

File No. 101329

Committee Item No. 1

Board Item No. \_\_\_\_\_

**COMMITTEE/BOARD OF SUPERVISORS  
AGENDA PACKET CONTENTS LIST**

Committee: **City Operations & Neighborhood Services Committee**      Date 11/22/10

Board of Supervisors Meeting      Date \_\_\_\_\_

**LIQUOR LICENSE HEARING**

Cmte Board

- |                                     |                          |                            |
|-------------------------------------|--------------------------|----------------------------|
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Applicant's Letter         |
| <input type="checkbox"/>            | <input type="checkbox"/> | Police Department Report   |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Planning Department Report |
| <input type="checkbox"/>            | <input type="checkbox"/> | Clerk's Correspondence     |
| <input type="checkbox"/>            | <input type="checkbox"/> | Public Correspondence      |
| <input type="checkbox"/>            | <input type="checkbox"/> | Resolution                 |
| <input type="checkbox"/>            | <input type="checkbox"/> | Other                      |

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

Completed by Gail Johnson      Date 11/18/10  
Completed by \_\_\_\_\_      Date \_\_\_\_\_



Clerk of the Board  
San Francisco Board Of Supervisors  
1 Carlton B Goodlett Pl,  
San Francisco, CA 94102

RECEIVED  
BOARD OF SUPERVISORS  
SAN FRANCISCO  
2010 OCT 27 PM 12:28  
BY JD

re: Request for License Transfer (48-368962)  
Current DBA: Rosewood  
Proposed DBA: Jessie Street Cafe

Dear Supervisors,

I'm writing because we have come to the end of our 10 year lease at our cocktail lounge, Rosewood, at 732 Broadway and not feeling optimistic about our future in our current location.

A lot has changed on Broadway over the last several years and we feel our mature customer base is more apt to visit us in a different location.

We have located a very small commercial space downtown at 163 Jessie Street. We would like to transfer our existing license to this address. The new location has a history as a cafe. Our focus is to serve food, wine, and classic cocktails to adults while promoting our catering services (Rye On The Road).

Our existing license is a Type 48 (Number: 368962).

My business partner, Greg Lindgren, and I have worked as restaurant and bar owners for 13 years. Collectively we own three restaurants and two bars in San Francisco. We are not club operators and have maintained a spotless record with the ABC at each location. Our relationships with the local police and neighborhoods we operate within has always been healthy and strong.

Our mailing and outreach to local residents and businesses have not generated any protests. In fact, people seem unanimously supportive and eager to welcome a genuine european-style cafe/bar into their neighborhood.

We will serve a food menu of locally cured meats, cheeses and small seasonally-inspired dishes. Attached is a sample menu for review.

As with all our places, we will continually embrace local support and strive to enhance the quality of life in the neighborhood we share with others. We will be open from 11AM-2AM daily serving food, beverages, and hosting tastings for prospective catering clients.

Given our age and restaurant background, the primary demographic will be people that appreciate quality affordable food, wine and small batch hand-crafted spirits (our current customer base).

Thank you in advance for your consideration.

Best,

Jon Gasparini  
Founding Partner  
Rye, Rosewood, 15 Romolo, Rye On The Road  
[ryeontheroad.com](http://ryeontheroad.com)  
415.786.7804

Jon Gasparini  
Rye, Rosewood, 15 Romolo  
688 Geary  
San Francisco, Ca, 94102  
415-786-7804  
[jongasparini@me.com](mailto:jongasparini@me.com)

Sample Menu: Jessie Street Cafe

Jon Gasparini  
Rye, Rosewood, 15 Romolo  
688 Geary  
San Francisco, Ca, 94102  
415-786-7804  
[jongasparini@me.com](mailto:jongasparini@me.com)

Snacks:

Olive bowl	\$6
Pickled Antipasti Platter	\$6
Assorted Cow Girl Creamery cheese plate	\$12
Assorted locally-cured meats	\$13
Rucola salad with grana and red onion	\$8 w/ bresaola \$11
Fennel salad w/ rucola, goat cheese and aceto	\$8
Marinated summer squash with toasted walnut vinaigrette	\$9

Pannini:

Caponata and goat cheese	\$7
Pepperonata and crotonese	\$8
Bresaola with rucola and grana	\$8

Sweets:

Nutella panino	\$6,
Bruschetta w/ fresh fruit and marscapone	\$6
Seasonal fruit w/ balsamic and black pepper	\$6,
Biscotti plate	\$6

Wine: (see attached List)

Sample Menu: Jessie Street Cafe

Jon Gasparini  
Rye, Rosewood, 15 Romolo  
688 Geary  
San Francisco, Ca, 94102  
415-786-7804  
[jongasparini@me.com](mailto:jongasparini@me.com)

Cocktails:

<b>Chambéry Start</b>	
Dolin Blanc Vermouth de Chambéry, seltzer, grapefruit zest	\$6
<b>Sazerac</b>	
Wild Turkey Rye, Peychaud's Bitters, Absinthe, sugar, lemon zest	\$10
<b>Blood and Sand</b>	
Scotch whisky, Cinzano Rosso, Cherry Heering, orange juice	\$11
<b>Joy Division</b>	
Mezcal, Reposado Tequila, Marascino, aromatic & orange bitters	\$14
<b>Cold Whiskey Punch</b>	
Rye Whiskey, Jaimacan Rum, ginger, lemon juice, aromatic bitters, Prosecco	\$11
<b>Pisco Punch</b>	
Campo de Encanto Pisco, fresh lime, pineapple gum syrup	\$10

Non Alcoholic

limonata/aranciata	\$1.5
Mexican coke	\$2
Hot chocolate	\$3
Cappuccino	\$3
fresh squeezed OJ	\$3
americana	\$2.5
aqua minerale	\$1/\$6
Fresh lemonade	\$3
tea	\$2.5

Department of Alcoholic Beverage Control  
**INFORMATION AND INSTRUCTIONS -**  
**SECTION 23958.4 B&P**

State of California  
 ARNOLD SCHWARZENEGGER, Governor

- 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: Alas Hotel Corporation

2. PREMISES ADDRESS (Street number and name, city, zip code): 163 Jessie St., San Francisco, CA 94105-4016

3. LICENSE TYPE: 418

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 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		

Supermarket     Membership Store     Service Station     Swap Meet/Flea Market

Liquor Store     Department Store     Convenience Market     Drive-in Dairy

Drug/Variety Store     Florist/Gift Shop     Convenience Market w/Gasoline

Other - describe:

5. COUNTY POPULATION: 534

6. TOTAL NUMBER OF LICENSES IN COUNTY:  On-Sale     Off-Sale

7. RATIO OF LICENSES TO POPULATION IN COUNTY:  On-Sale     Off-Sale

8. CENSUS TRACT NUMBER: 176.02

9. NO. OF LICENSES ALLOWED IN CENSUS TRACT: 2     On-Sale     Off-Sale

10. NO. OF LICENSES EXISTING IN CENSUS TRACT: 71     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

12. DOES LAW ENFORCEMENT AGENCY MAINTAIN CRIME STATISTICS?

Yes (Go to Item #13)     No (Go to Item #20)

13. CRIME REPORTING DISTRICT NUMBER: 212

14. TOTAL NUMBER OF REPORTING DISTRICTS: 654

15. TOTAL NUMBER OF OFFENSES IN ALL REPORTING DISTRICTS: 120,367

16. AVERAGE NO. OF OFFENSES PER DISTRICT: 184

17. 120% OF AVERAGE NUMBER OF OFFENSES: 221

18. TOTAL NUMBER OF OFFENSES IN REPORTING DISTRICT: 5

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)

ABC-245 (12/03)

P.001 416 356 6599

ABC SAN FRANCISCO

OCT-28-2010 13:41

PART 2 - TO BE COMPLETED BY THE APPLICANT (If box #20b is checked)

21. Based on the information on the reverse, the Department may approve your application if you can show that public convenience or necessity would be served by the issuance of the license. Please describe below the reasons why issuance of another license is justified in this area. You may attach a separate sheet or additional documentation, if desired. Do not proceed to Part 3.

We have lost our lease at our existing NORTH BEACH location. We are experienced restaurant and bar operators. We have owned (and currently own) three liquor licenses that have been in our control for 12 years. We have never incurred a single violation and have broad neighborhood and police support. Our restaurant and bar ventures have all had positive impacts on the neighborhood where we operate. We are NOT CLUB OPERATORS! Our target demographic is very respecti

22. APPLICANT SIGNATURE

23. DATE SIGNED

*[Handwritten Signature]*

June 10, 2010

PART 3 - TO BE COMPLETED BY LOCAL OFFICIALS (If box #20c is checked)

The applicant named on the reverse is applying for a license to sell alcoholic beverages at a premises where undue concentration exists (i.e., an over-concentration of licenses and/or a higher than average crime rate as defined in Section 23958.4 of the Business and Professions Code). Sections 23958 and 23958.4 of the Business and Professions Code requires the Department to deny the application unless the local governing body of the area in which the applicant premises are located, or its designated subordinate officer or body, determines within 90 days of notification of a completed application that public convenience or necessity would be served by the issuance. Please complete items #24 to #30 below and certify or affix an official seal, or attach a copy of the Council or Board resolution or a signed letter on official letterhead stating whether or not the issuance of the applied for license would serve as a public convenience or necessity.

24. WILL PUBLIC CONVENIENCE OR NECESSITY BE SERVED BY ISSUANCE OF THIS ALCOHOLIC BEVERAGE LICENSE?

Yes

No

See Attached (i.e., letter, resolution, etc.)

25. ADDITIONAL COMMENTS, IF DESIRED (may include reasons for approval or denial of public convenience or necessity):

26. CITY/COUNTY OFFICIAL NAME

27. CITY/COUNTY OFFICIAL TITLE

28. CITY/COUNTY OFFICIAL PHONE NUMBER

29. CITY/COUNTY OFFICIAL SIGNATURE

30. DATE SIGNED

ABC-245 REVERSE (12/03)

## LIQUOR LICENSE REVIEW

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

File: 101329

Block/lot: 3707 / 032  
Zoning: C-3-0  
Quad: NE  
map # 1001173

TO: Inspector Dave Falzon  
Police Department  
Fax No: 553-1463

DATE: October 28, 2010

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This item is scheduled to be heard at a meeting on November 22, 2010.  
**PLEASE E-MAIL YOUR RESPONSE BY:** November 17, 2010 to Gail Johnson,  
Clerk, City Operations and Neighborhood Services Committee.  
**Gail.Johnson@sfgov.org - Fax No: 554-7714**

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Applicant Name: Jon Gasparini  
and Business Name: Jessie Street Cafe (163 Jessie Street)

Applicant Address: 688 Geary  
and Phone No. (415) 786-7804

PLANNING COMMENTS:  Approval  Denial

*permitted per Planning Code Section 218(c)*

*Rick Crawford 11/5/10*

POLICE COMMENTS:  Approval  Denial