File No. 260280 **Committee Item No.** 2
Board Item No. _____

COMMITTEE/BOARD OF SUPERVISORS

AGENDA PACKET CONTENTS LIST

Committee: Public Safety and Ngbh Services **Date:** April 9, 2026
Board of Supervisors Meeting: **Date:** _____

Cmte	Board	
☐	☐	**Motion**
☐	☐	**Resolution**
☐	☐	**Ordinance**
☐	☐	**Legislative Digest**
☐	☐	**Budget and Legislative Analyst Report**
☐	☐	**Youth Commission Report**
☐	☐	**Introduction Form**
☐	☐	**Department/Agency Cover Letter and/or Report**
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☐	☐	**Grant Information Form**
☐	☐	**Grant Budget**
☐	☐	**Subcontract Budget**
☐	☐	**Contract / DRAFT Mills Act Agreement**
☐	☐	**Form 126 – Ethics Commission**
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☐	☐	**Application**
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OTHER

☒	☐	PCN Request 030326
☒	☐	PCN Referral 031726
☒	☐	Planning Response 033026
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☐	☐	
☐	☐	
☐	☐	
☐	☐	
☐	☐	

Prepared by: Monique Crayton **Date:** April 3, 2026
Prepared by: _____ **Date:** _____
Prepared by: _____ **Date:** _____

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.

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.

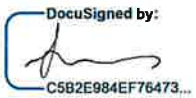
The bar will generate new local jobs, support neighboring businesses through increased foot traffic, and contribute additional tax revenue to the city. We will be hiring bartenders, security, and support positions, and we aim to work with local vendors whenever possible. Revitalizing this commercial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

RECEIVED
BOARD OF SUPERVISORS
SAN FRANCISCO
2026 FEB 03 AM09:29

JD

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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LIQUOR LICENSE
PUBLIC CONVENIENCE OR NECESSITY REFERRAL

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

(Please add comments in a trailing report.)

San Francisco Police Department
ABC Liaison Unit

Alcoholic Beverage License -
Public Convenience or
Necessity Recommendation

To: The San Francisco Board of Supervisors' Committee on Public Safety and Neighborhood Services

Supervisor Matt Dorsey
Supervisor Bilal Mahmood
Supervisor Alan Wong

From: Lt. David Goff #1465 FOR LT. GOFF/A/SGT CHUPPO #214
Officer in Charge
ALU/Permits Unit 415-553-9550

Date: March 26, 2026

Subject: P.C.N. Investigation Regarding: First Owner: 77 Assets LLC
DBA: Bark 77
77 Cambon Dr
San Francisco CA, 94132-2549
ABC File # 47 - 674523

77 Assets LLC, operating as "Bark 77", has filed an application with the California Department of Alcoholic Beverage Control seeking a Type 47 (On-Sale General - Eating Place) license to be located at 77 Cambon Drive. (located between Felix Avenue and Cardenas Avenue).

Hours of Operation:

12 PM to 2 AM from Sunday to Saturday.

Digest:

"Bark 77" would like to operate a On-Sale General-Eating Place to be located at 77 Cambon Drive. If approved, this license will allow them to operate as a restaurant and sell Wine, Beer, and Distilled Spirits.

Letters of Protest

1

Letters of Support

0

Police Calls for Service:

From October 29, 2024 to October 29, 2025

1 call for service

Police Reports:

From October 29, 2024 to October 29, 2025

1 police report

San Francisco Plot Information:

This premise is located in Plot: **999**

A High Crime area is defined as **81** or more police reports in a plot for the year of **2025**.

This plot had 86 police reports for **2025**, which is 5 **higher** than the **Citywide "High Crime"** average.

State Census Tract Information:

This premise is located in Census Tract: 332.03
Population for this tract is: **4,003**

On-sale license authorized by census tract: **14**
Active on-sale licenses: 3 with 0 pending

Off-sale licenses authorized by census tract: **3**
Active off-sale licenses: 1 with 0 pending

Departmental Recommendation:

Points of consideration: **1**

No opposition from **Taraval Station**

Applicant premise **is** located in a "**High Crime**" area.

Applicant premise **is** located in a **"Low Concentration"** area.

1 - Protest.

0 - Support

ALU Recommendation: **Approval with the condition:**

1. Petitioner(s) shall actively monitor the area under their control in an effort to prevent the loitering of persons on any property adjacent to the licensed premises as depicted on ABC-257.

2. The petitioner(s) shall be responsible for maintaining free of litter the area adjacent to the premises over which they have control, as depicted on ABC-257.

3. When the said outdoor patio area of the premises is being utilized for the sales, service and consumption of alcoholic beverages, a premise employee shall be in attendance and maintain continuous supervision at all times of said area to ensure orderly conduct of patrons.

4. The parking lot of the premises shall be equipped with lighting of sufficient power to illuminate and make easily discernible the appearance and conduct of persons on or about the parking lot. Additionally, the position of such lighting shall not disturb the normal privacy and use of any neighboring residences.

BOARD of SUPERVISORS

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TDD/TTY No. (415) 554-5227

LIQUOR LICENSE
PUBLIC CONVENIENCE OR NECESSITY REFERRAL

DATE: March 17, 2026

TO: Planning Department
Attn: _____
Phone No. _____

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

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

Quad: Dist 7
Record No.: 2026-002345MIS

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: Kurt Botn 3/30/26
(Please add comments on a trailing page.)

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LIQUOR LICENSE
PUBLIC CONVENIENCE OR NECESSITY REFERRAL

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

(Please add comments in a trailing report.)

Hi Monique, I live in Park Merced and I am member of Park Merced Tenants associaition and live beside this proposed bar and I and a number of residents have grave reservations about this proposal. The previous tenant gave no consideration to the quality of life of residents who live nearby. On weekends it was impossible to get to sleep until well after 3am and during the week they had karaoke night which also ran late. Police were called on a number of occasions to the parking lot because of fights and people were also gathering in the parking lot and drinking.
I spoke on a number of occasions with the bar staff regarding the noise and their response was "once they are out of the bar it has nothing to do with me". I would like to know what the new tenants' plans are regarding providing security inside and outside the bar, especially after closing time. I would to know when the hearing is taking place and if the public can attend as and other residents would to be heard.
Best regards
Patrick Kelly.

From: Fieber, Jennifer (BOS) <jennifer.fieber@sfgov.org>
Sent: Friday, March 27, 2026 10:55 AM
To: Patrick Kelly <kellypatj@hotmail.com>
Subject: Fw: Liquor License Transfer - 77 Cambon Drive - Bark 77 - BOS File No. 260280

Hi Patrick,

Is this relevant to your question about who manages the mall? Perhaps having more eyes and employees will help with the loitering issue.

Jennifer Fieber
Legislative Aide
Office of Supervisor Myrna Melgar, District 7
1 Dr. Carlton B. Goodlett Place, Room 273
San Francisco, CA 94102
Office: 415-554-6517
www.sfbos.org/melgar
Sign up to receive Supervisor Melgar's Newsletter

From: Crayton, Monique (BOS) <monique.crayton@sfgov.org>
Sent: Thursday, March 26, 2026 4:05 PM
To: CPC.Referrals <CPC.Referrals@sfgov.org>; Erickson, Brandon (POL) <brandon.erickson@sfgov.org>; Ciudad, Albern (POL) <Albern.R.Ciudad@sfgov.org>; elaine olshanetsky <elaine@alonaco.com>
Cc: amarjit.tamber@abc.ca.gov <amarjit.tamber@abc.ca.gov>; Goff, David (POL) <David.A.Goff@sfgov.org>; Dahl, Bryan (BOS) <bryan.dahl@sfgov.org>; Ebadi, Mahanaz (BOS) <mahanaz.ebadi@sfgov.org>; Donovan, Dominica (BOS) <dominica.donovan@sfgov.org>; Tam, Madison (BOS) <madison.r.tam@sfgov.org>; Farrah, Michael (BOS) <michael.farrah@sfgov.org>; Fieber, Jennifer (BOS) <jennifer.fieber@sfgov.org>; Hare, Emma (BOS) <emma.hare@sfgov.org>; Low, Jen (BOS) <jen.low@sfgov.org>
Subject: RE: Liquor License Transfer - 77 Cambon Drive - Bark 77 - BOS File No. 260280

Greetings,

The Police Department has completed their review of the subject public convenience or necessity request and has forwarded their recommendations. For your convenience, I have the review available from the link below:

Police Department Response – March 26, 2026

The Police Department's ALU is recommending approval with the following conditions:
1. Petitioner(s) shall actively monitor the area under their control in an effort to prevent the loitering of persons on any property adjacent to the licensed premises as depicted on ABC-257.

2. The petitioner(s) shall be responsible for maintaining free of litter the area adjacent to the premises over which they have control, as depicted on ABC-257.

3. When the said outdoor patio area of the premises is being utilized for the sales, service and consumption of alcoholic beverages, a premise employee shall be in attendance and maintain continuous supervision at all times of said area to ensure orderly conduct of patrons.

4. The parking lot of the premises shall be equipped with lighting of sufficient power to illuminate and make easily discernible the appearance and conduct of persons on or about the parking lot. Additionally, the position of such lighting shall not disturb the normal privacy and use of any neighboring residences.

The Public Safety and Neighborhood Services Committee will hold this hearing at a meeting in April 2026.

I invite you to review the entire matter on our Legislative Research Center by following the link below:

Board of Supervisors File No. 260280

Thanks for the review.

Monique C. Crayton (she/her)
Assistant Clerk
Board of Supervisors - Clerk's Office
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monique.crayton@sfgov.org |
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ZTp0OlQ6Tg

(VIRTUAL APPOINTMENTS) To schedule a "virtual" meeting with me (on Microsoft Teams), please ask and I can answer your questions in real time.

From: Crayton, Monique (BOS)
Sent: Tuesday, March 17, 2026 11:42 AM
To: CPC.Referrals <CPC.Referrals@sfgov.org>; Erickson, Brandon (POL) <brandon.erickson@sfgov.org>; Ciudad, Albern (POL) <albern.r.ciudad@sfgov.org>; elaine olshanetsky <elaine@alonaco.com>
Cc: amarjit.tamber@abc.ca.gov; Goff, David (POL) <david.a.goff@sfgov.org>; Dahl, Bryan (BOS) <bryan.dahl@sfgov.org>; Ebadi, Mahanaz (BOS) <mahanaz.ebadi@sfgov.org>; Donovan, Dominica (BOS) <dominica.donovan@sfgov.org>; Tam, Madison (BOS) <madison.r.tam@sfgov.org>; Farrah, Michael (BOS) <michael.farrah@sfgov.org>; Fieber, Jennifer (BOS) <jennifer.fieber@sfgov.org>; Hare, Emma (BOS) <emma.hare@sfgov.org>; Low, Jen (BOS) <jen.low@sfgov.org>
Subject: Liquor License Transfer - 77 Cambon Drive - Bark 77 - BOS File No. 260280

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[https://url.avanan.click/v2/r01/___www.sfbos.org]___.YXAzOnNmZHQyOmE6bzpiMTk3Y2EzYjM2OTcwNzU1MGI0YWJkYzgwZDVkYjE3YTo3OjVjYmI6OTQ0ZjFmNmI1Y2I3YWQ3YjViYWE1YjExN2ZjZjNhZjRkNjMyNTljZmVlMzIwNTllMThlODJlNzM0YjNmNTU1Nzp0OlQ6Tghttps://url.avanan.click/v2/r01/___www.sfbos.org___.YXAzOnNmZHQyOmE6bzpiMTk3Y2EzYjM2OTcwNzU1MGI0YWJkYzgwZDVkYjE3YTo3OmU0NmU6OTExMzhmODhiNWU4ZDQ5YmQ5ZjYyZGNhY2QzNDY4NWMzZDMxN2JiMWM0NWI4NTQ1ZGQzYTVjOGE3OWEyNmNhZDp0OlQ6Tg

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