

File No. 160138 Committee Item No. 2
Board Item No. _____

COMMITTEE/BOARD OF SUPERVISORS
AGENDA PACKET CONTENTS LIST

Committee: Public Safety and Neighborhood Services Date September 8, 2016

Board of Supervisors Meeting Date _____

Cmte Board

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| <input type="checkbox"/> | <input type="checkbox"/> | Resolution |
| <input type="checkbox"/> | <input type="checkbox"/> | Ordinance |
| <input type="checkbox"/> | <input type="checkbox"/> | Legislative Digest |
| <input type="checkbox"/> | <input type="checkbox"/> | Budget and Legislative Analyst Report |
| <input type="checkbox"/> | <input type="checkbox"/> | Youth Commission Report |
| <input type="checkbox"/> | <input type="checkbox"/> | Introduction Form |
| <input type="checkbox"/> | <input type="checkbox"/> | Department/Agency Cover Letter and/or Report |
| <input type="checkbox"/> | <input type="checkbox"/> | MOU |
| <input type="checkbox"/> | <input type="checkbox"/> | Grant Information Form |
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| <input type="checkbox"/> | <input type="checkbox"/> | Form 126 – Ethics Commission |
| <input type="checkbox"/> | <input type="checkbox"/> | Award Letter |
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OTHER (Use back side if additional space is needed)

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| <input checked="" type="checkbox"/> | <input type="checkbox"/> | <u>LL Referral - 02/19/2016</u> |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | <u>Response Planning Dept - 06/15/2016</u> |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | <u>Response Police Dept - 09/01/2016</u> |
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Completed by: Erica Major Date September 2, 2016
Completed by: _____ Date _____



San Francisco Police Department
ABC Liaison Unit


RECEIVED VIA EMAIL
8/31/2016
160138



Alcoholic Beverage License -
*Public Convenience and
Necessity Recommendation*

To: The San Francisco Board of Supervisors' Committee on Public Safety
and Neighborhood Services

Supervisor Jane Kim
Supervisor John Avalos
Supervisor David Campos

From: Lieutenant Dave Falzon 
Officer in Charge
ABC Liaison Unit (ALU) 415-837-7576

Date: August 31, 2016

Subject: P.C.N. Investigation Regarding: Burgers 335, LLC
DBA: Brass Tacks
482-488 Hayes Street, SF, Ca. 94102
Anthony Healy London
415-910-6413

Mr. Anthony Healy London on behalf of **Burger 355, LLC** has filed an application with the California Department of Alcoholic Beverage Control seeking a -Type 48 (On Sale General- Public Premises) License for 482-488 Hayes Street (located between Octavia Street and Gough Street).

Hours of Operation:

11:00 am – 2:00 am Daily

Digest:

The premises located at 488 Hayes Street has been in operation for 3 ½ years as a bar with a Type 48 (On – Sale General Public Premises). Burger 355, LLC would like to expand their business to include the premise located at 482 Hayes Street. If approved, this license will allow Burger 355, LLC to sell On-Sale Beer, Wine and Distilled Spirits at 482-488 Hayes Street.

Letters of Protest:

No Record

Letters of Support:

No Record

Police Calls for Service:

From December 2014 to December 2015

6 calls for service

Police Reports:

From December 2014 to December 2015

2 police reports

San Francisco Plot Information:

This premise is located in Plot **558**

A High Crime area is defined as **98** or more police reports in a plot for the year of **2014**.

This plot had **205** police reports for **2014**, which is **107** over the **Citywide “High Crime”** average.

State Census Tract Information:

This premise is located in Census Tract: **162.00**
Population for this tract is: **2,541**

On-sale license authorized by census tract: **8**
Active on-sale licenses: **44** with **0** pending

Off-sale licenses authorized by census tract: **2**
Active off-sale licenses: **6** with **0** pending

Departmental Recommendation:

Points of consideration: **0**

No opposition from **Northern Station**

Applicant premise **is** located in a "**High Crime**" area.

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

0 - Record of protest.

0 - Record of support.

ALU Recommendation: **Approval with the following conditions**

Conditions for Type 48 On Sale General – Public Premises

1. Sales, service and consumption of alcoholic beverages shall be permitted only between the hours of 11:00 am to 2:00 am each day of the week.
2. Sales, service and consumption of alcoholic beverages in outdoor patio area shall be permitted only between the hours of 10:00 am to 10:00pm each day of the week
3. Noise shall not be audible beyond the area under the control of the licensee as depicted on ABC-257 dated 12/18/15.
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 12/18/15.

5. The sale of alcoholic beverages for consumption off the premises is strictly prohibited.
6. The licensee(s) or an employee of the licensee(s) will monitor the outdoor patio area(s) at all times that alcoholic beverages are being served or consumed.
7. Signs shall be posted at a conspicuous space at the entrances and/or exits of the premises as depicted on the ABC-257 dated 5/15/15 which shall state: "NO ALCOHOLIC BEVERAGES BEYOND THIS POINT." Said signs shall be no less than 7"X11" in size and contain lettering no less than 1" in height.

Google Maps 488 Hayes St



Google Maps 483 Hayes St

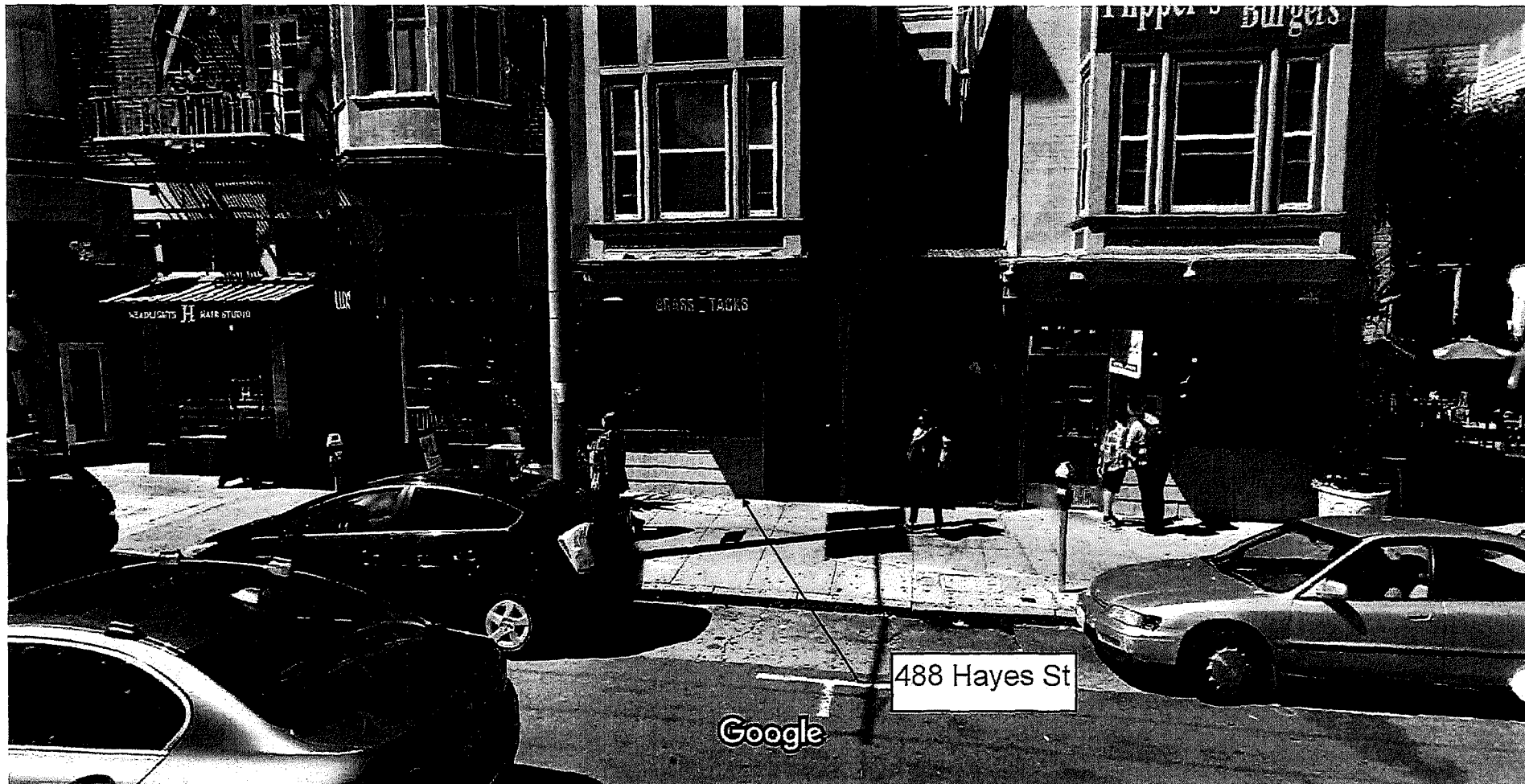


Image capture: Aug 2015 © 2015 Google

San Francisco, California

Street View - Aug 2015

PP

LIQUOR LICENSE REVIEW

TO: Planning Department File: 160138
AnMarie Rodgers/CTYPLN/SFGOV
Georgia Powell/CTYPLN/SFGOV@SFGOV
Fax No.: (415) 558-6409

TO: Police Department
Inspector Nelly Gordon
Phone: (415) 837-7273

Block/lot: 0808/016
Zoning: NCT
Quad: NE

DATE: February 19, 2016

Record # 2016-002423 MIS

This item is tentatively scheduled to be heard in four to six weeks.
PLEASE EMAIL YOUR RESPONSE BY: March 30, 2016, to Erica Major, Public Safety and Neighborhood Services Committee Clerk.

Erica.Major@sfgov.org - Fax No: 554-7771

Applicant Name: Burgers 355, LLC
and Business Name: Brass Tacks
(488 Hayes Street)

Applicant Address: Anthony Healy London
San Francisco, CA 94102
and Phone No. (415) 981-4500

PLANNING COMMENTS: Approval Denial

Type 48 license Bar use (790.22) is permitted within the Hayes-bough NCT District per P.C. Sec. 720.41. Change of use and Sec. 312 notification completed under Building Permit Application # 2016.03.14.1883. Bar is to remain a separate and distinct establishment from existing Bar at 488 Hayes, so not an expansion of existing Bar.

POLICE COMMENTS: Approval Denial

RECEIVED VIA EMAIL
6/29/2016
FILE. 160138



May 31, 2016

Jane Kim, Chair
SF Board of Supervisors
Public Safety & Neighborhood Services Committee
1 Dr Carlton B. Goodlett Place
San Francisco, CA 94102

Dear Ms. Kim,

It's my pleasure to write to you about my neighbor and friend, Matt Conway, owner of Brass Tacks. I've known Matt for 10 years and can attest to his strength of character and true business acumen.

My business has been in Hayes Valley for 10 years since opening Blue Bottle Coffee in 2005 on Linden Street. I've also lived near Alamo Square since 2005. The transformation of the retail environment in the neighborhood over the decade has been delightful and immense. Brass Tacks has proven to be a great addition with it's very intimate setting, delicious finely crafted cocktails and friendly and professional service. My wife and I often walk down the hill to get a coffee from our kiosk, a juice, or a cocktail from Matty, sometimes a combination.

I hope Matt is allowed to expand next door and activate the underused Flipper's patio in a way that will connect with all of us who live and work nearby.

I believe Matt to be an excellent businessman, great neighbor and have no doubt he will continue to prove a valuable asset to our community.

Please feel free to contact me on my mobile phone at any time for any further information. [510.418.2312](tel:510.418.2312).

Regards,

James Freeman
CEO



THE ABSINTHE GROUP

RECEIVED U.A. MAIL

6/29/2016

FILE 160138

To whom it may concern,

This letter is written in support of Matt Conway and his team at Brass Tacks, located at 488A Hayes Street. I've had the pleasure of knowing and working with Matt for many years and admire his dedication in all that he puts his mind to. I was concerned when I first heard that Marlena's, the bar that occupied 488A Hayes street for many, many years in Hayes Valley, was closing and re-opening as another concept with different ownership. Marlena's had become an institution and fixture in Hayes Valley. I've been part of the Absinthe Group for 18 years in Hayes Valley and have witnessed a remarkable transformation here, mostly positive. But neighbors and merchants alike want to preserve the uniqueness of the neighborhood and hate to see any of our friends leave. However, I was very pleased when I heard that it was Matt who was taking over the space. Matt and his partners definitely transformed Marlena's, but they did it with an understanding of what the neighborhood needed and wanted and they have been respectful throughout the process up to the present day. They have created a vibrant bar in a vibrant neighborhood and it has been a welcome change.

I understand that Matt and his partners now want to bring life back to the Flippers space at 482 Hayes. I trust that they will do so with the same energy, respect, and dedication that they poured into Brass Tacks. I'm looking forward to seeing more what they plan to do after going through their due-diligence with their immediate neighbors and the City of San Francisco, I'm confident that it will be an impressive improvement

Respectively,

Eric Vreede
Vice President, The Absinthe Group
450 Gough Street, San Francisco, CA 94102

RECEIVED VIA EMAIL
6/29/2016
FILE 160138



Dear San Francisco Police Department and whomever it may concern,

I am writing on behalf of of Matt Conway, owner of Brass Tacks, a beloved bar in Hayes Valley, San Francisco. I understand Matt and his partners are looking for local neighborhood support for a project in their near future. As an owner of two businesses in Hayes Valley, and as a native son of North Beach neighborhood, I am writing to express that support.

I have known Matt personally for many years as a customer and professionally since Brass Tacks opened appropriately at the site of Marlena's Bar - a local haunt, and long time friend of our businesses. I own and operate Suppenküche, a restaurant that has been in Hayes Valley for 23 years, as well as Biergarten restaurant around the corner, which is moving into its fifth year in the innovative PROXY Project.

In addition to being the best source for liquor down the street, Brass Tacks has supported the Hayes Valley Neighborhood Association - not to mention many other local and civic groups - since it opened its doors. As a former board member and neighborhood resident, that is a telling and important sign. In fact, with the help of Matt and Brass Tacks, the HVNA (and Biergarten) has been able to put on the "Ham and Eggs fire Brunch" to pay tribute the critical work of The San Francisco Fire Department, every year. After all, the post-earthquake fire started less than a block from Brass Tacks' front door in 1902.

As a business owner, neighbor, and friend, I look forward to what is sure to be another beacon of San Francisco food and drink culture. Please count us among the strong supporters of Matt's great project.

All the best,

Aaron Hulme
Suppenküche/ Biergarten

525 Laguna at Hayes.
t: 415.252.928

SFPD,
PLEASE EXTEND OUR THANKS
TO OFFICER V. ETCHEBER FOR
ALL HIS HELP WITH THE PROXY
MOVIE NIGHTS. WE KNOW HOW
★ IMPORTANT PAPERWORK
CAN BE!
THANKS,
SUPPENKÜCHE
+ BIERGARTEN

3/21/2016

Brass Tacks Mail - BrassTacks

RECEIVED 6/29/2016
160138



Anthony Healy-London <anthony@brasstackssf.com>

BrassTacks

Glenn DeMattia <glenn@headlightshairstudio.com>
To: Anthony Healy-London <anthony@brasstackssf.com>

Thu, Mar 10, 2016 at 9:38 AM

Dear Jane Kim and to all this may concern,

I am writing this letter in support of my neighbors who own, represent and work at BrassTacks Bar in Hayes Valley.

My name is Glenn K. DeMattia. I am the owner of Headlights Hair Studio located at 494 Hayes St. S.F. . I am the sole proprietor and I have been at this location for 25 years as of March 4, 2016. Since replacing the retired institution Marlens, BrassTacks has been meticulous in not only creating a truly diverse bar atmosphere, attracting and reflecting the diversity of the neighborhood but have been really conscience of considering and including the fellow Merchants and Patrons in every way.

Last July, I had a spontaneous fire after hours in the salon from a faulty water cooler and the BrassTacks Doorman saw the smoke and immediately called the fire Dept. They were there in a few short minutes. They were able to not only minimize the damage, though there was considerable smoke damage and took nearly a month to reopen, but it prevented it from being a tragic outcome for the entire building. I thought of him as a hero and he would not accept a reward of any kind! This is an example of the kind of neighbor Brass Tacks has been and continues to be. Truly a great addition to our neighborhood in every way.

Thank you so much,

Glenn K. DeMattia DBA. Headlights Hair Studio
494 Hayes St.
San Francisco, California
415-252-9494

RECEIVED 6/29/2016
160138

Metier
546 Laguna Street
San Francisco, CA 94102
415 590 2998
www.metiersf.com

March 16, 2016

To whom it may concern,

We are writing this letter in support of the proposed expansion of Brass Tacks into the old, Flippers, at 488 Hayes Street. As one of the local merchants in the neighborhood, we favor Brass Tacks as our go-to after work and weekend meet-up spot. The bar provides an inviting and fun environment to hang out with friends and co-workers, a place to have a drink and unwind after a long day. The staff is personable and courteous, the atmosphere is jovial but laid back, and the owners actually know us and we know them. We feel Brass Tacks encourages the strong locality that exists in Hayes Valley.

The owners Matty, Anthony and Josh are conscientious and responsible business owners and good people. With the many condominium buildings and new retail opportunities that are opening in and around Hayes, the expansion of Brass Tacks into the former Flippers would be a great idea. The extra space would allow Brass Tacks to tackle the overflow that is already happening on the busiest nights and which will clearly worsen once all the construction is completed. In addition the owners have told us they intend to make the new space available for larger private parties, neighborhood meetings and community gatherings, something we are very much in favor of.

There are only a few neighborhoods left in San Francisco where everyone knows each other and where patronization of each other's businesses is important. We value this very highly and believe that supporting locally-run endeavors is a crucial foundation builder for a vibrant area. Brass Tacks has the Hayes Valley community foremost in their minds and the expansion would be an great asset to the neighborhood and a move we strongly support.

Best regards,

Sheri Evans
Trina Papini

Owners, Metier

Received Colgate



16138

March 1, 2016

To Whom it may concern,

I am writing in strong support of Brass Tacks' expansion to the former Flipper's space on Hayes Street. The Brass Tacks team are exceptional operators, who run one of the most popular bars in all of Hayes Valley, and I feel strongly that the community will only benefit from their improvements to the prime space at 482 Hayes Street.

Since opening Brass Tacks, the bar has become a destination for the neighborhood: a friendly, warm, welcoming space that is inclusive of all guests. In addition to being a go-to spot for watching a sports game or meeting up for drinks with friends, the Brass Tacks team also regularly opens the space for important community-based meetings.

As a member of the Souvla restaurant team, I can say that the people who work at Brass Tacks have been excellent and supportive neighbors as merchants. Their team is friendly, approachable, professional, and helpful. They are excellent stewards of the neighborhood, responsibly managing the upkeep of their building and the portion of Hayes Street that they occupy. In addition, as members of both the Hayes Valley Neighborhood Association and Merchant Association, they're actively involved in initiatives that enrich and enliven the community.

In addition, as a resident of the neighborhood living at Page and Octavia, I feel strongly that we need more great operators like the Brass Tacks team opening restaurants and bars that continue to bring value to our community.

Sincerely,

A handwritten signature in black ink, appearing to be "JP" or similar initials, written in a cursive style.

Jennifer Pelka

Hayes Valley Resident
155 Page Street

Hayes Valley Merchant
Marketing Director for Souvla at 517 Hayes Street

jen@souvlasf.com

Fig & Thistle

313 Ivy Street • San Francisco, CA 94102
Phone: 415-589-7005 • E-Mail: angel@figandthistlesf.com
Web: www.figandthistlesf.com

Date: February 28, 2016

RECEIVED 6/24/2016

1 00138

Jane Kim, Chair
SF Board of Supervisors
Public Safety & Neighborhood
Services Committee
1 Dr Carlton B. Goodlett Pl
San Francisco, CA 94102

Dear Supervisor Kim and Fellow Members of the Board:

I am writing to show my support for the expansion of Brass Tacks into the space next door formally known as Flippers. I grew up in San Francisco, my father and grandmother were born here, and now I am proud owner small business, in the city I love. I have also served on the board of the Hayes Valley Neighborhood Association as an associate member and most recently as the recording secretary. I own a small neighborhood wine and beer bar called Fig & Thistle and was able to open and continue to be open due to the support of the neighborhood.

I've seen the city change gradually from memories of my childhood till now and witness what feels like an exponential change in the city in the last 5 years. Everyday I am surprised by the volume of people I see on the streets and in this neighborhood in particular. One of the things that Brass Tacks provides that Hayes Valley needs is a place for people who live in the neighborhood to grab a drink and relax after a long day at work. The only "problem" now is that Hayes Valley has become a destination neighborhood and there is less and less room for people to hang out and drink. When I go to Brass Tacks (and I know my staff feels the same way) we are always greeted with a smiling face, good atmosphere and a much needed drink after a long night of work. The expansion would allow for more people to have the opportunity to sit and have a drink.

In addition to providing a place to relax and grab a drink the bar also provides a extra level of security to the neighborhood. The doormen that have hired to check IDs know everyone in the neighborhood by name. I feel safer walking down that part of Hayes because they are there. A couple of months ago their was wall fire in one of the business next door and one of the doorman noticed the smoke and quickly called it in. I honestly believe that if it wasn't for them calling it in so quick a lot more damage would have been done to that block.

Please feel free to contact me if you have any other questions. I hope that the Board supports the decision for the expansion. We need to keep small business alive in the city, it's one of the main reasons Hayes Valley is so special and the owners and employees of Brass Tacks already add so much communal spirit to our neighborhood, the expansion would allow more people to experience it.

Sincerely,

Angel Davis
Owner of Fig & Thistle

RECEIVED 6/29/2016



Saturday, February 27th, 2016

To whom it may concern;

I am writing in regards to the team from Brass Tacks, and their desire to expand their operation. As a fellow business owner operating in Hayes Valley since 2014, a board member of both The Hayes Valley Neighborhood Association and The Golden Gate Restaurant Association and a Hayes Valley resident to boot, I, along with my organization fully support their efforts.

Anthony, Josh and Matty are first-class operators, and bring tremendous value to the neighborhood ecosystem that is Hayes Valley. Souvla patrons and employees alike are all big supporters and "regulars" there. Our two businesses have a truly remarkable, symbiotic relationship, for which I am very grateful for.

Not only does Souvla feed the Brass Tacks team with regular frequency, but our employees can often be found there following their shift. We collectively were so delighted to hear that they were beginning the process of expansion, and we hope that they are allowed to realize their goals in continuing to bring warm hospitality, quality beverages and a dynamic social experience to our growing neighborhood.

I wish to place my personal support and the support of the entire Souvla organization behind their efforts. We could think of no better business to expand into the neighboring space. Given their exemplary operational history, I know they will do a commendable job.

I will make myself available for any additional inquiries or questions. Please do not hesitate to reach me directly via email.

Sincerely,



Charles S. Billies

Founder & CEO
Souvla
charles@souvlasf.com

RECEIVED 6/29/2016



Monday, February 29th, 2016

To whom it may concern;

I am writing in regards to the team from Brass Tacks, and their desire to expand their operation. Anthony, Josh and Matty are first-class operators, and bring tremendous value to the neighborhood ecosystem that is Hayes Valley. Souvla patrons and employees alike are all big supporters and "regulars" there. Our two businesses have a truly remarkable, symbiotic relationship, for which everyone on our team is very grateful for. Since joining the team in late 2015, I have had the pleasure of getting to know the Brass Tacks team firsthand, and was immediately excited to learn of the possibility that they could be expanding.

Not only does Souvla feed the Brass Tacks team with regular frequency, but our employees can often be found there following their shift. We collectively were so delighted to hear that they were beginning the process of expansion, and we hope that they are allowed to realize their goals in continuing to bring warm hospitality, quality beverages and a dynamic social experience to our growing neighborhood.

I wish to place my personal support and the support of the entire Souvla team behind their efforts. We could think of no better business to expand into the neighboring space. Given their exemplary operational history, I know they will do a commendable job.

Please feel free to reach out to me with any questions or clarifications regarding Souvla, the Brass Tacks team, or my support for their expansion.

Sincerely,

Ben Pote

Culinary Operations Director
Souvla
ben@souvlaf.com

Law Offices of
DORON WEINBERG
523 Octavia Street
San Francisco, California 94102
Telephone (415) 431-3472
FAX (415) 552-2703

RECEIVED 6/29/2016
160138

March 2, 2016

Jane Kim, Chair
San Francisco Board of Supervisors
Public Safety & Neighborhood Services Committee
1 Carlton B. Goodlett Place
San Francisco, CA 94102

Re: Brass Tacks

Dear Supervisor Kim:

I have been a business owner in Hayes Valley since 1979, and have co-owned my building at 523 Octavia Street since 1991. I have watched with amazement and delight the development of Hayes Valley into a vibrant urban community. The new businesses that have opened in the neighborhood during the past few years have contributed greatly to this vitality.

One such business that has added to the community is Brass Tacks, which is a warm and welcoming gathering place that I and my colleagues enjoy visiting. We feel at home, and are treated as neighbors should be.

In my opinion the owners of Brass Tacks run a responsible business and are great neighbors.

Please feel free to contact me if I can provide any additional information.

Very truly yours,



DORON WEINBERG

DW/gba

RECEIVED Wollam
160138

February 2, 2016

City of San Francisco
Planning Department
Planning Commission
Board of Supervisors

RE: Letter of Support for Brass Tacks

I am writing this letter in support of Brass Tacks proposed expansion into the former Flippers Restaurant. I am both a resident and business owner in Hayes Valley, and my husband is a resident in Hayes Valley. While many people are writing in support of the existing business and the responsible and approachable personalities of Matty, Anthony and Josh, I would like to focus on another aspect of Brass Tacks services and employees; their commitment to our community and their doormen.

The doormen at brass tacks are impeccable. They talk to the community as we walk by, watch out for members of the community, keep an eye on what is going on, not just at Brass Tacks but within the neighborhood. A most notable event, about six months ago a fire began around 11PM at a neighboring hair salon and the doorman at Brass Tacks "smelled something funny" investigated, called the Fire Department, and thankfully so. Brass Tacks was (and still is) the only business that is open in the evening. We may have lost ground floor businesses as well second and third floor residential units without the doorman's diligence and intervention. The fire started by a faulty water cooler was caught in time to be restricted to the salon with some smoke damage to the nail salon. As it was, the hair salon was closed for repairs for a few weeks. Without the quick action of the doorman, Hayes Valley could have lost a handful of businesses and residential units, people could have lost their homes, and may not have been able to get out of their units in time.

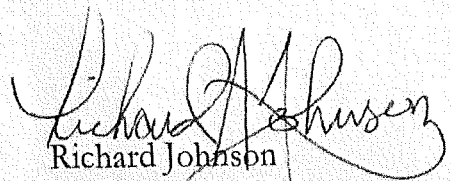
We all walk by Brass Tacks, talk to the doormen, say hello to Matty and the various bar tenders; Brass Tacks is very COMMUNITY. We meet friends there, take our computers there and work at the bar as a change of scenery and catch up on the daily goings-on. Fundraisers have been held there to assist people in crisis.

We really look forward to the opportunity to have an additional business in the 'hood' managed and operated by the same team, as well as an alternative gathering place for events, art exhibitions, fundraisers and private parties.

Please feel free to contact me/us with any questions.

Most Sincerely,

Allison Knapp Wollam
Knapp Planning and Environmental Consulting
511 Linden St Suite B


Richard Johnson
Deputy Fire Chief

2 page, PSIVS

RECEIVED
BOARD OF SUPERVISORS
SAN FRANCISCO

2016 FEB 17 AM 8:46

BY JLB

MARK E. RENNIE
ATTORNEY AT LAW
870 MARKET STREET
THE FLOOD BUILDING, SUITE 1260
SAN FRANCISCO, CALIFORNIA 94102

(415) 981-4500
TELECOPIER (415) 981-3334

February 9, 2016

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

Re: Burgers 355, LLC dba Brass Tacks
California ABC Liquor License Transfer
488 Hayes Street, San Francisco, CA 94102-4309
Public Convenience and Necessity Determination Request
ABC Type 48 License—On-Sale General Public Premises
Premise to Premise Transfer (Expansion) from 488 Hayes SF CA 94102 to
488 Hayes Street SF CA 94102

Dear Ms. Cavillo:

This office represents Burgers 355, LLC dba Brass Tacks. My clients presently own a bar and lounge located at 488 Hayes Street in San Francisco and the adjacent Flippers Burgers located at 482 Hayes. My client has applied to the California Department of Alcoholic Beverage Control (ABC) to expand the premises of their current On-Sale General Public Premises license [Type 48] to their Flippers Burgers premises in the same building. The new expanded Brass Tacks will operate under the current address, namely 488 Hayes Street, San Francisco. The Flippers Burgers location has operated as a restaurant with a Type 41 ABC license since at least 2002.

My clients wish to expand their current bar and lounge business into this expanded premise. The managing partners, Anthony Healy London, Joshua McAdam and Matthew Conway have been in the bar and restaurant business for many years and are skilled operators. They are committed to providing an excellent experience for their patrons and will strive to make the Hayes Valley area safer and crime free. Foremost, they are and will continue to be Good Neighbors.

160138

Angela Calvillo
Clerk of the Board of Supervisors
Page Two

Brass Tacks has been operating at 488 Hayes for nearly 3 years and has been fully embraced by neighborhood. They have developed strong relationships with many of the other neighborhood businesses, have a strong record of neighborhood safety, and have been quick to respond to any and all concerns from the community regarding their business.

Brass Tacks owners are active members of the HVNA and the Hayes Valley Merchant Association. As a neighborhood partner, they have hosted countless charitable gatherings including events for Leukemia Lymphoma Society, The March of Dimes, Aids life cycle, Daniel Webster Elementary, The Humane Society, and others. The current premise is only about 700 sq feet. This has led folks in the neighborhood to remark and complain that the space is too small and gets too busy to hold proper community gatherings. The idea behind the expansion into next door is too allow for larger groups to have more space to hold community events, neighborhood gatherings and charitable fundraisers. In short, the new space will accommodate for larger groups without jeopardizing Brass Tacks as a comfortable neighborhood bar.

The managing partners strive to create a simple, down to earth neighborhood bar which continues to serve long time Hayes Valley residents as well as appealing to new comers, i.e., technology workers and others being drawn to this dynamic and centrally located area. In the last 3 years, they have developed a loyal clientele that includes young professionals, new and longtime neighborhood residents, Hayes Valley shoppers, patrons of Davies, Bill Graham and SF Jazz enjoying a pre or post show drink, and bar and restaurant industry workers. Brass Tacks is currently the only neighborhood bar in Hayes Valley that is open 7 days a week, and the additional square footage will allow them to better serve the neighborhood as it continues to grow and evolve.

As part of its commitment to ensure that operations in this expanded floor plan do not disturb its neighbors, Brass Tacks will add additional sound mitigation measures to the building, on top of the extensive sound proofing work done previously. Brass Tacks management has demonstrated this commitment consistently. For example, despite installing 2 layers of Quiet Rock dry wall in the ceiling, the upstairs neighbor was experiencing vibrations due to noise from the bar. Brass Tacks' response was to (1) immediately lower the volume of the sound system so that it could not exceed a reasonable level, (2) spend in excess of \$15,000 on the installation of a sound proof ceiling and (3) put all the speakers on noise dampeners to limit any vibrations. They also promptly respond to the upstairs neighbors if they are experiencing any noise issues by immediately instructing staff to lower the music and to close the door.

The approved expansion will allow Brass Tacks to offer more of what we they are known for: providing fresh, seasonal cocktails plus local craft beer and wine in a clean, relaxed environment. Brass Tacks will continue to provide jobs in the service industry that support and

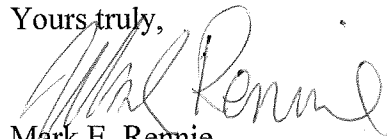
Angela Calvillo
Clerk of the Board of Supervisors
Page Three

enhance opportunity for local residents and support local businesses in the Hayes Valley neighborhood. The approval by the Board of Supervisors of this ABC license would not have any detrimental effect on the surrounding neighborhood or the City of San Francisco. The clientele of this operation fits well into the existing neighborhood and poses no public safety problems. This expanded business venture will also provide additional job opportunities to the community.

For the reasons outlined above, applicant Burgers 355, LLC dba Brass Tacks respectfully requests that this letter be forwarded to the Public Safety & Neighborhood Services Committee of the Board and that this Committee and the full Board of Supervisors make a determination under California Business and Professions Code Section 23958.4 that the public need or convenience would be served by the transfer (expansion) of the liquor license to Burgers 355, LLC dba Brass tacks at 488 Hayes Street, San Francisco.

Thank you for your consideration of this request.

Yours truly,



Mark E. Rennie

MER/mb

Cc: Anthony Healy-London, Burgers355, LLC
Lt. David Falzon, Officer-in-Charge SFDP ALU

LIQUOR LICENSE REVIEW

TO: Planning Department **File:** 160138
AnMarie Rodgers/CTYPLN/SFGOV
Georgia Powell/CTYPLN/SFGOV@SFGOV
Fax No.: (415) 558-6409

TO: Police Department
Inspector Nelly Gordon
Phone: (415) 837-7273

DATE: February 19, 2016

This item is tentatively scheduled to be heard in four to six weeks.
PLEASE EMAIL YOUR RESPONSE BY: March 30, 2016, to Erica Major, Public
Safety and Neighborhood Services Committee Clerk.

Erica.Major@sfgov.org - Fax No: 554-7771

Applicant Name: Burgers 355, LLC
and Business Name: Brass Tacks
(488 Hayes Street)

Applicant Address: Anthony Healy London
San Francisco, CA 94102
and Phone No. (415) 981-4500

PLANNING COMMENTS: Approval Denial

POLICE COMMENTS: Approval Denial