

**From:** [Crayton, Monique \(BOS\)](#)  
**To:** [CPC.Referrals](#); [Froines, Andrew \(POL\)](#); [mark@markrennielaw.com](mailto:mark@markrennielaw.com); [Mark Rennie](#)  
**Cc:** [Alabanza, Analyn@ABC](#); [amarjit.tamber@abc.ca.gov](mailto:amarjit.tamber@abc.ca.gov); [Wong, Joanne \(POL\)](#); [Jonas, Stephen \(POL\)](#); [Logan, Sam \(BOS\)](#); [Angulo, Sunny \(BOS\)](#); [Horrell, Nate \(BOS\)](#); [Souza, Sarah \(BOS\)](#); [Yan, Calvin \(BOS\)](#); [Carroll, John \(BOS\)](#)  
**Subject:** Liquor License Issuance- 2801 Leavenworth Street - Reverb - BOS File No. 240751  
**Date:** Monday, July 8, 2024 11:20:00 AM

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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 – July 8, 2024](#)

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

- Board of Supervisors [File No. 240751](#)

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 will tentatively schedule this hearing for a regular meeting in September of 2024.**

**I request the Planning Department's response before Friday, July 19, 2024. 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.

**Monique C. Crayton (she/her)**

*Assistant Clerk*

Board of Supervisors - Clerk's Office

1 Dr. Carlton B. Goodlett Place, Room 244

San Francisco, CA 94102

(415) 554-7750 | Fax: (415) 554-5163

[monique.crayton@sfgov.org](mailto:monique.crayton@sfgov.org) | [www.sfbos.org](http://www.sfbos.org)

**(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:** July 8, 2024

**AP Block/Lot Nos.:** 0010/001  
**Zoning:** C-2 - Community  
**Business –** 40-X  
**Quad:** \_\_\_\_\_  
**Record No.:** \_\_\_\_\_

**TO:** Police Department  
Andrew Froines  
Phone No. (415) 837-7254

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Please submit your response within two weeks. The Public Safety and Neighborhood Services Committee will tentatively schedule the PC or N hearing for a regular meeting in September of 2024.

**PLEASE EMAIL YOUR RESPONSE by Friday, July 19, 2024, to:**  
Monique Crayton, Public Safety and Neighborhood Services Committee Clerk.  
[monique.crayton@sfgov.org](mailto:monique.crayton@sfgov.org) ~ (415) 554-7750

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**Applicant name:** Talldoor Entertainment, LLC

**Business name:** Reverb

**Application address:** 2801 Leavenworth Street

**Applicant contact info:** Mark Rennie  
415-621-2300  
mark@markrennielaw.com

**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.)

**MARK E. RENNIE**  
ATTORNEY AT LAW  
1222 SUTTER STREET  
SAN FRANCISCO, CALIFORNIA 94109

(415) 981-4500

June 26, 2024

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

**Via Messenger**

Re: Talldoor Entertainment, LLC dba Reverb **REVISED 7.3.24**  
Original California ABC Liquor License Transfer- Type 90 Music Venue License  
2801 Leavenworth St. #J32, San Francisco, CA 94133  
**Public Convenience and Necessity Determination Request**  
*ABC Type-90 —Music Venue General License.*

Dear Ms. Calvillo:

This office represents Talldoor Entertainment dba Reverb. My client has applied to the California Department of Alcoholic Beverage Control (ABC) for an original Type-90 Music Venue General License. Currently, Talldoor Entertainment is a successful Electronic Dance Music (EDM) promoter and DJ company and is opening their first venue. There is no ABC license at this location, but prior to COVID-19 there was a Type -48 license at this nightclub- bar, which is located at Fisherman's Wharf in the Cannery Building. This new venue will feature EDM music and events.

A Type-90 ABC license is a new license (2023) that authorizes the sale of beer, wine, and distilled spirits at retail for consumption on the premises of a music entertainment facility, as defined in Business and Professions Code Section 23550. Sale, service, and consumption of alcoholic beverages are limited to the time period from 2 hours before a live performance until one hour after the live performance. Minors are allowed on the premises.

There are no residences within 100 feet of this music venue and bar. The location has been a bar and nightclub for several decades. This request is to allow Talldoor Entertainment, LLC to add a Type-90 ABC license to the premises.

The area is zoned C-2 Commercial Business. We do not see any problems with the San Francisco Police Department approving this new ABC license, with conditions. We have the support for this application from many of our neighbors, and are open to the imposition of conditions, if necessary,

to this license. We have the support of this application, also, from local community and arts groups.

Talldoor Entertainment is locally owned, and thus revenue and taxes from the business will stay in the community. It will sustain the pedestrian traffic to other businesses in the neighborhood and keep more “eyes on the street” and make the neighborhood safer after 10 PM.

Talldoor Entertainment has been well-managed by the current owners and non-problematic since 2020 with their promotion business. With this new ABC music venue license they will be respectful to the neighborhood and to its customers. Foremost, they will be Good Neighbors.

For the reasons outlined above, applicant **Talldoor Entertainment** dba Reverb respectfully requests that this letter be forwarded to the Public Safety & Neighborhood Services Committee of the Board and that this Committee, and the full Board of Supervisors make a determination under California Business and Professions Code Section 23958.4 that the public need or convenience would be served by allowing this new ABC Type-90 liquor license to issue a this location.

Thank you for your consideration of this request.

Yours truly,

A handwritten signature in blue ink that reads "Mark E. Rennie". The signature is written in a cursive style with a large initial "M".

Mark E. Rennie

MER/mb

Cc: Officer-in-Charge SFPD ALU

APPLICATION FOR ALCOHOLIC BEVERAGE LICENSE

ABC 211 (6.99)

MARK RENNIE

415 621 2300

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

File Number: 658290
Receipt Number: 2885478
Geographical Code: 3800
Copies Mailed Date: April 18, 2024
Issued Date:

DISTRICT SERVING LOCATION: SAN FRANCISCO

First Owner: TALLDOOR ENTERTAINMENT, LLC

Name of Business: REVERB

Location of Business: 2801 LEAVENWORTH ST
UNIT J32
SAN FRANCISCO, CA 94133

County: SAN FRANCISCO

Is Premises inside city limits: Yes Census Tract: 0102.02

Mailing Address:(If different from premises address)

Type of license(s): 90 Dropping Partner: Yes No

Transferor's license/name:

Table with columns: License Type, Transaction Type, Master, Secondary LT And Count, License Type, Transaction Description, Fee Code, Dup, Date, Fee. Includes rows for Application Fee and ANNUAL FEE with a Total of \$20,211.00.

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: April 18, 2024

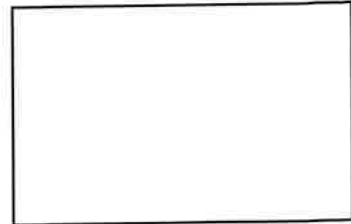
Applicant Name(s)

TALLDOOR ENTERTAINMENT, LLC

RECEIVED BOARD OF SUPERVISORS SAN FRANCISCO 2024 APR 24 AM 8:34 BY [Signature]

**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 - 2801 Leavenworth Street - Reverb

Long Title or text listed:

Hearing to consider that the issuance of a Type-90 on-sale general music venue liquor license to Talldoor Entertainment, LLC to do business as Reverb located at 2801 Leavenworth Street (District 3), will serve the public convenience or necessity of the City and County of San Francisco.

240751

Signature of Sponsoring Supervisor: