeck
CEO and Creative Director, Stamen Design
(415) 558-1610
<http://stamen.com>



GRAY AREA

This letter was an invitation to our neighbors for a community meeting and was mailed

April 14th, 2015

Dear Neighbors,

I am writing to invite you to a community meeting to discuss Gray Area Foundation for the Arts upcoming programming at The Grand Theater.

Gray Area Foundation for the Arts is a 501c3 Non-Profit Media Arts Organization that supports education, civic engagement, and public events.

We are just wrapping up a crowdfunding campaign that is supporting the extensive renovations needed to bring the Art Deco building up to code for assembly. Our small team has invested the time to convert The Grand Theater back into a Theater from years of disrepair and retail use.

In order for us to activate such a large building, it is necessary for us to produce music programming which requires us to obtain an entertainment permit as well as an ABC permit to sell liquor. The revenue we make from tickets and concessions will greatly support and help a small arts organization become a sustainable endeavor.

Please join us for a neighbor community meeting where we can share some of our plans and the contribution we are passionate about making to San Francisco.

Date/Time: Monday, April 27th from 6:30pm - 8pm

Location: 2665 Mission Street San Francisco, CA 94110

You can reach our team at any time at 415.843.1423 or via email info@grayarea.org

Many thanks in advance for your support of Gray Area Foundation for the Arts!

Josette Melchor

Executive Director

Gray Area Foundation for the Arts



This letter was sent to all addresses within a 500 ft radius around the Grand theater

April 28th, 2015

Dear Neighbors,

I am writing to invite you to introduce Gray Area Foundation for the Arts upcoming programming at The Grand Theater at 2665 Mission Street with a cross street at 23rd St. We want to be a resource for the neighborhood and a center for exciting art projects. The theater will be multipurpose with space for theater performance, classes, conferences, artist workspace, and retail.

Gray Area Foundation for the Arts is a 501c3 Non-Profit Media Arts Organization that supports education, civic engagement, and public events. We have been in San Francisco since 2008 in the Tenderloin and now we are proud to call the Mission District our home.

We are just wrapping up a Revive the Grand Theater crowdfunding campaign that is supporting the extensive renovations needed to bring the Art Deco building up to code for assembly. Our small team has invested the time to convert The Grand Theater back into a Theater from years of disrepair and retail use.

In order for us to activate such a large building, it is necessary for us to produce public programming and obtain a nonprofit theater permit to sell liquor. The revenue we make from tickets and concessions will greatly support and help a small arts organization become a sustainable endeavor. We hope that you will support our efforts to bring back a misused theater for the arts!

Please reach out to us at any time if you would like to hear about some of our plans and the contribution we are passionate about making to San Francisco.

Website: GrayArea.org

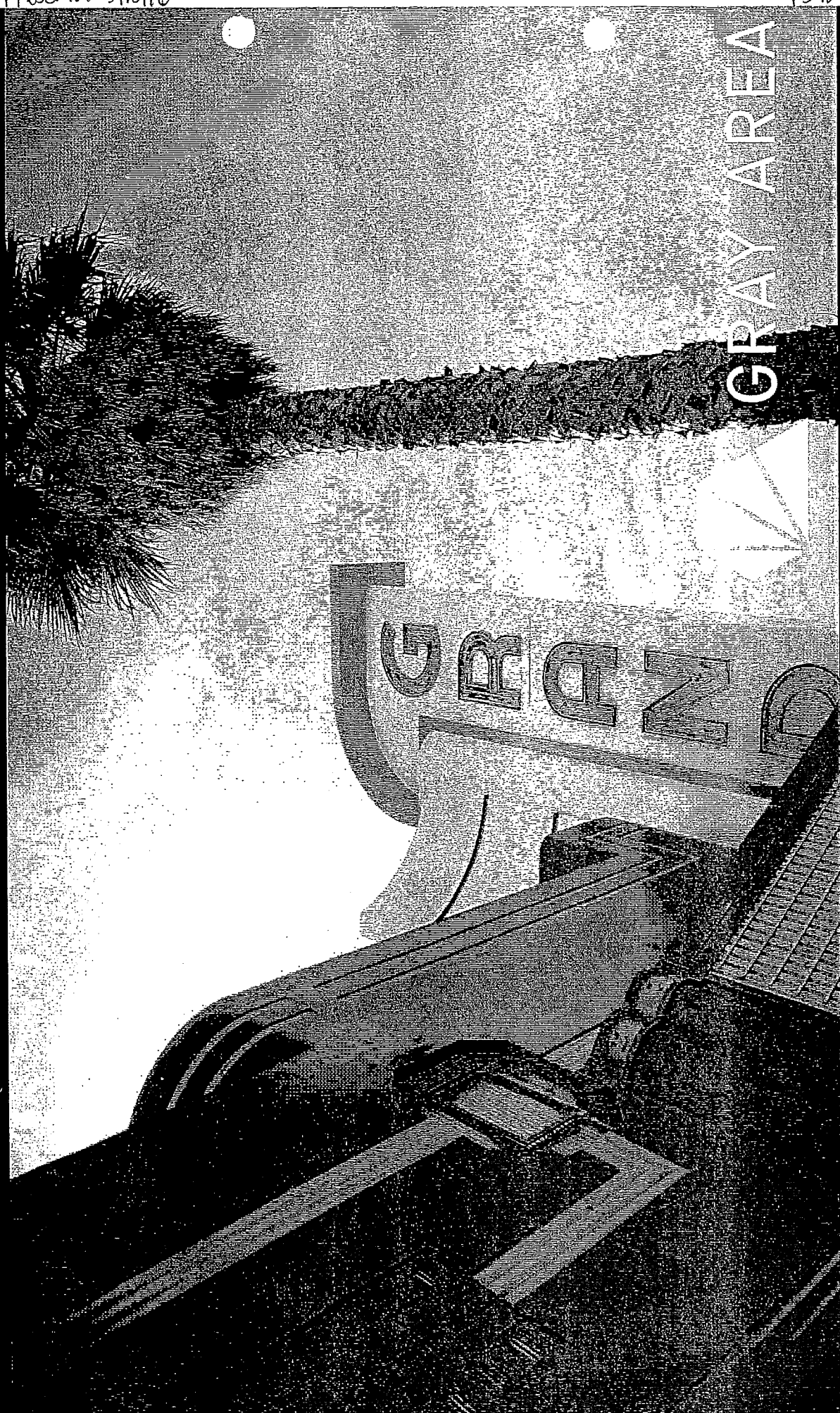
Email: info@grayarea.org

Phone: 415.843.1423

Location: 2665 Mission Street San Francisco, CA 94110

Many thanks in advance for your support of Gray Area Foundation for the Arts!

Josette Melchor
Executive Director

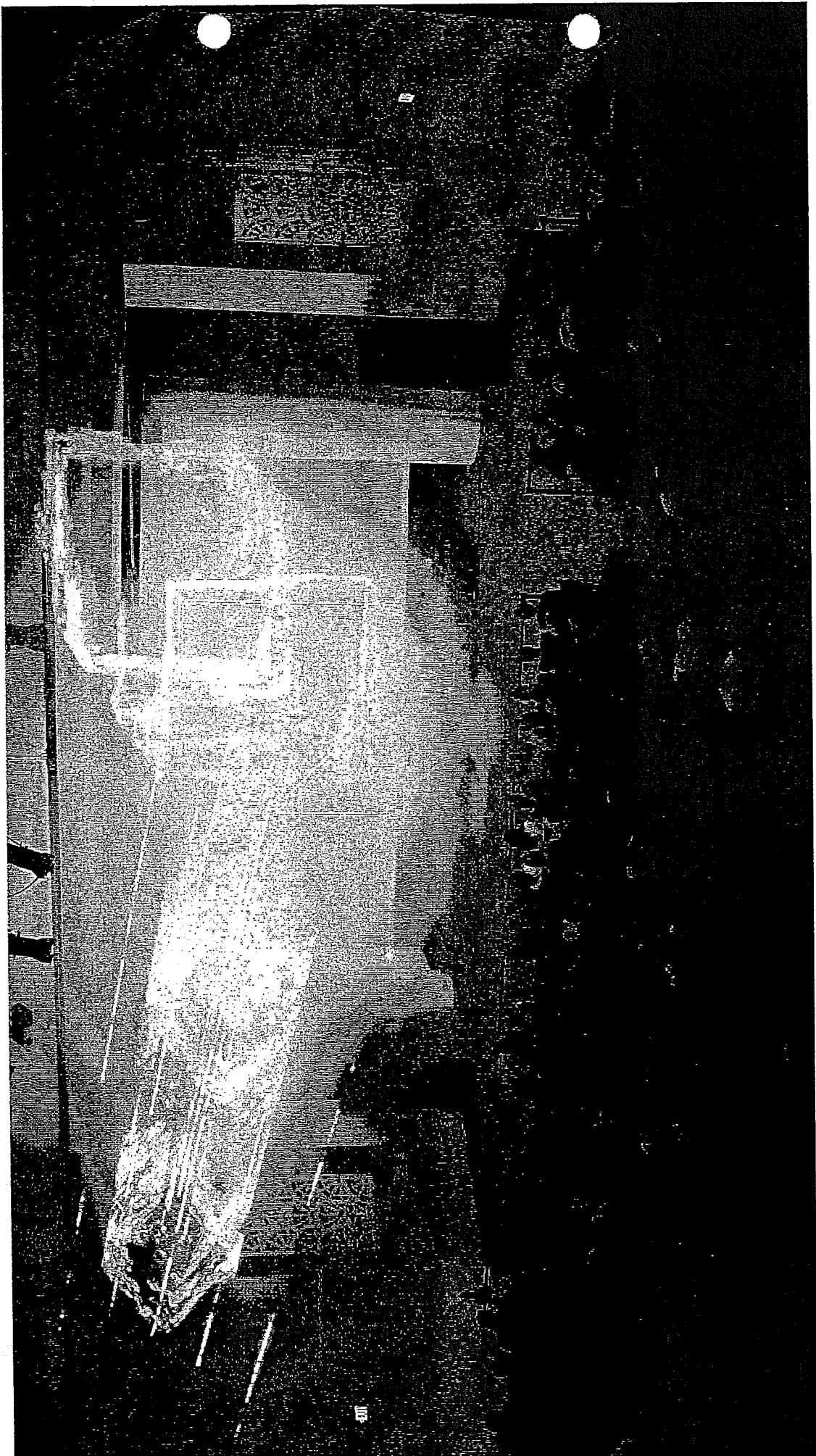


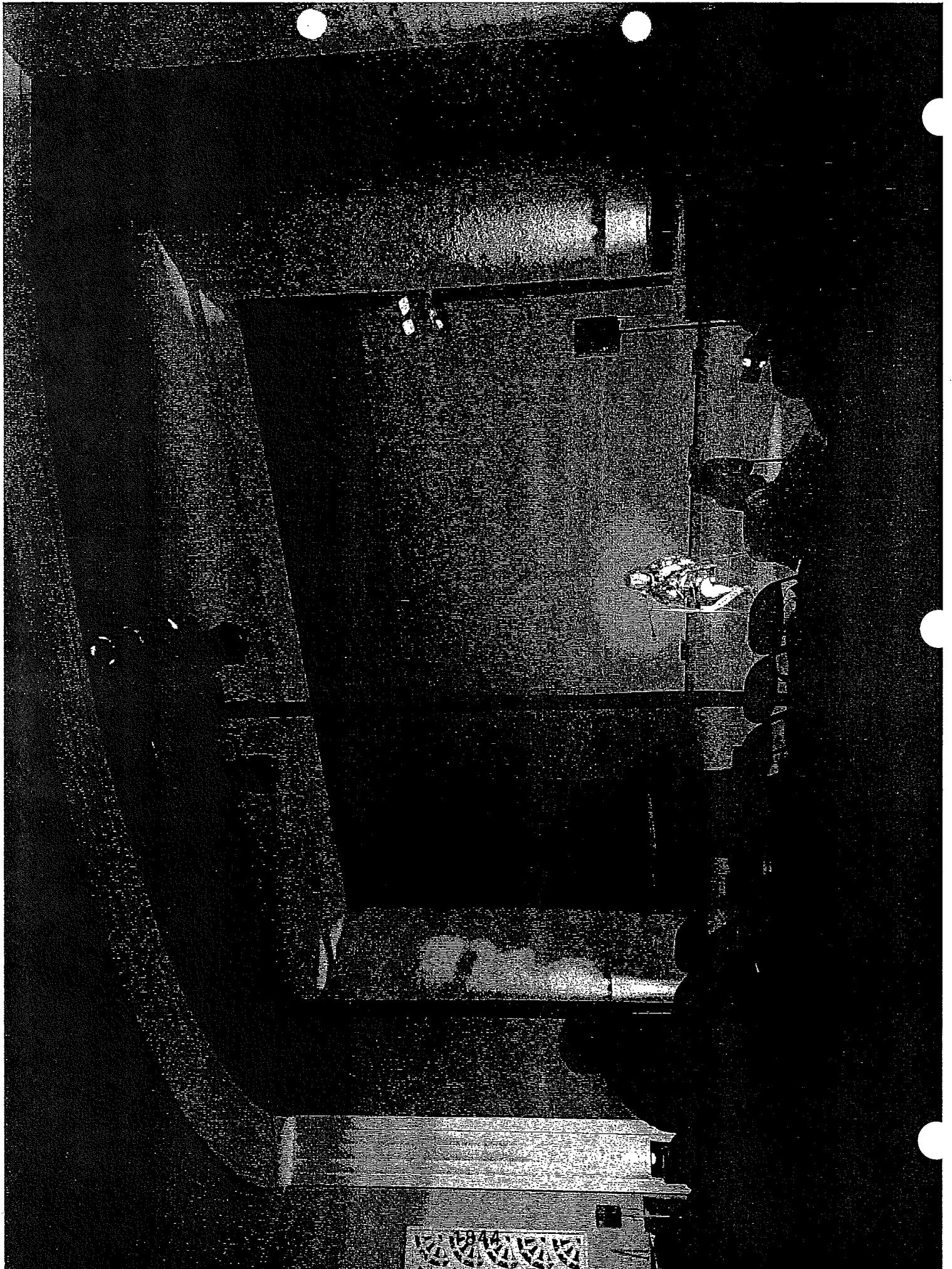
GRAY AREA

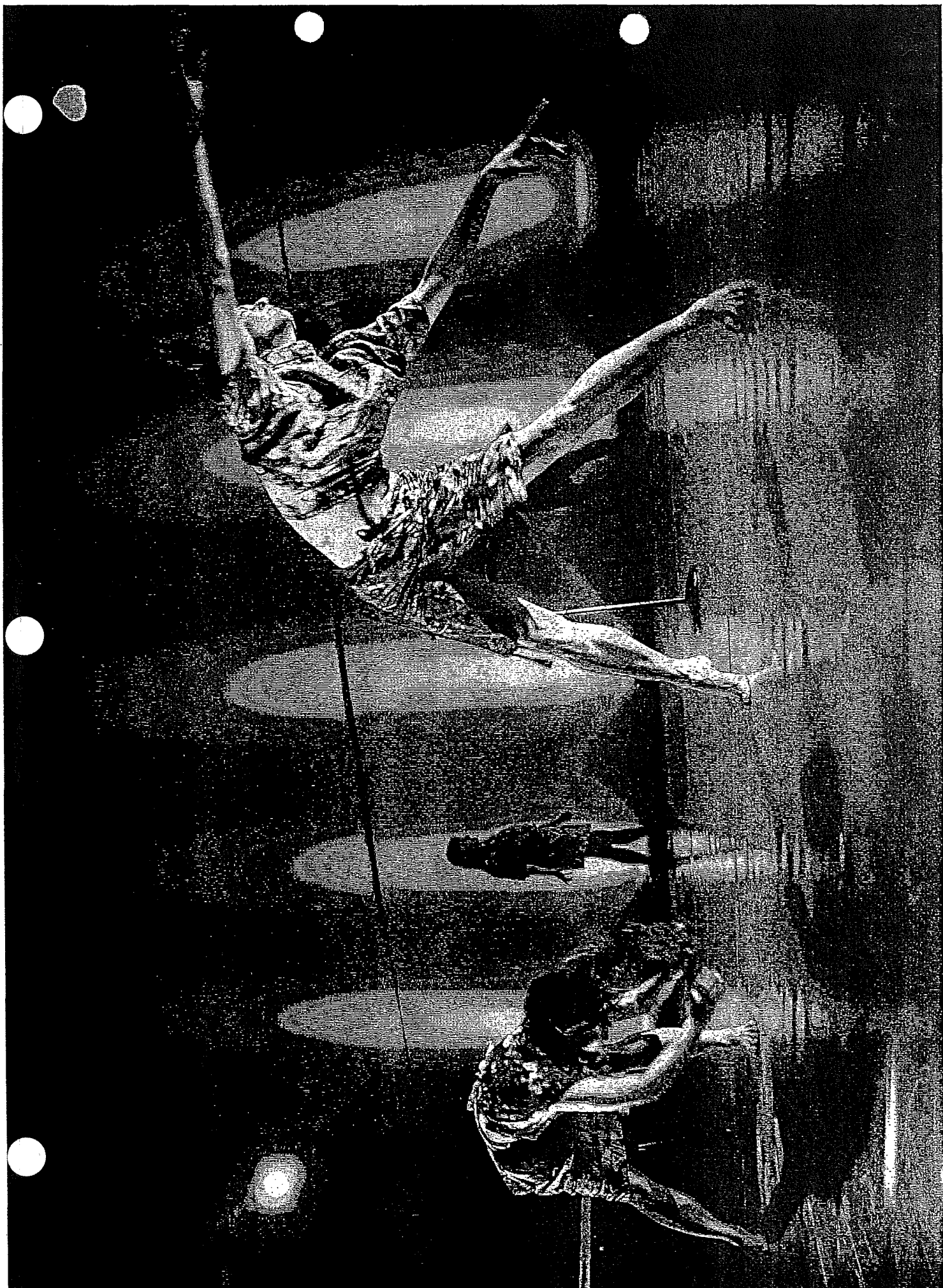


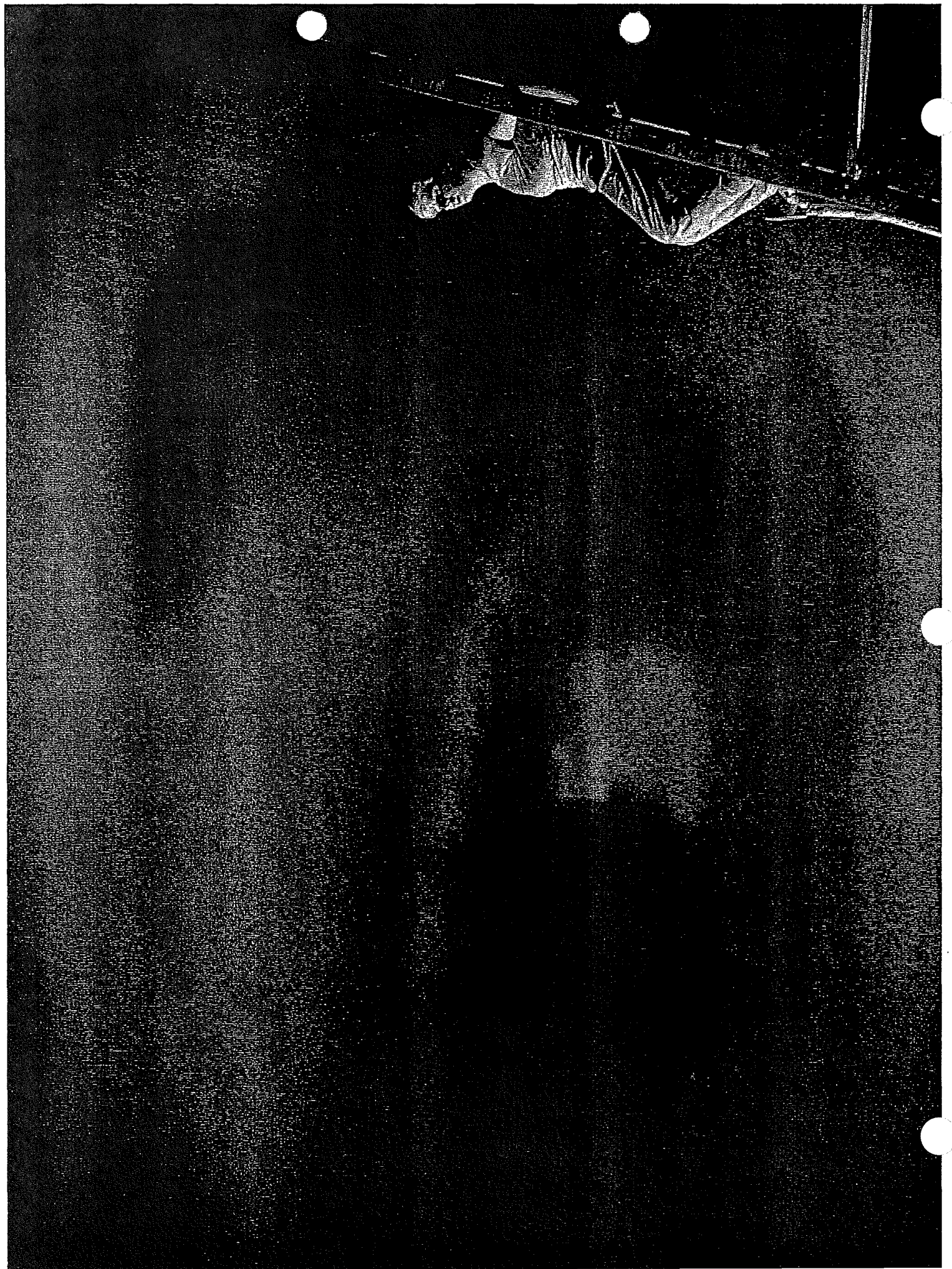


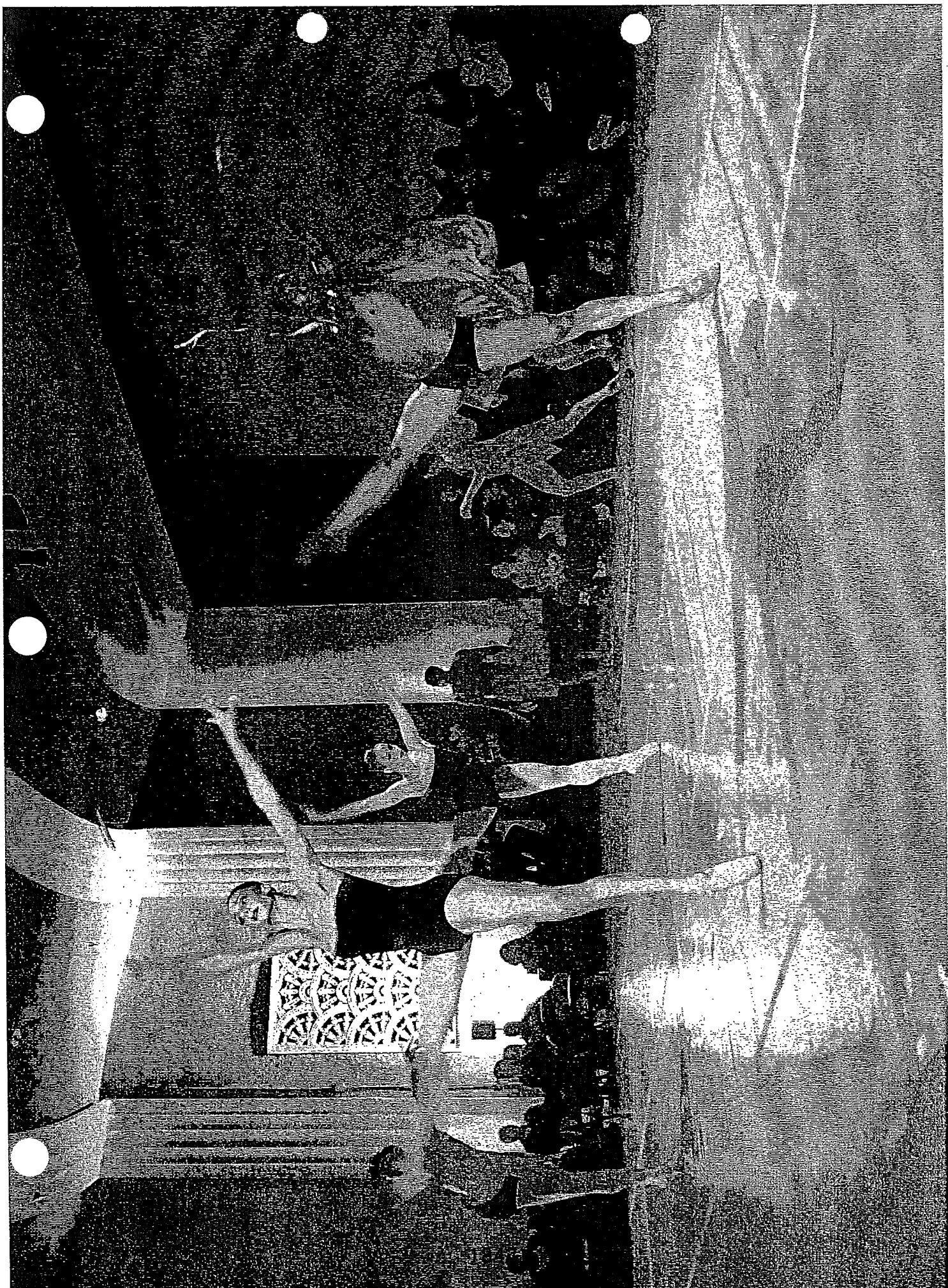












EL TECOLOTE
WOMEN TO READ



CELEBRATE A SILENT
WOMEN'S DAY
BY READING
THE BOOKS OF THE
WOMEN'S CLUB

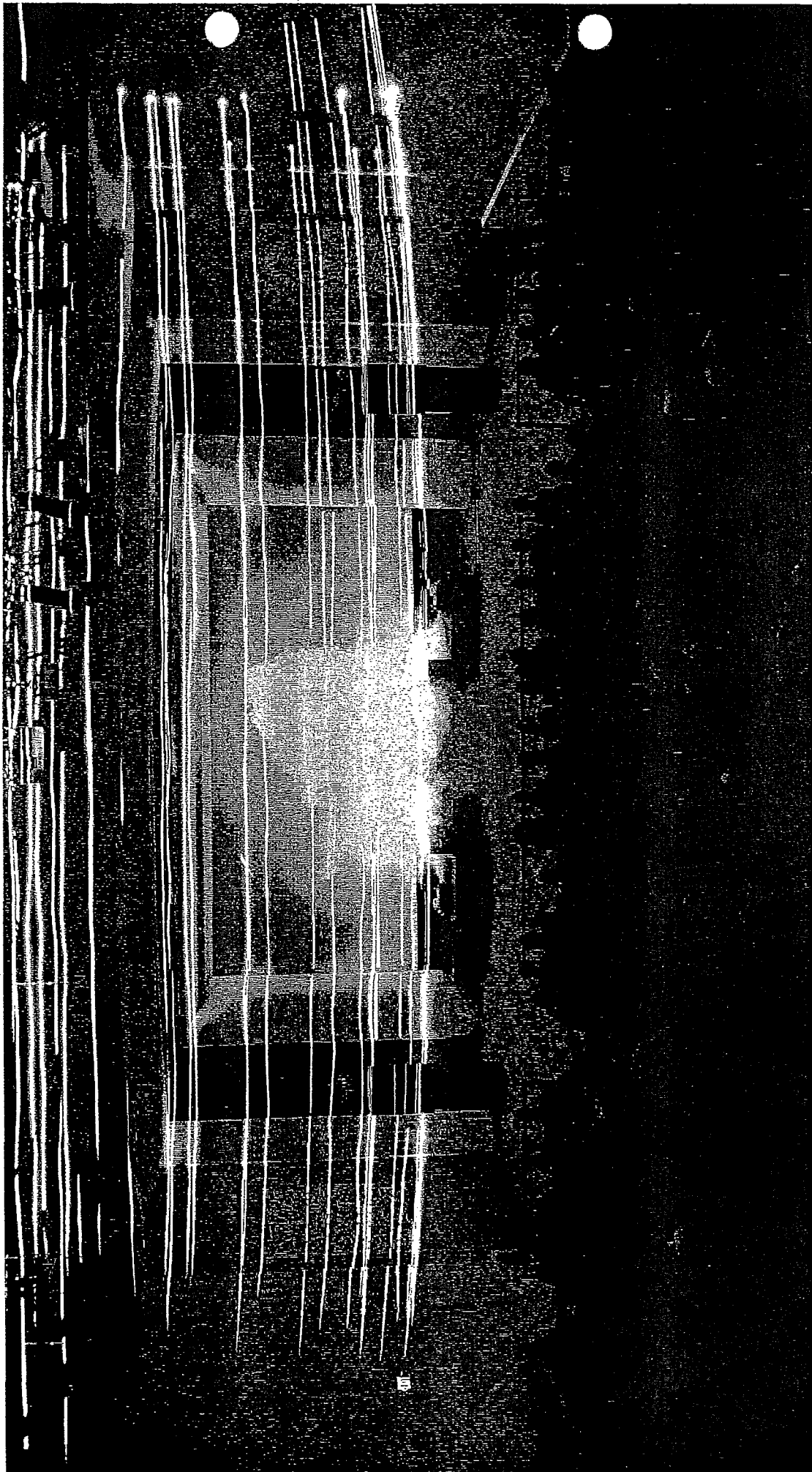


EL TECOLOTE

EL TECOLOTE

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Gray Area Renovation Timeline

From April 2014 to October 2015

Revived the Grand Theater

As of November 2015,

The Grand Theater is officially a Theater again

From November 2015 to Today:

We have served 15,000 patrons

What Liquor Permits Means

We Pull 4-7 Permits Per Week

Costing \$160 on average to process

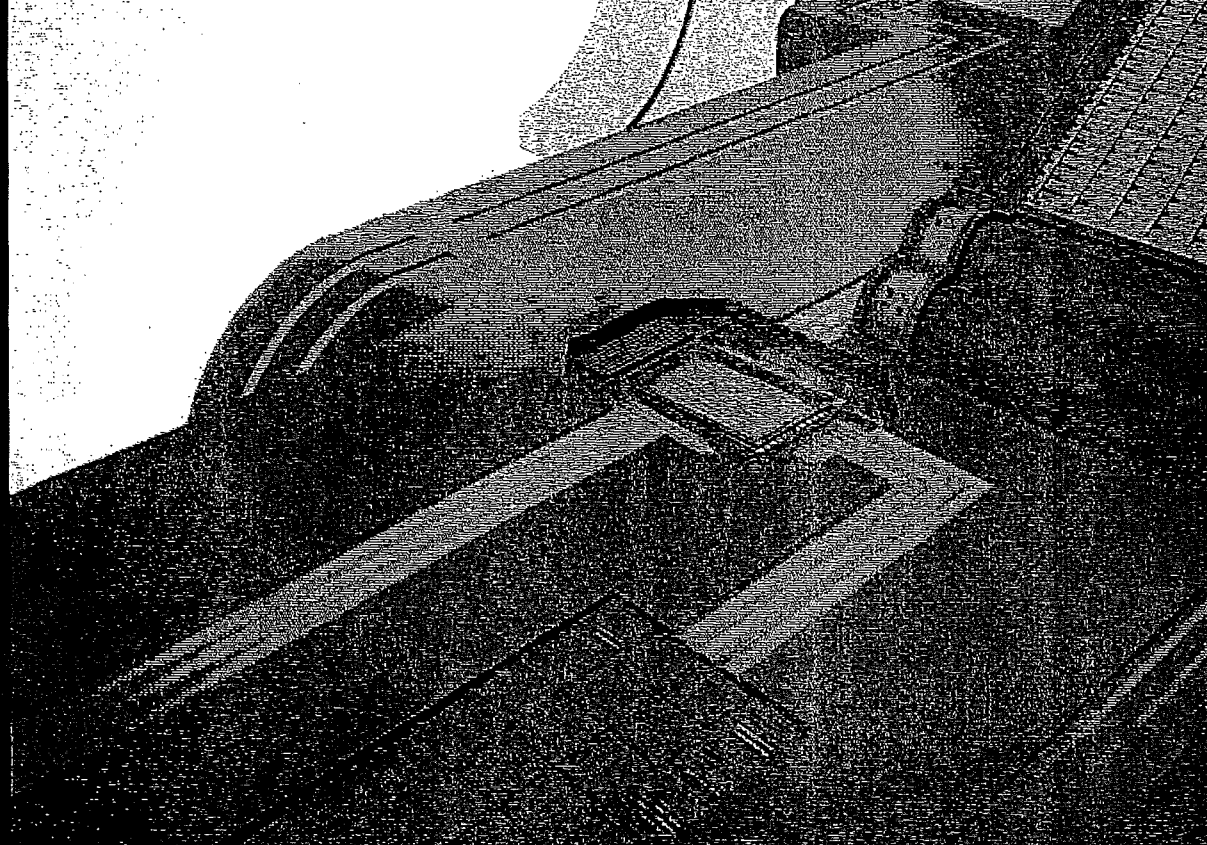
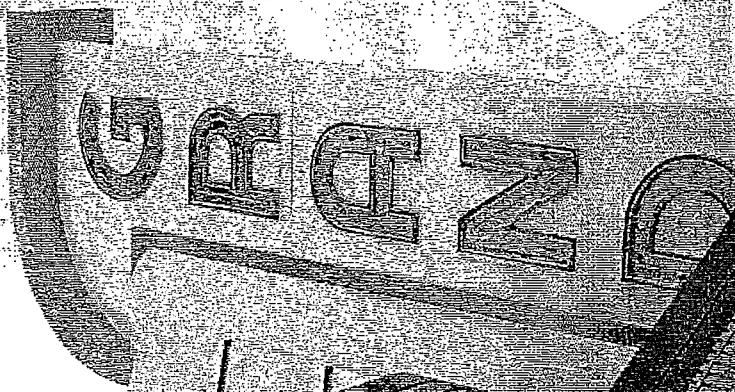
Per Year

We will spend \$20,000 on Liquor Permits

Approval Of Permit Means

We can provide more low-cost rentals to local nonprofits
We can increase our offering free Education Programs
Less Overhead and a sustainable arts nonprofit!

GRAY AREA





GRAY AREA

RECEIVED
BOARD OF SUPERVISORS
SAN FRANCISCO

2015 DEC 11 PM 1:35

B

December 1, 2015

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

Re: Gray Area Foundation for the Arts Liquor License "PCN Request for 2665 Mission Street,
San Francisco, CA 94110

Original Type 64 - Special On-Sale General Theater License - NonProfit Theater

To the Clerk of the Board,

This is a follow-up letter to the ABC-245 form we completed and turned in on March 26, 2015 the same day we turned in our ABC permit application. From April 2014 to October 2015, Gray Area Foundation for the Arts successfully renovated the Grand Theater to change the use from 'Retail' back to a 'Theater' after 25 years. We are now respectfully requesting to be placed on the Board's calendar for Public Convenience and Necessity approval to continue to serve alcohol to our patrons without continuously pulling daily licenses. The Grand Theater is located at 2665 Mission Street, San Francisco, CA 94110 and the phone number is 415.843.1423.

Gray Area Foundation for the Arts (Gray Area) is a 501(c)3 nonprofit organization presenting Immersive Theater programming focused on media arts. Gray Area has operated over 320 events and over 170 classes serving over 100,000 San Francisco Residents and Visitors. For many years, we have obtained day-use permits for on-site alcohol sales at the request of our respectful patrons who hope to enjoy our shows and support the organization. Gray Area has never had any complaints for loitering, public drunkenness or other issues related to the consumption of alcohol on Gray Area's premises. Furthermore, the sale of alcohol has brought in much needed revenue to support the sustainability of The Grand Theater. This revenue stream is essential for Gray Area to support our programming and sustain itself and The Grand theater for the next decade.

In addition, we are serving the local community by providing nonprofit organizations with affordable theater rentals. Since finalizing our permits, we have produced lectures with Accion Latina, a Ballet with Dawson Dance, three Musicals with Counterpulse, and surround cinema with swissnex. Through scholarships and free events we are finding ways to serve San Francisco regardless of income, background, or experience. We will continue to invest in these opportunities to have open doors to new partners and artists



GRAY AREA

We care deeply for San Francisco and originally renovated a large venue at 55 Taylor in the Tenderloin from a former porn theater to a venue for music performance. We were displaced from the Tenderloin after our building changed hands and we have since been supported by the City's Nonprofit Displacement Mitigation Fund to stay in San Francisco and save a defunct movie theater.

With the Grand Theater we are continuing to invest in the city that we love and need to create revenues through liquor sales to keep our doors open. The Mission District allows permits for nonprofit theaters within the neighborhood commercial transit zoning to obtain a nonprofit theater permit without conditions. We seek the Board of Supervisors affirmative ruling that our application serves the public and necessity of our city.

Sincerely,

Josette Melchor
Executive Director
Gray Area Foundation for the Arts
josette@grayarea.org