

File No. 120465

Committee Item No. 4

Board Item No. _____

COMMITTEE/BOARD OF SUPERVISORS

AGENDA PACKET CONTENTS LIST

Committee: City Operations

Date 9/24/2012

Board of Supervisors Meeting

Date _____

Cmte Board

- | | | |
|-------------------------------------|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | Motion |
| <input type="checkbox"/> | <input 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"/> | Legislative Analyst Report |
| <input type="checkbox"/> | <input type="checkbox"/> | Youth Commission Report |
| <input type="checkbox"/> | <input type="checkbox"/> | Introduction Form (for hearings) |
| <input checked="" type="checkbox"/> | <input 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 type="checkbox"/> | Application |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Public Correspondence |

OTHER (Use back side if additional space is needed)

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Completed by: Derek Evans Date 9/20/2012

Completed by: _____ Date _____

An asterisked item represents the cover sheet to a document that exceeds 25 pages.
The complete document can be found in the file.



San Francisco Police Department
ABC Liaison Unit



Alcoholic Beverage License -
*Public Convenience and
Necessity Recommendation*

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

**Supervisor Sean Elsbernd
Supervisor Carmen Chu
Supervisor Christina Olague**

From: Inspector Julie Lazar
ABC Liaison Unit (ALU) 553-1049

Date: June 27, 2012

Subject: P.C.N. Investigation Regarding: Awadalla, Mohammad Mustafa
DBA: Amsterdam Cafe
937 Geary Street
Mohammad Awadalla
(415)678-9490

Mohammad Awadalla, on behalf of Amsterdam Cafe, has filed an application with the California Department of Alcoholic Beverage Control seeking a Type 42 (On-Sale Beer and Wine for Public Premises) bar license for 937 Geary Street, located on the south side of Geary Street between Polk Street and Larkin Street. This premises is currently licensed by the ABC as a Type 41 (On-Sale Beer and Wine-Eating Place) restaurant. There are five (5) current conditions on this active license.

During the application process, the Notice to the Public was posted on April 27, 2012. The notification date for the 500' mailer was originally on May 7, 2012. The applicant sent out another notification to the 500' area on August 21, 2012.

For the purposes of this hearing, the California Department of Alcoholic Beverage Control (ABC) seeks a determination from the Board of Supervisors as to the approval or denial of this license.

Police Calls for Service: From May 2011 to May 2012

8 Police calls

Police Reports: From May 2011 to May 2012

3 Reports

San Francisco Plot Information:

This premise is located in Plot **547**

The High Crime area is defined as 215 or more police reports in a plot.

This plot had **1,637** police reports recorded for 2010. This is **over** the High Crime area definition by **1,422** police reports.

Applicant premises **is** located in a "High Crime" area.

State Census Tract Information:

This premise is located in Census Tract **122.02**

Population for this tract is: **7,035**

On-sale license authorized by census tract: **25**

Active on-sale licenses: **34**

Off-sale licenses authorized by census tract: **8**

Active off-sale licenses: **9**

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

Letters of Protest:

Two (2) valid protest letters were received by the California Department of Alcoholic Beverage Control, (ABC).

Letters of Support:

There is no record with the California Department of Alcoholic Beverage Control, (ABC).

Departmental Recommendation:

No opposition from **Northern Station**

The Police Department recommends approval. The following conditions have been recommended to the California Department of Alcoholic Beverage Control, (ABC):

Of the 5 current conditions on the active Type 41 license, the Police Department remains silent on the first two conditions. These conditions are entertainment related and no longer under the jurisdiction of the Police Department.

The remaining active conditions have been recommended for the Type 42 application.

1. There shall be no exterior advertising or sign of any kind or type, including advertising directed to the exterior from within, promoting or indicating the availability of alcoholic beverages. Interior displays of alcoholic beverages or signs which are clearly visible to the exterior shall constitute a violation of this condition.
2. The sale of alcoholic beverages for consumption off the premises is strictly prohibited.
3. Sales, service or consumption of alcoholic beverages shall be permitted only between 11:00 am and 12:00 am (midnight) Sunday and Thursday and 11:00 am to 2:00 am on Friday and Saturdays.

Additionally, the following conditions have been recommended for the Type 42 application.


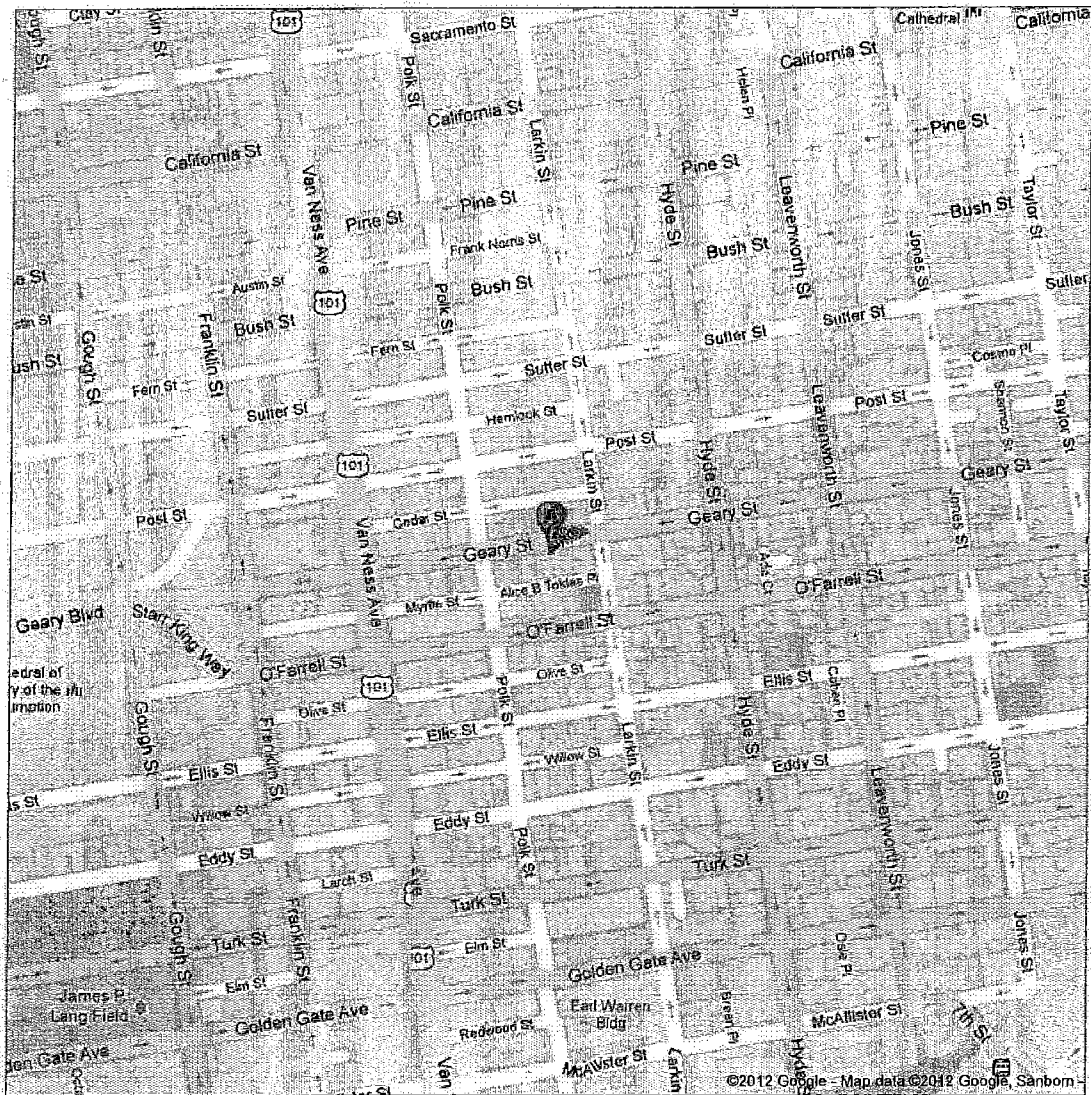
4. No noise shall be audible beyond the area under the control of the licensee(s) as defined on the ABC-257.
5. Loitering (loitering is defined as "to stand idly about; linger aimlessly without lawful business") is prohibited on any sidewalks or property adjacent to the licensed premises under the control of the licensee as depicted on the ABC-257.
6. 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.
7. The petitioner shall utilize electronic surveillance and recording equipment that is able to view all exits and entrance points of the exterior of the premises. The electronic surveillance/recording shall be operational at all times that the premises are open to the public. Said electronic recording shall be maintained and kept for a no less than 72 hours and shall be made available to Law Enforcement on demand.

Thank you

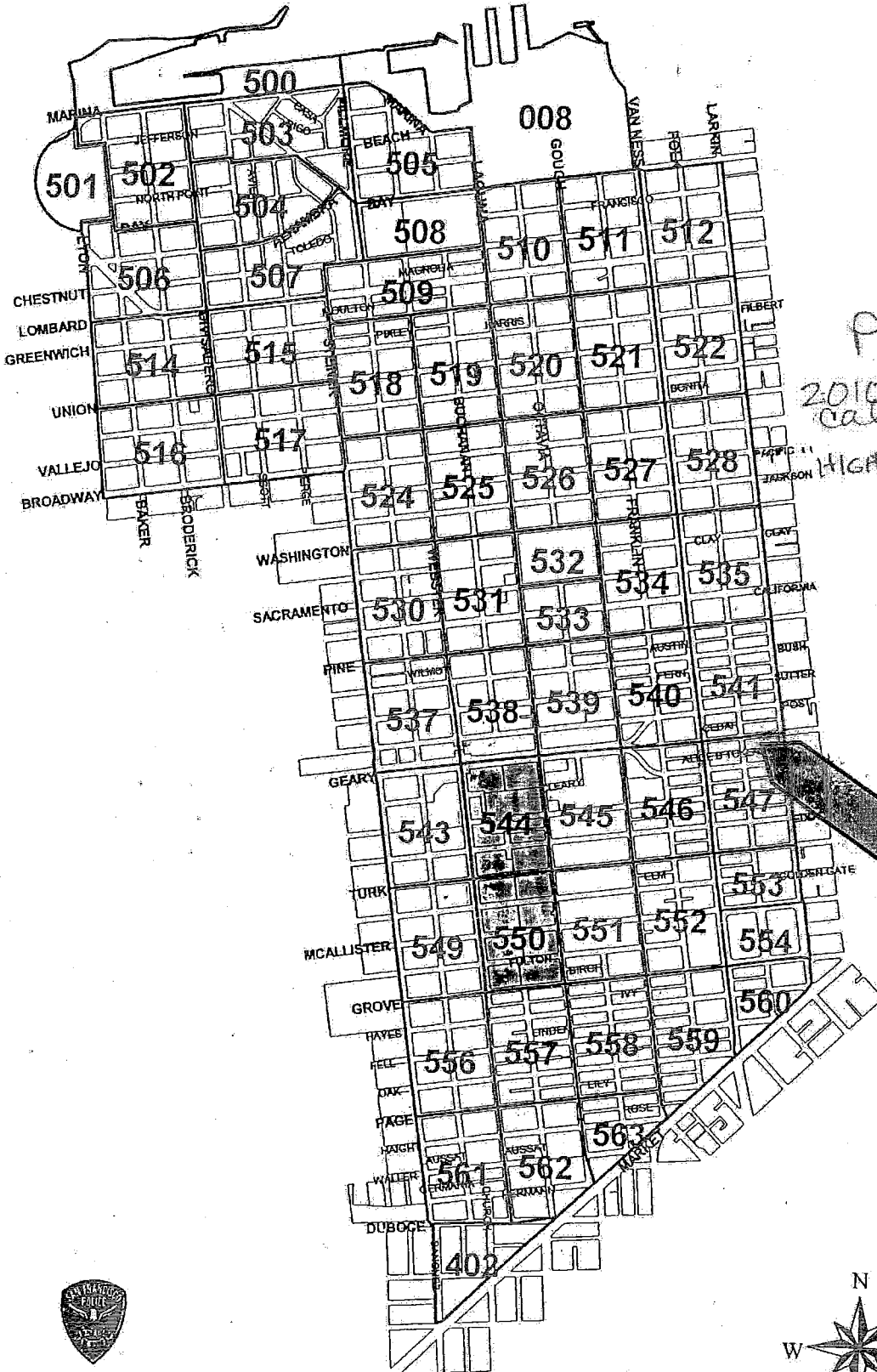


Address 937 Geary St
San Francisco, CA 94109

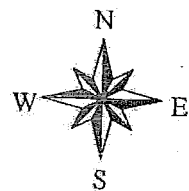
Get Google Maps on your phone
Text the word "GMAPS" to 466453

NORTHERN DISTRICT Major Streets & Reporting Plots



Police Plot 547
 2010 - 1,637
 calls
 HIGH CRIME - 215
1,422 OVER
 HIGH
 CRIME





937 Geary Street-Amsterdam Cafe

Legend:

Boundaries

- State
- '10 County
- '10 Census Tract

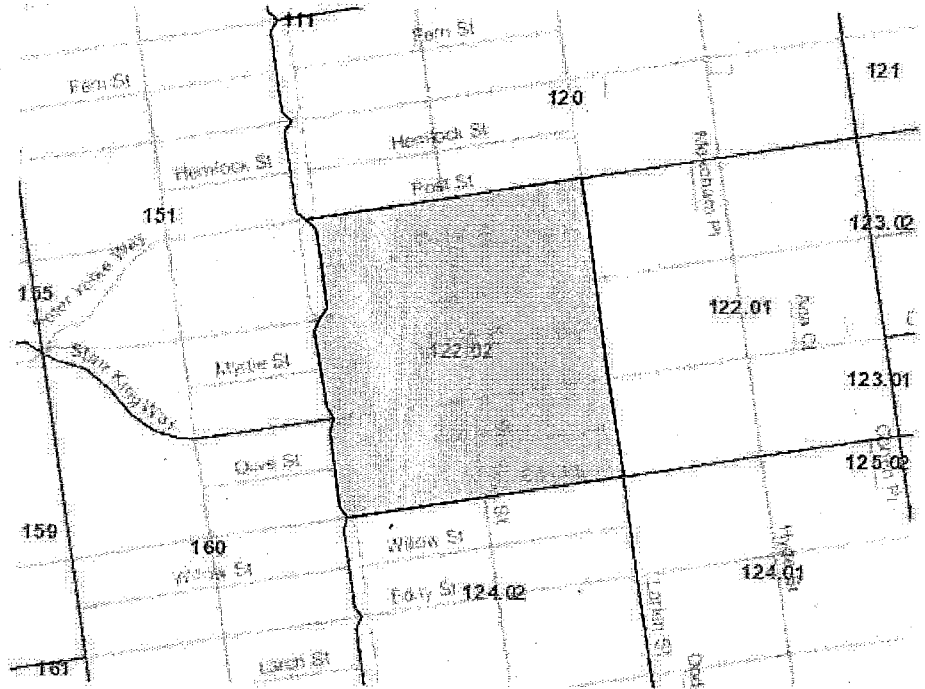
Features

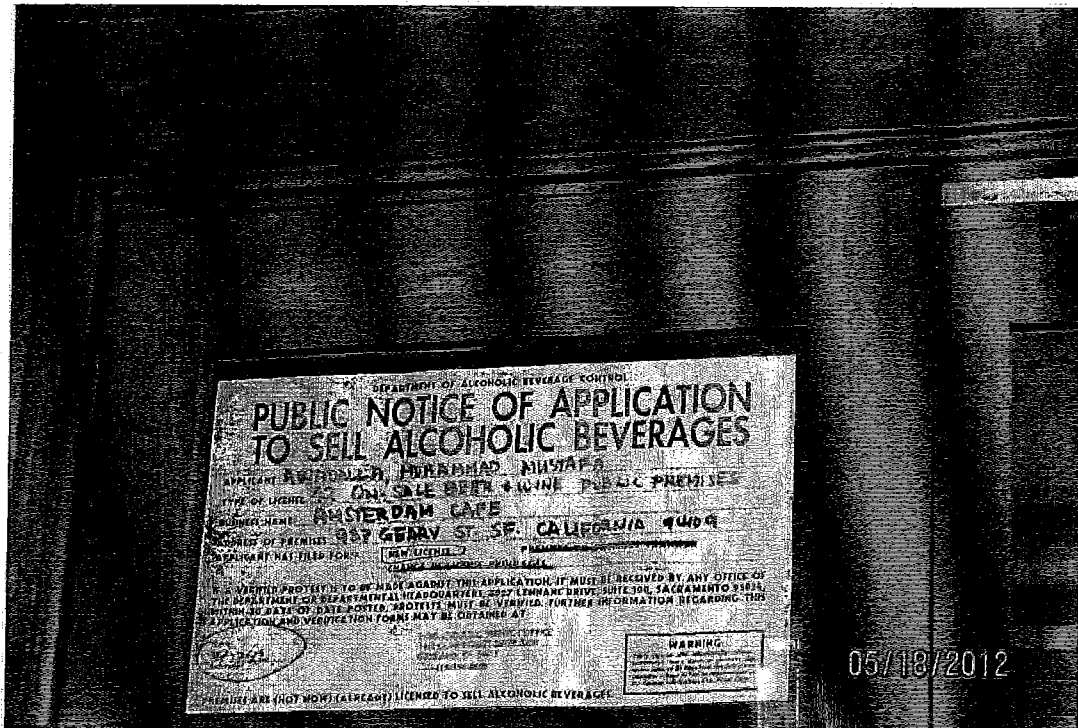
- Major Road
- Street
- Stream/Waterbody

Your Selections

- Your Selections

Items in grey text are not visible at this zoom level

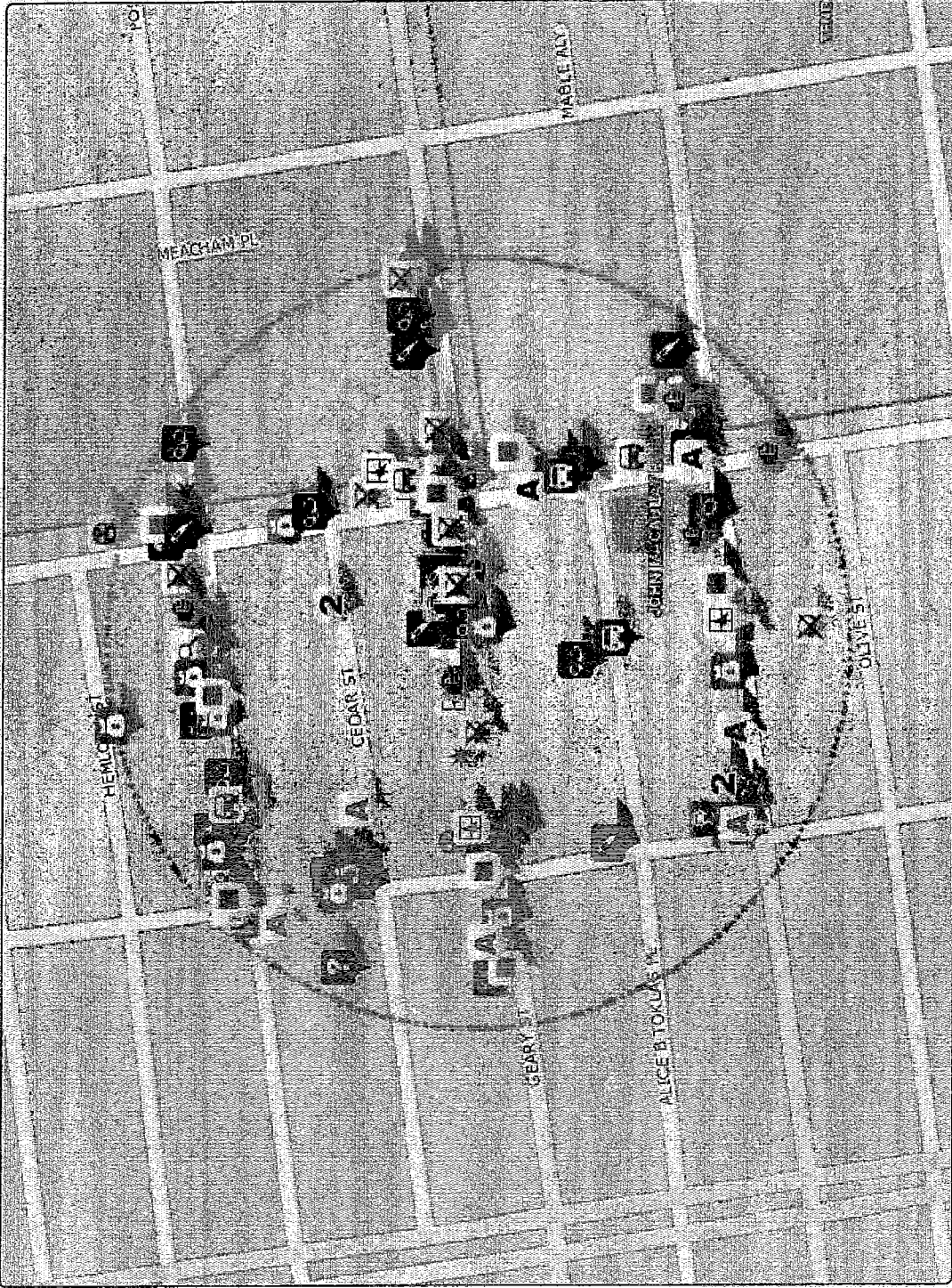




937 Geary Street- 500' radius

05/12/2011-05/10/2012

San Francisco Police Department



Map Legend	
Incidents (1004)	
Assault (143)	
Other Offenses (140)	
Larceny/Theft (126)	
Non-Criminal (98)	
Warrants (93)	
Drug/Narcotic (90)	
Warrants (83)	
Robbery (44)	
Vandalism (36)	
Burglary (25)	
Suspicious Occurrence (25)	
Vehicle Theft (16)	
Secondary Codes (15)	
Fraud (10)	
Missing Person (10)	
Kidnapping (7)	
Sex Offenses, Forcible (7)	
Prostitution (7)	
D.U.I. (6)	
Trespassing (6)	
Weapon Laws (5)	
Drunkenness (4)	
Recovered Vehicle (2)	
Arson (1)	
Stolen Property (1)	
Forgery/Counterfeiting (1)	
Homicide (1)	
Disorderly Conduct (1)	
Liquor Laws (1)	

All representations on this map are distributed and transmitted "AS IS" without warranties of any kind, either expressed or implied including without limitation, warranties of title or implied warranties of merchantability or fitness for a particular purpose. In no event shall San Francisco Police Department become liable to users of these data for any loss or damages, consequential or otherwise, including but not limited to time, money, goodwill, arising from the use, operation or modification of the data. The visual presentation of data is being provided strictly as a courtesy, not as an obligation to its users.

WARNING: This map does not meet the national map accuracy standards.

export To  **New!**

Records 1 through 6 of 6

Call No	Report No	Received Date	Received Time	Priority	Call Type	Unit ID	Disposition	Location
<u>121103513</u>	120311650	04/19/2012	21:09:45	A ✓	809	3E13E	REP	937 GEARY ST
<u>121103498</u>		04/19/2012	21:06:27	B	809		DUP	937 GEARY ST
<u>121003318</u>		04/09/2012	21:31:18	A ✓	216S	3E13E	NOM	937 GEARY ST
<u>120972219</u>		04/06/2012	16:25:39	C ✓	917	3E13D	GOA	937 GEARY ST
<u>120663434</u>		03/06/2012	23:53:20	B ✓	418		CANC	937 GEARY ST
<u>113131991</u>	110905019	11/09/2011	14:36:18	C ✓	459	3E13C	REP	937 GEARY ST

End of document

export To  **New!**

Records 1 through 2 of 2

Call No	Report No	Received Date	Received Time	Priority	Call Type	Unit ID	Disposition	Location
<u>112881932</u>		10/15/2011	13:33:31	C ✓	585	3J71	ADV	937 GEARY ST
<u>111573108</u>	110458488	06/06/2011	21:24:54	B	519	3E13E	REP	937 GEARY ST

End of document

127

Department of Alcoholic Beverage Control
**PROTEST AGAINST ALCOHOLIC
BEVERAGE LICENSE APPLICATION**

State of California

- Please refer to Form ABC-510, Instructions for Protesting an Alcoholic Beverage License Application, before completing and submitting your protest. The ABC-510 can be found at www.abc.ca.gov
- Please print legibly of type. Incomplete and/or illegible information will cause the protest to be rejected.
- You will be notified by letter regarding a hearing on your protest. You will need to attend the hearing to testify and/or present evidence to support your protest.
- A copy of your valid protest, including your name and address, will be provided to the applicant as a public record and a right of discovery for a protest hearing.

I hereby protest the issuance of a license under the Alcoholic Beverage Control Act to:

California Produce

(Name(s) of Applicant(s))

For premises at:

937 Geary St. San Francisco, CA 94109

(Exact address of proposed premises)

on the grounds that:

The premises is located within the immediate vicinity what would be a church an Islamic Mosque as well as a children's playground. The sale of alcoholic beverages will adversely affect the area which is already having problems with a large gathering of drunkards as well as noise pollution. Licensing the premises would create a public nuisance as we already have enough noise, drunkards and more than 20 bars in the vicinity. Issuance of the license would add to an undue concentration of licenses such as the Hemlock bar, Vortiga Bar, Lash Lounge Bar, Divas Bar, O'Farrel St. Bar, and so on and so forth. In addition, it has been told that by many people in the area state that the applicant is currently selling alcohol during night hours, it would also be note worthy that we have more than 10 people would provide statements as proof for the last accusation.

Check here if additional sheets attached

I, Abraham Mohamed, California Produce, Manager

PRINT (Name of Protestor)

, declare under penalty of perjury:

(1) That I am the protestant herein; (2) That I have read the above protest and know the contents thereof; and (3) That the same is true of my own knowledge except as to those matters which are therein stated on information and belief, and as to those matters I believe to be true.

PROTESTANT'S SIGNATURE

SIGNED AT (City and state)

San Francisco, CA

PROTESTANT'S ADDRESS (Street number and name, city, state, ZIP code)

986 Polk St., San Francisco, CA 94109

PROTESTANT'S TELEPHONE NUMBER (Optional)

415-345-1700

DATE SIGNED

05/12/2012

May 16, 2012

Department of Alcoholic Beverage Control
1515 Clay Street, Suite 2208
Oakland, CA 94612

RE: **Amsterdam Café**
937 Geary Street
San Francisco, CA 94109

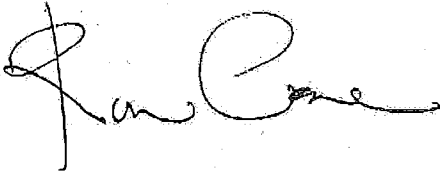
Dear Alcoholic Beverage Control:

I am writing to **protest** Amsterdam Café's request for a 42-on-sale beer and wine license. Our neighborhood is over saturated with bars and liquor stores now. To turn a restaurant into a bar is not good for our community.

This location is only a short distance to "Next Door" shelter, which most of the residents already have a substance abuse problem. Lower Polk Street is working hard to bring positive businesses to our area, such as grocery stores and mom and pop shops, not more bars.

I feel Amsterdam Café needs to stay as a restaurant and not be allowed to become a just another bar.

Regards,



Ron Case
1033 Polk Street
San Francisco, CA 94109

Department of Alcoholic Beverage Control

State of California

PROTEST AGAINST ALCOHOLIC BEVERAGE LICENSE APPLICATION

- Refer to Form ABC-510, Information Regarding ABC License Application and Protests (Rev. April 2010), before completing and submitting your protest. The ABC-510 is located at www.abc.ca.gov and in each district office.
- Please print legibly or type. Incomplete and/or illegible information will cause the protest to be rejected.
- You will be notified by letter whether or not your protest is accepted.
- If the Department recommends licensure, you will be afforded the opportunity to request a hearing on your protest.
- If a hearing is scheduled as to whether or not a license should be granted, you or your authorized representative will need to attend the hearing to testify and/or present evidence to support your protest, or your protest will be deemed abandoned.
- All protests submitted to the ABC are public records and are open to inspection pursuant to the California Public Records Act (CPRA). (Gov. Code sec. 6254 et seq.)
- A copy of all valid and verified protests (ABC-510-A) and Protestants/Complainant's Declaration (ABC-128) will be provided to the applicant as part of the licensing process.

I hereby protest the issuance of a license under the Alcoholic Beverage Control Act to:

AMSTERDAM CAFE

(Name(s) of Applicant(s))

For premises at:

937 GRADY ST, SAN FRANCISCO, CA 94109

(Exact address of proposed premises)

on the grounds that:

OUR NEIGHBORHOOD IS ALREADY SATURATED WITH Pubs. WE DO NOT NEED ANOTHER RESTAURANT CHANGING TO A PUB

Check here if additional sheets attached

I, RON CASE

PRINT (Name of Protestant)

declare under penalty of perjury:

- (1) That I am the Protestant herein;
- (2) That I have read the above protest and know the contents thereof; and
- (3) That the same is true of my own knowledge except as to those matters which are therein stated on information and belief, and as to those matters I believe to be true.

PROTESTANT'S SIGNATURE

Ron Case

SIGNED AT (City and State)

SAN FRANCISCO, CA
1033 FOLK ST. SAN FRANCISCO 94109

PROTESTANT'S ADDRESS (Full address - Street name & number, Unit or Apt. No., City, State, & Zip Code)

TELEPHONE NUMBER (Optional & non-public)

415-351-3900

DATE SIGNED

MAY 16, 2012

LIQUOR LICENSE REVIEW

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

File: 120465

Block/Lot: 0716/010

Zoning: RC-4

Quad: NE

map # 1201080

TO: Inspector Kenneth Stocker
Police Department
Fax No.: 553-1463

DATE: May 15, 2012

This item is scheduled to be heard at a meeting on June 25, 2012. **PLEASE EMAIL YOUR RESPONSE BY:** June 21, 2012, to Gail Johnson, Clerk, City Operations and Neighborhood Services Committee.

Gail.Johnson@sfgov.org - Fax No: 554-7714

Applicant Name: Mohammad Awadalla
and Business Name: Amsterdam Cafe
Applicant Address: 937 Geary Street
San Francisco, CA 94109
and Phone No. (415) 678-9490

PLANNING COMMENTS: Approval Denial

*Per Sections 218(b) and 209.8(c) of the
Planning Code. James Hanbury 6/20/12*

POLICE COMMENTS: Approval Denial

File # 120765

May 3, 2012

clerk of the Board

San Francisco Board of Supervisors

1 Dr. Carlton B. Goodlett Place, Room # 244

San Francisco, CA 94102

RECEIVED
BOARD OF SUPERVISORS
SAN FRANCISCO
2012 MAY -3 PM 3:43
LSC

Dear Sir/Madam,

Application for Beer wine license Amsterdam Cafe 937 Geary St.
San Francisco CA 94109

In connection with my application for Beer & wine License please note
the following information:

Name! Mohammad Awadalla

Daytime phone# (415) 678-9490

Business Name / Address: Amsterdam Cafe 937 Geary St., San Francisco
CA 94109

Business Hours! 11:00 Am - 2:00 Am

Thank you for your consideration of Amsterdam Cafe application
for this license.

Sincerely,
Mohammad Awadalla

Mohammad Awadalla

April 24, 2012 PCN REQUIREMENTS (APPLICANT)

MOHAMMAD MUSTAFA AWADALLA, TYPE 42-521227

HOW WILL ISSUANCE OF THE LICENSE ENHANCE THE QUALITY OF LIFE IN THE AREA OF THE PREMISES

Our business is becoming a premier travel destination in San Francisco. We have been featured in the San Francisco Examiner, 7x7 Magazine and BeerAdvocate.com

HOW WILL ISSUANCE OF APPLIED-FOR LICENSE ENSURE QUIET ENJOYMENT OF THE AREA RESIDENTS'

Our business provides security cameras on-site. We provide a door person during busy weekend hours.

HOW WILL LICENSE ISSUANCE SERVE COMMUNITY SURROUNDING THE PREMISES

Our business supports the local art community and participates in annual Alzheimer's and Breast Cancer donation drives.

HOW WILL THE PREMISES OPERATION NOT ENHANCE CRIME WITHIN A HIGH CRIME/POLICE AREA

Our business has a No Tolerance for Loitering policy. We have a good reputation established in our neighborhood as an up-scale business.

WHAT FISCAL BENEFIT WILL THE COMMUNITY EXPERIENCE AS A RESULT OF ISSUANCE OF LICENSE

Our business would be able to create new jobs in a down-economy while other businesses are laying-off employees or are not capable of hiring at all.

HOW IS THE PREMISES OPERATION DIFFERENT FROM OTHER LIKE-TYPE ESTABLISHMENTS IN AREA

Our business is located in a heavily concentrated area of tourist hostels and hotels that can offer exclusive international selection and service. There are no other similar businesses in our neighborhood.

WILL THE APPLICANT CONSIDER THE IMPOSITION OF CONDITIONS TO ADDRESS COMMUNITY CONCERNS

As long standing business owners in the neighborhood for over ten years, we have been working with our neighbors to clean up our block and promote a safe and fun experience to all customers.

INFORMATION AND INSTRUCTIONS -

SECTION 23958.4 B&P

Instructions This form is to be used for all applications for original issuance or premises to premises transfer of licenses.

- Part 1 is to be completed by an ABC employee, given to applicant with pre-application package, with copy retained in holding file or applicant's district file.
- Part 2 is to be completed by the applicant, and returned to ABC.
- Part 3 is to be completed by the local governing body or its designated subordinate officer or body, and returned to ABC.

PART 1 - TO BE COMPLETED BY ABC

1. APPLICANT'S NAME

AWADALLA, MOHAMMAD MUSTAFA

2. PREMISES ADDRESS (Street number and name, city, zip code)

937 GEARY ST., SAN FRANCISCO, CA 94109

3. LICENSE TYPE

42

4. TYPE OF BUSINESS

- | | | | |
|---|--|--|--|
| <input type="checkbox"/> Full Service Restaurant | <input type="checkbox"/> Hofbrau/Cafeteria | <input type="checkbox"/> Cocktail Lounge | <input type="checkbox"/> Private Club |
| <input type="checkbox"/> Deli or Specialty Restaurant | <input type="checkbox"/> Comedy Club | <input type="checkbox"/> Night Club | <input type="checkbox"/> Veterans Club |
| <input type="checkbox"/> Cafe/Coffee Shop | <input type="checkbox"/> Brew Pub | <input checked="" type="checkbox"/> Tavern: Beer | <input type="checkbox"/> Fraternal Club |
| <input type="checkbox"/> Bed & Breakfast: | <input type="checkbox"/> Theater | <input type="checkbox"/> Tavern: Beer & Wine | <input type="checkbox"/> Wine Tasting Room |
| <input type="checkbox"/> Wine only | <input type="checkbox"/> All | | |

- | | | | |
|---|--|--|--|
| <input type="checkbox"/> Supermarket | <input type="checkbox"/> Membership Store | <input type="checkbox"/> Service Station | <input type="checkbox"/> Swap Meet/Flea Market |
| <input type="checkbox"/> Liquor Store | <input type="checkbox"/> Department Store | <input type="checkbox"/> Convenience Market | <input type="checkbox"/> Drive-in Dairy |
| <input type="checkbox"/> Drug/Variety Store | <input type="checkbox"/> Florist/Gift Shop | <input type="checkbox"/> Convenience Market w/Gasoline | |
| <input type="checkbox"/> Other - describe: | | | |

5. COUNTY POPULATION

812, 820 (7035)

6. TOTAL NUMBER OF LICENSES IN COUNTY

284

On-Sale Off-Sale

7. RATIO OF LICENSES TO POPULATION IN COUNTY

On-Sale Off-Sale

8. CENSUS TRACT NUMBER

122.02

9. NO. OF LICENSES ALLOWED IN CENSUS TRACT

25

On-Sale Off-Sale

10. NO. OF LICENSES EXISTING IN CENSUS TRACT

34

On-Sale Off-Sale

11. IS THE ABOVE CENSUS TRACT OVERCONCENTRATED WITH LICENSES? (i.e., does the ratio of licenses to population in the census tract exceed the ratio of licenses to population for the entire county?)

Yes, the number of existing licenses exceeds the number allowed

No, the number of existing licenses is lower than the number allowed

3x pub

12. DOES LAW ENFORCEMENT AGENCY MAINTAIN CRIME STATISTICS?

Yes (Go to Item #13)

No (Go to Item #20)

13. CRIME REPORTING DISTRICT NUMBER

547

14. TOTAL NUMBER OF REPORTING DISTRICTS

654

15. TOTAL NUMBER OF OFFENSES IN ALL REPORTING DISTRICTS

117,571

16. AVERAGE NO. OF OFFENSES PER DISTRICT

179

17. 120% OF AVERAGE NUMBER OF OFFENSES

214.8

18. TOTAL NUMBER OF OFFENSES IN REPORTING DISTRICT

1637

19. IS THE PREMISES LOCATED IN A HIGH CRIME REPORTING DISTRICT? (i.e., has a 20% greater number of reported crimes than the average number of reported crimes as determined from all crime reporting districts within the jurisdiction of the local law enforcement agency)

Yes, the total number of offenses in the reporting district equals or exceeds the total number in item #17

No, the total number of offenses in the reporting district is lower than the total number in item #17

20. CHECK THE BOX THAT APPLIES (check only one box)

a. If "No" is checked in both item #11 and item #19, Section 23958.4 B&P does not apply to this application, and no additional information will be needed on this issue. Advise the applicant to bring this completed form to ABC when filing the application.

b. If "Yes" is checked in either item #11 or item #19, and the applicant is applying for a non-retail license, a retail bona fide public eating place license, a retail license issued for a hotel, motel or other lodging establishment as defined in Section 25503.16(b) B&P, or a retail license issued in conjunction with a beer manufacturer's license, or winegrower's license, advise the applicant to complete Section 2 and bring the completed form to ABC when filing the application or as soon as possible thereafter.

c. If "Yes" is checked in either item #11 or item #19, and the applicant is applying for an off-sale beer and wine license, an off-sale general license, an on-sale beer license, an on-sale beer and wine (public premises) license, or an on-sale general (public premises) license, advise the applicant to take this form to the local governing body, or its designated subordinate officer or body to have them complete Section 3. The completed form will need to be provided to ABC in order to process the application.

Governing Body/Designated Subordinate Name: Board of Supervisors

FOR DEPARTMENT USE ONLY

PREPARED BY (Name of Department Employee)

Jason