

File No. 130134

Committee Item No. 1

Board Item No. 12

COMMITTEE/BOARD OF SUPERVISORS

AGENDA PACKET CONTENTS LIST

Committee: Neighborhood Services and Safety Date 4/18/13

Board of Supervisors Meeting Date 4/23/13

Cmte Board

- Motion
- Resolution
- Ordinance
- Legislative Digest
- Budget and Legislative Analyst Report
- Legislative Analyst Report
- Youth Commission Report
- Introduction Form (for hearings)
- Department/Agency Cover Letter and/or Report
- MOU
- Grant Information Form
- Grant Budget
- Subcontract Budget
- Contract/Agreement
- Form 126 – Ethics Commission
- Award Letter
- Application
- Public Correspondence

OTHER (Use back side if additional space is needed)

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Completed by: Derek Evans Date 4/15/13

Completed by: Derek Evans Date 4/20/13

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

1 [Liquor License - 2379 Chestnut Street]

2
3 **Resolution determining that the issuance of Type 42 on-sale beer and wine**
4 **license to Ferris Ferdon for Ferdon Olive Oil, Inc., dba We Olive, located at 2379**
5 **Chestnut Street (District 2), will serve the public convenience or necessity of the**
6 **City and County of San Francisco, in accordance with California Business and**
7 **Professions Code, Section 23958.4, and recommending that the California**
8 **Department of Alcoholic Beverage Control impose conditions on the issuance of**
9 **the license.**

10
11 WHEREAS, Ferris Ferdon is seeking the issuance of a Type 42 on-sale beer and
12 wine license for Ferdon Olive Oil, Inc., dba We Olive, located at 2379 Chestnut Street;
13 and,

14 WHEREAS, The Planning Department has verified that the area is properly
15 zoned and recommends approval; and,

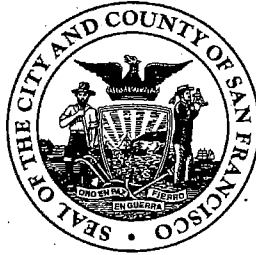
16 WHEREAS, The Police Department has filed two protests with the Department of
17 Alcoholic Beverage Control under California Business and Professions Code, Section
18 24013, and recommends that the Department of Alcoholic Beverage Control issue the
19 liquor license with conditions; and

20 WHEREAS, The conditions recommended by the Police Department are the
21 following: 1) Sales, service and consumption of alcoholic beverages shall be permitted
22 between the hours of 10:00 am and 9:00 pm daily; 2) The sale of alcoholic beverages
23 for off-sale consumption is strictly prohibited; and 3) The petitioner(s) shall be
24 responsible for maintaining free of litter the area adjacent to the premises over which
25 they have control; now, therefore, be it

1 RESOLVED, That in accordance with California Business and Professions Code,
2 Section 23958.4, the Board of Supervisors of the City and County of San Francisco
3 hereby determines that the issuance of a Type 42 on-sale beer and wine license to
4 Ferris Ferdon for Ferdon Olive Oil, Inc., dba We Olive, located at 2379 Chestnut Street,
5 will serve the public convenience or necessity of the City and County of San Francisco;
6 and, be it

7 FURTHER RESOLVED, That the Board of Supervisors of the City and County of
8 San Francisco hereby endorses and adopts the recommendations of the Police
9 Department listed above, and recommends that the Department of Alcoholic Beverage
10 Control issue the license with those conditions.

BOARD of SUPERVISORS



City Hall
Dr. Carlton B. Goodlett Place, Room 244
San Francisco 94102-4689
Tel. No. 554-5184
Fax No. 554-5163
TDD/TTY No. 554-5227

MEMORANDUM

NEIGHBORHOOD SERVICES & SAFETY COMMITTEE

SAN FRANCISCO BOARD OF SUPERVISORS

TO: Supervisor David Campos, Chair
Neighborhood Services & Safety Committee

FROM: Derek Evans, Assistant Committee Clerk

DATE: April 18, 2013

SUBJECT: **COMMITTEE REPORT, BOARD MEETING**
Tuesday, April 23, 2013

The following file should be presented as a **COMMITTEE REPORT** at the Board meeting, Tuesday, April 23, 2013. This item was acted upon at the Committee Meeting on Thursday, April 18, 2013, at 10:00 a.m., by the votes indicated.

Item No. 1 File No. 130134

Resolution determining that the issuance of Type 42 on-sale beer and wine license to Ferris Ferdon for Ferdon Olive Oil, Inc., dba We Olive, located at 2379 Chestnut Street (District 2), will serve the public convenience or necessity of the City and County of San Francisco, in accordance with California Business and Professions Code, Section 23958.4, and recommending that the California Department of Alcoholic Beverage Control impose conditions on the issuance of the license.

RECOMMENDED AS A COMMITTEE REPORT

Vote: Supervisor David Campos - Aye
Supervisor Eric Mar - Excused
Supervisor Norman Yee - Aye

Cc: Board of Supervisors
Angela Calvillo, Clerk of the Board
Rick Caldeira, Deputy Legislative Clerk
Jon Givner, Deputy City Attorney



San Francisco Police Department
ABC Liaison Unit



Alcoholic Beverage License -
Public Convenience or Necessity
Recommendation

To: The San Francisco Board of Supervisors' Committee on City Operations & Neighborhood Services

Supervisor David Campos
Supervisor Eric Mar
Supervisor Norman Yee

From: Inspector Joseph Fong
ABC Liaison Unit (ALU) 553-1049

Date: April 11, 2013

Subject: P.C.N. Investigation Regarding:
DBA: We Olive
2379 Chestnut Street
San Francisco, CA 94123-2609
(415) 673-3669

Ferris Ferdon on behalf of Ferdon Olive Oil Inc., has filed an application with the California Department of Alcoholic Beverage Control (ABC) seeking to a Type 42 (On-Sale Beer and Wine) license for 2379 Chestnut Street (located on the south side of Chestnut Street cross of Divisadero Street).

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 December 2011 to December 2012

1

Police Reports: From December 2011 to December 2012

None

Notifications

Notification date for the 500' mailer was on January 28, 2013.

The Notice to the Public was posted on January 29, 2013.

San Francisco Plot Information:

This premises is located in Plot 507.

The High Crime area is defined as 86 or more police reports in a plot.

This plot had 185 police reports recorded for 2012.

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

State Census Tract Information:

This premises is located in Census Tract 128.00

Population for this tract is: 4,106.

On-sale license authorized by census tract: 14.
Active on-sale licenses: 60.

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:

2 letters of protests are recorded with the California Department of Alcoholic Beverage Control, (ABC).

Letters of Support:

No record with the California Department of Alcoholic Beverage Control, (ABC).

Departmental Recommendation:

No opposition from Mission Police Station if the applicant agrees to the recommended conditions.

ALU recommends: Approval with the below conditions.

1. Sales, service and consumption of alcoholic beverages shall be permitted between the hours of 10:00 am and 9:00 pm daily.

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.

Thank you,




**California Department of Alcoholic
Beverage Control**
*License Query System Summary
as of 1/28/2013*


License Information
License Number: 529255
Primary Owner: FERDON OLIVE OIL, INC.
ABC Office of Application: 24 - SAN FRANCISCO
Business Name
Doing Business As: WE OLIVE
Business Address
Address: 2379 CHESTNUT ST. Census Tract: 0128.00
City: SAN FRANCISCO County: SAN FRANCISCO
State: CA Zip Code: 94123
Licensee Information
Licensee: FERDON OLIVE OIL, INC.
Company Information
Officer: FERDON, JACOB FERRIS III (DIRECTOR)
Officer: FERDON, JACOB FERRIS III (PRESIDENT/SECRETARY)
Officer: FERDON, JACOB FERRIS III (VICE PRESIDENT/TREASURER)
Stock Holder: FERDON, JACOB FERRIS III
License Types
1) License Type: 42 - ON-SALE BEER AND WINE - PUBLIC PREMISES
License Type Status: PENDING
Status Date: 16-JAN-2013 Term: 12 Month(s)
Original Issue Date: Expiration Date:
Master: Y Duplicate: 0 Fee Code: P40
License Type was Transferred On: FROM:
Current Disciplinary Action
<i>... No Active Disciplinary Action found ...</i>
Disciplinary History
<i>... No Disciplinary History found ...</i>
Hold Information
Hold Date: 16-JAN-2013 Type: FORM 220
Escrow
<i>... No Escrow found ...</i>

--- End of Report ---

For a definition of codes, view our [glossary](#).

Call No	Agency	Call Type	Disposition
Report No	Jurisdiction	Dispatch Area	# Prior Calls
Unit ID	Origin	Dept ID	Priority
Rep Area	Area	Sector	
Location 2379 CHESTNUT			Range
Apartment	City		
Entry Oper	Dispatch Oper		
From Date 12/01/2011	To Date 06/01/2012	From Time	To Time
Comments			
 Search			

No hits found

export To  **New!**

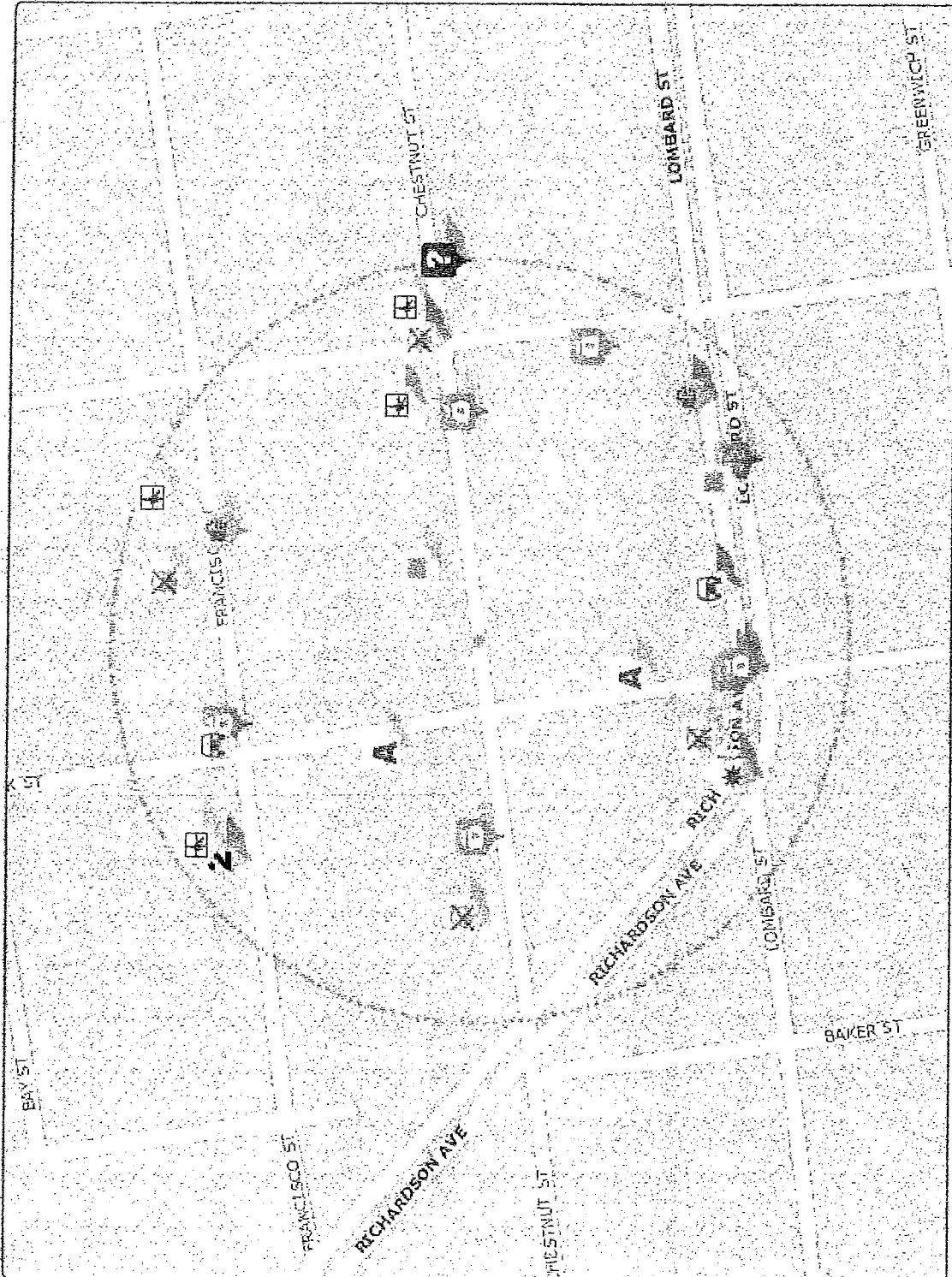
Records **1** through **1** of **1**

Call No	Report No	Received Date	Received Time	Priority	Call Type	Unit ID	Disposition	Location
122162977		08/03/2012	19:27:09	B	100A	3E15D	PAS	2379 CHESTNUT ST

End of document

2379 Chestnut St

Map Legend	
	Incidents (84)
	Larceny/Theft (14)
	Other Offenses (14)
	Assault (11)
	Non-Criminal (10)
	Burglary (8)
	Warrants (6)
	Vehicle Theft (4)
	Suspicious Occurrence (1)
	Fraud (2)
	Warrants (2)
	Vandalism (2)
	Secondary Codes (2)
	D.U.I. (1)
	Trespassing (1)
	Robbery (1)
	Forgery/Counterfeiting (1)
	Embezzlement (1)

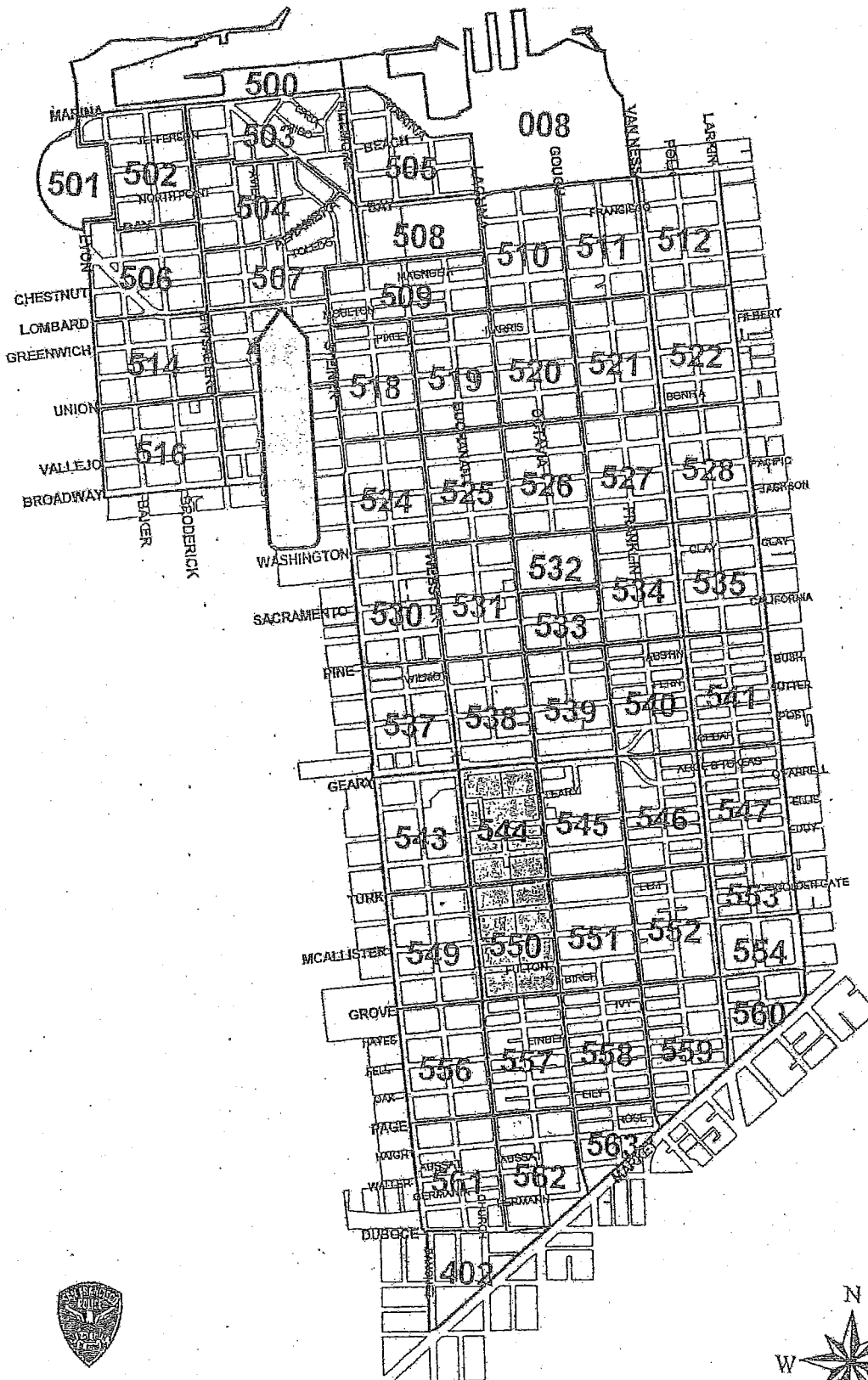


All representations on this map are distributed and transmitted "AS IS" without warranties of any kind, either expressed or implied including without limitation, warranties of title or implied warranties of merchantability or fitness for a particular purpose. In no event shall San Francisco Police Department 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.

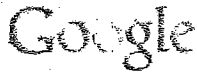
WARNING: This map does not meet the national map accuracy standards.

NORTHERN DISTRICT

Major Streets & Reporting Plots


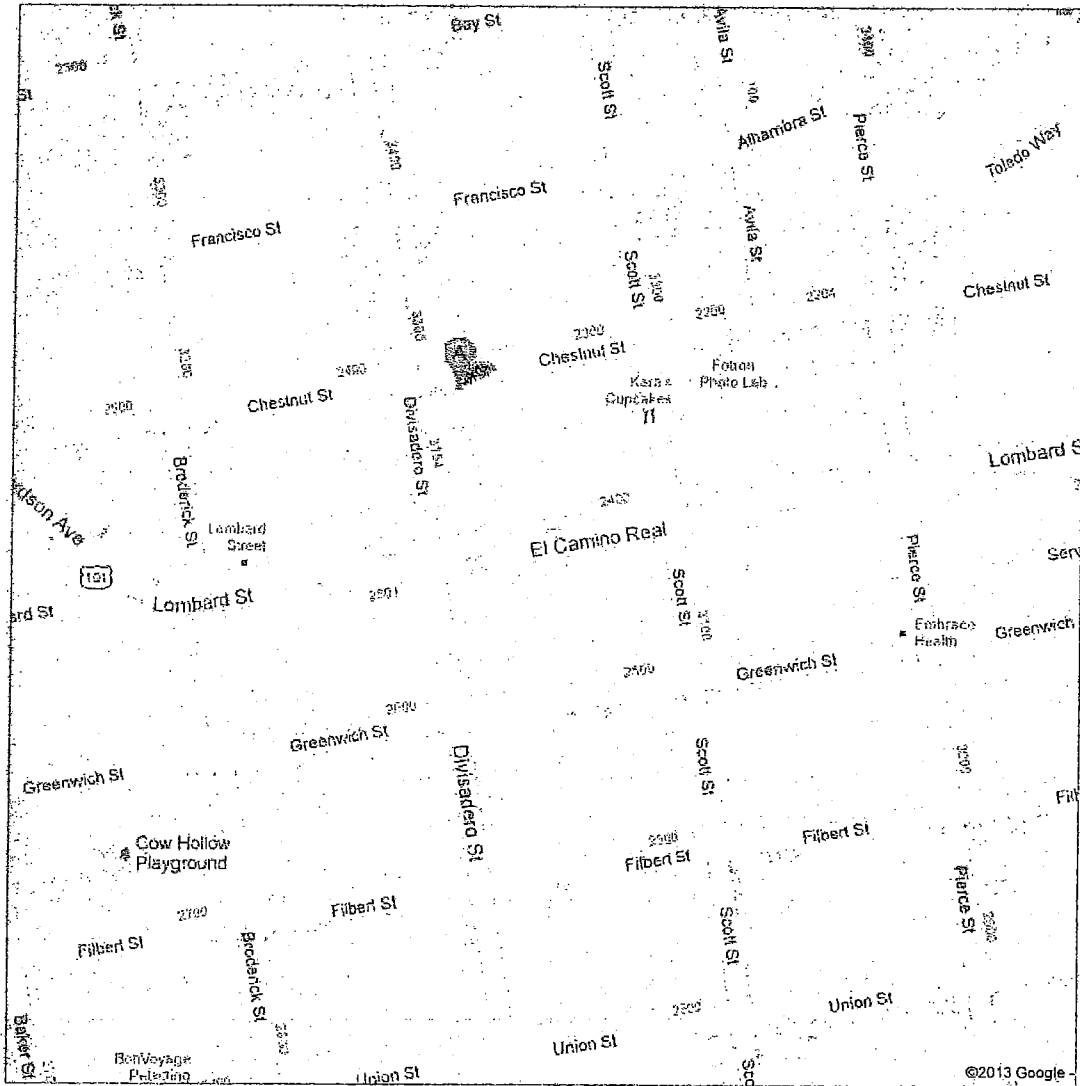


San Francisco Police Department
September 2002



Address 2379 Chestnut St
San Francisco, CA 94123

Get Google Maps on your phone
Text the word "GMAPS" to 466453

LIQUOR LICENSE REVIEW

TO: Planning Department
AnMarie Rodgers/CTYPLN/SFGOV
Georgia Powell/CTYPLN/SFGOV@SFGOV
Fax No.: 558-6409

File: 130134

Block/lot: 0936/018C

Zoning: NC-2

Quad: NW

map # 1300214

TO: Police Department
Inspector Nelly Gordon
Inspector Joseph Fong
Fax No.: 553-1463

Chestnut Street Financial
Services Restricted
Special Use District

DATE: February 25, 2013

This item is tentatively scheduled to be heard in four to six weeks.

PLEASE EMAIL YOUR RESPONSE BY: April 8, 2013, to Derek Evans, Clerk,
City Operations and Neighborhood Services Committee.

Derek.Evans@sfgov.org - Fax No: 554-7714

Applicant Name: Ferris Ferdon
and Business Name: Ferdon Olive Oil (dba We Olive)
(2379 Chestnut Street)

Applicant Address: 371 Georgetown Ave.
San Mateo, CA 94402
and Phone No. (650) 520-3919

PLANNING COMMENTS: Approval Denial

ABC license type 42 is permitted as incidental wine tasting within specialty food store in accordance with limitations per attached Planning Code Section 790.22 interpretations. Bar use exceeding interpretations requires a building permit application. Kanishka Burns 3/5/13 (415) 575-9112

POLICE COMMENTS: Approval Denial

San Francisco Planning Code

Code Section: 790.22**Subject: Wine Tasting, Liquor Stores, Bars****Effective Date: 8/05****Interpretation:**

This Section states that within NC Districts, establishments that serve liquor with ABC License Types 42, 47, 49, 61, or 78 are considered "bar" uses. An interpretation rendered in November 1986 had asserted that "a wine tasting room as part of the retail sales of wine is treated as a bar in the Neighborhood Commercial Districts." **It was noted that an exception to this interpretation involves cases in which intermittent and/or occasional wine tasting is offered.** This minor and related activity is analogous to the dispensation of sample-sized portions of food items by many grocers. Much as those grocers are not considered to be restaurant uses, liquor stores which provide incidental wine tastings are not considered to be bar uses. Any such tasting would (1) occur entirely during regular operating hours only, (2) take place no more than twice each week for no more than four hours each occurrence and on a further occasional appointment-only basis, (3) not occur on a premises on which any type of permit from the Entertainment Commission is held, (4) not occur in an area physically separated from the main liquor store retail area by full-height partitions or partitions that otherwise prevent clear visual access to and from the main retail area and (5) be limited to one ounce servings and three servings per individual customer per day. Should the liquor store not adhere to each of these five conditions it would be considered a "bar." It was also noted that, pursuant to Ordinance 260-00 which became effective in May of 2000, "retail sales of wine" is now considered to be a liquor store. It was also noted that conditions 4 and 5, above, reflect ABC and Police Department policies at the time of this interpretation, and may be modified should those regulations change.

Disclaimer:

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1.800.445.5588.



RECEIVED
BOARD OF SUPERVISORS
SAN FRANCISCO

2013 FEB 13 PM 3:49

February 13, 2013

Good Morning San Francisco Board of Supervisors,

This letter is for the San Francisco Board of Supervisors to respond to their request for a "public convenience and necessity" resolution.

The attached form has my contact information, business information and the additional information as requested.

Let me first outline how the addition of the wine bar to the existing We Olive store will serve the public convenience and necessity in the Marina neighborhood and San Francisco city wide.

We Olive sells only California certified Olive Oil. All of our olive oil is certified by the California Olive Oil Council which started testing California olive oils over 20 years ago. The testing is done in conjunction with the UC Davis Mondovi Center standards which are set to higher levels than the European IOC olive oil council. This is both a scientific test and a sensory taste test.

Consequently, California olive oil is now considered to be some of the best olive oil in the world. This has also lead to olive oil and wine tasting. Napa, Sonoma, Paso Robles and all areas of the California wine market are finding that the California products are very good for business and a natural, almost elegant way to enjoy this rich tradition.

Our LaJolla store started doing these two years ago when they first opened and it has become a highly regarded, high quality atmosphere at their store on Prospect St. Our goal is to do the same here and create an atmosphere that serves the Marina and the city of San Francisco, and tourists from all across the U.S. and abroad, and showcases the very best qualities of California.

We are only applying for a 42 license so we can feature the best of California wines and let the customers buy what the taste. This will not be a large operation nor a liquor store type of environment. The patrons will be able to relax and enjoy the true essence of olive oil and wine with little Tapas on the side.

Our hours will be from 12:00 noon the 9:00 pm at the very latest. And in many cases we will not be open after about 8:00 depending on the time of year, weather, etc. We do want to have the option for 9:00pm hours because we do events such at the American Hearth Association, the San Francisco Jr. League, and several other charities on occasion.

2379 Chestnut Street San Francisco, CA 94123 Store: (415)673-3669 Fax: (415)673-3801 Ferris Ferdon Proprietor

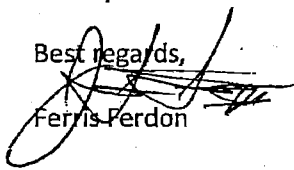
B0134



The wine bar will be inside and we will not be hosting any loud, noisy events.

I hope I have answered your questions, and I look forward to getting our wine bar set up. This will be a tremendous asset to Chestnut St. The Marina, San Francisco, and to me personally. This will get our store a whole new dimension which will add very good value to our bottom line. I plan to be here a long time and possibly expanding this model.

Best regards,



Ferris Ferdon

371 Georgetown Ave.

San Mateo, CA 94402

650-520-3919

Department of Alcoholic Beverage Control

State of California
Edmund G. Brown Jr., Governor

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 BY ABC

1. APPLICANT'S NAME

FERDON OLIVE OIL INC

2. PREMISES ADDRESS (Street number and name, city, zip code)

2379 CHESTNUT ST, SAN FRANCISCO, CA 94123

3. LICENSE TYPE

42

4. TYPE OF BUSINESS

- | | | | |
|---|--|--|--|
| <input type="checkbox"/> Full Service Restaurant | <input type="checkbox"/> Hofbrau/Cafeteria | <input type="checkbox"/> Cocktail Lounge | <input type="checkbox"/> Private Club |
| <input type="checkbox"/> Deli or Specialty Restaurant | <input type="checkbox"/> Comedy Club | <input type="checkbox"/> Night Club | <input type="checkbox"/> Veterans Club |
| <input type="checkbox"/> Cafe/Coffee Shop | <input type="checkbox"/> Brew Pub | <input type="checkbox"/> Tavern: Beer | <input type="checkbox"/> Fraternal Club |
| <input type="checkbox"/> Bed & Breakfast | <input type="checkbox"/> Theater | <input type="checkbox"/> Tavern: Beer & Wine | <input type="checkbox"/> Wine Tasting Room |
| <input type="checkbox"/> Wine only | <input type="checkbox"/> All | | |
| <input type="checkbox"/> Supermarket | <input type="checkbox"/> Membership Store | <input type="checkbox"/> Service Station | <input type="checkbox"/> Swap Meet/Flea Market |
| <input type="checkbox"/> Liquor Store | <input type="checkbox"/> Department Store | <input type="checkbox"/> Convenience Market | <input type="checkbox"/> Drive-in Dairy |
| <input type="checkbox"/> Drug/Variety Store | <input type="checkbox"/> Florist/Gift Shop | <input type="checkbox"/> Convenience Market w/Gasoline | |
| <input checked="" type="checkbox"/> Other - describe: Wine & Olive Oil Shop | | | |

5. COUNTY POPULATION

812,820

6. TOTAL NUMBER OF LICENSES IN COUNTY

317

On-Sale Off-Sale

7. RATIO OF LICENSES TO POPULATION IN COUNTY

On-Sale Off-Sale

8. CENSUS TRACT NUMBER

128

9. NO. OF LICENSES ALLOWED IN CENSUS TRACT

15

On-Sale Off-Sale

10. NO. OF LICENSES EXISTING IN CENSUS TRACT

62

On-Sale Off-Sale

11. IS THE ABOVE CENSUS TRACT OVERCONCENTRATED WITH LICENSES? (i.e., does the ratio of licenses to population in the census tract exceed the ratio of licenses to population for the entire county?)

- Yes, the number of existing licenses exceeds the number allowed
- No, the number of existing licenses is lower than the number allowed

3 X PUB

12. DOES LAW ENFORCEMENT AGENCY MAINTAIN CRIME STATISTICS?

- Yes (Go to Item #13) No (Go to Item #20)

13. CRIME REPORTING DISTRICT NUMBER

507

14. TOTAL NUMBER OF REPORTING DISTRICTS

654

15. TOTAL NUMBER OF OFFENSES IN ALL REPORTING DISTRICTS

120,367

16. AVERAGE NO. OF OFFENSES PER DISTRICT

179

17. 120% OF AVERAGE NUMBER OF OFFENSES

214.8

18. TOTAL NUMBER OF OFFENSES IN REPORTING DISTRICT

231

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 the reporting district equals or exceeds the total number in item #17
- No, the total number of offenses in the reporting district is lower than 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 conjunction 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.
- c. If "Yes" is checked in either item #11 or item #19, and the applicant is applying for an off-sale beer and wine license, an off-sale general license, an on-sale beer license, an on-sale beer and wine (public premises) license, or an on-sale general (public premises) license, advise the applicant to take this form to the local governing body, or its designated subordinate officer or body to have them complete Section 3. The completed form will need to be provided to ABC in order to process the application.

Governing Body/Designated Subordinate Name: BOARD OF SUPERVISORS

FOR DEPARTMENT USE ONLY

PREPARED BY (Name of Department Employee)

Jason

ABC-245 (rev. 01-11)

PART 2 - TO BE COMPLETED BY THE APPLICANT (If box #20b is checked)

21. Based on the information on the reverse, the Department may approve your application if you can show that public convenience or necessity would be served by the issuance of the license. Please describe below the reasons why issuance of another license is justified in

Multiple horizontal lines for handwritten text.

22. APPLICANT SIGNATURE	23. DATE SIGNED
-------------------------	-----------------

PART 3 - TO BE COMPLETED BY LOCAL OFFICIALS (If box #20c is checked)

The applicant named on the reverse is applying for a license to sell alcoholic beverages at a premises where undue concentration exists (i.e., an over-concentration of licenses and/or a higher than average crime rate as defined in Section 23958.4 of the Business and Professions Code). Sections 23958 and 23958.4 of the Business and Professions Code requires the Department to deny the application unless the local governing body of the area in which the applicant premises are located, or its designated subordinate officer or body, determines within 90 days of notification of a completed application that public convenience or necessity would be served by the issuance. Please complete items #24 to #30 below and certify or affix an official seal, or attach a copy of the Council or Board resolution or a signed letter on official letterhead stating whether or not the issuance of the applied for license would serve as a public convenience or necessity.

24. WILL PUBLIC CONVENIENCE OR NECESSITY BE SERVED BY ISSUANCE OF THIS ALCOHOLIC BEVERAGE LICENSE?

Yes
 No
 See Attached (i.e., letter, resolution, etc.)

25. ADDITIONAL COMMENTS, IF DESIRED (may include reasons for approval or denial of public convenience or necessity):

Multiple horizontal lines for handwritten text.

26. CITY/COUNTY OFFICIAL NAME	27. CITY/COUNTY OFFICIAL TITLE	28. CITY/COUNTY OFFICIAL PHONE NUMBER
29. CITY/COUNTY OFFICIAL SIGNATURE		30. DATE SIGNED



RECEIVED
BOARD OF SUPERVISORS
SAN FRANCISCO

2013 FEB 13 PM 3:49

February 13, 2013

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2379 Chestnut Street San Francisco, CA 94123 Store: (415)673-3669 Fax: (415)673-3801 Ferris Ferdon Proprietor

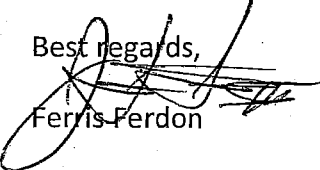
B0134



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Best regards,


Ferris Ferdon

371 Georgetown Ave.

San Mateo, CA 94402

650-520-3919

Department of Alcoholic Beverage Control

State of California
Edmund G. Brown Jr., Governor

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 BY ABC

1. APPLICANT'S NAME

FERDON OLIVE OIL INC

2. PREMISES ADDRESS (Street number and name, city, zip code)

2379 CHESTNUT ST , SAN FRANCISCO, CA 94123

3. LICENSE TYPE

42

4. TYPE OF BUSINESS

- | | | | |
|---|--|--|--|
| <input type="checkbox"/> Full Service Restaurant | <input type="checkbox"/> Hofbrau/Cafeteria | <input type="checkbox"/> Cocktail Lounge | <input type="checkbox"/> Private Club |
| <input type="checkbox"/> Deli or Specialty Restaurant | <input type="checkbox"/> Comedy Club | <input type="checkbox"/> Night Club | <input type="checkbox"/> Veterans Club |
| <input type="checkbox"/> Cafe/Coffee Shop | <input type="checkbox"/> Brew Pub | <input type="checkbox"/> Tavern: Beer | <input type="checkbox"/> Fraternal Club |
| <input type="checkbox"/> Bed & Breakfast: | <input type="checkbox"/> Theater | <input type="checkbox"/> Tavern: Beer & Wine | <input type="checkbox"/> Wine Tasting Room |
| <input type="checkbox"/> Wine only | <input type="checkbox"/> All | | |

- | | | | |
|---|--|--|--|
| <input type="checkbox"/> Supermarket | <input type="checkbox"/> Membership Store | <input type="checkbox"/> Service Station | <input type="checkbox"/> Swap Meet/Flea Market |
| <input type="checkbox"/> Liquor Store | <input type="checkbox"/> Department Store | <input type="checkbox"/> Convenience Market | <input type="checkbox"/> Drive-in Dairy |
| <input type="checkbox"/> Drug/Variety Store | <input type="checkbox"/> Florist/Gift Shop | <input type="checkbox"/> Convenience Market w/Gasoline | |
| <input checked="" type="checkbox"/> Other - describe: Wine & Olive Oil Shop | | | |

5. COUNTY POPULATION

812,820

6. TOTAL NUMBER OF LICENSES IN COUNTY

317

On-Sale Off-Sale

7. RATIO OF LICENSES TO POPULATION IN COUNTY

On-Sale Off-Sale

8. CENSUS TRACT NUMBER

128

9. NO. OF LICENSES ALLOWED IN CENSUS TRACT

15

On-Sale Off-Sale

10. NO. OF LICENSES EXISTING IN CENSUS TRACT

62

On-Sale Off-Sale

11. IS THE ABOVE CENSUS TRACT OVERCONCENTRATED WITH LICENSES? (i.e., does the ratio of licenses to population in the census tract exceed the ratio of licenses to population for the entire county?)

- Yes, the number of existing licenses exceeds the number allowed
- No, the number of existing licenses is lower than the number allowed

3 X PUB

12. DOES LAW ENFORCEMENT AGENCY MAINTAIN CRIME STATISTICS?

- Yes (Go to Item #13)
- No (Go to Item #20)

13. CRIME REPORTING DISTRICT NUMBER

507

14. TOTAL NUMBER OF REPORTING DISTRICTS

654

15. TOTAL NUMBER OF OFFENSES IN ALL REPORTING DISTRICTS

120,367

16. AVERAGE NO. OF OFFENSES PER DISTRICT

179

17. 120% OF AVERAGE NUMBER OF OFFENSES

214.8

18. TOTAL NUMBER OF OFFENSES IN REPORTING DISTRICT

231

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 the reporting district equals or exceeds the total number in item #17
- No, the total number of offenses in the reporting district is lower than 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 conjunction 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.
- c. If "Yes" is checked in either item #11 or item #19, and the applicant is applying for an off-sale beer and wine license, an off-sale general license, an on-sale beer license, an on-sale beer and wine (public premises) license, or an on-sale general (public premises) license, advise the applicant to take this form to the local governing body, or its designated subordinate officer or body to have them complete Section 3. The completed form will need to be provided to ABC in order to process the application.

Governing Body/Designated Subordinate Name:

BOARD OF SUPERVISORS

FOR DEPARTMENT USE ONLY

PREPARED BY (Name of Department Employee)

Jason

ABC-245 (rev. 01-11)

PART 2 - TO BE COMPLETED BY THE APPLICANT (if box #20b is checked)

21. Based on the information on the reverse, the Department may approve your application if you can show that public convenience or necessity would be served by the issuance of the license. Please describe below the reasons why issuance of another license is justified in

Multiple horizontal lines for handwritten text.

22. APPLICANT SIGNATURE

23. DATE SIGNED

PART 3 - TO BE COMPLETED BY LOCAL OFFICIALS (if box #20c is checked)

The applicant named on the reverse is applying for a license to sell alcoholic beverages at a premises where undue concentration exists (i.e., an over-concentration of licenses and/or a higher than average crime rate as defined in Section 23958.4 of the Business and Professions Code). Sections 23958 and 23958.4 of the Business and Professions Code requires the Department to deny the application unless the local governing body of the area in which the applicant premises are located, or its designated subordinate officer or body, determines within 90 days of notification of a completed application that public convenience or necessity would be served by the issuance. Please complete items #24 to #30 below and certify or affix an official seal, or attach a copy of the Council or Board resolution or a signed letter on official letterhead stating whether or not the issuance of the applied for license would serve as a public convenience or necessity.

24. WILL PUBLIC CONVENIENCE OR NECESSITY BE SERVED BY ISSUANCE OF THIS ALCOHOLIC BEVERAGE LICENSE?

Yes

No

See Attached (i.e., letter, resolution, etc.)

25. ADDITIONAL COMMENTS, IF DESIRED (may include reasons for approval or denial of public convenience or necessity):

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26. CITY/COUNTY OFFICIAL NAME

27. CITY/COUNTY OFFICIAL TITLE

28. CITY/COUNTY OFFICIAL PHONE NUMBER

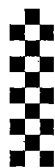
29. CITY/COUNTY OFFICIAL SIGNATURE

30. DATE SIGNED

3/29

11:10 AM

TO: DELEK EVANS
FROM: FERRIS FENDON
WE OLIVE



We Olive

Wine Bar Petition*

In recent months, We Olive-San Francisco has been putting forth the efforts necessary to acquire a wine & beverage license. The end goal of these efforts is to provide the Marina neighborhood and beyond with an elegant, sophisticated Wine Bar element within our store. This way, patrons and neighbors can enjoy the fantastic quality of California Extra Virgin Olive Oils along with their favorite Napa Valley or other local wine with dual olive oil/wine tastings.

Please show your support by signing this petition and telling us your favorite wine or varietal, we would love to hear your input!

*This petition is for our own curiosity and purpose as we want to find out how much public interest there is for this sort of store synergy, any and all feedback is greatly appreciated.

Name	Email	Favorite Wine? (optional)
Liz Clark	lclark@fielding.edu	Long Board Reds
ALAN E. KURTZ	AEKURTZ@SPRINGSIDEAL.NET	
Phoebe White	phoebe.white7@gmail.com	Peter Michael Chardonnay
Janet Wazey	janet.wyner@gmail.com	Reds
Kadee Jo Hilliker	kadeejo.hilliker@gmail.com	Reds
Kelly K...	KELLY@KELLYK...	...
Amber Gilman	ambergil9@gmail.com	Cherewater
Marlis Hamory	marlishamory@gmail.com	Franks Family
John Luca	jlucca@met.fgh.vst.edu	Pinot noir
Michelle Becker	michangei22@hotmail.com	cabernet
Kristina iron	kristinairon@me.com	tvine
Christine Rominecki	christineromin@yahoo.com	Longboard Ty Cabern
Sarah Farley	sarahfarley@comcast.net	Frank Family Ch
Russell Warner		Silver oak
Chris Roberts	CNR0848 @ GMAIL.COM	Spicy, Dry Reds
Jim Loney	JimLoney@aol.com	Wente
CHRIS LAVEY	clavey96@yahoo.com	
Chris Begley	AngelFenLife@gmail.com	Moscato
Hazel Smith	flzta@f9aol.com	

Scott Skofy	sskofy@gmail.com	
Caplin Panassi	cpanassi@gmail.com	
Gym Armstrong	lynnarmstrong@gmail.com	port
Kelly Backman	Backmankua@gmail.com	Red ZIN
Lisa Stummell	smilebella@yahoo.com	Silver Oak
Brooke Ashley	heybrookeashley@gmail.com	
Tyler Fulmer		
JUDY TORRES	jttrt60@hotmail.com	
Kathy B	KBST@hotmail.com	Sawyer B Case
Catirona B	burns@comcast.net	Justin
Trick Rumpf	Trump520@aol.com	Pinetria
Mary Worley	mworley102@yahoo.com	30WV
Gabriel Mardson	phifinder@gmail.com	reserves Cab's
Stacey St Marie	stmarie staceystmarie@gmail.com	
Kenneth T. Si Yk	Ken@TIB.commercial.com	
Karl Hawser		Pinet
Jordan Aylesworth	jordanaylesworth@gmail.com	Pinet Grigio
LINDA CANNADA	lcannada@yahoo.com	Syrah, Pinot Noir
LAUREN TURNER	LAURENTURNER@Aimed.com	
Nicole Holmes	nholmes@broadvent.com	portuguese, spanish
Chris & Julie Hawking	@chris@hawk.com.com	Marina SF
Male Sandmann	male.sandmann@gmail.com	

LIQUOR LICENSE REVIEW

TO: Planning Department
AnMarie Rodgers/CTYPLN/SFGOV
Georgia Powell/CTYPLN/SFGOV@SFGOV
Fax No.: 558-6409

File: 130134

TO: Police Department
Inspector Nelly Gordon
Inspector Joseph Fong
Fax No.: 553-1463

DATE: February 25, 2013

This item is tentatively scheduled to be heard in four to six weeks.
PLEASE EMAIL YOUR RESPONSE BY: April 8, 2013, to Derek Evans, Clerk,
City Operations and Neighborhood Services Committee.

Derek.Evans@sfgov.org - Fax No: 554-7714

Applicant Name: Ferris Ferdon
and Business Name: Ferdon Olive Oil (dba We Olive)
(2379 Chestnut Street)

Applicant Address: 371 Georgetown Ave.
San Mateo, CA 94402
and Phone No. (650) 520-3919

PLANNING COMMENTS: Approval Denial

POLICE COMMENTS: Approval Denial

NSOS, COS, LER DEP,
C-PAGE

Member, Board of Supervisors
District 9



City and County of San Francisco

DAVID CAMPOS

DATE: April 10, 2013

TO: Angela Calvillo
Clerk of the Board of Supervisors

FROM: Supervisor David Campos

RE: Neighborhood Services and Safety Committee
COMMITTEE REPORT

Pursuant to Board Rule 4.20, as Chair of the Neighborhood Services and Safety Committee, I have deemed the following matter is of an urgent nature and request it be considered by the full Board on April 23, 2013, as a Committee Report:

130134 Liquor License - 2379 Chestnut Street

Hearing to consider that the issuance of Type 42 on-sale beer and wine license to Ferris Ferdon for Ferdon Olive Oil, Inc., dba We Olive, located at 2379 Chestnut Street (District 2), will serve the public convenience or necessity of the City and County of San Francisco.

This matter will be heard in the Neighborhood Services and Safety Committee on April 18, 2013, at 10:00 p.m.

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