File No.	170149	Committee Item No.	4
		Board Item No.	17

COMMITTEE/BOARD OF SUPERVISORS

AGENDA PACKET CONTENTS LIST

Committee:	Public Safety and Neighborhood Services		March 22, 2017
	pervisors Meeting	Date _	APPLL 4, 2017
Cmte Board	Motion Resolution Ordinance Legislative Digest Budget and Legislative Analyst Report Youth Commission Report Introduction Form Department/Agency Cover Letter and/or MOU Grant Information Form Grant Budget Subcontract Budget Contract/Agreement Form 126 — Ethics Commission Award Letter Application Public Correspondence	Report	
OTHER	(Use back side if additional space is nee	eded)	
	LL Referral 02/03/17 Response Planning 03/01/17 Response Police Dept 03/15/17		
Completed I		March 16, 2 タクチリ	017 7017

[Liquor License - 900 North Point Street E205]

?

Resolution determining that the issuance of a Type 42 on-sale beer and wine license to Pacific Retail VFC 1, Inc., dba Vom Fass Oils Vinegar Spirits, located at 900 North Point Street E205 (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.

WHEREAS, Pacific Retail VFC 1, Inc., dba Vom Fass Oils Vinegar Spirits is seeking the issuance of a Type 42 on-sale beer and wine license located at 900 North Point Street E205 (District 2); and

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

WHEREAS, The Police Department has filed zero (0) protests and zero (0) letters of support with the Department of Alcoholic Beverage Control under California Business and Professions Code, Section 24013, and recommends that the Department of Alcoholic Beverage Control issue the liquor license with conditions; and

WHEREAS, The conditions recommended by the Police Department are the following: 1) Sales, service and consumption of alcoholic beverages shall be permitted between the hours of 10:00 a.m. and 11:00 p.m. daily; 2) signs shall be posted at a conspicuous space at the entrances and/or exits of the premises as depicted on the ABC-257 dated 12/18/2015 which will state: NO ALCOHOLIC BEVERAGES BEYOND THIS POINT." Said signs shall be no less than 7"x11" in size and contain lettering no

Public Safety and Neighborhood Services Committee BOARD OF SUPERVISORS

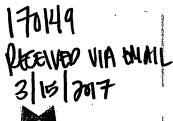
less than 1" in height; and 3) the licensee(s) or an employee of the licensee(s) will be present in the patio at all times that alcoholic beverages are being served or consumed; now, therefore, be it

RESOLVED, That in accordance with California Business and Professions Code, Section 23958.4, the Board of Supervisors of the City and County of San Francisco hereby determines that the issuance of a Type 42 on-sale beer and wine license to Pacific Retail VFC 1, Inc., dba Vom Fass Oils Vinegar Spirits, located at 900 North Point Street E205 (District 2), will serve the public convenience or necessity of the City and County of San Francisco; and, be it

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



San Francisco Police Department ABC Liaison Unit





Alcoholic Beverage License -Public Convenience or Necessity Recommendation

To:

The San Francisco Board of Supervisors' Committee on Public Safety

and Neighborhood Services

Supervisor Hillary Ronen Supervisor Jeff Sheehy Supervisor Sandra Lee Fewer

From:

Lieutenant Dave Falzon

Officer in Charge

ABC Liaison Unit (ALU) 415-837-7576

Date:

March 15, 2017

Subject:

P.C.N. Investigation Regarding:

Pacific Retail, VFC 1 INC.

DBA: Vom Fass Oils Vinegars Spirits

900 N. Point Street

San Francisco, CA. 94109-1192

Michael Pollastro (206) 369-7736

Mr. Michael Pollastro on behalf of Vom Fass Oils Vinegars Spirit has filed an application with the California Department of Alcoholic Beverage Control seeking a -Type 42 (On – Sale Beer and Wine) License at 900 North Point St (located between Larkin Street and Polk Street).

Hours of Operation:

10:00am to 11:00 pm daily.

Digest:

Von Fass Oils Vinegars Spirits has been located at 900 N. Point Street since August of 2013. Mr. Pollastro currently operates under a Type 21 license- On-Sale General and a Type 86- Instructional Tasting License. Vom Fass Oils Vinegars Spirits is looking to

add to their existing license to give their customers a better opportunity to experience more choices of their Organic Beers and Wines. If approved, this license will allow Vom Fass Oils Vinegars Spirits to sell on-sale Beer and Wine.

Letters of Protest:

No Record

Letters of Support:

No Record

Police Calls for Service:

From January 2016 to January 2017

0 call for service

Police Reports:

From January 2016 to January 2017

0 police report

San Francisco Plot Information:

This premise is located in Plot: 106

A High Crime area is defined as 93 or more police reports in a plot for the year of 2016.

This plot had 290 police reports for 2016, which is 197 over the Citywide "High Crime" average.

State Census Tract Information:

This premise is located in Census Tract: 102.00

Population for this tract is: 4,143

On-sale license authorized by census tract: 14 Active on-sale licenses: 20 with 0 pending

Off-sale licenses authorized by census tract: 3
Active off-sale licenses: 5 with 0 pending

Departmental Recommendation:

Points of consideration: 0

No opposition from Central Station

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

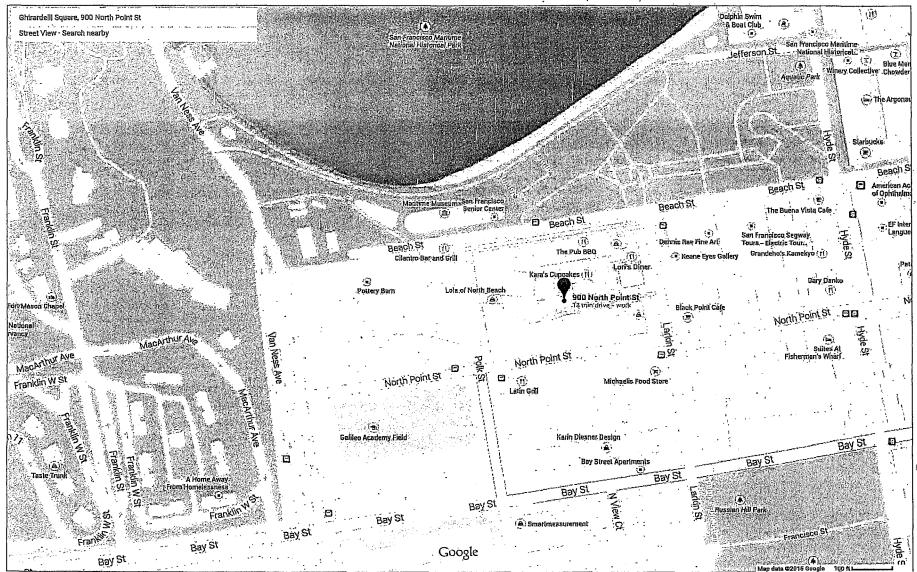
Applicant premise is located in a "High concentration" area.

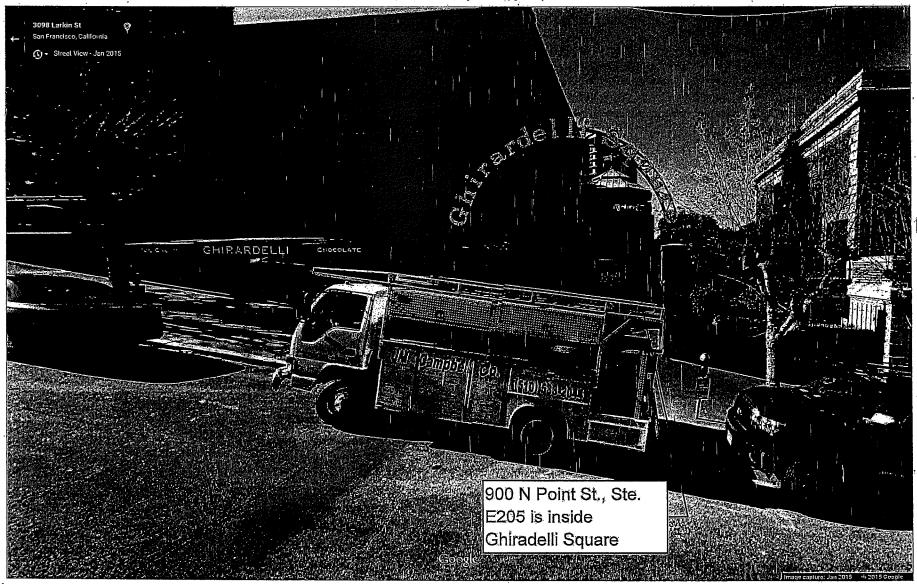
- 0 Record of protest.
- 0 Record of support.

ALU Recommendation: Approval with the following conditions:

- 1. Sales, service and consumption of alcoholic beverages shall be permitted between the hours of 10:00 a.m. and 11:00 p.m. daily.
- 2. Signs shall be posted at a conspicuous space at the entrances and/or exits of the premises as depicted on the ABC-257 dated 12/18/15 which will 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.
- 3. The licensee(s) or an employee of the licensee(s) will be present in the patio at all times that alcoholic beverages are being served or consumed.
- ❖ It should be noted that the Applicant agrees with all the above conditions.

End



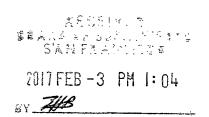




B 3 - LU" S.FLIQUOR LICENSE REVIEW File: 170149 Planning Department AnMarie Rodgers/CTYPLN/SFGOV Georgia Powell/CTYPLN/SFGOV@SFGOV /bt:0452T/029A Fax No.: (415) 558-6409 TO: Police Department Inspector Nelly Gordon Phone: (415) 837-7273 DATE: February 3, 2017 This item is tentatively scheduled to be heard in four to six weeks. PLEASE EMAIL YOUR RESPONSE BY: March 15, 2017, to Erica Major, Public . Safety and Neighborhood Services Committee Clerk. Erica.Major@sfgov.org - Fax No: 554-7771 **Applicant Name:** Adelaide and Mike Pollastro. Pacific Retail VFC 1, Inc. and Business Name: (Vom Fass Oils Vinegars Spirits) Applicant Address: 900 North Point Street E205 San Francisco, CA 94109 and Phone No. (415) 404-6980

PLANNING COMMENTS:	🔀 Approval		
ABC LICENSE TYPE 42 IS	PERMINED	IN THE CZ	ZONNO
DISMUCT POR PC SECTION	N 210.1	•	
	Cary	C.GROB	3-1-17
POLICE COMMENTS:	☐ Approval		

Pacific Retail VFC1, Inc. Dba Vom Fass Oils Vinegars Spices Ghirardelli Square - Plaza Level 900 North Point Street E205 San Francisco, CA 94109



February 3, 2017

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

Dear Board of Supervisors,

We respectfully request your support in obtaining a new Liquor Type 42 Beer and Wine License to be added to our current Type 21 and 86 Licenses #556397 for Pacific Retail VFC1, Inc. (dba Vom Foss Oils Vinegars Spirits) at Ghirardelli Square, 900 North Point Street E205, San Francisco, CA 94109. With Type 21 license and Type 86 Licenses already at this location our distributors are unable to provide us with sufficient tastings to materially help our business. We are seeking to add on-premise Wine and Beer to improve ability of clients to try our primarily organic wine selection and to be able to choose from our selection of craft beers. The business is owned and operated by Michael j. Pollastro, and managed by my wife Alaide (Adelaide) Batista Pollastro.

Please accept this letter as a part of our PCN application for a Type 42 Beer and Wine on-premise license. We have completed the application with the ABC and paid all fees. We have also completed the appropriate mailings to residents within 500 feet and on January 10, 2017 we posted our application on the front window of our business. We have also completed on-site inspections/interviews with the ABC representative (Rosette Flores), the local police station (Officer Mathias) as well as the SF Police ABC Liaison Unit (Sgt. George).

Almost 2 years ago we obtained a Type 21 (on-sale) license. Since receiving that license we have NOT had any infractions. We have been in business since August of 2013. Our hours of operation are Sunday through Thursday 10 AM until 7 pm during off-season and 10 AM until 9 PM Fridays and Saturdays year round as well as Mondays through Thursdays during peak season. We stay open a little later during events or if the Square is unusually busy. The hours will remain the same when we add on sale beer and wine. Additionally, we plan to serve some light food items such as cheese, charcuterie, chips, salads and some daily specials during in-store events.

Vom Fass is German and translates as 'from the cask'. Tasting of cask made products such as wine, beer, vinegars and spirits is a core aspect of our business model though we have had to compromise our business model because of the high cost of Type 47 licenses in San Francisco. We have a Type 86 Instructional Tasting License so that we could do tastings, however, that has **not** materially helped our sales because it is difficult to schedule tastings with the Wine, Beer and Spirits distributors. Tasting is necessary because we sell unique, high price-point products, many of which are either not available or not easily found elsewhere in San Francisco. For example our wines are mostly organic which most people are unfamiliar with. We need to be able to serve them a glass or a flight of wines to taste in order to show them how good they really are. About 60% of our wines (and an estimated 25% of our beers) will be from Northern California so our wine and beer selection focuses on local products unlike our vinegars and spirits, which are international, primarily for good reason (Champaign and cognac can only be made in France and Scotch in Scotland, etc).

We have only needed to make minor changes to the store configuration to accommodate the Type 42 license, which the ABC has already reviewed. This upgrade to our store will have no negative impact in the community as it is inside Ghirardelli Square in the West Plaza and does not front on a public street. Thus it will enhance the experience of those visiting the Square without affecting the neighbors. San Francisco City Planning has reviewed our project and we do not need a conditional use permit because we

are in C2 zone (Block/Lot 0...2/026 Zoning C-2 Quad NE Record # 20.15-005532 MIS), which already has businesses that serve alcohol, us included with our 86 tasting license.

Other positive outcomes are that we estimate that on-sale wine and beer will increase our **taxable** sales by as much as 100% since a large portion of our current sales are not taxable because they are classified as food products. The added tax revenue for the city will come primarily from tourists. Additionally, we are committed to supporting the local economy while also catering to the European tastes of San Franciscans. For example, we have succeeded in getting Vom Fass to include California olive oil in the Vom Fass brand offerings nationwide and we have an organic Orancello made in California organic California oranges. We have also contributed to the SF Food Bank and the Aquatic Park Senior Center. We believe we can do more to support our community if we have can achieve improved profitability from sales of onsale beer and wine especially for the Aquatic Park Senior Center which can no longer serve onsite alcohol for their annual Beer Event because they are located in a National Park building.

Our goal is to create a unique gourmet tasting experience like no other. We believe there is "public convenience necessity" because many patrons, both local and tourists are excited to see our reputable Vom Fass brand in Ghirardelli Square only to be disappointed that we do not offer more frequent tasting like other Vom Fass's due to the limitations of our 86 License. At present my wife and my staff work hard to ensure most of our patrons leave happy, but not without some difficulty and much disappointment due to our lack of wine and beer tasting except when a distributor is here to conduct them.

The quality of our organic wines and craft beer is both exquisite and unique. Our new marketing is targeted at tourists and upscale patrons of the Fairmont Hotel next door to us as well as to other hotels. Adding on premise Wine and Beer will enhance our unique tasting experience in Ghirardelli Square and delight people with many local organic wines and craft beers. We hope this will increase tourist traffic for the Square and also bring locals to sample our unique products, which we believe San Franciscans will appreciate. These brands are not usually stocked by corner package stores because of their higher pricepoint and the amount of space required. Most craft beers are sold in 375 ml bottles. Furthermore, during tourist season Ghirardelli Square could use more businesses that will keep people in the Square longer by offering them a unique onsite experience.

Frankly, we have struggled financially at our location in Ghirardelli Square because the Square has been under constant renovation and our rent is very high. We are located in the West Plaza Level of Ghirardelli Square in the back of the Square so we are affected the most by any construction in the Square. As such our store fronts on the Square and is not facing any public Street. The lengthy permitting and construction process in San Francisco has exacerbated the Ghirardelli client traffic issue for us. While the 86 license has helped a little, client's constantly ask for a taste or a glass of wine before they commit to a larger purchase. Unfortunately, tastings conducted by our distributor store are infrequent probably because we are such a small store (800 square feet of retail).

We believe the Type 42 license is essential to our survival so client's can purchase tastes of wine or beer or wine before committing to buying a bottle or case. Being in a tourist location we have "one shot" to close the deal with a client and our oils and vinegars are successful only because they can be tasted at any time. We believe from the success of the limited tastings we have experienced with our Type 86 Instructional Tasting License that the Type 42 will materially increase sales to tourists and locals alike because of our large selection of Organic Wines and Craft Beers.

Respectfully

Adelaide and Mike Pollastro

Pacific Retail VFC 1, Inc.

dba Vom Fass Oils Vinegars Spirits P: 415-404-6980 M: 206-369-7736

Email:Mike@VomFassSF.com

LIQUOR LICENSE REVIEW

TO:	Planning Department AnMarie Rodgers/CTYPLN/SFGOV Georgia Powell/CTYPLN/SFGOV@SFGOV Fax No.: (415) 558-6409				170149	
TO:	Police Department Inspector Nelly Gordon Phone: (415) 837-7273					
DATE:	February 3, 2017					
PLEASE EM	IAIL YOUR RI leighborhood	ESPONSE B' Services Com	heard in four to six w Y: March 15, 2017, to nmittee Clerk. org - Fax No: 554-77	o Erica	ı Major, Public	
Applicant N and Busines Applicant A and Phone I	ss Name: ddress:	Pacific Retai (Vom Fass C 900 North Po San Francisc (415) 404-69	Dils Vinegars Spirits) Dint Street E205 Doo, CA 94109	□ D	enial	
POLICE	COMMEN	rs:	☐ Approval	□ D	enial	

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 A	BC					
1. APPLICANT'S NAME PAUFIC	Refail VFC	1 INC				
2. PREMISES ADDRESS (Street number and hame, cit		n Francisco, SA	94109	3. LICENSE TYPE 42		
4. TYPE OF BUSINESS Full Service Restaurant	Hofbrau/Cafeteria	Cocktail Lounge		Private Club		
Deli or Specialty Restaurant	Comedy Club	Night Club		Veterans Club		
	=	= *				
Cafe/Coffee Shop	Brew Pub	Tavern: Beer		Fraternal Club		į
Bed & Breakfast:	Theater	✓Tavern: Beer & Wine		Wine Tasting	Hoom	
Wine only Ali	·					
Supermarket	Membership Store	Service Station	•	Swap Meet/Fie	ea Market	
Liquor Store	Department Store	Convenience Market	•	Drive-in Dairy		
Drug/Variety Store	Florist/Gift Shop	Convenience Market w/0	Gasoline			
Other - describe:	•			•		
5. COUNTY POPULATION	6. TOTAL NUMBER OF LICENSES II		7. RATIO OF LICE	NSES TO POPULATIO	1 /	
866,383		On-Sale Off-Sale	α	//	On-Sale	Off-Sale
9. CENSUS TRACT NUMBER	9. NO. OF LICENSES ALLOWED IN		10. NO. OF LICEN	ISES EXISTING IN CEN $\mathcal{Q}_{\mathcal{O}}$	1 .	O# 0-1-
11 IS THE APONE CENTRE TRACE OVERDONICEN	TRATER MITH HOLDERS (I. done to	off-Sale Off-Sale	one of trade over the		On-Sale	Off-Sale
11. IS/THE ABOVE CENSUS TRACT OVERCONCEN Yes, the number of existing licenses of the second		ie ratio of ricenses to population in the	census tract exceed	the radio of licenses to	population for	the entire county?)
No, the number of existing licenses is		, I				
12. DOES LAW ENFORCEMENT AGENCY MAINTAIN						
Yes (Go to Item #13)	No (Go to Item #20)			•		
13. CRIME REPORTING DISTRICT NUMBER	14. TOTAL NUMBER OF REPORTIN	IG DISTRICTS	15. TOTAL NUMB	ER OF OFFENSES IN	ALL REPORTI	NG DISTRICTS
104	653		10 TOTAL 488 F	37,509	DEDORTING	DISTRICT
16. AVERAGE NO. OF OFFENSES PER DISTRICT	17. 120% OF AVERAGE NUMBER O	OF OFFENSES	18. TOTAL NUME	BER OF OFFENSÉS IN	HEPOHING !	JISTHICT
19. IS THE PREMISES LOCATED IN A HIGH CRIME	REPORTING DISTRICT? (i.e., has a 205	% greater number of reported crimes th	an the average num	ber of reported crimes	as determined	from all crime
reporting districts within the jurisdiction of the local	I law enforcement agency)			•		
Yes, the total number of offenses in t	the reporting district equals or e	xceeds the total number in ite	m #17			
No, the total number of offenses in the		the total number in Item #17				
20. CHECK THE BOX THAT APPLIES (check only or a. If "No" is checked in both item #		A R&P does not apply to this	application an	d no additional inf	ormation wi	ill be needed
on this issue. Advise the applicant				a no additional an		
b. If "Yes" is checked in either item retail license issued for a hotel, mot beer manufacturer's license, or wind application or as soon as possible to	tel or other lodging establishmer egrower's license, advise the <u>ap</u>	nt as defined in Section 25503	3.16(b) B&P, or	a retail license iss	sued in conj	uction with a
c. If "Yes" is checked in either item sale beer license, an on-sale beer a to the local governing body, or its did ABC in order to process the application.	and wine (public premises) licen <u>lesignated subordinate officer or</u>	se, or an on-sale general (pul	blic premises) li	cense, advise the	applicant to	o take this form
Governing Body/Designated Subord	linate Name:	Board of Superi	visors		<u> </u>	
FOR DEPARTMENT USE ONLY	A-1					•
PREPARED BY (Name of Department Employee)	M					•
ABC-245 (rev. 01-11)				·····		

1937

PART 2 - TO BE COMPLETED BY	Th. * APPLICANT (I	f box #20b is checked)			
Based on the information on the necessity would be served by the is	e reverse, the Depar suance of the licens	tment may approve you e. Please describe belo	r application if w the reasons	you can show that public co why issuance of another lic	onvenience or cense is justified in
Letter attached.					
perci ayracaci			·		
				· .	
·					
					
22. APPLICANT SIGNATURE	11/-		. 23	. DATE SIGNED	
Much	bellesta			2/3/2017	
PART 3 - TO BE COMPLETED BY	LOCAL OFFICIALS	(If box #20c is check	ed)		
Code). Sections 23958 and 23958 governing body of the area in whic days of notification of a completed Please complete items #24 to #30 letter on official letterhead stating v	h the applicant premapplication that publication that publication that publication and certify or	ises are located, or its d ic convenience or neces affix an official seal. or a	esignated sub- ssity would be a attach a copy o	ordinate officer or body, det served by the issuance. f the Council or Board reso	ermines within 90 Jution or a signed
					,
24. WILL PUBLIC CONVENIENCE OR NECESSIT	NO NO	OF THIS ALCOHOLIC BEVERAGE		d (i.e., letter, resolution, etc.)	
25. ADDITIONAL COMMENTS, IF DESIRED (may	include reasons for approval	or denial of public convenience or i	necessity):		
		·	· · · · · · · · · · · · · · · · · · ·		
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·			·		
				0.000/00/00/00/00	
26, CITY/COUNTY OFFICIAL NAME	27, CITY/GOUNTY C	FFICIAL TITLE	.	8. CITY/COUNTY OFFICIAL PHONE N	UMBEH .
29. CITY/COUNTY OFFICIAL SIGNATURE	L		S	80. DATE SIGNED	