From:	Crayton, Monique (BOS)
To:	CPC.Referrals; Erickson, Brandon (POL); Ciudad, Albern (POL); elaine olshanetsky
Cc:	amarjit.tamber@abc.ca.gov; Goff, David (POL); Dahl, Bryan (BOS); Ebadi, Mahanaz (BOS); Donovan, Dominica (BOS); Tam, Madison (BOS); Farrah, Michael (BOS); Fieber, Jennifer (BOS); Hare, Emma (BOS); Low, Jen (BOS)
Subject:	Liquor License Transfer - 77 Cambon Drive - Bark 77 - BOS File No. 260280
Date:	Tuesday, March 17, 2026 11:41:00 AM

Greetings,

The office of the Clerk of the Board has received a letter requesting public convenience or necessity findings for a liquor license transfer. I'm referring this matter to you for response via the following linked document:

Referral Letter - Planning and Police Departments – March 17, 2026

You may review the entire matter on our Legislative Research Center by following the link below:

Board of Supervisors File No. 260280

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 April 2026.

I request the Planning Department's response before March 27, 2026. 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.

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

DATE: March 17, 2026

TO: Planning Department
Attn: _____
Phone No. _____

TO: Police Department
Brandon Erickson
Officer Brandon Erickson
#2707
415-837-7232

AP Block/Lot Nos.: 7324/001
Zoning: NC-S - neighborhood commercial, shopping center

Quad: _____
Record No.: _____

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 April 2026.

PLEASE EMAIL YOUR RESPONSE by March 27, 2026, to:
Monique Crayton, Public Safety and Neighborhood Services Committee Clerk.
monique.crayton@sfgov.org **~ (415) 554-7750**

Applicant name: 77 ASSETS LLC

Business name: Bark 77

Application address: 77 CAMBON DRIVE
San Francisco, CA 94132

Applicant contact info: Elaine Olshanetsky
Principal and ABC Consultant
ph: (415) 706 4922

PLANNING REVIEW: ☐ Approval ☐ Denial

Planning Staff Contact: _____
(Please add comments on a trailing page.)

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San Francisco 94102-4689
Tel. No. (415) 554-5184
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LIQUOR LICENSE
PUBLIC CONVENIENCE OR NECESSITY REFERRAL

POLICE REVIEW: ☐ **Approval** ☐ **Denial**

(Please add comments in a trailing report.)

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
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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.

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

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.

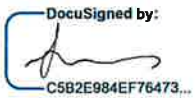
The bar will generate new local jobs, support neighboring businesses through increased foot traffic, and contribute additional tax revenue to the city. We will be hiring bartenders, security, and support positions, and we aim to work with local vendors whenever possible. Revitalizing this commercial 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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SAN FRANCISCO
2026 FEB 03 AM09:29

JD