

11/10/2011 18:50

SFPD ABC LIAISON UNIT → B OF SUPERVISOR

NO.890 P01



# 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 Avalos  
Supervisor Mar  
Supervisor Elsbernd**

**From:** Inspector Joe Fong  
ABC Liaison Unit (ALU) 553-1049

**Date:** July 29, 2011

**Subject:** P.C.N. Investigation Regarding: Noe Valley Wine Merchants Inc  
Noe Valley Wine Merchants  
3821 24<sup>th</sup> Street  
Mr. James Mead  
404/862-8225

Mr. James Mead on behalf of Noe Valley Merchants Inc., has filed an application with the California Department of Alcoholic Beverage Control seeking for a person-to person transfer (Existing license, new owner) of two ABC licenses, License -Type 21 (On-Sale General) and License-Type-42 (On-sale beer and wine.) Address: 3821-24<sup>th</sup> Street (located between Church Street and Sanchez Street).

**Hours of Operation:**

- Sunday: 11-6
- Monday: 10-9
- Tuesday: 10-9
- Wednesday: 9-9
- Thursday: 10-9
- Friday: 10-9
- Saturday: 9-9

**Digest:**

This location was the Urban Cellars and is currently closed. The ABC licenses of Urban Cellar were surrendered to the California Department of Alcoholic Beverage Control.

If approved, this license will allow the applicant to sell off-sale beer, wine, and distilled spirits and serve on-sale beer and wine at its current location. The premises will be restricted to those 21 years of age and older and it will have an off-sale privilege.

**Letters of Protest:**

1

**Letters of Support:**

4

**Police Calls for Service:**

From August 2010 to August 2011

No record

**Police Reports:**

From August 2010 to August 2011

No record

**San Francisco Plot Information:**

This premise is located in Plot 452

126 Police Reports were recorded for this plot in 2010

This plot is 89 Police Report(s) under the citywide average (plus 20%) of 215 Police Reports.

**State Census Tract Information:**

This premise is located in Census Tract 214

Population for this tract is: 3285

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On-sale license authorized by census tract: **12**  
Active on-sale licenses: **12**

Off-sale licenses authorized by census tract: **4**  
Active off-sale licenses: **8**

**Departmental Recommendation:**

Points of consideration:

No opposition from **Mission Station**

Applicant premise is **NOT** located in a "high crime" area.

Applicant premises **IS** located in an "undue concentration" area.

**Yes - Record of protest.**

**Yes - Record of support.**

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**ALU Recommendation: Approval w/conditions**

1. The two licenses, type 21 and 42, shall operate in conjunction with one another and shall not be separated.
2. Sales, service and consumption of alcoholic beverages shall be permitted only between the hours of 10:00 a.m. to 9:00 p.m. Monday to Saturday and 9 a.m. to 9:00 p.m. Sunday.
3. Service and consumption of alcoholic beverages shall be permitted only at the "tasting area" as depicted on ABC-257, except for private events that are closed to the public with signage posted.
4. The "tasting area" must be section off with "No One Under 21 is Allow" sign clear posted.
5. Tasting of wine shall be limited to not more than three serving per person per day and a single tasting of wine shall not exceed one ounce.
6. The on-sale service or consumption of beer and/or malt product(s) is strictly prohibited.
7. The sale of distilled spirits in sizes smaller than 200 ml is strictly prohibited.
8. The sale of beer or malt beverages in quantities of 16 oz., 20 oz., 22 oz., 32 oz., 40 oz., or similar size containers is prohibited, except for microbrews, craft brews, organic and specialty malt products sold under such designations as stout, porter, IPA and ESB. This condition is intended to eliminate high alcohol, low-cost products that are frequently abused, but not prevent the sale of specialty and craft beer products.
9. No person under the age of 21 shall serve or deliver alcoholic beverages.

end.

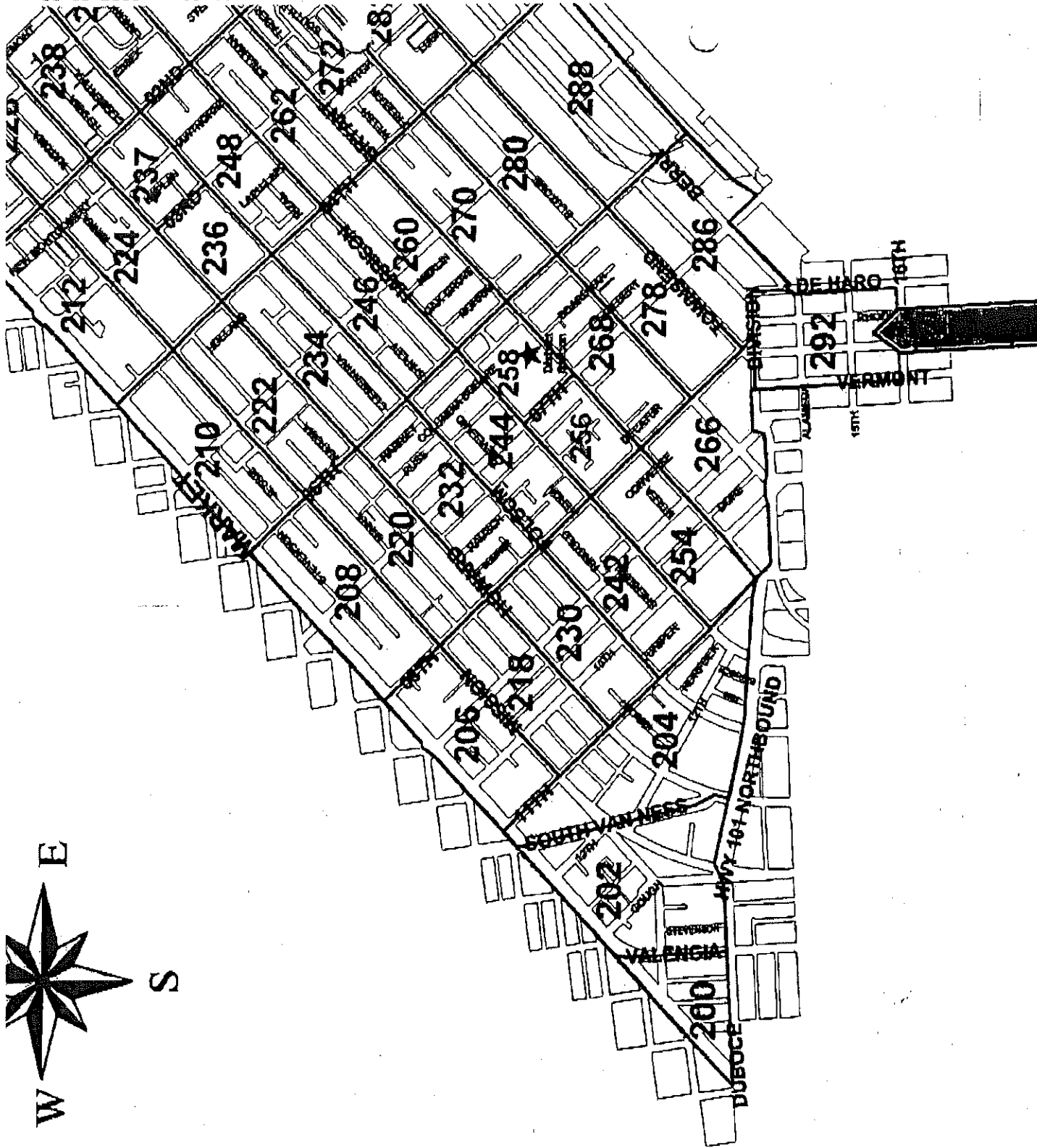
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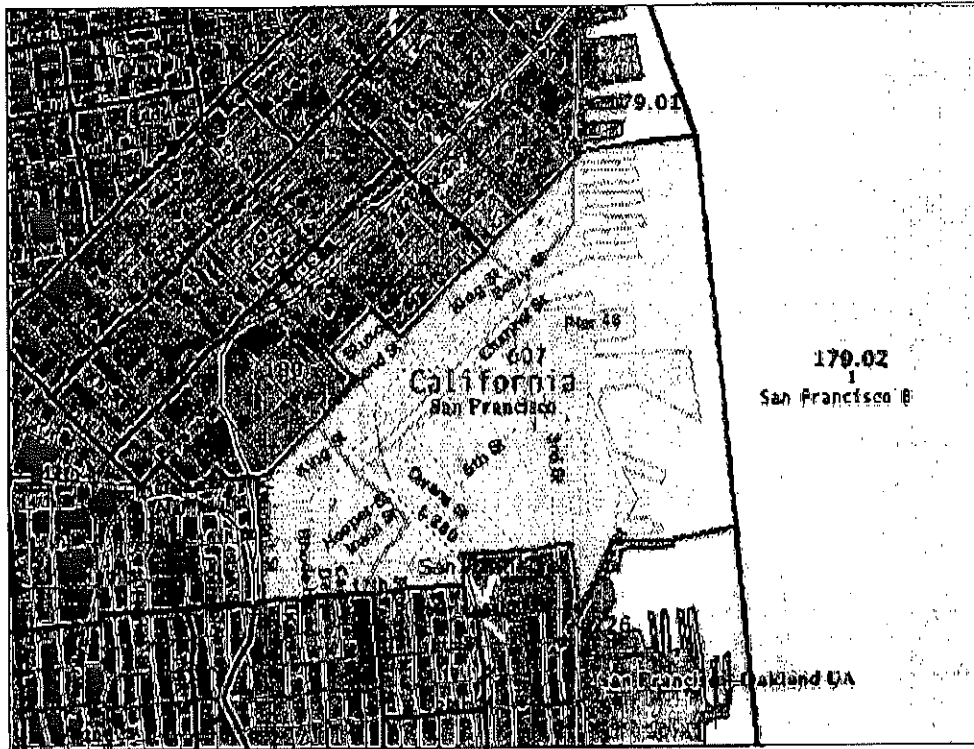
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Census Tract 607, San Francisco County, California - Reference Map - American FactFin... Page 1 of 1

Census Tract 607, San Francisco County, California

- Boundaries**
- State
  - '00 County
  - '00 Census Tract
  - '00 Block Group
  - '00 Block
  - '00 Place
  - '00 Urban Area
  - '00 Urban Area
- Features**
- Major Road
  - Street
  - Stream/Waterbody
  - Stream/Waterbody



2.8 miles across

Close

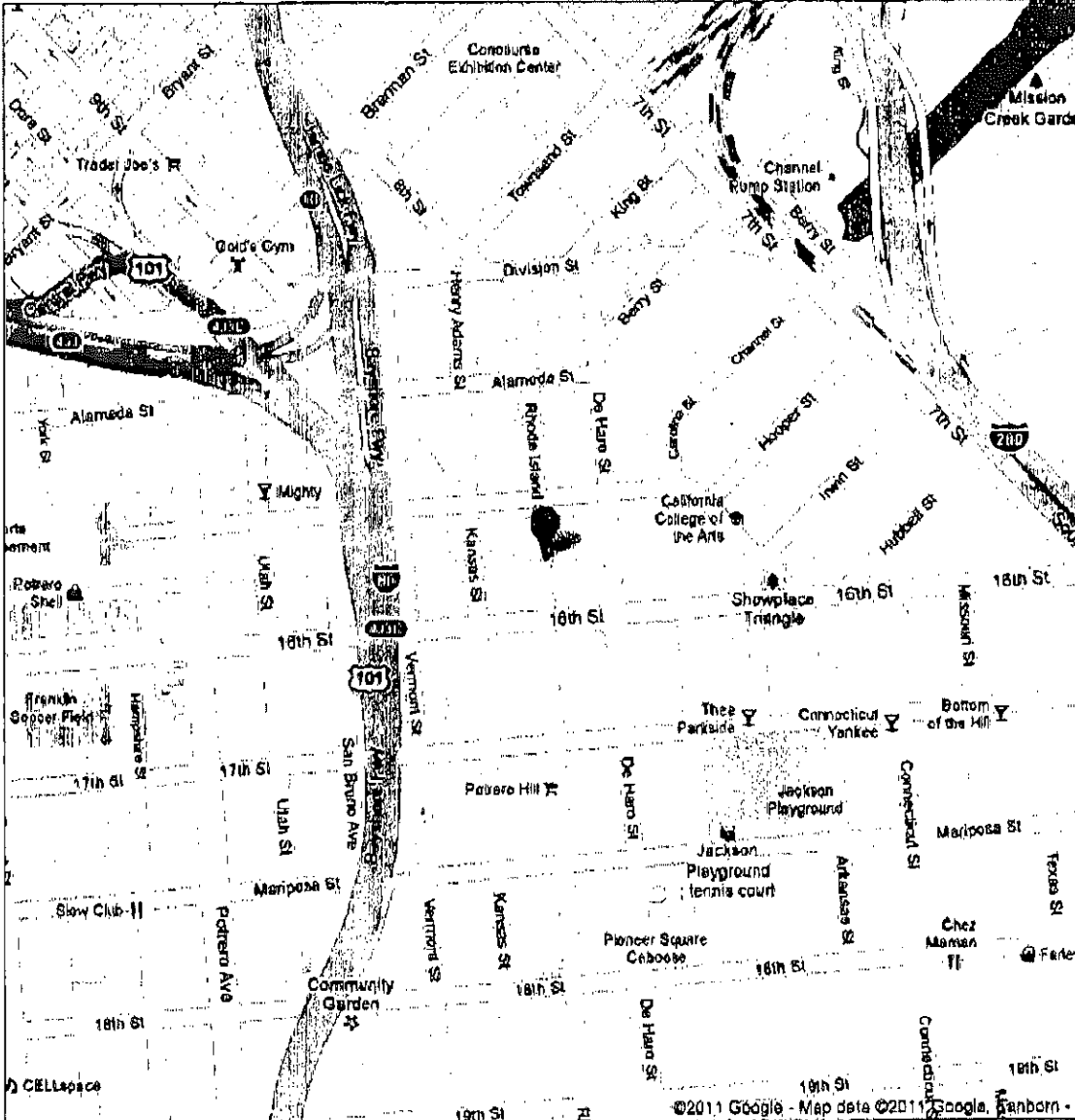
251 rhode island san francisco Google Maps

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# Google maps

Address 251 Rhode Island St  
San Francisco, CA 94103

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



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FROM: PTOOTIUC ISN: 1 ITIME: 08/04/2011 10:17:33  
TO: PPOOTIUZ OSN: 0 OTIME: 08/04/2011 10:17:34

Original Message

FROM: ECADWEB ISN: 01234 DATE: 08/04/11 TIME: 10:17:29 ADMIN MSG  
TO: PTOOTIUC OSN: 00001 DATE: 08/04/11 TIME: 10:17:32

EVENT HISTORY SUMMARY  
PRIOR EVENTS AT LOCATION

\*\*\*\*\*

	ENTRY	CLOSE	PRI	TYPE	UNIT	DISPO	LOCATION
#1247	05/26/11 11:22	11:57	B	100A	3B13C	NCR	251 RHODE ISLAND ST,SF #10
#3038	05/02/11 19:11	19:11	C	000			251 RHODE ISLAND ST,SF
#3034	05/02/11 19:10	19:10	C	000	3B00C	REP	251 RHODE ISLAND ST,SF

TOTAL NUMBER OF RECORDS: 3




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Calls-For-Service

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export To  **New!**

Records 1 through 5 of 5

Call No	Report No	Received Date	Received Time	Priority	Call Type	Unit ID	Disposition	Location
111461247		05/26/2011	11:21:59	B	100A	3B13C	NCR	251 RHODE ISLAND ST
111223038		05/02/2011	19:10:29	C	000			251 RHODE ISLAND ST
111223034	110356597	05/02/2011	19:10:52	C	000	3B00C	REP	251 RHODE ISLAND ST
110683204		03/09/2011	17:20:47	B	100A	3B13D	NCR	251 RHODE ISLAND ST
110590537		02/28/2011	07:48:08	B	100A	3B4A	PAS	251 RHODE ISLAND ST

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