

LIQUOR LICENSE REVIEW

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

File: 141258

TO: Police Department
Lieutenant Dave Falzon
Inspector Nelly Gordon
Fax No.: 553-1463

DATE: December 9, 2014

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

PLEASE EMAIL YOUR RESPONSE BY: January 9, 2014, to Derek Evans,
Clerk, Neighborhood Services and Safety Committee.

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

Applicant Name: Caroline Santiago Brown
and Business Name: 24th Street Bar
(3336 24th Street)

Applicant Address: 236 West Portal Avenue
San Francisco, CA 94127
and Phone No. (415) 378-5904

PLANNING COMMENTS: Approval Denial

POLICE COMMENTS: Approval Denial

Caroline Santiago Brown
236 West Portal Avenue #314
San Francisco CA 94127
caroline6667@gmail.com
415.378.5904

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

December 8, 2014

Dear Derek,

Please accept this letter as an application for a "public convenience and necessity" resolution from the San Francisco Board of Supervisors.

I would like to open a type 48 license bar located at 3336 24th Street, which once operated as a bar known as "The Attic".

A lease has been secured for 10 years and liquor license # 47-507552, transferred from VAN NESS PRODUCTIONS LLC, is now in escrow.

1000 Van Ness Avenue

The name of the bar is "24th Street Bar".

It will appeal to the local residents in the immediate neighborhood who have expressed (via YELP and personal conversation) deep desire to have their local neighborhood bar reopened. The city is in need of simple clean non-themed bars. I want to provide the

neighborhood with a simple, clean, reasonably priced, bar for EVERYONE to enjoy.

Its hours of operation will be seven days a week from 3PM until 2AM.

I have attached a brief description of who I am, where I am from, some of my experience, and what my intentions are.

If you have any questions, don't hesitate to contact me via mobile, 415.378.5904, leave message or text if I don't answer. You may communicate via email as well at caroline6667@gmail.com.

Kind regards

A handwritten signature in black ink, appearing to read 'C. Brown', with a long horizontal flourish extending to the right.

Caroline Santiago Brown

24TH STREET BAR..

My name is Caroline Brown. I am a Cuban Puerto Rican first generation American, born and raised in New York City. I was brought up working in the hospitality industry and attended Montclair University where I earned my BA in Speech.

I moved to San Francisco in 1993 and worked in various places such as DNA, Harry Denton's and City Tavern, as well as many other places around town.

In 1997, I met and married my husband and joined him in the world of real estate, where we restored and built properties in the city until 2012. In 2007 my husband was diagnosed with cancer, and passed away in November of 2012. I have two children 8 and 11.

I have retired from my real estate career, taken time to balance things, and now I am ready to return to work.

My dream is to open a nice neighborhood bar in SF. "The ATTIC", presently closed, is located at 3336 24th Street is the ideal location.

The following parties are those whom I have been working with:

Leasing Agent rep. Landlord	Dennis Aicardi
Zoning Department	Edgar Orobeza
ABC	Liquor License Specialists
Mission Police	Officer Parker
	Officer Duarte
Mission District Supervisor	David Campos assistants
	Laura Lane
	Derek Evans
City Planning	Martha Yenaz
Calle 24 Association	Eric Aguello

Overall, the reception of my operating a bar out of this space has been well received.

My concept for this bar is quite simple. I would like to call it "24th Street Bar".

No specific theme-just a local spot, so all the neighbors, of all backgrounds feel comfortable, to come and pull up a stool and feel like they are home and "everybody knows their name".

I would like to make clear that I am not looking to open yet another hipster bar, but simply trying to appeal to a larger demographic represented by those who reside in this cozy neighborhood. I am certain I can manage an operation that will please all involved, especially our neighbors.

Best,

J Brown

415.378.5904

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 Caroline Brown

2. PREMISES ADDRESS (Street number and name, city, zip code) 3336 29th St., San Francisco, CA 94110

3. LICENSE TYPE 48

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 checked="" 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		

Supermarket

Liquor Store

Drug/Variety Store

Other - describe:

Membership Store

Department Store

Florist/Gift Shop

Service Station

Convenience Market

Convenience Market w/Gasoline

Swap Meet/Flea Market

Drive-in Dairy

5. COUNTY POPULATION 836,620

6. TOTAL NUMBER OF LICENSES IN COUNTY 286

On-Sale Off-Sale

7. RATIO OF LICENSES TO POPULATION IN COUNTY

On-Sale Off-Sale

8. CENSUS TRACT NUMBER 6209.00

9. NO. OF LICENSES ALLOWED IN CENSUS TRACT 15

On-Sale Off-Sale

10. NO. OF LICENSES EXISTING IN CENSUS TRACT 47

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

12. DOES LAW ENFORCEMENT AGENCY MAINTAIN CRIME STATISTICS?

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

13. CRIME REPORTING DISTRICT NUMBER 454

14. TOTAL NUMBER OF REPORTING DISTRICTS 653

15. TOTAL NUMBER OF OFFENSES IN ALL REPORTING DISTRICTS 53,948

16. AVERAGE NO. OF OFFENSES PER DISTRICT 83

17. 120% OF AVERAGE NUMBER OF OFFENSES 99

18. TOTAL NUMBER OF OFFENSES IN REPORTING DISTRICT 219

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)

ABC

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

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):

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