

File No. 240751

Committee Item No. 2

Board Item No. 17

COMMITTEE/BOARD OF SUPERVISORS

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Committee: Public Safety and Ngbh Services

Date: July 25, 2024

Board of Supervisors Meeting:

Date: September 3, 2024

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- PC or N Referral to Planning and Police – 070824
- PC or N Request Letter – 070324
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- _____
- _____
- _____
- _____

Prepared by: Monique Crayton

Date: July 19, 2024

Prepared by: Monique Crayton

Date: August 29, 2024

Prepared by: _____

Date: _____

1 [Liquor License Issuance - 2801 Leavenworth Street - Reverb]

2

3 **Resolution determining that the issuance of a Type-90 on-sale general music**
4 **venue liquor license to Talldoor Entertainment LLC, to do business as Reverb,**
5 **located at 2801 Leavenworth Street (District 3), will serve the public convenience**
6 **or necessity of the City and County of San Francisco, in accordance with**
7 **California Business and Professions Code, Section 23958.4; and requesting that**
8 **the California Department of Alcoholic Beverage Control impose conditions on**
9 **the issuance of the license.**

10

11 WHEREAS, Talldoor Entertainment LLC is seeking the issuance of a Type-90
12 on-sale general music venue liquor license to do business as Reverb, located at 2801
13 Leavenworth Street (District 3); and

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

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

20 WHEREAS, The conditions recommended by the Police Department are the
21 following: 1) Petitioner(s) shall actively monitor the area under their control in an effort
22 to prevent the loitering of persons on any property adjacent to the licensed premises as
23 depicted on the ABC-253; 2) The petitioner(s) shall be responsible for maintaining free
24 of litter the area adjacent to the premises over which they have control, as depicted on
25 ABC-253; 3) (1) Except as provided in Condition 2 below, no noise shall be audible

1 beyond the area under the control of the licensee. (2) Any noise caused by
2 entertainment or amplified sound that is subject to the provisions of an active
3 Entertainment Permit issued by the San Francisco Entertainment Commission shall be
4 authorized in accordance with the limits established by that Entertainment Permit,
5 including any limitation on hours during which entertainment or amplified sound is
6 permitted. A violation of the entertainment or amplified sound noise conditions of the
7 Entertainment Permit, as determined by the San Francisco Entertainment Commission
8 (or any successor agency), shall be deemed to be a violation of this Condition. Any
9 noise that is not subject to, or is beyond the scope of, the Entertainment Permit shall be
10 subject to Condition 1 above. "Entertainment Permit" means any of the following: a Just
11 Add Music permit, a Limited Live Performance permit, a Place of Entertainment permit,
12 a Fixed Place Amplified Sound permit, or any similar such permit issued by the San
13 Francisco Entertainment Commission; and 4) At any time, the premise is providing live
14 entertainment, the petitioner(s) shall have two (2) uniformed security guard(s) on the
15 premises and shall maintain order therein to prevent any activity which would interfere
16 with the quiet enjoyment of their nearby residents, or the surrounding community. The
17 uniform security guards must be licensed by the State of California Department of
18 Consumer Affairs; now, therefore, be it

19 RESOLVED, That in accordance with California Business and Professions Code,
20 Section 23958.4, the Board of Supervisors of the City and County of San Francisco
21 hereby determines that issuance of a Type-90 on-sale general music venue liquor
22 license to Talldoor Entertainment LLC, to do business as Reverb located at 2801
23 Leavenworth Street, will serve the public convenience or necessity of the City and
24 County of San Francisco; and, be it

25

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

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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 Catherine Stefani
Supervisor Matt Dorsey
Supervisor Joel Engardio

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

Date: July 17, 2024

Subject: P.C.N. Investigation Regarding: First Owner: Talldoor Entertainment, LLC.
DBA: Reverb
2801 Leavenworth St. Unit J32
San Francisco CA. 94117
ABC File # 90-658290

Talldoor Entertainment., operating as “Reverb”, has filed an application with the California Department of Alcoholic Beverage Control seeking a Type 90 (On Sale General Music Venue) license to be located at 2801 Leavenworth St. (located between Beach St. and Jefferson St.)

Hours of Operation:

9am to 2am each day of the week.

Digest:

“Talldoor Entertainment LLC.” would like to operate a Live Entertainment Venue to be located at 2801 Leavenworth St. If approved, this license will allow them to sell Wine, Beer, and Distilled Spirits.

Letters of Protest

0

Letters of Support

0

Police Calls for Service:

From April 23, 2023 to April 23, 2024

8 calls for service

Police Reports:

From April 23, 2023 to April 23, 2024

4 police reports

San Francisco Plot Information:

This premise is located in Plot: **100**

A High Crime area is defined as **103** or more police reports in a plot for the year of **2023**.

This plot had 398 police reports for **2023**, which is 295 **Higher** than the **Citywide "High Crime"** average.

State Census Tract Information:

This premise is located in Census Tract: **102.02**

Population for this tract is: **2,000**

On-sale license authorized by census tract: **7**

Active on-sale licenses: 26 with 0 pending

Off-sale licenses authorized by census tract: **1**

Active off-sale licenses: 7 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 the condition:**

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 the ABC-253.
2. The petitioner(s) shall be responsible for maintaining free of litter the area adjacent to the premises over which they have control, as depicted on ABC-253.
3. (1) Except as provided in Condition 2 below, no noise shall be audible beyond the area under the control of the licensee. (SF district office only).

(2) Any noise caused by entertainment or amplified sound that is subject to the provisions of an active Entertainment Permit issued by the San Francisco Entertainment Commission shall be authorized in accordance with the limits established by that Entertainment Permit, including any limitation on hours during which entertainment or amplified sound is permitted. A violation of the entertainment or amplified sound noise conditions of the Entertainment Permit, as determined by the San Francisco Entertainment Commission (or any successor agency), shall be deemed to be a violation of this Condition. Any noise that is not subject to, or is beyond the scope of, the Entertainment Permit shall be subject to Condition 1 above.
“Entertainment Permit” means any of the following: a Just Add Music permit, a Limited Live Performance permit, a Place of Entertainment permit, a Fixed Place

Amplified Sound permit, or any similar such permit issued by the San Francisco Entertainment Commission. (SF district office only)

4. At any time, the premise is providing live entertainment, the petitioner(s) shall have two (2) uniformed security guard(s) on the premises and shall maintain order therein to prevent any activity which would interfere with the quiet enjoyment of their nearby residents, or the surrounding community. The uniform security guards must be licensed by the State of California Department of Consumer Affairs.



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

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 ~ (415) 554-7750

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.)



San Francisco Planning

49 South Van Ness Avenue, Suite 1400
San Francisco, CA 94103
628.652.7600
www.sfplanning.org

7/10/2024

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

Re: BOS referral - Liquor License Public Convenience or Necessity Referral for Reverb – 2801 Leavenworth St., Planning Department Files No. 2024-006201MIS.

To Whom It May Concern:

The Planning Department is recommending approval of the attached ABC Type 90 (On Sale General Music Venue) at 2801 Leavenworth St. (music venue dba Reverb) in association with the continuation of Entertainment, Arts and Recreation Use which is permitted in the C-2 District.

If you have any questions related to Planning's evaluation, please contact me at honora.montano@sfgov.org.

Sincerely,

Honora Montano

**Honora Montano (she/her), Planner
District 3, Current Planning Division**

San Francisco Planning

49 South Van Ness Avenue, Suite 1400, San Francisco, CA 94103

Direct: 628.652.7402 | General Inquiries: pic@sfgov.org | www.sfplanning.org

[San Francisco Property Information Map](#) | [San Francisco Permit Center](#)

From: [Crayton, Monique \(BOS\)](#)
To: [CPC.Referrals](#); [Froines, Andrew \(POL\)](#); mark@markrennielaw.com; [Mark Rennie](#)
Cc: [Alabanza, Analyn@ABC](#); 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

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 | 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.

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, flowing style.

Mark E. Rennie

MER/mb

Cc: Officer-in-Charge SFPD ALU

MARK RENNIE

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

File Number: **658290** **415 621 2300**
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:

<u>License Type</u>	<u>Transaction Type</u>	<u>Master</u>	<u>Secondary LT And Count</u>		
90 - On-Sale General Music Venue	ORI	Y			

<u>License Type</u>	<u>Transaction Description</u>	<u>Fee Code</u>	<u>Dup</u>	<u>Date</u>	<u>Fee</u>
Application Fee	ADD PRIMARY LICENSE TYPE	NA	0	04/18/24	\$18,635.00
Application Fee	FEDERAL FINGERPRINTS	NA	2	04/18/24	\$48.00
Application Fee	STATE FINGERPRINTS	NA	2	04/18/24	\$78.00
90 - On-Sale General Music Ven	ANNUAL FEE	P40	0	04/18/24	\$1,450.00
Total					\$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

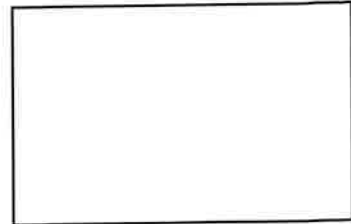
ABC - Type 90: Recommend Approval - Type 90 License (on-sale general music venue) permitted with Entertainment use within the C-2 District per P.C. Sec. 210.1. Honora Montano, SF Planning, Honora.Montano@sfgov.org.

Honora Montano

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: