File No	121063	Committee				
		Board Item	No			
COMMITTEE/BOARD OF SUPERVISORS  AGENDA PACKET CONTENTS LIST						
	AGENDA PACKI	CONTENT	S LIST			
Committee	: Neighborhood Services	and Safety	Date	3/7/13		
Board of S	upervisors Meeting		Date			
Cmte Boa	ard					
	Motion Resolution Ordinance Legislative Digest Budget and Legislative Legislative Analyst Rep Youth Commission Rep Introduction Form (for h Department/Agency Cov MOU Grant Information Form Grant Budget Subcontract Budget Contract/Agreement Form 126 – Ethics Com Award Letter Application Public Correspondence	ort ort earings) ver Letter and		<b>t</b>		
OTHER	(Use back side if additio	nal space is	needed)			
		mai space is				
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Completed	hyr Andrea Augharra	Dat-		20/42:		
Completed Completed		Date_ Date		28/13		

An asterisked item represents the cover sheet to a document that exceeds 25 pages. The complete document can be found in the file.



# San Francisco Police Department ABC Liaison Unit



Alcoholic Beverage License -Public Convenience and Necessity Recommendation

To:

The San Francisco Board of Supervisors' Committee on City

Operations & Neighborhood Services

From:

Inspector Nelly Gordon \

ABC Liaison Unit (ALU) 553-1049

Date:

January 22, 2013

Subject:

P.C.N. Investigation Regarding:

DBA: The Battery 717 Battery Street Michael Brewer 951/698-6868

MXB Battery Operations has filed an application with the California Department of Alcoholic Beverage Control (ABC) seeking a Type-57 (Special On-Sale General) and Type-58 (Caterer's Permit) license for 717 Battery Street (located on the west side of Battery Street between Pacific and Broadway).

It should be noted that during the application process, notification date for the 500' mailer was on October 9, 2012. The Notice to the Public was posted on October 8, 2012.

For the purposes of this hearing, the California Department of Alcoholic Beverage Control (ABC) seeks a determination from the Board of Supervisors as to the approval or denial of this license.

Police Calls for Service:

From July 2011 to July 2012

2 Police calls

Police Reports:

From July 2011 to July 2012

0

San Francisco Plot Information:

This premise is located in Plot 142

The High Crime area is defined as 72 or more police reports in a plot.

This plot had 73 police incidents recorded for 2011.

Applicant premises is located in a "High Crime" area.

### **State Census Tract Information:**

This premise is located in Census Tract 0105.00

Population for this tract is: 2,685

On-sale license authorized by census tract: 9

Active on-sale licenses: 37

Off-sale licenses authorized by census tract: 2

Active off-sale licenses: 10

Applicant premise is currently located in an "undue concentration" area.

#### Letters of Protest:

4 recorded with the California Department of Alcoholic Beverage Control, (ABC).

## **Letters of Support:**

14 recorded with the California Department of Alcoholic Beverage Control, (ABC).

## Departmental Recommendation:

No opposition from Central Police Station

ALU recommends approval.

Thank you

DEPT OF ALCOHOL BEVERSE CUVIRUL SON FILANCICO DISTRICT OFFICE 33 NEW MONTSOMERY ST SUME 1230 SAN FRANCON, CA 94105-4509

DEAR ABC

MY NAME IS MAROUS J. BHILLIPS I'M THE PUBLIC SAFETY CHOIR OF THE ALLIANCE FUR A BETTER DISTRICT 6, WE OF THE ALLIANCE FUR A BETTER DIST. 6 SUPPURT LICEISE APPLIATION # 526444 MXB BATTERY OPERATIONS, L-PSHIP FUR "THE BATTERY" AT 71) BATTERY ST IN SON FILDINGSON, CA 94/11

WE GIVE ARE TUTOL SYPRET FOR THE TYPE ST + TYPE SE LICENTER APPLIATION'S FIR THE BATTERY

THIS TYPE OF COMMUNITY BASED BUSINESS IN A FINE EXAMPLE OF A GOOD QUARTY BUSINESS TRUCT WILL STRENSTHEN THE QUALRY OF LIFE FUR THIS AREA OF OUR COMMUNITY

SINCETZEEN MARUS J. VHILLIPS PUBLIC SAFETY Chour ABDG

SC: SFPD-ALU 850 BILLAUT

CC. SFPD- PERMIT - CEUTRON

CC: FILE

OF HRS ,007 12

## export To Mew!

## Records 1 through 2 of 2

Call No	Report No	Received Date	Received Time	Priority	Call Type	Unit ID	Disposition	Location
120282994		01/28/2012	20:16:56	I	000			717 BATTERY ST
113020596		10/29/2011	03:02:07	В	601	3A12E	GOA	717 BATTERY ST

End of document

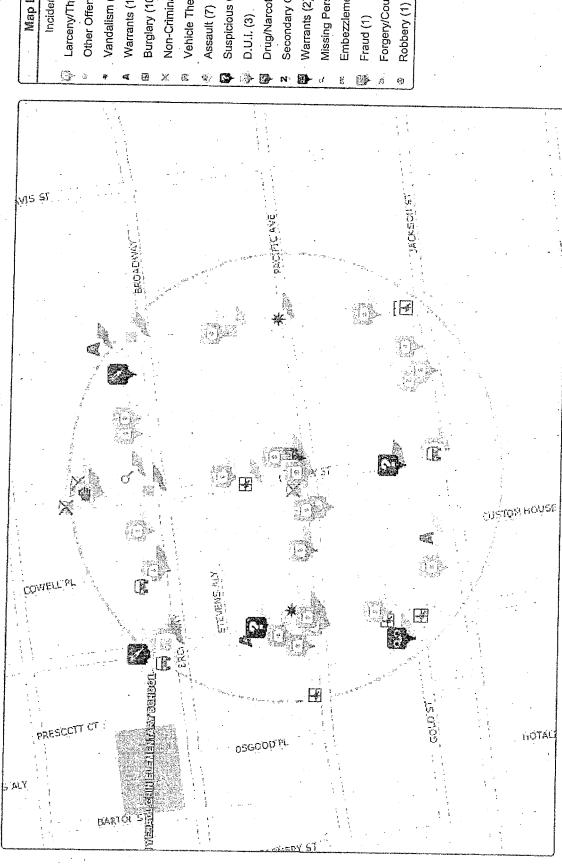
Call No	Agency	Call Type	Disposition
Report No	Jurisdiction	Dispatch Area	# Prior Calls
Unit ID	Origin	Dept ID	Priority
Rep Area	Area	Sector :	-
Location 717 BATTERY	ST.	ANTERES DE LA CONTRACTOR DE LA CONTRACTO	Range
Apartment	City		-
Entry Oper	Dispatch Oper		
From Date 04/01/2012	To Date 10/01/2012	From Time	To Time
Comments			
	् Searc	ch	

No hits found

Map Legend Incidents (152)

Other Offenses (21) Larceny/Theft (53)

Vandalism (12) Warrants (12) Burglary (10)



Suspicious Occurrence (3)

Assault (7)

Non-Criminal (9) Vehicle Theft (8) Secondary Codes (3)

Warrants (2)

Drug/Narcotic (3)

D.U.I. (3)

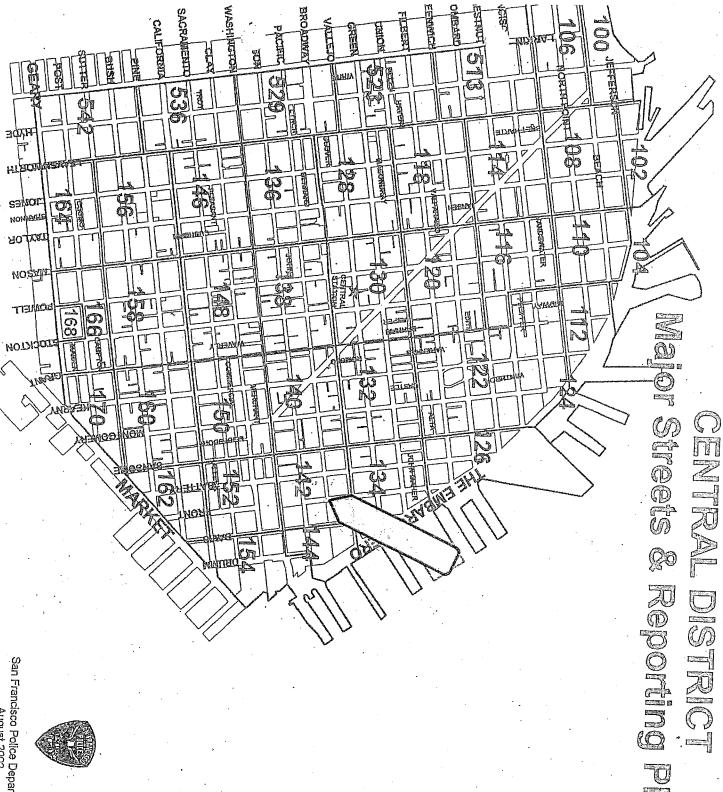
Missing Person (2) Embezzlement (1) Forgery/Counterfeiting (1)

Fraud (1)

All representations on this map are distributed and transmitted "AS IS" without warranties of any kind, either expressed or implied including without limitation, warranties of title or implied warranties of merchantability or fitness for a particular purpose. In no event shall San Francisco Police Department become liable to users of these data for any loss or damages, consequential or otherwise, including but not limited to time, money, goodwill, arising from the use, operation or modification of the data. The visual presentation of data is being provided strictly as a courtesy, not as an obligation to its users.

WARNING: This map does not meet the national map accuracy standards.

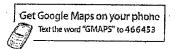
CrimeView Server Printed: 10/2/2012 10:07:10 AM

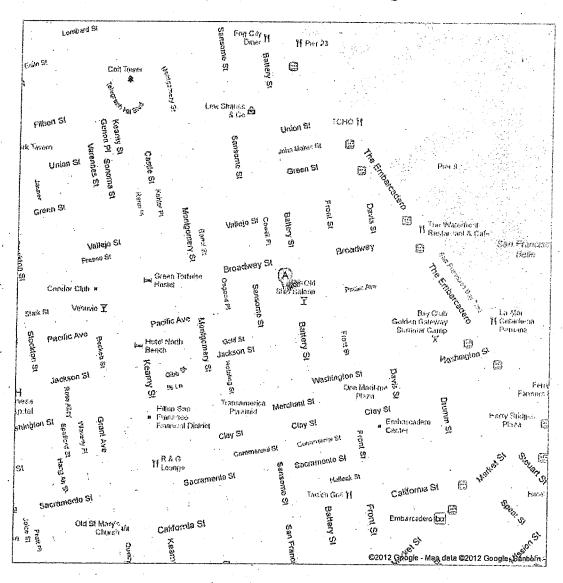


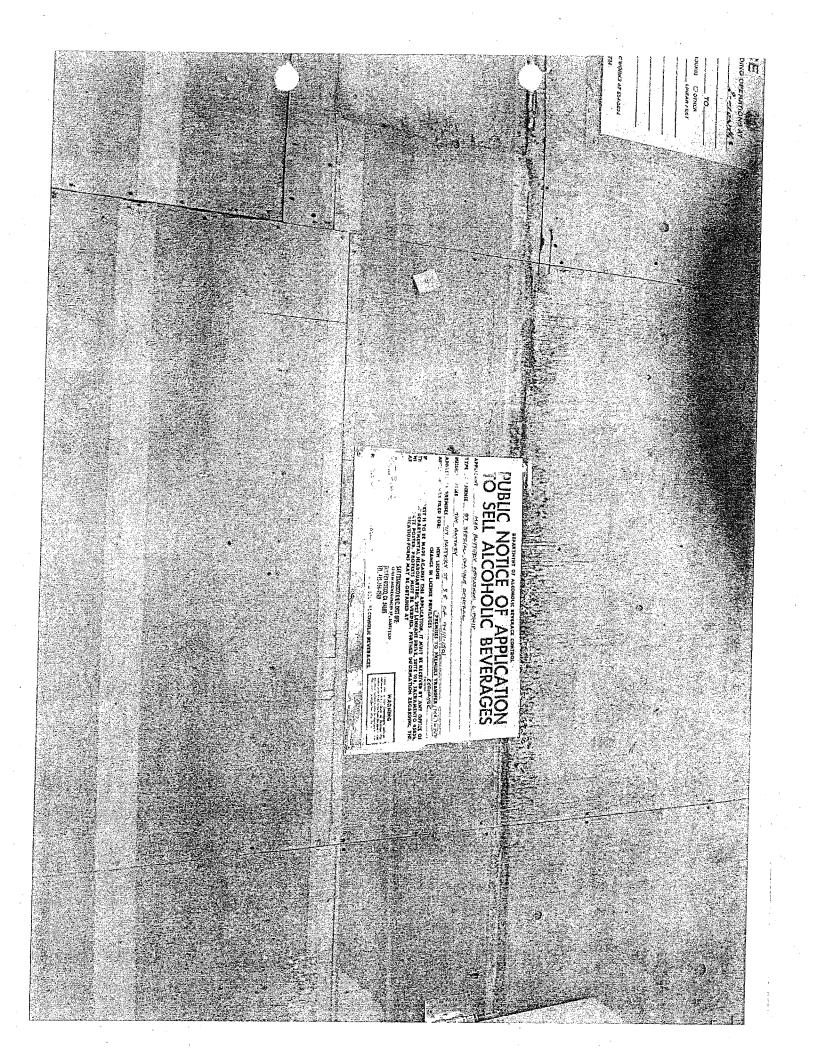
San Francisco Police Department August 2002

Gorgle

Address 717 Battery St San Francisco, CA 94111







### San Francisco Planning Department Office of Analysis and Information Systems

### Miscellaneous Permit Application

Application Number: MB1201984

Business Name: THE BATTERY

Received Date: 11/07/2012

Reply Date: 11/21/2012

Agency: BofS

Type: OTHER

Address: 717 BATTERY ST

Floor:

Size:

Block: 0165

Lot: 022

Zoning: C-2

Quadrant: NORTHEAST

Existing Use:

Planner: JANICE SHAMBRAY

Decision: APPROVED

Status Comment:

Conditions:

PER SECTION 218 (B) OF THE PLANNING CODE.

## REUBEN & JUNIUS ...

RECEIVED BOARD OF SUPERVISORS SAN FRANCISCO

2012 CCT 26 PM 1:43

October 26, 2012

Ms. Angela Calvillo Clerk of the Board San Francisco Board of Supervisors 1 Dr. Carlton B. Goodlett Place, Room 244 San Francisco, CA 94102

Re: Liquor License "PCN" Request - 717 Battery Street - "The Battery"

Our File No.: 6308.02

Dear Ms. Calvillo:

Our office represents MXB Battery Operations, L.P. ("MXB"), the project sponsor of a proposed new membership club and hotel located at 717 Battery Street (the "Project"). The existing building at the site is the historic Musto Building, which was built in 1907 and used as office space until the building was red-tagged as an Unreinforced Masonry Building nine years ago. It is currently undergoing a major renovation and will house the various operations of the club when complete, sometime in early- to mid-2013.

#### **Background**

The Musto Building renovation will consist of a seismic upgrade, the construction of an additional story, the excavation and creation of a below-grade level, and the construction of a small accessory building along Pacific Avenue to be used for service operations. All of this will maintain and preserve the historic character of the building. A 4,700 square foot landscaped, outdoor courtyard would occupy an interior open area of the lot. The open area will be separated from the street frontage along Pacific Avenue by a gate and from the adjacent property to the west by a 24-foot-tall wall. When completed, the building will be used as a membership club and boutique hotel (dba "The Battery").

The club will consist of a restaurant, lounge and several bar areas. A gym and spa will be located in the basement level. 15 hotel suites will be located on the third and fourth floors of the building, including a penthouse suite at the fourth floor. An event space will be provided at the second floor. There will be three permanent bar areas on the first and second floor. An outdoor bar in the courtyard area will be open as weather permits. The total anticipated revenue from alcohol sales at the club is expected to be roughly 27% of total revenue.

There will be up to roughly 2,400 members of the club. Initially, the club will have somewhere between 800 and 1,200 members, to be increased slowly to ensure the premises does not become overly-crowded. The goal of the club is to provide a relaxing, social environment

One Bush Street, Suite 600 San Francisco, CA 94104

tel: 415-567-9000 fax: 415-399-9480

www.reubenlaw.com

Ms. Angela Calvillo October 26, 2012 Page 2

that promotes conversation and interaction between members and guests. The maximum occupancy of the club would be close to 500, but that number would only be reached in the event where there is full occupancy of all portions of the property — which is not expected to occur often. The hotel suites will be open to the public and members of the club. A renter of a hotel suite will be deemed a member of the club during his or her occupancy. The club is open to members and their guests only (each member may be accompanied by up to 3 guests on-site at any time).

The Battery is not, nor will it function like, a nightclub or a typical bar. No live entertainment will be provided on a regular basis and will only be available for special events. A DJ will play mid-volume background music in the restaurant and lounge areas. There will be no dancehall or club music. The combination of club and hotel uses on one site ensures that the club will be operated in a way that will not cause a nuisance to hotel guests. There will be an event space that can be rented out by club members or members of the public. Expected events include private parties, lectures and other gatherings. Any non-member event serving alcohol will require an additional separate permit from the California Department of Alcohol and Beverage Control.

24-hour private security will be provided at the club. Roughly 28 security cameras will also be installed throughout the building. The intent of this is to provide a safe, secure environment for members and guests. Access to the building, and the purchase of alcohol, will be controlled by key cards issued to members and hotel room renters only. Between 2 a.m. and 6 a.m., the building main entrance will be locked and can only be opened using key cards issued to late returning hotel guests.

Hours of operation are expected as follows:

• Restaurant: 7 a.m. to 11 p.m.

• Main Bar: 11:30 a.m. to 12 a.m. (Sun-Thurs) 11:30 a.m. to 1 a.m. (Fri and Sat)

• Patio/Wine Bar: 11:30 a.m. to 11 p.m. (Sun) 5 p.m. to 1 a.m. (Mon-Sat)

• Members Lounge: 11:30 a.m. to 12 a.m. (Sun) 5 p.m. to 12 a.m. (Mon-Thurs) 5 p.m. to 1 a.m. (Fri-Sat)

• Musto Bar: 5 p.m. to 12 a.m. (Sun-Thurs) 5 p.m. to 1 a.m. (Fri-Sat)

One Bush Street, Suite 600 San Francisco, CA 94104 Ms. Angela Calvillo October 26, 2012 Page 3

#### **PCN** Request

MXB now seeks a type-57 special on-sale general license from the California Department of Alcohol Beverage Control ("ABC"). MXB has filed an application with ABC for a license transfer (License No. 48365816). The license would be transferred from Our Place Bar, located at 4461 Mission Street, to The Battery at 717 Battery Street. Due to the overconcentration of this type of ABC license in the census tract where the The Battery will be operated, MXB must obtain a determination by the Board of Supervisors that the public convenience and necessity will be served by the issuance of this license for operations at 717 Battery Street.

Allowing the sale of alcohol on-premises at The Battery would serve the public convenience and necessity by providing an innovative club bridging together members of San Francisco's tech, non-profit and arts communities, as well as providing 15 additional boutique hotel rooms to the public.

One goal of the membership club is to provide an environment for members of several of San Francisco's core arts and employment sectors to interact and exchange ideas in an informal setting. With the recent growth and increasing significance of San Francisco's tech industry, it is now more important than ever for this community to have opportunities to interact with San Francisco's celebrated non-profit and arts communities.

Membership clubs have a long history of community service in San Francisco but younger members of the business community are often looking for a less formal atmosphere than traditional clubs. The goal of The Battery is to create a new generation of club while maintaining the great tradition of local philanthropy.

The Battery would also provide 15 boutique hotel rooms which are open to the public. Those who spend a night at the hotel will have club privileges, so they can interact with club members in the restaurant, lounge and other community areas. Members can also bring a limited amount of guests to the club, further expanding the opportunities to participate in this unique meeting place of San Francisco communities.

The club will be managed by Anthony "Tex" Doughty, who has a long history of club, hotel and restaurant management throughout the world, and who will also live just two blocks from the property. (Mr. Doughty's CV is attached as **Exhibit A.**) Mr. Doughty will work closely with the San Francisco Police Department to ensure club operations do not impact the surrounding neighborhood. As the club has several different functions (restaurant, lounge, bars, common areas, hotel suites), it will be operated in a way that will avoid conflict amongst those various functions. Most significantly, the restaurant, lounge and bars will be operated in a manner that will not disturb hotel guests, and therefore noise or other potential impacts of these uses will not affect those living in the vicinity of the club.

One Bush Street, Suite 600 San Francisco, CA 94104 Ms. Angela Calvillo October 26, 2012 Page 4

The club will also provide significant employment opportunities for San Francisco residents. Once in operation, the club is expected to employ approximately 150 workers in hospitality, security and management positions.

In conclusion, The Battery will provide a truly unique social opportunity for San Franciscans from a variety of communities (whether members, hotel renters, or guests). MXB has made a significant investment to upgrade the building, rehabilitate it in a way that preserves its historic character, and modernizes it to be used well into the future. The result will be a vibrant club that will not create negative impacts off-site. The Battery will also activate two block faces, increase pedestrian activity in the neighborhood, and ensure that the Musto Building will no longer be a refuge for loiterers or tagged by vandals. In short, it provides all the benefits of an activated building without any of the impacts of a typical entertainment use.

For the reasons outlined above, I respectfully request that this letter be forwarded to the City Operations and Neighborhood Services Committee of the Board and that the Committee and the full Board of Supervisors make a determination under California Business & Professions Code §23958.4 that the public need or convenience would be served by the issuance of a type-57 special on-sale general license to The Battery.

Please contact me at (415) 567-9000 or <u>jkevlin@reubenlaw.com</u> with any questions you have.

Very truly yours,

John Kevlin

REUBEN & JUNIUS, LLP

Encl.

## Anthony "Tex" Doughty

Bespoke professional Food and Beverage Consultant/ Director of Operations with a proven history of financial performance & staff management. Seasoned Restaurant & Lounge manager in French/Asian - French/American fusion Michelin Starred, 5-Star, 5-Diamond environments. Fully proficient in P&L/Budget management. Experienced in opening & managing major venues.

#### **Food & Beverage Consultant**

#### Raffles Hotel Singapore

July 2010 – April 2011 (10 months) Home of the Singapore Sling

Examine and analyze all the F & B outlets within Raffles then to conceive and implement new concepts to drive revenues and deliver a higher guest satisfaction and a higher quality of product associated with each outlet. Implement and update food items, menus and devise training programmes to accompany any changes. Implement and update beverage offerings including a complete overhaul of the Singapore Sling. Devise new training manuals to expand staff knowledge on key items. Conceive a new range of Cocktails and introduce more upscale and contemporary beverage offerings for the Long Bar, Bar and Billiard room. Courtvard bar and Writers Bar.

Develop a model for further F & B concept changes that can be rolled out across the other properties in the group portfolio at a later stage.

#### AGM - Director of Operations - Mix -Alain Ducasse

#### Mandalay Bay MGM Las Vegas

February 2005 - July 2010 (5 years 6 months)

Mix is the vision of Alain Ducasse, the culinary world's most renowned chef. The restaurant features contemporary & classic French & American dishes with global accents, as well as signature dishes from his restaurants in Paris & Monte Carlo. Mix restaurant, a 110 table restaurant featuring a \$500,000, 14,571-glass bulb chandelier. The intimate 398-capacity Ultra-lounge and Nightclub features wall-to-wall black leather décor with red lighting. The balcony with low lounges & tables allow guests to sit back, relax & take in an amazing view of the Strip.

Mix was awarded 1 Michelin Star in the Las Vegas 2008 and 2009 ratings. AAA 4 diamond Award 2008, 2009. Mobil 4 Star award 2008, 2009.

6th highest grossing restaurant in the USA 2007. (R&I)

Highest grossing Michelin starred restaurant in the world

#### **Operations Manager**

#### Crobar Nightclub

August 2003 - September 2004 (1 year 2 months)

Crobar is a nightclub chain that is currently located in Chicago, Los Angeles & Buenos Aires. Former locations in New York City & Miami were recently closed & bought out by new owners. Crobar New York was the biggest club in the city's history holding over 4,000 people.

#### General Manager

Man Ray Restaurant and Nightclub

July 2002 - August 2003 (1 year 2 months)

An offshoot of the international sensation of the original Paris Man Ray. Ultra hip and chic, New York's Man Ray is just as hot as its Gallic sister. A mellow Asian-inspired menu fits perfectly with the dimly lit dining room's Buddhist calm. Man Ray also releases its own compilation music albums containing music played and mixed within. Part owned by American actors Johnny Depp, John Malkovitch, producer Harvey Weinstein and British musician Mick Hucknell of the band Simply Red

#### **General Manager**

#### **Nells Nightclub New York City**

November 1994 - November 2001 (7 years 1 month)

Nells was a nightclub in downtown Manhattan. It opened in 1986 and closed May 30, 2004. Decorated as a slightly shabby 19th century English men's club, Nell's afforded its upscale patrons a place to eat, sit, socialize, and listen to live music.

Founding member of the New York Nightlife Association

http://www.nysra.org/associations/2487/files/NYNA.About.2010.pdf

## INFORMATION AND INSTRUCTIONS -

**SECTION 23958.4 B&P** 

Instructions This form is to be used for all applications for original issuance or premises to premises transfer of licenses.

- Part 1 is to be completed by an ABC employee, given to applicant with pre-application package, with copy retained in holding file or applicant's district file.
- Part 2 is to be completed by the applicant, and returned to ABC.
- Part 3 is to be completed by the local governing body or its designated subordinate officer or body, and returned to ABC.

PART 1 - TO BE COMPLETED B	Y ABC				
1. APPLICANT'S NAME					
MXB Battery Operations, L  2. PREMISES ADDRESS (Street number and name	P situ dia sada)				
717 Battery St., San Franci				3. LICENSE TYPE	
4. TYPE OF BUSINESS	30, CA 34111-1301		· · · · · · · · · · · · · · · · · · ·	57	
Full Service Restaurant	Hofbrau/Cafeteria	Cocktail Lounge		Private Club	
Deli or Specialty Restaurant	Comedy Club	Night Club		Veterans Club	
Cafe/Coffee Shop	Brew Pub	Tavern: Beer		Fraternal Club	
Bed & Breakfast:	Theater	Tavern: Beer & Wine	•	Wine Tasting Room	
Wine only All					
Supermarket	Membership Store	Service Station		Swap Meet/Flea Market	
Liquor Store	Department Store	Convenience Market		Drive-in Dairy	
Drug/Variety Store	Florist/Gift Shop	Convenience Market w	/Gasoline	,	
Other - describe:					
5. COUNTY POPULATION	6. TOTAL NUMBER OF LICENSES	IN COUNTY	7. RATIO OF LICE	NSES TO POPULATION IN COUNTY	
812,820	284	x On-Sale Off-Sale	1	On-Sale Off-Sale	
8. CENSUS TRACT NUMBER	9. NO. OF LICENSES ALLOWED IN			SES EXISTING IN CENSUS TRACT	
105	9	x On-Sale Off-Sale	47	x On-Sale Off-Salr	
11. IS THE ABOVE CENSUS TRACT OVERCONCE  X Yes, the number of existing licenses	ENTRATED WITH LICENSES? (i.e., does to sexceeds the number allowed	he ratio of licenses to population in the	census tract exceed t	the ratio of licenses to population for the entire count	
No, the number of existing licenses		3X	PUB		
12. DOES LAW ENFORCEMENT AGENCY MAINT,		1	1		
X Yes (Go to Item #13)	No (Go to Item #20)	•			
13. CRIME REPORTING DISTRICT NUMBER	14. TOTAL NUMBER OF REPORTIN	IG DISTRICTS	15. TOTAL NUMBE	R OF OFFENSES IN ALL REPORTING DISTRICTS	
142	654		117,571		
16. AVERAGE NO. OF OFFENSES PER DISTRICT	17. 120% OF AVERAGE NUMBER O	OF OFFENSES	1	R OF OFFENSES IN REPORTING DISTRICT	
179  19. IS THE PREMISES LOCATED IN A HIGH CRIM	EREPORTING DISTRICTS (i.e. has a 20%	acceptor number of consisted estimate the	171		
19. IS THE PREMISES LOCATED IN A HIGH CRIME REPORTING DISTRICT? (i.e., has a 20% greater number of reported crimes than the average number of reported crimes as determined from all crime reporting districts within the jurisdiction of the local law enforcement agency)					
Yes, the total number of offenses in			m #17		
X No, the total number of offenses in t		the total number in item #17	•		
20. CHECK THE BOX THAT APPLIES (check only one box)					
a. If "No" is checked in both item #11 and item #19, Section 23958.4 B&P does not apply to this application, and no additional information will be needed on this issue. Advise the applicant to bring this completed form to ABC when filing the application.					
b. If "Yes" is checked in either item #11 or item #19, and the applicant is applying for a non-retail license, a retail bona fide public eating place license, a retail license issued for a hotel, motel or other lodging establishment as defined in Section 25503.16(b) B&P, or a retail license issued in conjuction with a beer manufacturer's license, or winegrower's license, advise the applicant to complete Section 2 and bring the completed form to ABC when filing the application or as soon as possible thereafter.					
X c. If " <u>Yes</u> " is checked in either item sale beer license, an on-sale beer a to the local governing body, or its de ABC in order to process the applica	esignated subordinate officer or b	e. Or an on-sale deneral (bibbl	ic premisesi licei	ense, an off-sale general license, an on- nse, advise the <u>applicant to take this form</u> ompleted form will need to be provided to	
SF Board of Supervisors Governing Body/Designated Subordinate Name:					
FOR DEPARTMENT USE ONLY					
REPARED BY (Name of Department Employee)			<del></del>		
	willie bulanadi		•		
ADC 245 (ans. 04.44)					

## LIQUOR LICENSE REVIEW

то:	Planning De AnMarie Ro Georgia Po Fax No.: 55	dgers/CTYP well/CTYPLN	LN/SFGOV I/SFGOV@SFGO	File: 121063 V	٠
TO:	Police Depa Inspector Ke Fax No.: 55	enneth Stock	ег		
DATE:	November 7	, 2012		•	
PLEASE EN	MAIL YOUR R Operations and	ESPONSE I d Neighborho	e heard in four to s BY: December 20 ood Services Com v.org - Fax No: 5	), 2012, to Derek Evan mittee.	s,
Applicant N and Busine			ry Operations / (717 Battery Stre	eet)	
Applicant A		San Francis	eet, Suite 600 sco, CA 94104 9000 – Attn: John	Kevlin	
PLANNIN	IG COMM	ENTS:	☐ Approval	☐ Denial	
POLICE (	COMMEN	TS:	☐ Approval	☐ Denial	

	TOTAL CONTRACTOR OF THE STATE O