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/ Ofc. Erickson #2707
Officer in Charge
ALU/Permits Unit 415-553-9550

Date: April 6, 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 # 48 - 676428

77 Assets LLC, operating as "Bark 77", has filed an application with the California Department of Alcoholic Beverage Control seeking a Type 48 On-Sale General – Public Premises) 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-Public Premises to be located at 77 Cambon Drive. If approved, this license will allow them to sell Wine, Beer, and Distilled Spirits.

Letters of Protest

1

Letters of Support

0

Police Calls for Service:

From January 28, 2025 to January 28, 2026

4 calls for service

Police Reports:

From January 28, 2025 to January 28, 2026

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. (1) Except as provided in Condition 2 below, no noise shall be audible beyond the area under the control of the licensee. (SF district office only).

2. (2) Any noise caused by entertainment or amplified sound that is subject to the provisions of an active Entertainment Permit issued by the San Francisco Entertainment Commission shall be authorized in accordance with the limits established by that Entertainment Permit, including any limitation on hours during which entertainment or amplified sound is permitted. A violation of the entertainment or amplified sound noise conditions of the Entertainment Permit, as determined by the San Francisco Entertainment Commission (or any successor agency), shall be deemed to be a violation of this Condition. Any noise that is not subject to, or is beyond the scope of, the Entertainment Permit shall be subject to Condition 1 above. "Entertainment Permit" means any of the following: a Just Add Music permit, a Limited Live Performance permit, a Place of Entertainment permit, a Fixed Place Amplified Sound permit, or any similar such permit issued by the San Francisco Entertainment Commission. (SF district office only).

3. 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 the ABC-257

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