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**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:

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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.