

Carroll, John (BOS)

From: Carroll, John (BOS)
Sent: Friday, April 21, 2023 5:46 PM
To: rennie23@gmail.com; CPC.Referrals; Salmonson, Joel (POL)
Cc: 'Alabanza, Analyn@ABC'; 'amarjit.tamber@abc.ca.gov'; Wong, Joanne (POL); Jonas, Stephen (POL); Donovan, Dominica (BOS); Ferrigno, Jennifer (BOS); Herrera, Ana (BOS); Lerma, Santiago (BOS); Prager, Jackie (BOS)
Subject: Liquor License Issuance - 2565 Mission Street - Arena SF - BOS File No. 230469

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 – April 21, 2023](#)

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

[Board of Supervisors File No. 230469](#)

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 will tentatively schedule this hearing for a regular meeting on June 8, 2023.

I request the Planning Department's response before May 12, 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.

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.

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: April 21, 2023

AP Block/Lot Nos.: 3615/022
Zoning: Mission NCT 65-B

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

Quad: _____
Record No.: _____

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 June 8, 2023.

PLEASE EMAIL YOUR RESPONSE by May 12, 2023, to:
John Carroll, Public Safety and Neighborhood Services Committee Clerk.
john.carroll@sfgov.org ~ (415) 554-4445

Applicant name: Qualia Entertainment Inc.

Business name: **Arena SF**

Application address: 2565 Mission Street
San Francisco, CA 94110

Applicant contact info: Mark Rennie
rennie23@gmail.com
415-981-4500

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.)

RECEIVED
BOARD OF SUPERVISORS
SAN FRANCISCO

2023 APR 14 PM 4:37

MARK E. RENNIE
ATTORNEY AT LAW
1222 SUTTER STREET
SAN FRANCISCO, CALIFORNIA 94109

BY 

(415) 981-4500

April 11, 2023

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

Via Messenger

Re: Qualia Entertainment, Inc. dba Arena SF
Original California ABC Liquor License Transfer- Type 90 Music Venue License
2565 Mission Street, San Francisco, CA 94110-2511
Public Convenience and Necessity Determination Request
ABC Type-90 —Music Venue General License.
Conversion of Type 47 ABC license to new Type-90 On-Sale General Music Venue License

Dear Ms. Cavillo:

This office represents Qualia Entertainment, Inc. dba Arena SF. My client has applied to the California Department of Alcoholic Beverage Control (ABC) for an original Type-90 On-Sale General Music License. Currently Qualia Entertainment is operating a music /entertainment venue with a California ABC Type-47 license (Bonafide Eating Place license). The operation of the business under the proposed new license will remain identical.

A Type-90 ABC license is a new license (2023) that authorizes the sale of beer, wine, and distilled spirits at retail for consumption on the premises in a music entertainment facility, as defined in Business and Professions Code Section 23550. Sale, service, and consumption of alcoholic beverages are limited to the time period from 2 hours before a live performance until one hour after the live performance. Minors are allowed on the premises.

There are surrounding residences within 100 feet of my client's venue. Our establishment is in the middle of the Mission District and has been a music venue, restaurant, and bar for many years. It is well run and has served the community well for many years. With this new Type-90 license, if granted, my client intends to maintain his current operation with a slightly curtailed food operation.

The area is properly zoned [NCT-Mission Street Neighborhood Commercial Transit] for this type of ABC license. We do not see any problems with the San Francisco Police Department approving this new ABC license, with conditions. We have the support for this application from

many of our neighbors, and are open to the imposition of conditions, if necessary, to this license.

Arena SF is locally owned, and thus revenue and taxes from the business will stay in the community. This new license will allow Arena SF to sell its current ABC Type-47 license and use the proceeds on a complete remodel of the premises. This new license will allow the venue to remain open and viable, will sustain the pedestrian traffic to other businesses in the neighborhood, and keep more "eyes on the street" and make the neighborhood safer after 10 PM. Like many small businesses in San Francisco, the COVID-19 shutdown has been problematic for this venue.

Arena SF is part of the Arena Nightlife Group which owns music venues in San Francisco, Orange County, Los Angeles, and Mountain View. Arena SF has been well-managed and non-problematic since 2019. There have been no noise complaints and minimal police issues since the business opened four years ago. My client will continue with this new ABC music venue license to be respectful to the neighborhood and to its customers. Arena SF is committed to providing a welcoming atmosphere, top-notch music, and great service. Foremost, they will be Good Neighbors.

For the reasons outlined above, applicant Qualia Entertainment dba Arena SF respectfully requests that this letter be forwarded to the Public Safety & Neighborhood Services Committee of the Board and that this Committee and the full Board of Supervisors make a determination under California Business and Professions Code Section 23958.4 that the public need or convenience would be served by allowing this new ABC Type-90 liquor license to issue a this location.

Thank you for your consideration of this request.

Yours truly,



Mark E. Rennie

MER/mb

Cc: Jackson Chang.
Officer-in-Charge SFPD ALU

APPLICATION FOR ALCOHOLIC BEVERAGE LICENSE(S)

ABC 211 (6/99)

ATTY. MARK REANNE
consultant
(AK) 621-2300

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

File Number: 645496
Receipt Number: 2772908
Geographical Code: 3800
Copies Mailed Date: January 23, 2023
Issued Date:

RECEIVED
BOARD OF SUPERVISORS
SAN FRANCISCO
2023 JAN 26 AM 8:56

DISTRICT SERVING LOCATION: SAN FRANCISCO
First Owner: QUALIA ENTERTAINMENT INC.
Name of Business: OPAL
Location of Business: 2565 MISSION ST
SAN FRANCISCO, CA 94110-2511
County: SAN FRANCISCO

Is Premises inside city limits? Yes Census Tract: 0208.01

Mailing Address:(If different from premises address) 533 AIRPORT BLVD
STE 400
BURLINGAME, CA 94010-2013

Type of license(s): 90 Dropping Partner: Yes No

Transferor's license/name:

License Type	Transaction Type	Master	Secondary LT And Count		
90 - On-Sale General Music Venue	ORI	Y			

License Type	Transaction Description	Fee Code	Dup	Date	Fee
Application Fee	ADD PRIMARY LICENSE TYPE	NA	0	01/23/23	\$17,335.00
90 - On-Sale General Music Venue	ANNUAL FEE	P40	0	01/23/23	\$1,355.00
Total					\$18,690.00

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: January 23, 2023

Applicant Name(s)

QUALIA ENTERTAINMENT INC.



CALIFORNIA DEPARTMENT OF

Alcoholic Beverage Control

Report Date: Saturday, April 22, 2023

LICENSE INFORMATION

License Number: 645496 **Primary Owner:** QUALIA ENTERTAINMENT INC.

Office of Application: 24 - SAN FRANCISCO

BUSINESS NAME

OPAL

BUSINESS ADDRESS

2565 MISSION ST , SAN FRANCISCO, CA, 94110

County: SAN FRANCISCO **Census Tract:** 0208.01

LICENSEE INFORMATION

Licensee: QUALIA ENTERTAINMENT INC.

Company Information

OFFICER: CHANG, JACKSON T (DIRECTOR)

OFFICER: CHANG, JACKSON T (PRESIDENT/TREASURER)

OFFICER: HO, DAVID LOI (SECRETARY/ASST SEC)

OFFICER: HO, DAVID LOI (DIRECTOR)

STOCKHOLDER: ARENA NIGHTLIFE GROUP LLC

LICENSE TYPES

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

90 - ON-SALE GENERAL MUSIC VENUE

License Type Status: PENDING **Status Date:** 23-JAN-2023 **Term:** 12 Month(s)

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

Transfers:

OPERATING RESTRICTIONS:

No Operating Restrictions found

DISCIPLINARY ACTION:

No Active Disciplinary Action found

DISCIPLINARY HISTORY:

No Disciplinary History found.

HOLDS:

Hold Type: H & L PROTEST **Hold Date:** 28-FEB-2023 **Hold Type:** FORM 220 **Hold Date:**

23-JAN-2023

ESCROWS:

No Escrow found