BOARD of SUPERVISORS



MEMORANDUM

PUBLIC SAFETY AND NEIGHBORHOOD SERVICES COMMITTEE

SAN FRANCISCO BOARD OF SUPERVISORS

TO: Supervisor Gordon Mar, Chair

Public Safety and Neighborhood Services Committee

FROM: Stephanie Cabrera, Assistant Clerk

DATE: September 26, 2022

SUBJECT: COMMITTEE REPORT, BOARD MEETING

Tuesday, September 27, 2022

The following file should be presented as COMMITTEE REPORT at the regular Board meeting on Tuesday, September 27, 2022. This RESOLUTION was acted upon at the regular Public Safety and Neighborhood Services Committee meeting on Thursday, September 22, 2022, at 10:00 a.m., by the votes indicated.

Item No. 3 File No. 220793

[Liquor License Double Transfer - 735 Montgomery Street - Chief S.F.]

Resolution determining that the premise-to-premise/person-to-person transfer, also known as a "Double Transfer," for a Type-57 special on-sale general beer, wine, and distilled spirits liquor license, converted from a Type-47 on-sale general for bona find eating place liquor license, to Project 1972, Inc., to do business as Chief S.F. located at 735 Montgomery Street (District 3), will serve the public convenience or necessity of the City and County of San Francisco, in accordance with California Business and Professions Code, Section 23958.4.

The motion carried by the following vote:

RECOMMENDED AS A COMMITTEE REPORT

Vote: Supervisor Gordon Mar - Aye

Supervisor Catherine Stefani - Aye Supervisor Myrna Melgar - Aye

Cc: Board of Supervisors

Angela Calvillo, Clerk of the Board Alisa Somera, Legislative Deputy Anne Pearson, Deputy City Attorney

File No. 2	20793	Committee Item	No	3
		Board Item No.	43	

COMMITTEE/BOARD OF SUPERVISORS

AGENDA PACKET CONTENTS LIST

Committee: Public Board of Supervisor	Safety and Neighborhood Service: rs Meeting:	Date: September 22, 2 Date: September 27,	
	Motion Resolution Ordinance Legislative Digest Budget and Legislative Analyst Youth Commission Report Introduction Form Department/Agency Cover Lette MOU Grant Information Form Grant Budget Subcontract Budget Contract / DRAFT Mills Act Agre Form 126 – Ethics Commission Award Letter Application Public Correspondence	r and/or Report	
OTHER			
	PC Request 070122 PCN Referral 070622 PLN Determination 081122 SFPD Determination 091522		
Prepared by:	Stephanie Cabrera	Date: September 16, 20 Date: September 26, 202 Date:	22

1	[Liquor License Double Transfer - 735 Montgomery Street - Chief S.F.]
2	
3	Resolution determining that the premise-to-premise/person-to-person transfer,
4	also known as a "Double Transfer," for a Type-57 special on-sale general beer,
5	wine, and distilled spirits liquor license, converted from a Type-47 on-sale genera
6	for bona find eating place liquor license, to Project 1972, Inc., to do business as
7	Chief S.F. located at 735 Montgomery Street (District 3), will serve the public
8	convenience or necessity of the City and County of San Francisco, in accordance
9	with California Business and Professions Code, Section 23958.4.
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11	
12	WHEREAS, Project 1972, Inc, is seeking the premise-to-premise/person-to-
13	person transfer, also known as a "Double Transfer," for a Type-57 special on-sale
14	general beer, wine, and distilled spirits liquor license to do business as Chief S.F.,
15	located at 735 Montgomery Street (District 3); and
16	WHEREAS, The Planning Department has verified that the area is properly
17	zoned and recommends approval; and
18	WHEREAS, The Police Department has filed zero protests and zero letters of
19	support with the Department of Alcoholic Beverage Control under California Business
20	and Professions Code, Section 24013, and recommends that the Department of
21	Alcoholic Beverage Control issue the liquor license with no conditions; now, therefore,
22	be it
23	RESOLVED, That in accordance with California Business and Professions Code
24	Section 23958.4, the Board of Supervisors of the City and County of San Francisco
25	hereby determines that the premise-to-premise/person-to-person transfer, also known

1	as a "Double Transfer," for a Type-57 special on-sale general beer, wine, and distilled
2	spirits liquor license to Project 1972, Inc, doing business as Chief S.F., located at 735
3	Montgomery Street (District 3), will serve the public convenience or necessity of the Cit
4	and County of San Francisco; and, be it
5	FURTHER RESOLVED, That the Board of Supervisors of the City and County o
6	San Francisco hereby endorses and adopts the recommendations of the Police
7	Department listed above.
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July 1, 2022

Angela Calvillo
Clerk of the Board
Office of the Clerk of the Board of Supervisors
1 Dr. Carlton B. Goodlet Place,
City Hall, Room 244
San Francisco, CA 94102

Re: Determination Request of Public Convenience (PC) or Necessity (N) for Project 1972, Inc. ("Applicant")

Dear Ms. Calvillo:

On June 14, 2022, Project 1972, Inc. ("Applicant" and/or "Chief SF") delivered its Double Transfer Liquor License Application package to the San Francisco District Office of the California Department of Alcoholic Beverage Control (the "ABC"). The ABC has determined that Applicant needs a Public Convenience ("PC") or Necessity ("N") determination from the San Francisco Board of Supervisors (the "Board"). Accordingly, we are requesting a determination from the Board that Applicant's proposed service of alcoholic beverages at its facility located at 735 Montgomery Street., 3rd Floor, San Francisco, CA 94111 (the "Premises") will serve a PC and/or N. As set forth below, the Applicant business serves both a Public Convenience and Necessity.

Chief SF is the only private membership network organization focused on connecting and supporting women executive leaders throughout the country, including Los Angeles, New York, Chicago and now in San Francisco. The focus of the organization is to provide a space for interaction, mentoring, cultivating, elevating and retaining women in top-level positions in the business world, in private, corporate and non-profit sectors, respectively. In San Francisco, there is both a public need and necessity to provide a safe and healthy environment for women leaders to network, support one another and create friendships and professional relationships that will enable them to be successful and which can be life changing. Women from diverse backgrounds, industries, and organizations will come together and engage in business programming aimed at personal and professional growth. There will be peer to peer programming, including providing local women business leaders access to a national community of professional peers who understand the challenges and needs of working in a business and corporate environment.

While Applicant already has venues in New York, Los Angeles and Chicago, they are now opening a new San Francisco location to expand its California and West Coast presence. The San Francisco venue will attract visitors to San Francisco from around the greater Bay Area to participate in networking opportunities and programs. In addition, the venue will attract participation from members from across the United States

Please see below for the itemized information required as part of the PC or N determination:

- 1. Applicant Name: Project 1972, Inc.
 - Applicant Contact Information:
 - Carolyn Childers | President/CEO, Co-Founder | Ph.(917) 376-5871/ Email: carolyn@chief.com
 - Taryn Weiss | Senior Director, Development & Local Operations | Ph.(631) 433-4273 Email: taryn@chief.com
 - Lauren Neiger | Project Manager | Ph.(714) 585-5331/ Email: lauren.neiger@chief.com
 - Christina Lo | Sr. Director, Strategic Finance | Ph.(425) 785-4112 / Email: chrissy@chief.com
- 2. Name and Premises Address of Business:
 - Name: Chief S.F.
 - Premises Address: 735 Montgomery Street., 3rd Floor, San Francisco, CA 94111
- 3. Applicant's Mailing Address: 13 E. 19th Street, New York, NY 10003
- Seeking License Type: Type 57 (Special On-Sale General for Private Club), converted from a Type 47 (On-Sale General for Bona Fide Eating Place).
 This will be a Premise to Premise/ Person to Person license transfer, also known as a "Double Transfer".
- 5. Proposed Business Hours of Operation: Monday thru Sunday: 7 AM to 1 AM (Note: this is also as referenced in the Planned Operation form (ABC-257 (Reverse)) of the liquor license application submitted to the ABC)
- 6. Application Filing Date with the ABC:
 - June 14, 2022
- 7. Noticing Requirements, when and how it was completed:
 - Public Notice of Application to Sell Alcoholic Beverages was posted to the Premises front door (facing out towards the public) on June 16, 2022 and will be removed 30 days from the date of posting.
 - Notice of Intention to Engage in the Sale of Alcoholic Beverages (ABC-207-E) are being mailed out on or about July 13, 2022 to neighboring residences within 500 feet of the Premises Address.
- 8. Explanation for how the license will serve the public convenience or necessity in the neighborhood and citywide:

In San Francisco, there is both a public need and necessity to provide a safe and healthy environment for women to network, support one another and create friendships and professional relationships that will enable them to be successful in their careers, and mentor others who will be or have just started their careers. Chief SF's location in the City will provide

its members with a convenient location and exclusive access to each other that other facilities simply cannot otherwise provide.

Chief SF is fully committed to diversity, equity, inclusion and access for its members, which is a core value and central to its mission. Chief SF recognizes that there is a public concern and necessity to provide women from underrepresented communities with opportunities to be positioned at the highest levels of leadership. Chief SF's facility will provide its members and their guests, including men, with access to such opportunities citywide in San Francisco and throughout the greater Bay Area. Chief SF will provide these opportunities and access primarily to women but open to all, regardless of race, ethnicity, sex, gender, gender identity, physical disability, religion, sexual orientation or any other traditional discriminatory factors. Through these efforts, Applicant's objective is to take action to dismantle racism and support diversity, equity and inclusion through its membership. Doing so is a necessity in our society, including in San Francisco and Applicant is committed to continuing to produce diversity and inclusion-focused workshops and conversations.

Thank you for your anticipated cooperation in this regard. In the meantime, please feel free to contact our counsel Victor Marquez at (415) 314-7831 or by email to vmarquez@nossaman.com, with any questions or follow-up information requests.

Sincerely,

Taryn Weiss

Senior Director, Development

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

	EREVIEW: Id comments in a tra		Approval)enial	
	Staff Contact: Id comments on a tra	ailing page.)				_
PLANN	ING REVIEW:		Approval		Denial	
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Applican	t contact info:		uez, legal cou nossaman.co		5) 314-7831	
Applicati	ion address:	735 Montgo San Francis	mery Street co, CA 94111			
Business	s name:	Chief S.F.				
Applican	t name:	Project 1972	2, Inc.			
	EMAIL YOUR R sa Somera, Publ alis	ic Safety and		d Servi	ces Committe	ee Clerk.
meeting (of September 8, 2	2022.				
Services	Committee will te	ntatively sch				
Please si	ubmit your respor	se within thr	ee weeks. Th	e Public	Safety and N	Neighborhood
	Joel Salmonson Phone No. (415		Kecc	ord No.:		
TO:	Police Departme		Quad			
	Priorie No				ot Nos.: 0195 Community I	
	Attn: Phone No.					
TO:	Planning Depart	ment	DAT	E:	July 6, 2022	



July 1, 2022

Angela Calvillo
Clerk of the Board
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Taryn Weiss

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LIQUOR LICENSE PUBLIC CONVENIENCE OR NECESSITY REFERRAL

TO:	Planning Depart Attn:	ment	DATE	:	July 6, 2022	<u> </u>
	Phone No				t Nos.: 019 Community	
TO:	Police Departme	ent	Quad:	NE	2022-006545MIS	
	Phone No. (415)	553-1115				
Services		se within three wee ntatively schedule t 022.				
	sa Somera, Publi	ESPONSE by Aug c Safety and Neigh a.somera@sfgov.o	borhood	Servic	ces Committe	ee Clerk.
Applican	t name:	Project 1972, Inc.				
Business	s name:	Chief S.F.				
Applicati	on address:	735 Montgomery S San Francisco, CA				
Applican	t contact info:	Victor Marquez, le			5) 314-7831	
		Carolyn Childers, I carolyn@chief.con				
PLANN	ING REVIEW:	Appro	oval	□ D	enial	
	Staff Contact: ld comments on a tra	Jordan Hallman illing page.)				_
_	EREVIEW: Id comments in a trai	Approling report.)22*	oval	□ D	enial	





8/11/2022

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 Chief S F - 735 Montgomery St Planning Department Files No. 2022-006545MIS and 2022-005765MIS.

To Whom It May Concern:

The Planning Department is recommending approval with conditions of the attached ABC Type 57 (Special On-Sale General) License for members-only dba Chief SF at 735 Montgomery St. in conjunction with an accessory bar use as defined in section 102 of the Planning Code. The accessory use must meet all requirements set forth in section 703(d)(2) of the of the Planning Code. Type 57 license approved in conjunction with accessory bar use to members of Chief S F only. Non-accessory bar use is not permitted in any instance.

If you have any questions related to Planning's evaluation, please contact me at 628-652-7527.

Sincerely,

Jordan Hallman

Jordan Hallman, Assistant Planner Priority Projects and Process, Current Planning

(she/her/hers)

San Francisco Planning Department

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

Direct: 628-652-7527 | www.sfplanning.org San Francisco Property Information Map

Department of Alcoholic Beverage Control

APPLICATION FOR ALCOHOLIC BEVERAGE LICENSE(S) ABC 211 (6/99)

State of California

TO: Department of Alcoholic Beverage Control

33 NEW MONTGOMERY STREET

STE 1230

SAN FRANCISCO, CA 94105

(415) 356-6500

File Number: 638741

Receipt Number: 2730201 Geographical Code: 3800

Copies Mailed Date: June 14, 2022

Issued Date:

DISTRICT SERVING LOCATION:

SAN FRANCISCO

0195/001

First Owner:

PROJECT 1972, INC

NE

Name of Business:

CHIEF S F

C-2

Location of Business:

735 MONTGOMERY ST SAN FRANCISCO, CA 94111-2108 2022-005765MIS

County:

SAN FRANCISCO

Is Premises inside city limits?

Yes

Census Tract:

0611.01

Mailing Address:(If different

13 E 19TH ST

from

premises address) Type of license(s):

57

Dropping Partner: Yes

Transferor's license/name:

597028 / ELDA AGAVE LLC

NEW YORK, NY 10003-1101

<u>License Type</u> 57 - Special On-Sale General	Transaction Type EXC/PER/PRM	<u>Master</u> Y	Secondary LT And Count		
License Type	Transaction Description	Fee Code	Dup	Date	Fee
Application Fee	LICENSE TYPE EXCHANGE	NA	0	06/14/22	\$105.00
Application Fee	DBL TRF: PREMISES AND PERSON	NA	0	06/14/22	\$1,305.00
57 - Special On-Sale General	ANNUAL FEE	P40	0	06/14/22	\$1,290.00
				Total	\$2,700.00

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?

STATE OF CALIFORNIA

County of SAN FRANCISCO

Date: June 14, 2022

Applicant Name(s)

PROJECT 1972, INC

Recommend for Approval with conditions: type 57 license approved in conjunction with Accessory use as defined in Section 102; Accessory use must meet all requirements set forth in section 703(d)(2) of the Planning Code. Type 57 license approved in conjunction with accessory bar use to members of Chief S F only. Non-accessory bar use is not permitted in any instance.





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 Gordon Mar Supervisor Catherine Stefani Supervisor Myrna Melgar

From:

Lt. Steve Jonas #79

Officer in Charge

ALU/Permits Unit 415-553-9550

Date:

September 15, 2022

Subject:

P.C.N. Investigation Regarding:

Project 1972, Inc.

DBA: Chief SF

735 Montgomery St.

San Francisco, CA. 94111

Project 1972, Inc. has filed an application with the California Department of Alcoholic Beverage Control seeking a Type 57 (Special On-Sale General) license to be located at 735 Montgomery St. (located between Jackson St. and Washington St.)

Hours of Operation:

7:00 a.m. to 12:00 a.m. each day of the week.

Digest:

Project 1972, Inc. would like to operate a private club at 735 Montgomery St. If approved, this license will allow them to sell Beer, Wine and Distilled Spirits.

Letters of Protest

0

Letters of Support

0

Police Calls for Service:

From June 2021 to June 2022

3 calls for service

Police Reports:

From June 2021 to June 2022

0 police reports

San Francisco Plot Information:

This premise is located in Plot: 140

A High Crime area is defined as 96 or more police reports in a plot for the year of 2021.

This plot had 220 police reports for **2021**, which is 124 **higher** than the **Citywide** "**High Crime**" average

State Census Tract Information:

This premise is located in Census Tract: 611.01

Population for this tract is: 2,008

On-sale license authorized by census tract: 6 Active on-sale licenses: 84 with 0 pending

Off-sale licenses authorized by census tract: 1 Active off-sale licenses: 8 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 no conditions.

Google Maps 735 Montgomery St

