

File No. 101211

Committee Item No. 6

Board Item No. _____

COMMITTEE/BOARD OF SUPERVISORS
AGENDA PACKET CONTENTS LIST

Committee: City Operations & Neighborhood
Services Committee

Date 1/10/11

Board of Supervisors Meeting

Date _____

LIQUOR LICENSE HEARING

Cmte Board

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|-------------------------------------|--------------------------|----------------------------|
| <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 |

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Completed by Gail Johnson

Date 1/6/11

Completed by _____

Date _____



HOSTELLING INTERNATIONAL USA

HI - San Francisco City Center
685 Ellis Street, San Francisco, CA 94109
(415) 474-5721 Fax (415) 776-0775
September 16, 2010

sfcitycenter@norcalhostels.org
www.norcalhostels.org

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

RE: Liquor License "PCN" Request

To the Board of Supervisors, City and County of San Francisco:

My name is Jose Lima and I am the General Manager at Hostelling International-San Francisco City Center. This business is conducted by Golden Gate Council of American Youth Hostels, Inc. ("AYH"). We are located at 685 Ellis Street in San Francisco California. Our mailing address is the same as above.

AYH has a pending application with the California Department of Alcoholic Beverage Control, for issuance of a Type 51 Club license for service of beer and wine only, at 685 Ellis Street, San Francisco, within the premises of our hostel. The application number is File 415438, and the responsible investigator is Andrew Gomez, 415 356 6598. This is a new issuance and not a transfer from another location.

I am writing this letter to request a Resolution of Public Convenience and Necessity from the Board of Supervisors in support of our application (Please note that a previous letter was sent on 12/15/09). AYH is applying for a beer and wine Club license for the small private café located within our building and used solely by the guests of our hostel. We plan to serve beer and wine in the café from 6pm to 11pm from Monday through Sunday.

We are a part of Hostelling International USA, Golden Gate Council, a non-profit 501 © (3) charitable organization which has operated in San Francisco for over fifty years. Our mission is to "Help all, especially the young, gain a greater understanding of the world and its people through hostelling". We have been open at this location for eight years now and have served nearly a half of a million educational and recreational travelers during this time.

Our commitment to make the Tenderloin a better community has only grown with time. We have been investing in our property and contributing to the neighborhood since July 2001. We serve guests from all over the United States and the world. Our hostel plays a major economic role in the community since our guests are essential for the survival of the numerous restaurants, stores and other businesses in and around the area.

We believe this license will help us better serve our guests by providing a safe haven for them to socialize and interact. The hostel is an anchor in the community. Better servicing of our guests needs will strengthen our business and consequently better serve our community and the City of San Francisco. Among other things, having an attractive café in the hostel would encourage our

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BOARD OF SUPERVISORS
SAN FRANCISCO

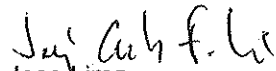
guests to stay in the local area, and limit both car and foot travel after dark. This would also limit any our guests from contributing to any noise or traffic issues at other businesses in the area, or being exposed to crime, traffic and other safety issues, especially for international travelers.

The café would enjoy additional sales, and hence additional sales tax revenues for local government while limiting the potential impact on government services in our area. A better revenue stream also helps ensure job security and better earnings for our staff during a challenging economic time. Once the license is issued, our inventory would be ordered from designated licensed beverage wholesalers, the majority of which are also local businesses. This has a positive impact for our business and for the city in general.

For these reasons, we think that a resolution of public convenience and necessity would be justified. We respectfully request that the Board of Supervisors pass such a resolution in support of our application.

Thank you very much in advance for your consideration and help with this matter.

Sincerely,

A handwritten signature in dark ink, appearing to read "Jose Lima", is written over the printed name.

Jose Lima

General Manager

Phone: (415) 474-5721

LIQUOR LICENSE REVIEW

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

File: 101211

Block/Lot: 0335/016

Zoning: RC-4

Quad: NE

MB # 1001103

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

DATE: October 5, 2010

This item is scheduled to be heard at a meeting on November 8, 2010. **PLEASE E-MAIL YOUR RESPONSE BY:** November 3, 2010 to Gail Johnson, Clerk, City Operations and Neighborhood Services Committee.

Gail.Johnson@sfgov.org - Fax No: 554-7714

Applicant Name: Jose Lima
and Business Name: Ivy's Place

Applicant Address: 685 Ellis Street
and Phone No. (415) 474-5721

PLANNING COMMENTS: ☒ Approval ☐ Denial

*Continuation permitted per Planning Code Section 249.4(c)
Subject to conditions in Section 249.5(d)(6).*

[Signature] 10/8/10
Rick Crawford

POLICE COMMENTS: ☐ Approval ☐ Denial

