

**From:** [Crayton, Monique \(BOS\)](#)  
**To:** [CPC.Referrals](#); [Froines, Andrew \(POL\)](#); [scott@augusthallsf.com](mailto:scott@augusthallsf.com)  
**Cc:** [Alabanza, Analyn@ABC](#); [amarjit.tamber@abc.ca.gov](mailto:amarjit.tamber@abc.ca.gov); [Wong, Joanne \(POL\)](#); [Jonas, Stephen \(POL\)](#); [Logan, Sam \(BOS\)](#); [Angulo, Sunny \(BOS\)](#); [Horrell, Nate \(BOS\)](#); [Souza, Sarah \(BOS\)](#); [Yan, Calvin \(BOS\)](#); [Carroll, John \(BOS\)](#)  
**Subject:** Liquor License Issuance - 420 Mason Street - August Hall - BOS File No. 240490  
**Date:** Monday, May 13, 2024 3:46:00 PM

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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 – May 13, 2024](#)

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

Board of Supervisors [File No. 240490](#)

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 in June of 2024.**

**I request the Planning Department's response before May 24, 2024. 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.

**Monique C. Crayton (she/her)**

*Assistant Clerk*

Board of Supervisors - Clerk's Office

1 Dr. Carlton B. Goodlett Place, Room 244

San Francisco, CA 94102

(415) 554-7750 | Fax: (415) 554-5163

[monique.crayton@sfgov.org](mailto:monique.crayton@sfgov.org) | [www.sfbos.org](http://www.sfbos.org)

**(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:** May 13, 2024

**AP Block/Lot Nos.:** 0307/008  
**Zoning:** C-3-G - Downtown- General  
**Quad:** \_\_\_\_\_  
**Record No.:** \_\_\_\_\_

**TO:** Police Department  
Andrew Froines  
Phone No. (415) 837-7254

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Please submit your response within two weeks. The Public Safety and Neighborhood Services Committee will tentatively schedule the PC or N hearing for a regular meeting in June of 2024.

**PLEASE EMAIL YOUR RESPONSE by May 24, 2024, to:**  
Monique Crayton, Public Safety and Neighborhood Services Committee Clerk.  
[monique.crayton@sfgov.org](mailto:monique.crayton@sfgov.org) ~ (415) 554-7750

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**Applicant name:** AH&GLCC LLC  
**Business name:** AUGUST HALL  
**Application address:** 420 MASON STREET  
**Applicant contact info:** Scott Murphy  
scott@augusthallsf.com  
415-559-1145  
  
Nathan Valentine  
415-713-3439

**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

REQUEST FOR DETERMINATION OF PUBLIC CONVENIENCE  
OR NECESSITY

2024 MAY 18 AM 10:43

BY 

May 6, 2024

John Carroll  
San Francisco Board of Supervisors  
1 Dr. Carlton B. Goodlett Place, City Hall, Room 244  
San Francisco, CA 94102-4689

Dear John,

AH & GLCC, LLC is submitting the enclosed letter for our type 90 liquor license application. We are submitting as a new application while retaining our existing type 47 liquor license under a premises reduction of our restaurant, known as Fifth Arrow. Hours of operation are 6am-2am daily. The application was filed with the California Department of Alcoholic Beverage Control in April of 2024 and all noticing requirements were sent on May 6, 2024.

August Hall & Fifth Arrow, located at 420/430 Mason St in downtown San Francisco, is a truly unique project. The building, owned by the Native Sons of the Golden West, was rebuilt in 1911 after the tragic 1906 earthquake and subsequent fire that devastated much of San Francisco. Once rebuilt, the ground floor venue housed various theater brands including the Stage Door Theater, the Regency III, and a nightclub called Ruby Skye. Below the theater space at 430 Mason St was a well-known speakeasy in the 1930's called Café Dans that was only accessible by a street level slide.

In 2015, the same team preparing this letter planned the renovation of both 420 and 430 Mason St with a bold concept in mind – a state of the art concert & events venue along with a gaming parlor, restaurant, and bar with a full kitchen and 3 bowling lanes. Considering the building is over 100 years old, it required a complete rehabilitation of the infrastructure including electrical, plumbing, hvac, not to mention the design, bowling lanes, ADA compliance, sound, and lighting system we put in place. We opened on May 5, 2018 and in our first year in operation, the venue won the SF Weekly award for best new venue.

As Bay Area Natives, the ownership group takes pride in serving the local clientele and providing enjoyment to those who visit the Bay Area. 420/430 Mason St has been a music venue and gathering space for over 100 years, serves a clear need in the neighborhood, and is an important component of the revitalization of downtown San Francisco which is still recovering from the covid 19 pandemic. We hope that this letter satisfies your request of how this license will serve the public convenience or necessity in the neighborhood and city-wide.

If you have any questions, please do not hesitate to contact us. Thank you for your time and consideration.

Sincerely,

*Scott Murphy*

Scott Murphy  
AH & GLCC, LLC  
420 Mason St.  
San Francisco, CA 94102  
scott@augusthallsf.com  
415-559-1145

Department of Alcoholic Beverage Control  
**APPLICATION FOR ALCOHOLIC BEVERAGE LICENSE**  
 ABC 211 (6/99)

State of California

*NATHAN VALENTINE*

*415 713 3439*

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

File Number: **657871**  
 Receipt Number: **2881675**  
 Geographical Code: **3800**  
 Copies Mailed Date: **April 4, 2024**  
 Issued Date:

DISTRICT SERVING LOCATION: **SAN FRANCISCO**

First Owner: **AH & GLCC LLC**  
 Name of Business: **AUGUST HALL**  
 Location of Business: **420 MASON ST  
 SAN FRANCISCO, CA 94102-1706**

County **SAN FRANCISCO**

Is Premises inside city limits **Yes** Census Tract: **0123.02**

Mailing Address:(If different from premises address)

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

Transferor's license/name:

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

<u>License Type</u>	<u>Transaction Description</u>	<u>Fee Code</u>	<u>Dup</u>	<u>Date</u>	<u>Fee</u>
Application Fee	ADD PRIMARY LICENSE TYPE	NA	0	04/04/24	\$18,635.00
90 - On-Sale General Music Ven	ANNUAL FEE	P40	0	04/04/24	\$1,450.00
Total					\$20,085.00

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: April 4, 2024

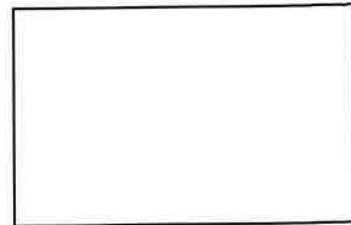
Applicant Name(s)

**AH & GLCC LLC**

BY *[Signature]*  
 2024 APR 12 AM 8:44  
 RECEIVED  
 BOARD OF SUPERVISORS  
 SAN FRANCISCO

**Introduction Form**

*(by a Member of the Board of Supervisors or the Mayor)*



I hereby submit the following item for introduction (select only one):

- 1. For reference to Committee (Ordinance, Resolution, Motion or Charter Amendment)
- 2. Request for next printed agenda (For Adoption Without Committee Reference)  
*(Routine, non-controversial and/or commendatory matters only)*
- 3. Request for Hearing on a subject matter at Committee
- 4. Request for Letter beginning with "Supervisor \_\_\_\_\_ inquiries..."
- 5. City Attorney Request
- 6. Call File No. \_\_\_\_\_ from Committee.
- 7. Budget and Legislative Analyst Request (attached written Motion)
- 8. Substitute Legislation File No. \_\_\_\_\_
- 9. Reactivate File No. \_\_\_\_\_
- 10. Topic submitted for Mayoral Appearance before the Board on \_\_\_\_\_

The proposed legislation should be forwarded to the following (please check all appropriate boxes):

- Small Business Commission     Youth Commission     Ethics Commission
- Planning Commission     Building Inspection Commission     Human Resources Department

General Plan Referral sent to the Planning Department (proposed legislation subject to Charter 4.105 & Admin 2A.53):

- Yes                       No

*(Note: For Imperative Agenda items (a Resolution not on the printed agenda), use the Imperative Agenda Form.)*

Sponsor(s):

Clerk of the Board

Subject:

Liquor License Issuance - 420 Mason Street - August Hall

Long Title or text listed:

Hearing to consider that the issuance of a Type-90 on-sale general music venue liquor license to AH & GLCC LLC., to do business as August Hall located at 420 Mason Street (District 3), will serve the public convenience or necessity of the City and County of San Francisco.

240490

Signature of Sponsoring Supervisor: