



San Francisco Police Department  
**ABC Liaison Unit**



Alcoholic Beverage License -  
*Public Convenience and  
Necessity Recommendation*

**To:** The San Francisco Board of Supervisors-Neighborhood Services and  
Safety Committee

**Supervisor David Campos**  
**Supervisor Eric Mar**  
**Supervisor Norman Yee**

**From:** Officer Alberto Duarte  
ABC Liaison Unit (ALU) 553-1049

**Date:** April 2, 2014, **updated on July 30<sup>th</sup> 2014**

**Subject:** P.C.N. Investigation Regarding: S&T Revelry Holdings Inc.  
DBA:  
2200 B Market Street  
Shawn Vergara & Tiffny Vergara Chung

Shawn Vergara and Tiffny Vergara Chung on behalf of S&T Revelry Holdings Inc., have filed an application with the California Department of Alcoholic Beverage Control seeking a Type 42 (On-Sale Public Premise) license for 2200 B Market Street. This location is on the Northwest Corner, it is part of new residential development. They plan on the promotion and sales of fine wines and micro crafted beers. Fine beers, fine wines and vintage video games, this is the creation of the Tech Sector's version of adult entertainment.

It should be noted that during the application process, notification date for the 500' mailer was on March 4, 2014. The Notice to the Public was posted on February 25, 2014.

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 February 2013 to February 2014

**50 Police calls**

**\* all calls are to the area, but only 5 to the local address (alarm calls and trespassing calls to the front of the building).**

**Police Reports:**

From February 2013 to February 2014

**7 Reports**

**\* only one report was to the address (it involved a burglary in the residential portion of the building).**

**San Francisco Plot Information:**

This premise is located in Plot **412**

The High Crime area is defined as **86** or more police reports in a plot.

This plot had **231** police reports recorded for 2013.

The Applicant's premise is located in a "**High Crime**" area.

**State Census Tract Information:**

This premise is located in Census Tract **169**

Population for this tract is: **2,924**

On-sale license authorized by census tract: **10**

Active on-sale licenses: **22**

Off-sale licenses authorized by census tract: **2**

Active off-sale licenses: **7**

Applicant's premise is **currently** located in an "**undue concentrated**" area.

**Letters of Protest:**

**No letters of protest** were received by the California Department of Alcoholic Beverage Control, (ABC).

**Letters of Support:**

**None recorded** with the California Department of Alcoholic Beverage Control, (ABC).

**Departmental Recommendation:**

ALU recommends approval with the following conditions (attached)

File #: 42-542172

First Owner:

S&T Revelry Holdings Incorporated

Name of Business:

DBA

Location of Business:

2200 B Market Street

San Francisco, CA 94114-1506

**Conditions for Type 42 On Sale Beer and Wine Public Premise**

1. No noise shall be audible beyond the area under the control of the licensee as defined on the applicant's ABC-257 form.
2. 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 applicant's ABC-257 form.
3. 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.
4. The Petitioner(s) shall post and maintain a professional quality sign at all public entrances that reads as follow.

**NO ONE UNDER 21 YEARS OLD ALLOWED**

- a) The sign shall be at least two feet square with two inch block lettering.

Officer Al. Duarte #1433



APPLICATION FOR ALCOHOLIC BEVERAGE LICENSE(S)

ABC 211 (6/99)

TIFFNY VERGARA

(408) 221-8283

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

File Number: 542172
Receipt Number: 2216003
Geographical Code: 3800
Copies Mailed Date: February 19, 2014
Issued Date:

DISTRICT SERVING LOCATION: SAN FRANCISCO

First Owner: S & T REVELRY HOLDINGS INCORPORATED

Name of Business:

Location of Business: 2200B MARKET ST
SAN FRANCISCO, CA 94114-1506

PLOT 411
231 HIGH CREEK
SO CALIF

County: SAN FRANCISCO

Is Premise inside city limits? Yes Census Tract 0169.00

Mailing Address: 2124 MARKET ST
SAN FRANCISCO, CA 94114

AUTM ACTIVE
ON 10 22
OFF 2 7

Type of license(s): 42

Transferor's license/name: Dropping Partner: Yes No

Table with 7 columns: License Type, Transaction Type, Fee Type, Master, Dup, Date, Fee. Rows include On-Sale Beer And Wine fees, State/Federal Fingerprints, and a Total row.

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

Explain any "Yes" answer to the above questions on an attachment which shall be deemed part of this application.

Applicant agrees (a) that any manager employed in an on-sale licensed premises will have all the qualifications of a licensee, and (b) that he will not violate or cause or permit to be violated any of the provisions of the Alcoholic Beverage Control Act.

STATE OF CALIFORNIA County of SAN FRANCISCO Date: February 19, 2014

Under penalty of perjury, each person whose signature appears below, certifies and says: (1) He is an applicant, or one of the applicants, or an executive officer of the applicant corporation, named in the foregoing application, duly authorized to make this application on its behalf; (2) that he has read the foregoing and knows the contents thereof and that each of the above statements therein made are true; (3) that no person other than the applicant or applicants has any direct or indirect interest in the applicant or applicant's business to be conducted under the license(s) for which this application is made; (4) that the transfer application or proposed transfer is not made to satisfy the payment of a loan or to fulfill an agreement entered into more than ninety (90) days preceding the day on which the transfer application is filed with the Department or to gain or establish a preference to or for any creditor or transferor or to defraud or injure any creditor of transferor; (5) that the transfer application may be withdrawn by either the applicant or the licensee with no resulting liability to the Department.

Effective July 1, 2012, Revenue and Taxation Code Section 7057, authorizes the State Board of Equalization and the Franchise Tax Board to share taxpayer information with Department of Alcoholic Beverage Control. The Department may suspend, revoke, and refuse to issue a license if the licensee's name appears in the 500 largest tax delinquencies list. (Business and Professions Code Section 494.5.)

Applicant Name(s)

Applicant Signature(s)

S & T REVELRY HOLDINGS INCORPORATED

See 211 Signature Page

Handwritten initials/signature

FROM: PT00ALUB ISN: 1 ITIME: 07/30/2014 12:39:49  
TO: PP00ALUZ OSN: 0 OTIME: 07/30/2014 12:39:49

Original Message

FROM: CABLE ISN: 24346 DATE: 07/30/14 TIME: 12:39:45 ADMIN MSG  
TO: PT00ALUB OSN: 00000 DATE: 07/30/14 TIME: 12:39:47

S A N F R A N C I S C O P O L I C E D E P A R T M E N T  
G E O G R A P H I C L O C A T I O N S Y S T E M

REQUESTED LOCATION => 2200 /MARKET /ST  
TYPE => PREMISE ADDRESS  
HOUSE NUMBER => 2200  
STREET NAME => MARKET  
STREET TYPE => STREET  
STREET NUMBER => 1082  
LOW HOUSE NUMBER => 0001  
HIGH HOUSE NUMBER => 3999  
HIGH HOUSE ON BLOCK => 2248  
BLOCKFACE NUMBER => 16883  
HIGH CROSS STREET => 1533  
INTERSECTION NUMBER => 01187  
REPORTING AREA => 412  
DISTRICT => MISSION  
CENSUS TRACT => 000169

Call summary for: 01/01/2014 - 07/30/2014

**Output for: A08828****Click on heading to change sort order.**

Event IncName	Pri	Type	DAREA	RA/BOX	Unit	From	To	Location
#141441101	C	915	3D	412A	3D41A	10:35	10:53	2200 MARKET ST, SF
#141473047	C	917	3D	412A	3D11D	18:29	20:09	2200 MARKET ST, SF
#141493266	C	915	3D	412A	3D12D	20:19	23:33	2200 MARKET ST, SF
#141513606	C	915	3D	412A	3D11E	23:28	04:51	2200 MARKET ST, SF
#141550946	C	459	3D	412A		09:27	09:27	2200 MARKET ST #205, SF ✓
#141551898	C	601	3D	412A	3D41C	13:44	19:45	2200 MARKET ST, SF
#141553046	C	601	3D	412A	3D11D	19:14	19:37	2200 MARKET ST, SF
#141553271	C	459	3D	412A	3D11E	20:35	23:17	2200 MARKET ST #205, SF ✓
#141560400	C	915	3D	412A	3D1A	05:47	07:04	2200 MARKET ST, SF
#141572598	C	915	3D	412A	3D16C	17:54	18:59	2200 MARKET ST, SF
#141581108	C	601	3D	412A	3D41C	10:49	11:51	2200 MARKET ST, SF
#141590436	C	917	3D	412A	3D112	03:15	05:08	2200 MARKET ST, SF
#141592508	C	915	3D	412A	3D11D	18:21	18:39	2200 MARKET ST, SF
#141620531	A	459	3D	412A	3D15A	07:00	12:30	2200 MARKET ST, SF
#141633332	C	915	3D	412A	3D11E	21:32	23:05	2200 MARKET ST, SF
#141633356	C	601	3D	412A		21:41	21:42	2200 MARKET ST, SF
#141650027	B	418	3D	412A	3D13E	00:08	00:56	2200 MARKET ST, SF
#141650850	C	915	3D	412A	3D73	08:30	09:17	2200 MARKET ST, SF
#141653714	C	601	3D	412A	3D91	23:28	01:57	2200 MARKET ST, SF
#141663202	C	915	3D	412A	3D11D	22:48	23:06	2200 MARKET ST, SF
#141671342	C	915	3D	412A	3D73	12:06	12:31	2200 MARKET ST, SF
#141671392	C	601	3D	412A	3D73	12:22	12:28	2200 MARKET ST, SF
#141683578	C	601	3D	412A	3D112	22:37	00:23	2200 MARKET ST, SF
#141721515	C	917	3D	412A	3D41C	12:19	12:29	2200 MARKET ST, SF
#141750374	C	915	3D	412A	3D11A	06:00	08:06	2200 MARKET ST, SF
#141770734	C	919	3D	412A	3D41A	08:34	09:07	2200 MARKET ST, SF
#141780545	C	915	3D	412A	3D41A	07:13	08:01	2200 MARKET ST, SF
#141791033	C	915	3D	412A	3D3A	09:04	09:25	2200 MARKET ST, SF
#141791598	C	601	3D	412A	3D13E	12:31	22:37	2200 MARKET ST, SF
#141791758	C	601	3D	412A		13:22	13:22	2200 MARKET ST, SF
#141793878	A	221	UN	412A	5V101	23:02	03:20	2200 MARKET ST, SF
#141803792	C	903	3D	412A	3D99C	22:41	22:48	2200 BLK MARKET ST, SF
#141832597	B	100A	3D	412A		16:53	16:58	2200 MARKET ST #A, SF ✓
#141833257	B	800	3D	412A	3D11D	19:55	20:08	2200 BLK MARKET ST, SF
#141872871	C	915	3D	412A	3D11D	19:59	20:43	2200 MARKET ST, SF
#141880520	C	917	3D	412A	3D41A	06:57	07:05	2200 MARKET ST, SF
#141900613	B	100A	3D	412A	3D11A	07:39	07:48	2200 MARKET ST #A, SF ✓
#141900627	C	601	3D	412A	3D11A	07:43	07:49	2200 MARKET ST, SF
#141900662	C	000	3D	412A		07:59	07:59	2200 MARKET ST #A, SF ✓
#141900948	C	601	3D	412A	3D13A	09:29	10:59	2200 MARKET ST, SF
#141910464	C	915	3D	412A	3D11A	05:46	06:28	2200 MARKET ST, SF

<u>#141972866</u>	C	588	3P	411	3P30C	17:57	18:36	2200 MARKET ST, SF
<u>#141980651</u>	B	100A	3D	412A	3D27	07:14	08:04	2200 MARKET ST #A, SF ✓
<u>#141981311</u>	C	601	3D	412A	3D41C	11:16	12:19	2200 MARKET ST, SF
<u>#141990557</u>	C	903	3D	412A	3D11A	06:20	06:27	2200 BLK MARKET ST, SF
<u>#142011634</u>	C	915	3D	412A	3D12A	13:55	14:10	2200 MARKET ST, SF
<u>#142012579</u>	C	915	3D	412A	PS83D	19:07	21:31	2200 MARKET ST, SF
<u>#142020659</u>	C	917	3D	412A	3D41A	07:37	07:43	2200 MARKET ST, SF
<u>#142030610</u>	C	917	3D	412A	3D41A	07:39	10:03	2200 MARKET ST, SF
<u>#142090896</u>	C	915	3D	412A	3D11A	09:36	09:45	2200 BLK MARKET ST, SF

## 2200B Market Street

Tiffny Vergara <tiffny@blackbirdbar.com>

Wed 4/23/2014 2:05 PM

To:alberto.a.duarte@sfgov.org <alberto.a.duarte@sfgov.org>;

Cc:Blackbird Vergara <shawn@blackbirdbar.com>;

 12 attachments

Breed-Wiener Arcade Reso 4-15-14 (3).docx; ATT03216.htm; Project 22.pptx; ATT03219.htm; Francesca Lord p1.jpg; ATT03222.htm; Francesca Lord p2.jpg; ATT03225.htm; Kay Hoskins.jpg; ATT03228.htm; Luke Cottrill.jpg; ATT03231.htm;

Hi Alberto - Thanks for taking my call and explaining the steps through this process. I've cc'd my brother/business partner, Shawn, on this email as well.

Here is the general information about the project:

Location: 2200B Market Street

License: Type 42 ABC - Beer/Wine Bar (emphasis on beer)

Hours of Operation: 3pm-2am M-Su

Capacity: 117

Concept: Beer-centric beer and wine arcade bar

10 arcade game units (to increase to 24 once legislation is passed to remove 10 game limitation)

Relationship with neighbor Bandidos to offer small snacks to our patrons

### 1) LOCAL SUPERVISOR SUPPORT

Scott Weiner amended legislation that allows Upper Market district establishments to have up to 10 games in house. We were just informed of this resolution last Friday. The next step is to get legislation amended to allow us to have more than 10 games. They have told us that it can take at least 6 months for this to happen but they are working on it. **RESOLUTION ATTACHED**

Please see attached link that states Scott Weiner is backing up this initiative to get this restriction removed city-wide.

<http://m.sfoxaminer.com/sanfrancisco/blogs/Post?basename=supervisors-push-to-revise-laws-regulating-arcade-gaming&day=22&id=PoliticsBlog&month=04&year=2014>

### 2) PROOF OF COMMUNITY OUTREACH

a) We have presented to the following neighborhood groups: Castro Merchant, EVNA, CBD, DTNA  
Castro Merchants - sending letter of support to our planner (will forward you copy once completed)  
The remaining 3 did not display opposition to the project. I reached out to each stating if they do plan to write a letter of support to send to our planner by 5/22/14. If letters are issued, I will forward to you as well.

b) Testimonials from Blackbird neighbors (2124 Market Street) that have stated how Shawn proactively remediates noise control issues at his current business. **LETTERS ATTACHED**

c) Holding a neighborhood meeting in early May to address neighborhood concerns before our CU meeting on 6/5/14.

### 3) BUSINESS CONCEPT

I've attached the business concept and space rendering. **PPT ATTACHED**

### 4) ON SITE MEETING

Our availability is Tuesday 4/29 or Thursday 5/1 any time between 10am until 4pm.



Please let me know if you have any additional questions.

Best,  
S& T Revelry Holdings Inc.  
Tiffany Vergara Chung / Shawn Vergara  
408-221-8283 / 415-218-2291



**California Department of Alcoholic  
Beverage Control**  
*License Query System Summary  
as of 7/29/2014*

<b>License Information</b>
<b>License Number:</b> 542172
<b>Primary Owner:</b> S & T REVELRY HOLDINGS INCORPORATED
<b>ABC Office of Application:</b> 24 - SAN FRANCISCO
<b>Business Name</b>
<i>. . . No Active DBA found . . .</i>
<b>Business Address</b>
<b>Address:</b> 2200B MARKET ST <b>Census Tract:</b> 0169.00
<b>City:</b> SAN FRANCISCO <b>County:</b> SAN FRANCISCO
<b>State:</b> CA <b>Zip Code:</b> 94114
<b>Licensee Information</b>
<b>Licensee:</b> S & T REVELRY HOLDINGS INCORPORATED
<b>Company Information</b>
Officer: CHUNG, TIFFNY VERGARA (CHIEF FINANCIAL OFFICER)
Officer: VERGARA, SHAWN E (PRESIDENT)
Officer: CHUNG, TIFFNY VERGARA (SECRETARY/ASST SEC)
Officer: VERGARA, SHAWN E (VICE PRESIDENT)
Stock Holder: CHUNG, TIFFNY VERGARA
Stock Holder: VERGARA, SHAWN E
<b>License Types</b>
<b>1) License Type:</b> 42 - ON-SALE BEER AND WINE - PUBLIC PREMISES
<b>License Type Status:</b> PENDING
<b>Status Date:</b> 19-FEB-2014 <b>Term:</b> 12 Month(s)
<b>Original Issue Date:</b> <b>Expiration Date:</b>
<b>Master:</b> Y <b>Duplicate:</b> 0 <b>Fee Code:</b> P40
<b>License Type was Transferred On:</b> <b>FROM:</b>
<b>Current Disciplinary Action</b>
<i>. . . No Active Disciplinary Action found . . .</i>
<b>Disciplinary History</b>
<i>. . . No Disciplinary History found . . .</i>
<b>Hold Information</b>
<b>Hold Date:</b> 19-FEB-2014 <b>Type:</b> FORM 220
<b>Escrow</b>
<i>. . . No Escrow found . . .</i>

- - - End of Report - - -

For a definition of codes, view our [glossary](#).



**California Department of Alcoholic Beverage Control  
For the County of SAN FRANCISCO - (On-Sale  
Licenses  
and Census Tract = 169**

Report as of 7/29/2014

	License Number	Status	License Type	Orig. Iss. Date	Expir Date	Primary Owner and Premises Addr.	Business Name	Mailing Address	Geo Code
1)	<a href="#">306411</a>	ACTIVE	41	4/7/1995	3/31/2015	LA MEDITERRANEE II INC 288 NOE ST SAN FRANCISCO, CA 94114-1525  Census Tract: 0169.00	LA MEDITERRANEE II INC		3800
2)	<a href="#">338468</a>	ACTIVE	48	9/25/1998	4/30/2015	ZODIAC CLUB LLC 718 14TH ST SAN FRANCISCO, CA 94114  Census Tract: 0169.00	RESIDENCE	4061 19TH AVE SAN FRANCISCO, CA 94132	3800
3)	<a href="#">371422</a>	ACTIVE	41	1/3/2001	12/31/2014	JUAREZCORREA, VICTOR HUGO 180 CHURCH ST SAN FRANCISCO, CA 94114  Census Tract: 0169.00	CASA MEXICANA		3800
4)	<a href="#">372511</a>	ACTIVE	48	3/13/2001	2/28/2015	AS SWIPE INC 2140 MARKET ST SAN FRANCISCO, CA 94114  Census Tract: 0169.00	LUCKY 13		3800
5)	<a href="#">382353</a>	ACTIVE	41	11/29/2001	1/31/2015	SQUAT AND GOBBLE CAFE LLC 3600 16TH ST, STE 1 & 2 SAN FRANCISCO, CA 94114  Census Tract: 0169.00	SQUAT & GOBBLE CAFE LLC	782 ULLOA ST SAN FRANCISCO, CA 94127	3800
6)	<a href="#">393077</a>	ACTIVE	41	12/16/2002	11/30/2014	MATSUMOTO, HIDEJI 149 NOE ST SAN FRANCISCO, CA 94114  Census Tract: 0169.00	AMASIA HIDES SUSHI BAR	432 MAGELLAN DRIVE PACIFICA, CA 94044	3800
7)	<a href="#">398454</a>	ACTIVE	47	4/29/2003	11/30/2014	CAFE FLORE INC 2298 MARKET ST	CAFE FLORE		3800

						SAN FRANCISCO, CA 94114  Census Tract: 0169.00			
8)	<a href="#">399066</a>	ACTIVE	41	1/30/2004	12/31/2014	EL CASTILLITO TAQUERIA INC 136 CHURCH ST SAN FRANCISCO, CA 94114  Census Tract: 0169.00	EL CASTILLITO TAQUERIA		3800
9)	<a href="#">441235</a>	ACTIVE	41	10/4/2006	9/30/2014	DUBOCE PARK CAFE 2 SANCHEZ ST SAN FRANCISCO, CA 94114-1113  Census Tract: 0169.00	DUBOCE PARK CAFE	501 DOLORES ST SAN FRANCISCO, CA 94110- 1564	3800
10)	<a href="#">445294</a>	ACTIVE	41	12/12/2006	11/30/2014	BURGERMEISTER MANAGEMENT INC 138 CHURCH ST SAN FRANCISCO, CA 94114-1111  Census Tract: 0169.00	BURGERMEISTER		3800
11)	<a href="#">458049</a>	ACTIVE	47	12/12/2007	11/30/2014	METROPOLITAN LOUNGE INC 3600 16TH ST SAN FRANCISCO, CA 94114-1588  Census Tract: 0169.00	METROPOLITAN LOUNGE		3800
12)	<a href="#">460764</a>	ACTIVE	47	12/21/2007	11/30/2014	GSG HOLDINGS INC 2362 MARKET ST SAN FRANCISCO, CA 94114-1521  Census Tract: 0169.00	CATCH	17 SUNNYSIDE AVENUE CORTE MADERA, CA 94925-1625	3800
13)	<a href="#">461809</a>	ACTIVE	41	1/11/2008	12/31/2014	CLEMENT, THIERRY 151 NOE ST SAN FRANCISCO, CA 94114-1245  Census Tract: 0169.00	LARDOISE		3800
14)	<a href="#">467854</a>	ACTIVE	41	7/15/2008	6/30/2015	JASMINE GARDEN LLC 708 14TH ST SAN FRANCISCO, CA 94114-1106  Census Tract: 0169.00	JASMINE GARDEN LLC		3800
15)	<a href="#">472278</a>	ACTIVE	41	3/12/2009	2/28/2015	CAFE DU NORD	CAFE DUNORD	2170 MARKET	3800

						PARTNERS LLC 2168 MARKET ST SAN FRANCISCO, CA 94114-1319  Census Tract: 0169.00		ST SAN FRANCISCO, CA 94114- 1319	
16)	<a href="#">487362</a>	ACTIVE	41	10/19/2010 8:08:48 AM	9/30/2014	MBURGER LLC 2304 MARKET ST SAN FRANCISCO, CA 94114-1521  Census Tract: 0169.00	SUPER DUPER	350 LIBERTY ST SAN FRANCISCO, CA 94114- 2921	3800
17)	<a href="#">506102</a>	ACTIVE	48	10/20/2011 11:42:47 AM	5/31/2015	80368 CORPORATION 2124 MARKET ST SAN FRANCISCO, CA 94114  Census Tract: 0169.00	BLACKBIRD		3800
18)	<a href="#">506283</a>	ACTIVE	48	3/7/2011 3:50:31 PM	2/28/2015	AMD PROJECT LLC 198 CHURCH ST SAN FRANCISCO, CA 94114-1111  Census Tract: 0169.00	CHURCHILL		3800
19)	<a href="#">509457</a>	ACTIVE	41	5/18/2011 1:56:02 PM	4/30/2015	BEACHPANIC FAMILY INC 2272 MARKET ST SAN FRANCISCO, CA 94114-1506  Census Tract: 0169.00	CANELA		3800
20)	<a href="#">522067</a>	ACTIVE	41	9/26/2012 12:54:08 PM	8/31/2014	OROZCO, HECTOR VICENTEALCARAZ 2312 MARKET ST SAN FRANCISCO, CA 94114-1521  Census Tract: 0169.00	LA FAJITA GRILL		3800
21)	<a href="#">539589</a>	ACTIVE	47	4/10/2014 8:17:34 AM	3/31/2015	UMV, LLC 2170 MARKET ST SAN FRANCISCO, CA 94114-1319  Census Tract: 0169.00			3800
22)	<a href="#">539815</a>	ACTIVE	47	7/14/2014 4:29:43 PM	6/30/2015	SNAKEBITE LLC 2200 MARKET ST SAN FRANCISCO, CA 94114-1506  Census Tract: 0169.00	BANDIDOS	135 HARTFORD ST #3 SAN FRANCISCO, CA 94114- 2550	3800

--- End of Report ---

For a definition of codes, view our [glossary](#).



**California Department of Alcoholic Beverage Control  
For the County of SAN FRANCISCO - (Off-Sale  
Licenses)  
and Census Tract = 169**

Report as of 7/29/2014

	License Number	Status	License Type	Orig. Iss. Date	Expir Date	Primary Owner and Premises Addr.	Business Name	Mailing Address	Geo Code
1)	<a href="#">32683</a>	ACTIVE	21	8/15/1978	3/31/2015	SHATARA, JAKE J 200 NOE ST SAN FRANCISCO, CA 94114  Census Tract: 0169.00	NOE VALLEY MARKET		3800
2)	<a href="#">353028</a>	ACTIVE	21	4/29/1999	5/31/2015	BARQAWI, RAMI 2299 15TH ST SAN FRANCISCO, CA 94114  Census Tract: 0169.00	HEALTHY SPIRITS		3800
3)	<a href="#">410729</a>	ACTIVE	21	4/23/2004	12/31/2014	GEORGES MARKET INC 702 14TH ST SAN FRANCISCO, CA 94114  Census Tract: 0169.00	GEORGES MARKET		3800
4)	<a href="#">418512</a>	ACTIVE	20	4/13/2005	3/31/2015	CHEA, PANAKA 130 CHURCH ST SAN FRANCISCO, CA 94114  Census Tract: 0169.00	GOLDEN NATURAL FOODS	172 CHURCH ST SAN FRANCISCO, CA 94114	3800
5)	<a href="#">443032</a>	ACTIVE	21	9/22/2006	8/31/2014	PALMERA FOOD CORPORATION 276 NOE ST SAN FRANCISCO, CA 94114-1545  Census Tract: 0169.00	ROSENBERG MARKET		3800
6)	<a href="#">523066</a>	ACTIVE	20	10/1/2012 3:41:54 PM	9/30/2014	CALICRAFT DISTRIBUTORS LLC 2152 MARKET ST, UT B SAN FRANCISCO, CA 94114-4311  Census Tract: 0169.00	CALICRAFT	PO BOX 662111 LOS ANGELES, CA 90066-8511	3800
7)	<a href="#">541379</a>	ACTIVE	21	3/17/2014 9:19:07 AM	2/28/2015	SANCHEZ & 14TH STREET MARKET,	SANCHEZ & 14TH STREET	717 BADEN AVE SOUTH SAN	3800



					INC. 98 1/2 SANCHEZ ST SAN FRANCISCO, CA 94114-1160  Census Tract: 0169.00	MARKET	FRANCISCO, CA 94080-2551	
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--- End of Report ---

For a definition of codes, view our [glossary](#).

DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL

# PUBLIC NOTICE OF APPLICATION TO SELL ALCOHOLIC BEVERAGES

APPLICANT

S FT BEVELRY HOLDINGS INCORPORATED

TYPE OF LICENSE

42 ON-SALE BEER & WINE PUBLIC PREMISES

BUSINESS NAME

ADDRESS OF PREMISES

22008 MARKET ST, S.F. CA 94114-1506

APPLICANT HAS FILED FOR:

NEW LICENSE

PREMISES TO PREMISES TRANSFER

CHANGE IN LICENSE PRIVILEGES

Expiration

IF A VERIFIED PROTEST IS TO BE MADE AGAINST THIS APPLICATION, IT MUST BE RECEIVED BY ANY OFFICE OF THE DEPARTMENT OR DEPARTMENTAL HEADQUARTERS, 3927 LENNANE DRIVE, SUITE 100, SACRAMENTO 95834, WITHIN 30 DAYS OF DATE POSTED. PROTESTS MUST BE VERIFIED. FURTHER INFORMATION REGARDING THIS APPLICATION AND VERIFICATION FORMS MAY BE OBTAINED AT

SAN FRANCISCO A.B.C. DIST. OFFICE  
33 NEW MONTGOMERY ST, SUITE 1230  
SAN FRANCISCO, CA 94105  
TEL. 415-356-6500

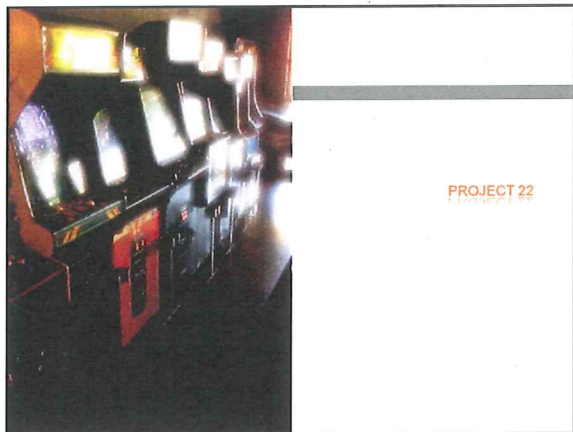
Date Posted

12/15/14

PREMISES ARE (NOT NOW) (ALREADY) LICENSED TO SELL ALCOHOLIC BEVERAGES.

### WARNING

Every person who intentionally defaces, obliterates, tears down or destroys this notice prior to 30 days from the date it was posted is subject to fine or imprisonment in the County Jail (Section 616, Penal Code).




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### What is it?

Handcrafted beers and arcade games. Project 22 is the new playground for a San Francisco generation. Video games and beers in an industrial urban atmosphere, kind of like that city place your parents thought would ruin your life, but was actually the reason you became who you are today.

Hi tech with a nod to the past.

Project 22 has a distinct personality. Vintage industrial furnishings and video games with a jukebox playing old-school jams from the 80's on will set the tone. The Market St. wall of windows surrounds the front lounge area with a clear view of the bar with an oversized projection TV above. The bar is filled with comfortable, relaxing, casual pub tables and stools, like an old traditional shoe shine stand or barbershop. It is a nice place to stop and enjoy the games. Long bar tables in the back are perfect seating to watch the gaming action and make sure you are still the top scorer.

Project 22 is designed by C Walters Design. Craig Walters, the principal designer, is responsible for the design of Project 22's sister bar, Blackbird at 2124 Market St., in addition to other Castro hotspots, such as Hi Tops, Fable, The Edge, and Midnight Son.

There's something about being an adult and playing video games that's even better than when you did it as a kid... Text your friends, queue up a song on the jukebox and grab a pitcher of beer. Let's play at Project 22.

All information and design are confidential and proprietary, and are used for exclusive use by Project 22 / c.walters.design.co

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### Bar Program

**BEER:**

Allagash Hour  
Anderson Valley Barney Flats  
Oatmeal Stout  
Anderson Valley Belk's  
ESB Anderson Valley Heelch  
O'Hops Anderson Valley The  
Kimmie,  
The Yink and the Holy

New Holland 4 Witches Sixpoint Bolshoi  
2013 Sixpoint Braggot Sixpoint Sehr Crisp Sixpoint  
Sweet Action Sly Fox Chester County Bitter  
(cask) Victory Fall Backwards Victory  
Moonglow Virtue Redstreak  
Bottled/Canned/Imports: Sour beers, fruit beers, ciders,  
lambics, cask-conditioned beers

**WINES:**

3-Reds: Zin, Cabernet, Pinot  
2-Whites: Chardonnay, SB

**COCKTAILS:**

Examples of Low-Alcohol Spirits: Americano,  
Campari

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### Let's play!

Pac-Man	Galaga	Jungle Hunt
Tetris	Donkey Kong Jr.	Dragon's Lair
Mrs.Pac-Man	Mr. Do!	Battlezone
Arknoid	Tempest	StarGate
Space Invaders	Q*bert	Star Wars
Donkey Kong	Robotron: 2084	Space Duel
Asteroids	Dig Dug	Mario Bros
Defender	Pole Position	Gauntlet
Centipede	Popeye	Bezerk
Frogger	Missile Command	Mortal Combat

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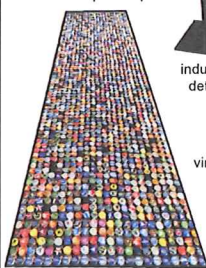
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### PROJECT 22 industrial game-space



bottle cap bar top



vintage industrial lighting



video arcade games

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### Material palette



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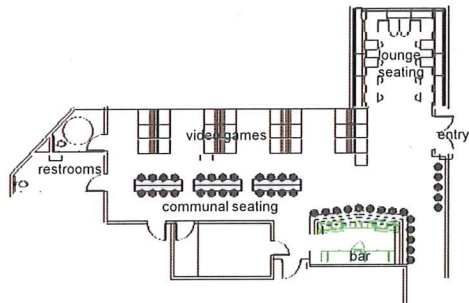
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### Floor plan



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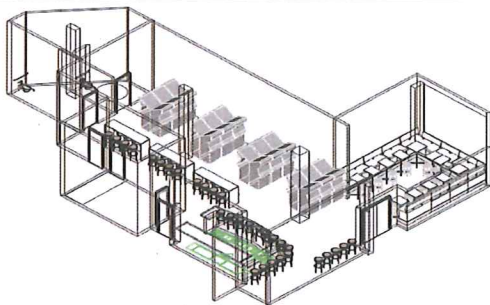
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### 3-d view



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### The Marketing

Project 22 is bringing a new concept to the Castro. Our advertising programs and social outreach will reflect the story of a fun enjoyable experience in the heart of San Francisco. Our sister venue Blackbird on Market St. at Church provides another excellent spot for our customers to enjoy a crafted cocktail, and joint marketing programs will benefit Project 22. Project 22 has a complete event package program for both personal, professional, and community occasions. The unique interior allows for a range of event environments.

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## The Neighborhood

PROJECT 22 is at 2200 B Market street at Sanchez street. The Castro neighborhood is populated with 79% of the residents of working age (18-64), and over 60% of households with incomes over \$75,000, and 31% over \$150,000 annually. Our customers appreciate the opportunity to have fun and enjoy a friendly comfortable ambience for singles and groups.

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## Thank You

Owner  
Shawn Vergara  
415 218-2291

Owner  
Tiffany Vergara Chung  
408 221-8283

Designer  
Craig Walters  
415-819-4872  
[cwaltersdesign.com](http://cwaltersdesign.com)  
[craigewalters@sbglobal.net](mailto:craigewalters@sbglobal.net)

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