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Committee:	Neighborho	ood Services ar	nd Safety	Date	3/7/13	
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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

Supervisor David Campos Supervisor Eric Mar Supervisor Norman Yge

From:

Inspector Nelly Gordon

ABC Liaison Unit (ALU) 553-1049

Date:

February 21, 2013

Subject:

P.C.N. Investigation Regarding:

DBA: The Beer Hall

1Polk Street Andrew Hall 415/509-5282

The Beer Hall, LLC. has filed an application with the California Department of Alcoholic Beverage Control (ABC) seeking a Type 42 (On-Sale Beer and Wine) for 1 Polk street (located on the north west side of Polk street).

It should be noted that during the application process, notification date for the 500° mailer was on October 15, 2012. The Notice to the Public was posted on October 15, 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

60 Police calls

Police Reports:

From July 2011 to July 2012

11

San Francisco Plot Information:

This premise is located in Plot 560

The High Crime area is defined as 215 or more police reports in a plot.

This plot had 71 police incidents recorded for 2011.

Applicant premises is not located in a "High Crime" area.

State Census Tract Information:

This premise is located in Census Tract 0124.02

Population for this tract is: 3,974

On-sale license authorized by census tract: 13

Active on-sale licenses: 39

Off-sale licenses authorized by census tract: 4

Active off-sale licenses: 11

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

Letters of Protest:

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

Letters of Support:

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

Departmental Recommendation:

No opposition from Northern Police Station

ALU recommends approval. The following conditions have been recommended to the California Department of Alcoholic Beverage Control, (ABC):

- 1. Sales, service and consumption of alcoholic beverages shall be permitted between the hours of 11:00 a.m. until 12:00 a.m. (Midnight), Sunday through Thursday, and 11:00 a.m. until 2:00 a.m. Friday and Saturday.
- 2. The sale of alcoholic beverages for off-sale consumption is strictly prohibited.

- 3. The petitioner(s) shall be responsible for maintaining free of litter the area adjacent to the premises over which they have control.
- 4. Loitering (loitering is defined as "to stand idly about; linger aimlessly without lawful business") is prohibited on any sidewalks or property adjacent to the licensed premises under the control of the licensee(s) as depicted on the ABC-257 dated 10-19-12.
- 5. Graffiti shall be removed from the premises and all parking lots under the control of the licensee within 72 hours of application. If the graffiti occurs on a Friday or weekend day, or on a holiday, the licensee shall remove the graffiti within 72 hours following the beginning of the next week day.
- 6. The exterior of the premises shall be equipped with lighting of sufficient power to illuminate and make easily discernible the appearance and conduct of all persons on or about the premises. Additionally, the position of such lighting shall not disturb the normal privacy and use of any neighboring residences.
- 7. No noise shall be audible beyond the area under the control of the licensee as defined on the ABC-257, dated _____.
- 8. The interior lighting maintained therein shall be sufficient to make easily discernable the appearance and conduct of all persons and patrons in that portion of the premises where alcoholic beverages are sold, served, delivered or consumed.
- 9. The petitioner shall utilize electronic surveillance and recording equipment that is able to view the outside of the premises, including all entrances and exits, and that is actively monitored and recorded. This electronic surveillance shall be utilized during operating hours. Said electronic recording shall be kept at least 30 days and shall be made available to the Department and Police Department upon demand.

Note: On 1/15/2013 Andrew Hall was contacted and agrees with recommended conditions.

Thank you

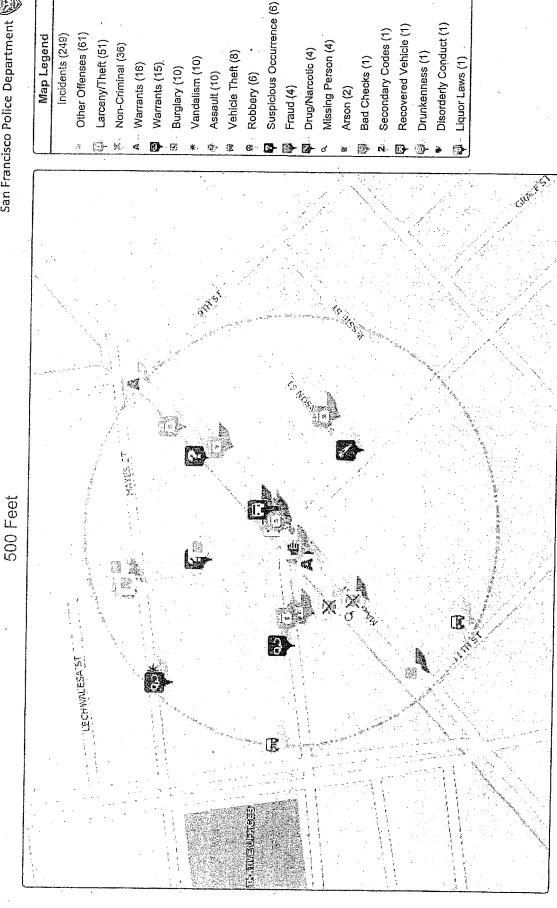
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	Report No	Received Date	Received Time	Priority	Call Type	Unit ID	Disposition	Location
121090107		04/18/2012	01:01:46	A·	240DV	3E13E	HAN	1 POLK ST
121030107			18:06:01	В	488	3E11D	GOA	1 POLK ST
		04/12/2012	10:28:03	c	488	3E3A	HAN	1 POLK ST
120972289		04/06/2012	16:44:52	В	910		CANC	1 POLK ST
120772283		03/19/2012	10:49:38	c	000			1 POLK ST
120791103			02:49:01	В	418	3E13E	UTL	1 POLK ST
120780380		03/12/2012	05:48:37	В	915	3J72	ND	1-BLK POLK ST
120581428	120163207	02/27/2012	12:45:13	С	459	3E2C	REP	1 POLK ST
120533695	120100207	02/22/2012	21:44:42	С	212	3E12E	HAN	1 POLK ST
120532705		02/22/2012	16:47:03	Α	910	3E12D	HAN	1 POLK ST
120392241			15:12:15	В	1036	3E12D	HAN	1 POLK ST
120390232		'	02:22:03	В	910.	3E14E	HAN	1 POLK ST
120383514		02/07/2012	23:15:47	B.	910	3E11D	HAN	1 POLK ST
	120098319	02/04/2012	18:21:22	В	470	3D00	RĖP	1 POLK ST
120332333	120030317	02/02/2012	12:10:40	В	811	3E3C	CAN	1 POLK ST
120291998		01/29/2012	15:17:40	С	409	3P40B	MOM	1 POLK ST
120040370		01/04/2012	05:54:28	В	915	3J72	HAN .	1-BLK POLK ST
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120020468		01/02/2012	06:18:32	В	915	3J72	ADV	1-BLK POLK ST
113653288	<u> </u>	12/31/2011	22:39:51	С	415	3E12E	HAN	1 POLK ST
113373035		12/03/2011	20:44:51	С	917	3B91	CIT	1-BLK POLK ST
113343877		11/30/2011	23:49:55	С	71	3E11E	HAN	1 POLK ST
	110954759	11/28/2011	07:37:53	С	851	3E12A	REP	1 POLK ST
113300299		11/26/2011	01:58:51	I	518HR	2R03E	ADV	1 POLK ST
113100634		11/06/2011	07:25:39	В	915	3172		1-BLK POLK ST
113060437		11/02/2011	07:02:06	C	7A	3E138		1 POLK ST

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122862617	120821154	10/12/2012	18:36:16	A	801	3E12D	HAN .	1 POLK ST
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	120635438	08/11/2012	03:24:27	В	240	3E12E	REP	1 POLK ST
122111961	· · · · · · · · · · · · · · · · · · ·	07/29/2012	16:17:43	В	418	3E12D	CAN	1 POLK ST
122090181	·	07/27/2012	01:49:16	С	585	3E13E	ADV	1 POLK ST
122050788		07/23/2012	09:25:39	В	586	3E5A	NOM	1 POLK ST
122012357		07/19/2012	16:38:26	С	917	3E43B		1-BLK POLK ST
121952323		07/13/2012	16:52:16	С	470	3E12D	HAN	1 POLK ST
121773547	-	06/25/2012	22:22:54	В	800	3E12E	UTL	1 POLK ST
	120501061	06/25/2012	21:40:12	Α	800	3E12E	REP	1 POLK ST
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121752903		06/23/2012	18:49:01		100V	3E13D		1 POLK ST
121732068		06/21/2012	15:23:12	С	917	3J50		1-BLK POLK ST
121681153		06/16/2012	11:07:06	С	601			1 POLK ST
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121510430	_, ,	05/30/2012	06:26:46	 	418DV	3E12A		1 POLK ST
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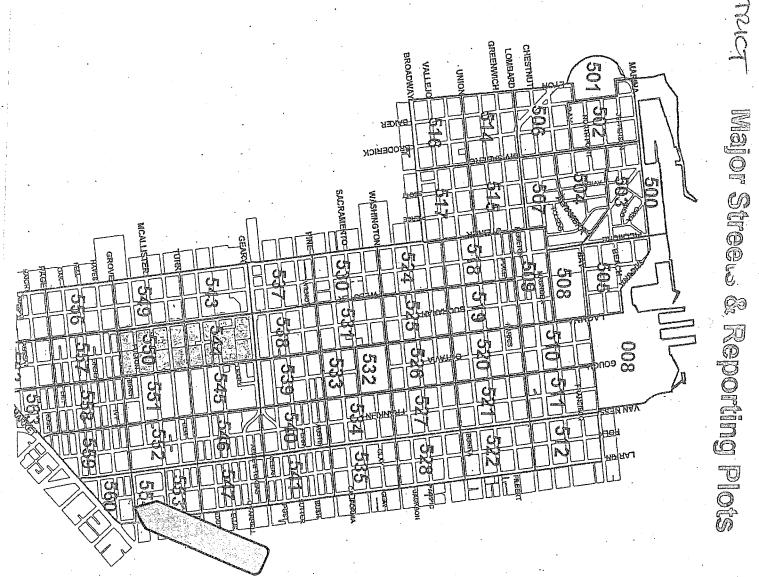
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Incidents (249) Map Legend



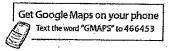
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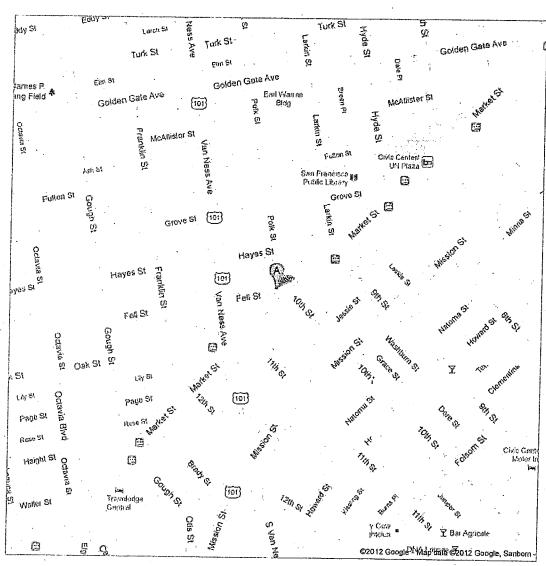
WARNING: This map does not meet the national map accuracy standards.



Gorgle

Address 1 Polk St San Francisco, CA 94102





To ALU/ABC:

I am voicing my support for The Beer Hall at 1 Polk Street. When I heard that an upscale craft beer & wine bar was opening on the ground floor of The Argenta I couldn't have been happier. I am a huge craft beer afficionado and there is no place nearby that offers any decent selection for purchase to ga. I live in the area and walk everywhere so having a specialty store like this in my neighborhood is a huge perk and knowing that I will be supporting a small business is extremely important to me.

Currently the neighborhood has nothing like this around and The Beer Hall will not only bring together the local workers and residents in the community but it will elevate the neighborhood and surrounding areas, which is exactly what the city has been trying to achieve with Mid-Market. We need The Beer Hall here!

Please help me help support small, local businesses like The Beer Hall before mass brands and retailers storm the community.

Sincerely.

Amanda Halper, resident

207 Gough #38

San Francisco, CA 94102



February 22, 2013

Dear ALU/ABC,

I am writing in support of a new small business venture - The Beer Hall at The Argenta, I Polk Street. We are thrilled to see an upscale establishment join the neighborhood. Not only will The Beer Hall assist in elevating the changing neighborhood but it will create a much needed community gathering place for local professionals and residents to mingle. The retail shop also fills a void as there are no stores in the area to purchase specialty beer and wine.

As you know, Mid-Market's local economy is growing. The city has enticed many large corporations & start-ups to join the neighborhood. Now it is time to support the small businesses coming into the neighborhood that will enhance the community even further. The Beer Hall will provide local jobs and help the money that is earned by these large companies to be spent in the local economy.

I have gotten to know Andrew & Jennifer Hall through their community outreach. They have shown a commitment to work with the local community and improve this blossoming Mid-Market neighborhood. They have lived in San Francisco for 8 years and are excited to open their first small business here. They are turning their passion into a brick and mortar business and we support them in the effort.

Please do Mid-Market a favor and let The Beer Hall proudly open its doors.

Sincerely,

Gail Gilman

Executive Director

Yail Gilsan

To Whom It May Concern,

As someone who works and spends the majority of my waking hours in the Civic Center/Mid-Market area, I want to express my strong support for the opening of The Beer Hall at the corner of Market, Polk and Fell. A neighborhood pub and beer store would be a great asset to this fast-growing community.

My coworkers and I o en go out for drinks a er work, and we are usually forced to go all the way to Market & Church to nd a bar that is comfortable for a large group and serves quality beer. In my experience, there is substan al demand for something like The Beer Hall in this neighborhood, and that demand is only going to grow with the addi on of thousands of new workers and residents in the area over the next few years. For an area with such a large number of workers, and a growing number of residents, the Civic Center/Mid-Market area has a surprising lack of pubs and neighborhood gathering places.

Given that thousands of new residents will be moving into the Mid-Market area over the next few years, it is also important The Beer Hall sell its high-quality drinks to-go. Developers in the Mid-Market area are targe ng young, well-paid professionals to live in their buildings—exactly the kind of people who appreciate being able to buy quality beer in a comfortable environment from people, like owners of The Beer Hall, who know their beer.

I don't think The Beer Hall will cause disrup on to the community--because of its central, transit-rich loca on, people will walk there or take public transit, so it won't add tra c. And because it will cater mostly to an o ce-worker happy-hour crowd, there won't be loud music or partying late into the night. I hope The Beer Hall gets approval and opens soon--the neighborhood will be much improved as a result.

Thanks for your me,

Hank Willson

hanksf@gmail.com

To whom it may concern,

I write in support of The Beer Hall's application for a permit to serve alcohol and to sell alcohol to go.

I have been working in the Civic Center area for the last four years, and I am very familiar with the neighborhood and the local businesses. In my opinion, an upscale craft beer and wine establishment like the Beer Hall would be a perfect addition to the neighborhood. As the City pushes to revitalize the mid-Market area, this is exactly the sort of business that the City should be encouraging to open. The Beer Hall will attract sophisticated professionals with disposable income who, at the moment, are forced to leave the neighborhood after work if they wish to enjoy a high-quality beverage.

There is also a dearth of places in the mid-market area to buy high-quality craft beers and wine to go. In fact, I don't know of any right now. In my opinion, the Beer Hall should be allowed to fill this gap in the market. Many of the Beer Hall's customers will want to purchases bottles of beer and wine to enjoy at home, and I don't think there is a good reason to force these customers to leave the neighborhood to do so.

Further, I have known the proprietors of the Beer Hall for more than ten years. Jen and Drew Hall are both exceptionally responsible individuals with the highest ethical standards. The neighborhood is fortunate to have people of their caliber willing to take a chance and open a business.

Please do not hesitate to call or email me if I can be of further assistance.

Regards,

Joshua S. White (415) 602-6584 joshsethwhite@yahoo.com

Nika Rogers 1126 Florida Street San Francisco, CA 94110

December 12, 2012

To Whom It May Concern:

I am writing this letter to support the establishment of the proposed Beer Hall, a craft beer and wine bar, to be located on the corner of Polk and Market Street.

For the past five years I have worked in the Civic Center neighborhood. Although I have observed many changes to the area for the better, the neighborhood still lacks a diverse selection of upscale bars and restaurants for locals and area workers to frequent. If my colleagues and I would like to socialize after work, we must venture to another neighborhood like Hayes Valley or Fillmore. For that reason, I believe the Civic Center area would benefit greatly from having an upscale craft beer and wine bar located in the neighborhood. The Beer Hall would be an ideal establishment to fill this void by providing a casual, yet sophisticated atmosphere for me and my colleagues to enjoy a bite, drink, and socialize outside of work.

I am also excited about the aspect of tasting new beers and being able to purchase them to bring home. There are no wine/beer shops in the area so this is another reason why I think The Beer Hall will be a fantastic addition to the neighborhood. I pride myself on supporting local businesses in San Francisco and look forward to supporting The Beer Hall once it is established.

In closing, I am confident that The Beer Hall craft beer and wine bar will be an asset to the Civic Center community by providing an upscale yet casual meeting place for Civic Center workers and locals alike to enjoy.

Sincerely.

Nika Rogers

Subject: Fw. Fwd: Yes, please

From: Andrew Hall (ahall1313@yahoo.com)

To: mrdrewhall@gmail.com;

Date: Friday, February 15, 2013 3:28 PM

From: Lori Sartori < lori@onekingslane.com> Date: February 14, 2013, 3:13:37 PM PST

To: jenwonghall@gmail.com

Subject: Yes, please

Dear ALU/ABC:

I am writing this letter on behalf of *The Beer Hall*. I feel that the Civic Center/Tenderloin/Mid-Market area of San Francisco is in DESPERATE need of a nice civilized place for co-workers and friends to meet. I am a manager at One Kings Lane and I take my team out from time to time as a "thank you" for all their hard work. Other than the *Hot Spot* (which is not ideal for a professional environment) there is nothing in the immediate area without having to spend time walking somewhere. I feel that it is important to keep these outings near public transportation as many of my employees do not live within walking distance so, to ask them to go into Hayes Valley is unfair even though that is what we have been doing. While I love Hayes Valley, I would much prefer to spend money on business expenses in the neighborhood where we work, to give back to the community in a way.

To support this future venture I have gone so far as to post the upcoming beer establishment on our office and building intranet and have received nothing but excited replies! This area is beyond suitable for something like The Beer Hall! Clean, professional, stylish, comfortable, geographically desirable and so on. In our building alone we have One Kings Lane, Yammer and the all-important Twitter which are all very happy to see some new entertainment spots move into the surrounding blocks. We have an in-house Culture Committee that is trying to source a place to have our happy hours as we are all getting tired of staying at work just to socialize. We are also hoping that we will be able to have The Beer Hall regularly curate kegs for our Keg-O-Rator in our office each month as well as wine for any parties we have on-site.

So, why wouldn't you want to keep the money people are spending to relax after work in the neighborhood? Seems logical to me.

In addition to working in the area, many of us also live in the area and have no place to meet up with our friends, so many condos and nowhere to go. Again, I refuse to go to the Hot Spot even though I have had my Hep B and C shots. Or, if I want to stop somewhere and pick up some nice beer or wine on my way home I am forced to go into a bodega where I can only get 40 oz. cans of Old Milwaukee or a bottle of Martini and Rossi.

If we are indeed going to clean up the Mid-Market area then we need to allow new and legitimate businesses to come in and thrive.

Sincerely,

Lori Sartori Concierge CME KINGS LANE 1355 Market Street, Suite 400 San Francisco, CA 94103 P: (415) 489-9802 855-SHOP OKL (746-7655)

www.onakineslane.com



Board of Directors

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Secretary Jennifer Norris San Francisco War Memorial and Performing Arts Center

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Roberto Lombardi San Francisco Public Library

James McCrea State of California

Janan New San Francisco Apartment Association

Sam Smith San Francisco Conservatory of Music

Patricia Unterman Hayes Stroot Grill

Tim Vrabel Emerald Fund

Past Chair David Harrison Patson Companies

Donald W. Savole Executive Director

234 Van Ness Avenua Suite 1 San Francisco, CA 94102 P; (415) 626-1819 F: (415) 626-4029 Info@sfciviccenter.org www.sfciviccenter.org October 29, 2012

Jennifer and Andrew Hall The Beer Hall 1 Polk Street San Francisco, CA 94102

Dear Jennifer and Andrew:

On behalf of the Civic Center Community Benefit District (CBD), I want to welcome you and the Beer Hall to the neighborhood. I am excited that you will be opening what I know will be a very popular beer and wine bar at 1 Polk Street.

The goal of the CBD is to improve coordination and communication around the management, image, safety, beautification and cleanliness of the greater Civic Center area for the benefit of patrons, residents, employees, merchants, property owners and other visitors within the district.

Activating the ground floor of residential or office towers creates multiple benefits to the neighborhood. Your establishment will be a wonderful addition to the area for residents and area workers.

Congratulations and good luck.

And I bane

Donald W. Savoie, Executive Director Civic Center Community Benefit District Subject: Re: New business

From: Jane.Kim@sfgov.org (Jane.Kim@sfgov.org)

To: ahali1313@yahoo.com;

Co: Sunny.Angulo@sfgov.org; occexp@col.com; savoic@sfciviccenter.org;

Date: Thursday, October 18, 2012 5:23 PM

Hi Andrew,

Thank you for taking the time to email me. I am very excited about the concept of a craft beer and wine business in the Civic Center area, particularly at the Agenta. Sunny Angulo, our legislative aide who works with small businesses applying for liquor licenses in our District is out today and tomorrow, but I have cc'd her above so that she can contact you on Monday.

I have also cc'd Henry Karnllowicz, President of the South of Market Business Association. While 1 Polk Street is technically just north of Market, I think this would be the best association to get in touch with. It's a group of businesses in the area.

Finally, I would check out the Civic Center Community Benefit District as your business falls within their boundary lines. It would be good to get to know tDonald Savole, their Executive Director.

Here is a link to their website: http://sfcivicconter.org/

Jane

Board of Supervisors, District 6 1 Dr. Carlton B. Goodlett Place, Room 282 San Francisco, CA 94102 415.554.7970 | jane.kim@sfgov.org

For office hours and other information about our district and office, go to www.sfbos.org/kim. Follow me on Facebook: http://www.facebook.com/JaneKimForSupervisor

From: <ahall1313@yahoo.com>
To: <jane.kim@s1gov.org>,
Dete: 10/17/2012 10:11 AM
Subject: New business

To:jane.kim@sfgov.org
Email:ahall1313@yahoo.com
NAME:Andrew Hall
PHONE:4155095282



Jennifer Hall <jenwonghall@gmail.com>

The Beer Hall

Josh White <joshsethwhite@yahoo.com>
Reply-To: Josh White <joshsethwhite@yahoo.com>
To: "Jenwonghall@gmail.com" <Jenwonghall@gmail.com>

Tue, Nov 20, 2012 at 9:58 AM

To whom it may concern,

I write in support of The Beer Hall's application for a permit to serve alcohol.

I have been working in the Civic Center area for the last four years, and I am very familiar with the neighborhood and the local businesses. In my opinion, an upscale craft beer and wine establishment like the Beer Hall would be a perfect addition to the neighborhood. As the City pushes to revitalize the mid-Market area, this is exactly the sort of business that the City should be encouraging to open. The Beer Hall will attract sophisticated professionals with disposable income who, at the moment, are forced to leave the neighborhood after work if they wish to enjoy a high-quality beverage.

Further, I have known the proprietors of the Beer Hall for more than ten years. Jen and Drew Hall are both exceptionally responsible individuals with the highest ethical standards. The neighborhood is fortunate to have people of their caliber willing to take a chance and open a business.

Please do not hesitate to call or email me if I can be of further assistance.

Regards,

Joshua S. White (415) 602-6584



The Beer Hall

Hank Willson <hanksf@gmail.com>
To: Jennifer Hall <jernwonghall@gmail.com>

Tue, Nov 27, 2012 at 2:21 PM

Hi Jen.

Hope all's well. Here's an email you can use for the ABC folks. Hope it's not too late! Let me know if you need a different format. Best, Hank.

As someone who works and spends the majority of my waking hours in the Civic Center/Mid-Market area, I want to express my strong support for the opening of The Beer Hall at the comer of Market, Polk and Fell. A neighborhood pub and beer store would be a great asset to this fast-growing community. My coworkers and I often go out for drinks after work, and we are usually forced to go all the way to Market & Church to find a bar that is comfortable for a large group and serves quality beer. In my experience, there is substantial demand for something like The Beer Hall in this neighborhood, and that demand is only going to grow with the addition of thousands of new workers and residents in the area over the next few years. For an area with such a large number of workers, and a growing number of residents, the Civic Center/Mid-Market area has a surprising lack of pubs and neighborhood gathering places. I don't think The Beer Hall will cause disruption to the community—because of its central, transit-rich location, people will walk there or take public transit, so it won't add traffic. And because it will cater mostly to an office-worker happy-hour crowd, there won't be loud music or partying late into the night. I hope The Beer Hall gets approval and opens soon—the neighborhood will be much improved as a result.

Thanks for your time, Hank Willson hanksf@gmail.com

RECEIVED

DEC 1 4 2012

Dept of Alcoholic Beverage Control
San Francisco

SOM *O* South of Market Business Association

1167 Mission Street, 2nd Floor • San Francisco, CA 94103 • www.sfsomba.org Phone: 415.553.4433 x 115 • Fax: 415.553.4434 • e-mail: info@sfsomba.com

9 November 2012

Mr. & Mrs. Andrew Hall 1 Polk Street San Francisco

Re: The Beer Hall 1 Polk Street San Francisco

To Whom It may Concern

I am writing in support of granting of a liquor license for the referenced beer and wine bar.

The Mid Market part of San Francisco is in dire need of stores such as this. The Beer Hall will be a bounque skop selling fine wines and handcrafted beers. With the imminent completion of the renovation of the Twitter building, in addition to multiple buildings going up, we can expect to see more foot traffic and a demand for a variety of stores and eating establishments.

There is no such store as the The Beer Hall in the immediate vicinity and it really will contribute to the revitalization of Mid Market.

SomBa supports the granting of a liquor license to the The Beer Hall, which will attract professionals from Twitter, Square, Dolby, Civic Center and the arts..

Although this is a new venture for Andrew and Jenifer Hall I am confident that with their enthusiasm and determination this store will be a success and a wonderful addition to the neighborhood.

Please do not hesitate to contact me if you have any questions.

Sincerely,

Henry Kamilowicz President

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Dobt of Wicopolic Bosotale Contra



1 Polk Street San Francisco, CA 94102 (415) 621-4000

February 22, 2013

Dear ABC/ALU,

I am writing in support of The Beer Hall.

As Community Director at The Argenta, one of my main responsibilities is to keep the residents happy. When we notified our residents that an upscale beer and wine cafe was moving into the ground floor, they were extremely excited. The Beer Hall will be a huge asset to our building and resident culture. Residents have voiced excitement of finally having a nice place to relax while enjoying a craft beer and many say they are looking forward to bringing their clients in to discuss business over a glass of wine. My staff and I are already planning on hosting our monthly resident meetings there. The excitement for the business is palpable in our building community.

Additionally, not only do I work for The Argenta, but I'm also a resident. I am thrilled to finally have somewhere upscale to unwind after work and on the weekends, and it's a major perk that The Beer Hall will be selling bottles to go. There are no stores nearby to purchase craft beer or wine. The Beer Hall's location is convenient not only for the residents living at The Argenta, but for the residents living in the surrounding buildings as well. Before we'd have to walk through the Tenderloin or cross into Hayes Valley to find a decent bottle shop. Finally there will be one in our neighborhood, and lucky for me, just downstairs from my home. This type of establishment is a much needed addition to the rapidly growing community.

This is really a dream come true for the residents and workers in the area and a sign that the revitalization of the area is progressing. The Argenta Team fully supports The Beer Hall moving in and we hope it can happen as soon as possible. Please feel free to contact me for more information. Thank you!

Respectfully,

Marlon Layug Community Director Argenta (415) 621-4000 Marlon Layug@bhres.com

Nika Rogers 1126 Florida Street San Francisco, CA 94110

PROTEST TRANSMITTAL

TO: Headquarters Hearing and Legal		
FROM: DISTRICT Office 24: SAN FRANCIS	CO District/Branch Office	
ATTACHED Protest Prot	vithdrawal .	
FILE NUMBER 42-526860		
APPLICANT NAME(S) (First, Middle, Last) BEER HALL LLC THE		
DBA BEER HALL THE		
ADDRESS 1 POLK ST, SAN FRANCISCO, CA 94102-5203		
LICENSE TYPE		
COPIES MAILED DATE October 11, 2012		
POSTING DATE 10/15/2012		-
IS A 500' NOTIFICATION REQUIRED FOR THIS APPLICATION	IF YES, 500' NOTIFICATION DATE	. :
r Yes r No	10/15/2012	-
DATE PROTEST OR PROTEST WITHDRAWAL RECE 11/07/12		
INVESTIGATOR/LICENSING REPRESENTATIVE NAME Risel Melodias	DATE November 8, 2012	
COMMENTS		

ABC-510-B (10/08)

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Department of Alcoholic Beverage Control PROTEST AGAINST ALCOHOLIC BEVERAGE LICENSE APPLICATION

- -Please refer to Form ABC-510, Instructions for Protesting an Alcoholic Beverage License Application, before completing and submitting your protest. The ABC-510 can be found at www.abc.ca.gov.
- •Please print legibly or type. Incomplete and/or illegible information will cause the protest to be rejected.

 You will be notified by letter regarding a hearing on your protest. You will need to at present evidence to support your protest. A copy of this completed form, ABC-510-A, will be provided to the applicant. 	tend the hearing to testify and/or
I hereby protest the issuance of a license under the Alcoholic Beverage Contro	l Act to:
THE BEER HOLL LLC (Namo(s) of Applicant(s))	
For premises at: 1 POLK ST SF (A 94/102	PRECEIVED 7012
(Exact eddress of proposed premises)	70
on the grounds that: 1) UNDUE (UNCENTRATION 130 P CODE 9 Z 3958.4	id fast connu
\sim 1 \sim 0 0 \sim 0 0 \sim 0 0	
3) BEN DEFINITION OF HIGH CRIME BIPCODE	\$ 539284 (6)(1)
- In DADRIUPL	
CONDITIONS PARTY CODE & LOCA NO SMOKING SIGN ON SO ST HEAZTH CODE & LOCA NO SMOKING SIGN ON SO DA MO LOTERATION CODE & LOCA NO SMOKING SIGN ON SO DA MO LOTERAL CODE & LOCA NO SMOKING SIGN ON SO DA MO LOTERAL SIGN SHOW BE POSTED ON FRUIT ON PROVINGENT ON PROPERTY ON PROPER	FRUIT WORL
	Check here if additional sheets attached
1. MARUS J Phillips Public Sofety Chang, declare under per	nalty of perjury:
(I) That I am the protestant herein; (2) That I have read the above protest and know the cont- same is true of my own knowledge except as to those matters which are therein stated on inf those matters I believe to be true.	Officially may belief, and as to
PROTESTANT'S SIGNATURE WILLIAM A PLANT	PROTESTANTS TELEPHONE NUMBER (Opinonal)
SIGNED AT (City and state) CHES (AZ) FURULUS	3 NOU 2012
PROTESTANT'S ADDRESS (SUpol number and name, city, state, zip code)	7.6
ABC-510-A (10/07) (C) 5+7D - FIZY 8 TO BKYANT SFPD- NURTHERN STOTION	

SAN FRANCISCO CA 941

ON HOW ZIOS YOU OU

Land Use / Public Safety Chair Alliance For A Better Dist. 6 230 Eddy Street # 1206 San Francisco, CA 94102-6526 MARVIS J. PHILLIPS

TO: ALCOHUL BEVERASE SAN FIVANCINO DIST. OFFICE CONTROL

SANTIPHOLICE MILLOS ST SHITE 1220 Dept of Alcoholic Bevery Control S3 NEN MUNICIPALIST ST SHITE 1220 Dept of Alcoholic Bevery Control S3 NEN MUNICIPALIST

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SAN FILANOUXUI OF 94105-4509

VBC RYN FRANCISCO

PROTEST TRANSMITTAL

TO: Headquarters Hearing and Legal	
FROM: DISTRICT Office 24: SAN FRANCISC	CO District/Branch Office
ATTACHED Protest V	/ithdrawal
FILE NUMBER 42-526860	
APPLICANT NAME(S) (First, Middle, Last) BEER HALL LLC THE	
DBA BEER HALL THE	
ADDRESS 1 POLK ST, SAN FRANCISCO, CA 94102-5203	
LICENSE TYPE	
COPIES MAILED DATE October 11, 2012	
POSTING DATE 10/15/2012	Tura (500)
IS A 500' NOTIFICATION REQUIRED FOR THIS APPLICATION	IF YES, 500' NOTIFICATION DATE 10/15/2012
TYPES TO NO DATE PROTEST OR PROTEST WITHDRAWAL RECI	
11/07/12 INVESTIGATOR/LICENSING REPRESENTATIVE NAME	DATE
Risel Melodias	November 13, 2012
COMMENTS	

ABC-510-B (10/08)

Department of Alcoholic Beverage Control

PROTEST AGAINST ALCOHOLIC **BEVERAGE LICENSE APPLICATION**

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hereby protest the issuance of a licen	se under the Alcohol	ic Beverage Contro	ol Act to:	
The Beer Hall LLC	(Name(s) of Applic	cant(s))		
or premises at:	· · · · · · · · · · · · · · · · · · ·			
1 Polk Street San Francisco CA 94102	(Exact address of propos	end promise ti		
:	(EXSC! S001697 pt brobg	tau promises,		
on the grounds that:) The premises is located inside a residential ormal operation of the licensed premises would be partment. That is very close for beer and wind block away that already bring a lot of noise the eace and quiet of a place we like to call home of security is the next issue. Since this establication coming into the building. There are number of inviting lobby with comfortable white contained it is hard enough to keep people out that ides safe, as well as walking to the garage with explicant did not disclose anything about the parking inside our apartment building afety is a concern, any resident can be follow the apartment building. Street entrance of the witness how easy it is to access the garage illegicant to the garage illegisted to the garage illegisted to the garage illegisted to access the garage illegisted.	lid interfere with the quieteless.) This establishment to distribution to take place to the area. Allowing to see, shiment will be located instructed that will attract bar thave no business at our atthour children. Civic Curcurrent high drug traffication parking policy of patrong garage. At the same timered into the garage by car accepts while limite the establishment.	will be less than 10 fe will be less than 10 fe e. There is a bar acrossell beer and wine inside side our building, it withat allow for easy acceptaint without an an area of the Beer Hall. I have the garage is very in or foot after 8 pm and away from the garage gablishment fills that cleans of the the garage gablishment fills that cleans of the garage gablishment fills the garage gablishment fills that cleans of the garage gablishment fills the garage gablishm	et away from the closest as the street and a huge must a residential building with a residential building will be almost impossible to cess without being notice numerous people on staff a would prefer to keep out at this establishment would be an issue because there witing and casily accessible have access to expansive ate. Beer hall patrons with the patrons wi	residents' asic venue half ill disrupt o stop people d. There is a f and a security of elevator ald attract e is no ole. Garage coars as well as ll be able to se and scare to
vitness how easy it is to access the garage file esidents, especially ones with previous fraum addressed to the applicant due to lack of contact.	act intormation.		Day Innabi dila sensenia	
	(A) 1V	1 3 2012	Total tour life adultional el	nooke attached
	Dept of Alcalesi	ic Edverage Control L	Check here If additional sl	ions affanias
I, Aaron Shepard		, declare under pe	nalty of perjury:	
PRINT (Name of Protesta (1) That I am the protestant herein; (2) That same is true of my own knowledge except a	I have read the above pro	test and know the cont are therein stated on int	ents thereof; and (3) That ormation and belief, and	t the as to
those matters I believe to be true.			PROTESTANT'S TELEPHONE NO	IMBER (Optional)
a sa			A CONTRACTOR	
SIGNED AT ICITY and plain)	<u> </u>		DATE SIGNED	
	1	,		
PROTESTANT'S ADDRESS (Street number and name, city, state, a	Tib code!		•	

	Applicant Name:	The Beer Hall LLC	
1	License / File No.:		
DATE MUST BE	RECEIVED BY:		
STATI DEPARTMENT OF AL	E OF CALIFORNI COHOLIC BEVE	A RAGE CONTROL	
PROTESTANT'S / CO	OMPLAINANT'S	DECLARATION	
I, Aaron Shepard	- Niver		, declare
under penalty of perjury.	R NAME		
That I am the Protestant / Comp protest/complaint and know the contents the those matters which are therein stated on them to be true.			natters I believe
EXECUTED on 11/12/12			, at
	(MONTH-DAY-YI		
San Francisco			, California
(CITY)	,		
Signature: Full Address:	1 D - 15 - Ot + 444	1607	
	Son France	ISCO CA 94107	
Phone No. (non-public & optional):			

Notice to Protestant / Complainant:

- This verification constitutes a personal oath and must, therefore, be signed by each individual verifying the protest.
- A copy of your valid protest (including your name and address) will be provided to the applicant as a public record and pursuant to applicant's discovery rights.

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ABC-128 (Rev. April 2010)

Department of Hickobic Beverage Control
33 New Montyonery St Swite #1230
SF CA 94105

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NOV 13 2012

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ABC SAN FRANCISCO

AUG-24-2000 18:29

Applicant Name: Th	HE BEER HALL, LLC
License / File No.:	
DATE MUST BE RECEIVED BY:	
STATE OF CALIFORNIA DEPARTMENT OF ALCOHOLIC BEVERAG	E CONTROL
PROTESTANT'S / COMPLAINANT'S DE	CLARATION
I, ERIC SHIFLER	, declare
under penalty of perjury.	
That I am the Protestant / Complainant herein; that I have protest/complaint and know the contents thereof; that the same is those matters which are therein stated on information and belief a them to be true.	true of my knowledge except to
EXECUTED on 10/30/15- (MONTH-DAY-YEAR)	, at
SAN FRANCISCO	, California
(Сіту)	
Et L	
Signature: \(\lambda \tau \tau \)	afler
Full Address: 1390 MARKET STI	
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A copy of your valid protest (including your name and address) will be provided to the applicant as a public record and pursuant to applicant's discovery rights.

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ABC-128 (Rev. April 2010)

Department of Alcoholic Beverage Control

PROTEST AGAINST ALCOHOLIC BEVERAGE LICENSE APPLICATION

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hereby protest the issuan	nce of a license un	der the Alcoholic	Beverage Co	ontrol Act to:		
THE BEER HALL, LL	C					•
•	-	(Nume(s) of Applicant	(s))			
for premises at:						
I POLK STREET ST						
	(Exact address of proposed	premises)			•
on the grounds that:			•			-
ssuance of alcohol license is pommunity or neighborhood.	problematic in terms of	f interference with co.	mioriable enjoy	ment of life or	property by un	entire
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ABC-510-A (07/08)

	Applicant Name: ITE BEE	R HALL, LLO
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STATE DEPARTMENT OF AL	E OF CALIFORNIA COHOLIC BEVERAGE CONTR	OL
PROTESTANT'S / CO	MPLAINANT'S DECLARA	ΓΙΟΝ
I, SUNIL MOD		, declare
under penalty of perjury.	ANAME	
That I am the Protestant / Complete protest/complaint and know the contents the those matters which are therein stated on in them to be true. EXECUTED on	ereof: that the same is true of my	nose matters I believe
SAN FRANCISCO		, California
(Сіту) Signature: Full Address:	1390 MARKET STREET AP SAN FRANCISCO, CA 9410	
Phone No. (non-public & optional):	415-506-9056	2 E 30
Notice to Protestant / Complainant:		M 132
 This verification constitutes a personal verifying the protest. 	path and must, therefore, be signed	by each individuab

A copy of your valid protest (including your name and address) will be provided to the applicant as a public record and pursuant to applicant's discovery rights.

ABC-128 (Rev. April 2010)

Department of Alcoholic Boverage Control

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- will be notified by letter regarding a hearing on your protest. You will need to attend the hearing to testify and/or

I hereby protest the issu	ance of a license	under the Alcohol	ic Beverage	Control Act to:	
THE BEER HALL, L	.LC				·
For premises at:		(Name(s) of Appli	Can(s))		•
) POLK STREET S	TREET SAN FRAN	CISCO, CA 94102-52 (Exact address of proper		-	
on the grounds that:					
The issuance of type 42 – Or sales of alcoholic beverages enjoyment of property (CA I	will adversely affect	Public Premises Lice the common good of	ense is located preserving pet	in close proximity of residence, public health, public safet	ces and additional ly, and the quiet
According to the publication "Bar/Tuvern" with entertains	I roceived from Dep ment who's hours are	t. Alcoholic Beveruge decided by the busin	: Control, the a	applicants' type of business is	noted as
The close proximity to reside	encos will adversely	affect the common go	od of quiet enj	oyment, public health, and pu	ablic safety for the
A) Create a policing problem B) Exacerbate the nuisance of crime activities, i.e., public of C) Affect public health and s	of transients, loitering Irunkenness, and litte	g, disturbance of peace or,	z, i.e., noise le	vel, offensive to the senses, ar	n increase of
B) Exacerbate the nuisance of crime activities, i.e., public of	of transients, loitering Irunkenness, and litte	g, disturbance of peace or,	z, i.e., noise le	vel, offensive to the sonses, ar	n increase of
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B) Exacerbate the muisance of crime activities, i.e., public of C) Affect public health and so Sunil Modi.	of transients, loitering Irunkenness, and litte	g, disturbance of peace or,	e, i.e., noise le		al sheotogaltached
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B) Exacerbate the muisance of crime activities, i.e., public of C) Affect public health and so a summary of the control of the	of transients, loitering frunkenness, and litte safety by increasing parties of Protestant) herein: (21 That I har whedge except as to feel to the safety of	g, disturbance of peace or, oublic defection and the versed the above professional	e, i.e., noise le	Check here if additional der penalty of perjury: the contents thereof: and (3) To do not information and belief, a	al sheotogaltached
B) Exacerbate the muisance of crime activities, i.e., public of C) Affect public health and so I. Sunil Modi I. PRI (1) That I am the protestant same is true of my own known those matters I believe to be	of transients, loitering frunkenness, and litte safety by increasing parties of Protestant) herein: (21 That I har whedge except as to feel to the safety of	g, disturbance of peace or, oublic defection and the versed the above professional	e, i.e., noise le	Check here if additional der penalty of perjury: the contents thereof: and (3) To do information and belief, a profession and belief. A 15-506-9056	hat the property of the proper
B) Exacerbate the muisance of crime activities, i.e., public of C) Affect public health and so I. Sunil Modi I. (1) That I am the protestant same is true of my own know those matters I believe to be protestant's SIGNATURE;	of transients, loitering frunkenness, and little safety by increasing properties of Protestant) herein: (21 That I have being except as to firm.	e, disturbance of peace of pea	e, i.e., noise le	Check here if additional der penalty of perjury: the contents thereof: and (3) To do not information and belief, a profession of the prof	al sheotogaltached

ABC-510-A (07/08)

	Applicant Name: _	The Beer H	lall, LLC.
	License / File No.:		
	· ·		
DATE MUST BE	RECEIVED BY:		A Hill of the second
		•	
STAT DEPARTMENT OF AL	E OF CALIFORNIA LCOHÓLIC BEVERA	GE CONTROL	
PROTESTANT'S / CO	OMPLAINANT'S D	ECLARATIO	N .
_{i,} _ William Ballantyne)		, declare
PRINT You under penalty of perjury.	R NAME		i.
protest/complaint and know the contents the those matters which are therein stated on it them to be true. EXECUTED on		and as to those	matters I believe
•	(MONI'H-DAY-YEAR)		
San Francisco (Crry)			_ , California
	•		•
Signature:	(NBallan	tor	
Full Address:	1 Polk Street Apt.	#1005	
	San Francisco, C.	4 94102	
Phone No. (non-public & optional):	276-338-8445	5	
			figh.
Notice to Protestant / Complainant:			
 This verification constitutes a personal of verifying the protest. 	path and must, therefor	e, be signed by ea	16 22 75
 A copy of your valid protest (including y public record and pursuant to applicant) 		will be provided t	
ABC-128 (Rev. April 2010)			संस् क

PROTEST AGAINST ALCOHOLIC BEVERAGE LICENSE APPLICATION

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I hereby protest the issuance of a license unde	er the Alcoholic Beverage	Control Act to:
The Beer Hall, LLC.		
	(Name(s) of Applicant(s))	
For premises at:		
1 Polk Street San Francisco, CA 94102-5203		
(Ex	(BCI address of proposed premises)	
on the grounds that:		
Issuance of alcoholic license would result in or add to	an undue concentration of licens	ses.
This neighborhood is saturated with array of retail alco wine/beer bar, and full bar. There is no question that the in this neighborhood. There are no positive attributes in worsen the elfort in preserving peace, public health, an	ie excessive accessibility and co n licensing additional alcohol es	nvenient for alcoholic boverages are prevalent
Revitalizing /redeveloping the neighborhood should no	ot constitute in additional sales o	Talcohol.
		2-
		RECEI V 13
		Check here if additional shoets attached
, William Ballantyne	dealare und	er penalty of perjury: ξ
PRINT (Name of Protestant)	, occide and	or portary or porjary.
(1) That I am the protestant herein: (2) That I have reasume is true of my own knowledge except as to those those matters I believe to be true.	d the above protest and know th matters which are therein stated	e contents thereof; and (3) That the on information and bulief, and as to
PROTESTANTS SIGNATURE 1 TO Monty SIGNED AT (City and signa)		PHOTESTANTS YELEPHONE NUMBER (Optional) 2-0-6-32-6-833-5 IDATE SIGNED
		11/10/2013
San Francisco, California		
Sun Francisco, California PHOTESTANTS ADDRESS (Street number and name, city, state, 219 code)	· · · · · · · · · · · · · · · · · · ·	11/1/10/20

ABC-510-A (07/08)

4	Applicant Name: THE BEER H	ALL, LLU
	License / File No.:	· · · · · · · · · · · · · · · · · · ·
DATE MUST BE	RECEIVED BY:	
	E OF CALIFORNIA COHOLIC BEVERAGE CONTROL	
PROTESTANT'S / CO	OMPLAINANT'S DECLARATION	
, RONALD M		, declare
PRINT You under penalty of perjury.	RNAME	
protest/complaint and know the contents the those matters which are therein stated on in them to be true.		edge except to
EXECUTED on	11-13.12	, at
SAN FRANCISCO	(MONTH-DAY-YEAR)	California
(City)		
Signature:	Rosald Move	
Full Address:	1390 MARKET STREET APT. #16	20
	SAN FRANCISCO, CA 94102	
Phone No. (non-public & optional):	415-864-7831	

Notice to Protestant / Complainant:

- This verification constitutes a personal oath and must, therefore, be signed by each individual verifying the protest.
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 public record and pursuant to applicant's discovery rights.

ABC-128 (Rev. April 2010)

NOW 1 3 2012

¥0G-54-5000 18:30

Department of Alcoholic Beverage Control

PROTEST AGAINST ALCOHOLIC BEVERAGE LICENSE APPLICATION

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I hereby protest the issuance of a license un	nder the Alcoholic Beverage Control Act to:
The Beer Hall, LLC.	
	(Name(s) of Applicant(s))
For premises at:	
1 Polk Street San Francisco, CA 94102	
	(Exact addrass of proposed premises)
on the grounds that:	
Issuance of additional Alcohol license would create	e more nuisances for the neighborhood.
I am a resident of 1390 Market Street Apt. #1620 linuisances. I want the opportunity to enjoy my retire and vomit), harassments of drunken passabyer, and	or over 15+ years and have experienced the neighborhood's lair share of ement years in peace without the nuisance of dirty streets (from foul odor of urine distering of patrons in front of Bar/Tavern.
	RECEIVED
	NOV 1 3 2012
	The control of the Covers of Control
	Check here if additional sheets attached
, Ronald Moore	. declare under penalty of perjury:
PRINT (Name of Protestant)	A A A A A A A A A A A A A A A A A A A
(1) That I am the protestant herein; (2) That I have same is true of my own knowledge except as to the those matters I believe to be true.	e read the above protest and know the contents thereof; and (3) That the nose matters which are therein stated on information and belief, and as to
PROTESTANTS SIGNATURE RAPIDLE	115-864-7831 LEATE DIGNED
Sun Francisco, California	11/13/12
PROTESTANT'S ADDRESS (Street notition and name, city, clair, and codd) 1390 Market Street Apt #1620 Sun Francisco, CA	

ABC-510-A (07/08)

	Applicant Name: ITE DEER HALL, LLC
	License / File No.:
	With the second
DATE MUST BE	RECEIVED BY:
-	
OTAT	E OF CALLEONAVA
	E OF CALIFORNIA LCOHOLIC BEVERAGE CONTROL
PROTESTANT'S / CO	OMPLAINANT'S DECLARATION
, PETER KARI	L SCHULLER declare
PRINT Your penalty of perjury.	RNAME
rotest/complaint and know the contents the	ainant herein; that I have read my previously-submitted ereof; that the same is true of my knowledge except to nformation and belief and as to those matters I believe
EXECUTED on	11-12-2012 , at
	(MONTH-DAY-YEAR)
SAN FRANCISCO	, California
(CITY)	
Signature:	Ada ala
Full Address:	1390 MARKET STREET APT. # 2212
, all , tagless.	SAN FRANCISCO, CA 94102
Phone No. (non-public & optional):	415-935-0137
otice to Protestant / Complainant:	
This verification constitutes a personal or verifying the protest.	ath and must, therefore, be signed by each individual
 A copy of your valid protest (including yo 	our name and address) will be provided to the applicant as a
public record and pursuant to applicant's	Response Republic
BC-128 (Rev. April 2010)	₩3# 3 9 29#2

415 356 6699 P.025

Department of Alcoholic Beverage Control

PROTEST AGAINST ALCOHOLIC BEVERAGE LICENSE APPLICATION

- •Please refer to Form ABC-510, Instructions for Protesting an Alcoholic Beverage License Application, before completing and submitting your protest. The ABC-510 can be found at www.abc.ca.gov.
- •Please print legibly or type. Incomplete and/or illegible information will cause the protest to be rejected.
- You will be notified by letter regarding a hearing on your protest. You will need to attend the hearing to testify and/or present evidence to support your protest.

 A copy of your valid protest, including your name and a right of discovery for a protest hearing. 	address, will be provided to the applicant as a public record and
I hereby protest the issuance of a license under the	Alcoholic Beverage Control Act to:
THE BEER HALL, LLC	
	me(a) of Applicant(a))
For premises at:	
1 POLK STREET STREET SAN FRANCISCO, CA	A 94102-5203
(Exact add	dreas of proposed premises)
	•
on the grounds that:	
Licensing the premises would expectbate public nuisance (C	CA Penal Code § 370) and or adversely affect public health, which are
contrary to revitalizing the neighborhood.	
a 'c ' Lowing Amehal burnerments from intoxicated pair	nave seen its fair share of public nuisance of defection, urination, ons /people, and other crime activities. The issuance of alcoholic license ation, urination, and littering) and public nuisance (loitering, physical
	RECEIVED
	NCV 1 3 7817
	Court of the Control Control
	Check here if additional sheets attached
I, PETER KARL SCHULLER	, declare under penalty of perjury:
PRINT (Numer of Protestant) (1) That I am the protestant herein; (2) That I have read the same is true of my own knowledge except as to those matter those protects I believe to be true. PROTESTATION SIGNATURE SON FRANCISCO, CALIFORNIA PROTESTANT'S ADDRESS (Sivel number and name, city, state, 7th code) 1390 MARKET STREET APT, #2212 SAN FRANCISCO	above protest and know the contents thereof; and (3) That the easy which are therein stated on information and belief, and as to PROTESTANTS TELEPHONE NUMBER (Optional)

ABC-510-A (07/08)

	Applicant Name:	THE REEK !	1ALL
	License / File No.:		
DATE MUST BE	RECEIVED BY:		
	÷		
STATE DEPARTMENT OF AL	E OF CALIFORNIA COHOLIC BEVER		• .
PROTESTANT'S / CO	MPLAINANT'S	DECLARATION	
James A. Roth			, declare
PRINT YOUR under penalty of perjury.	NAME	· · · · · · · · · · · · · · · · · · ·	
ander penalty of penjuly.			•
That I am the Protestant / Comple protest/complaint and know the contents the those matters which are therein stated on in them to be true.	ereof; that the sam	e is true of my know	ledge except to
EXECUTED on/	0/25/201	2	, at
	(MONTH-DAY-YEA	R)	
San Francisco	·		California
(Ciry)			
			7
Signature:	(James)	6 Koth	,
Full Address:	55/Polk Street A	pt. 207	
	San Francisco,	CA 94102	
Phone No. (non-public & optional):	415-255-82	65	-

Notice to Protestant / Complainant:

- This verification constitutes a personal oath and must, therefore, be signed by each individual verifying the protest.
- A copy of your valid protest (including your name and address) will be provided to the applicant as a
 public record and pursuant to applicant's discovery rights.

ABC-128 (Rov. April 2010)

NOV 1 3 2012

Department of Alcoholic Beverage Control

PROTEST AGAINST ALCOHOLIC BEVERAGE LICENSE APPLICATION

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- ·You will be notified by letter regarding a hearing on your protest. You will need to attend the hearing to testify and/or present evidence to support your protest.
- A copy of your valid protest, including your name and address, will be provided to the applicant as a public record and a right of discovery for a protest hearing.

I hereby protest the	issuance of a	license under th	ıc Alcoholic	Beverage (Control Act to:

THE BEER HALL, LLC.

(Name(s) of Applicant(s))

For premises at:

1 POLK STREET SAN FRANCISCO, CA 94102

(Exact address of proposed premisos)

on the grounds that:

Issuance of alcoholic license to this premise would increase public nuisance within the immediate neighborhood. Please note that the applicant type of business is a Bar/Tavern that is directly located next to two massage purlor establishments and those two combinations equates to deterioration of the neighborhood. As a nearby residence, I would like to preserve the neighborhood from additional public nuisance that are offensive to the senses such as increase of crime activities, loitering, and foul odor from unsanitize defecution.

> NOV 1 3 2012 trelly to groundly programs Courty

> > Check here it additional sheets attached

JAMES A. ROTH

, declare under penalty of perjury:

PRINT (Name of Prolestant)

(1) That I am the protestant herein; (2) That I have read the above protest and know the contents thereof; and (3) That the same is true of my own knowledge except as to those matters which are therein stated on information and belief, and as to those matters I believe to be true.

ICHED AT (Cily and state) SAN FRANCISCO, CALIFORNIA

PHOTESTANT'S ADDRESS (Street number and nemn, city, state, alp code)

55 POLK STREET APR. #207 SAN FRANCISCO, CA 94102

ΛBC-510-Λ (07/08)

	Applicant Name:	Tue Reet	
	License / File No.:		
DATE MUST BE	RECEIVED BY:		
	, · · ·		
STATI DEPARTMENT OF AL	E OF CALIFORNIA COHOLIC BEVERA	GE CONTROL	
PROTESTANT'S / CO	MPLAINANT'S I	DECLARATIO	N
ı, Scott Allen			, declare
under penalty of perjury.	R NAME		·
That I am the Protestant / Complete protest/complaint and know the contents the those matters which are therein stated on in them to be true.	ereof; that the same	is true of my kno	wledge except to
EXECUTED on	11-12-7	2012	, at
San Francisco	(MONTH-DAY-YEAR)	•	
			, California
(CITY) Signature:	Scott (1 llon	, California
(CITY)	1412 Market Stre San Francisco, C		, California
(CITY) Signature:			, California
(CITY) Signature: Full Address:			, California

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ABC-128 (Rev. April 2010)

6699 998 917

NOV 13797

PROTEST AGAINST ALCOHOLIC BEVERAGE LICENSE APPLICATION

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I hereby prote	st the issuance of a license	under the Alco	oholic Bev	erage Co	ntrol Act to:		
The Beer Ha	ill, LLC.						
	·· · · · · · · · · · · · · · · · · ·	(Name(s) of	(2)) Applicant				
For premises a	at:						
1 Polk Street	t San Francisco, CA 94102						
		(Exact address of	proposed premis	62)			· · · · · · · · · · · · · · · · · · ·
						•	
on the ground:	s that:						
t. 4, Cal. Code I ontrolling and II leohol establish	nal sales of alcoholic beverages and sales of alcoholic hubiting public number and constitute and constitute within their neighborhood that include, but limited to noise	isances. The need venient of alcohol . In addition to the	d for protections and for the desired the contract of the cont	ng and nur nus. Stude entration o	turing responsible nts have the rights f alcohol establish	dormitory living not to be bombe ments, there are	g means ard by
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						4.	
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Scott Alien			doálos	a emadar r	enalty of perjui	en er	
Scott After	· PRINT (Name of Protestant)	· · · · · · · · · · · · · · · · · · ·	, ucciai	e miner t	cualty of perjui	ıy.	
same is true of m hose matters I be corestant's signatu sned at (Cily and state)	cell (IUI)	e read the above pose matters whic	protest and ki	now the co	nformation and be	(3) That the lief, and as to EPHONE NUMBER (or	ouonáis ————————————————————————————————————
an Francisco, Ca			•		11/19	2/12	
	5 (Street number and name, city, atala, zip code)					1	
412 Market Stre	ct #233 San Francisco, CA 9410	2			20 4 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5		
3C-510-A (07/08)							
, <i>y</i>				V_i	7/ 7/3/2012		

980.4 6699 938 91₱

	Applicant Name:	THE BEEK	HALL
	License / File No.:		
DATE MUST BI	ERECEIVED BY:		·
STAT DEPARTMENT OF A	E OF CALIFORNIA LCOHOLIC BEVER	AGE CONTROL	
PROTESTANT'S / C	OMPLAINANT'S	DECLARATION	
I, TSAAN LUM			, declare
PRINT YOU under penalty of perjury.	IR NAME		., ,
That I am the Protestant / Comp protest/complaint and know the contents the those matters which are therein stated on them to be true.	ereof: that the same	e is true of my know	ledge except to
EXECUTED on	11-6-12		, at
SAN FRANCISCO	(MONTH-DAY-YEAR		California
(CITY) Signature:	Molt		
Full Address:	1414 MARKET S	TREET	
	SAN FRANCISC		,
Phone No. (non-public & optional):	415-699-894	8	-

Notice to Protestant / Complainant:

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- A copy of your valid protest (including your name and address) will be provided to the applicant as a
 public record and pursuant to applicant's discovery rights.

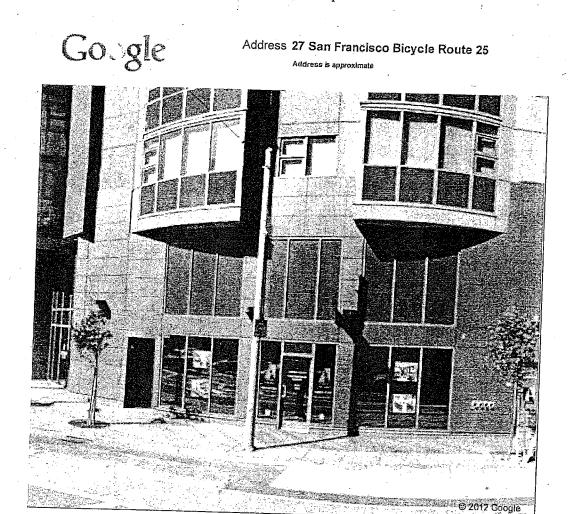
ABC-128 (Rev. April 2010)

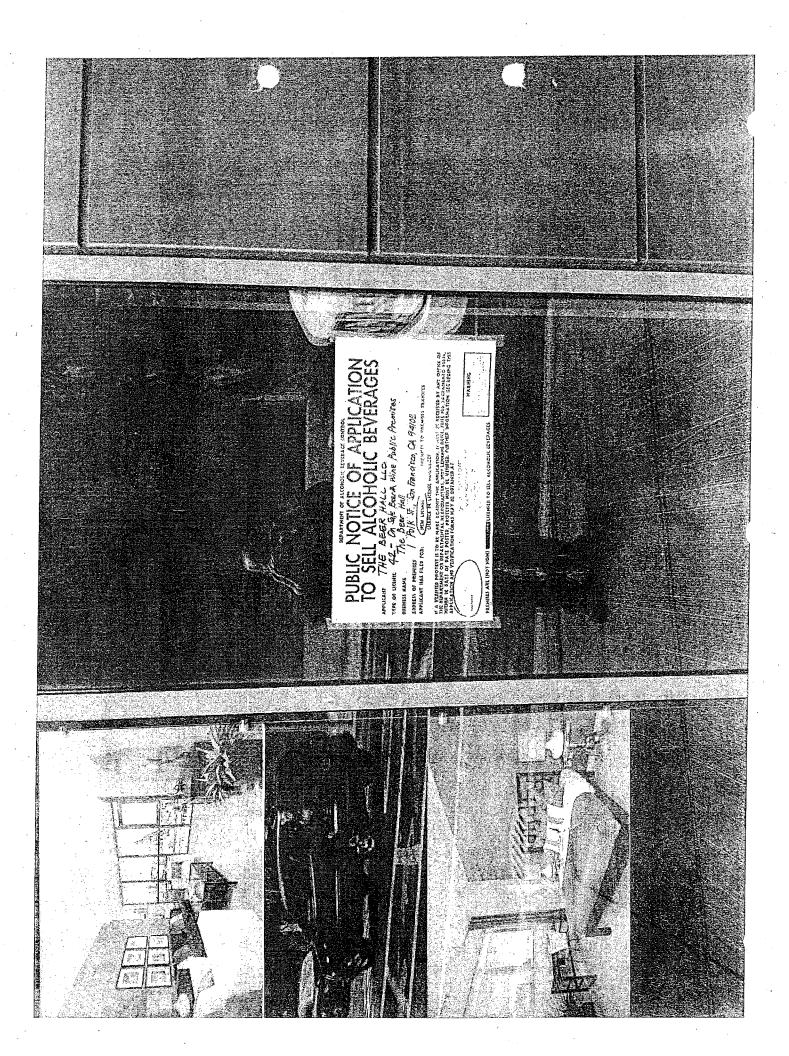
Mar 1.5 300

PROTEST AGAINST ALCOHOLIC BEVERAGE LICENSE APPLICATION

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For premises at:		(Name(s) of Applicant(s))			
I POLK STREE	I SAN FRANC	CISCO, CA 94102				
. ···			ddress of proposed premise	a)		· · · · · · · · · · · · · · · · · · ·
		, se				,
on the grounds tha	it:					
Issuance of alcohol lic incidents and /or servi	ce cans in comp	anson to the nine of	iors stations. Please se	c attached Com	npStat.	
It is in the best interest peace that this neighbor	t of the neighbor or has is not in th	thood that every efforce best interest for re	rt is taken to minimize sidents and business o	incidents and/ wners alike.	or service calls.	Risking the minim
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				Пон	nock here if addition	nal shoots attached
TSAAN LUM				•		The product discussion
,	PRINT (Name of	B21-16-11	, declare	under penalt	y of perjury:	
(1) That I am the prote same is true of my own those matters I believe ROTESTANT'S SIGNATURE	stant herein; (2) n knowledge exc	That I have read the	above protest and kno is which are therein st	ated on informa	ation and belief,	and as to
	Aboller 5				otestants telepho 15-699-8948	NE NUMBER (Optional)
GNED AT (City and state) 7 SAN FRANCISCO, C				TÁCI	E SIGNED	- 12
ROTESTANTS ADDRESS (SVEET 1414 MARKET STRI				RECEIVE		
		- aramana				
BC-510-A (07/08)	, •	•		MCA 13	201%	





PCN Request

Attn: Derek Evans Clerk of the Board SF Board of Supervisors 1 Dr. Carlton B. Goodlett Place, Room 244 San Francisco, CA 94102 October 30, 2012

Hi Derek,

The Beer Hall is a craft beer & wine bar and retail shop in The Argenta at 1 Polk St. Our business was born out of our passion for craft beer and our desire to share this passion with others. The Beer Hall aims to create an inviting atmosphere for local residents and workers to unwind, engage in conversation and discover new beers. In addition to our curated selection of craft beer & wine, we will also offer select lunch items and small bites in the evening.

We are excited to be a part of the Mid-Market revitalization. We are a small business that is activating what has been a vacant corridor for the past 60 years. Large businesses are starting to move into the area adding thousands of new workers (i.e., Twitter, One Kings Lane, Dolby, Square), massive residential projects already exist with even more being planned (Fox Plaza, Argenta, AAA bldg. renovation, 10th & market) and there is a lack of service oriented small businesses in the area to support this growing population. We are providing a public convenience and necessity as a gathering space for the growing number of residents and workers in this new up-and-coming neighborhood.

We have reached out to Supervisor Jane Kim, the Civic Center Community Benefit District, SOMBA, and the local residents. All have given us positive feedback and are excited for us to join the community (please see attached letter from the CCCBD). We hope you are excited for us to join the neighborhood as well!

Sincerely,

Andrew & Jennifer Hall

4 Janifer

Owners of The Beer Hall

415.509.5282

The Beer Hall 1 Polk Street, SF 94102 Mailing Address:

523 14th Ave, SF 94118

License: 42

Hours of Operation: Daily 11am-midnight

171083



Board of Directors

Chair Bill Whitfield Shorenstein Realty Services

Vice Chair Anthony Boas San Francisco Honda

Treasurer

John Updike

San Francisco Real Estate

Secretary
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Dariush KayhanDepartment of Public Works

Nan Keeton San Francisco Symphony

Roberto Lombardi San Francisco Public Library

James McCrea State of California

Janan New San Francisco Apartment Association

Sam Smith San Francisco Conservatory of Music

Patricia Unterman Hayes Street Grill

Tim Vrabel Emerald Fund

Past Chair **David Harrison** Patson Companies

Donald W. Savoie Executive Director

234 Van Ness Avenue Suite 1 San Francisco, CA 94102 P: (415) 626-1819 F: (415) 626-4029 info@sfciviccenter.org www.sfciviccenter.org October 29, 2012

Jennifer and Andrew Hall **The Beer Hall** 1 Polk Street San Francisco, CA 94102

Dear Jennifer and Andrew:

On behalf of the Civic Center Community Benefit District (CBD), I want to welcome you and the Beer Hall to the neighborhood. I am excited that you will be opening what I know will be a very popular beer and wine bar at 1 Polk Street.

The goal of the CBD is to improve coordination and communication around the management, image, safety, beautification and cleanliness of the greater Civic Center area for the benefit of patrons, residents, employees, merchants, property owners and other visitors within the district.

Activating the ground floor of residential or office towers creates multiple benefits to the neighborhood. Your establishment will be a wonderful addition to the area for residents and area workers.

Congratulations and good luck.

Donald W. Savoie, Executive Director
Civic Center Community Benefit District

INFORMATION AND INSTRUCTIONS -

TECTION 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 BY	ABC				
1. APPLICANT'S NAME	1411111	71			
PEE	Mall LLC	/he			
2. PREMISES ADDRESS (Street number and name	City, zip code) an Franc	isco CA G	MIDA	3. LICENSE TYPE	
4. TYPE OF BUSINESS	1., 0011 10010	13W, 94	77 00	42	
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	ſ	Fraternal Club	
Bed & Breakfast:	Theater	Tavern: Beer & Wine	Ī	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:					
i. COUNTY POPULATION	6. TOTAL NUMBER OF LICENSES IN	COUNTY	7. RATIO OF LICENS	SES TO POPULATION IN COUNT	Υ
0/2,820	284	uon-Sale Off-Sale		On-Sale	Off-Sale
SUS TRAC/T NUMBER	9. NO. OF LICENSES ALLOWED IN C		10. NO. OF LICENSE	S EXISTING IN CENSUS TRACT	
1 IS THE ABOVE CENEUS TRACT OVERCONCEN	TRATED WITH LICENSERO (On-Sale Off-Sale	24	On-Sale	Off-Sale
1. IS THE ABOVE CENSUS TRACT OVERCONCENTY Yes, the number of existing licenses of the content o	exceeds the number allowed	ratio of licenses to population in the	census tract exceed the	ratio of licenses to population for	the entire county?)
No, the number of existing licenses is				ver/caylon	
2. DOES LAW ENFORCEMENT AGENCY MAINTAIN					
Yes (Go to Item #13)	No (Go to Item #20)				
3. CRIME REPORTING DISTRICT NUMBER	14. TOTAL NUMBER OF REPORTING	DISTRICTS	15. TOTAL NUMBER	OF OFFENSES IN ALL REPORTI	NG DISTRICTS
SQU E AVERAGE NO OF SEFENDED DEPONDED	(0)	<u> </u>	117	,511	
3. AVERAGE NO. OF OFFENSES PER DISTRICT	17. 120% OF AVERAGE NUMBER OF	OFFENSES	18. TOTAL NUMBER	of offenses in Reporting D	DISTRICT
3. IS THE PREMISES LOCATED IN A HIGH CRIME R	REPORTING DISTRICT? (i.e., has a 20% of	realer number of reported crimes th	an the average number of	d /	
reporting districts within the jurisdiction of the local is	aw euloicement agency)		•	reported crimes as determined in	on all crime
Yes, the total number of offenses in the			n #17		•
No, the total number of offenses in the		e total number in item #17			
). CHECK THE BOX THAT APPLIES (check only one		Den de e e e e e e e e e e e e e e e e e			
a. If "No" is checked in both item #11 on this issue. Advise the applicant to	bring this completed form to AB(S&P does not apply to this a when filing the application	application, and no i.	additional information will	be needed
h If "Yes" is checked in either item #	11 oritem #10, and the applicant	in combine for a second			
b. If "Yes" is checked in either item # retail license issued for a hotel, motel	or other lodging establishment as	s defined in Section 25503 :	16(b) B&P or a ret:	ail licence icqued in conju	ofion with a
beer manufacturer's license, or winegr application or as soon as possible the	owers license, advise the applic	ant to complete Section 2 a	nd bring the compl	eted form to ABC when fil	ing the
application of as soon as possible the	callel.	•			
c. If "Yes" is checked in either item #1	1 or item #19 and the applicant	is applying for an off sale b	nor and wine licens		
sale beer license, an on-sale beer and	wine (public premises) license, d	or an on-sale general (publi	c premises) license	advice the annicant to t	also thin forms
the local governing body, or its designation order to process the application	anatea subordinate officer or boo	ly to have them complete S	ection 3. The com	pleted form will need to be	provided to
2 2.22. to process the application	(PAUX))	
Governing Body/Designated Subordina	te Name:	and ot sup	repvisors		
OR DEPARTMENT USE ONLY					
EPARED BY (Name of Department Employee)	19/11/	12			
3C-245 (rev. 01-11)		K	·		

LIQUOR LICENSE REVIEW

TO:	Planning De AnMarie Ro Georgia Pov Fax No.: 55	dgers/CTYP vell/CTYPLN	LN/SFGOV I/SFGOV@SFGO	File: 121083 V
TO:	Police Depa Inspector Ke Fax No.: 55	enneth Stock	er	
DATE:	November 5	, 2012		
PLEASE E	MAIL YOUR R Operations and	ESPONSE I I Neighborho	e heard in four to s BY: December 20 ood Services Com v.org - Fax No: 5), 2012, to Derek Evans, mittee.
Applicant N and Busine			d Jennifer Hall Iall (1 Polk Street)	
Applicant A		523 14 th Av San Franci (415) 509-5	sco, CA 94118	
PLANNII	NG COMM	ENTS:	☐ Approval	☐ Denial
POLICE	COMMEN	TS:	☐ Approval	☐ Denial