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MAR 30 2017

CITY & COUNTY OF S.F.  
PLANNING DEPARTMENT  
NEIGHBORHOOD PLANNING

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

Block/Lot: 0241/025  
Zoning: C-3-0  
Quad: NE  
Reward #2017-004071

DATE: March 30, 2017

MIS

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

ABC Type  
40 license for use is a principally permitted use in the  
with C-3-0 Zoning District, per PC Section 210.2

POLICE COMMENTS:

Approval  Denial

4/7/17  
NICHOLAS FOSTER  
415-575-4165

March 29<sup>th</sup>, 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](mailto:PhillyQueso415@gmail.com)

RECEIVED  
BOARD OF SUPERVISORS  
2017 MAR 30 PM 1:48  
Alc

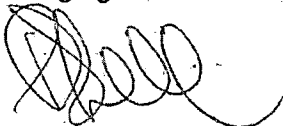
Hermanos Coffee + Juice has been open since January 2017. We are providing locally roasted coffee, locally produced pastries, health food options to the tenants of 650 California St. and the nearby surrounding buildings. We focus on health and nutrition mixed with a balance of fun and soul. The ability 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 3<sup>rd</sup> 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



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