Docusign Envelope ID: 51B259EE-283C-4D84-A73C-3B2BCE0ECD73

APPLICATION FOR DETERMINATION OF
"PUBLIC CONVENIENCE OR NECESSITY"

TO BE SUBMITTED TO
Office of the Clerk of the Board of Supervisors
1 Dr. Carlton B. Goodlett Place,
City Hall, Room 244
San Francisco, CA 94102

RECEIVED
BOARD OF SUPERVISORS
SAN FRANCISCO
2026 MAR 03 PM12:05

February 18, 2026

1) Applicant name: 77 ASSETS LLC
Phone: 650-392-9134
Email: jncomj7@gmail.com

2) Business name: Bark 77
Business address: 77 CAMBON DR, SAN FRANCISCO, CA, 94132

3) Mailing address: 775 Burnett Ave, APT 3, San Francisco, CA 94131

4) License type: ABC 48 - On-Sale General Public Premises
Transfer: Existing license 47-465650

5) Hours of operation: Sunday - Saturday 12pm to 2am

6) Application for the liquor license was filed in person at the San Francisco ABC district office on January 28, 2026.

7) The public notice poster was placed on the premises February 4, 2026 and will remain posted for 30 days pursuant to state law.
A written notice was mailed to residents and business owners within 500 feet of the premises February 18, 2026.

8)

Our bar will enhance the quality of life in the Park Merced neighborhood by offering a comfortable, well-managed place for residents to socialize and enjoy community events. Our establishment will provide a welcoming atmosphere and a safe space for neighbors to gather, whether to watch a game or celebrate local occasions.

Sound control has been one of our highest priorities. The building has installed sound-proof windows and doors, and we maintain all interior music and TV audio at normal levels. We are not a nightclub and do not host loud entertainment. Doors will remain closed during any busy periods, and our staff will actively monitor the entrance area to ensure guests behave respectfully and do not disturb nearby residents.

We aim to become a true community hub. In addition to everyday sports viewing, we plan to host small celebrations, birthday gatherings, local events, and themed nights that bring neighbors together. Our space is designed to welcome longtime residents and students, offering a friendly atmosphere. We want residents to feel comfortable stopping by to meet friends or enjoy community-oriented activities.

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Safety is a top priority. We have installed a comprehensive security system with more than 20 cameras covering both indoor and outdoor areas. We are also implementing a professional ID-scanning system to verify the authenticity of every ID and maintain a secure record if any issue arises. Our staff will be trained in responsible alcohol service, and during peak hours or special events we will have security personnel on site. Our goal is to maintain a safe, controlled, and respectful environment for everyone in the community.

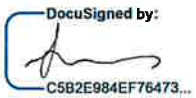
The bar will generate new local jobs, support neighboring businesses through increased foot traffic, and contribute additional tax revenue to the city. We will be hiring bartenders, security, and support positions, and we aim to work with local vendors whenever possible. Revitalizing this commercial space also brings long-term economic stability to the Park Merced neighborhood.

Our establishment offers a balanced experience not currently available in the neighborhood: a bar that combines relaxed socializing and community-focused activities. Our emphasis on safety, responsible operations, and neighborhood engagement makes us distinct from typical nightclub-type concepts and fills an important gap in the local social landscape.

We are fully willing to accept reasonable conditions that address community or law-enforcement concerns. Our goal is to be a responsible, safe, and positive addition to the neighborhood, and we welcome collaboration to ensure we meet that standard. Thank you for your time and consideration.

Sincerely,

77 Assets LLC



Department of Alcoholic Beverage Control

APPLICATION FOR ALCOHOLIC BEVERAGE LICENSE

ABC 211 (6/99)

State of California

ELAINE OLSHANETSKY
415.706.4922
ELAINE@ALONACO.COM

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

File Number: **676428**
Receipt Number: **3077566**
Geographical Code: **3800**
Copies Mailed Date: **January 28, 2026**
Issued Date:

DISTRICT SERVING LOCATION: **SAN FRANCISCO**

First Owner: **77 ASSETS LLC**

Name of Business: **BARK 77**

Location of Business: **77 CAMBON DR**
SAN FRANCISCO, CA 94132-2549

County: **SAN FRANCISCO**

Is Premises inside city limits: **Yes** Census Tract: **0332.03**

Mailing Address:(If different from premises address): **775 BURNETT AVE APT 3**
SAN FRANCISCO, CA 94131

Type of license(s): **48** Dropping Partner: Yes___ No X

Transferor's license/name: **465650 / WAHOO INTERNATIONAL LLC**

License Type	Transaction Type	Master	Secondary LT And Count
48 - On-Sale General Public Premises	EXC/PER/PRM	Y	

License Type	Transaction Description	Fee Code	Dup	Date	Fee
Application Fee	DBL TRF: PREMISES AND PERSON	NA	0	01/28/26	$1,565.00
48 - On-Sale General Public Pre	ANNUAL FEE	P40	0	01/28/26	$1,545.00
				Total	$3,110.00

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 28, 2026

Applicant Name(s)

77 ASSETS LLC

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2026 FEB 03 AM09:29

JD

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 Transfer - 77 Cambon Drive - Bark 77

Long Title or text listed:

Hearing to consider that the person-to-person, premise-to-premise transfer of a Type-48 on-sale general public premises beer, wine, and distilled spirits liquor license to 77 ASSETS LLC, doing business as Bark 77, located at 77 Cambon Drive (District 7), will serve the public convenience or necessity of the City and County of San Francisco.

260280

Signature of Sponsoring Supervisor: /s/ Alicia Somers