

Carroll, John (BOS)

From: Carroll, John (BOS)
Sent: Thursday, January 19, 2023 12:01 PM
To: Salmonson, Joel (POL); Wong, Joanne (POL); Jonas, Stephen (POL)
Cc: CPC.Referrals; Spycher, Dakota (CPC); Alabanza, Analyn@ABC; amarjit.tamber@abc.ca.gov; Donovan, Dominica (BOS); Angulo, Sunny (BOS); Yan, Calvin (BOS); Souza, Sarah (BOS); Hsu, Melody (BOS); paola@abclicensecompany.com; Jemma Lester
Subject: RE: Liquor License Issuance - 1198 Pacific Avenue - Dapper
Categories: 230021

Good afternoon,

The Planning Department has completed their review of the subject application, and has forwarded their recommendation for approval. For your convenience, I have the review available from the link below:

[Planning Dept. Response - Received January 18, 2023](#)

The matter is now awaiting review by the Police Department's ALU.

After receiving review from the Police Department, 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 their consideration in the license matter.

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

I invite you to review the entire matter on our [Legislative Research Center](#) by following the link below:

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

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.

Due to the current COVID-19 health emergency and the Shelter in Place Order, the Office of the Clerk of the Board is working remotely while providing complete access to the legislative process and our services.



Click [here](#) to complete a Board of Supervisors Customer Service Satisfaction form.

The [Legislative Research Center](#) provides 24-hour access to Board of Supervisors legislation and archived matters since August 1998.

BOARD of SUPERVISORS



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LIQUOR LICENSE PUBLIC CONVENIENCE OR NECESSITY REFERRAL

TO: Planning Department
Attn: Dakota Spycher
Phone No. (628) 652-7588

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.: 2022-011809MIS

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 ~ (415) 554-4445

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
510-788-5881 ext. 3
Jemma Jorel Lester
jemma@abclicensecompany.com
510-788-5881 ext. 2

PLANNING REVIEW: **Approval** **Denial**
Planning Staff Contact: Dakota Spycher, Dakota.Spycher@sfgov.org, (628) 652-7588
(Please add comments on a trailing page.)

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



San Francisco Planning

49 South Van Ness Avenue, Suite 1400
San Francisco, CA 94103
628.652.7600
www.sfplanning.org

1/18/2023

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 Dapper – 1198 Pacific Avenue
Planning Department Files No. 2022-011809MIS

To Whom It May Concern:

The Planning Department is recommending approval of the attached ABC Type 20 (Off-Sale Beer & Wine) Licenses for a new General Grocery Store d.b.a. Dapper at 1198 Pacific Avenue. A General Grocery Store, as defined by Planning Code Section 102 is a Retail Sales and Service Use, which is principally permitted in the Pacific Avenue Neighborhood Commercial District per Planning Code Section 726.

If you have any questions related to Planning's evaluation, please contact me at 628-652-7588.

Sincerely,

Dakota Spycher

Dakota Spycher, Assistant Planner
District 3 | Current Planning Division

San Francisco Planning Department
49 South Van Ness Avenue, Suite 1400, San Francisco, CA 94103
Direct: 628.652.7588 | www.sfplanning.org
[San Francisco Property Information Map](#)

Ms. Paula Hurtado
consultant

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:

(510) 788-5881 x3

DISTRICT SERVING LOCATION: **SAN FRANCISCO**

First Owner: **DAPPER NOB HILL LLC** 0157/021
 Name of Business: **DAPPER** Dist 3
 Location of Business: **1198 PACIFIC AVE** NCD
SAN FRANCISCO, CA 94133-4212 2022-011809MIS

County: **SAN FRANCISCO**

Is Premises inside city limits? **Yes** Census Tract: **0108.00**

Mailing Address:(If different from premises address)

Type of license(s): **20** Dropping Partner: Yes No

Transferor's license/name: **622842 / MATOURY, KANITHA**

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

License Type	Transaction Description	Fee Code	Dup	Date	Fee
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
				Total	\$1,423.00

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? **No**

STATE OF CALIFORNIA County of **SAN FRANCISCO**

Date: **December 2, 2022**

Applicant Name(s)

DAPPER NOB HILL LLC

Recommend Approval of ABC License Type 20 for Grocery, General, a Retail Sales and Service Use Principally Permitted in the Pacific Avenue Neighborhood Commercial NCD per PC Sec. 726. Area devoted to alcohol sales may not exceed 15% of the Occupied Floor Area of the establishment and shall operate with the specified conditions in Section 202.2(a)(1).

Dakota Spycher

Dakota.Spycher@sfgov.org (628) 652 -7588

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

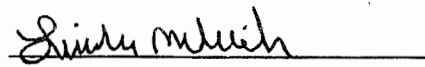
The hours of operation will be 7 am to 9:30 pm Mon-Fri and 7:30 am to 10:00 pm Sat-Sun.

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 | 510-788-5881 ext. 3

Jemma Jorel Lester | jemma@abclicensecompany.com | 510-788-5881 ext. 2

Sincerely,



Linda Muhawieh, Manager
Dapper Nob Hill LLC