

LIQUOR LICENSE REVIEW

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

File: 170339

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

DATE: March 30, 2017

Please submit your response in four to six weeks for the matter to be heard.
PLEASE EMAIL YOUR RESPONSE BY: April 28, 2017, to Erica Major, Public
Safety and Neighborhood Services Committee Clerk.

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

Applicant Name: Juice Beans Brew 650, LLC
and Business Name: Hermanos Coffee & Juice Bar

Applicant Address: 650 California Street
San Francisco, CA 94108

and Phone No. (619) 250.4784

PLANNING COMMENTS: Approval Denial

POLICE COMMENTS: Approval Denial

March 29th, 2017
Clerk of the Board
San Francisco Board of Supervisors
1 Dr. Carlton B Goodlett Place, Room 244
San Francisco, CA 94102

Dear Clerk of the Board,
Juice Beans Brew 650, LLC is applying for a new type 40 beer license at 650 California St,
San Francisco, CA 94108.

Business Name & Address:

Hermanos Coffee + Juice Bar
650 California St., San Francisco, CA 94108

Contact Information:

Phil Shell, Managing Member & Owner
Phone: 619.250.4784

Mailing / Office Address:

100 McLellan Dr. 3112
S. San Francisco, CA 94080
Email: PhillyQueso415@gmail.com

RECEIVED
BOARD OF SUPERVISORS
2017 MAR 30 PM 1:48
BY Alk

Hermanos Coffee + Juice has been open since January 2017. We are providing locally roasted coffee, locally produced pastries, health food options to the tenants of 650 California St. and the nearby surrounding buildings. We focus on health and nutrition mixed with a balance of fun and soul. The ability to offer jobs to local residents is something that we are very proud to be contributing to the community.

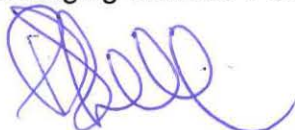
We currently open Monday – Friday at 7am and close at 4pm. If this license is granted we would extend our hours to 630pm. We are in a commercial high rise building that is mostly empty by 7pm.

• Saturday + Sunday: Closed

Hermanos Coffee + Juice serves the public convenience as there is currently a lack of healthy, food options, locally roasted 3rd wave coffee, and locally curated food and beverage options in the financial district. We focus on and built our menu around local producers. With balance in mind and our landlords complete support would like to offer locally made handcrafted beer. It seems a necessity that city government create an environment in which community members have the option to enjoy our beautiful lobby during business hours, invigorate the neighborhood, and support a community business. We pride ourselves on offering a 10% discount to the men + women of the SFPD and SFFD. You will see from our mission statement on the attached menu that community is what we believe to be the most important fabric in building human relations! We would love the opportunity to close that gap over coffee and / or beer.

Please don't hesitate to contact me with any questions. We look forward to continuing to serve the financial district community.

Thank you for your time and consideration,
Phil Shell
Managing Member + Owner



170339

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

Juice Beans Brew Co LLC

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

650 California St., San Francisco, CA 94108

3. LICENSE TYPE

40

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 checked="" 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 type="checkbox"/> Other - describe: | | | |

5. COUNTY POPULATION

866,583

6. TOTAL NUMBER OF LICENSES IN COUNTY

- On-Sale Off-Sale

7. RATIO OF LICENSES TO POPULATION IN COUNTY

279 On-Sale Off-Sale

8. CENSUS TRACT NUMBER

118

9. NO. OF LICENSES ALLOWED IN CENSUS TRACT

- On-Sale Off-Sale

10. NO. OF LICENSES EXISTING IN CENSUS TRACT

12 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

150

14. TOTAL NUMBER OF REPORTING DISTRICTS

158

15. TOTAL NUMBER OF OFFENSES IN ALL REPORTING DISTRICTS

57,509

16. AVERAGE NO. OF OFFENSES PER DISTRICT

88

17. 120% OF AVERAGE NUMBER OF OFFENSES

106

18. TOTAL NUMBER OF OFFENSES IN REPORTING DISTRICT

228

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)

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

NOTICE OF INTENTION TO ENGAGE IN THE SALE OF ALCOHOLIC BEVERAGES

ABC-207-E (9/05)

To the Resident or Owner of Real Property Within a 500' Radius:

The applicant(s) for an alcoholic beverage license must mail this notice to every resident of real property within a 500 foot radius of the premises (Section 23985.5 of the Business and Professions Code). The applicant must mail this notice within 15 days of posting the premises. Any protest against the issuance of the license(s) must be received at any office of the Department of Alcoholic Beverage Control (ABC) or Departmental Headquarters within 30 days of the date the premises are posted, or within 30 days of the mailing of this notification, whichever is later. To obtain a copy of the protest form, ABC-510-A, please contact your local ABC office or go online to www.abc.ca.gov.

Date of Mailing: 3-17-17 Date Premises Posted: 3/16/17

The below-named applicant(s) has applied for a license to sell alcoholic beverages at:

650 California St.
San Francisco, CA 94108

Type of license(s) applied for: 40 - On Sale Beer

The name(s) of the applicant(s) is/are: Juice Beans Brew Co LLC

The dba (doing business as) is (if known):

Further information regarding this application or filing a protest may be obtained at:

Department of Alcoholic Beverage Control
33 New Montgomery St., Suite #1230
San Francisco, CA 94105
(415) 356-6500

Los residentes o dueños que no hablen inglés por favor vean al reverso para mayor información.

非英語語系的居民或所有人，請參見背面資訊。

영어 구사 불가능 주민/소유주는 내용 확인을 위해 뒤면을 참조하십시오.

Cư dân/sở hữu chủ nào không nói tiếng Anh, xin xem mặt sau để biết chi tiết.

المقيمين/المالكين الذين لا يتكلمون اللغة الإنكليزية، رجاء مراجعة الصفحة الخلفية للحصول على المعلومات.

NOTICE OF INTENTION TO ENGAGE IN THE SALE OF ALCOHOLIC BEVERAGES

ABC-207-E (9/05) Reverse

El solicitante de una licencia para bebidas alcohólicas debe enviar este aviso por correo a todos los residentes de bienes inmuebles en un radio de 500 pies del establecimiento (Sección 23985.5 del Código de Negocios y Profesiones). El solicitante debe enviar este aviso antes de 15 días a partir del registro del establecimiento. Toda protesta en contra de la expedición de la(s) licencia(s) debe ser recibida en cualquier oficina del Departamento de Control de Bebidas Alcohólicas (ABC) o en la Oficina Central del Departamento hasta 30 días a partir del registro del establecimiento o hasta 30 días a partir de haber enviado por correo esta notificación, la que sea fecha posterior. Para obtener un formulario de protesta, ABC-510-A, favor de comunicarse a la oficina del ABC de su localidad o conéctese por Internet en www.abc.ca.gov. Si requiere ayuda, haga el favor de comunicarse a la oficina del ABC que se menciona en la parte inferior de este formulario.

酒精飲料執照的申請人必須將本通知郵寄給在其營業場地半徑 500 呎範圍內設有不動產的每一位居民 (營業與職業法第 23985.5 條)。申請人必須在公告營業場地的 15 天內寄出本通知。如對執照的發放有任何反對意見，必須於公告營業場地的 30 天內或是寄出此通知的 30 天內 (以兩者中較晚的日期為準)，寄達酒精飲料管理局 (ABC) 的任意辦公室或總局。如需反對意見表 ABC-510-A，請與當地 ABC 辦公室聯絡，或造訪 www.abc.ca.gov。如果您需要協助，請與本意見表底部所列的 ABC 辦公室聯絡。

주류취급면허 신청자는 점포 소지 반경 500 푸트 내의 모든 부동산 거주민에게 본 통지서를 우송해야 합니다(전문직업법 제23985.5항). 신청자는 점포 공고 15일 이내에 본 통지서를 우송해야 합니다. 해당 면허 발행에 대한 이의는 점포 공지 30일 이내 또는 본 통지서 우송 30일 이내 중 늦은 기간 안에 주류관리부(ABC)의 모든 사무소 또는 주류관리본부에 접수되어야 합니다. 이의 제기 양식 ABC-510-A 사본을 받으려면 해당 지역 ABC 사무소에 연락하거나 www.abc.ca.gov를 방문하십시오. 도움이 필요하신 경우, 본 양식 하단에 나열되어 있는 ABC 사무소에 연락하십시오.

(Những) người đang xin giấy phép bán thức uống có rượu phải gửi thông báo này cho mỗi cư dân tại các bất động sản tọa lạc trong phạm vi bán kính 500 feet từ nơi bán (Đoạn 23985.5 Bộ Luật Thương Nghiệp và Nghề Nghiệp). Đơn đăng phải gửi thông báo này trong vòng 15 ngày sau khi công bố địa điểm. Bất cứ trường hợp nào phản đối việc cấp (các) giấy phép đều phải nộp cho bất cứ văn phòng nào của Bộ Kiểm Soát Thức Uống Có Rượu (ABC) hoặc Trụ Sở của Bộ trong vòng 30 ngày sau ngày công bố địa điểm, hoặc trong vòng 30 ngày sau khi gửi thông báo này, tùy theo trường hợp nào xảy ra sau. Muốn xin mẫu phản đối, ABC-510-A, xin liên lạc với văn phòng ABC tại địa phương quý vị hoặc trên mạng tại www.abc.ca.gov. Xin liên lạc với văn phòng ABC ghi ở cuối mẫu này nếu quý vị cần được giúp.

على المتقدم/المتقدمين برخصة لبيع المشروبات الكحولية إرسال هذا الإشعار لكل صاحب ملك على بعد ٥٠٠ قدم حول المحل (الجزء 23985.5 من قانون المحلات التجارية والمهنية). على المتقدم بالطلب إرسال هذا الإشعار خلال ١٥ يوما من عرضه في المحل. يجب استلام أي احتجاج ضد إصدار الرخصة/الرخص من قبل أي مكتب تابع لإدارة مراقبة المشروبات الكحولية (Alcoholic Beverage Control) أو المقر الرئيسي الإداري خلال ٣٠ يوما من تاريخ عرض الإشعار في المحل التجاري، أو خلال ٣٠ يوما من إرسال هذا الإشعار بالبريد، أيهما حدث لاحقًا. للحصول على نسخة من نموذج الاحتجاج، ABC-510-A، يرجى الاتصال بمكتب مراقبة المشروبات الكحولية المحلي أو عن طريق الموقع الإلكتروني على الإنترنت www.abc.ca.gov. يرجى الاتصال بمكتب مراقبة المشروبات الكحولية المحلي المبين في أسفل هذا النموذج إذا احتجت للمساعدة.

NOTICE OF INTENTION TO ENGAGE IN THE SALE OF ALCOHOLIC BEVERAGES

ABC-207-E (9/05)

To the Resident or Owner of Real Property Within a 500' Radius:

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Date of Mailing: 3-17-16 Date Premises Posted: 3/16/17

The below-named applicant(s) has applied for a license to sell alcoholic beverages at:

650 California St.
San Francisco, CA 94108

Type of license(s) applied for:

40 - On Sale Beer

The name(s) of the applicant(s) is/are:

Juice Beans Brew Co LLC

The dba (doing business as) is (if known):

Further information regarding this application or filing a protest may be obtained at:

Department of Alcoholic Beverage Control
33 New Montgomery St., Suite #1230
San Francisco, CA 94105
(415) 356-6500

Los residentes o dueños que no hablen inglés por favor vean al reverso para mayor información.

非英語語系的居民或所有人，請參見背面資訊。

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Cư dân/sở hữu chủ nào không nói tiếng Anh, xin xem mặt sau để biết chi tiết.

المقيمين/المالكين الذين لا يتكلمون اللغة الإنكليزية، رجاء مراجعة الصفحة الخلفية للحصول على المعلومات.

INVESTIGATION CHECKLIST

Instructions to Applicant:

Thank you for filing your application. The application will be assigned to a representative for investigation. After the application is initially reviewed, the representative will notify you if additional information is

DATE: 3/15/17
FILE NUMBER: 579566
TYPE: 40

necessary for the investigation. ***Failure to respond to the requests for additional information will be considered an abandonment of the application and it will be administratively withdrawn.*** The items needed for our investigation are checked below. ***Please furnish them to this office as soon as possible to avoid delays or denial of your application.*** When completing forms, print in ink or type. For questions or help, please call and ask to speak with your assigned investigator or

licensing representative at (415) 356-6500

- Post your premises with Form ABC-207, Public Notice. (white poster), or ABC-207-B, Public Notice. . . (yellow poster). Your 30-day statutory waiting period begins when you post the notice. Make sure to date the notice.
- ABC-293, Affidavit of Posting - Sign, date and return.
- ABC-207-A, Notice of Application - Publish one time in a newspaper of general circulation in the city where the licensed premises will be located. If none, publish in a newspaper of general circulation in the city nearest the premises.
- ABC-207-C, Notice of Application to Sell Alcoholic Beverages - Publish once a week for three consecutive weeks. Publish in a newspaper of general circulation in the city where the licensed premise will be located. If none, publish in a newspaper of general circulation in the city nearest the premises.
- ABC-207-D, Notice of Application for Change in Ownership of Alcoholic Beverage License - Publish one time in a newspaper of general circulation in the city where the licensed premises will be located. If none, publish in a newspaper of general circulation in the city nearest the premises.
- ABC-528, Instructions to Applicants. . . Section 23985.5, 500' law.
- ABC-207-E, Notice of Intention to Engage in the Sale of Alcoholic Beverages - Mail to certain addresses within 500' of the premises. Follow instructions on Form ABC-528.
- ABC-207-F, Declaration of Service by Mail (Section 23985.5, 500' law). Complete, sign, date and return with a copy of the ABC-207-E.
- Copy of Conditional Use Permit - Obtain from your city or county planning department.
- Verification (proof) of Funds (e.g., bank statements, savings passbooks, loan papers, real estate papers, financial statement, gift/loan letters, etc.).
- ABC-208-A/B, Individual Personal/Financial Affidavit - The following person(s) must complete the form:

- Live Scan (fingerprints) for the following person(s) - Please provide second copy of BCII 8016 signed by Live Scan operator:
applicant already finger printed on withdrawn application - 578400 (Results on file)
- Re-record and provide certified copy of ABC-227 or ABC-227-A; Notice of Intended Transfer, to include corrections:

- ABC-245, Information and instructions re: Section 23958.4 (Public Convenience or Necessity).
- ABC-282, Declaration re Temporary Permit - Required if applicant is not available to sign Form ABC-280, Temporary Retail Permit.

INVESTIGATION CHECKLIST (Cont.)

- ABC-283, Information Concerning Temporary Permit - Information only; please read.
- Copy of Menu Food Lessee Agreement
- Agreement: Manager Franchise
- Non-retail applicant: Contact Bureau of Alcohol, Tobacco and Firearms National Revenue Center, to find out if a Federal Basic Permit is needed (no need to furnish copy of it to ABC). ATF National Revenue Center, 550 Main St., Cincinnati, OH 45202-3263. Phone: (800) 398-2282; email: natirevctr@cinc.atf.treas.gov; website: www.atf/treas.gov/alcohol/permits/htm.
- Non-retail applicant: Contact ABC Headquarters, (916) 419-2571, concerning the need for: Malt Beverage Price Schedule (ABC-701), Territorial Agreements, Label Approval Application (ABC-412), Certificate of Compliance (ABC-578 and ABC-410), and Out-of-State Distilled Spirits Shipper's Certificate (ABC-413 and ABC-414).
- Non-retail applicants, except Type 06, 08, 14, 16, 17, 27 and 29, will be contacted directly by the Board of Equalization, Excise Tax Division concerning registration requirements for excise tax due on alcoholic beverages.
- Retail applicant: Contact the Bureau of Alcohol, Tobacco and Firearms Distribution Center, (877) 882-3277, about the Special Tax Registration; ATF-5630.5, Annual Special Tax Registration and Return; ATF-5170.2, Liquor Laws and Regulations for Retail Dealers.
- Petition for Conditional License.
- ABC-203, Acknowledgment of ABC Laws, Rules or Regulations.
- Rule 60(j) or (l) affidavit.
- ABC-226, Statement re Consideration Deposited in Escrow - Date mailed to escrowholder: _____
Escrowholder must sign and mail to ABC.
- You may need to provide verification (proof) of the source of your funds (e.g., bank statements, savings passbooks, loan papers, real estate papers, financial statement, gift/loan letters, etc.).
- _____
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*Withdraw / re-apply
PC or N required*