

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: July 8, 2024

AP Block/Lot Nos.: 0010/001
Zoning: C-2 - Community
Business – 40-X
Quad: _____
Record No.: _____

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

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 September of 2024.

PLEASE EMAIL YOUR RESPONSE by Friday, July 19, 2024, to:
Monique Crayton, Public Safety and Neighborhood Services Committee Clerk.
monique.crayton@sfgov.org ~ (415) 554-7750

Applicant name: Talldoor Entertainment, LLC

Business name: Reverb

Application address: 2801 Leavenworth Street

Applicant contact info: Mark Rennie
415-621-2300
mark@markrennielaw.com

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.)



San Francisco Planning

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

7/10/2024

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 Reverb – 2801 Leavenworth St., Planning Department Files No. 2024-006201MIS.

To Whom It May Concern:

The Planning Department is recommending approval of the attached ABC Type 90 (On Sale General Music Venue) at 2801 Leavenworth St. (music venue dba Reverb) in association with the continuation of Entertainment, Arts and Recreation Use which is permitted in the C-2 District.

If you have any questions related to Planning's evaluation, please contact me at honora.montano@sfgov.org.

Sincerely,

Honora Montano

**Honora Montano (she/her), Planner
District 3, Current Planning Division**

San Francisco Planning

49 South Van Ness Avenue, Suite 1400, San Francisco, CA 94103

Direct: 628.652.7402 | General Inquiries: pic@sfgov.org | www.sfplanning.org

[San Francisco Property Information Map](#) | [San Francisco Permit Center](#)

From: [Crayton, Monique \(BOS\)](#)
To: [CPC.Referrals](#); [Froines, Andrew \(POL\)](#); mark@markrennielaw.com; [Mark Rennie](#)
Cc: [Alabanza, Analyn@ABC](#); 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- 2801 Leavenworth Street - Reverb - BOS File No. 240751
Date: Monday, July 8, 2024 11:20:00 AM

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 – July 8, 2024](#)

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

- Board of Supervisors [File No. 240751](#)

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 September of 2024.

I request the Planning Department's response before Friday, July 19, 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 | 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.

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

(415) 981-4500

June 26, 2024

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: Talldoor Entertainment, LLC dba Reverb **REVISED 7.3.24**
Original California ABC Liquor License Transfer- Type 90 Music Venue License
2801 Leavenworth St. #J32, San Francisco, CA 94133
Public Convenience and Necessity Determination Request
ABC Type-90 —Music Venue General License.

Dear Ms. Calvillo:

This office represents Talldoor Entertainment dba Reverb. My client has applied to the California Department of Alcoholic Beverage Control (ABC) for an original Type-90 Music Venue General License. Currently, Talldoor Entertainment is a successful Electronic Dance Music (EDM) promoter and DJ company and is opening their first venue. There is no ABC license at this location, but prior to COVID-19 there was a Type -48 license at this nightclub- bar, which is located at Fisherman's Wharf in the Cannery Building. This new venue will feature EDM music and events.

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 of 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 no residences within 100 feet of this music venue and bar. The location has been a bar and nightclub for several decades. This request is to allow Talldoor Entertainment, LLC to add a Type-90 ABC license to the premises.

The area is zoned C-2 Commercial Business. 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. We have the support of this application, also, from local community and arts groups.

Talldoor Entertainment is locally owned, and thus revenue and taxes from the business will stay in the community. It 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.

Talldoor Entertainment has been well-managed by the current owners and non-problematic since 2020 with their promotion business. With this new ABC music venue license they will be respectful to the neighborhood and to its customers. Foremost, they will be Good Neighbors.

For the reasons outlined above, applicant **Talldoor Entertainment** dba Reverb 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,

A handwritten signature in blue ink that reads "Mark E. Rennie". The signature is written in a cursive style.

Mark E. Rennie

MER/mb

Cc: Officer-in-Charge SFPD ALU

MARK RENNIE

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

File Number: **658290** **415 621 2300**
 Receipt Number: **2885478**
 Geographical Code: **3800**
 Copies Mailed Date: **April 18, 2024**
 Issued Date:

DISTRICT SERVING LOCATION: **SAN FRANCISCO**

First Owner: **TALLDOOR ENTERTAINMENT, LLC**

Name of Business: **REVERB**

Location of Business: **2801 LEAVENWORTH ST
 UNIT J32
 SAN FRANCISCO, CA 94133**

County: **SAN FRANCISCO**

Is Premises inside city limits: **Yes** Census Tract: **0102.02**

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	04/18/24	\$18,635.00
Application Fee	FEDERAL FINGERPRINTS	NA	2	04/18/24	\$48.00
Application Fee	STATE FINGERPRINTS	NA	2	04/18/24	\$78.00
90 - On-Sale General Music Ven	ANNUAL FEE	P40	0	04/18/24	\$1,450.00
Total					\$20,211.00

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 18, 2024

Applicant Name(s)

TALLDOOR ENTERTAINMENT, LLC

ABC - Type 90: Recommend Approval - Type 90 License (on-sale general music venue) permitted with Entertainment use within the C-2 District per P.C. Sec. 210.1. Honora Montano, SF Planning, Honora.Montano@sfgov.org.

Honora Montano

RECEIVED
 BOARD OF SUPERVISORS
 SAN FRANCISCO
 2024 APR 24 AM 8:34
 BY *[Signature]*