

File No. 220018

Committee Item No. 1

Board Item No. 22

COMMITTEE/BOARD OF SUPERVISORS

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Comm: Public Safety & Neighborhood Services

Date: February 24, 2022

Board of Supervisors Meeting:

Date: March 8, 2022

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- Public Convenience or Necessity Request Letter, dtd 12/29/21
- Public Convenience or Necessity Referral, dtd 1/5/22
- Planning Department Recommendation
- Police Department Recommendation
- _____

Prepared by: Alisa Somera

Date: February 18, 2022

Prepared by: Alisa Somera

Date: March 4, 2022

1 [Liquor License Transfer - 550 Sutter Street - Pacific Cocktail Haven]

2

3 **Resolution determining that the transfer of a Type-48 on-sale general public**
4 **premises liquor license to Pacific Cocktail Haven at 550 Sutter Street (District 3),**
5 **will serve the public convenience or necessity of the City and County of San**
6 **Francisco; and requesting that the California Department of Alcoholic Beverage**
7 **Control impose conditions on the issuance of the license.**

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9 WHEREAS, Pacific Cocktail Haven is seeking the transfer of a Type-48 on-sale
10 general public premises liquor license to do business as Pacific Cocktail Haven, located
11 at 550 Sutter Street (District 3); and

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

14 WHEREAS, The Police Department has filed zero protests and zero letters of
15 support with the Department of Alcoholic Beverage Control under California Business
16 and Professions Code, Section 24013, and recommends that the Department of
17 Alcoholic Beverage Control issue the liquor license with conditions; and

18 WHEREAS, The conditions recommended by the Police Department are the
19 following: 1) Petitioner(s) shall actively monitor the area under their control in an effort
20 to prevent the loitering of persons on any property adjacent to the licensed premises as
21 depicted on ABC-253; 2) no noise shall be audible at any nearby residence; 3) when the
22 said outdoor patio area of the premises is being utilized for the sales, service and
23 consumption of alcoholic beverages, a premise employee shall be in attendance and
24 maintain continuous supervision at all times of said area to ensure orderly conduct of
25 patrons; and 4) sales, service and consumption of alcoholic beverages on the patio area

1 shall be only be permitted between the hours of 12:00 p.m. and 10:00 p.m. daily; now,
2 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 transfer of a Type-48 on-sale general public premises liquor
6 license to Pacific Cocktail Haven located at 550 Sutter Street (District 3), will serve the
7 public convenience or necessity of the City and County of San Francisco; and, be it

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

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580 Sutter Street L-PShip

Clerk of the Board
San Francisco Board of Supervisors
1 Dr. Carlton B. Goodlett Place, Room 244
San Francisco, CA 94102 | 415-554-4445

December 22, 2021

Re: Liquor License "PCN" Request
Type 48, Pending License 633136
550 Sutter Street, San Francisco, CA 94102

Handwritten initials "AS" and a vertical stamp that reads "RECEIVED BOARD OF SUPERVISORS" with a date stamp "DEC 29 PM 2:02".

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 Type 48 license application. We are building out the premises at 550 Sutter Street and wish to operate as a cocktail bar.

We currently have a license at 580 Sutter Street (dba: Pacific Cocktail Haven), but our business was completely destroyed in a fire in February of 2021. With that opening delayed for an indefinite amount of time, we decided to rebuild down the street at 550 Sutter. We intend to reopen at 580 Sutter when that is feasible, but in the meantime we need to get a new license for the 550 location.

Our business at 580 Sutter has been well-loved in San Francisco, as there is a passion for the best in this city... excellent cocktails by "Best American Bartender" bartenders in "Best Cocktail Bar in America" cocktail bars (according to *Tales of the Cocktail* 2020). We will be able to more quickly service our patrons and visitors to San Francisco with the approval of this new license at 550 Sutter and help keep San Francisco a world class city and destination.

Our desired hours of operation are 4:00pm - 2:00am, each day of the week. We will vigilantly monitor the surrounding area to ensure the safety of our business and customers at all times and maintain a lawful business. Our team is experienced and professional, our relationships with community leaders and members are well-established, and we are very much looking forward to serving the community of San Francisco again soon.

We seek the SF Board of Supervisor's affirmative ruling that our application serves the public convenience and necessity of our City.

Please contact our representative, Jemma Jorel Lester, for scheduling our hearing date. She can be reached at 510-788-5881 ext. 2 or via email at jemma@abclicensecompany.com. Thank you for your kind consideration of this request.

Sincerely,

Andy Chan

Andrew Chun, Manager of General Partner | andy@schroederssf.com
580 Sutter Street Mgmt, LLC

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: Claudine Asbagh
Phone No. (415) 558-6371

DATE: January 5, 2022

AP Block/Lot Nos.: 0284 / 009

Zoning: C-3-R Downtown-Retail

Quad: NE Planning Team

Record No.: _____

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

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 February 24, 2022.

PLEASE EMAIL YOUR RESPONSE BY February 18, 2022, to Alisa Somera, Public Safety and Neighborhood Services Committee Clerk.

alisa.somera@sfgov.org ~ Phone No: (415) 554-7711

Applicant name: Andrew Chun
Jemma Jorel Lester

Business name: Pacific Cocktail Haven

Application address: 550 Sutter Street
San Francisco, CA 94102

Applicant contact info: andy@schroederssf.com
jemma@abclicensecompany.com
(510) 788-5881 ext. 2

PLANNING REVIEW: Approval Denial

Planning Staff Contact: Matias Eusterbrock
(Please add comments on a trailing page.)

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




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 Gordon Mar
Supervisor Catherine Stefani
Supervisor Matt Haney

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

Date: February 17, 2022

Subject: P.C.N. Investigation Regarding: 580 Sutter Street, L-Pship
DBA: Pacific Cocktail Haven
550 Sutter St.
San Francisco, CA. 94102-1102

580 Sutter Street, L-Pship has filed an application with the California Department of Alcoholic Beverage Control seeking a Type 48 (On-Sale General Public Premise) license to be located at 550 Sutter St. (located Powell St. and Mason St.)

Hours of Operation:

4:00 p.m. to 2:00 a.m. each day of the week.

Digest:

580 Sutter Street, L-Pship would like to operate a Cocktail Bar at 550 Sutter St. If approved, this license will allow them to serve Beer, Wine and Distilled Spirits.

Letters of Protest

0

Letters of Support

0

Police Calls for Service:

From November 2020 to November 2021

0 calls for service

Police Reports:

From November 2020 to November 2021

0 police reports

San Francisco Plot Information:

This premise is located in Plot: **158**

A High Crime area is defined as **84** or more police reports in a plot for the year of **2020**.

This plot had **164** police reports for **2020**, which is **80 higher** than the **Citywide "High Crime"** average

State Census Tract Information:

This premise is located in Census Tract: **121.00**

Population for this tract is: **3,833**

On-sale license authorized by census tract: **13**

Active on-sale licenses: 68 with 1 pending

Off-sale licenses authorized by census tract: **3**

Active off-sale licenses: 10 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 following conditions:**

Conditions for Type 48- On-Sale General Public Premise

1. Petitioner(s) shall actively monitor the area under their control in an effort to prevent the loitering of persons on any property adjacent to the licensed premises as depicted on ABC-253.
2. No noise shall be audible at any nearby residence.
3. When the said outdoor patio area of the premises is being utilized for the sales, service and consumption of alcoholic beverages, a premise employee shall be in attendance and maintain continuous supervision at all times of said area to ensure orderly conduct of patrons.
4. Sales, service and consumption of alcoholic beverages on the patio area shall only be permitted between the hours of 12:00 p.m. and 10:00 pm daily



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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.)

February 23, 2022

CAMPARI®

Dear Alisa,

My name is Lauren Wong, and I am a liquor sales representative. I am writing in regards to the tomorrow's public hearing for Pacific Cocktail Haven (550 Sutter Street, San Francisco, 94108).

I have known, and worked with Kevin Diedrich (owner) and his team since 2016.

This is by far my favorite account to work with. I cannot stress enough how professional, hard working, thoughtful, hospitable, and kind they all are.

They are the best representation of what a high end craft cocktail bar should be. They focus on hospitality, building relationships with the customers/regulars, and maintain the highest standards, while providing some of the best cocktails in the world.

They are also an award winning, globally recognized high end craft cocktail bar. Kevin is known as one of the leaders within our industry. He has not only trained and developed some of the best people in our industry, but he also creates amazingly unique cocktails. They have won numerous awards over the years, and one of his cocktails, the Leeward Negroni had/has been named as one of San Francisco's top iconic drinks.

Pacific Cocktail Haven also gives back through charitable events and donations. For example, they partner with us every year for Imbibe Magazine's annual Negroni Week charitable event. They do an amazing job at building consumer awareness for the charities they support.

Please feel free to reach out if you need any further information.

Regards,

Lauren Wong

On Premise Key Account Rep - SF

Cell: [415-609-0819](tel:415-609-0819)

Lauren.Wong@Campari.com

Campari America

www.campariamerica.com | [@CampariAmerica](https://www.instagram.com/CampariAmerica)

*Campari, Aperol, Averna, Braulio, Cynar, Cinzano
Prosecco, Cinzano vermouths, Frangelico, Appleton Estate,
Wray & Nephew, Bulldog, Espolon, Cabo Wabo, Glen Grant,
Wild Turkey, Russell's Reserve, Long Branch, Forty Creek, Skyy,
Coruba, Grand Marnier, X-Rated, Ancho Reyes, Montelobos,
Champagne Lallier, Bisquit*



From: [Karri Kiyuna](#)
To: [Somera, Alisa \(BOS\)](#)
Subject: Board File no 220018
Date: Thursday, February 24, 2022 7:42:58 AM

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

To whom it may concern,

I am writing in reference to Board File no 220018, Liquor License Transfer - 550 Sutter Street - Pacific Cocktail Haven.

Through its many years of operation at 580 Sutter, Pacific Cocktail Haven proved itself to have a positive impact on the community and The City. This small business brings needed jobs, foot traffic, safety, and energy to an area that benefits from nightlife.

I have had many opportunities to partner with the ownership of Pacific Cocktail Haven over the years to create programs that benefit local charities including Family Dog Rescue, SF Marin Food Bank, and CUESA. This business and its employees consistently make time to give back to and be a part of the community.

When it's original location at 580 Sutter suffered a terrible fire, the ownership sprang into action to ensure that even during a pandemic, their employees would continue to have opportunities to work, maintain income, and have health insurance. This speaks volumes to the integrity in which Pacific Cocktail Haven operates and why it stands out as an industry leader.

Allowing the transfer of license to 550 Sutter would mean that a small business recognized internationally as one of the best of its kind in the world, has a chance to bring energy back to Union Square when it really needs it. The business and its team will continue to help that neighborhood grow back into its pre-pandemic character and extend its charitable outreaches throughout the industry and The City.

Thank you for your time,

Karri Kiyuna