

## **Carroll, John (BOS)**

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**From:** Carroll, John (BOS)  
**Sent:** Friday, January 13, 2023 5:47 PM  
**To:** CPC.Referrals; Salmonson, Joel (POL)  
**Cc:** Alabanza, Analyn@ABC; amarjit.tamber@abc.ca.gov; Wong, Joanne (POL); Jonas, Stephen (POL); Angulo, Sunny (BOS); Yan, Calvin (BOS); Souza, Sarah (BOS); Hsu, Melody (BOS); Spycher, Dakota (CPC)  
**Subject:** Liquor License Issuance - 1198 Pacific Avenue - Dapper  
**Categories:** 230021

Greetings,

The office of the Clerk of the Board has received a letter requesting public convenience or necessity findings for a liquor license issuance. I'm referring this matter to you for response via the following linked document:

[Referral Letter - Planning and Police Departments – January 13, 2023](#)

You may review the entire matter on our [Legislative Research Center](#) by following the link below:

[Board of Supervisors File No. 230021](#)

After receiving review from the Planning and Police Departments, the Public Safety and Neighborhood Services Committee may hear and consider public convenience or necessity findings for the application, to be forwarded to the California Department of Alcoholic Beverage Control for consideration in the license matter.

**The Public Safety and Neighborhood Services Committee may tentatively schedule this hearing for a regular meeting in March of 2023.**

**I request the Planning Department's response before February 3, 2023. Please confirm receipt of this message.**

You may review the fact sheet for public convenience or necessity requests from the San Francisco Board of Supervisors via the following link:

[Liquor License Public Convenience or Necessity Request](#)

Thanks for the review.

**John Carroll**  
**Assistant Clerk**  
Board of Supervisors  
San Francisco City Hall, Room 244  
San Francisco, CA 94102  
(415) 554-4445

**(VIRTUAL APPOINTMENTS)** To schedule a virtual meeting with me (on Microsoft Teams), please ask and I can answer your questions in real time.

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

**TO:** Planning Department  
Attn: \_\_\_\_\_  
Phone No. \_\_\_\_\_

**DATE:** January 13, 2023

**TO:** Police Department  
Joel Salmonson  
Phone No. (415) 553-1115

**AP Block/Lot Nos.:** 0157/021  
**Zoning:** Pacific Avenue NCD 40-X  
**Quad:** District 3 NE  
**Record No.:** \_\_\_\_\_

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Please submit your response within three weeks. The Public Safety and Neighborhood Services Committee will tentatively schedule the PC or N hearing for the regular meeting of March 9, 2023.

**PLEASE EMAIL YOUR RESPONSE by February 3, 2023, to:**  
John Carroll, Public Safety and Neighborhood Services Committee Clerk.  
[john.carroll@sfgov.org](mailto:john.carroll@sfgov.org) ~ (415) 554-4445

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**Applicant name:** Dapper Nob Hill LLC  
**Business name:** **Dapper**  
**Application address:** 1198 Pacific Avenue  
San Francisco, CA 94133

**Applicant contact info:** Paola Hurtado  
[paola@abclicensecompany.com](mailto:paola@abclicensecompany.com)  
510-788-5881 ext. 3  
Jemma Jorel Lester  
[jemma@abclicensecompany.com](mailto:jemma@abclicensecompany.com)  
510-788-5881 ext. 2

**PLANNING REVIEW:**  Approval  Denial  
Planning Staff Contact: \_\_\_\_\_  
(Please add comments on a trailing page.)

**POLICE REVIEW:**  Approval  Denial  
(Please add comments in a trailing report.)

# Dapper Nob Hill LLC

Dec 27, 2022

Alisa Somera, Legislative Deputy Director  
San Francisco Board of Supervisors  
1 Dr Carlton B. Goodlett Place  
City Hall, Room 244  
San Francisco, CA. 94102

Re: Liquor License "PCN" Request  
Original Type 42, Pending License No: 20-644443  
1198 Pacific Avenue, San Francisco CA 94133

To the Clerk of the Board,

The purpose of this letter is to respectfully request to be placed on the Board's calendar for Public Convenience and Necessity approval with regard to our original Type 20 license. We are wishing to open a store and specialty deli physically located at 1198 Pacific Avenue, San Francisco in Nob Hill. We will sell beer and wine as a market, and also prepare to-go food items as a deli. We will provide a range of fine off-sale food and drink fitting local customer's preferences and needs.

The store is named Dapper Nob Hill. Dapper will not be your run of the mill corner store, ubiquitous to the city. Dapper will celebrate the traditional concept of a corner market – being accessible and selling staples. We will offer freshly made-to-order sandwiches, breakfast sandwiches, salads and avocado toast. We will also have a full-service espresso bar and drip coffee, and a streamlined selection of organic groceries, organic ice cream, organic frozen foods, healthy snacks and crackers, nontoxic cleaning products, laundry detergent, high-quality wine and beer, organic produce, and organic dairy. We will not be selling malt liquor of any sort, and will pride ourselves in carrying an extensive product line of wines.

We will be offering seven signature sandwiches – all made with house-made spreads, seasonal produce, and house-made pickles. We will offer five seasonal rotating salads, and four breakfast sandwich staples. The items offered at the deli will all be sourced from our great local purveyors and vendors. We plan to source bread from the Midwife + Baker, pastries from Neighbor Bakehouse, and coffee from Andytown Roasters in the Sunset. The meats will be sourced from Fra-Mani, Golden Gate Meats and Zoe's. The produce will be sourced from All Star organics, Brokaw Ranch, and Rojas Family Farms.

We feel most corner markets and delis in the city offer subpar commodity and heavily processed products. These run-of-the-mill corner stores tend to always be cluttered, selling sugary drinks and processed junk food. It's usually a disservice to the neighborhood; and we believe that, as operators, it is our responsibility to bring quality products and healthier options to a neighborhood. Not everyone has the luxury to go the supermarket every day. Our responsibility is to affect the fabric of our community and we won't take for granted how we can better the lives of our neighbors. Great neighborhoods like Russian and Nob Hill – where commercial storefronts are scarce – are prime examples of how important it is for an operator to be mindful of the products they sell in their market. Dapper is going to raise the bar on the perception of corner markets and become a neighborhood institution, where the neighbors will relish and be proud to say the shop is in their neighborhood.

1198 Pacific Avenue, San Francisco CA 94133

RECEIVED  
BOARD OF SUPERVISORS  
SAN FRANCISCO  
2023 JAN 10 PM 4:17  
BY [Signature]

## Dapper Nob Hill LLC

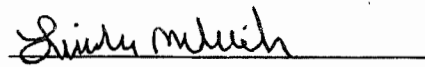
The hours of operation will be 7 am to 9:30 pm Mon-Fri and 7:30 am to 10:00 pm Sat-Sun.

We seek the SF Board of Supervisor's affirmative ruling that our application serves the public convenience and necessity of our City. Please copy our ABC consultants Paola Hurtado & Jemma Jorel Lester on correspondence going forward.

Paola Horevicz Hurtado | [paola@abclicensecompany.com](mailto:paola@abclicensecompany.com) | 510-788-5881 ext. 3

Jemma Jorel Lester | [jemma@abclicensecompany.com](mailto:jemma@abclicensecompany.com) | 510-788-5881 ext. 2

Sincerely,



Linda Muhawieh, Manager  
Dapper Nob Hill LLC



CALIFORNIA DEPARTMENT OF

# Alcoholic Beverage Control

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**Report Date:** Friday, January 13, 2023

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## LICENSE INFORMATION

**License Number:** 644443 **Primary Owner:** DAPPER NOB HILL LLC

**Office of Application:** 24 - SAN FRANCISCO

## BUSINESS NAME

DAPPER

## BUSINESS ADDRESS

1198 PACIFIC AVE , SAN FRANCISCO, CA, 94133

**County:** SAN FRANCISCO **Census Tract:** 0108.00

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## LICENSEE INFORMATION

**Licensee:** DAPPER NOB HILL LLC

### Company Information

OFFICER: MUHAWIEH, LINDA TALAL (MANAGER)

MEMBER: MUHAWIEH, LINDA TALAL

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## LICENSE TYPES

Allow up to six weeks for expiration date updates after fee waiver or renewal fee

submittal.

## 20 - OFF-SALE BEER AND WINE

**License Type Status:** PENDING **Status Date:** 02-DEC-2022 **Term:** 12 Month(s)

**Original Issue Date:** **Expiration Date:** **Master:** Y **Duplicate:** **Fee Code:** P40

**Transfers:** From License Number: [20-622842](#)

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### OPERATING RESTRICTIONS:

No Operating Restrictions found

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### DISCIPLINARY ACTION:

No Active Disciplinary Action found

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### DISCIPLINARY HISTORY:

No Disciplinary History found.

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### HOLDS:

**Hold Type:** FORM 220 **Hold Date:** 02-DEC-2022

### ESCROWS:

No Escrow found

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

File Number: **644443**  
 Receipt Number: **2765305**  
 Geographical Code: **3800**  
 Copies Mailed Date: **December 2, 2022**  
 Issued Date:  
 (570) 788-5881x3

**DISTRICT SERVING LOCATION:** SAN FRANCISCO  
**First Owner:** **DAPPER NOB HILL LLC**  
**Name of Business:** **DAPPER**  
**Location of Business:** **1198 PACIFIC AVE**  
**SAN FRANCISCO, CA 94133-4212**  
**County:** **SAN FRANCISCO**  
**Is Premises inside city limits?** **Yes**  
**Mailing Address:** (If different from premises address)  
**Type of license(s):** **20**  
**Transferor's license/name:** **622842 / MATOURY, KANITHA**

Census Tract: **0108.00**

RECEIVED  
 BOARD OF SUPERVISORS  
 SAN FRANCISCO  
 2022 DEC -7 AM 9:07  
 BY *[Signature]*

Dropping Partner: Yes  No

<u>License Type</u>	<u>Transaction Type</u>	<u>Master</u>	<u>Secondary LT And Count</u>		
20 - Off-Sale Beer And Wine	PER/PRM	Y			

<u>License Type</u>	<u>Transaction Description</u>	<u>Fee Code</u>	<u>Dup</u>	<u>Date</u>	<u>Fee</u>
Application Fee	STATE FINGERPRINTS	NA	1	12/02/22	\$39.00
Application Fee	DBL TRF: PREMISES AND PERSON	NA	0	12/02/22	\$945.00
Application Fee	FEDERAL FINGERPRINTS	NA	1	12/02/22	\$24.00
20 - Off-Sale Beer And Wine	ANNUAL FEE	NA	0	12/02/22	\$415.00
<b>Total</b>					<b>\$1,423.00</b>

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**

STATE OF CALIFORNIA County of SAN FRANCISCO Date: December 2, 2022

Applicant Name(s)

DAPPER NOB HILL LLC